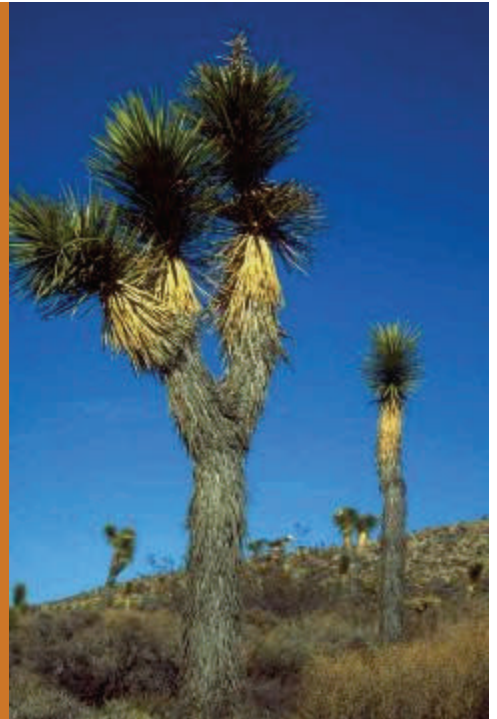




PROJECTS & PROGRAMS SUMMARY REPORT



The Conservation District of Southern Nevada (CDSN) is a sub-division of State government dedicated to natural resource conservation in Clark County, Nevada. Our mission, is to promote natural resource conservation, preservation and sustainability through education, facilitation and public and private partnerships to benefit the citizens of Clark County, Nevada.

For every \$1 the CDSN receives, \$9 go back to the Community.

CDSN is administered by a Board of seven volunteer Supervisors; five elected, one appointed to represent the Incorporated Cities of Clark County, and one appointed to represent Clark County.

For more information, visit the www.cdsn.org

Board of Supervisors

Jon Wardlaw, Chair

Chris Magee, Vice Chair

Elizabeth Hewitt, Secretary/Treasurer

Mark Silverstein, Clark County Rep.

Maureen Merry-Lamoureux, CC Alt. Rep.

Joseph Fortier, Supervisor

Elise McAllister, Supervisor

Michele Diener, Supervisor

Staff

Jennifer Clifford, District Manager

Kyle Fisher, Intern

ANNUAL WORK PLAN OBJECTIVES & GOALS

OBJECTIVE 1: Products, Services and Programs

Goal A: Market Conservation District efforts to the public.

Goal B: Develop and implement conservation & sustainability programs and projects.

Goal C: Maintain and build partnerships that foster District priorities.

OBJECTIVE 2: Funding

Goal A: Fundraise for conservation programs and administrative operations.

OBJECTIVE 3: Operations and Administration

Goal A: Meet the requirements of all applicable local, state and federal laws and regulations.

Goal B: Employ staff to provide services needed to achieve the District mission.

Goal C: Prepare and maintain an annual budget.

Goal D: Management, reporting, and coordination of District activities.

Goal E: Provide for staff development and education.

CDSN PROGRAMS & PROJECTS



Stormwater Quality Education Program

The Conservation District conducted its Third Annual Stormwater Pollution Poster Contest promoting stormwater quality awareness to elementary students across the Valley. CDSN distributed 5,000 workbooks to 4th and 5th grade classes and received 460 poster entries for the contest. Fifth grader Ann N. Tang from Jydstrup Elementary won first place (poster at left). Ann was interviewed for the Flood Channel show on KCLV channel 2 in April 2010. Ann's entire class participated in a field trip to Lake Mead on the UNLV Public Lands Institute's Forever Earth science houseboat where they learned what threatens the quality and quantity of the water in Lake Mead. Shark Reef educators provided an in-class educational experience for the second place winner's class. All winners, including third place and two honorable mentions, received goody bags. Funding was provided by the Stormwater Quality Management Committee (SQMC).



PREVENT STORMWATER POLLUTION

Conservation District of Southern Nevada
**STORMWATER QUALITY
EDUCATION PROJECT**

Storm Drain Marking Program

CDSN, in collaboration with the SQMC, with funding from the Nevada Division of Environmental Protection (NDEP) completed the Storm Drain Marking Program in the Spring of 2010. 8,000 plaques were installed above storm drains around the Valley to educate residents on how stormwater flows untreated to Lake Mead. Bookmarks, brochures and magnets have been distributed through District outreach efforts.

Free Conservation Classes

CDSN works with the City of Henderson to provide free conservation classes at Acacia Demonstration Gardens. Past years CDSN staff have taught composting, weed management, and backyard sustainability. CDSN Supervisor, and CSN Horticulture Specialist, Beth Tomica Hewitt taught several Backyard Wildlife Classes, free of charge, to residents in September and October 2009.



CDSN PROGRAMS & PROJECTS

Mt. Charleston License Plate Grant Program

This program, administered by Nevada Division of State Lands, awards grant funding for projects that support the natural environment of Mt. Charleston. CDSN sponsors nine projects that are currently ongoing, such as the Wilderness Stewardship Program by Friends of Nevada Wilderness and a birding brochure being created by the Red Rock Audubon Society. The Communities Fire Hydrant Marker Flags Project, also sponsored by CDSN, was completed in January 2010 adding safety measures to protect wildlife habitat, the ecosystem, and the forest from fire.



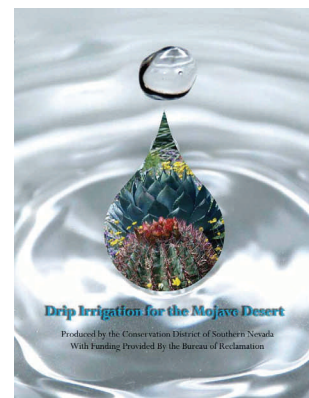
Christmas Tree Recycling Program

The Christmas Tree Recycling Committee, for which the District is a member, collected 13,450 Christmas trees for recycling in 2009-2010. Trees were chipped into mulch diverting 114 tons of material, which is equivalent to keeping approximately 57 cars out of the landfill. A total of 117 tons of mulch was produced for use at city parks and gardens. As part of community outreach, the Christmas Tree Recycling Committee; composed of local government agencies, non-profits, and businesses; decorated a Magical Forest Tree at Opportunity Village (pictured right).

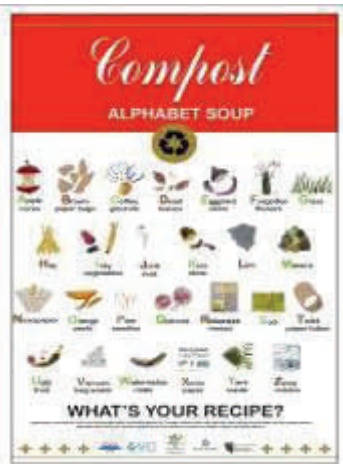


Drip Irrigation Guide

Drip Irrigation Guide for the Mojave Desert is authored by local irrigation specialist and CDSN Vice-Chair, Joseph Fortier for much needed drip irrigation education and DIY instruction. The District promotes drip irrigation to help residents conserve water. In 2009-2010 over 1,000 guides were distributed for educational purposes through nurseries, Cooperative Extension Master Gardeners and CDSN's outreach efforts. The guide is available online at CDSN.org and the Las Vegas Southern Nevada Arborist Group's website lvsnag.org.



CDSN PROGRAMS & PROJECTS



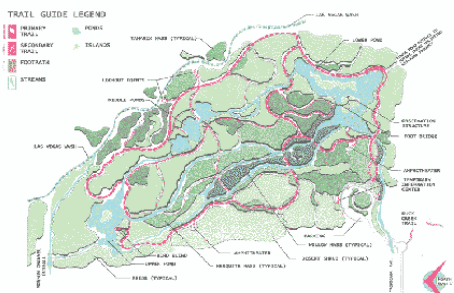
Composting Posters

CDSN has been distributing "Compost Alphabet Soup" posters through the Cooperative Extension, local libraries, recreation centers, schools, summer camps and outreach events the District attends. Approximately 5,000 posters have been distributed during 2009-2010. The poster is also available on the District's website. These posters illustrate, in alphabetical order, different materials that collectively make a good "recipe" for composting.



Wetlands Mitigation

The 2,900 acre Clark County Wetlands Park, designed to purify urban runoff and offer refuge to local wildlife and native plant species, has an ongoing effort to add trails, create staging areas for hikers and spaces for gatherings and picnics. The sides of the wash are being stabilized by installing native plants and large pieces of construction debris. CDSN has assisted Clark County Parks and Recreation in securing grant funding for park projects including habitat restoration, education, water quality monitoring and protection, volunteer planting events, and the development of a visitor's center. During FY09-10 \$171,760 in mitigation funds, managed by CDSN on behalf of the Wetlands Park, were transferred to Clark County Parks and Recreation for use towards restoration projects and park improvements.



Committees

CDSN participates in numerous committees including the Las Vegas Wash Coordination Committee (LVWCC), the Southern Nevada Regional Planning Coalition's Sustainability sub-committee, and the Southern Nevada Christmas Tree Recycling Committee. The District also works closely with the Stormwater Quality Management Committee (SQMC) aiding in outreach and education regarding stormwater quality.



CDSN MARKETING

Facebook

To engage with residents and supporters of CDSN, a profile on the popular social networking site Facebook was created. This profile will allow Facebook users to stay current on CDSN events as well as generate dialogue through comment and message boards. Conservation news and tips, CDSN events, and board meeting announcements are all posted to the CDSN Facebook page.



Website

CDSN is regularly updating its website in an ongoing effort to inform the public on recent developments, accomplishments, and up-to-date board information. New pictures and illustrations have been added and formatting changes made to ensure that the website is attractive and user friendly. Additional educational publications have been added to increase accessibility and new tips on sustainability are available.



Community Outreach

Throughout the year CDSN makes appearances at various events in the community, such as the 2010 UNLV Earth Day event and the Bellagio Hotel and Casino's B-Green Fair. CDSN is dedicated to educating the community on environmental issues and sustainable practices through the distribution of free educational material and providing information on its numerous projects and programs.



Partnerships

CDSN created a new tool to solicit project ideas and track community needs. The Project Partnership Form can be found on the CDSN website and can be submitted by an individual, community group, or agency. The form will help CDSN match resources with community needs.

CDSN FUNDRAISING



Plant Sales

CDSN hosted several Community Plant Sales in cooperation with the City of Henderson (COH) and the College of Southern Nevada (CSN). Over 1,000 plants were sold over the three sales on September 12, 2009, March 20, 2010, and April 17, 2010. Native plants along with wildlife friendly plant material were available to the public. All of the plants are drought tolerant to promote water conservation. Due to the huge success of the sales, CDSN will hold additional events in 2010-2011, continuing the partnerships with COH and CSN.



Donation Page on Website

A Donation Page has been created on the District's website encouraging supporters to contribute. A number of ways in which the community can support CDSN are listed on the Donate Page. A Donate button was also added to create a more convenient means by which the community can make monetary contributions. The clickable Donate button allows individuals to make online contributions using their credit or debit cards through PayPal.



Grant Writing

CDSN submitted several grants this fiscal year including funding for environmental education through the EPA, non-point source pollution funding through NDEP, Clark County general operating funding, and pollution prevention funding through EPA. CDSN also contracted with Grant Writing and Proposal Services to seek funding from national and local foundations.

Raffles

CDSN conducted several raffles during outreach events and plant sale events during 2009-2010. A selection of drought tolerant plants were raffled off to raise money for CDSN programs.



CDSN PROJECT COST/BENEFIT ANALYSIS

For every \$1.00 the CDSN receives, we return \$9.00 back to the community.

Task	Cost	Benefits	Benefit Cost Ratio
Mt Charleston Conservation Grant Program	\$14, 047	\$89,709	6.39
Plant Sales & Conservation Classes*	\$2, 612	\$18,949	7.25
Storm Drain Marking Program**	\$12, 746	\$865,051	67.87
Valley of Fire Weed Abatement***	\$2,888	\$686,046	237.55
Website & Online Education	\$1,080	\$52,500	48.63
Wetlands Mitigation	\$172,240	\$218,853	1.27
Grant Writing	\$8,940	16,765	1.88
Christmas Tree Recycling****	\$1, 080	\$50,585	46.84
Outreach	\$580	\$17,625	30.39
TOTALS	\$216,213	\$2,016,084	9.32
Staff Time hourly value: \$24.00 Education Value per person: \$1.00 Outreach Value per person: \$2.50			

*Assume 25% water use improvement for 10 years.

**700,000 gallons of runoff at \$.003/gallon to clean, Water Reclamation District

***519,732 visitors in 2009 and potential weed transfer of 1:3 visitors. Source, NV Division of State Parks.

****117 tons of mulch at \$30/ton



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