



# Las Vegas Wash Education and Outreach Annual Report, 2024



SOUTHERN NEVADA  
WATER AUTHORITY®

Las Vegas Wash  
Coordination  
Committee



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**Las Vegas Wash Education and Outreach  
Annual Report, 2024**

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

**Prepared for:**

Las Vegas Wash Coordination Committee

**Prepared by:**

Julia S. Lantow  
Southern Nevada Water Authority  
100 N City Pkwy, Suite 700  
Las Vegas, Nevada 89106

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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 more than 25 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 2024 separated into five main categories: community outreach, educational outreach, tours, volunteer events and web resources. Las Vegas Wash Project Coordination Team (Wash Team) staff reached 14,775 people during 25 outreach events in 2024, representing a 25% increase in the number of attendees compared to 2023. A giveaway incentive was incorporated at outreach events starting in July. Since the inception of the LVWCC, Wash Team staff have participated in nearly 890 events, reaching more than 347,000 people. Recommendations for the future include encouraging community outreach event attendees to sign-up for Wash resources, surveying volunteer event participants and regularly updating [lvwash.org](http://lvwash.org).

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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 2024 and discusses effectiveness monitoring. The information from this annual summary will help guide the outreach program.

## 2.0 OUTREACH RESULTS FOR 2024

Results are separated into five categories: community outreach, educational outreach, tours, volunteer events and 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 2024.

Community Outreach Events			
Month	Activity	Event Title	Number of Attendees
April	Information Table	CCWP Bioblast	619
May	Information Table	Las Vegas Science and Technology Festival	9,000
June	Information Table	CCWP Discovery Day	599
October	Information Table	Nevada Day Event at the State Museum	3,000
December	Information Table	Home School Day at the Springs Preserve	156
<b>Total</b>	<b>5</b>		<b>13,374</b>

**Table 2. Community outreach events that Wash Team staff attended during 2024. 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 five community outreach events in 2024, one more than in the prior year. With these events, staff reached 13,374 attendees, an increase of 3,187 compared to 2023. This 31% increase in the level of participation is mainly from staffing an information table at the Nevada Day Event at the State Museum, which attracted 3,000 members of the community to a single event.

To help better track the second objective for effectiveness monitoring, following the recommendations from Lantow (2024), staff purchased hats as a giveaway incentive for those who signed up for the e-newsletter during events. Use of this measure began in July. At the two events that incorporated it, 42 participants signed up. Staff tracked the number of attendees that they directly engaged with during these events at 610 individuals. This calculates to 7% of engaged attendees signing up, exceeding the 5% goal.

## 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



**Figure 2. Wash Team staff welcomes high school students from multiple area schools to World Wetlands Day.**

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 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 2024.

### 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.

The primary method that is currently used to evaluate effectiveness is a pre- and post-field trip assessment that is given to all fifth-grade Mabel Hoggard students. Improvements in assessment scores show that students are understanding what is being taught during field trips. No Mabel Hoggard field trips were completed during calendar year 2024, and therefore there are no effectiveness monitoring results for educational outreach.

## Educational Outreach Events

Month	Activity	Event Title	Number of Attendees
January	Event	World Wetlands Day	103
January	Presentation	CRTR Presentation	50
February	Event	World Wetlands Day	96
March	Presentation	Thomas O’Roarke E.S. Reading Week	60
March	Field Trip	Mission High School	15
March	Presentation	Western Aquatic Plant Management Society	50
March	Field Trip	Youth Conservation Council	21
March	Presentation	Girl Scout NV Water Reuse Event	11
April	Presentation	Del Webb 6–8th Grade Presentation	200
April	Presentation	Mabel Hoggard Career Day	75
October	Presentation	Red Rock Audubon Society Meeting	30
October	Presentation	West Career and Technical Academy Freshman Biology	260
November	Presentation	Vassiliadis Elementary	75
November	Field Trip	Mission High School	10
December	Field Trip	Green Valley Christian School	29
<b>Total</b>	<b>15</b>		<b>1,085</b>

**Table 3. Educational outreach events that Wash Team staff attended during 2024. CRTR=Colorado River Terrestrial and Riparian.**

### 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 (Figure 3); 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 that were performed during 2024.



**Figure 3. Students pose for a photo during a tour of the Wash.**

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.

Tours			
Month	Activity	Event Title	Number of Attendees
March	Tour	Washington County Water Conservancy District	16
April	Tour	LVWCC Annual Tour	43
October	Tour	BYU Engineer	1
November	Tour	Whitman College Tour	25
<b>Total</b>	<b>4</b>		<b>85</b>

**Table 4. Tours that Wash Team staff completed during 2024.**

### 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 2024.



## 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-Up events each year from two to one, adding a second volunteer event. This second event can be a planting, weed pull, clean-up, etc. In July, an Eagle Scout and volunteers completed a trail building project at Bostick Kiosk. Table 5 shows the number of attendees at the annual Wash Green-Up and at the Eagle Scout Project.

Volunteer Event			
Month	Activity	Event Title	Number of Attendees
April	Planting	Spring Wash Green-Up	231
July	Trail Building	Eagle Scout Project	20
<b>Total</b>	<b>2</b>		<b>251</b>

**Table 5. Volunteer events that Wash Team staff completed during 2024.**

### 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 they are participating, or participated, in. 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?

The Outreach Plan also listed six measurable objectives; however, Wash Team staff did not conduct surveys of volunteer event participants in 2024. In July, staff created a survey to help track these objectives. This survey will be promoted at all volunteer events moving forward with the first event being the spring 2025 Wash Green-Up. Staff will encourage volunteers to complete the survey during the event to receive a free Wash hat as recommended by Lantow (2024). Additionally, a thank-you letter will be sent out after each Green-Up that will also include the survey in the hopes of generating additional submissions.



**Figure 4. Volunteers spread out across the spring Wash Green-Up planting site.**



## 2.5 Web Resources

The Wash Facebook page was disabled in 2023, and all Wash-related information is now being promoted 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 2024, social media posts about the Wash generated the following: 329,493 impressions, 3,084 engagements, 657 post link clicks and 29,165 video views.

The LVWCC's website (lvwash.org) hosted 7,987 unique visitors in 2024. Data managers uploaded project reports to the site's document library, and the monthly e-newsletter was delivered to 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 the 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.

As stated in Section 2.1.1, staff signed up 42 new subscribers to the e-newsletter at community outreach events; however, it is unknown whether the 10% increase objective was met. The number of subscribers for 2024 could not be accurately calculated due to data population and syncing issues with email marketing and management software. These issues have since been resolved and this data will be available in future annual reports.

Unique visitors to the Wash website saw a large decrease, of 24% from 10,525 to 7,987. In fact, three of the five web resources statistics that can be compared year over year saw a decrease from 2023 to 2024. A likely contributor to this is the removal of the Wash Facebook page. During 2023, staff promoted Wash-related work on both the Wash and SNWA Facebook pages, allowing staff to reach a broader audience. Additionally, the Wash Facebook page only promoted Wash-related activities. Now the Wash Team shares the platforms with multiple groups and does not get to promote Wash-related information as often. The only two statistics that increased from 2023 to 2024 were post link clicks, by 7%, and impressions, by 6%.

## 3.0 DISCUSSION

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During 2024, the Wash Team completed 25 outreach events that reached 14,775 people, representing a 25% 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 26 years. Since 1998, staff have participated in nearly 890 events, reaching more than 347,000 people.

Staff incorporated an incentive (i.e., hat giveaway) that increased e-newsletter sign-ups at outreach events beginning in July and developed a survey for use at volunteer events. Continuing to use incentives and implementing the survey at the next Green-Up 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.

Most statistics for web resources declined from 2023 to 2024. A likely contributor to this is the deactivation of the Wash Facebook page in 2023.

#### **4.0 RECOMMENDATIONS**

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The Wash Team should continue to distribute pre- and post-field trip assessments for Mabel Hoggard students and 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 everything the website has to offer. Using special giveaway items to encourage participants to sign-up should continue to be incorporated in the outreach program. 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 created in the summer of 2024 will be used for volunteer events including both Wash Green-Ups and smaller planting projects. For Green-Ups, staff should designate time during the event to encourage volunteers to complete the survey. Special giveaway items should be used as well to encourage volunteers to participate. A thank-you letter that includes the survey should be sent out within a month of the event. 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.

Another way the Wash Team can monitor effectiveness is to create a survey that can be sent out twice a year to everyone who is registered for the e-newsletter. Staff should create this survey and letter with the goal of distributing it for the first time in June of 2025.

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. Staff should meet annually to discuss possible modifications or updates to the website that could help improve visitor experience. 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 studies.



## 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 14,775 people during 25 outreach events in 2024, which is a significant increase in attendees compared to 2023. A giveaway incentive was incorporated at outreach events starting in July. In 26 years, Wash Team staff have participated nearly 890 events, reaching more than 347,000 people. Recommendations for the future include continuing to encourage community outreach event attendees to sign-up for Wash resources, surveying volunteer event participants and regularly updating [lvwash.org](http://lvwash.org).

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