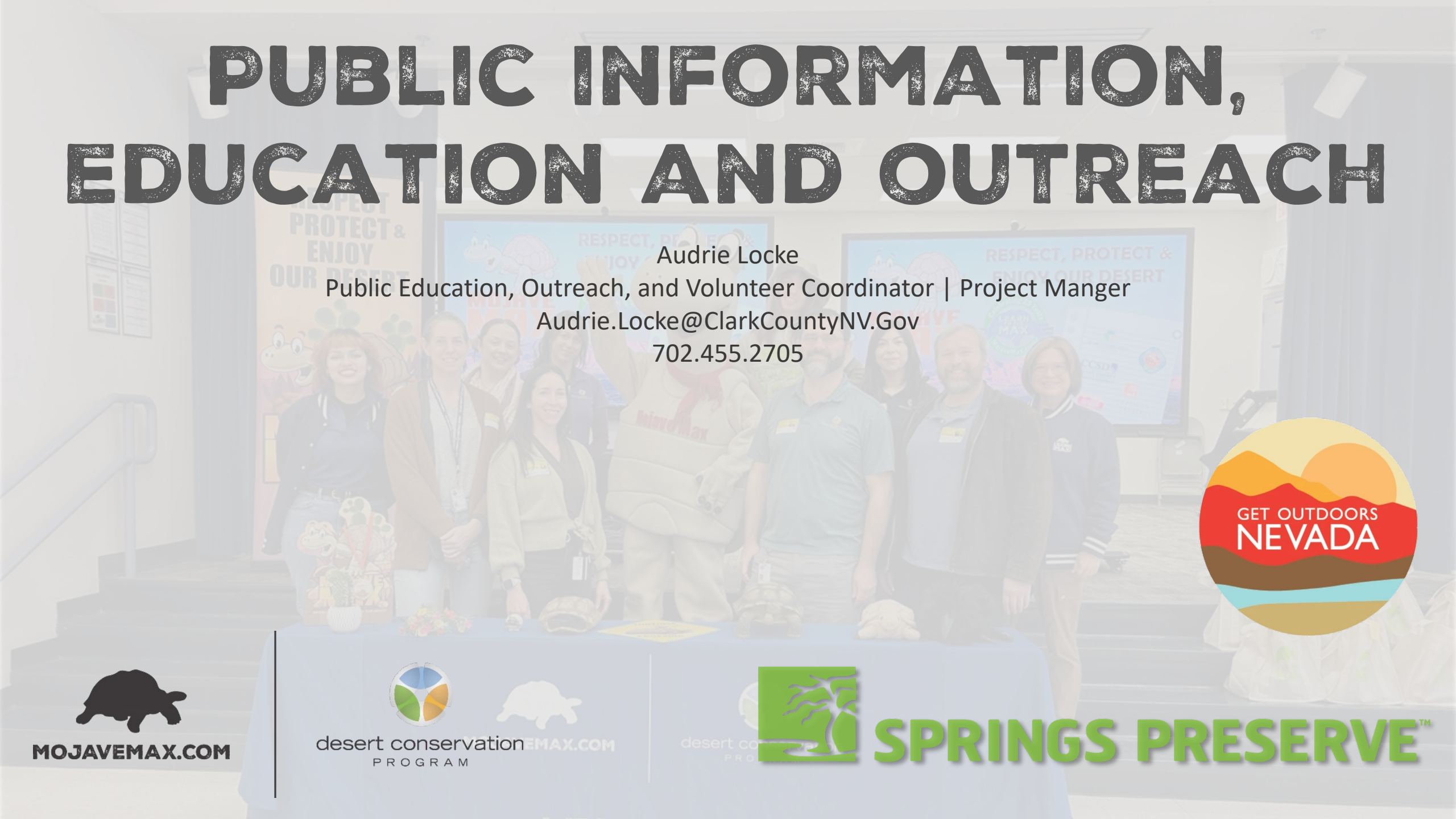
PUBLIC INFORMATION, EDUCATION AND OUTREACH

Audrie Locke
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GET OUTDOORS NEVADA

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SPRINGS PRESERVE™

PURPOSE



Public Information and Education is one of the conservation actions identified in the Multiple Species Habitat Conservation Plan (MSHCP)

Biological Goal 3: Foster community and stakeholder engagement to maintain or improve covered species populations and their habitat.

- Share messages about the desert tortoise, native species, and responsible desert use
- Encourage people to RESPECT, PROTECT, and ENJOY our desert ecosystem

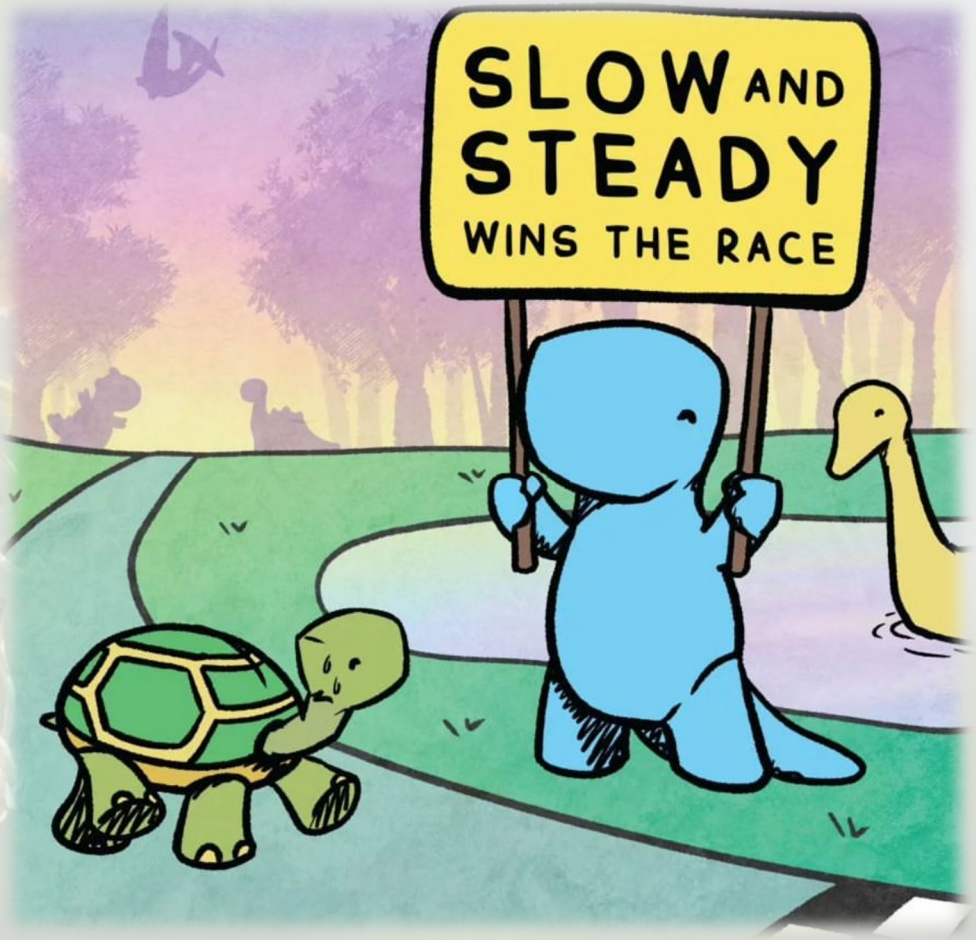
ADMINISTRATION

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Some of the ways that we do this:

- Mojave Max Education Program
- Participate in community outreach events to promote responsible recreation and overall awareness of MSHCP covered species
- Produce and distribute printed materials and videos
- Share messages
- via Mojave Max and DCP websites and various social media platforms
- Educate construction site personnel about reporting and collecting wild desert tortoises for pick-up by DCP staff



MOJAVE MAX EDUCATION PROGRAM

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- Started in 2000
- Since its inception, over half a million students have been reached directly through school assemblies, Tortoise Talks and community engagement
- 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





MOJAVE MAX EDUCATION PROGRAM

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2025-2026 Highlights

- Expanded in-class education to middle and high school students
- Expanded reach of elementary education program to include:
  - Mojave Max Assemblies for nearly 300 homeschooled students
  - Additional after-school programs received Tortoise Talks through the After School All Stars and the YMCA
- Participated in multiple youth summer camps with programs focusing on conservation and STEM education
- '25-'26 school year, nearly 10,000 students were reached through school assemblies and Tortoise Talks
- Over 3,600 students submitted their guesses for the emergence contest
- Completed our 9th year with our education partner Get Outdoors NV





LEARN TO THE MAX

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MOJAVE MAX EDUCATION PROGRAM

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The comments from teachers and students tell us all we need to know.

"The presenters were knowledgeable and answered my students' questions in a kind, reassuring way."

"She did a great job holding the students' attention and keeping them engaged."

"The presentation was very engaging , enthusiastic, and fun! My students really enjoyed learning about desert tortoises."

"The students loved the videos of Max."

"THANK YOU for bringing such an engaging and educational program to our school. Our students, and staff, can't stop talking about Mojave Max."

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MOJAVE MAX EMERGENCE

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Mojave Max emerged from his burrow at Springs Preserve on Mother's Day, May 10, 2026, at 12:50p.m.

There were over 3,500 guesses entered this year. The winner of the Annual Mojave Max Emergence Contest was a fifth grader from Selma Bartlett Elementary School.

CONTEST GUESS: May 10, 2026 @ 12:43 p.m.
ACTUAL EMERGENCE: May 10, 202 @ 12:50 p.m

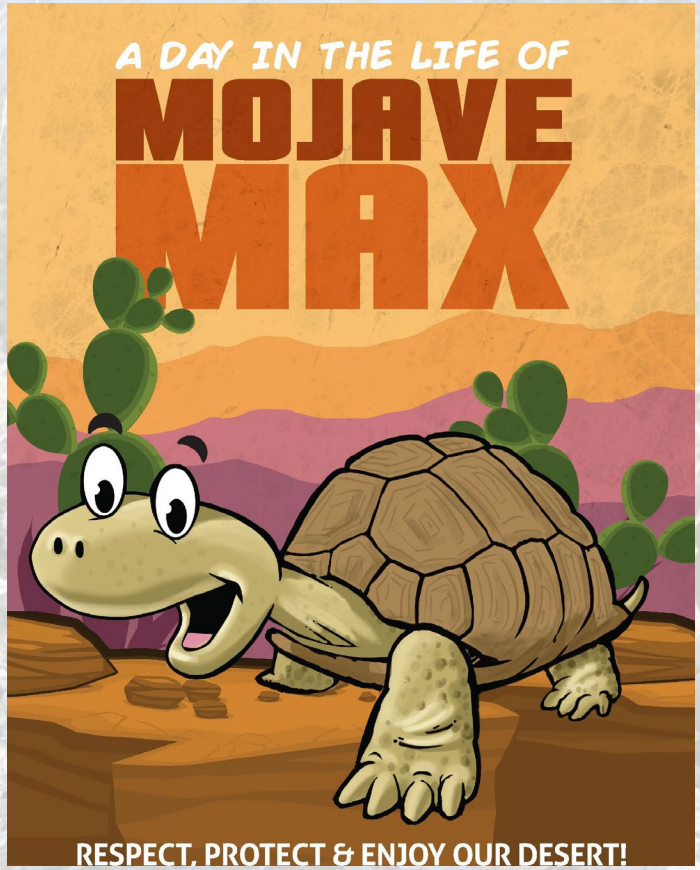
Late emergence again presented some challenges getting the students to Springs Preserve for their prizes…but the team made it happen, just one day before school got out.

MOJAVE MAX EN ESPNAOL

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The Mojave Max literature and coloring book are now available in Spanish





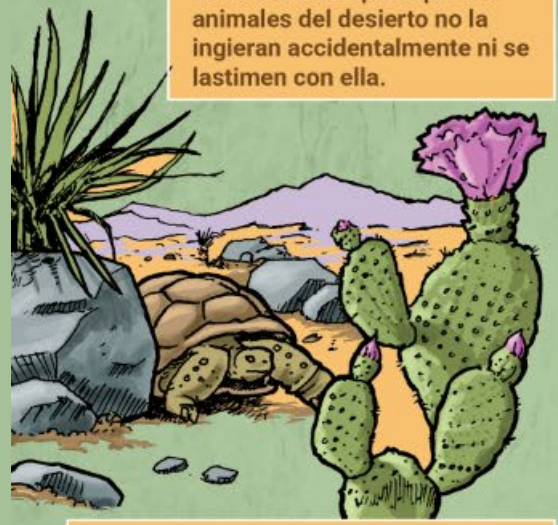
LEARN TO THE MAX

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ETIQUETA EN EL DESIERTO



Por favor, mantenga el desierto libre de basura para que los animales del desierto no la ingieran accidentalmente ni se lastimen con ella.



Tenga precaución cuando se encuentre en el desierto, ya que la tortuga del desierto puede ser muy difícil de ver. ¡Manténgase alerta y conduzca con precaución! Si llega a ver una, DÉJELA EN PAZ.

ALIMENTACIÓN DE LA TORTUGA



La tortuga del desierto obtiene agua al consumir plantas y al beber de charcos de lluvia.

Algunos de los alimentos preferidos de la tortuga del desierto son el cactus cola de castor, las flores del desierto y los pastos.



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VISITE MOJAVEMAX.COM

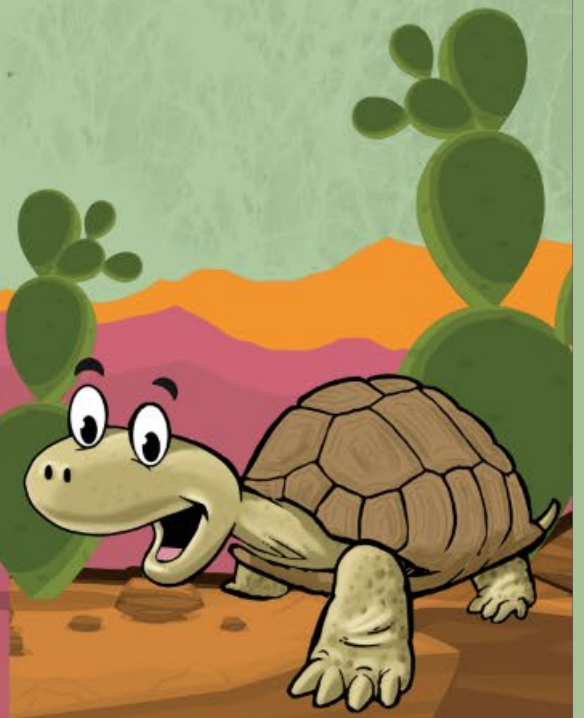
- ✓ Descubra más maneras de ayudar a toda nuestra fauna silvestre nativa
- ✓ Programe una asamblea escolar
- ✓ Aprenda cómo inscribirse en el Concurso de Emergencia de Mojave Max

CONÉCTESE EN REDES *con* MOJAVE MAX

Mojave Max es una auténtica tortuga del desierto que vive en Springs Preserve. Simplemente Déle "Me gusta" en Facebook y sígalo en Threads e Instagram para seguir sus aventuras.

Mojave Max | Mojave_Max | Mojave_Max

¡RESPETE, PROTEJA Y DISFRUTE DE NUESTRO DESIERTO!



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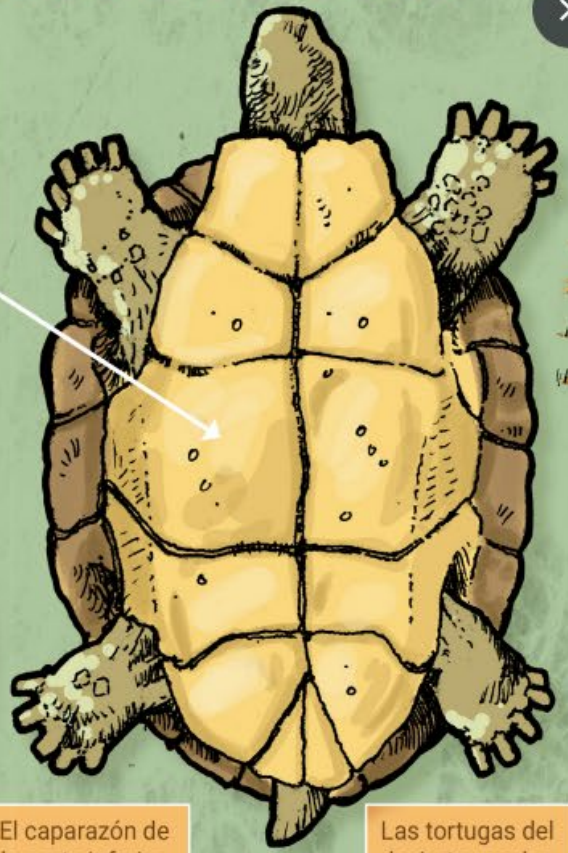
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ANATOMÍA DE LA TORTUGA

El caparazón de la parte superior se llama "CAPARAZÓN."

Las grandes placas del caparazón se llaman "ESCUDOS."





El caparazón de la parte inferior se llama "PLASTRÓN."

Las tortugas del desierto pueden vivir entre 60 y 80 años.

Las "UÑAS" fuertes son excelentes para excavar.

A medida que el macho envejece, el "CUERNO GULAR" bajo el mentón se utiliza para realizar combates rituales con otros machos.



MODO DE VIDA DE LA TORTUGA



Es a finales del verano y las crías de tortuga del desierto acaban de eclosionar. Son apenas un poco más grandes que una moneda de medio dólar.



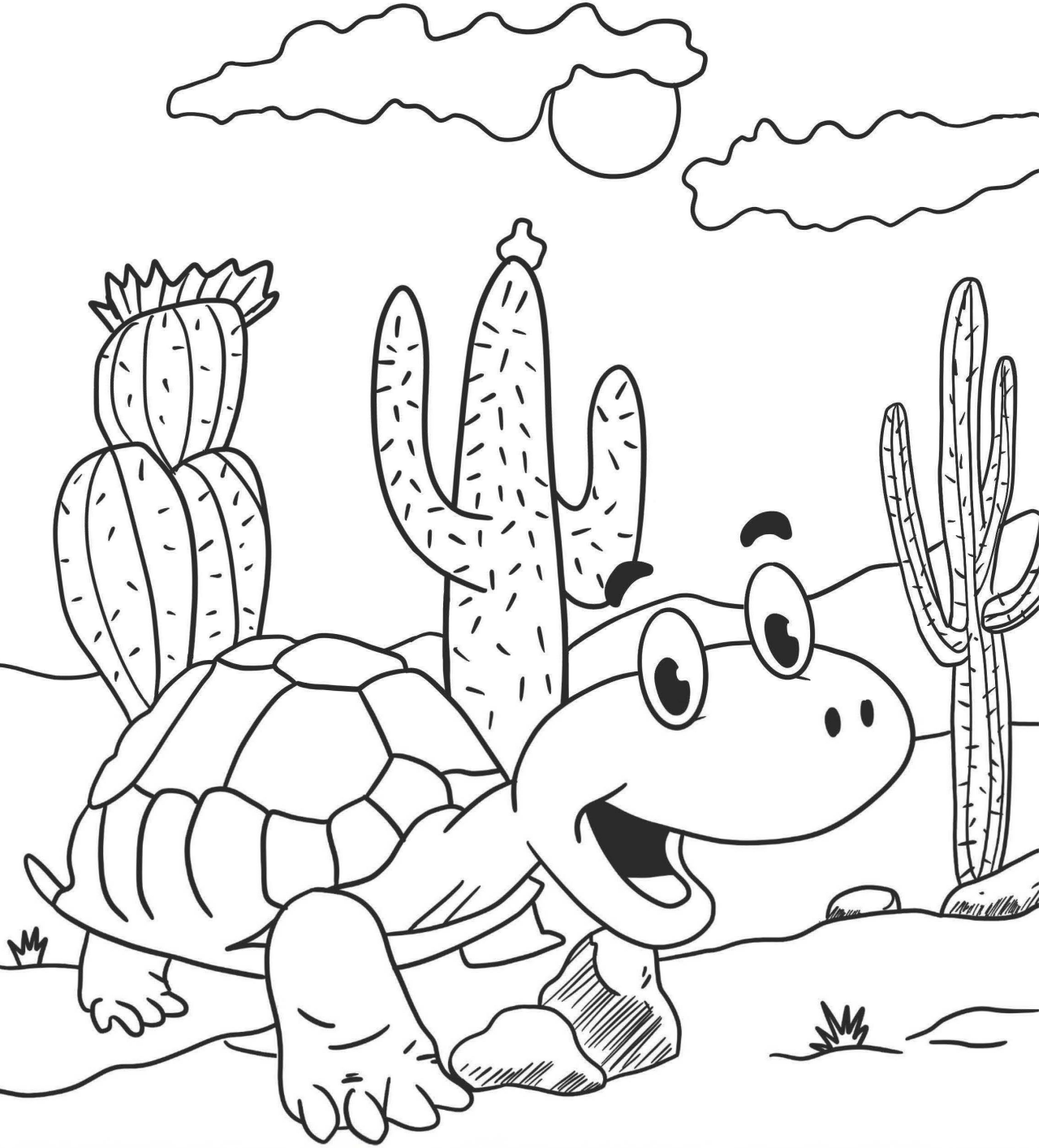
En otoño, el alimento escasea; los días son más cortos y la temperatura desciende. Es momento de que la tortuga del desierto se dirija a su madriguera para entrar en "BRUMACIÓN" durante el invierno.



Las tortugas del desierto excavan madrigueras para escapar de los depredadores y del calor.



Si en el exterior hace demasiado calor o demasiado frío, la tortuga del desierto descenderá a una madriguera para regular su temperatura corporal.



Hi, I am Mojave Max and I am a Mojave Desert Tortoise.

Here are a few things you should know about my friends and me!

Hola, soy Mojave Max y soy una tortuga del Mojave desierto.

Aquí hay algunas cosas que deberías saber sobre mis amigas y yo.



Desert tortoises do not eat meat, only plants! This is called being an herbivore. Their favorite foods are cactus, flowers, and grass.

Las tortugas del desierto no comen carne, ¡solo plantas! Esto se llama herbívoro. Sus alimentos favoritos son los nopales, las flores y la hierba.

OUTREACH HIGHLIGHTS

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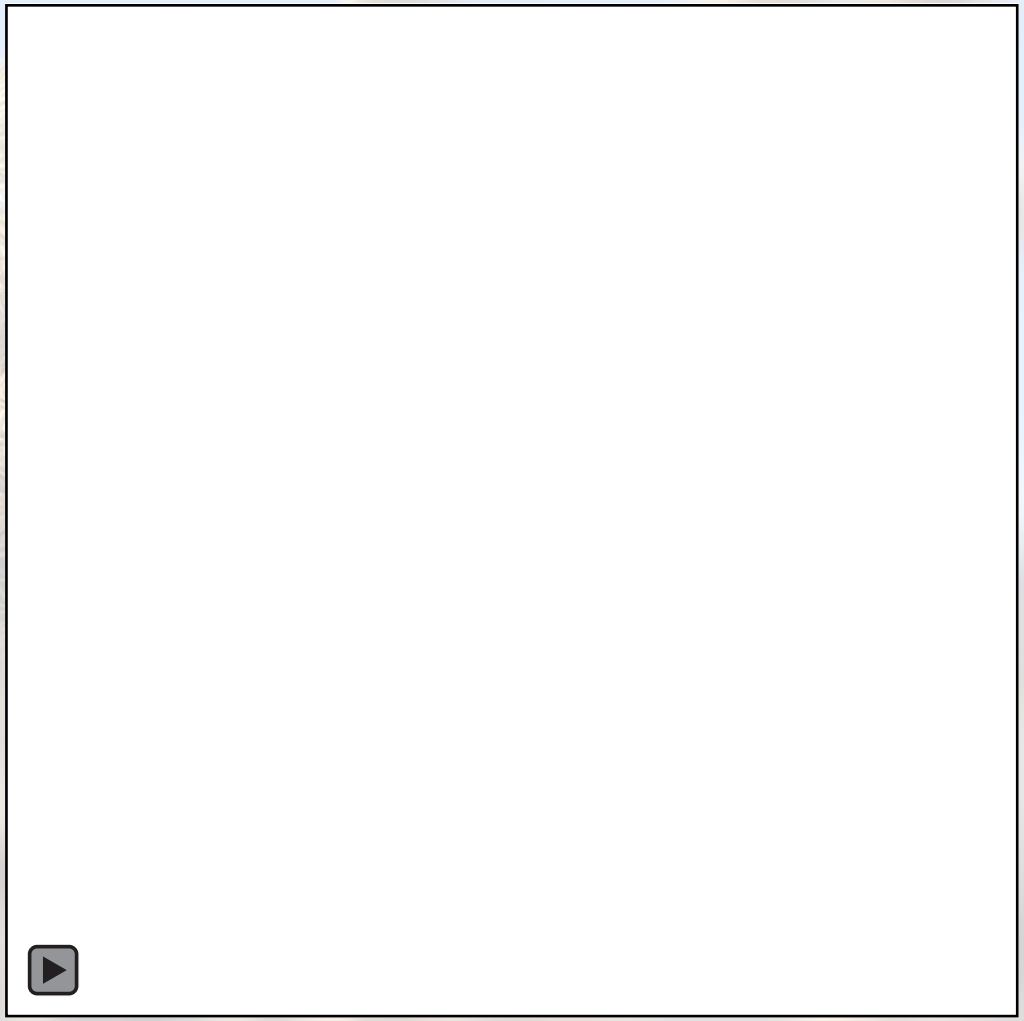
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- DCP hosted follow-up community engagement meetings to inform stakeholders of the public meetings scheduled regarding proposed changes to the MSHCP and permit amendment

- Added engagement activities for education tables to further highlight the many species covered by our program, including button-making, skull matching, and microscope viewing

- 3D models of our specimens have become a fan favorite on their own merits

- Hosted a Tortoise Aging Study event to facilitate the collection of blood samples from tortoises of a confirmed age. This was done in conjunction with a wellness clinic and microchipping opportunity provided by Tortoise Group.



PUBLIC INFORMATION & EDUCATION

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30 School Assemblies
2 Homeschool Assemblies
108 Tortoise Talks

11,500+ STUDENTS



TEACH TO THE MAX is being developed to provide additional resources to teachers for K-12 to allow our desert conservation messaging to be properly administered even when our team cannot personally present.

Invited to 35 outreach events throughout Clark County

15,000+ RESIDENTS



DEVELOPING REGIONAL MESSAGING

Working with other agencies across the Mojave Desert to standardize messaging and images used to encourage behavior changes. GOAL: regionally consistent campaigns. Currently involved: DCP, Washington County, UT, Living Desert Zoo, Friends of Gold Butte, and Tortoise Group

16 guest speaker appearances, including OHV clubs, special interest groups, & outdoor recreationists

700+ RESIDENTS



PUBLIC AWARENESS CAMPAIGNS

-A campaign to discourage predator food subsidy is being developed and will be engaged by the end of this year. “Time to Talk Trash”

-The Mojave Max mascot will be participating in a School Zone Safety campaign.

LOOKING AHEAD...

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CONSTRUCTION WORKER TRAINING

A video training is being developed to allow onsite construction workers to receive proper tortoise handling instructions through the Mojave Max website. Allowing training to be done at all levels of the construction project, at a self-guided pace.

PREDATOR FOOD SUBSIDY AWARENESS

A video PSA is being developed to bring awareness to the impact that providing food to ravens, coyotes, and other predators has on covered species, specifically the Mojave Desert tortoise. Most citizens do not realize that feeding one species could be detrimental to another.

MOJAVE MAX GETTING A NEW HOME

Through our strong partnership with Springs Preserve, we continually work to improve engagement with DCP's iconic live mascot, Mojave Max. Before Max begins brumation he will be relocated at Springs Preserve to an area where he will be easily viewed by visitors throughout the year.

LOOKING AHEAD (CONT.)

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MOJAVE MAX CHILDREN'S BOOK

The DCP team did a thing...

This summer, we wrote a children's book that follows Mojave Max on his journey to find snacks after his emergence. Along the way he meets other species covered by the Clark County MSHCP and they help him on his quest.

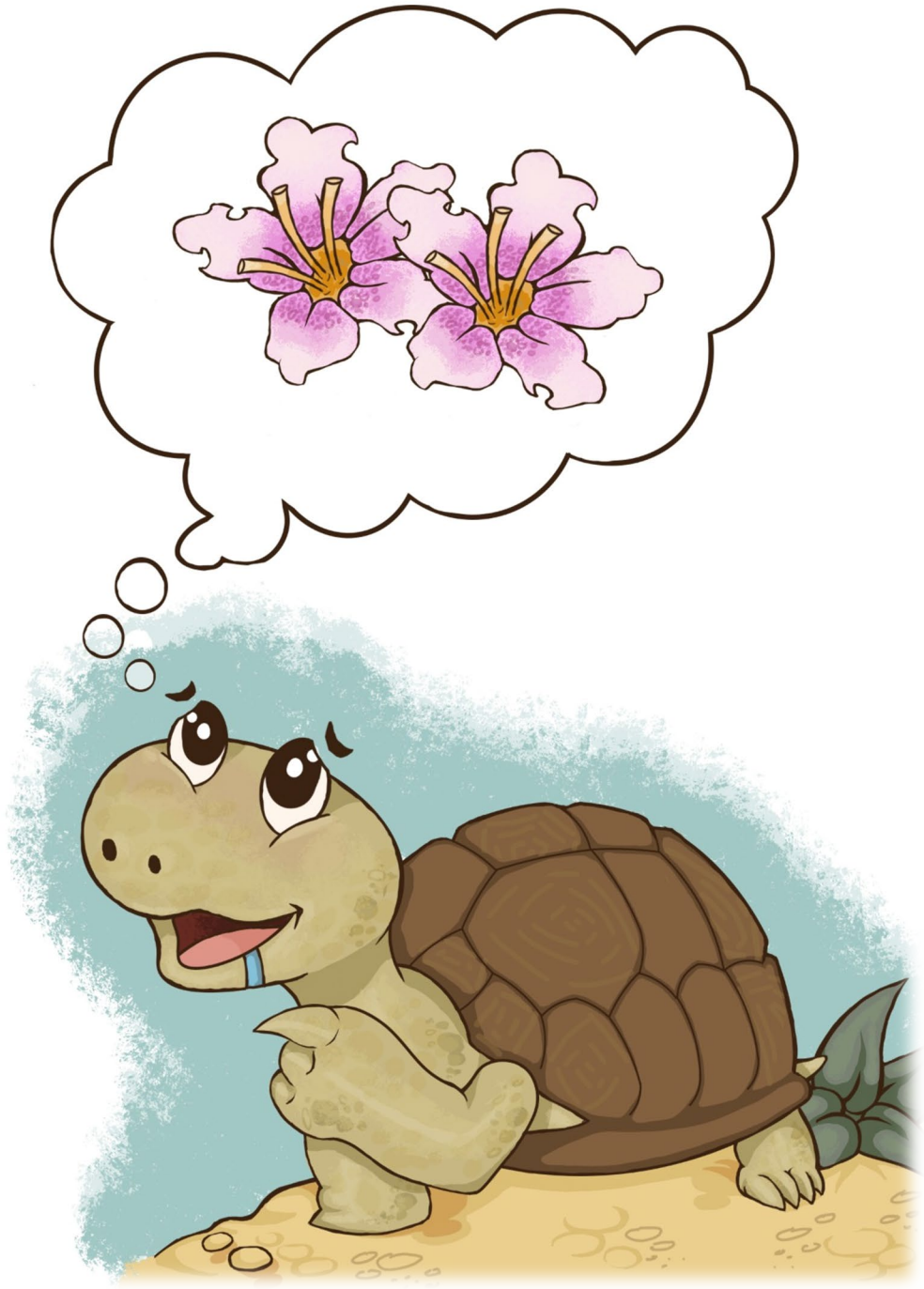
TEACH TO THE MAX

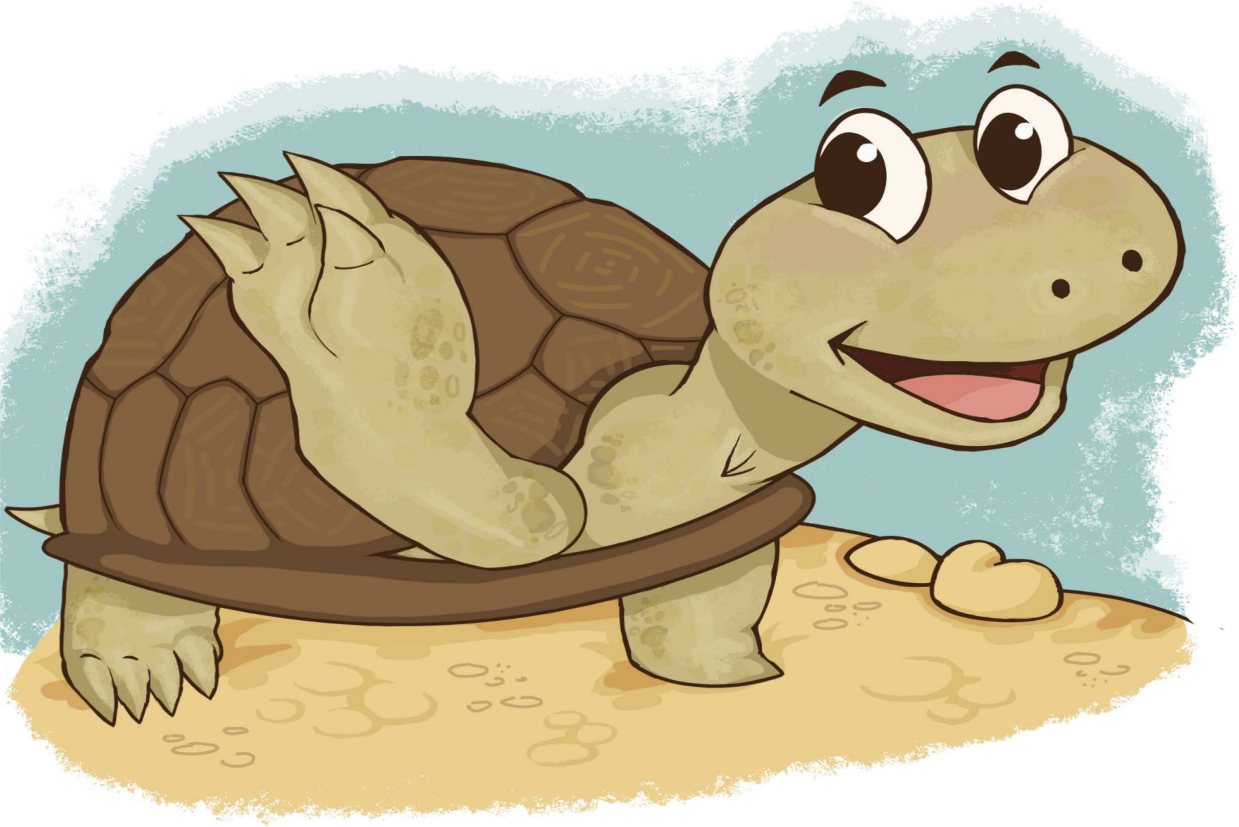
We are partnering with the Clark County School District Science Department to revise some of their curriculum to represent a more localized approach to conservation education at all grade levels.

INCREASED OUTREACH ACTIVITY

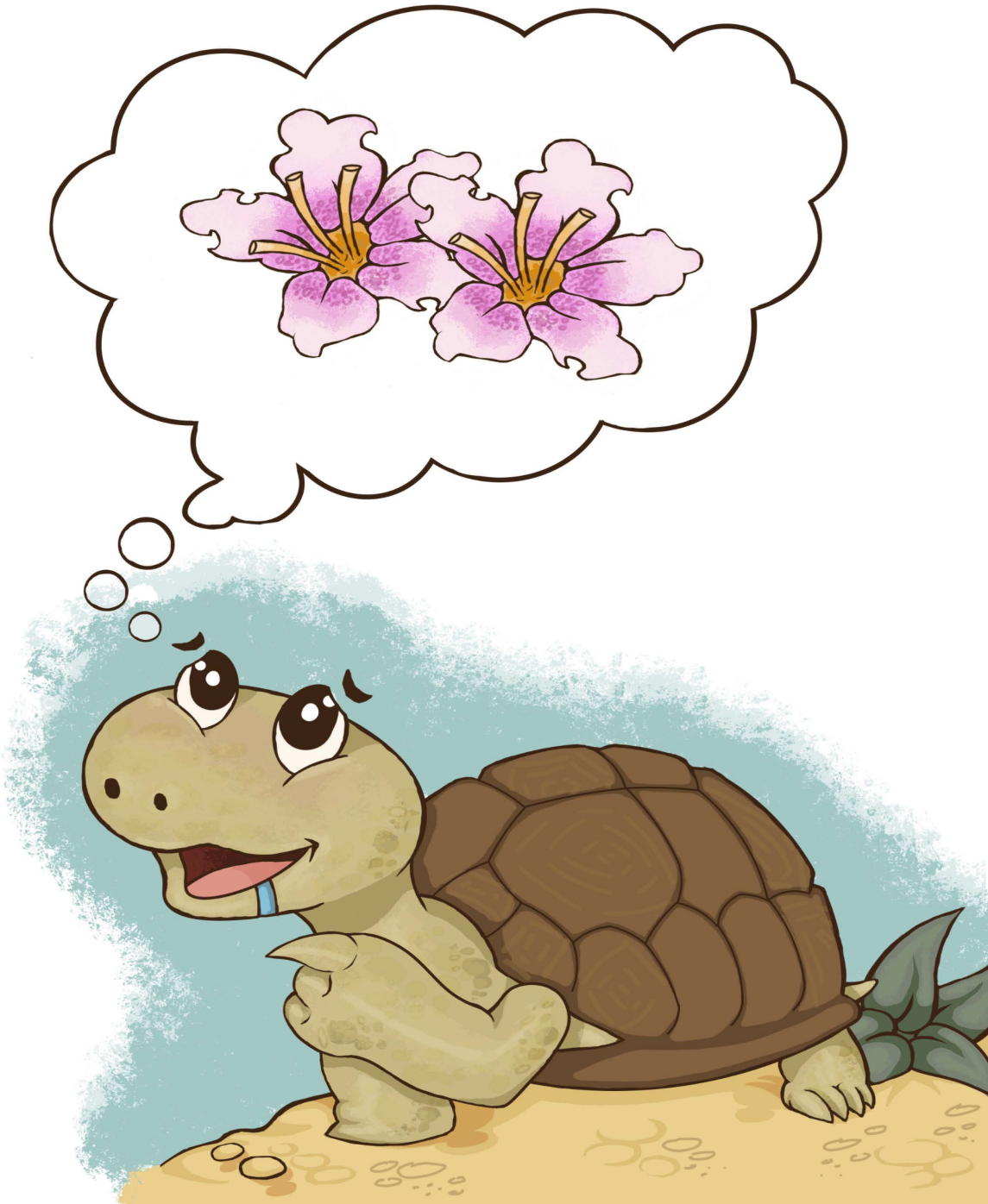
With the addition of a new part-time outreach team member (Emma is quickly approaching one year with our team), and additional resources through the Volunteer to the MAX program, we will continue to increase our presence in the community.

MOJAVE MAX LOST HIS SNACKS





Hi, I am Mojave Max. I just woke up from my brumation. I am verrrry hungry. Before I went to sleep in my burrow, I saw some snacks around here somewhere, but I can't remember where they were. I like to eat all kinds of plants, but my favorite snacks are desert willow flowers.



Holy Moly! You're Mojave Max! You are a celebrity! I cannot believe I am talking to *THE* Mojave Max right now. This is a dream come true!

My name is Iggy and I am a desert iguana.

What did you say about snacks?

What kind of snacks?

I love snacks.

Do you have some with you?

Will you share them with me?



Nice to meet you Iggy. I would not say I am a celebrity...but you can. I'm just a plain old Mojave Desert tortoise, trying to live my best life and searching for some snacks.

MAX FACT:

Desert tortoises can brumate as long as seven months. That is why they are so hungry when they emerge.

Can I come with you to find some snacks?

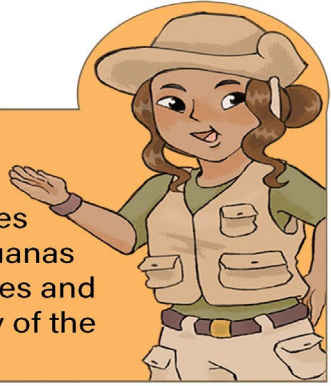
What do they look like?

Where did you last see them?

YES, Please come help me find some snacks. I'm looking for my favorite, desert willow flowers.

MAX FACT:

Desert tortoises and desert iguanas are both reptiles and they like many of the same foods.



They are pink and white and very tasty, but they are not always easy for me to find.

YUMMM...I love those

I will happily share with you.

TRADING CARDS COMING SOON

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Endangered
State of Nevada Status



AMERICAN PEREGRINE FALCON

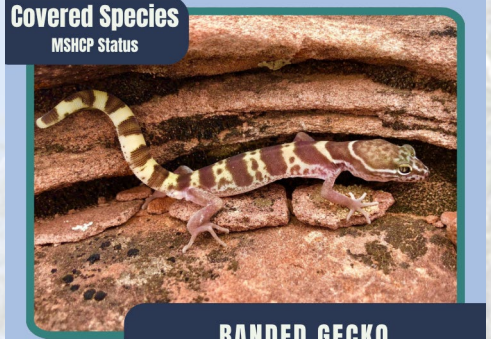
Fun Fact:
The American Peregrine Falcon hunts by diving and catching its

Scientific Name
Falco peregrinus anatum

Type
Bird

Diet
Carnivores

Covered Species
MSHCP Status



BANDED GECKO

Fun Fact:
The Banded Gecko is the only species of gecko native to

Scientific Name
Coleonyx variegatus

Type
Reptile

Diet
Insectivores (carnivores)

Fully protected
State of Nevada Status



BLUE DIAMOND CHOLLA

Fun Fact:
Blue Diamond Cholla are covered with tan to yellow pink

Scientific Name
Cylindropuntia multigeniculata

Family
Cactus Family

Average Size
50 cm (20 in) Tall

Sensitive
BLM Status



GOLDEN EAGLE

Fun Fact:
Golden eagles mate for life

Scientific Name
Aquila chrysaetos

Type
Bird

Diet
Carnivores

Covered Species
MSHCP Status



SPRING MOUNTAINS COMMA SKIPPER

Fun Fact:
The males are lighter in color than the females of this butterfly

Scientific Name
Hesperia colorado mojavensis

Type
Invertebrates

Diet
Herbivores

Threatened
USFWS Status



MOJAVE DESERT TORTOISE

Fun Fact:
Desert Tortoises can drink water through their nose

Scientific Name
Gopherus agassizii

Type
Reptile

Diet
Herbivore

Average Size
Body: 35 cm (14 in)

Covered Species
MSHCP Status



CHARLESTON BEARDTONGUE

Fun Fact:
Lives in high elevations of 2,130 - 3,400 m (7,000 - 11,200 ft) within the Spring Mountains

Scientific Name
Penstemon leiophyllus var. keckii

Family
Figwort Family

Average Size
5-20 cm (2-7.9 in) Tall

Habitat
Gravelly, rocky slopes, open meadows

Protected
State of Nevada Status



BANDED GILA MONSTER

Fun Fact:
The only venomous lizard In the US and 1 of only 2 in the world

Scientific Name
Heloderma suspectum cinctum

Type
Reptile

Diet
Carnivores

Average Size
45-60 cm (15-24 in)

Fully protected
State of Nevada Status



LAS VEGAS BEARPOPPY

Fun Fact:
Although it has '*californica*' in its name, this plant is not present in California

Scientific Name
Arctomecon californica

Family
Poppy Family

Average Size
10 cm (4 in) Tall

Habitat
Gypsum and calcium soils

Sensitive
BLM Status



GILDED FLICKER

Fun Fact:
The Gilded Flicker can extend its tongue as much as 5 inches outside of its beak

Scientific Name
Colaptes chrysoides

Type
Bird

Diet
Omnivores

Average Size
28 cm (11 in)

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PROGRAM



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Learn Explore Volunteer Build



VOLUNTEER TO THE MAX



VOLUNTEER TO THE MAX

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The Volunteer to the Max program has been going strong since 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

MOJAVEMAX.COM

desert conservation PROGRAM

Details for
BIO BLITZ 2027
will be announced soon.
MAX Volunteers will be the first to know all about it… become a MAX Volunteer today so you don't miss out.



Audrie Locke
Public Education, Outreach & Volunteer Coordinator | Project Manger
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