



2023 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 have encouraged responsible OHV recreation. Our focus is on the public roads, trails, and areas that are open to motorized use in the State of Colorado. In 2023, STT continued our proven education methods and added new elements to the program's outreach and stewardship components. STT has also continued producing and distributing printed educational materials, developing new publications, and revising other materials, including the STT OHV Opportunities Map. The program's website is consistently 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 remains the "go-to" education partner at Colorado's most popular (and new/upcoming) organized OHV, 4x4, and multi-use outdoor trail events. The collaboration of these efforts, along with dedicated staff and volunteers, has allowed Stay The Trail to maintain its position as Colorado's most influential and best-recognized OHV education program.



2023 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 methods, we can 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 get out on the trails and make contacts using the program's ATV, UTV, trucks, or employee motorcycles. Event venues include, but are not limited to, trailheads, trails, expos, open houses, and organized club and motorsports events.

2023 Education Outreach Summary

- 78 total staffed events/area visits
- 117 days with boots on the ground
- 10,975 overall direct contacts
- 70,750 exposed to the program through events
- 6,676,548 exposed to the program through mixed-media messaging, 4 highway billboards with 2–3-month runtime (does not include the 4 mobile billboards)
- 323,060 people reached on Social Media (FB, IG)
- Over 12,000 miles traveled to and from events
- Over 1,229 miles traveled on public motorized routes by Dirtbike/ATV/SXS/4x4
- 1,015 volunteer hours at education & outreach events
- 1,647 volunteer hours from 23 volunteer/stewardship projects
- 11 Youth-focused events that included the redesigned and rebuilt RC Challenge Course & ROHVER- the STT Mascot
- 27 new areas/events were visited this year
- Over 500 hours on USFS Lands
- Over 175 hours on BLM Lands
- Over 300 hours on other land/property/business
- Over 8,500 Packages of printed educational materials were distributed.



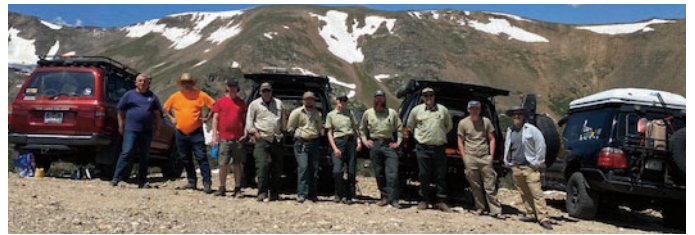
2023 Stewardship Projects

In 2023 Stay The Trail completed 23 Stewardship Projects

The campaign's stewardship projects, land use days, cleanup runs, and partner projects produce results on the ground, which enhance and often restore specific 4x4/OHV areas. The volunteer stewardship programs facilitated by the Stay the Trail program include those working to protect resources through fencing, signage, reroutes, restoration, trail maintenance, kiosk design & installation. We continued developing and implementing area-specific maps focusing on high-use trail systems. Enhancements are achieved through working with clubs, groups, and local agencies to provide sustainable trail systems that will provide opportunities and challenges for riders and drivers of all backgrounds. Restoration efforts to fix and mitigate resource damage from irresponsible use will help define sustainable routes through the 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.

PROJECT DATE	PROJECT NAME & BRIEF DESCRIPTION OF WORK
03/23/23	Rampart Range South Gates Inspection
03/31/23	Rampart Range South Gate Openings
05/07/23	Rainbow Falls Work Party
05/17/23	Rampart Range Snowstorm Downfall Cut-Out
06/01/23	Rainbow Falls Clean Up
06/10/23	Gold Camp RD Clean Up
06/23/23	Tincup area snow drift removal
06/27/23	Mt. Herman Road Opening
07/03/23	Ice Cave Road Downfall and Clean-Up
07/16/23	Seasonal Gate(s) Opening CCRD
07/27/23	A4F Project
08/05/23	Clean-up with Focus on the Forest
08/10/23	Turkey Tracks fencing, cleanup
08/12/23	Basalt to Gypsum Kiosk(s)
08/29/23	Schubarth Trail system signage
08/30/23	Chair Road FSR 341
09/17/23	Yankee Hill CO SxS Day
09/23/23	Rainbow Falls Youth Cleanup
09/23/23	14er Fest Stewardship Project
09/25/23	Ensign Gulch prescribed burn
10/08/23	Mt Herman Clean Up
10/24/23	Turkey Tracks Cleanup
12/01/23	Rampart Range Seasonal Gate Closing





Printed Education Materials

The Stay The Trail printed education materials are free to our partners. These include 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, and OHV Clubs. Additionally, these materials are available to individual "Care Packs" 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 will be completed in early 2024 and available to the public during the 2024 season. The information on these printed maps is mirrored or "live" at staythetrail.org. All up-to-date Motor Vehicle Use Maps (MVUMs) published by the Forest Service, new BLM Travel Management maps, links to each area on COTREX, and developed route maps are also hosted on the website.

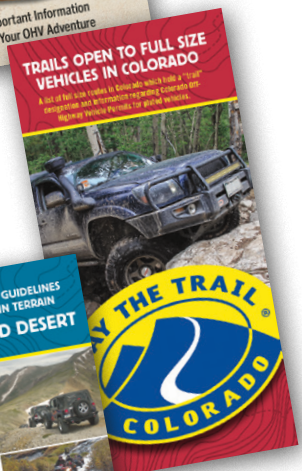
In addition to the Stay The Trail Colorado OHV Opportunities Map, we developed the first of what is planned to be many in a series of area-specific maps. The "Miners Loop" map covers Tincup/Pitkin/St. Elmo was released in the 2021 season in several formats, including hardcopy and out, digital, and on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

Brochures & Handouts

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 & Kiosks

STT is working with local land managers, trail adoptees, 4x4/OHV clubs & groups to develop, distribute, and install detailed OHV trail/road maps for known high-use areas in CO. We have completed seven so far.

- Miners Loop – St. Elmo, Tincup, Pitkin
- Chain Wall Trail System
- Basalt to Gypsum
- Yankee Hill
- Sidewinder Extreme 4x4 Rock Crawling Trail
- Texas Creek
- Fourmile TMA, including – Carnage Canyon, Chinaman Gulch, Triad Ridge, and Dudbrog Single Track

In the works for 2024:

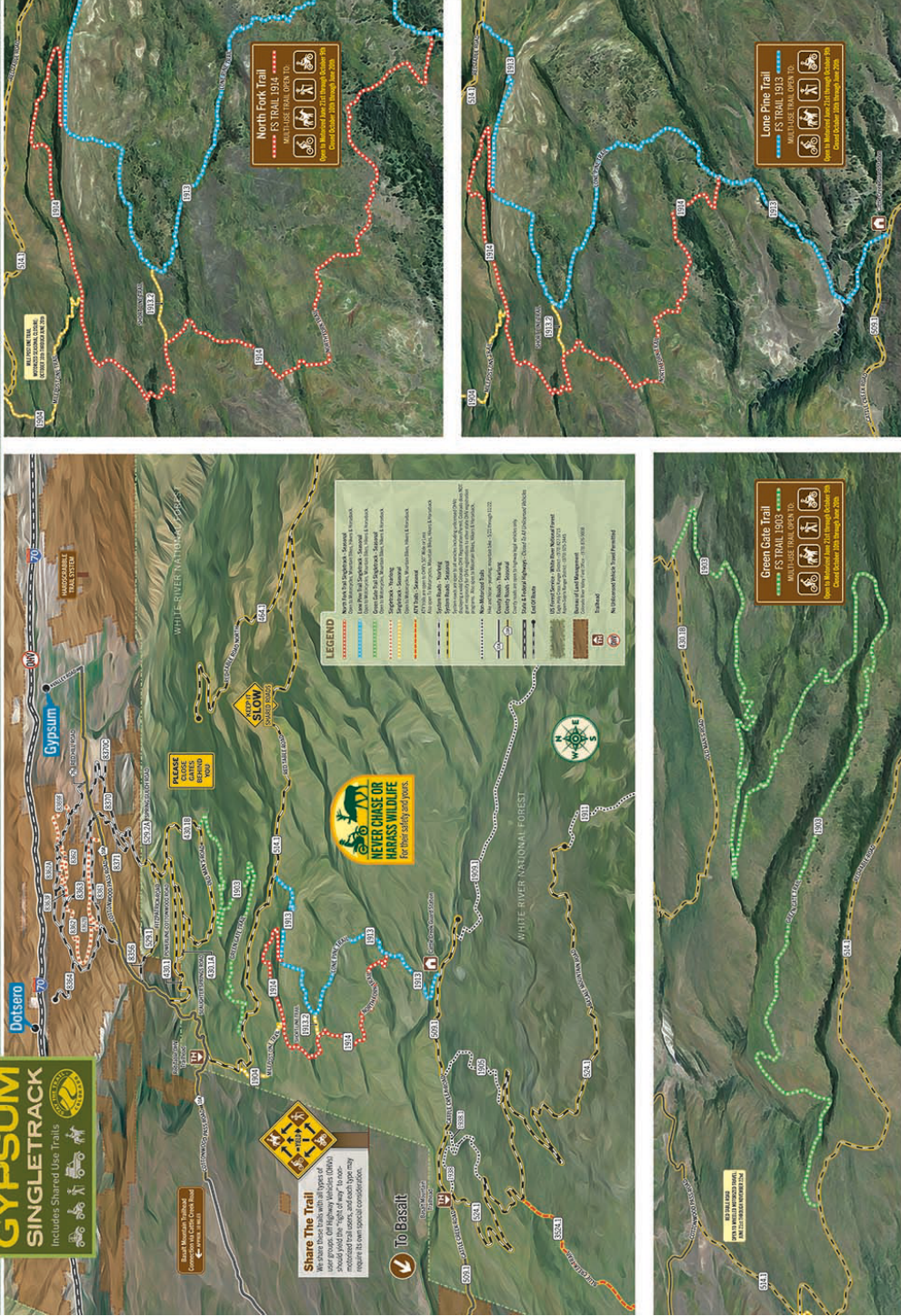
- City of Kremmling OHV Route Map (currently underway)
- Seep Springs (currently underway)
- Red Cone/Webster Pass
- Three additional planned

These maps aim to provide the user with a detailed, easy-to-use single-page map as an agency-approved navigation tool. Hardcopies 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.



WELCOME TO WHITE RIVER NATIONAL FOREST Basalt / Gypsum Singletrack

Eagle-Holy Cross Ranger District • Aspen-Sopris Ranger District



SAVE THE TRAIL! STAY THE TRAIL, COLORADO

Learn More at STAYTHETRAIL.ORG
 SEARCH FOR THE TRAIL
 LIKE US ON FACEBOOK

IN COLLABORATION WITH:

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The winding and flowy singletrack trails of the Basalt to Gypsum System provide a moderate to difficult challenge on a variety of terrain. Trails within this system are multiple use, so it is likely you will encounter both motorized and non-motorized users. It's important that OHVs always yield the trail to non-motorized users, especially those on horseback. Be courteous, practice proper trail etiquette and share the trail.

To balance multiple uses on public lands, the Basalt to Gypsum singletrack trails have both **spring and fall motorized closures in place**.

- **May 21st through June 20th:** Closed to motorized use for Elk/Deer Spring migration and hunting.
- **October 10th through November 22nd:** Closed to motorized use to allow for non-motorized hunting opportunities.
- **November 23rd through May 20th:** Closed to wheeled travel as motorized recreation transitions to over the snow.

Wildlife

Wildlife, including deer and elk, rely on the landscapes that we love to recreate on. Throughout the year, deer and elk move within their large home ranges to reach abundant food, water, shelter, and space to survive. The cold, snowy days of winter have them on a starvation-diet, when their main option for food is woody browse, and they must rely on their body's fat reserves to make it to spring. This makes **spring and early summer vital times for deer and elk** to replenish their fat stores before giving birth to their young.

Disturbances from recreationists may displace wildlife!

How Can You Help?

- Stay on designated routes
- Observe seasonal closures
- Never chase or harass wildlife



Ranching On Public Lands

Cattle have been grazed in these mountains for over 100 years. The cattle play a key role in maintaining healthy rangelands by removing fine fuels leading to reduced wildfire severity and increasing nutrient cycling rates that contribute to enhanced plant abundance and vigor. **Balancing recreation with range allows for the benefits of both users.**

How Can You Help?

- Stay on designated trails
- Give livestock and horses the right-of-way
- Read and obey range signs



STICK IT OR TICKET!
 Colorado Off-Highway Vehicle Striker **Required by Law**

In state or out-of-state OHVs, this applies to you. Before your adventure begins, familiarize yourself with Colorado's Off-Highway Vehicle Program to ensure your safety and enjoyment as an responsible rider. Vehicle registrations, renewals and out-of-state vehicle permits, fund trail maintenance and construction, trailhead, parking areas, trail signs, maps, and trail acquisition. Registration information available at staythetrail.org and cpw.state.co.us

Be courteous, safe and a good steward for Colorado's OHV community. Remember, they're called recreational vehicles for a reason, so... **Play Nice.**



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 – Leave-No-Trace

Posters

STT posters aim 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, and new maps, as well as our events, stewardship projects, and volunteer opportunities. Our website analytics indicate our interactive riding areas map, "Colorado OHV area-specific maps," and "Full Size Trails" as the top three searches. We continually work with land management agencies 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 information, the Stay The Trail website needs to maintain a fresh look and continue to adapt to the needs of our audience.

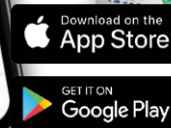
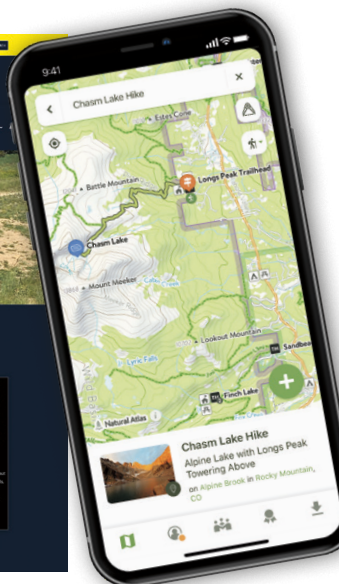
Mobile Device App for Colorado's Official OHV Travel Management Maps



COTREX APP was released in the spring of 2019 by Colorado Parks and Wildlife to simplify the search for users to access new and exciting recreation areas all over the State. This FREE app displays 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 types for over 41,000 miles of trails, and much more.



Avenza APP 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 updated as the federal agencies provide their newest versions.



Media Outreach

In 2023, 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.

2023 Billboard Campaign

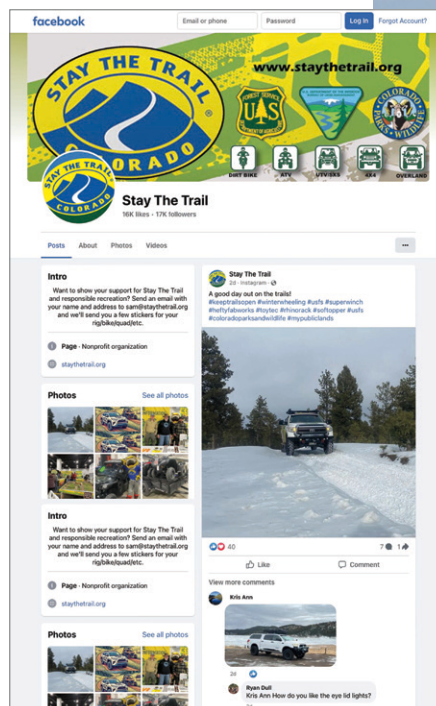
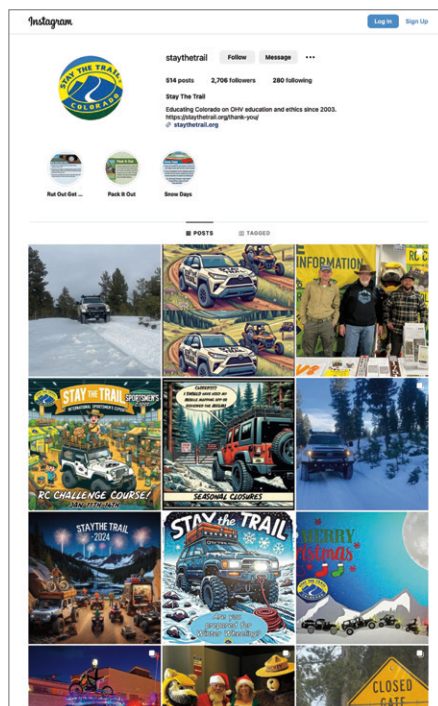
In the 2023 season, 4 Static Billboards were placed along popular highways & interstates. These routes provide access to OHV areas in Colorado. They were used to promote the Stay The Trail message and remind OHV enthusiasts to purchase or renew their OHV Registration(s) or Permit(s). Billboard location: Northern CO, CO Springs, Pueblo, and Grand Junction, resulting in 6,676,548 impressions.

4 Mobile Billboards were used to promote the Stay The Trail message and were relocated by STT staff, volunteers, or land managers to critical high OHV use areas in Colorado. These mobile billboards are on display year-round and can easily be moved and customized for multiple locations each season.

- Mobile Billboard Locations:
- Taylor Park – Base of Cottonwood Pass
- Taylor Park – Near the town of Tincup
- Rampart Range – Main Lot
- Grand Mesa – Multiple Locations

Social Media

As more than 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, relating to the public seeking information on OHV topics and materials. We track involvement and demographics, which provide valuable insights into how best to serve our audience. Between our Facebook and Instagram accounts, we had a reach of over 323K.



Youth Outreach

Youth Activity Book

The Activity Book for Kids titled "The Adventures of ROHVER the Stay The Trail Dog" is an excellent educational tool for 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 essential to motorized trail use. The activity book includes coloring pages, a trail maze, and a word search, all to engage youth with STT's message. This Youth Activity Book has been successful and distributed by the thousands yearly.

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 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 1/25 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 sensitive areas are also represented 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 they have completed it. In winter 2022, the RC Course saw a complete redesign and new build. STT partnered with the local Scout Troop and one Scout, Zeke, who took this on as his Eagle Scout Project. It debuted at the International Sportsmen's Expo with huge success.





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 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
 - 6 second round orders
-
- 28 Total orders
\$54,449 worth of signage purchased

Bureau of Land Management:

- 16 first round orders
 - 4 second round orders
-
- 20 Total orders
\$41,805 worth of signage purchased

Total number of signs purchased:

- 2,325 - Strip Decals
- 3,390 - Route ID Letters
- 6,015 - Route ID Numbers
- 2,678 - Direction Arrows, American Flags and OHV Dollars at Work PolyFlex Signs
- 1,628 - Marker Posts this includes Fiberglass Marker Posts, U-Channel Posts (cost of shipping not included with U-Channel) and Post Markers
- 4,222 - Other Misc. Signs & Decals
- Not included in these amounts are the free "OHV Dollars at Work" stickers and PolyFlex signs that were sent with each first round order: 760 stickers and 48 PolyFlex signs. (20 stickers and 1 PolyFlex are sent out with each order)

Funding

Colorado Parks and Wildlife OHV Grant

We have been very fortunate over the past 18 years to have received reasonably 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, etc.



Additional Grants/Funding

In 2023, Stay The Trail was awarded up to \$5,000 from the Fox Factory Grant to purchase trailhead kiosks, fund volunteer projects, and purchase 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 in our stewardship and education efforts

Donations

In 2023, 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 received.

Donations funds supplement program needs, help us achieve our goals, and continually improve the program.



Colorado's public motorized trail use is continually rising at an exponential level. Thus, we've seen immense growth in their users, many new to the State and off-highway recreation on public lands. This growth demands continuing and expanding 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. The team at Stay The Trail is designing additional area-specific maps, including the most relevant information about the riders/drivers while 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.

Additionally, we will focus on addressing new and challenging issues like stereo system noise and the increased demand for truck/trailer parking. Our goal is to continue to grow our program to meet the rising needs of an ever-expanding motorized community. This includes increasing video development to best target common issues. We continue to work 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**
Denver Federal Center Public Lands
Information Center, Building 1A
Lakewood, CO 80225
(303) 239-3600
www.blm.gov/colorado



**US Forest Service
Rocky Mountain Region**
1617 Cole Blvd., Bldg 17
Lakewood, CO 80401
(303) 275-5350
www.fs.usda.gov/main/r2/home



Colorado Off-Highway Vehicle Coalition
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Know Before You Go
staythetrail.org