

# State Wildlife Areas



Stakeholder Work Group to Address Use and Revenue of Colorado SWAs

December 30, 2020



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- Finalize new pass recommendation
- Consider education options
- Develop property access/use measurements
- Establish next steps for work group and SWA use initiative

# Stakeholder Purpose



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## Representative

## Group / Organization

Eden Vardy,

CPW Commission

Luke Schafer

CPW Commission

Marie Haskett

CPW Commission

Bob Dean

Wildlife Habitat Non-Consumptive

Scott Jones

COHVCO

Andy Neinas

Wildlife Council

David Nickum

Colorado Trout Unlimited

Julie Mach

CO Mountain Club



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## Representative

## Group / Organization

Greg Felt

County Commissioner

Dan Gates

Habitat Stamp Committee

Suzanne O'Neill

Colorado Wildlife Federation

Lauren Truitt

CPW Leadership

JT Romatzke

CPW Leadership

Mark Lamb

CPW SWA Working Group  
Representative

Luke Wiedel

Rocky Mountain Elk Foundation

Larry Sanford

Outdoor Buddies



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## Representative

## Group / Organization

Nathan Fey

OREC

David Costlow

Colorado River Outfitters  
Association

Gabriel Otero

Next 100 Coalition

Ron Goodrich

Sportsperson's Roundtable

Abraham Medina

State Land Board

Travis Duncan

CPW Communication Support

Chris Breidenbach (legal support)

Attorney General

Tracy Winfree

CDR Associates

Jeffrey Range

CDR Associates



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# Objectives + Impact



- Challenges of timeline and development of new pass initially
- What it will mean for the future
- What the pass includes
- Next steps (spring 2021)



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# Guiding Principles

- Purpose of Pass
- Purpose of Guiding Principles
- Guiding Principles
  - Support Wildlife Area Conservation
  - Advance Education
  - Supports Equity (Hunters/Anglers, EDI, Broader Population)
  - Legal



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# The Pass: Categories

- Pass Name
- Pricing Approach
- Timeframe
- Activity Types
- Revenue Purpose
- Other Ideas

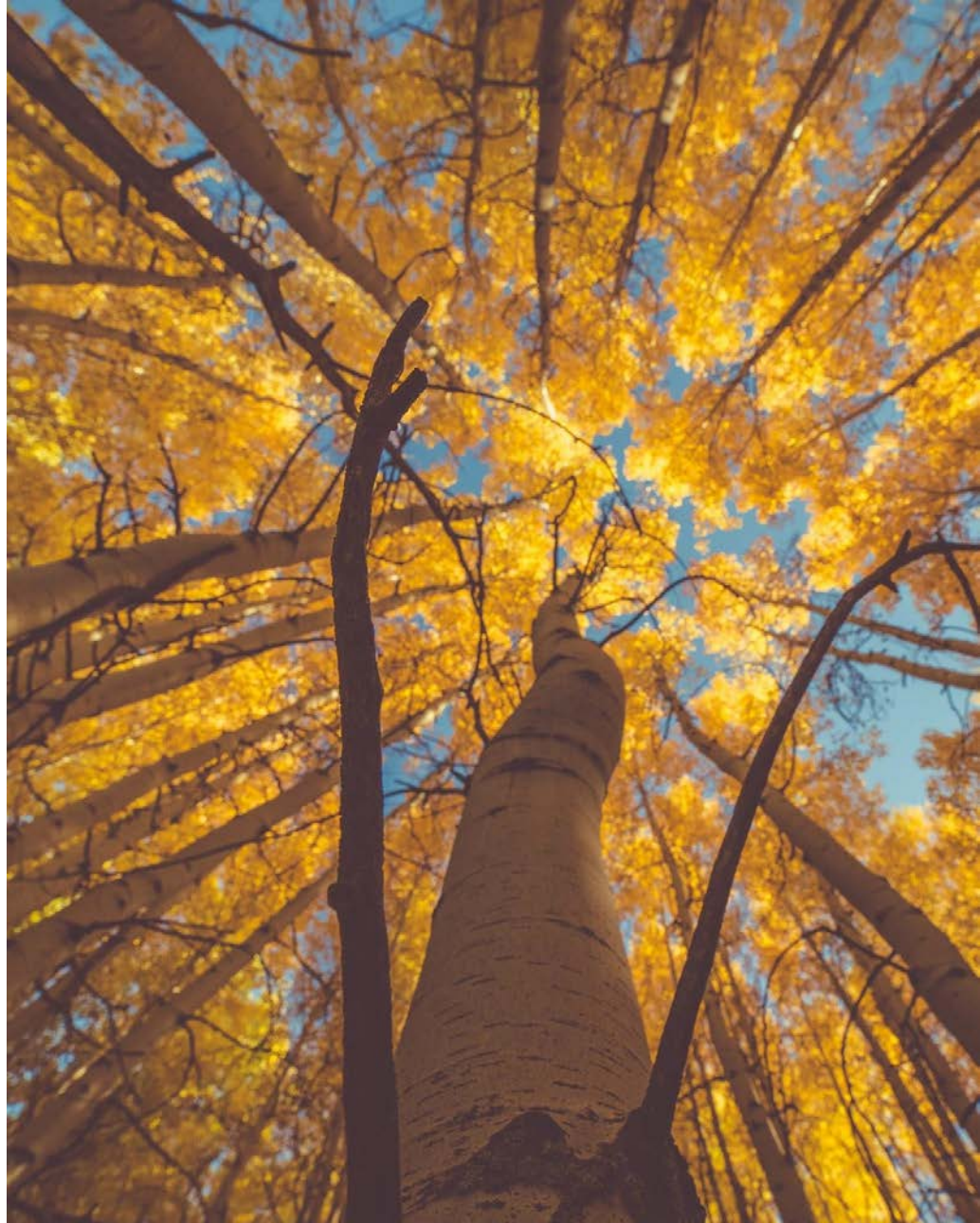


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# Education Ideas

- Corporate Sponsored State Campaign
- Class Required with Purchase of Pass
- Online Training
- Point of Purchase Education Opportunity



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# Pass Implementation Metrics

Activities

Visitation  
Statistics

Revenue  
Generated

Educational  
Touchpoints



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# Next Steps

- Implementation
- Phase 2



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# Thank You!



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## Welcome and Introductions

## Objectives + Impact

- Today's objectives and their future impacts

## Pass Recommendations

- Guiding Principles
- Finalizing pass category options
  - Pass Name
  - Pricing Approach
  - Timeframe
  - Activity Types
  - Revenue Purpose
  - Other Ideas

## Education Ideas

## Developing property use metrics

## Next Steps



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