



2021 Season Summary



Since 2003, the Stay The Trail Education and Stewardship Alliance and its flagship Stay The Trail (STT) Off-Highway Vehicle (OHV) education and stewardship program has 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 2021, STT continued its proven education methods and added new elements to both the program's outreach and stewardship components. STT has also continued and increased our production and distribution of printed educational materials. We developed new publications and revised 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 famous (and new/upcoming) organized OHV, 4x4, and multi-use outdoor trail events. The collaboration of these efforts and dedicated staff and volunteers have allowed Stay The Trail to maintain its position as Colorado's most influential and best recognized OHV education program in 2021, despite the challenges faced by the continued global pandemic.



2021 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 several different methods, we can safely interact with people on the ground, whether at a trailhead, staging area, on the trail or at small organized volunteer/stewardship projects.

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

2021 Education Outreach Summary

- 54 total staffed events
- 89 days with boots on the ground
- Over 7,300 overall direct contacts
- Estimated 45,800 exposed to program through events
- Estimated 1,500,000 exposed to program through mixed-media messaging/billboards (does not include the four mobile billboards or social media)
- Over 10,000 miles traveled to and from events
- Over 700 miles traveled on public motorized routes by Dirtbike/ATV/SXS/4x4
- 303.5 overall volunteer hours at education & outreach events
- Three events focused on hunter outreach
- 1 Youth-focused event that included the RC Challenge Course & ROHVER- the STT Mascot
- 20 new areas visited this year
- Over 9,500 Packages of printed educational materials were distributed.



2021 Stewardship Projects

In 2021 Stay The Trail completed 11 Stewardship Projects

The campaign's stewardship projects, land use days, clean-up runs, and partner projects produce results on the ground, which enhance and often restore specific OHV areas. The volunteer stewardship programs facilitated by Stay the Trail include protecting resources through fencing, signage, reroutes, restoration, trail maintenance, kiosk design & installation, and new for 2021, the development and implementation of the Area Specific Maps that focus on high use areas. Enhancements are achieved by working with clubs, groups, and local agencies to provide sustainable trail systems that offer opportunities and challenges for riders and drivers of all backgrounds. Restoration efforts to fix and mitigate resource damage from irresponsible use will help to define sustainable routes through regeneration of native vegetation and by protecting the natural beauty that draws outdoor recreation enthusiasts from around the world to our state's trail systems.

04/18/21	Ruby Mountain	Buena Vista	Clean-up trash, close user-created routes, public outreach
04/19/21	Leave No Trash Earth Week Clean-Up	North Cotton Wood Creek	Pick-up trash on public lands
04/27/21	Arnold Gulch Vehicle Recovery	Buena Vista	Recover vehicle stuck off-trail
05/26/21	Fourmile North 50" trail restrictor work	Buena Vista	Place new restrictor gates, fix smooth wire fencing, add buck and rail sections, fix existing buck and rail, rehab old vehicle tracks and access.
06/13/21	Old Stage Road/Frosty Park Clean-Up Project	CO Springs	The nature of the project was to work with the local USFS OHV crew and trail adopters to clean up and repair a heavy use trail/road system on the Pikes Peak RD.
8/5/2021	Birdseye Gulch - Kiosk Project	Leadville	This was the second stage of their project to develop and install (2) new kiosks on the Birdseye Gulch Trail. The second stage involved staining the previously installed kiosk structures and installing sign panels in each.
8/22/2021	Clohesy Lake Project	Leadville	The project was organized by CORE and focused on building buck and rail fencing to stop people from driving into the wilderness but still allowing foot travel to access campsites. Additionally, clear a foot/horse route at the boundary gate to allow access to the lake.
9/1-2/2021	Williams Pass/Alpine Tunnel Rock Slide Removal Project	Gunnison	The goal was to safely remove/clear rocks and debris for the upper section of the road to allow motorized travel to the west side of the Alpine Tunnel using only hand tools (hammer drills, wedges, rock bars, and vehicle winches.
9/25/2021	National Public Lands Day Project	St Elmo	The project's goal was to install new information panels (Miners Loop) on the Grizzly Lot Kiosk and perform general trail clean-up.
10/10/2021	Iron Mike Kiosk	Leadville	Install new kiosk
11/13/2021	Pecks Gulch	Central City	Relocated 200' of Buck & Rail to redefine route corridor, slash and reseed area, block of user cut switchback



Printed Education Materials

The Stay The Trail printed education materials are available at no cost to a wide range of distributors. Primary distributors include Colorado Parks & Wildlife, Colorado Welcome Centers, OHV & 4x4 Dealers and Businesses, BLM Field Offices, U.S. Forest Service Ranger District Offices. Secondary distributors include Various local information centers, Chambers of Commerce, OHV Clubs, Individuals- both in person and via the website, and 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 planned for early 2022 and will be available to the public during the 2022 season. The information on these printed maps is mirrored and "live" at staythetrail.org. The up-to-date Motor Vehicle Use Maps (MVUMs) published by the Forest Service and new BLM Travel Management maps, links to each area on COTREX, the agency-developed route maps are also hosted on the website.

In addition to the Stay The Trail Colorado OHV Opportunities Map in 2021, we developed the first of what is planned to be many in a series of Area Specific Maps. The "Miners Loop" map covers Tincup/Pitkin/St. Elmo was released in the 2021 season in several formats, including hard copy and out, digital, and on a large scale in kiosks panels installed at the Grizzly parking area near St. Elmo. The goal is to provide consistent, easy-to-read messaging and mapping statewide.

Brochures & Inserts

The various Stay The Trail educational brochures and inserts are essential to promote 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
- Rocky Mountain Terrain – Mountain & Desert

In development...

- Area Specific Maps

STT is working with local land managers, trail adopters, 4x4/OHV clubs & groups to develop, distribute, and install detailed OHV trail/road maps for known high use areas in CO. In 2021 these maps were designed and produced for the following areas and will be installed on kiosks in the spring of 2022:

- China Wall Trail System, South Park Ranger District
- Yankee Hill Trail System, Clear Creek Ranger District
- Sidewinder Extreme 4x4 Trail, Kremmling Field Office
- Carnage Canyon Area Trail System, Royal Gorge Field Office

These maps aim to provide the user with a detailed, easy-to-use single-page map as an agency-approved navigation tool. Hard copies will be distributed to area visitor centers, USFS/BLM/CPW, other state offices, and rental companies. Online and digital versions will also be available at no cost. Additionally, these maps will be formatted and installed at trailhead/staging areas on kiosks funded by STT and our partners.



Colorado Off-Highway Vehicle Hand Book

The Colorado OHV Hand Book will be a single resource that discusses and illustrates all the various items a new user, visiting out of state users, and experienced users need to know before they go. It will cover:

- Off-Highway Vehicle Basics
- Colorado OHV Registrations & Permits
- Trail Tips, Education, Guidelines & Ethics
- Staging & Trailheads
- Mapping, Riding Areas
- Land Use Rules, Restrictions, and Signage
- Safety, Being Prepared & PPE

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

- 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 its message related to responsible trail use and the prevention of resource damage. Posters can be displayed at agency offices, motorsports dealerships, rental companies, kiosks/information panels, etc., all at no cost.

Staythetrail.org Website

The Stay, The Trail website is a vital resource for OHV enthusiasts who reside in 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, events, stewardship projects, and volunteer opportunities. Our website analytics indicate "OHV maps" and "OHV riding areas" as the first and second searches. We continually work with land management agencies and our graphic designer to have the most up-to-date and relevant maps and links. staythetrail.org provides OHV enthusiasts with the most current and reliable information available. In an age where more people rely on electronic media for their knowledge, it is vital for the Stay The Trail website maintain a fresh look and continue to adapt to the needs of our audience.

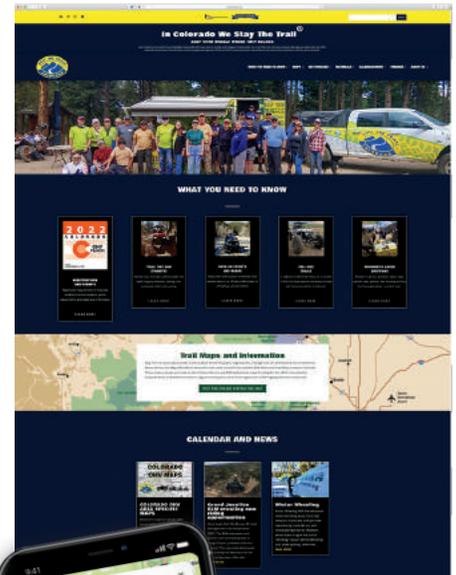


Mobile Device App for Colorado's Official OHV Travel Management Maps

COTREX APP was released in the spring of 2019 by Colorado Parks and Wildlife to simplify the search for users to access new and exciting recreation areas all over the state.

This FREE app displays trails for hiking, biking, horseback, and OHV trails. This app has many great features: 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 We recognized the need to put digital forms of official OHV travel maps in the hands of OHV recreationists. To accomplish this, 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. This was also done for Off-Highway Vehicle (OHV) areas in Colorado. These maps are kept up to date as the federal agencies provide their newest versions..



Media Outreach

In 2021, we used 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, utilizing different types of media to reach target audiences.

2021 Billboard Campaign

In March of 2021, five Static Billboards were placed along popular highways & interstates. These strategic locations provide access to OHV areas in Colorado and promote the Stay The Trail message to remind OHV enthusiasts to purchase or renew their OHV Registration(s) or Permit(s). Billboard location: multiple areas in Grand Junctions and Fort Collins, Pueblo, and Walsenburg, resulting in millions of impressions and exposure.

4 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 and can easily be moved to multiple locations each season.

Mobile Billboard Locations:

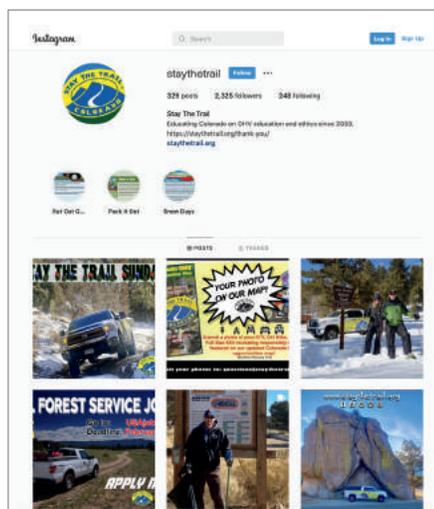
- Silverton – The parking lot of the Visitor Center
- Alpine Loop – Base of Cottonwood Pass
- Rampart Range – Main Lot
- Grand Junction – Rabbit Valley

Printed Advertising

- CO Hunter Guide
- South West CO Hunter & Fishing Guide
- Visitor Guides
- Event flyers, booklets, and T-shirts

Social Media

As seventy-five percent of motorized users get their information from social media, utilizing 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. This is where we can show that we are the riders, drivers, and users ourselves, relating to the public seeking information on OHV topics and materials. We track involvement and demographics, which provide valuable insights into serving our audience.



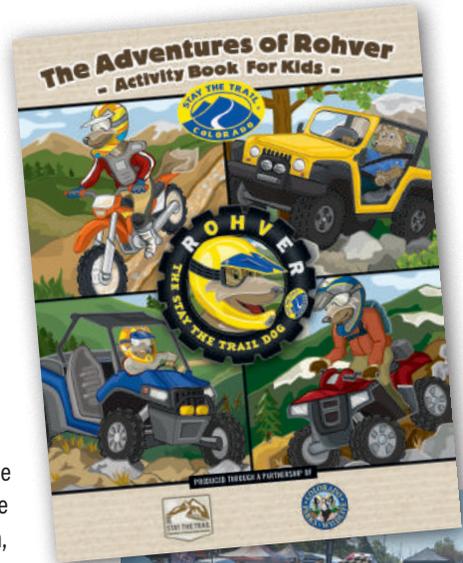
Youth Outreach

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 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 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. We use ROHVER to promote youth outreach and education further 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 several 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 is also present and taught 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 completed it.





Stay The Trail Uniform Travel Management Signage Grant

This project aims 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 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:

- 22 first round orders
- 7 second round orders

29 Total orders

\$49,776 worth of signage purchased

Bureau of Land Management:

- 13 first round orders
- 5 second round orders

18 Total orders

\$32,857 worth of signage purchased

Total number of signs purchased:

- 2,571 - Strip Decals
- 2,600 - Route ID Letters
- 1,530 - Route ID Numbers
- 1,998 - Direction Arrows, American Flags and OHV Dollars at Work PolyFlex Signs
- 1,848 - Marker Posts this includes Fiberglass Marker Posts, U-Channel Posts (cost of shipping not included with U-Channel), and Post Markers
- 1,337 - Other Misc. Signs & Decals
- Not included in these amounts are the free "OHV Dollars at Work" stickers and polyflex signs sent with each first-round order: 700 stickers and 35 polyflex signs. (20 stickers and one polyflex are sent out with each order)



Funding

Colorado Parks and Wildlife OHV Grant

We have been very fortunate over the past 16 years to have received relatively 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/Funding

In 2021, Stay The Trail has been awarded up to a \$5,000 grant from the Yamaha Motors Corporation's Outdoor Access Initiative to purchase trailhead kiosks, fund volunteer projects, and buy new tools to increase the program's stewardship capabilities. In addition, we receive partnership grants from the BLM and USFS in differing amounts each season for use with our stewardship and education efforts

Donations

In 2021, Stay The Trail received donations allocated for the Trail Stewardship program to fund the program's stewardship efforts throughout the season independently. Both private individuals and business donations were accepted.

Donations totaled over \$12,000. Each year these funds supplement program needs and help us achieve our goals and continually improve.



Where 2022 Will Take Us

Colorado's public motorized trail use is continually rising at an exponential level. The global pandemic has introduced many new users to motorized recreation to get out and enjoy the outdoors. Thus, we've seen an immense growth in their number of users, many of whom are new to the State and 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 educating the new and younger trail users who will shape the future of our State's OHV recreation. The team at Stay The Trail is making a significant effort in 2022 to improve the relationships between OHV users and Colorado towns and counties experiencing negative issues through the increase of motorized recreation. We are designing many new area-specific maps, including the most relevant information about the riders/drivers themselves while also featuring our traditional education and ethics guidelines. The maps will be available in kiosk and brochure versions and in a digital form that can be found on our website. We are also concentrating on designing and installing new trail/route signage with wording and messaging applicable to current needs and machines. Our goal is to continue to grow our program to meet the rising demands of an ever-expanding motorized community.

We continue to partner with the State, Colorado Parks and Wildlife, federal agencies, Bureau of Land Management, the United States Forest Service, and local clubs/groups 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:



Colorado Parks & Wildlife
13787 S. Highway 85
Littleton, CO 80125
(303) 791-1954
cpw.state.co.us



Stay The Trail Education & Stewardship Alliance
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Bureau of Land Management
Colorado State Office
2850 Youngfield Street
Lakewood, CO 80215
(303) 239-3600
www.blm.gov/colorado



US Forest Service
Rocky Mountain Region
1617 Cole Blvd., Bldg 17
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(303) 275-5350
www.fs.usda.gov/main/r2/home



Colorado Off-Highway Vehicle Coalition
PO Box 741353, Arvada, CO 80006
cohvco.org



Know Before You Go
staythetrail.org



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