Nevada Department of Wildlife:

Urban Wildlife Program

Western Region: Jessica Wolff
Southern Region: Lauren MacLeod

Background

Wildlife Ed team

The Wildlife Education program encompasses both **urban wildlife** and **wildlife education** learning opportunities.

All educators work with a variety of students and members of the community.

Urban Wildlife branch

Goal: To educate the community on living with wildlife through one-on-one interactions during urban wildlife calls and through proactive outreach.

Provide community members with the tools necessary to **achieve solutions** and **empower them** to contribute to the overall reduction in human-wildlife conflicts for the future

How our time is spent...

One-on-one conflict Resolution

Virtual Programs

On-Site Programs

In-School Programs

Urban Wildlife Programming

Field Response

HOA Programming & Outreach

Data Collection & Analysis

Creation of print material

Creation of social media outreach

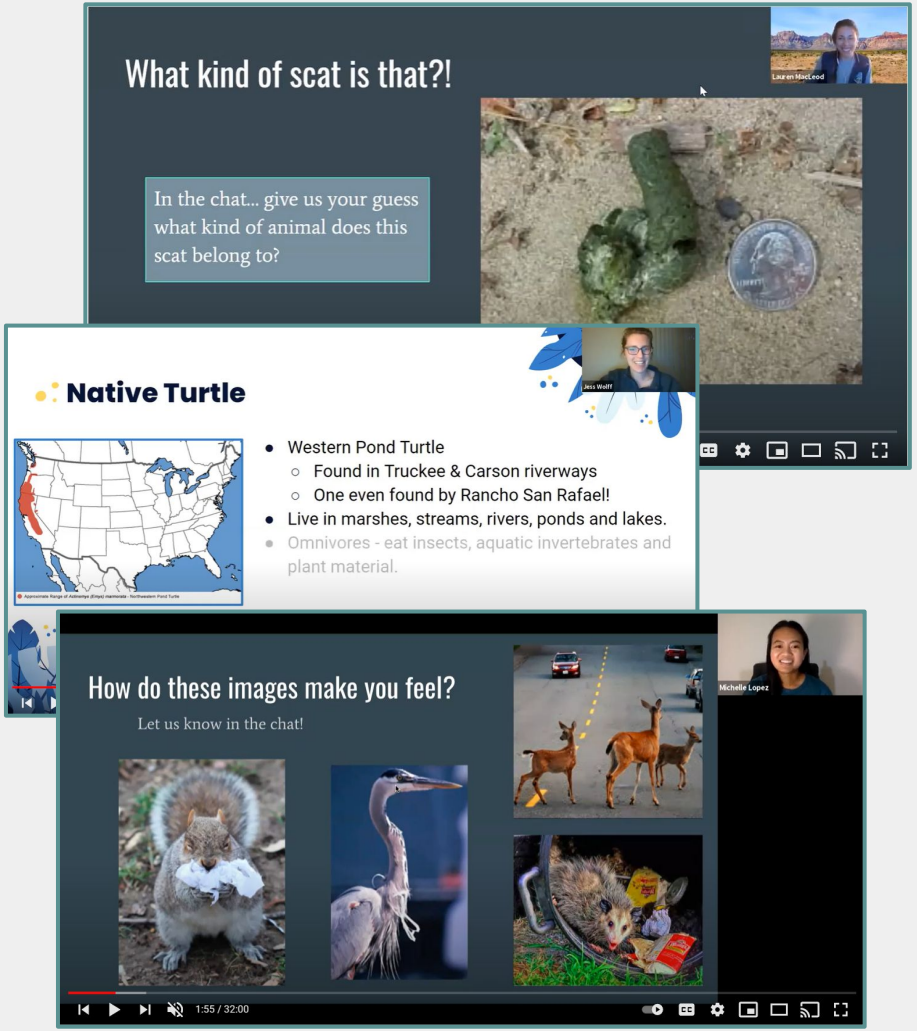
Special Interest Group Programs

Interpersonal Communication

Urban Wildlife Education

Public Webinars

- On **Zoom** & **YouTube**
- Urban Wildlife presentations include:
  - Living with Wildlife (general)
  - Living with Coyotes
  - Living with Bears
  - Living with Rattlesnakes
  - Baby Birds
  - Backyard Wildlife
  - Urban Wildlife Week (Feb 2021)



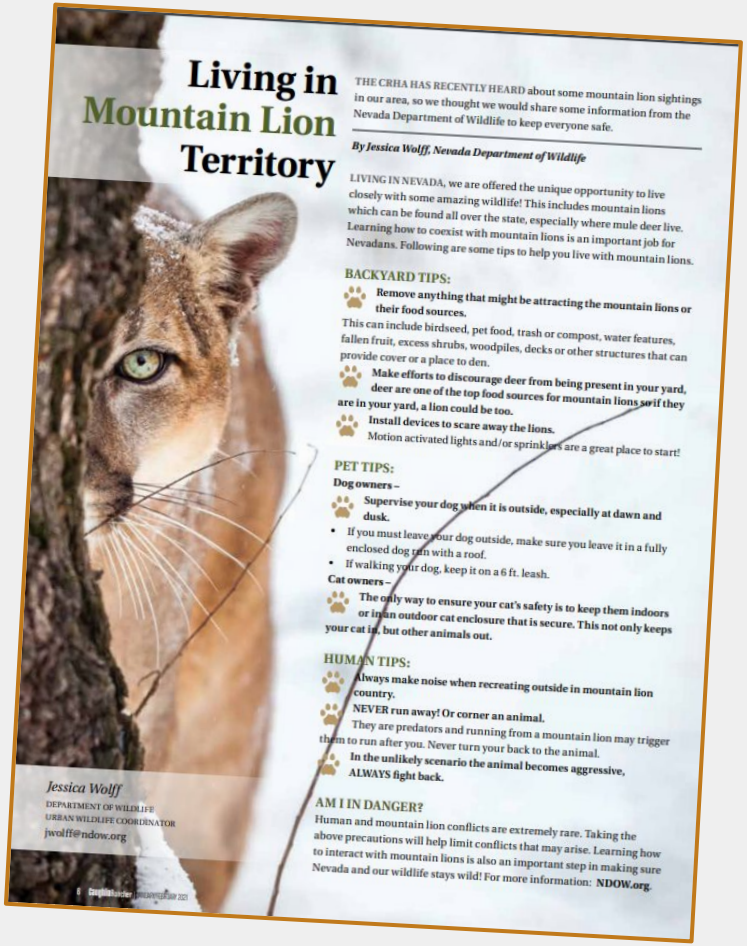
Webinars

- Over **110** public webinars in 2020 alone
- Some webinars receive over **200** attendees
- Monthly reach averages 546 people
- Between live viewers and youtube views - **over 8,000** participants!

Coyote Presentations
100-200 live attendees
1763 YouTube views

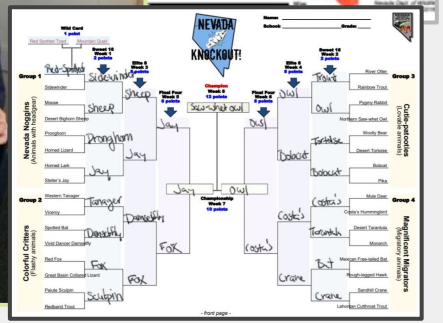
Spreading the Wildlife Word

- HOA meetings
- Community programs
- Tabling events
- Urban Pond Walks
- Articles for newsletters
  - Recent articles including living with bears and waterfowl.
- High Wildlife Activity Signs



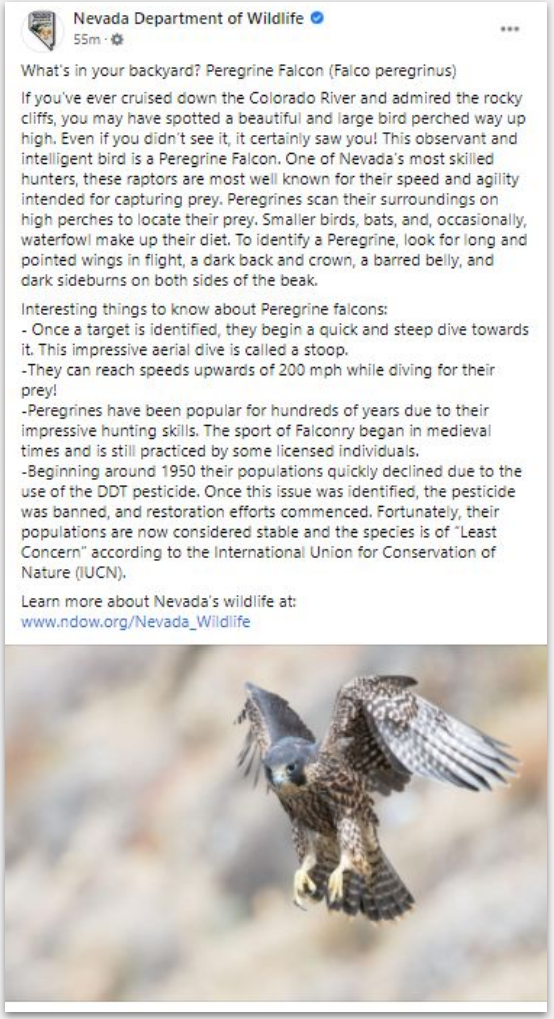
In-school Programming

- Know Your Nevada
  - Three live lessons for Nevada's living state symbols and main habitats
  - **We reached over 2700 students in Fall of 2020**
- NV Knockout
  - Bracket-style competition with 33 animals that call Nevada home
  - Students research each animal to decide which would be most likely to win each battle.
- Camp-in-a-Box (July 2021)
  - 1 week virtual camps
- Project WILD & Aquatic WILD
  - Teacher trainings throughout the year



Other Public Outreach

- Interviews with media
  - Topics include: Bobcats, Coyotes, Snakes, SO much more…
    - Las Vegas SUN, KLAS TV 8, KVVU Fox 5, Record Courier, RGJ, Reno News & Review, etc.
- Nevada WILD Podcast
  - In-house podcast
- Social Media Posts
  - “What’s in your backyard” campaign started in March 2020 and still running!
    - **41** posts in 2020
  - Many Urban Wildlife specific posts for people to learn more about living with wildlife.
  - **Facebook & Instagram**
    - **51** Urban Wildlife Posts
    - **428,329** Impressions

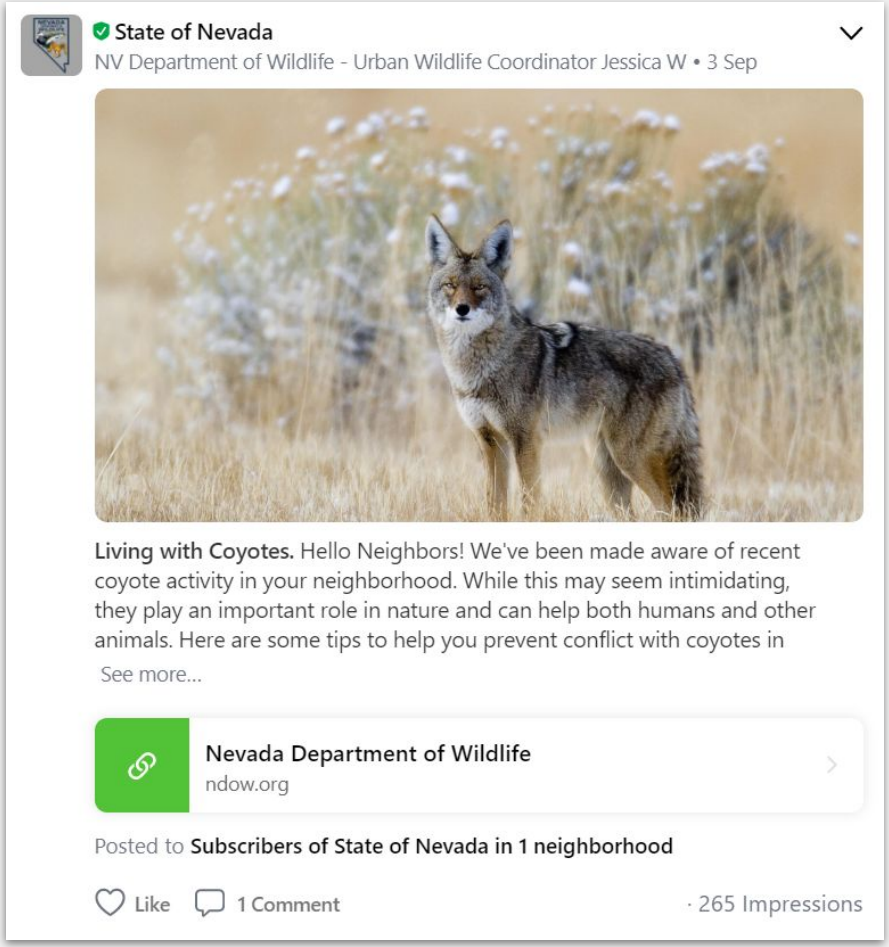


New Social Media

nextdoor

In 2020, we posted **16** times about ways to prevent conflicts with black bears. From these posts, we garnered **92,350** impressions (or views).

In 2020, we posted **21** times about living with coyotes. We garnered **15,122** Impressions.

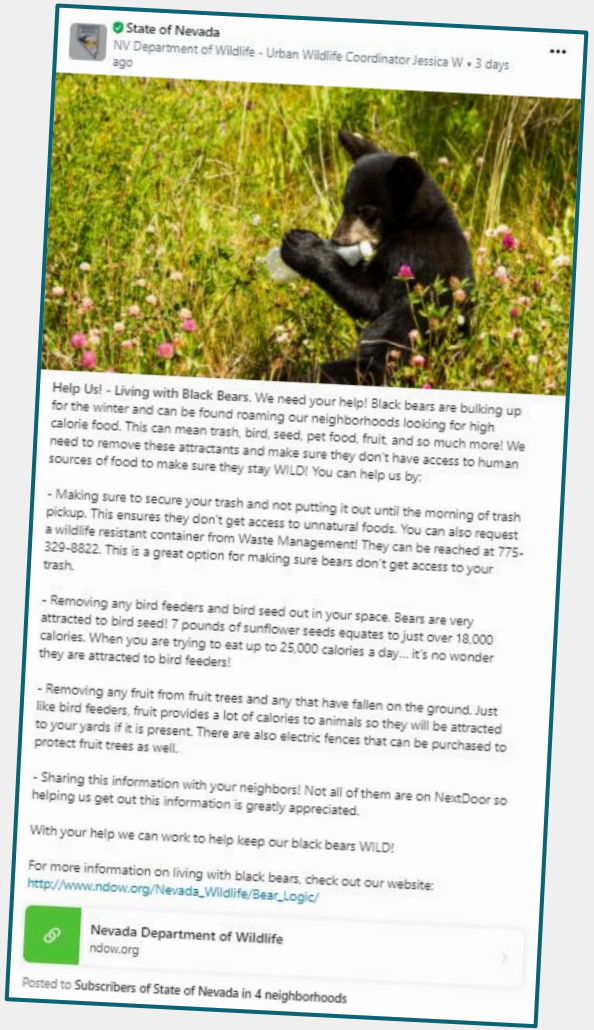


NextDoor - So far this year...

- Jan 1 - Sept 20
- 87 Posts
- 1,
- To
  - Aquatic Invasive Species - Zebra Mussel

In 2021, we posted **8** times about ways to prevent conflicts with black bears. From these posts, we garnered **11,761** impressions (or views).

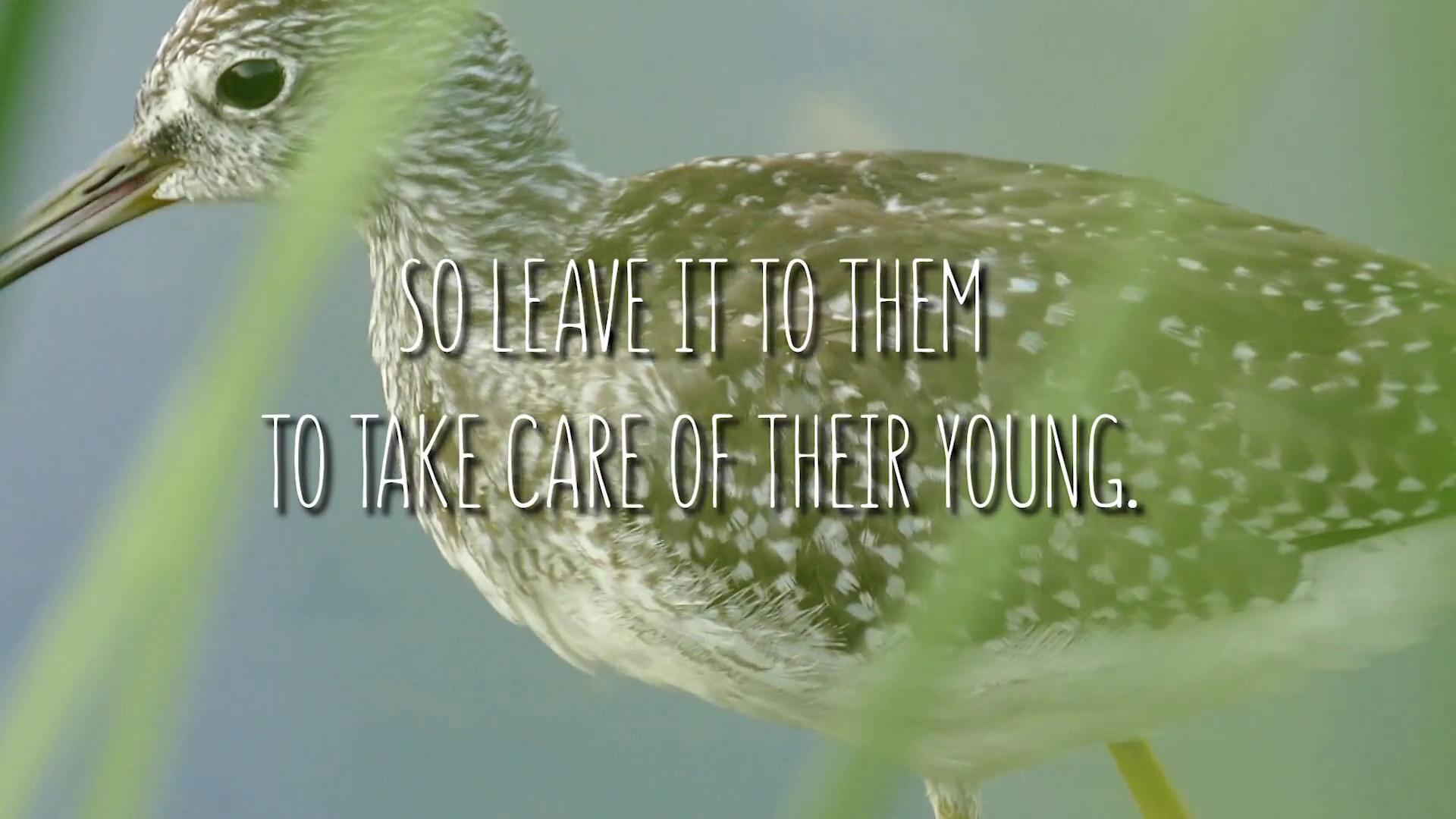
In 2021, we posted **8** times about living with coyotes. We garnered **3,744** Impressions.



Public Service Announcements

- Coyotes
- Baby Birds
- Bears

STOP
LIVING IN THE MOJAVE DESERT MEANS
LIVING WITH COYOTES


SO LEAVE IT TO THEM
TO TAKE CARE OF THEIR YOUNG.

NEVADA
WILDLIFE
CARSON
WELDING INC.
STRUCTURAL STEEL & FABRICATION
LICENSE NO. 65408
TAHOE BEAR BOX CO.

Publications

- Updating and creating new UW publications and resources for the public.
  - The new website will be an awesome resource for a lot of information for individuals.
  - Constantly coming up with new resources!

Urban Wildlife Call Data

Covid Challenges

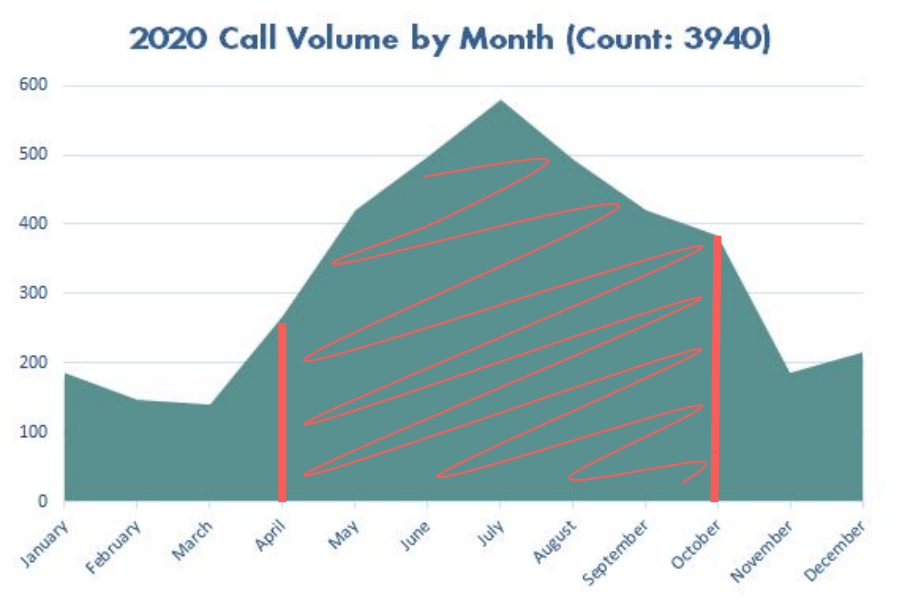
- Continued to take calls from the public.
- Changed the way we responded to calls - very limited in-person responses.
- Relied more heavily on social media to communicate with the public.

Silverlinings

- Able to focus on more broad education opportunities.
- Challenged us to change the way we use social media.
- Allowed us to work more with one another.

2020

Calls & Seasonal Trends

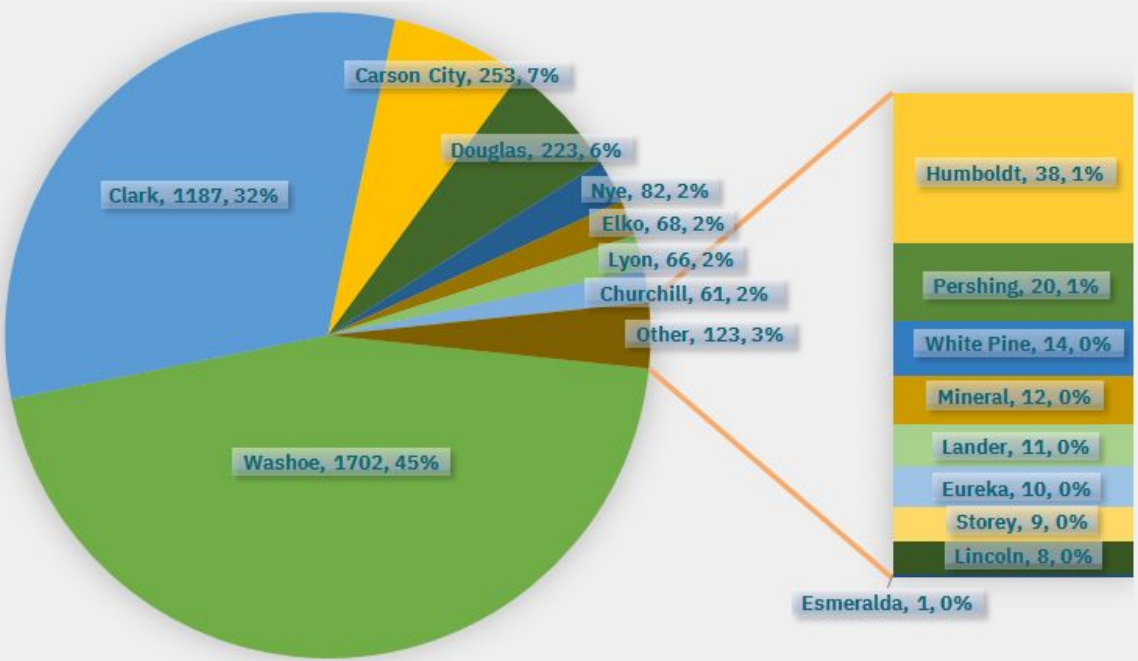


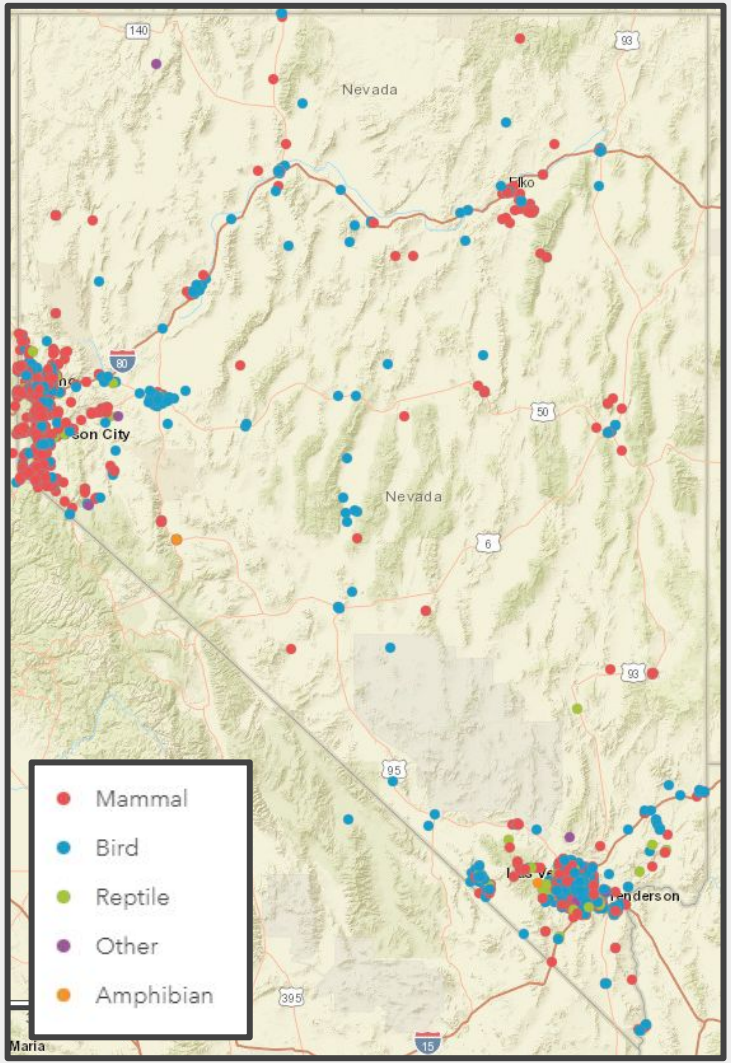
April - October busiest season!

**Baby birds, young wildlife, aggressive birds*

2020

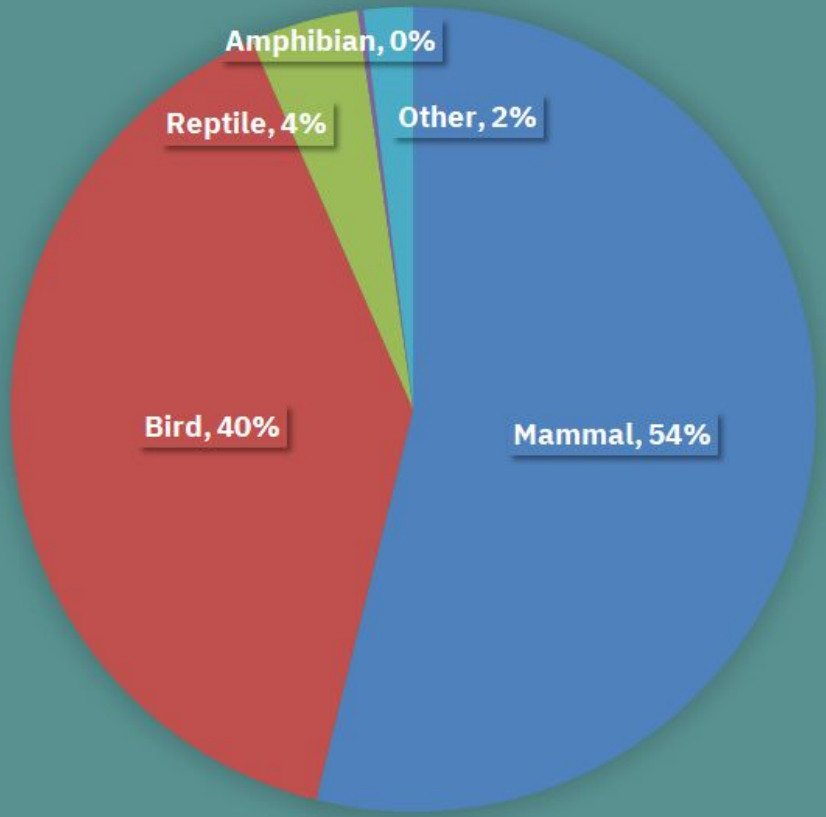
Wildlife Conflict Calls by County



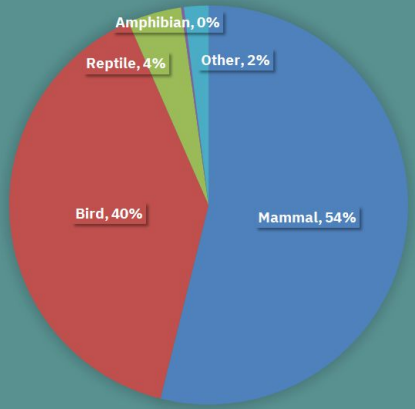


2020

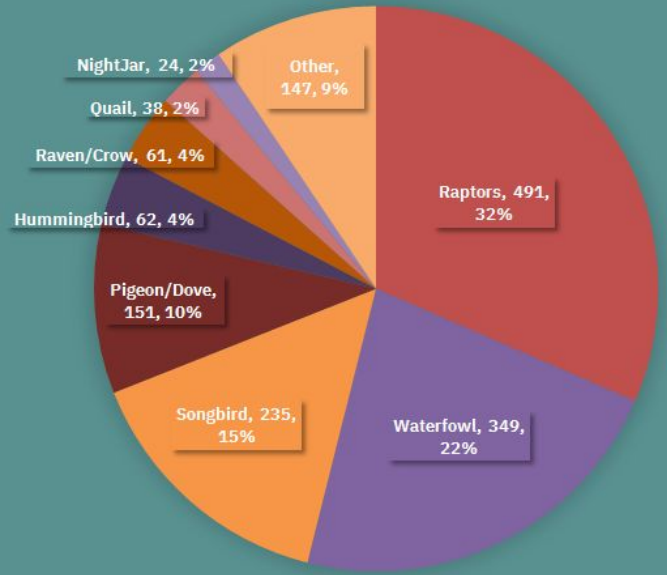
Calls by Animal Class (Count: 3940)



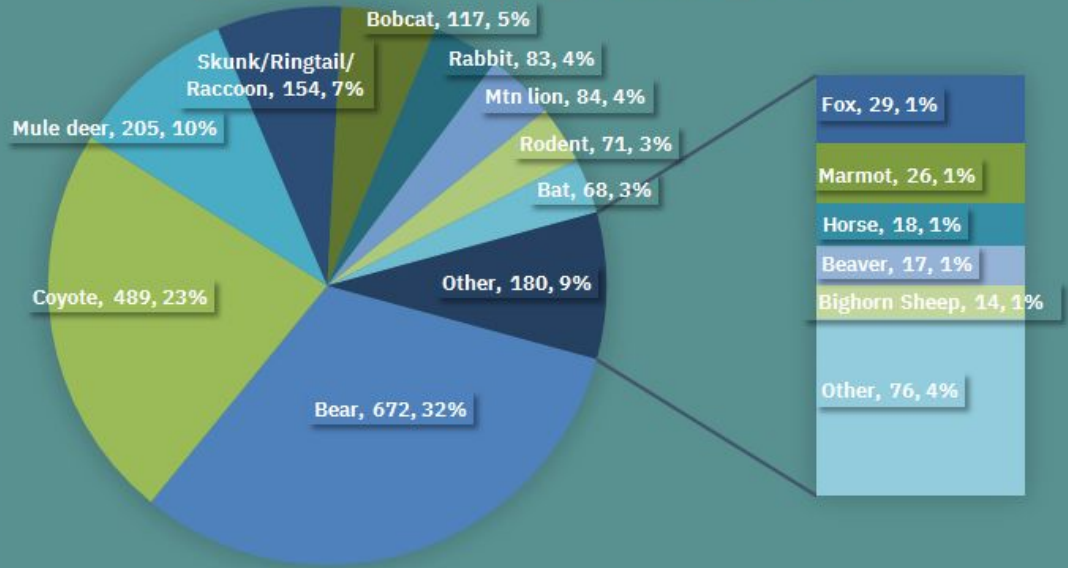
2020



Bird Species (Count: 1558)

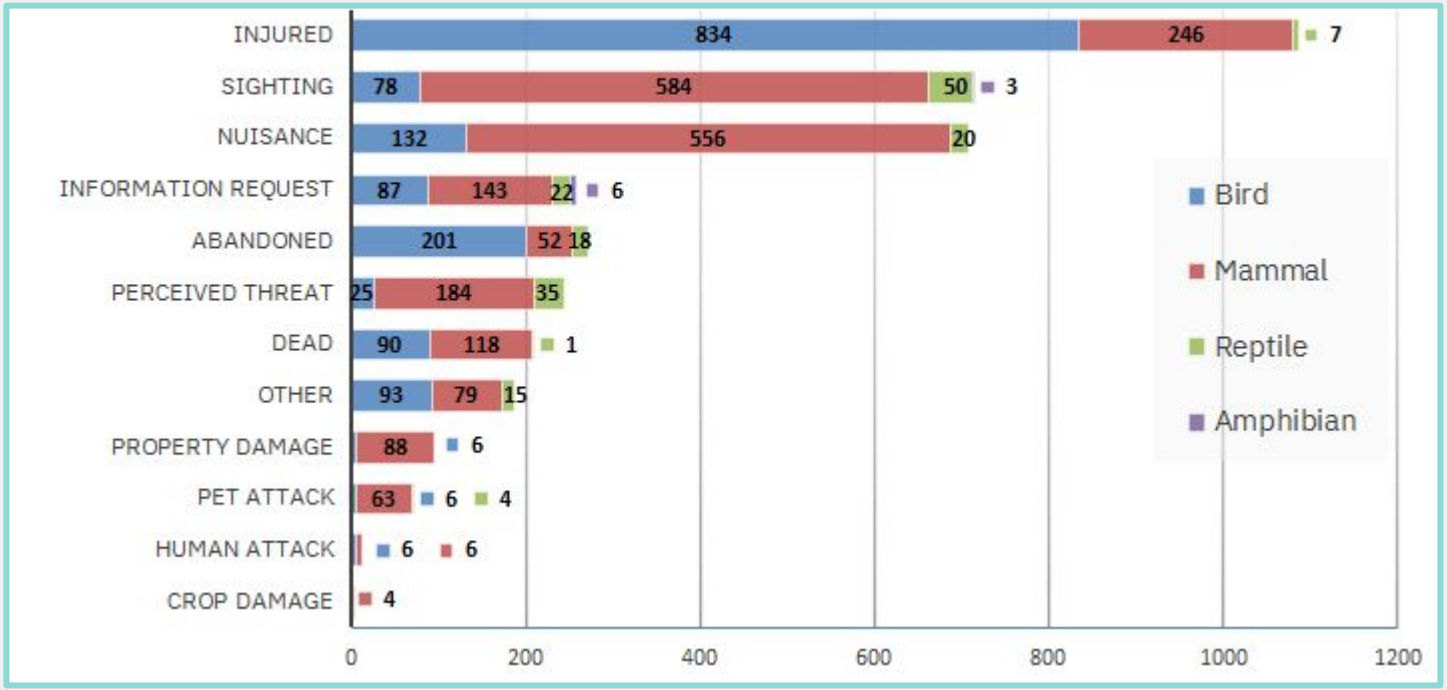


Mammal Species (Count: 2090)



2020

Inquiry Type (Count: 3940)

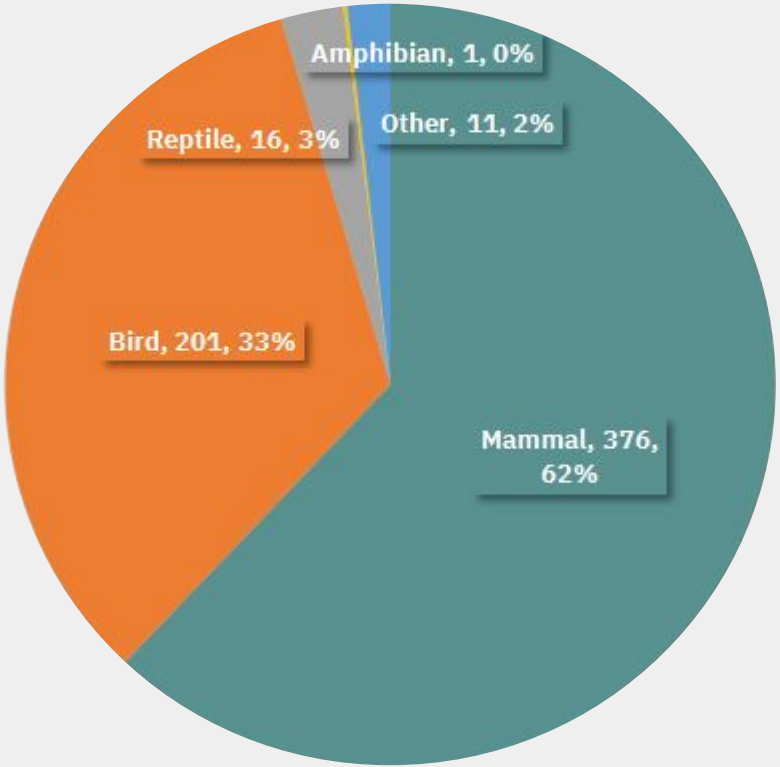


August 2021 at a glance...

Staff addressed

605 **urban wildlife calls**

for the month of **August 2021**



August 2021

at a glance...

Featured species...

Bears 142

Raptors 77

Coyotes 60

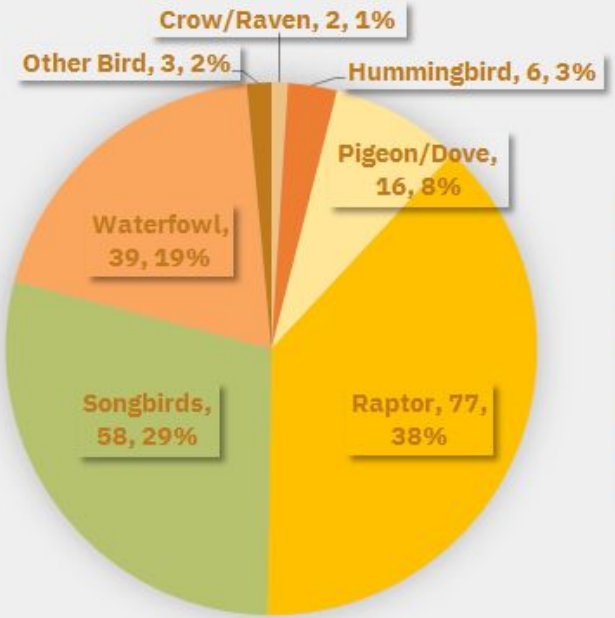
Songbirds 58

Mule Deer 54

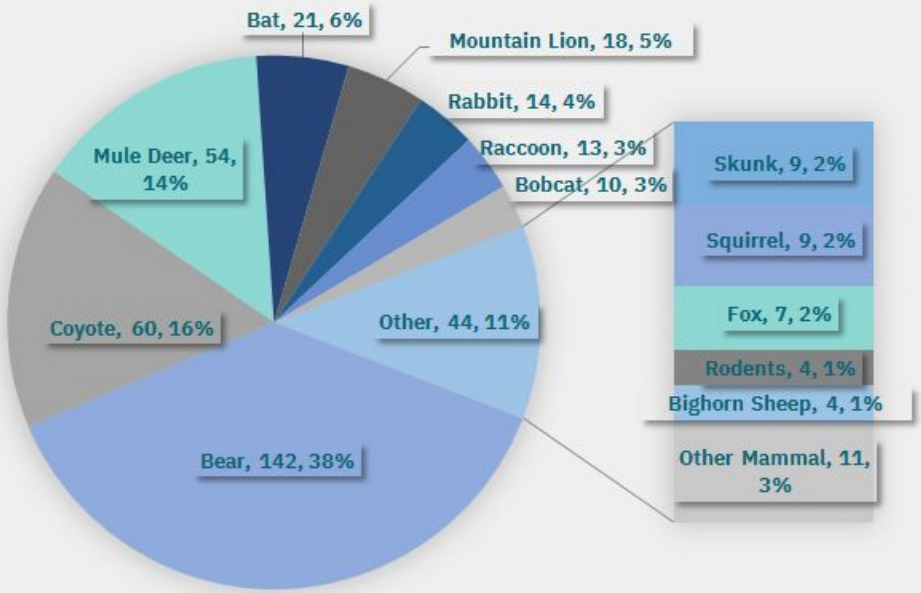
August 2021

at a glance...

Bird Species (Count: 201)



Mammal Species (Count: 376)

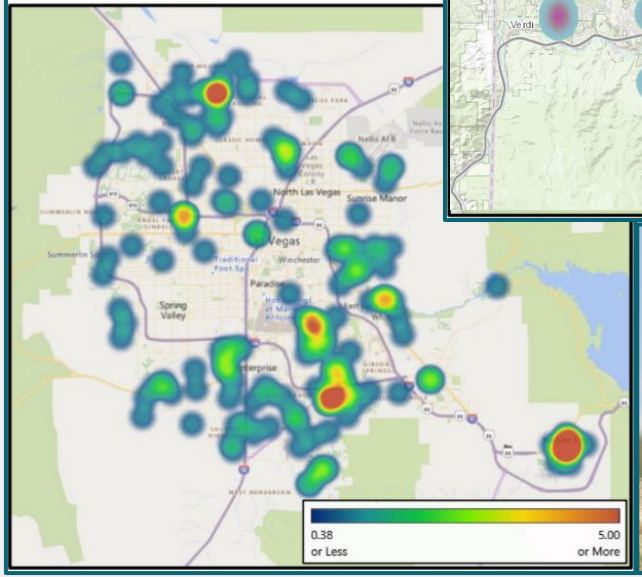


Heat Maps

- One of our most useful tools.
- Info comes from all of our data.
- Use this information:
  - **Targeted Marketing**
  - **Outreach Campaigns**
- Helps us to target certain neighborhoods with increased activity or conflicts.
- Regional Differences
  - Reno we can use more traditional media
  - Las Vegas we use more novel resources like Roku ads

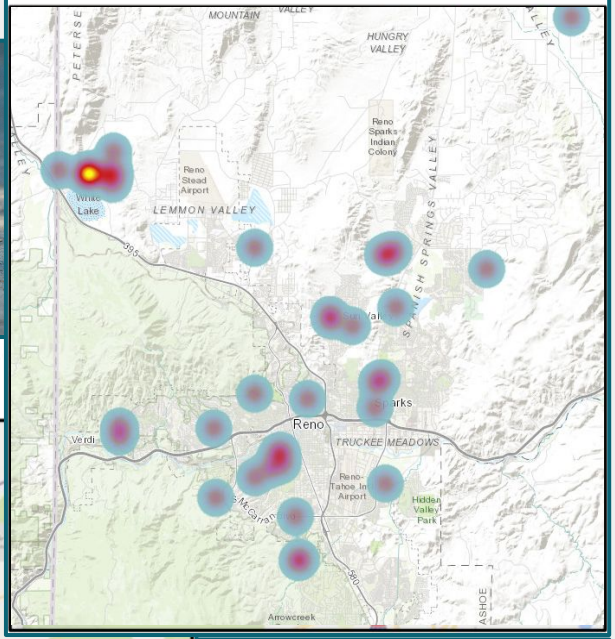
2020 Coyote Calls Heat Map

NDOW Southern Region



2020 Coyote Calls Heat Map

NDOW Western Region



Field Response

- Injured birds
- Site visits
  - Help neighbors identify attractants in their yards
  - Run through of effective hazing
- Removal of dead/sick animals for testing
- Habitat Improvement
  - Discourage feeding wildlife
  - Clean Ups

Goals for the Future

Urban Wildlife Goals

- Urban Wildlife High School Program
  - Targets biology, environmental science & journalism classes.
- Update Urban Wildlife Brochures & Handouts
- Create a *Living with Wildlife Handbook* to give to realtors for new homeowners
- Connect with community partners so they can interact with homeowners and spread our messaging
- Build useful resources on the new website for Living with Wildlife
- Grow Volunteer Program
- Explore citizen science opportunities for urban wildlife

Contact Us!

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Thank you!