



# Las Vegas Wash Education and Outreach Annual Report, 2025



SOUTHERN NEVADA  
WATER AUTHORITY



LVWCC

**Las Vegas Wash Education and Outreach  
Annual Report, 2025**

**SOUTHERN NEVADA WATER AUTHORITY  
Las Vegas Wash Project Coordination Team**

**Prepared for:**

Las Vegas Wash Coordination Committee

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## ABSTRACT

The Las Vegas Wash Coordination Committee (LVWCC) has been working on stabilizing and enhancing the Las Vegas Wash (Wash) for 27 years. Public outreach builds community awareness and support for the Wash project and the LVWCC's activities. This report describes annual outreach accomplishments and effectiveness monitoring results for 2025 separated into five main categories: (1) community outreach, (2) educational outreach, (3) tours, (4) volunteer events and (5) web resources. Las Vegas Wash Project Coordination Team (Wash Team) staff reached 16,337 people during 26 outreach events in 2025, representing an 11% increase in the number of attendees compared to 2024. Staff incorporated an incentive (i.e., hat giveaway) that significantly increased e-newsletter sign-ups at outreach events, promoted a survey at volunteer events receiving 25 submissions, and incorporated pre- and post-assessments for students who participated in field trips. Recommendations for the future include continuing to encourage community outreach event attendees to sign-up for Wash resources, distributing assessments to all students who complete a field trip with Wash Team staff, surveying volunteer-event participants and creating a survey for e-newsletter subscribers. Since the inception of the LVWCC, Wash Team staff have participated in 917 events, reaching more than 364,000 people.

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## 1.0 INTRODUCTION

### 1.1 Background

The Las Vegas Wash (Wash) is the final outflow of the Las Vegas Valley's watershed carrying highly treated wastewater, shallow groundwater, urban runoff and stormwater to Lake Mead (Figure 1). The valley's increasing population resulted in the discharge of perennial flows to the channel in the 1950s, which created wetland and riparian habitat. In subsequent years, the Wash experienced degradation and erosion from increasing daily flows and flood events. In 1998, the Las Vegas Wash Coordination Committee (LVWCC) was formed to protect and enhance this valuable waterway, with Southern Nevada Water Authority (SNWA) as the lead agency. The LVWCC developed the Las Vegas Wash Comprehensive Adaptive Management Plan (CAMP) to help guide management practices (LVWCC 2000). The CAMP outlined 44 action items, three of which pertain to public outreach. The CAMP also established the public outreach program, which is implemented by the Las Vegas Wash Project Coordination Team (Wash Team).

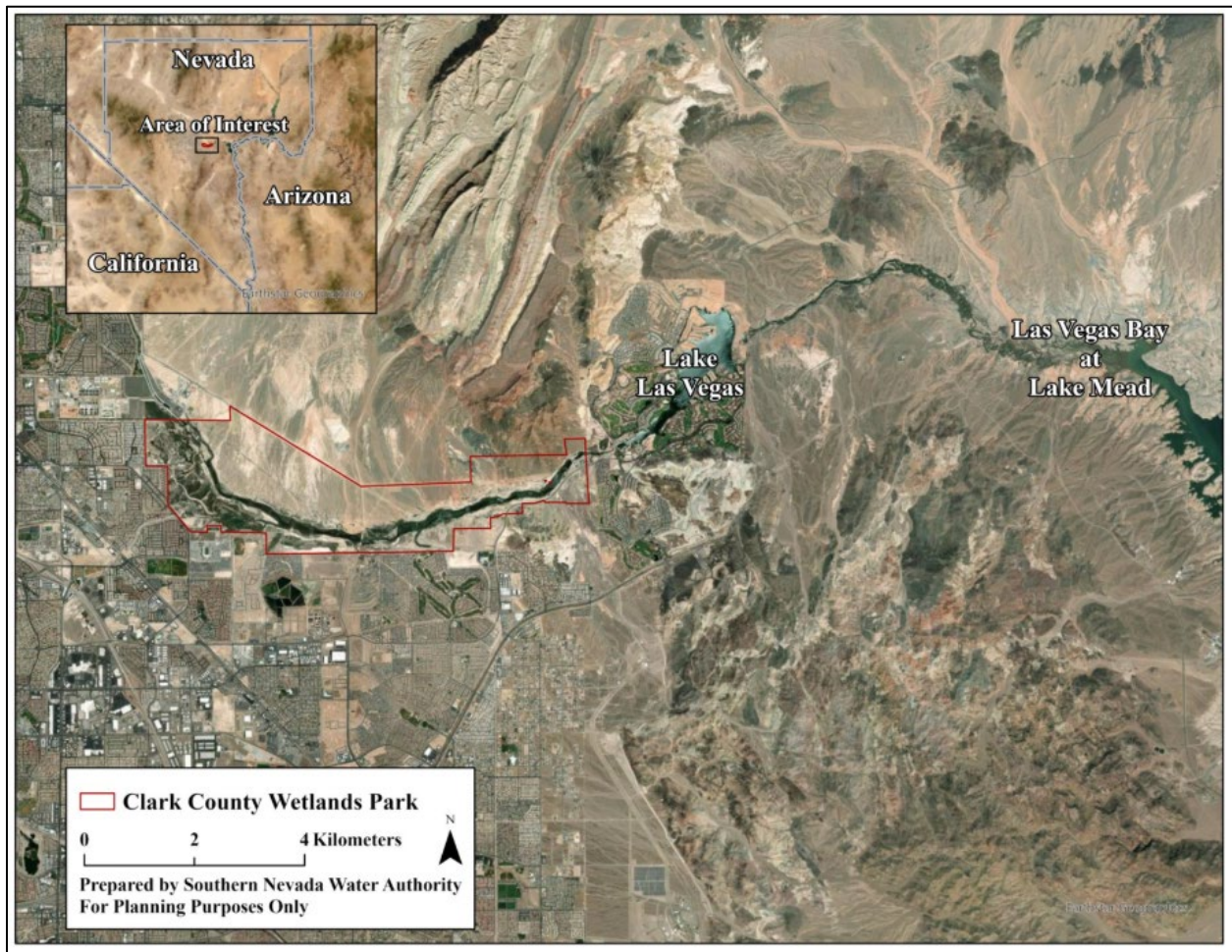


Figure 1. Wash location map.

The Wash Team published the Las Vegas Wash Outreach Plan, 2013 (Outreach Plan; Harris et al. 2013) to further guide its efforts. The Outreach Plan (1) lays out goals, (2) establishes core messages, (3) describes strategies, (4) defines target audiences, (5) outlines program tactics, (6) discusses partnerships and partner efforts, and (7) describes methods to evaluate effectiveness and use that data to improve outreach implementation. Additionally, the Las Vegas Wash Long-Term Operating Plan (LTOP), created to direct CAMP implementation following the completion of capital construction in 2022, identifies seven public outreach actions (Table 1; LVWCC 2020).

| Action No. | Description   |
|------------|---|
| 15         | Participate in at least four local outreach events annually, including staffing information booths and distributing informative materials and giveaway items to increase program awareness  |
| 16         | Conduct at least three outreach events annually with Mabel Hoggard Math and Science Magnet School   |
| 17         | Conduct two volunteer events on the Wash annually (plantings, weed pulls, or similar) and facilitate outreach with local schools for World Wetlands Day   |
| 18         | Conduct at least four tours or field trips of the Wash annually as requested by interested groups, entities, and agencies   |
| 19         | Provide information to the public by maintaining the lvwash.org website, with updates at least quarterly that include posting of documents (agendas, presentations, summaries) related to public meetings, electronically distributing a newsletter quarterly and using other social media tools                                  |
| 20         | Prepare a general summary report of activities for the public biennially  |
| 21         | Implement activities related to the increasing awareness component of the wildlife management plan; this includes developing wildlife education and outreach materials and distributing them at local events, participating in collaborative wildlife awareness events such as International Migratory Bird Day, and sharing data |

**Table 1. Public outreach actions to be completed annually during long-term operations.**

## 1.2 Purpose and Need

Public outreach builds community awareness and support for the Wash project and the LVWCC’s activities. This report summarizes annual outreach accomplishments for 2025 and discusses effectiveness monitoring. The information from this annual summary will help guide the outreach program.

## 2.0 OUTREACH RESULTS FOR 2025

Results are separated into five categories: (1) community outreach, (2) educational outreach, (3) tours, (4) volunteer events and (5) web resources.

### 2.1 Community Outreach

Community outreach includes local festivals, student fairs and other community events that provide an opportunity to reach valley residents on a large scale. At these events, the Wash Team

staffs a table with informative displays, dispenses print materials, provides giveaways with the LVWCC logo and website address, and interacts with attendees. These events draw hundreds to thousands of people, so it is likely that the Wash Team only interacts with a portion of the total number of participants. Once attendees approach the table, staff either engages with them directly, or if staff is with other participants, the attendees can take printed materials and other giveaways that will direct them to the website for more information. As a result, these events help increase awareness of the Wash and the LVWCC. Table 2 shows all community outreach events completed in 2025.

| Community Outreach Events |                   |   |                     |
|---------------------------|-------------------|---|---------------------|
| Month                     | Activity          | Event Title                                 | Number of Attendees |
| February                  | Information Table | Science Night at Stanford Elementary School | 251                 |
| April                     | Information Table | Earth Day at Springs Preserve               | 2,576               |
| April                     | Information Table | CCWP Bioblast                               | 401                 |
| May                       | Information Table | Las Vegas Science and Technology Festival   | 8,000               |
| June                      | Information Table | CCWP Discovery Day                          | 560                 |
| September                 | Information Table | Home School Day at the Springs Preserve     | 250                 |
| October                   | Information Table | Nevada Day Event at the State Museum        | 2,500               |
| <b>Total</b>              | <b>7</b>          |   | <b>14,538</b>       |

**Table 2. Community outreach events that Wash Team staff attended during 2025. CCWP=Clark County Wetlands Park.**

### 2.1.1 Effectiveness Monitoring

Effectiveness of these types of events is measured by participation and by the number of attendees who sign up for other forms of media, specifically, web resources such as the e-newsletter. The two measurable objectives in the Outreach Plan (Harris et al. 2013) are:

- Maintain or increase the current level of participation.
- 5% of event attendees sign up for more information via web resources.

Staff achieved the first objective by attending seven community outreach events in 2025, two more than in the prior year. With these events, staff reached 14,538 attendees, an increase of 1,164 compared to 2024.

To help better track the second objective for effectiveness monitoring, following the recommendations from Lantow (2024), staff purchased hats as a giveaway incentive for people who signed up for the e-newsletter during events. This was the first full year where this measure was incorporated into the program. During the seven events, 221 participants signed up. Staff tracked the number of attendees that they directly engaged with during these events—1,754 individuals. Thus, 12% of engaged attendees subscribed, exceeding the 5% goal and improving from the previous year's 7%. More detailed information regarding this increase can be found in Section 2.5.

## 2.2 Educational Outreach

Educational outreach is defined in the Outreach Plan (Harris et al. 2013) as those activities geared toward imparting detailed information about the Wash, the local watershed and/or the Wash environment. These activities also often provide the Wash Team more contact time with attendees than other forms of outreach. This category focuses on students and teachers from local schools,

colleges and universities through presentations, field trips and the annual World Wetlands Day (WWD) event (Figure 2). Presentations are typically given in schools, while field trips occur at one or more Wash locations and include special activities such as handling live animals, water quality testing and collecting data on plants. The annual WWD event targets high school students with a wetlands-focused science symposium in the morning



**Figure 2. Students attending WWD pose for a photo on Upper Diversion bridge during their tour of the Wash.**

and either a planting or a walking tour of the Wash in the afternoon. Presentations to community groups and at conferences are also included in this category. Tours had fallen under this category in the Outreach Plan but have been moved into their own section. Although some educational outreach events include a tour in the schedule, they differ by also including additional activities and staff time. Table 3 shows all educational outreach events completed in 2025.

### 2.2.1 Effectiveness Monitoring

The purpose of evaluating educational outreach effectiveness is to quantify its success in increasing awareness and understanding of the Wash. The Outreach Plan (Harris et al. 2013) recommended a survey of participants and listed two measurable objectives:

- The number of respondents is 90% or greater.
- Respondents correctly answer at least 80% of the questions.

| Educational Outreach Events |              |   |                     |
|-----------------------------|--------------|---|---------------------|
| Month                       | Activity     | Event Title   | Number of Attendees |
| February                    | Event        | World Wetlands Day                                      | 130                 |
| February                    | Event        | World Wetlands Day                                      | 112                 |
| March                       | Field Trip   | Mabel Hoggard   | 29                  |
| March                       | Field Trip   | Mabel Hoggard   | 28                  |
| March                       | Field Trip   | Mabel Hoggard   | 30                  |
| March                       | Field Trip   | Our Lady of Las Vegas School                            | 68                  |
| April                       | Field Trip   | Youth Conservation Council                              | 10                  |
| June                        | Tour         | UNLV Geoscience   | 25                  |
| August                      | Presentation | CCWP Summer Lecture Series                              | 40                  |
| September                   | Presentation | Society of Ecological<br>Restoration's World Conference | 40                  |
| October                     | Field Trip   | Mist Netting with CSN                                   | 6                   |
| October                     | Presentation | West Career and Technical<br>Academy                    | 275                 |
| December                    | Presentation | J.D. Smith 7 <sup>th</sup> Grade Science                | 335                 |
| December                    | Presentation | Southeast Career and Technical<br>Academy               | 270                 |
| <b>Total</b>                | <b>14</b>    |   | <b>1,398</b>        |

**Table 3. Educational outreach events that Wash Team staff attended during 2025. UNLV=University of Nevada, Las Vegas. CCWP=Clark County Wetlands Park. CSN=College of Southern Nevada.**

The long-standing method that has been a part of the outreach program since 2004 is a pre- and post-field-trip assessment that is given to all fifth-grade Mabel Hoggard students (Figure 3). During 2025 staff began giving similar assessments to all students who participated in a field trip. The assessments' questions slightly differ between the Mabel Hoggard assessment and the general field-trip assessment. Within the general field-trip assessment, there are different versions to accommodate different grade levels. Improvements in assessment scores show that students are understanding what is being taught during field trips.



**Figure 3. Our Lady Las Vegas students listen to staff talk about wildlife as part of their field trip experience.**

There was a 14% increase in pre- to post-assessment results for Mabel Hoggard students. On average, students scored 68% on the pre-assessment and 82% on the post-assessment. The other field trip where students participated in the assessment was for 5<sup>th</sup> grade students from Our Lady of Las Vegas School. Assessment results show the students' knowledge increased from an average score of 64% on the pre-assessment to an average score of 72% on the post-assessment. Lastly, staff gave out assessments to students who participated in the WWD event. However, there was no measurable difference between pre- and post-assessment results. Although students receive a Wash presentation at this event, they also receive up to an additional four presentations on non-Wash related topics making it difficult for students to solely focus on the Wash information. Therefore, since the focus of this event is more general and not strictly focused on the Wash, having students take assessments does not seem appropriate. Moving forward, only field trips that focus entirely on the Wash should receive assessments.

### **2.3 Tours**

The number of tours given at the Wash varies annually and is dependent on requests received. Participants include classes from local schools, colleges and universities; delegations from other countries; organizational teams; and professional conference groups, among others. Stakeholders are taken on a Wash tour annually as well. A major benefit of this type of outreach is the amount

of time spent with those in attendance. Tours are usually performed in small groups and generally last 1–4 hours. With this much time, participants gain valuable information on the Wash and can interact with specialists in the areas of biology, hydrology, engineering and outreach. Table 4 shows all tours performed during 2025.

Although both educational outreach and tours welcome students and teachers, tours typically consist of visiting one or more Wash sites while 1–2 staff talk about the LVWCC and the Wash’s importance. Field trips include additional activities and generally require more staff.

| <b>Tours</b> |                 |  |                            |
|--------------|-----------------|--|----------------------------|
| <b>Month</b> | <b>Activity</b> | <b>Event Title</b>                                     | <b>Number of Attendees</b> |
| April        | Tour            | LVWCC Annual Tour                                      | 57                         |
| September    | Tour            | Taiwan’s Industrial Technology Research Institute Tour | 4                          |
| November     | Tour            | Whitman College Tour                                   | 25                         |
| <b>Total</b> | <b>3</b>        |  | <b>86</b>                  |

**Table 4. Tours that Wash Team staff completed during 2025.**

### 2.3.1 Effectiveness Monitoring

Since tours were included in the educational outreach category in the Outreach Plan (Harris et al. 2013), the purpose and objectives are the same as listed in Section 2.2.1. The Wash Team did not conduct surveys or assessments of tour participants in 2025.

### 2.4 Volunteer Events

Since 2001, the LVWCC has hosted volunteer planting events known as Wash Green-Ups (Figure 4). These events focus on connecting the community to the Wash through active participation while enhancing native vegetation along the channel. In 2022, the Wash Team began implementing the LTOP and reduced the number of Green-Ups each year from two to one, adding a second volunteer event. This second event can be a planting, weed pull, clean-up, etc. Table 5 shows the number of attendees at the two volunteer events in 2025.

| <b>Volunteer Events</b> |                 |                           |                            |
|-------------------------|-----------------|---------------------------|----------------------------|
| <b>Month</b>            | <b>Activity</b> | <b>Event Title</b>        | <b>Number of Attendees</b> |
| March                   | Planting        | Spring Wash Green-Up      | 295                        |
| April                   | Planting        | Howard Hughes Corporation | 20                         |
| <b>Total</b>            | <b>2</b>        |                           | <b>315</b>                 |

**Table 5. Volunteer events that Wash Team staff completed during 2025.**



**Figure 4. Volunteers plant native vegetation at the spring 2025 Wash Green-Up.**

### **2.4.1 Effectiveness Monitoring**

Effectiveness monitoring for volunteer events seeks to determine if participants understand the importance of the Wash and the purpose of the volunteer project. The Outreach Plan (Harris et al. 2013) recommended a survey, with questions addressing the following:

- Can participants identify ecological resources of the Wash?
- Do participants understand the importance of their participation?
- Has volunteering increased the feeling of ownership in participants?
- How often have volunteers participated in Wash activities?
- Do participants understand the hydrology of the Las Vegas Valley?
- Can participants identify ways to help enhance and protect the Wash?

Staff created a survey in July 2024 for the 2025 Green-Up. As recommended by Lantow (2024), staff gave out a free Wash hat to anyone who completed the survey. Of the 295 people who participated in the Green-Up, 25 volunteers completed the survey. The first five questions and their results are shown in Figures 5–9. The final questions gathered information on whether the participant was there as an individual or with a group, and if the latter, what was the type and size of the group.

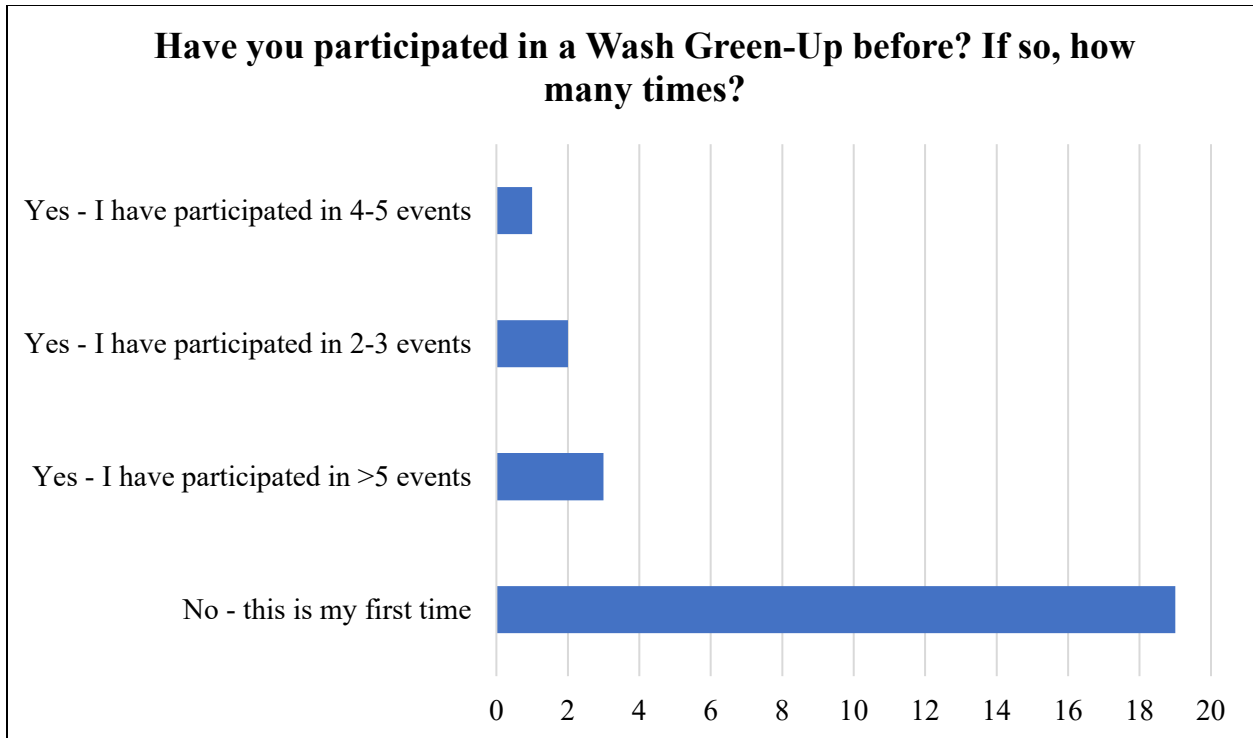


Figure 5. Results from question 1 of the Green-Up survey.

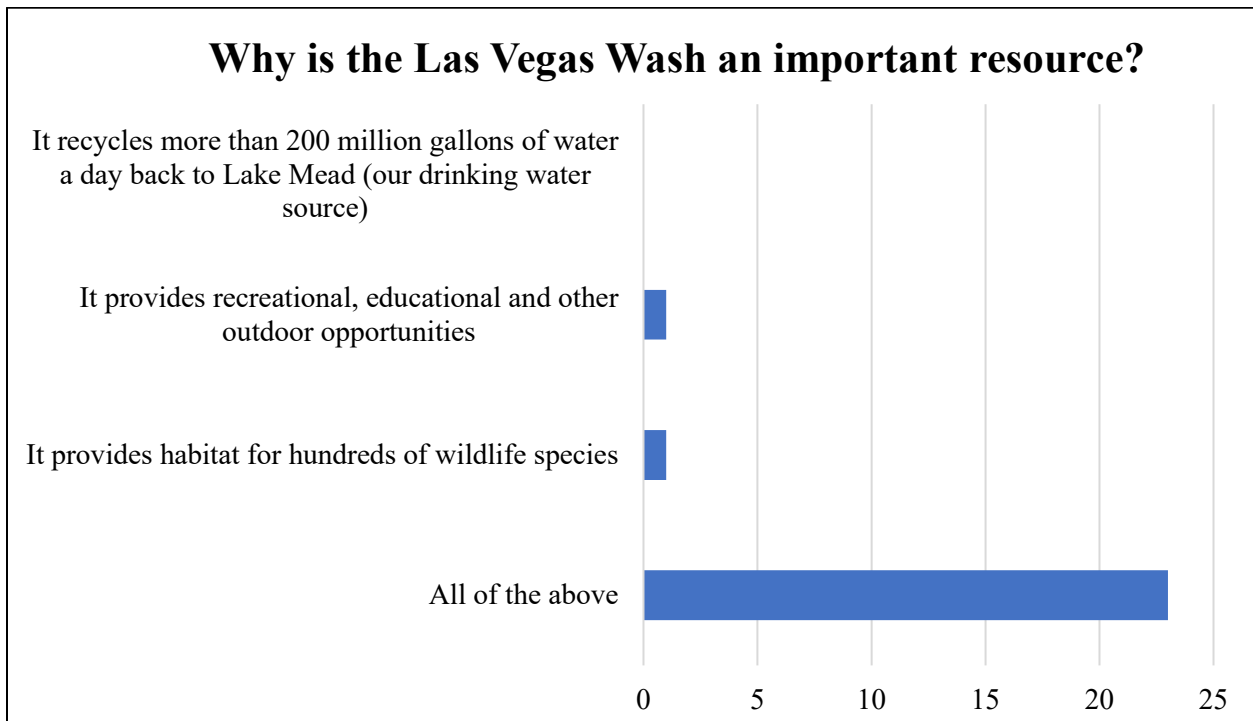


Figure 6. Results from question 2 of the Green-Up survey.

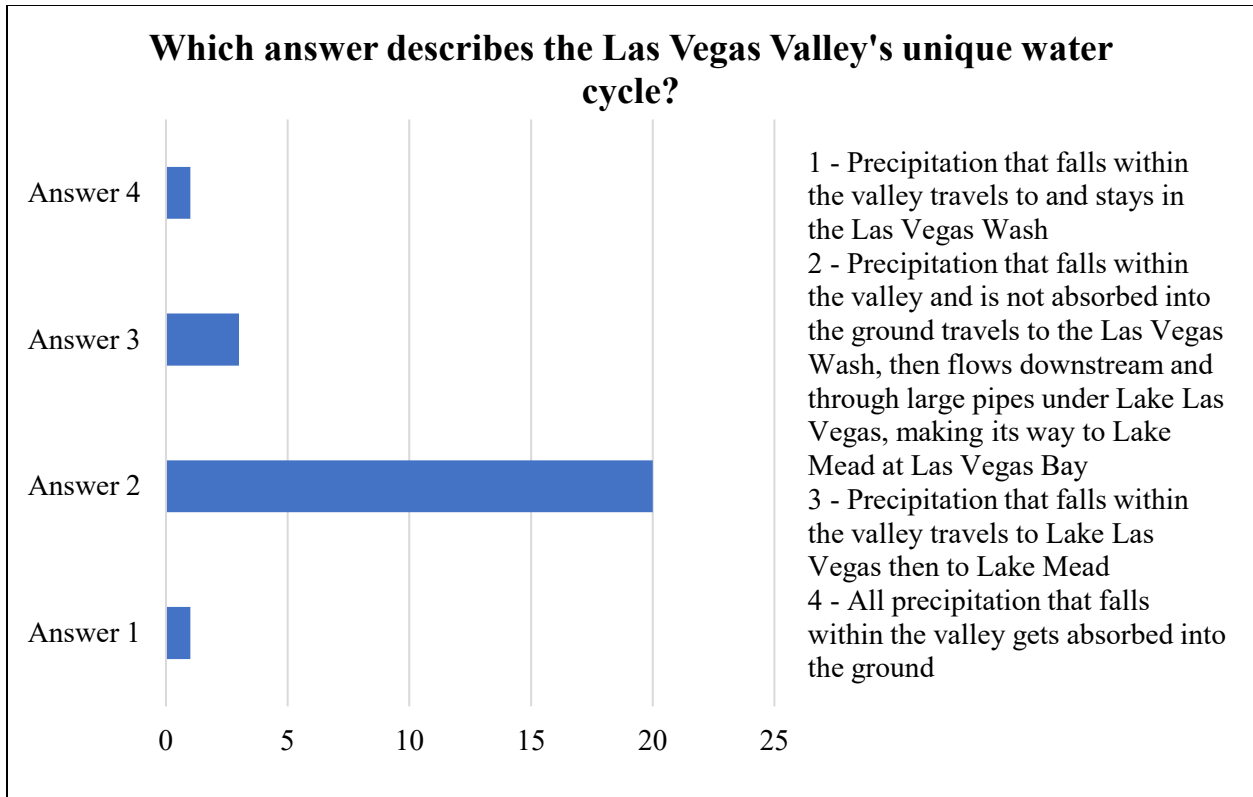


Figure 7. Results from question 3 of the Green-Up survey.

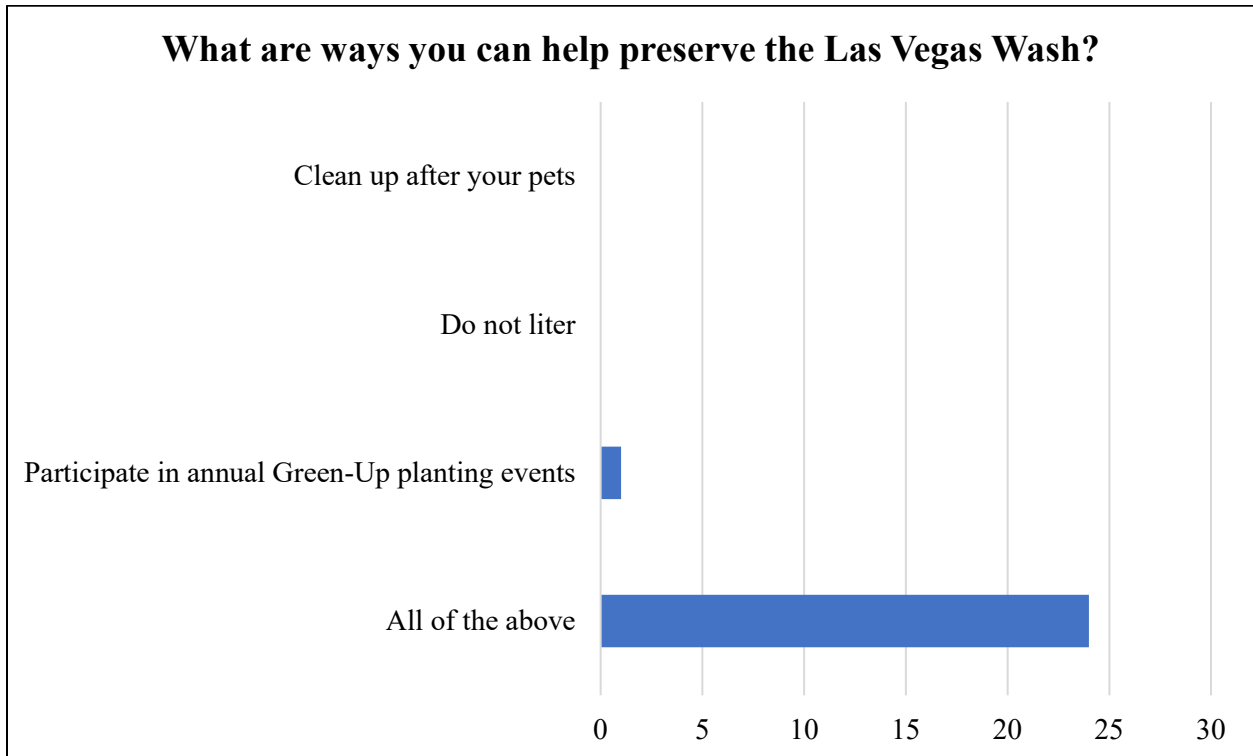
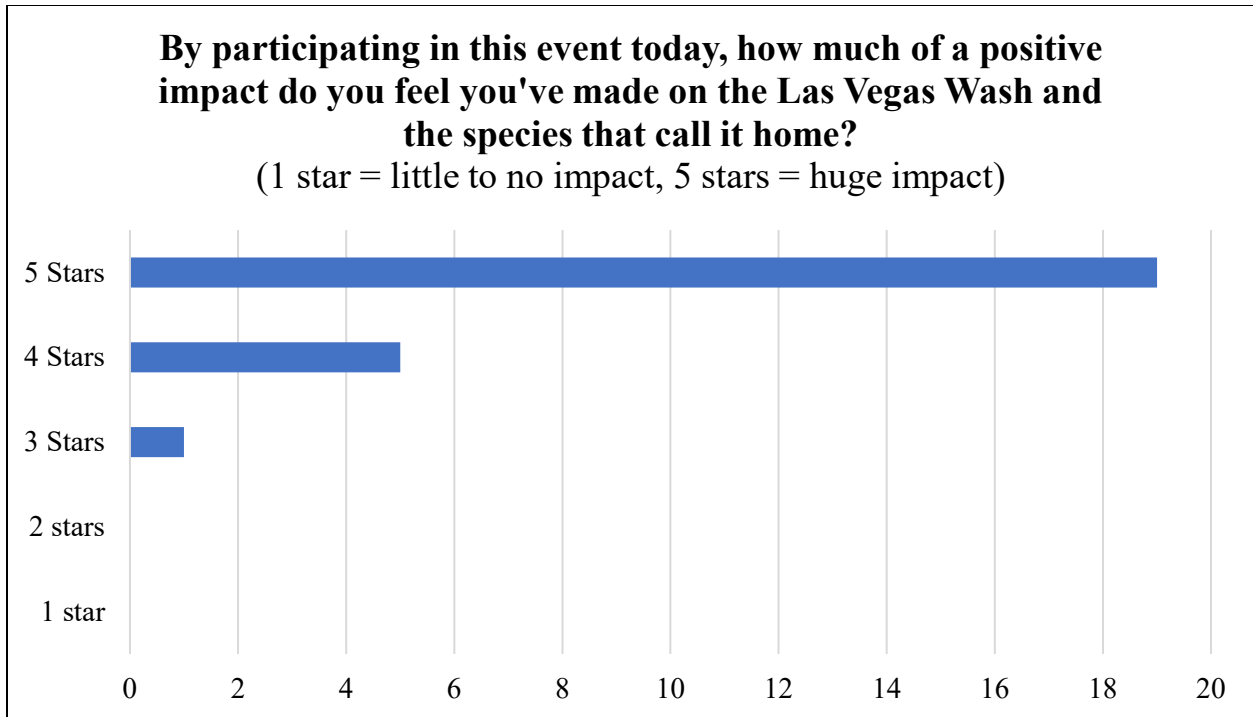


Figure 8. Results from question 4 of the Green-Up survey.



**Figure 9. Results from question 5 of the Green-Up survey.**

Results from these surveys show that most participants have knowledge regarding the Wash, its importance, the valley’s unique water cycle and how they can help preserve the Wash. The Wash Green-Up is ranked highly with 76% of survey participants giving their experience a 5-star rating and 20% giving it a 4-star rating.

From the final three questions, results show that 48% of participants in the survey were a part of a group of 11 people or larger. Of the 25 surveys completed, 24% of survey participants were with a group of 6–10 individuals, 16% were with a group of five people or less and 12% were at the event as an individual. Further breaking down these results, 57% of those who were at the Green-Up with a group were part of school groups, 26% chose other, 13% were business groups, and the remaining 4% were friend groups.

### **2.5 Web Resources**

Since 2023, all Las Vegas Wash-related content is now being shared on SNWA social media pages. These pages provide an easy way to engage with the public, give updates on projects, share photos and recruit Wash Green-Up volunteers. In 2025, social media posts about the Wash generated the following: 13,940 impressions, 871 engagements, 156 post link clicks and 31,988 video views.

The LVWCC’s website (lvwash.org) hosted 8,363 unique visitors in 2025. Data managers uploaded 18 project reports to the site’s document library, and the monthly e-newsletter was delivered to 482 subscribers.

### 2.5.1 Effectiveness Monitoring

Three of the five measurable objectives for web resources in the Outreach Plan (Harris et al. 2013) can be addressed; the other two cannot, as they relate to a recommended annual survey:

- 10% annual increase in subscribers to the Email Update (i.e., e-newsletter).
- 10% annual increase in unique visitors to the lvwash.org website.
- 25% increase in interest in the Wash from web resources year over year.

Staff saw an 87% increase in subscribers to the e-newsletter, far exceeding the 10% objective. Subscribers went from 258 in 2024 to 482 in 2025. This significant increase can be attributed to program changes following the recommendations in Lantow (2024). Although staff saw an increase in unique visitors to the Wash website, the increase was only 7.5%.

Due to changes in the direction of social media postings, staff are unable to compare most results from web resources over the past two years. However, two key metrics of SNWA’s new approach increased—video views by 8% and the engagement rate by 567%—reflecting the value of the change in direction.

## 3.0 DISCUSSION

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During 2025, the Wash Team completed 26 outreach events that reached 16,337 people, representing an 11% percent increase in the number of attendees from the previous year. Wash Team staff have been teaching the public about the importance of this valuable resource for 27 years. Since 1998, staff have participated in 917 events, reaching more than 364,000 people.

Staff incorporated an incentive (i.e., hat giveaway) that significantly increased e-newsletter sign-ups at outreach events, promoted a survey at volunteer events receiving 25 submissions, and incorporated pre- and post-assessments for students who participate in field trips. Continuing to use incentives, encouraging volunteers to complete the Green-Up survey and continuing to use pre- and post-assessments will help staff meet objectives, and understand how effective the program is and areas where improvements should be considered. These additions to the outreach program are still in the beginning stages and can be modified if deemed appropriate by staff.

Due to changes in the direction of social media within SNWA, staff are unable to compare most web resources results over the past two years, but the few that could be compared showed improvement, particularly the engagement rate.

## 4.0 RECOMMENDATIONS

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The Wash Team should continue to incorporate pre- and post-field trip assessments for all students that go on a field trip to the Wash. During community outreach events, staff should continue to encourage participants to sign-up for Wash web resources through the e-newsletter. If participants sign up during an outreach event, staff should take that opportunity to educate them on what the

website has to offer. Special giveaway items should continue to be used to encourage participants to sign up. Staff should continue to track the number of participants with whom they had direct contact during outreach events; obtaining this number will give an accurate percentage of the number of engaged participants that signed up for the e-newsletter during each event.

The survey that was implemented during the spring 2025 Wash Green-Up should continue to be used. Additionally, staff should continue to host an information table during the event to promote and encourage volunteers to complete the survey. A special giveaway item should continue to be used as well to encourage volunteers to participate. A thank-you letter that includes the survey was not sent out to volunteers after the 2025 Green-Up but staff should incorporate this into future Green-Ups. This letter will hopefully get additional volunteers to complete the survey as well as show the LVWCC's gratitude for their efforts during the event.

Although recommended in Lantow (2025), staff did not create a survey to send out to e-newsletter subscribers. Staff should create this survey and incorporate it into the e-newsletter once a year. The survey should be brief ( $\leq 5$  questions). Staff should consider incorporating a special giveaway item that can be mailed to those who complete the survey.

Since the Wash Facebook page was disabled in 2023, efforts should be made to increase unique visitors to the [lvwash.org](http://lvwash.org) website. Staff should promote the website during outreach events, tours, in the e-newsletter, and any time there is an opportunity. Power BI is an online tool that can turn data into visualizations. Staff should discuss the possibilities of incorporating this tool into the website so visitors can see visual representations of recent data collected. This tool can be used for all research that occurs along the Wash from water quality to birds to macroinvertebrates.

## 5.0 CONCLUSION

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The LVWCC has worked to stabilize and enhance the Wash since 1998. Public outreach builds awareness and support for the Wash project and the LVWCC's activities. The Wash Team reached 16,337 people during 26 outreach events in 2025, which is an increase in attendees compared to 2024. A giveaway incentive was incorporated into the outreach program which helped increase e-newsletter subscribers by more than 85%. In the past 27 years, Wash Team staff have participated in 917 events, reaching more than 364,000 people. Recommendations for the future include continuing to encourage community outreach event attendees to sign-up for Wash resources, distributing assessments to all students who complete a field trip with Wash Team staff, surveying volunteer event participants and creating a survey for e-newsletter subscribers.

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