State Wildlife Areas

Stakeholder Work Group to Address Use and Revenue of Colorado SWAs

March 17, 2021

LIVE LIFE OUTSIDE

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

Stakeholder Purpose

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

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

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

Objectives + Impact

PASS

- Final Pass Recommendation

- What it will mean for the future

- Next steps (spring 2021)

Guiding Principles

Guiding Principles
- o Support Wildlife Area Conservation
- o Advance Education
- o Supports Equity (Hunters/Anglers, EDI, Broader Population)
- o Legal Requirement under lease agreements

- Final Recommendation
- Incorporating feedback
- Revenue Purpose

The Pass: State Wildlife Area Pass

LIVE LIFE OUTSIDE

Pass Implementation Metrics

Activities

Visitation Statistics

Revenue Generated

Educational Touchpoints
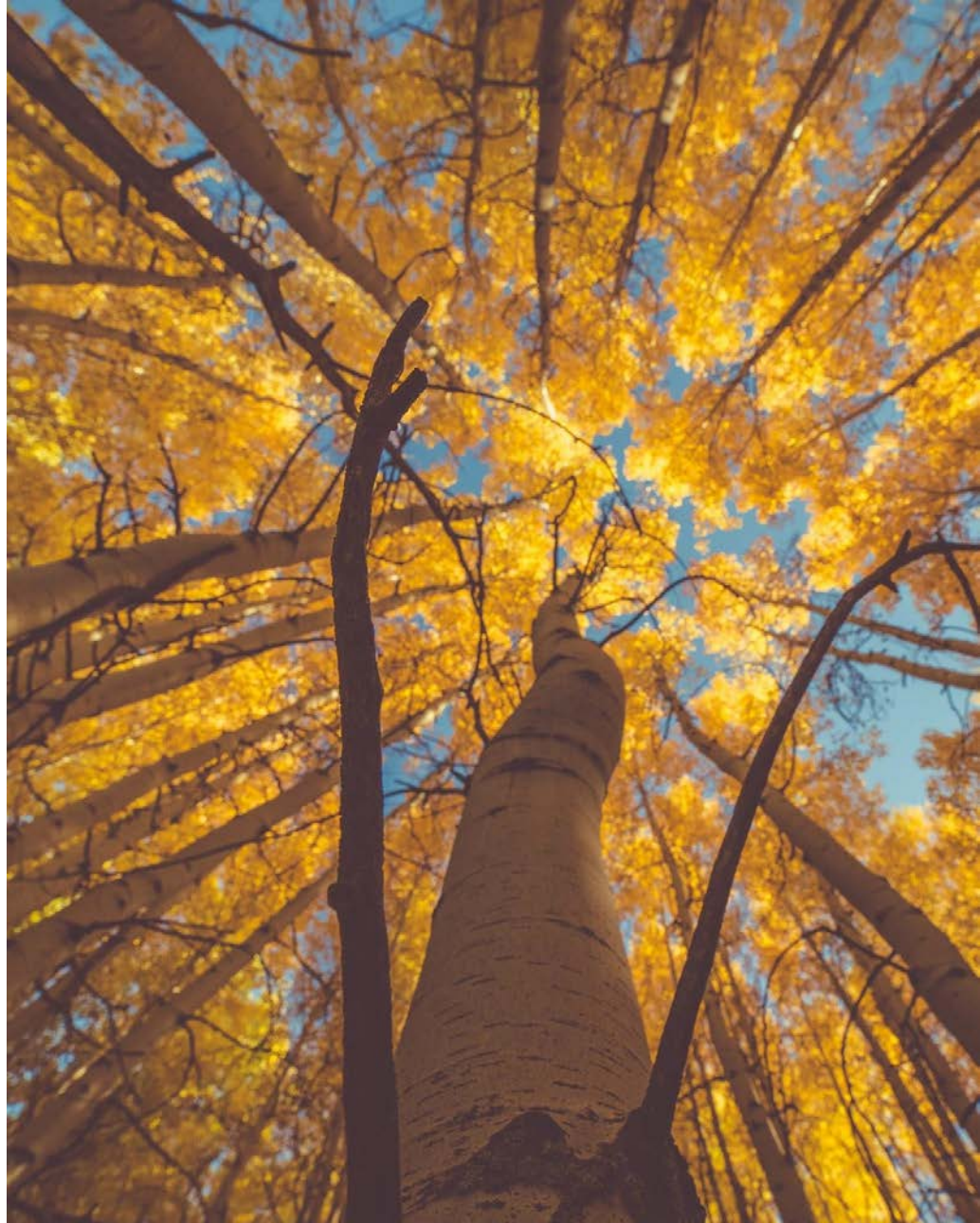
Education Ideas

- Letter to Pass Holders
- State Awareness Campaign
- Point of Purchase Education Opportunity
- Property Signage
- eNewsletters
- Assistance from partners

Next Steps

- Implementation
- Phase 2

Thank You!