



2019 Season Summary



Since 2003, the Stay The Trail Education and Stewardship Alliance (formerly the Responsible Recreation Foundation) and its flagship Stay The Trail (STT) Off-Highway Vehicle (OHV) education and stewardship program have been focused on encouraging responsible OHV recreation on the public roads, trails, and areas that are open to motorized use in the State of Colorado. In 2019, STT has not only continued its proven education methods but has also added new elements to both the program's outreach and stewardship components. An emphasis on weekend and holiday outreach at popular trailheads, staging areas and trails and organized events throughout the State during the busy OHV use season has remained at the heart of the campaign. In addition, an increased emphasis has been placed on developing and fostering a sense of public land stewardship among OHV and 4x4 users through focused trail work projects and the stewardship project program. STT has also continued and increased its production and distribution of printed educational materials, developing new publications and the revision of other materials including the STT OHV Opportunities Map. The program's website has also been expanded and updated to provide the most up to date OHV information in an easy to access, self-help format. In addition to trailhead outreach and on-the-ground stewardship projects, STT continues to hold a presence as the "go-to" education partner at Colorado's most popular (and new/upcoming) organized OHV, 4x4, and multi-use outdoor trail events. New components have also been added to STT's growing youth outreach programs. It is the collaboration of these efforts along with dedicated staff and volunteers that have allowed Stay The Trail to maintain its position as Colorado's most effective and best recognized OHV education program in 2019, and for years to come.



2019 Education Outreach Events

Stay The Trail's primary focus is education and direct delivery of the core message. On-the-ground, direct user contacts are the hallmark of the Stay The Trail program and have been established as a nationally-recognized effort. Utilizing a number of different methods, we are able to interact with people on-the-ground whether it's at a trailhead, staging area, on the trail, or at an organized OHV or outdoor event.

Outreach methods can include a full set-up with one of the two STT educational trailers, a smaller tabletop booth set-up for indoor venues, as well as a pop-up tent and table at events with limited space or staffed by volunteers. Additionally, we have the ability to get out on the trails and make contacts using the program's ATV, UTV, trucks, or a motorcycle. Event venues include, but are not limited to, trailheads, trails, expo's, open houses, and organized club and motorsports events.

2019 Education Outreach Summary

- 41 total staffed events
- Over 8,900 overall direct contacts
- Estimated 156,540 exposed to program through events
- Estimated 1,160,000 exposed to program through mixed-media messaging/billboards
- Over 15,000 miles traveled to and from events
- Over 1,100 miles traveled on public motorized routes by Dirtbike/ATV/SxS/4x4
- 505 overall volunteer hours at education & outreach events (up by of 300 from 2017)
- 3 events focused on hunter outreach
- 12 Youth-focused events that included the RC Challenge Course & ROHVER- the STT Mascot
- 14 new events/areas visited this year
- Over 10,000 Packages of printed educational materials distributed.



2019 Stewardship Projects

In 2019 Stay The Trail completed 14 Stewardship projects and assisted on 2 additional projects

	Land Management Agency	Funding Source	Number Of Volunteers	Volunteer Hours
Bookcliffs Width Limiters 10 Width Limiters and 1 Cattleguard were installed and 2.5 miles of new singletrack trail were finished with the help of local BLM, Book Cliff Rattlers, COPMOBA, and MTRA.	Grand Junction Field Office	BLM State Office Funds	18	126
Sidewinder Kiosk Installation Installation of kiosk at the start of the Sidewinder 4x4 Trail. Trail improvements near the trailhead and installation of fencing to reduce off trail travel.	Kremmling Field Office	Rugged Ridge Grant and BLM State Office Funds	8	40
Yankee Hill Fencing Buck and Rail construction to reduce off trail travel in a wetland area near the top of Yankee Hill	Clear Creek Ranger District	No funding. Supplies collected locally	2	8
Avalanche Debris Clearing (4) Clearing Avalanche Debris on multiple trails including Clohsey Lake, Grizzly Lake, Champion Mill, and Pomeroy Lake.	Salida/Leadville Ranger District	Rugged Ridge	45	280
Mineral Basin Youth Clean-up Youth trail/dispersed camping clean up along the Mineral Basin Jeep Road during All-4-Fun.	Salida Ranger District	All-4-Fun Land Use Donations	19	95
Montane Park Fencing Fence building to reduce off trail travel in the Montane Park area.	Clear Creek Ranger District	No funding. Supplies collected locally	21	126
Green Timber Trail Signage Installation of multi-use trail sign and trailhead clean up at motorized singletrack trailhead.	Salida Ranger District	Yamaha Outdoor Access Initiative	20	120
Slide Lake/Grizzly Lake Kiosks Installation of educational kiosk at entrance of trails	Salida/Leadville Ranger District	Yamaha Outdoor Access Initiative	12	48
North Fork Trail Improvements Construction of bridge over heavily eroded water crossing on motorized singletrack.	Eagle-Holy Cross Ranger District	No Funding Provided	2	17
Tomichi Pass Clearing Hand clearing of land slide across Tomichi Pass Road	Gunnison Ranger District	Private Donations	30	270
Totals			177	1130

Additional Stewardship Project Assistance

Other Projects Funded	Funding Source
Rim Rocker Trail Kiosks (2)	Yamaha Outdoor Access Initiative
Texas Creek Kids Area Kiosk	BLM State Office Funds



Printed Education Materials

The Stay The Trail printed education materials are available at no cost to Colorado Parks & Wildlife, Colorado Welcome Centers, OHV & 4x4 Dealers and Businesses, BLM Field Offices and U.S. Forest Service Ranger District Offices, Various local information centers and Chambers of Commerce, OHV Clubs, Individuals- both in person and via the website, and at all Stay The Trail Events.

OHV Opportunities Map

The Stay The Trail Colorado OHV Opportunities Map was developed in 2009 and through the years has seen subsequent revisions to illustrate current OHV recreation opportunities. Hundreds of thousands of maps have been distributed since its release. A complete update and revision of the map is currently underway (early 2020), and will be available to the public during the 2020 OHV season. The information on these printed maps is mirrored and "live" at staythetrail.org. All of the up-to-date Motor Vehicle Use Maps (MVUMs) published by the Forest Service as well as new BLM Travel Management maps are also hosted on the website.

Brochures & Inserts

The various Stay The Trail educational brochures and inserts are an important way to promote the responsible recreation ethics. Our current line-up of Stay The Trail Brochures and Inserts includes:

Off-Highway Guidelines for...

- Courteous Use Of Motorized Vehicles
- 4-Wheel Drive Vehicles
- All-Terrain Vehicles & Side-By-Sides
- Motorcycles
- Motorized Vehicles
- Trails Open To Full-Size Vehicles In Colorado
- OHV Opportunities On Public Roads In Colorado – Insert

In 2019 Stay The Trail worked with the BLM to translate all of the major STT brochures into Spanish to reach a greater number of OHV enthusiasts that recreate on our public lands. STT has become aware of the need to effectively communicate with the Spanish speaking community about OHV ethics.

In development...

- Rocky Mountain Terrain – Mountain & Desert
- All Terrain Vehicles (ATV)
- Side-By-Side Vehicles (SxS)
Currently the ATV & SxS brochure is combined, however with the growing popularity of SxS's and the difference in the machines we feel splitting them into separate brochures to highlight specific vehicle types is a step towards better education.

Other brochures & materials commonly distributed, but not produced by Stay The Trail include:

- Motor Vehicle Use Maps (MVUMs) - USFS
- Area Travel Management Maps - BLM
- Off-Highway Vehicle Grant Award Brochure – CPW
- Newsletters – Various OHV Related Programs
- General Outdoor Recreation – Tread Lightly!, Leave-No-Trace



Posters

The goal with STT posters is to present quick, catchy illustrations that grab the viewer's attention and draw them to the poster. Each poster is unique in the message it conveys related to responsible trail use and the prevention of resource damage.

Staythetrail.org Website

The Stay The Trail website is a vital resource for OHV enthusiasts, those residing within Colorado and those traveling to Colorado from other states needing important information and resources on where and how to ride/drive legally and responsibly. The website is continuously updated with new information regarding changing travel management, regulations, new maps, as well as events, stewardship projects, and volunteer opportunities. Staythetrail.org provides OHV enthusiasts with the most current and reliable information available. In an age where more and more people rely on electronic media for their information, it is vital for the Stay The Trail website to maintain a fresh look and continue to adapt to the needs of our audience.

Mobile Device App for Colorado's Official OHV Travel Management Maps



COTREX APP was released in the spring of 2019 by Colorado Parks and Wildlife as an effort to simplify the search for users to access new and exciting recreation areas all over the state. This is a FREE app that displays trails for hiking, biking, horseback, and OHV trails. This app has many great features such as: downloadable offline maps, ride tracking, featured areas/routes, GPS capabilities, information on seasonal closures/user type for over 41,000 miles of trails and much more.



Avenza APP Recognizing the need to put digital forms of official OHV travel maps in the hands of OHV recreationists, Stay The Trail initiated the process of Geo-referencing U.S. Forest Service Motor Vehicle Use Maps (MVUMs) and Bureau of Land Management (BLM) travel maps for Off-Highway Vehicle (OHV) areas in Colorado. These maps are kept up to date as the federal agencies provide their newest versions.

Geospatial PDFs can be used on Apple and Android/Galaxy smart phones & tablets using Avenza's free application call Avenza Maps. After the app and the desired trail map is downloaded on the mobile device, cellular coverage is not needed to use it. This application shows the current GPS location of the user on the map and allows them to perform some basic GPS recording tasks. The application allows you to save tracks, drop pins, and show the location of geotagged photos you've taken with your mobile device right on the map. This app is being used to distribute free maps for the National Park Service, USGS, BLM recreation maps, and others. All MVUMs and BLM maps found on the Stay the Trail webpage are now also available through the Avenza map store for free.

Media Outreach

In 2019, we continued to use a third-party media planner to help develop a marketing plan and execute our media purchases. This gave STT a professional, outside perspective and assisted with developing a content plan that, combined with our traditional outreach methods, utilized different types of media to reach target audiences.



2019 Billboard Campaign

2 Mobile Billboards were used to promote the Stay The Trail message and were relocated by STT staff or land managers to critical high OHV use areas in Colorado. These mobile billboards are on display year-round. 2 additional Mobile Billboards were purchased and will be put into action in the 2020 season.

In March of 2020 two Static Billboards were placed along popular highways & interstates which provide access to OHV areas in Colorado and were used to promote the Stay The Trail message and focus on reminding OHV enthusiasts to purchase or renew their OHV Registration(s) or Permit(s).



Printed Advertising

- "Trails" – 4x4 Adventure Magazine
- Visitor Guides
- Event flyers, booklets and T-shirts

Social Media

Utilizing social media platforms including Facebook and Instagram allows us to interact with the public and highlight, communicate, and echo the stewardship messages and opportunities of Stay The Trail. We are able to track involvement and demographics which provide useful insights into how best to serve our audience.



Stay The Trail Uniform Travel Management Signage Grant

The purpose of this project is to purchase and distribute consistent and uniform travel management signage for roads and trails designated for off-highway use on public lands in the State of Colorado. The project benefits all road and trail users by clarifying the type of use and season of use for these designated motorized roads and trails. Uniform signage is critical to providing clear, concise direction to users, reducing user conflicts, and reducing the impacts caused when users are not in the correct areas. Reducing conflicts will also help keep trails open in the future.

United States Forest Service:

- 23 first round orders
- 13 second round orders
- 36 Total orders

\$50,297.79 purchased

Bureau of Land Management:

- 15 first round orders
- 8 second round orders
- 23 Total orders

\$34,277.50 purchased

Total number of signs purchased:

- 3,220 - Strip Decals
- 4,320 - Route ID Letters
- 6,225 - Route ID Numbers
- 4,087 - Direction Arrows, American Flags and OHV Dollars At Work PolyFlex Signs
- 3,331 - Marker Posts this includes Fiberglass Marker Posts, U-Channel Posts (cost of shipping not included with U-Channel) and Post Markers
- 4,447 - Other Misc Signs & Decals
- Not included in these amounts is the free "OHV Dollars at Work" stickers and polyflex signs that were sent with each first round order: 860 sticker and 43 polyflex signs. (20 stickers and 1 polyflex are sent out with each order)



Youth Outreach

Youth Activity Book

The Activity Book for Kids titled “The Adventures of ROHVER the Stay The Trail Dog” serves as an excellent educational tool to reach youth. The book, which has received updates in subsequent years, was designed for parents and children to read together and to educate young OHV users about the importance of responsible trail ethics, etiquette, rules, and behaviors important to motorized trail use. The activity book includes coloring pages, a trail maze, and a word search- all in the effort to engage youth with STT’s message. This Youth Activity Books has been a great success and is distributed by the thousands each year.

ROHVER – The Stay The Trail Mascot

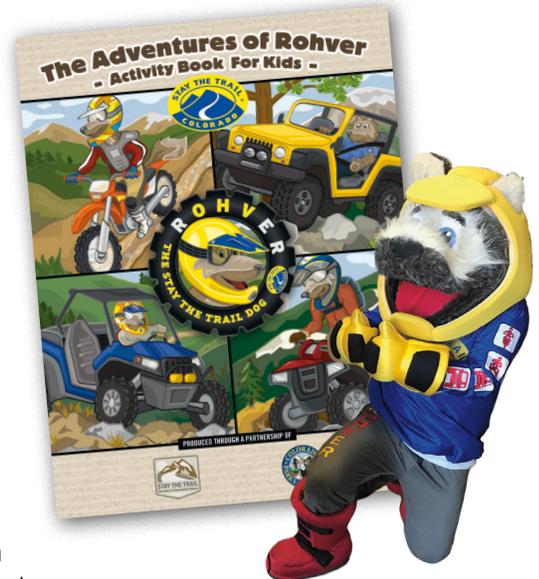
Inspired by the character ROHVER in the Youth Activity Book, a full-size, custom mascot costume was created to further promote youth outreach and education and can often be seen partnering with other mascots such as Smokey Bear, Woodsy Owl, Seymour Antelope, Talon and more.

Stay The Trail – RC Challenge Course



The STT RC Challenge Course is designed as an interactive opportunity to engage kids and teach them the importance of “Staying On The Trail” by operating 1/10 scale Remote Control (RC) 4x4 vehicles and negotiating a number of obstacles on a simulated OHV trail. Obstacles include a log crossing, bridge, whoop section, rock crawl, water/stream crossing, and switchbacks.

Plant life, animals, and a sensitive area are also present and taught as areas to avoid and respect. This course was modeled after the STT Guidelines illustrated in our “Motorized Vehicles” brochure. Once the course is completed kids receive an official sticker badge indicating that they have successfully completed the course.



Funding



Colorado Parks and Wildlife OHV Grant

We have been very fortunate over the past 14 years to have received fairly consistent funding through the Colorado Parks and Wildlife OHV Registration Grant Program. This legislatively approved program was developed to use funds from OHV registrations and permits to pay for OHV projects including; education, trail maintenance, restoration, signage, and much more.

Additional Grants

In 2019, Stay The Trail was awarded a \$5,000 grant from Rugged Ridge, a division of Omix-ADA, a market-leader for replacement and 4x4 restoration parts. This money was used on a number of stewardship/volunteer work projects in Colorado, bettering the trail systems we strive to protect.



In 2019, Stay The Trail was awarded a \$10,000 grant from the Yamaha Motors Corporation's Outdoor Access Initiative for the purchase of trailhead kiosks, funding of volunteer projects, and purchasing of new tools to increase the program's stewardship capabilities. In addition, in 2018 Yamaha provided a 50% off-voucher towards the purchase of a new utility style OHV for use on STT stewardship projects and outreach events. The remaining 50% cost was obtained through a contribution from the BLM's Colorado State Office and minor, private funding.



Donations

In 2019, Stay The Trail received donations allocated for Trail Stewardship program to independently fund the program's stewardship efforts throughout the season. Both private individuals and business donations were received from the following individuals, 4x4/ OHV businesses and organizations:

- Drago Mods Ltd
- Extreme Terrain - Turn 5, Inc.
- Rising Sun Four Wheel Drive Club
- Individuals
- 4-Players of Colorado
- Larimer County 4 Wheel Drive Club
- Last Line of Defense LLC
- Amazon Smile
- Private Donations
- ToyTec 4x4
- RSG Offroad
- Cash Donations (at events)
- FJ Summit
- Mile Hi Jeep Club
- CO Jeep Girls
- Copper Kettle Brewing

Donations totaled over \$7,000. Each year these funds supplement program needs and help us achieve our goals and continually improve the program.





Where 2020 Will Take Us

Colorado's public motorized trail systems have recently seen an immense growth in their number of users- many of whom are new to the State and/or to off-highway recreation on public lands. This growth demands the continuation and expansion of education and stewardship programs such as Stay The Trail. We have answered this call by increasing our efforts in both areas and working to educate the new and younger trail users who will shape the future of our State's OHV recreation. Our hope is that we will continue to be able to secure the funding necessary to continue to grow our program in an effort to meet the rising needs of an ever-expanding motorized community.

We continue to work in partnership with the State, Colorado Parks and Wildlife, and federal agencies, Bureau of Land Management and the United States Forest Service to complete this mission. Additionally, we continue to maintain existing and develop new partnerships within the private OHV & 4x4 industries to support our growing needs and expanded goals.

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Major Funding Provided By the Colorado Parks and Wildlife OHV Registration Program



The OHV Registration Program is designed to assist in the funding of projects that provide for the stewardship of OHV opportunities in Colorado.

IN PARTNERSHIP WITH:



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US Forest Service
Rocky Mountain Region
1617 Cole Boulevard
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Know Before You Go
staythetrail.org



Colorado Off-Highway Vehicle Coalition
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