

Keep Colorado Wild Pass: Pricing and Outreach

Katie Lanter

Policy and Planning Supervisor - Colorado Parks and Wildlife (CPW)

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Setting the Keep Colorado Wild (KCW) Pass Price

Commission SHALL

1. Set the pass fee at no more than half the annual motor vehicle pass fee
2. Establish a reduced pass fee for income-eligible households
3. Establish a way for a person entering a state park without a motor vehicle to demonstrate they are a pass holder

Commission MAY

1. Set a process for discounts/fee waivers (e.g. for seniors, military, etc.)
2. Set separate pass fees for:
 - Nonresidents
 - Residents who decline to buy a pass through vehicle registration
 - Residents who do not own a qualifying motor vehicle



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Pricing Survey



**Economic & Planning
Systems, Inc.**



Willingness to Pay Analysis

- Participation at varying price points?
- How do participation and willingness to pay change with geography and demographics?
- How does willingness to pay change when purchasing passes for multiple vehicles?
- What is the recommended pricing structure for income-eligible customers, nonresidents and residents without a qualifying vehicle?



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Public Outreach Campaign

- 6 months prior to implementation
- Educate the public about
 1. Availability of the pass through the motor vehicle registration process
 2. Access to state parks that the pass provides to pass holders
- Includes outreach to disproportionately impacted communities



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KCW Pricing & Outreach Timeline

- January 2022: Present results of pricing study and propose a pass price point to the Commission
- March 2022: Commission takes final action to set the KCW pass price
- July 2022: Public outreach campaign kicks off
- January 2023 (target date): KCW pass becomes available through vehicle registration



- TBD: Commission takes action on
 - Income-eligible pass price
 - Other pass discounts/fee waivers
 - Nonresidents and Coloradans without a vehicle



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