

PUBLIC INFORMATION, EDUCATION AND OUTREACH

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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.

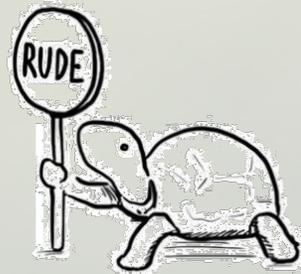
The following are recommended conservation actions to be undertaken by each local, state, and Federal agency participating in the MSHCP. **The conservation actions include public information and education, adaptive management, and land use policies and actions.** For adaptive management, the conservation 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 (MSHCP)

- 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:

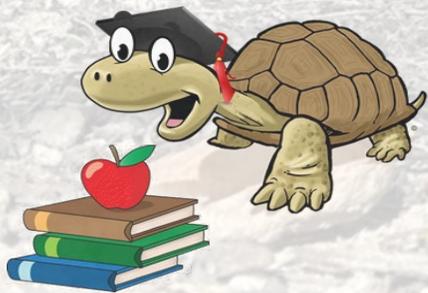
- Mojave Max Education Program
- Participation in community outreach events
- Production and distribution of printed materials and videos
- Mojave Max and DCP websites and various social media platforms
- Educating construction site personnel about reporting and collecting wild desert tortoises for pick-up 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
- The Mojave Max team presents school assemblies and Tortoise Talks to elementary school students



- 2025 will be a year-long 25-year celebration
- To celebrate 25 years, the Annual Mojave Max Emergence Contest will be open to all Clark County residents (typically only elementary school students participate). Prizes will be awarded to the person who guesses closest to Max's emergence (without going over)



2023-2024 Accomplishments

- Expanded reach of elementary education program to include:
 - Mojave Max Assemblies for nearly 300 homeschooled students
 - Additional after-school programs received Tortoise Talks
 - Developing a Tortoise Talk for special education/autistic students
- '23-'24 school year, nearly 5,000 students were reached through school assemblies and Tortoise Talks
- Over 4,100 students submitted their guesses for the emergence contest.



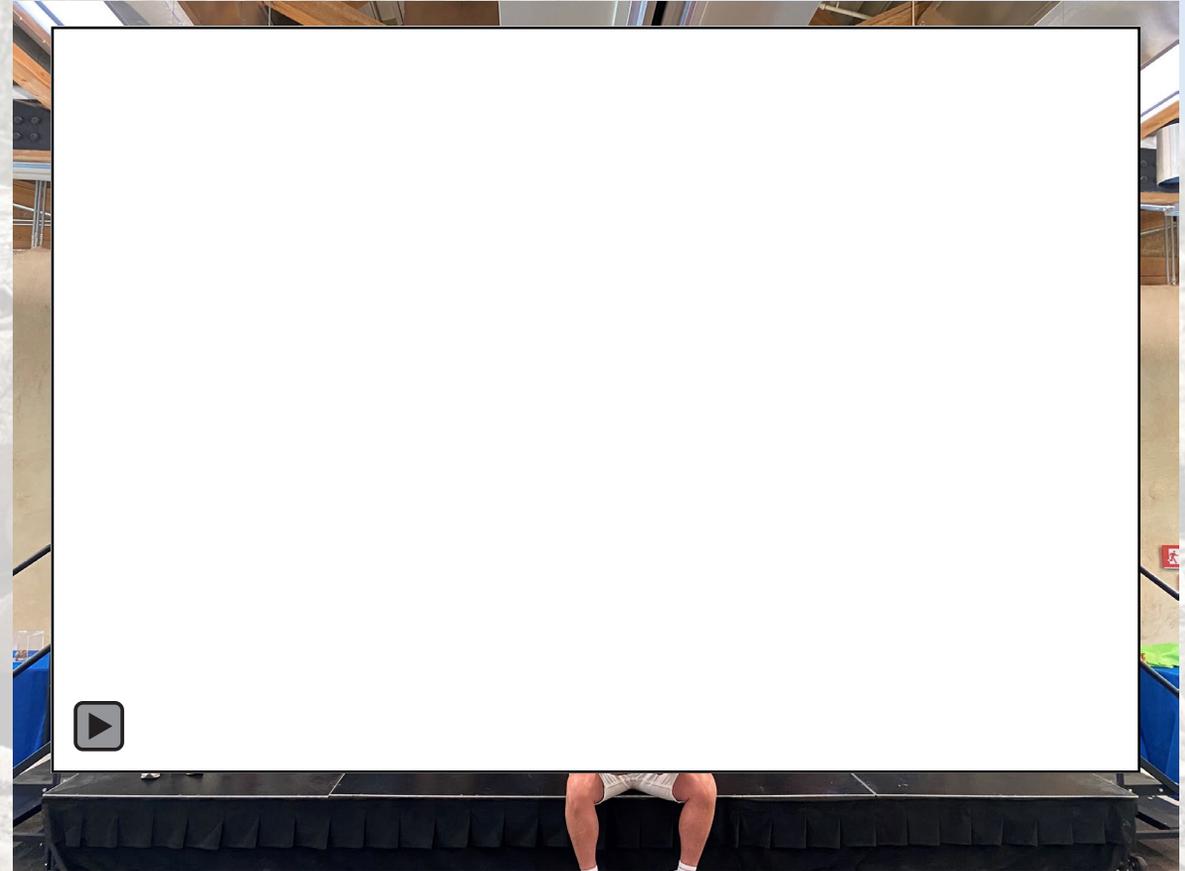
LEARN TO THE MAX
MOJAVEMAX.COM

MOJAVE MAX EMERGENCE

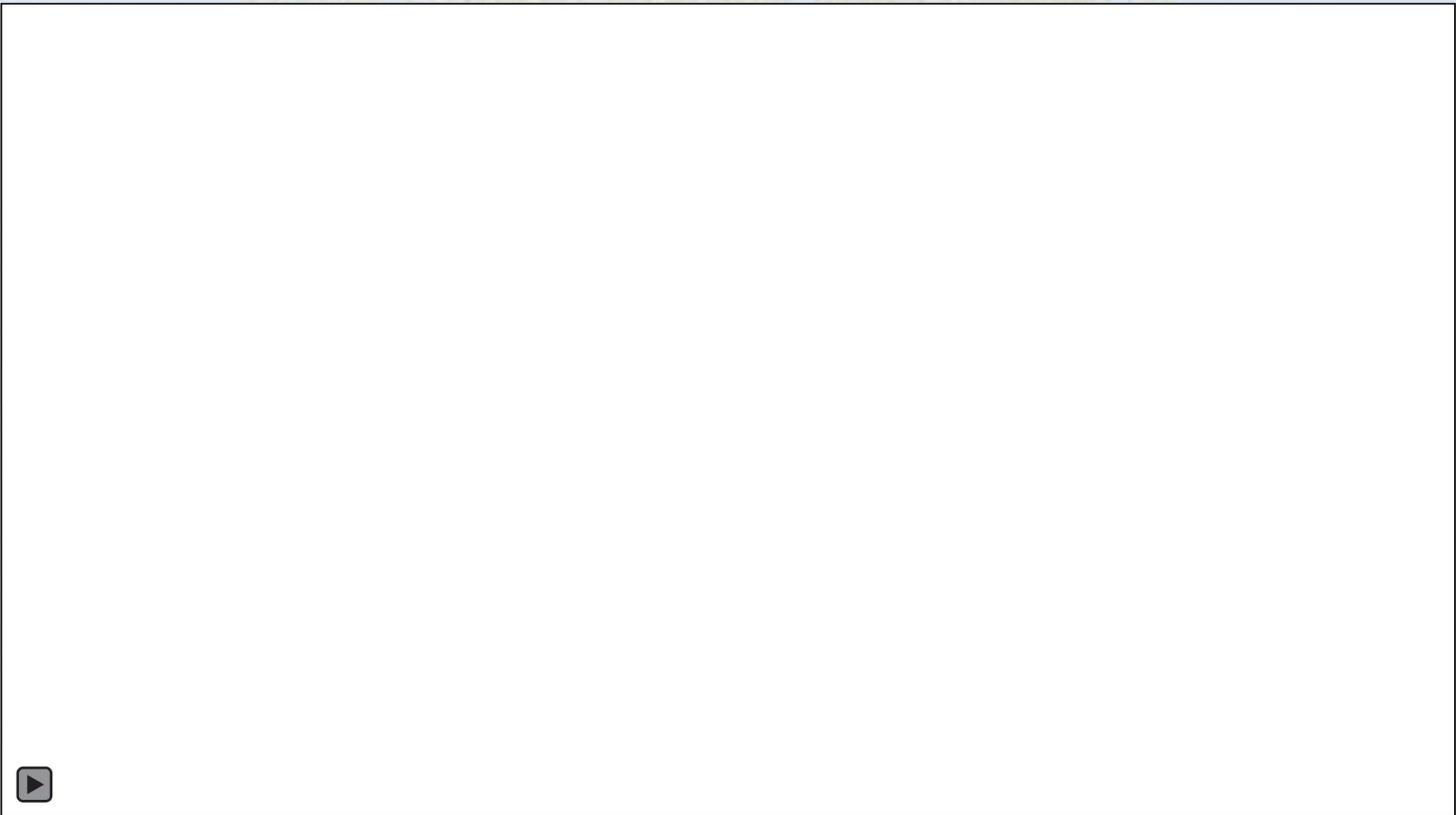


Mojave Max emerged from his burrow at Springs Preserve on April 23, 2024, at 3:09 p.m.

The winner of the Emergence Contest, and her entire GATE class from Daniel Goldfarb Elementary were treated to a field trip at Springs Preserve, where they met the REAL LIVE Mojave Max. Many of the students in this class had never been to Springs Preserve.



MOJAVE MAX @ SPRINGS PRESERVE



OUTREACH EVENTS



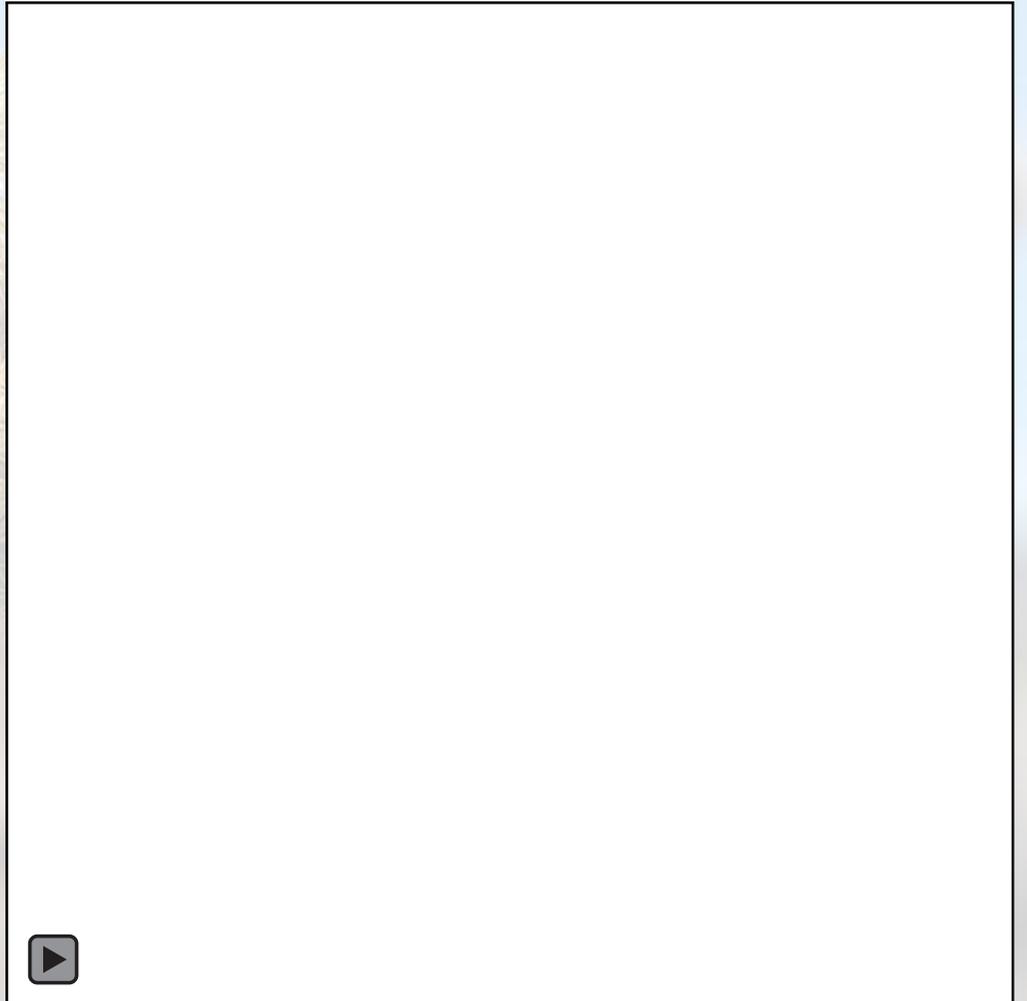
- Participation in a variety of outreach events ensures accessibility to residents from all areas within Clark County's jurisdiction.
- DCP is typically directly invited to participate with an education table and the Mojave Max mascot.
- In addition to 20 school assemblies and 60 Tortoise Talks, DCP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



ACCOMPLISHMENTS



- Completed our 7th year with Get Outdoors NV (formerly Outside Las Vegas Foundation)
- Improved education materials
- Expanded the DCP message to several new groups not previously targeted
- Connected with a wide variety of new communities interested in engaging with our program in the coming year (including the Nevada Resort Association's Sustainability Committee, The Venetian Resort, and Caesar's Entertainment)



THE MANY MOODS OF MOJAVE MAX

- Mojave Max is active on
 - Instagram
 - Facebook
 - Threads
 - YouTube
- DCP is on
 - Instagram
 - Facebook



HAPPY



SAD



ANGRY



ANNOYED



CONFUSED



EXCITED



CURIOUS



TIRED



HUNGRY



**VOLUNTEER
TO THE
MAX**



VOLUNTEER MAX TO THE

MAX

VOLUNTEER TO THE MAX



The Volunteer to the Max program was successfully rolled out in October 2023. We continue to recruit for a variety of volunteer opportunities throughout the year.

Looking for volunteers to:

- Participate in community outreach events (working an education table or participating in school assemblies and Tortoise Talks)
- Participate in scheduled DCP and Mojave Max events, including desert cleanups and restoration projects (setup/tear down, basic event support, restoration activities, material handout, manning registration tables, etc.)
- Photograph events where DCP and Mojave Max are present (photos/videos to be used by DCP for social media posts and future presentations)

VOLUNTEER TO THE MAX



2024 FALL DESERT CLEANUP

Join us for a

Volunteer Desert Cleanup Day

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

Saturday,
October 12, 2024
8:00 a.m.

Sign up to receive additional
details and meeting location.

Help us clean
this natural wild
tortoise habitat



SIGN UP USING THE QR OR VISIT THIS LINK:
<https://bit.ly/2024FallDesertCleanup>

VOLUNTEER TO THE MAX





MOJAVEMAX.COM



desert conservation
PROGRAM

QUESTIONS?



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