

# 2023 Completed Work



# History

BEYOND THIS POINT  
MOTORIZED TRAVEL IS PROHIBITED  
EXCEPT ON ROUTES MARKED WITH  
THIS SYMBOL

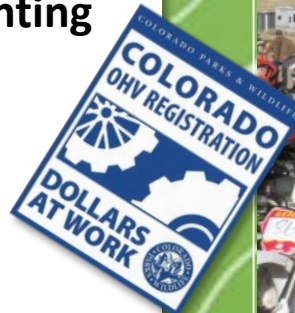


MAPS ARE AVAILABLE AT RANGER  
AND FOREST HEADQUARTERS



Since 2003, the Stay The Trail OHV Education program has been focused on the encouragement of responsible recreation on public lands within the State of Colorado.

- Brought about by travel management plan implementing the MVUM (Motor Vehicle Use Map).
- Provide education of new route restrictions and management.
- Full time program coordinator in 2009.
- 2009 also saw a transition into a more mobile form including trucks, trailers, and billboards.



## 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 dirt bike/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.

**OHV = Off-Highway Vehicle (includes full size 4x4)**



# Events and Outreach



78 total staffed events/area visits

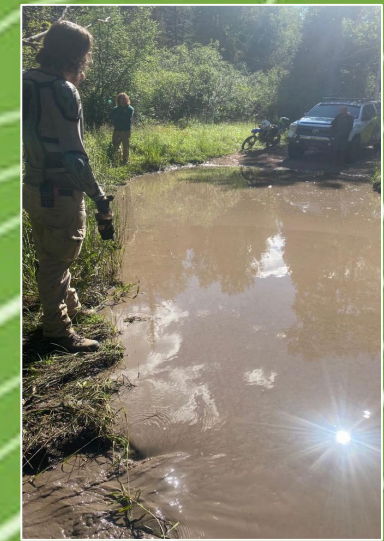


# Partnering with agency staff

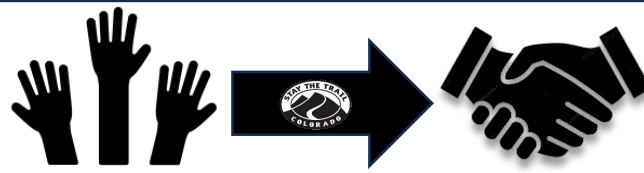


Over 500 hours on USFS Lands  
Over 175 hours on BLM Lands

PROJECT AMERICA'S RESOURCES  
OHV ACCESS



# Building a volunteer culture...



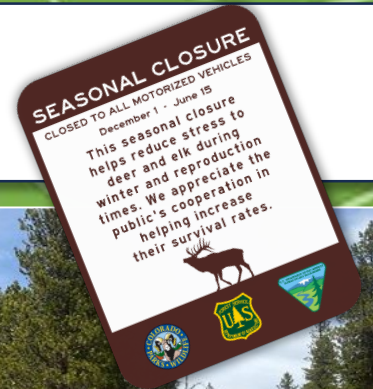
**1,015 volunteer hours at education & outreach events**  
**1,647 volunteer hours from 23 volunteer/stewardship projects**





# Seasonal route openings & closings

Helping the public understand the why, where, and when.

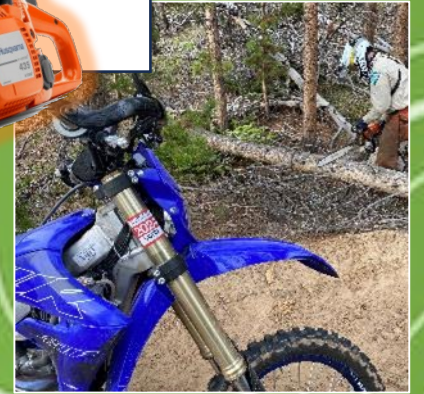


Providing accurate up-to-date information to the users!





# Spring downfall removal



Helping to keep users on the trails.



Clearing downfall prevents trail braiding, widening, and resource damage.

# Trainings... Networking with new agency staff and providing a secure training environment.



**Assist and provide  
OHVs for agency  
ATV, SxS, and Dirt  
Bike trainings.**



Whether at the trailhead, on the trail, alone, or with others, keeping the areas clean is vital for establishing a maintained appearance.



## Trash and Cleanup Projects





# Advertising and printed materials



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)



# Awareness and value of CPW OHV Registration/Permit Program



**COLORADO OHV REGISTRATION REQUIRED**

Visit the CPW website or scan the QR code for more info  
<https://cpw.state.co.us/buyapply/Pages/RegistrationsOHV.aspx>

**REGISTRATIONS SUPPORT THE TRAILS YOU RIDE**



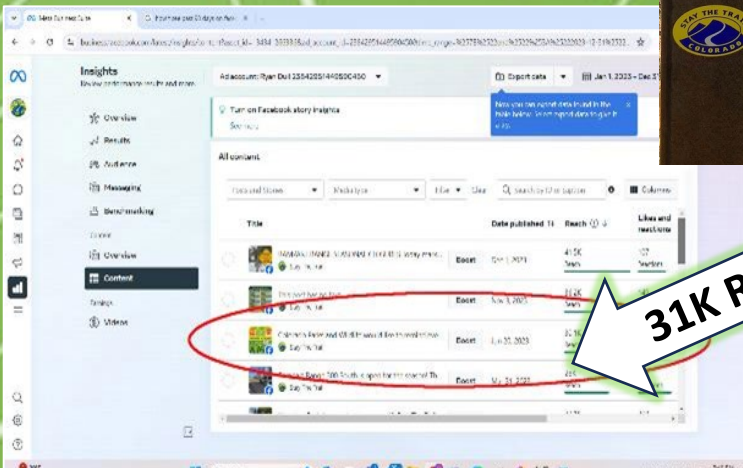
**Over 6 Million Impressions!**



Major Funding Provided By the Colorado Parks & Wildlife OHV Registration Program



**DOLLARS AT WORK**



**DON'T FORGET TO REGISTER YOUR OHV**



**REGISTER YOUR OHV**



[staythetrail.org](https://staythetrail.org)



**SUPPORT THE TRAILS YOU RIDE!**

Providing and informing the public of the requirements, types, and locations needed for registrations/permits while explaining the benefits of the "Registration dollars at work."



# Online- Website and Social media



Analytics

Reports snapshot

Realtime

Life cycle

Acquisition

Overview

User acquisition

Traffic acquisition

Engagement

Overview

Events

Conversions

Pages and screens

Landing page

Monetization

Library

Page	Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events
	114,863	58,293	1.97	1m 13s	336,856	0.00
1 /map/	19,949	12,538	1.59	1m 13s	59,993	0.00
2 /	16,030	11,213	1.43	22s	49,450	0.00
3 /colorado-ohv-area-specific-maps/	12,442	7,789	1.60	1m 02s	36,065	0.00
4 /full-size-trails/	11,111	8,192	1.37	36s	30,932	0.00
5 /ohvs-on-streets-and-roads/	8,237	6,896	1.21	55s	24,444	0.00
6 /mvm/	7,710	5,710	1.35	59s	22,705	0.00
7 /how-to-make-a-dirt-bike-street-legal-in-colorado/	6,931	4,729	1.48	58s	22,851	0.00
8 /registration-and-permits/	5,443	3,901	1.28	59s	14,829	0.00
9 /trail-tips-and-etiquette/	4,931	3,524	1.38	52s	5,443	0.00
10	6,931	4,931	1.38	52s	6,931	0.00

Website  
336,856 reached

Meeting the users where they gather and share information...

Facebook & Instagram  
323,053 reached



staythetrail.org/full-size-trails/

336,856 reached

WHAT YOU NEED TO KNOW | MAPS | GET INVOLVED | MATERIALS | CALENDAR/NEWS | FREEBIES | ABOUT US

### Full Size Trails

410D Trails vs. 410D Roads

In addition to the many miles of Off-Highway Vehicle trails and roads open to all vehicles, there are a number of Full Size Trails open for recreational travel in Colorado. Although these trails allow for full width vehicles, they differ from most BLM and U.S. Forest Service roads as they are designed for recreational, motorized use rather than simply for transportation. A Colorado Off-Highway Vehicle Permit is therefore required on any licensed/plated vehicle that is used for recreation on these trails. This \$25.25 permit must be displayed on any full size vehicle traveling these trails even if that vehicle has a currently registered license plate from Colorado or any other state.

### Off-Highway Vehicles (OHVs) include:

- Dirt bikes, all-terrain vehicles (ATVs), utility-terrain vehicles (UTV)/side by sides (SxS), three wheelers and buggies, and;
- Plated, street-legal vehicles, full-size 4 x 4s or plated motorcycles when operating on public lands on OHV designated TRAILS in Colorado.

2024 COLORADO OHV Permit

Expires March 31, 2024



facebook

Stay The Trail

www.staythetrail.org

Info

Page: Research organization

Location: Loveland, Colorado

Photos

Info

Need to show your request for Stay The Trail and responsible recreation? Send us an email with your name and address to coordination@staythetrail.org and we'll be happy to help you get the permit you need!

Instagram

staythetrail

2,794 followers

280 following

Post

Photo

Video

Reels

IGTV

Stories

Highlights

Grid of photos showing various OHV trails and vehicles.

# Interactive, engaging posts!

Page Overview  
Followers: 17,047  
Last 28 days  
Post reach 25,712  
Post Engagement 2,731  
54  
See more insights  
25,712 in last 28 days!  
👍

## KNOW BEFORE YOU GO!

**ROAD CLOSED**  
TO AVOID DISTURBANCE TO WILDLIFE

**STAY THE TRAIL COLORADO**  
**CO TREX** Colorado Trail Explorer  
Colorado's Official Trail Map

## Know before you go, about SEASONAL CLOSURES

**Avenza Maps**  
Get the app. Get the map.®

**TRAILS OFFROAD**

**ON OFFROAD**

**CO TREX** Colorado Trail Explorer  
Colorado's Official Trail Map

**STAY THE TRAIL**

**Can YOU spot the 10 differences?**

**CLOSED???**  
I SHOULD HAVE USED MY MOBILE MAPPING APP OR REVIEWED THE MVUM!

**KNOW BEFORE YOU GO!**

**SEASONAL CLOSURES**

**HAVE YOU RENEWED YOUR OHV REGISTRATION?**

**COLORADO PARKS & WILDLIFE**



# Youth Outreach

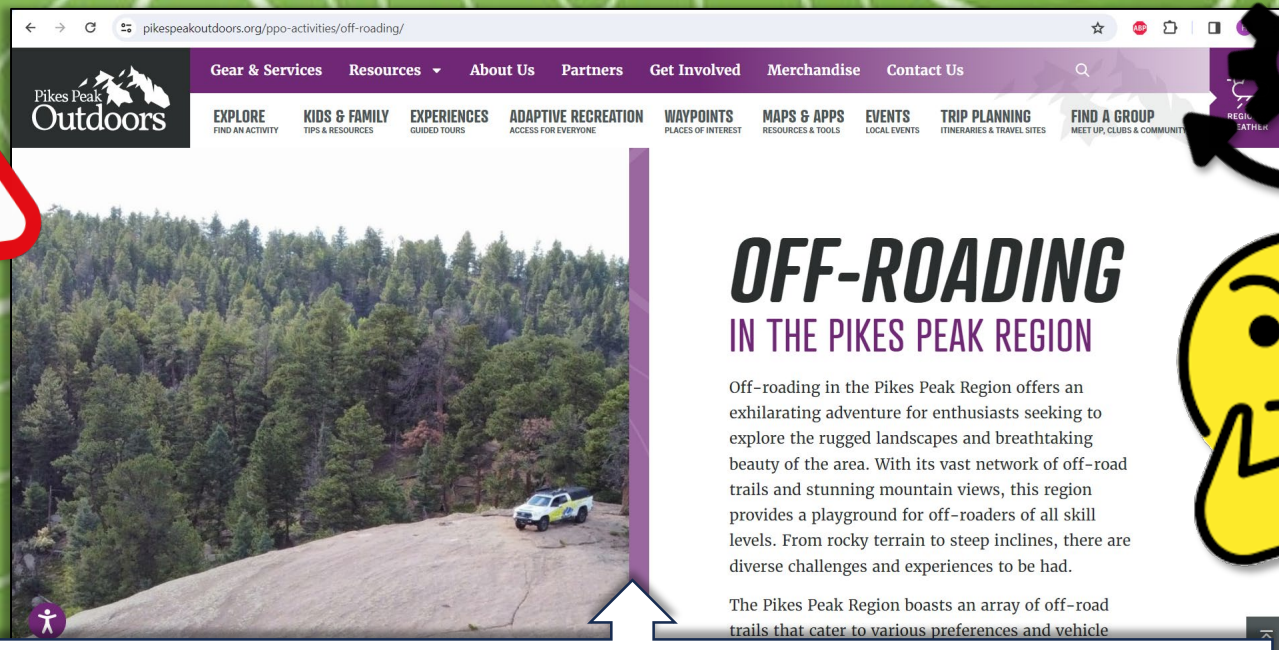




# Colorado Trail Explorer

## Colorado's Official Trail Map

Working with COTREX to add new trail designations and seasonal dates along with other pertinent OHV information.



Working with PPORA to improve website information and functions.



NOT RECOMMENDED

This Trail Is Open To All Motorized Vehicles

## BE WARNED

Terrain Is Technical & Narrow  
Even Heavily Modified Full Size  
Vehicles Are Not Recommended

Proceed At Your Own Risk



Assisting BLM with Penrose Commons.

# In the works...





# PARKING & STAGING AREA RULES

REGLAS DEL AREA DE ESTACIONAMIENTO/ESC ENARIO



## OHV STICKER REQUIRED

Colorado Off-Highway Vehicle Sticker  
REQUIRED BY LAW

## SE REQUIERE ETIQUETA OHV

Calcomania para vehiculos todoterreno  
de Colorado exigada por le lay

## QUIET ZONE

NO LOUD MUSIC  
NO UNNECESSARY IDLING



## ZONA SILENCIOSA

NO MUSICA FUERTE  
NO OCIOSA INNECESARIA

## NO DONUTS IN PARKING AREA



NO HACER DONAS DE  
AUTOMOBILE EN  
ESTACIONAMIENTO

## SLOW DOWN

PASS WITH CARE  
DO NOT THROW ROCKS



DESPACIO  
PASE CON CUIDADO  
SIN TIRAR PIEDRAS

For more OHV information, educational guidelines  
and additional OHV riding areas/maps visit



**Addressing staging/parking area behavior**

# Thank you.

# Questions?

