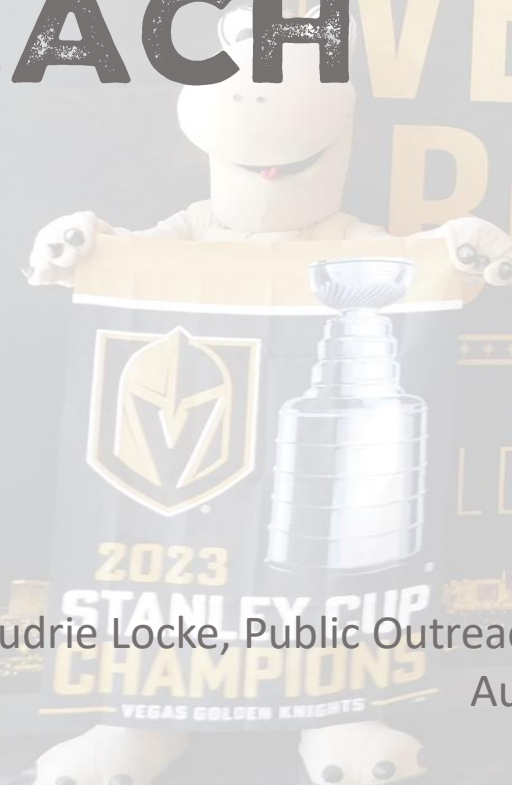
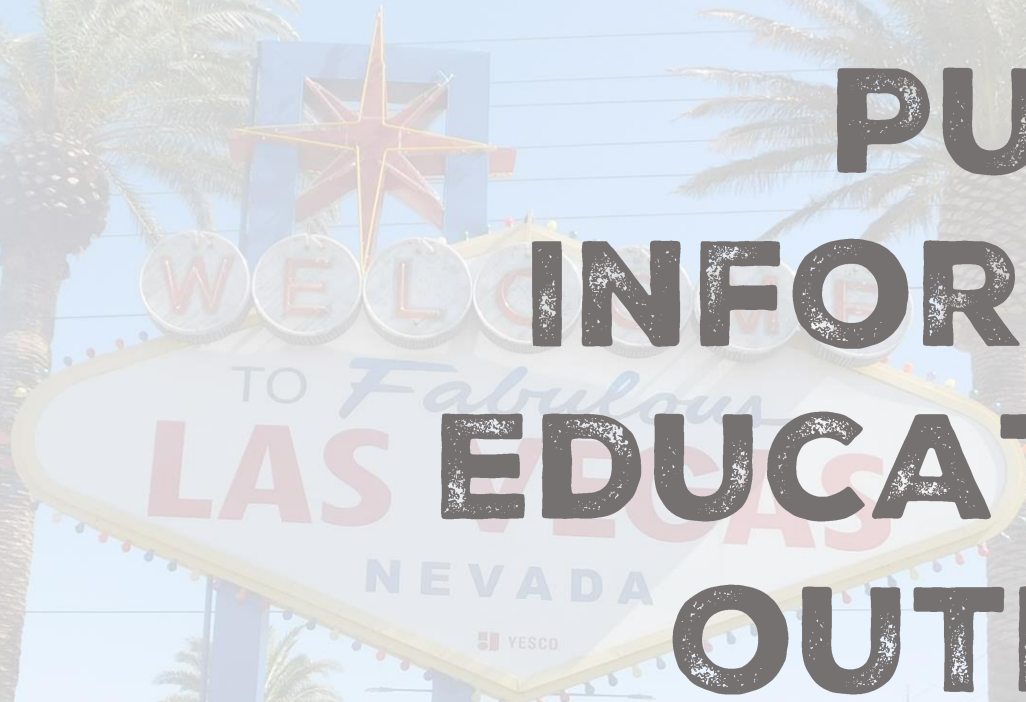


PUBLIC INFORMATION, EDUCATION AND OUTREACH

VEGAS BORN

LDENKNIGHTS.COM

Audrie Locke, Public Outreach Coordinator | Project Manger
Audrie.Locke@ClarkCountyNV.Gov



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2.8 Measures to Minimize, Mitigate, and Monitor Impacts of Take

The following sections delineate, by responsible agency, measures proposed to minimize, mitigate, and monitor the impacts of take of species covered by the MSHCP. The measures have been derived primarily from the existing and proposed additional conservation measures identified in Appendix A that address the potential threats to each ecosystem and in Appendix B that address the potential threats to each species. Existing conservation measures are identified in italics in the text.

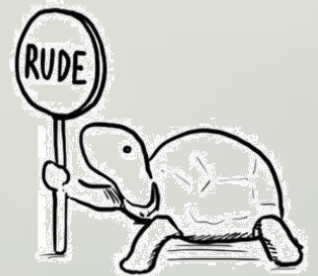
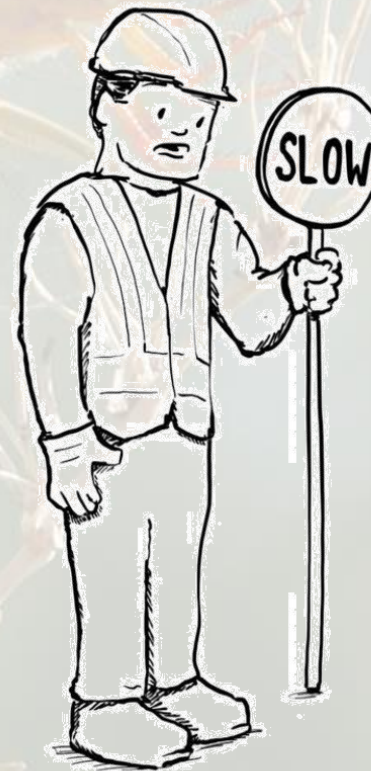
The following are recommended conservation actions to be undertaken by each local, state, and Federal agency participating in the MSHCP. **The conservation actions include public information and education, adaptive management, and land use policies and actions.** For adaptive management, the conservation actions include research, monitoring for trends, and inventories to assess the status of habitats and species. The land use policies and actions include habitat restoration and enhancement measures, protective measures which may include regulatory prescriptions, use restrictions, or other land

Public Information and Education is one of the conservation actions identified in the Multiple Species Habitat Conservation Plan

- Share messages about the desert tortoise, native species, and responsible desert use
- Encourage people to RESPECT, PROTECT, and ENJOY our desert ecosystem

Some of the ways that we do this:

- Mojave Max Education Program
- Participation in community outreach events
- Production and distribution of printed materials and videos
- Mojave Max and DCP websites and various social media platforms
- Educating construction site personnel about reporting and collecting wild desert tortoises for pick-up by DCP staff

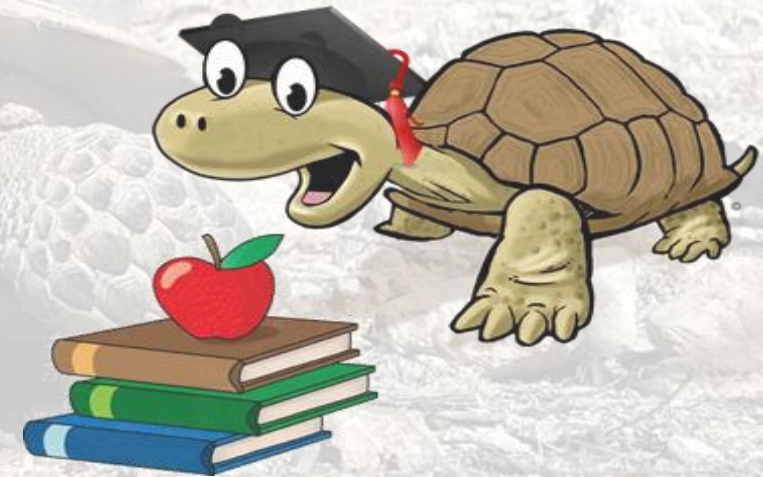


MOJAVE MAX EDUCATION PROGRAM



- Started in 2000
- Receive requests through the Mojave Max website for Mojave Max assemblies, individual Tortoise Talks, and outreach events
- Contracted with Get Outdoors Nevada to present school assemblies and Tortoise talks to elementary school students

- Returned to in-person assemblies and Tortoise Talks during '22-'23 school year
- Annual Mojave Max Emergence Contest



LEARN TO THE MAX
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2022-2023 Accomplishments

- Expanded reach of elementary education program to include:
 - Mojave Max Assemblies for homeschool students
 - After-school programs
 - Tactile learning for visually impaired students
- '22-'23 school year, nearly 6,000 students were reached through school assemblies and Tortoise Talks
- 5,583 students submitted their guesses for the emergence contest (nearly double the number from last year)
- New RFP (closing next week) for the education program



MOJAVE MAX EMERGENCE



Mojave Max emerged from his burrow at Springs Preserve on the latest date since the inception of the program. His official emergence was April 24, 2023, at 3:14 p.m. (the latest he has ever emerged)

The winner of the Emergence Contest, and his entire class were treated to a field trip at Springs Preserve, where they met the REAL LIVE Mojave Max. Most of the students in this class had never been to Springs Preserve.



**Ever wonder what
Mojave Max's burrow**



looks like...INSIDE?

MOJAVE MAX @ SPRINGS PRESERVE



OUTREACH EVENTS



- Participation in a variety of outreach events ensures accessibility to residents from all areas within Clark County's jurisdiction.
- DCP is typically directly invited to participate with an education table and the Mojave Max mascot.
- In addition to 20 school assemblies and 60 Tortoise Talks, DCP participated in over 50 individual outreach events.



ACCOMPLISHMENTS



- Completed our sixth year with Get Outdoors NV (formerly Outside Las Vegas Foundation)
- Revised education materials
- Expanded the DCP message to several new communities
- Created a tactile presentation for visually impaired students
- Increased social media followers by 17%
- Increased social media postings by 12%



A YEAR OF 'FIRSTS'



In addition to continuing the established Mojave Max education program in the elementary schools, DCP made it a priority to identify and increase outreach and education to different members of our community.

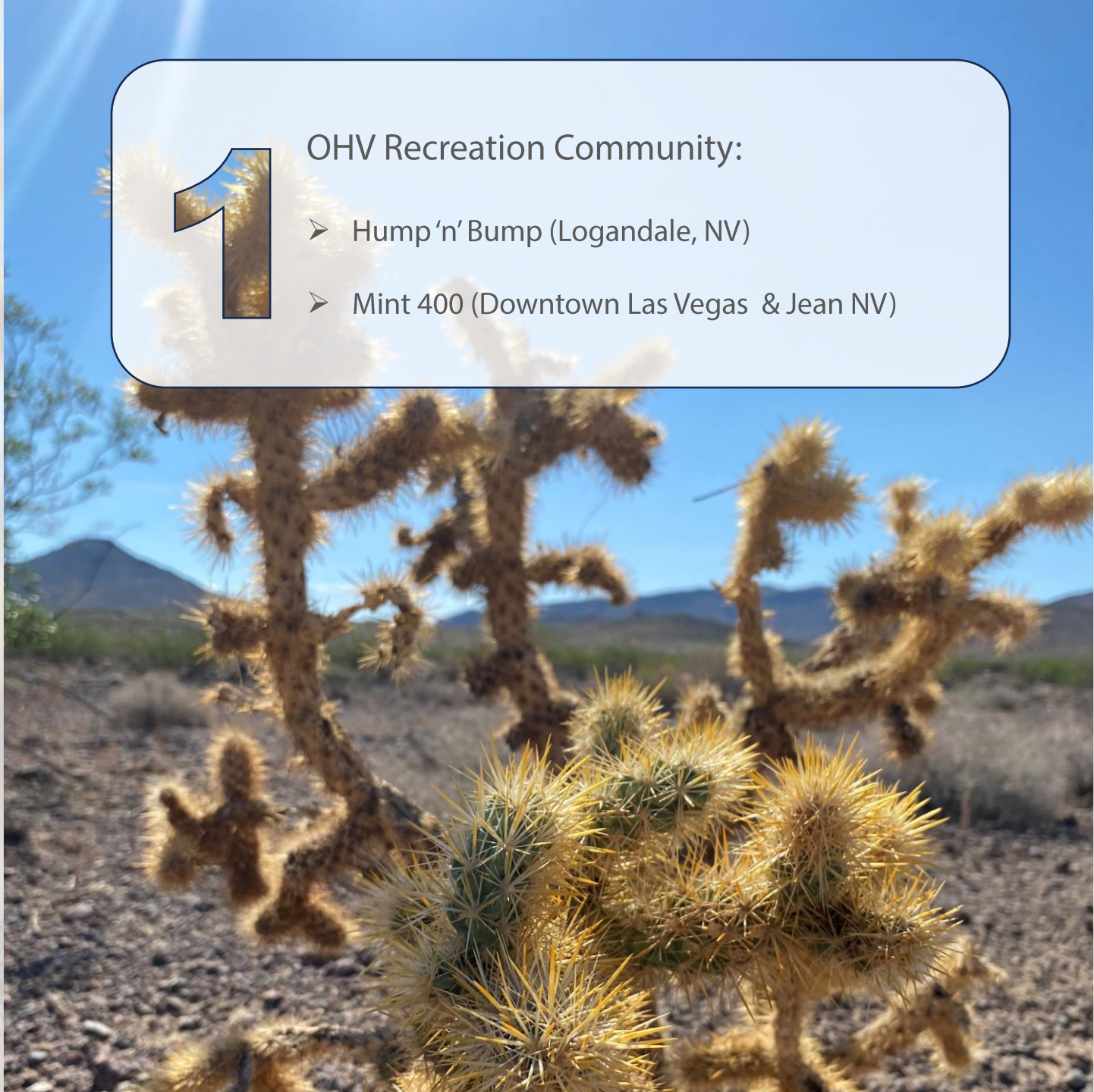
- OHV Recreation
- Alternative Education
- New (to us) Communities





1 OHV Recreation Community:

- Hump 'n' Bump (Logandale, NV)
- Mint 400 (Downtown Las Vegas & Jean NV)





2

Alternative education:

- Homeschool students
- Tactile presentation for NV Blind Children's Foundation





3

New Communities:

- “Seasoned citizens”—residents in an age-restricted community
- All-In Clark County Virtual Series

Virtual Presentation

DESERT CONSERVATION PROGRAM

THURSDAY, JUNE 29
11:00 - 11:30 AM

TUNE IN TO LEARN HOW CLARK COUNTY IS TAKING ACTION TO PROTECT OUR DESERTS.

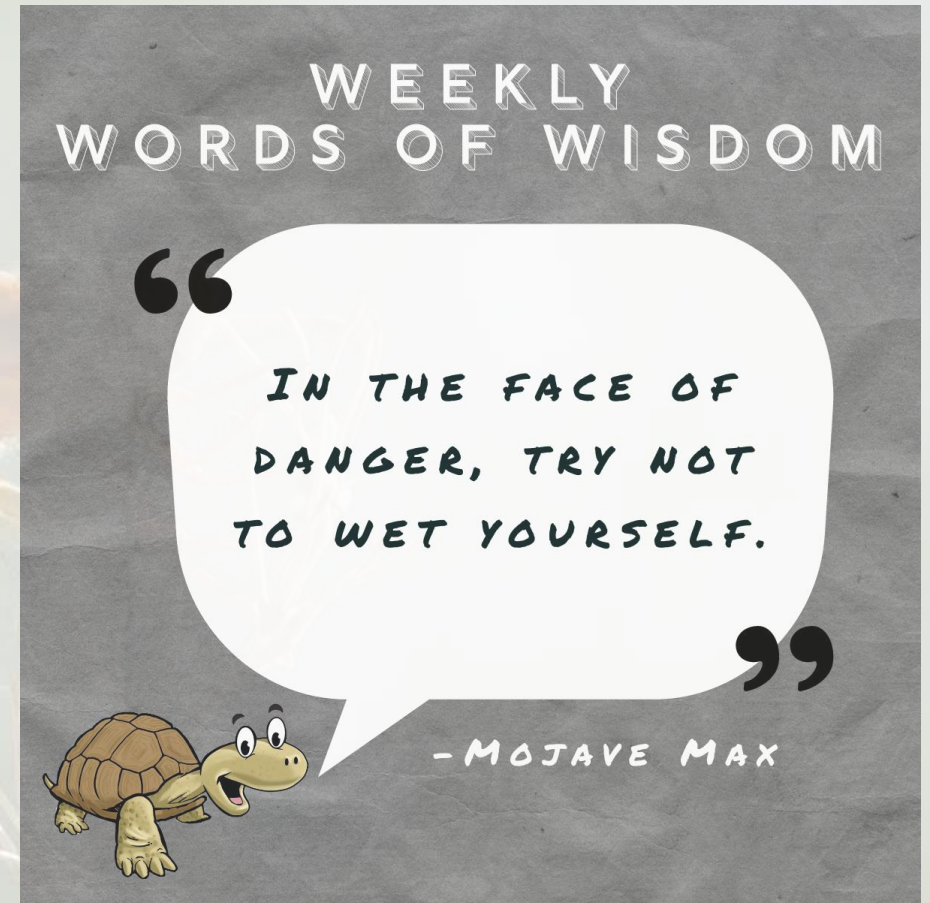
Register: publicinput.com/All-InEducation

SOCIAL MEDIA



- Mojave Max is on
 - Instagram
 - Facebook
 - X (formerly Twitter)
 - Thread
 - YouTube and
 - TikTok (limited posting)
- DCP is on
 - Instagram
 - Facebook

Most popular interactions are the Max After Dark and the Weekly Words of Wisdom.



(caption) Tortoises will lose the water they are storing if they are scared. Never pick up a wild tortoise. If they lose their water they may not have enough to make it through brumation. If this happens, they will dehydrate.



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A large, solid orange silhouette of a tortoise, centered in the image. The text is overlaid on the shell area.

**VOLUNTEER
TO THE
MAX**

VOLUNTEER TO THE MAX



We are recruiting for a variety of volunteer opportunities throughout the year. The Volunteer to the Max program is rolling out now and is expected to be fully implemented by the end of 2023.

Looking for volunteers to:

- Participate in outreach events (working an education table)
- Photograph events where DCP and Mojave Max are present (photos/videos to be used by DCP for social media posts and future presentations)
- Participate in scheduled DCP and Mojave Max events (setup/tear down, basic event support, materials handout, manning registration tables, etc.)

VOLUNTEER TO THE MAX



2023 DESERT TORTOISE WEEK KICK-OFF

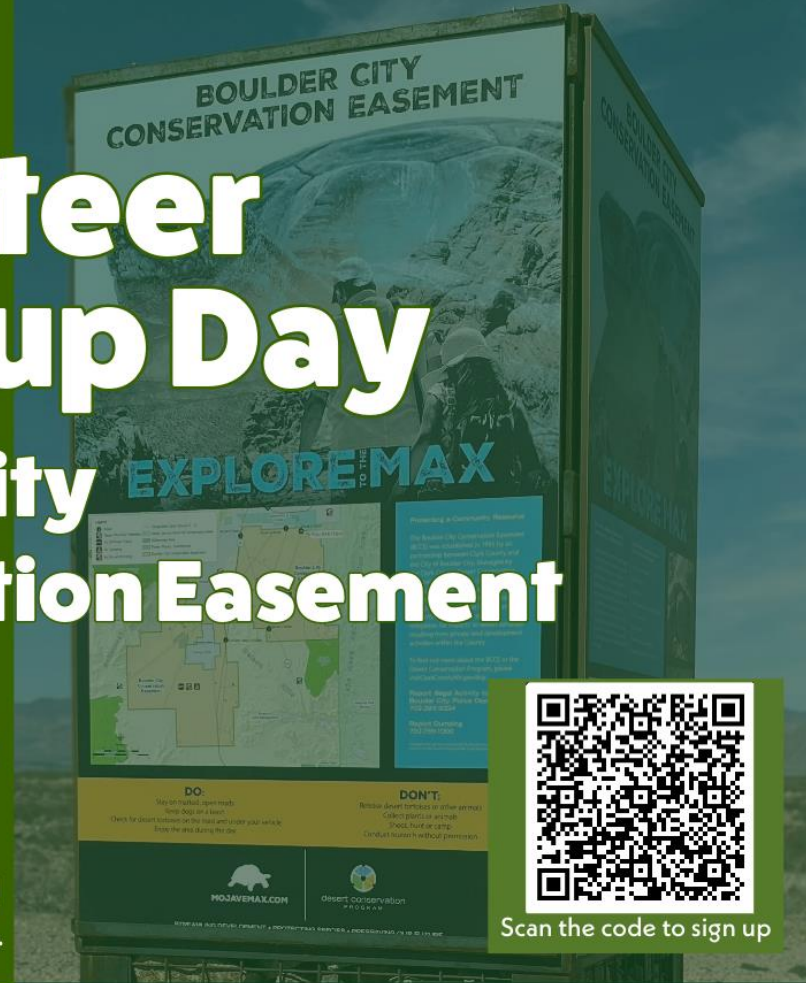
Join us for a

Volunteer Cleanup Day

Boulder City **EXPLORE TO THE MAX** Conservation Easement

Saturday,
September 30, 2023
8:00 a.m.

Sign up to receive additional
details and meeting location.



VOLUNTEER TO THE MAX





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QUESTIONS