

**Status and Summary Report
OHV Responsible Riding Campaign**

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The purpose of this paper is to provide an overview and status report of the Responsible Riding Campaign being undertaken by Monaghan & Associates at the direction of the Colorado Coalition for Responsible OHV Riding.

Situation

Serious conflicts continue to emerge related to off-highway vehicle (OHV) use throughout the West. Evidence can be found of public and private lands being abused by OHV users. Evidence also exists that this legitimate form of outdoor recreation has been made a target of overly-broad political attacks.

The current “battleground” for these conflicts are serious efforts to limit and even close certain public lands to OHV use. At the same time, consumer use of all terrain vehicles (ATVs) and off-highway vehicles continues to grow at a very substantial rate in Colorado and other states.

Against this backdrop, a coalition of OHV representatives, environmental leaders and public officials are initiating a pilot project to motivate OHV users in Colorado to voluntarily adopt safe and environmentally conscientious riding practices (responsible riding).

For the past 9 months Lisa Frueh and her colleagues have examined existing data regarding OHV use – and conducted original opinion and behavioral research. This information has been regularly shared with and discussed by Coalition participants – resulting in a strategic premise that is outlined in this paper. In a “nutshell,” it is our premise that further *information* and *education* per se – will not result in substantial behavioral change. Instead, the “message” must be direct and *motivational*. The premise also recognizes various consumer attributes and therefore targets key user groups.

The strategic premise will then form the basis for an advertising and public relations campaign that will be launched in February 2002. This paper also sets forth a schedule and budget for executing that communications campaign.

Background Data

In order for a “motivational campaign” to be successful, it’s vital know as much as possible about those individuals who must be motivated or persuaded - and the “culture” which influences their beliefs and behavior. For example, what constitutes ... or creates ... an “enjoyable” OHV experience? To what extent is that experience – or “user satisfaction” - based upon the physical dimensions (trails and surrounding environment)? To what extent is the experience shaped by cultural influences (e.g. -- Images and expectations created by public perception.)? Or, to what extent is the experience shaped or compromised by opposition to OHV use by certain groups?

In other words, the more that can be understood about OHV users in Colorado and their lifestyles and beliefs, the more successful we are likely to be in creating a message that will actually *motivate* the target audience to adopt safe and environmentally responsible riding practices.

Unfortunately, there does not exist in Colorado an authoritative and comprehensive database of OHV use or consumer behavior. Thus, in order to better understand the “user” as well as other efforts that have been made to influence “his” behavior - Monaghan & Associates reviewed what consumer data are available and reports from previous efforts; we interviewed and discussed these matters with knowledgeable individuals; and conducted original focus group research. Below are key points that emerge from this work.

A. Growth of OHV use in Colorado ...

- OHV use is very popular in Colorado: There are about 70,000 registered riders here, with many thousands more estimated to be unregistered users.
- Even this number is conservative because it does not include 4-wheel drive vehicles (jeeps - SUVs) that are “road-licensed” but also used off-road from time to time.
- Colorado ranks 28th in the nation for ATV and off-highway motorcycle (OHM) registration – with use fairly evenly split between the two.

- The growth of ATV and OHM sales in Colorado has out-paced national and regional trends. Nationally, ATV sales increased fourteen percent (14%) ¹ from 1992 – 2000, while OHM sales increased thirty-six percent (36%) for the same period. In the West, combined sales of new ATVs and OHMs jumped 154% from 1995 – 2000. **However, Colorado experienced a 176% increase in ATV and OHM sales during the same period.**
- Based on these data and anecdotal reports of increased OHV use by young people (under 18 years of age) and women, it seems safe to assume that overall ATV and OHM uses will continue to grow Colorado – tempered somewhat by fluctuations in the state’s economy.

B. The typical Colorado rider ...

The following statistics and characterizations were taken from various studies and reports and represent the **“average” and/or “mean”** rider. Such information is useful for crafting effective messages and developing “channels” reaching target audiences.

☐ **Typical rider**

White male
40 years old
High school education
\$50,000 average household income
Professional/Manager or Laborer/Farmhand

☐ **Riding Habits**

67% of his riding is on weekends
75% of all riding is in Spring, Summer and Fall
85% ride for recreational purposes only
92% ride on trails or in rural areas
Spends about \$925 per year on OHV trips

☐ **Social Appeal of Riding**

79% ride with a small group (3-5) of friends or family
80% do not belong to an organized OHV club
93% of Americans indicate they believe outdoor recreation helps parents and children bond and positively affects health
Top three reasons for riding: **fun, excitement, stress relief**

☐ **Other attributes**

Other interests (in descending order) Camping, fishing, hunting, 4 WD, home repair, football and boating

48% use the Internet regularly for personal reasons

62.5% are married

C. Colorado Sportsmen Survey ...

As another effort to better understand OHV users, a questionnaire was circulated at the 2001 annual Colorado Sportsmen convention in Grand Junction. Results of that survey are summarized below and provide yet another “data point” regarding habits and beliefs.

☐ **OHVs for practical uses**

Not surprisingly, the majority of sportsmen who use OHVs do so to enhance their hunting or fishing experiences. That is, they are used for practical purposes more than for the “ride” itself. This finding has implications regarding the extent to which sportsmen should be part of the target audience for this pilot program.

While more discussion about this group of users is warranted, it may be that the “practical user” would be less motivated to consider the “trail” as an important feature in his or her outdoor experience.

☐ **Sporting Good purchases**

Visits to mega-stores (such as Galt Sports) and other fishing and hunting specialty stores were identified as the most popular venue for making retail purchases among respondents. As the “outreach” channels are considered for the Responsible Riding Campaign, this information will help determine where point of purchase displays can be most effective, as well as how to best target “OHV users” ... many of whom are also hunters, fishermen and other sportsmen.

☐ Internet use

The Internet may be an untapped resource of significant potential for reaching targeted OHV users. Results of the Sportsmen Survey – as well as unrelated data about Internet use in Colorado - suggest that a strong majority of “sportsmen” have computers with Internet access in their homes – but only sporadically access the Internet. For example, the majority of respondents to the Sportsmen Survey access the Internet on only a *weekly* basis – while one person reported a *daily* use.

D. Existing educational programs ...

Background research for this project involved an extensive review of educational efforts by numerous public entities and organizations dedicated to responsible OHV use and environmental protection. Several pertinent results of that review are set forth below.

☐ Logos and Slogans

While logos and slogans are merely two aspects of broader educational programs, they do synthesize the “message” and tonality of various persuasion efforts and are therefore, worth examining. (Note: Visual examples of logos can be found in Appendix A)

Commonly found slogans:

“Protecting Your Right to Ride”

“Preserving our natural resources FOR the public, instead of FROM the public”

“Caring for the land and serving people”

“Leaving a good impression”

“Preserving public access to public lands”

“Four wheeling responsibly”

☐ Tread Lightly!

“Tread Lightly” is a national education program that promotes the responsible use of trails through the distribution of printed material and through encouraging other organizations to use advertising to promote responsible use.

The Tread Lightly brochure series incorporates the slogan, "*It protects your right to ride*" as a not-so-subtle threat that public lands users will lose access to their favorite areas unless they undertake the responsibility promote responsible use. For example "*Respect wildlife; it protects your right to ride.*" Or "*Keep your sound down; it protects your right.*"

According to Lori Davis, executive director of Tread Lightly! - the organization also recognizes groups that promote the protection of public lands through creative advertising - with an **Advertising Leadership Award**. The goal is to encourage powerful, cutting edge advertising that will influence consumer behavior.

☐ **National Recreation Trails Program**

This is a program initiated in 2000 by **American Trails** – a national trails support organization. National Recreation Trails may be designated by the Secretary of Interior or the Secretary of Agriculture to recognize excellent trails of local and regional significance in response to an application from the trail's managing agency or organization. Benefits that accompany such include promotion, technical assistance, networking and access to funding.

☐ **Montana: "On the Right Trail"**

The Montana program offers a good example of the type of campaigns that have been conducted on the state level. Primary focus of the campaign was educational -- to communicate the reasons people should stay on the trail and admonish riders to take responsibility for their behavior.

In the case of hunters, the Montana program provided a list of key behavioral traits that define an "ethical hunter" – with several of these related to proper OHV use. These and other principles (e.g. "*Fair Chase*") were conveyed to hunters through brochures and other material.

One aspect of Montana's program seemed more aligned with our objective of motivating behavior change. An educational curriculum for kids tagged ... "*On the Right Trail*" ... taught Off-highway Vehicle safety, etiquette, and ethics. Tactics used included *Educational Trunk* which contained maps, OHV educational (VHS) tapes, a tape recorder, safety gear, personal fanny pack, an emergency kit, a tool repair kit and materials for an OHV-theme "jeopardy" game

☐ **Arizona Advertising and PR Campaign**

An advertising and public relations campaign, launched by Arizona State Parks this past Summer, was also reviewed. This program used television and radio spots, billboards and Internet advertising to educate a statewide audience about “responsible use.”

While state officials found that many OHV riders – particularly new and young users – were unaware of a number of rules ... the message which seemed to “stick” with the public was simply ... *“Stay on the trail.”*

Focus group summary – Colorado OHV behavior ...

To better understand the Colorado “rider” Monaghan & Associates conducted focus groups with OHV users that probed their values, beliefs, riding behavior, experiences on the trails and the messages that could have a positive influence on their riding behaviors. These groups provided significant insight into OHV perceptions and motivations helped embellish the other data that had been examined. Key findings from three focus groups are set forth below.

☐ **Focus Groups Results - Adult (male/female) OHV Riders**

- All participants expressed a strong pride in Colorado and a virtual reverence for the “outdoors.”
- Participants acknowledge knowing the rules of the trail and spontaneously cited “stay on the trail” as a chief precept.
- They displayed strong emotional attachment to proper behavior.
- Respondents believe that it is “others” who go off-trail and cause most of the damage. These “others” were variously identified as non-Coloradoans or tourists ... as well as teens and younger kids.
- Many reluctantly admit to having gone off trail “a couple times” but felt that it is permissible if rarely done *“just this one time.”*
- Hunters who go off trail to retrieve game are seen as “exempt from criticism because the mission of game retrieval is by definition an off-trail activity.

- OHV users recognize abusive behavior exists among other users but do not believe that they or their close friends are causing the problems.
- Participants were not susceptible to the threat of negative actions – they simply do not believe that trail closures will personally affect them.
- A suggestion of “mentoring” children and teaching them proper trail etiquette – evoked a universally strong and positive response from participants. These OHV users see it as their responsibility to pass proper user “ethics” on to their children.
- As a consequence of these feelings, participants were clear when they indicated they are better behaved on trails when children are present.

☐ **Focus Group Results - Young OHV Riders (13-18 years)**

- Youthful participants enjoy living in Colorado and even at a young age – they value outdoor activities and the outdoors environment as a major part of their lives in Colorado
- They know the rules of OHV riding and easily recite and refer to them.
- Spontaneous emphasis is on “staying on the trail.”
- Issues and rules relating to rider safety were much more “top of mind” than environmental concerns. For example, “*staying on the trail*” is a safety issue – not so much an environmental concern with young riders. This response is not surprising, given the emphasis that parents place on safety when teaching their kids to ride.
- Older kids more easily grasped environmental-related issues and seemed to appreciate the long-term damage that irresponsible OHV use could cause. They also demonstrated personal concern about environmental issues.
- Respondents generally learned to ride at a young age (5-6) and generally from their parents.
- Younger kids admit they ride off trail but feel it’s okay if they do so where it’s safe and someone else has already cut a trail.
- Older kids would not admit riding off the trail. Feel strongly that they should protect the environment for others. To the extent they were being truthful – this is a positive demonstration of their values. And even if they were not completely forthcoming in answering the “off-trail” question ... the denial shows that they know the right thing to do and feel social pressures to behave correctly.

Escalating tensions and conflicts

While OHV recreation is growing at a very fast pace in Colorado, there are significant pressures to reduce the number of trail miles available for motorized recreation.

☐ **Physical and cultural influences**

This pressure emanates from several factors. There have been incidences in Colorado of irresponsible OHV use, resulting in some level of environmental degradation. The simple act of maneuvering a motorized vehicle off of an established trail and across “virgin” land can cause significant physical damage – first, by virtue of the scars left on the land and secondly, by creating a “map” that will be followed by other OHV riders who will see the unauthorized “trail” as a permissible route for their vehicles.

There are also reports of conflicts on the trail between individuals who enjoy motorized access and those who are on foot, skis or horseback. Some non-motorized users dislike OHV riders because they are seen as disrupting the peace and tranquility of the outdoor “experience.” The cultural gap between these two very distinct users – creates a base of distrust that is easily exacerbated when examples of actual resource abuse are encountered.

☐ **Media influences**

The power of the media to influence – and at times enflame – public perception and opinion are undeniable in our society. And given media’s appetite to exploit conflict – the OHV “issue” has been ripe for dramatic coverage.

A powerful and memorable example was the “Mud Fest” incident that occurred on private property above Boulder. That single incident generated several months of media attention in both broadcast and print. While the news articles themselves were factual and – the fact that these illegal activities were not distinguished from valid OHV activities – could have easily created the public impression that “Mud Fest” is what OHV enthusiasts are all about. Moreover, the mere coverage of such environmental abuse created a noticeable public anger over the incident.

☐ Political influence

Once a controversial issue receives high profile media attention, political posturing is certain to follow. And thus, as conflicts over competing uses of public land have been featured in the media, there has been increased political attention by lawmakers and interest groups.

Unfortunately, the “tools” available for use in the political arena are often blunt and unsophisticated. This is certainly the case with current battles to close or severely restrict certain trails to motorized vehicles. As sides are chosen along these stark skirmish lines – the situation will become even more antagonistic as both sides are painted with very “broad brushes” and their behavior inaccurately generalized.

☐ Coalition for Responsible OHV Riding

Seemingly at odds with each other, environmentalists and OHV enthusiasts are often on different sides of issues relating to trails for motorized vehicles. In general, both groups take relatively polarized positions and find it difficult to accommodate one another’s concerns. In this case, however, the Coalition has demonstrated that there IS a workable middle ground – encouraging those who ride to do it responsibly so that damage is at a minimum while still granting recreational access to public lands. This solution works for both groups because it addresses the core issues important to each side.

Taking the next step, the Coalition has received funding to develop an effective motivational message and to test it through a pilot advertising program that would launch in February, 2001.

Analysis

☐ OHV user behavior in Colorado

No empirical data exist that indicate how many of the 70,000 registered OHV users ... or thousands of unregistered users in Colorado ... go “off the trail” ... or how often they do ... or the extent to which they engage in other unsafe and environmentally harmful manner. However, on the basis of anecdotal reports and the focus groups that were conducted, several reasonable “working assumptions” can be made:

- There is no ambiguity as to the “rules” which apply to OHV use on public and private lands in Colorado. Sanctioned trails are well identified and virtually all users know that the common standard for proper behavior is to “*stay on the trail.*”

- The majority of OHV riders in Colorado stay on the trail a majority of the time and understand that this is fundamental trail etiquette that they are expected to follow.
- However, knowing that going off the trail is not “correct” OHV behavior, as many as two-thirds of adult OHV users go off the trail occasionally. Justification for doing so range from the obvious role of OHVs in hunting to some exceptional circumstance, to following an unauthorized but visible trail cut by previous users.
- An estimated 15%-20% of Colorado users strictly follow safety and environmental rules and never go off the trail.
- A similar range of 15%-20% of the state’s OHV users frequently break the rules and often go off-trail.
- While we have not tested its limits, there seems to be a direct connection between individual pride in Colorado’s environment and one’s strength of conviction when it comes to proper trail behavior.

☐ **Learning and social structures**

Strong and varied systems exist in Colorado for teaching and reinforcing the proper rules of OHV use.

- Most frequently, new and young riders learn the rules from a parent or family friend.
- At the point of purchase of an OHV, dealers will invariably provide information about safety, trails and their proper use.
- There are approximately 70 OHV clubs in Colorado – with about 30% of those (20) having web sites that include information about trail usage. Additionally, the COHVCO and several state agencies disseminate information on trail-riding etiquette, as do a number of national organizations.

☐ **What’s missing here?**

- The fact is that numerous educational programs have succeeded in creating instant recognition of the “right thing to do” in terms of OHV use ... but at the same time, there seems to be a large segment of the user population that will purposefully go off-trail from time to time. This suggests that more “education” is not the right approach to changing behavior.
- In order to be successful and actually influence behavior, OHV users must be motivated to behave properly.

☐ **Motivating OHV users**

On the basis of work that has been performed to date and upon discussions with Coalition members, the number motivational themes that are available has been narrowed to a very few.

Use it properly or lose it. The threat of massive closures is very real but that threat does not seem resonate with OHV users at this time. Absent user receptivity, the harder this theme is pushed, the harder its intended audience will push back.

Intertwine safety and proper trail use. Particularly among young users, the concept of safe practices is stronger and more relevant than environmentally sensitive practices. This suggests that a message to *“stay on the trail”* intertwine both personal safety and environmental objectives.

Demonstrating our pride in Colorado. It’s clear that residents of Colorado have a profound pride of their state and its remarkable environment. This pride has the potential to motivate OHV users and to extend their behavior beyond the minimum goal of “staying on the trail” to a more active role of “stewardship.” And, to the extent to which this pride can be demonstrated through group activities of existing OHV clubs and organizations – the more powerful and sustained it will be. That’s because the organizations themselves reinforce positive behavior because they create a sense of “belonging” for members.

The powerful influence of children. A special dynamic “jumped out” of the focus group research and subsequent discussions. While adults will knowingly cut corners from time to time – compromising their behavior – they hold out a more honorable standard when it comes to children. As an example, adults may loosen personal safety and environmental standards from time to time ... but they do not want to see these values compromised as they are translated to their children. This realization creates a number of possibilities for the use of children in crafting the motivational message.

OHV Campaign Mission

Campaign Goal:

To motivate OHV riders to ride “responsibly” and when successful, to publicize the effort.

Objectives –

- A primary objective of the campaign is to reinforce the majority of OHV users who ride responsibly most of the time and to significantly reduce their episodes poor behavior.
- Another key objective is to intersect new and young riders so as to imprint their behavior in a positive manner.
- Finally, an overarching objective is to create a collective public attitude that will “punish” flagrantly irresponsible behavior and “reward” the positive efforts of OHV users who are taking steps to protect Colorado.

Anticipated Beneficial Results –

While this phase of the project consists of a pilot program to prove several key assumptions relating to motivation, if successful, a number of tangible benefits will be realized:

- The outlook and actions of OHV users will evidence a new culture of resource care and stewardship.
- An increase in positive media stories about OHV use will be recognized.
- The general public’s impression of OHV users and their practices will improve.
- Number of user conflicts on multiple use trails will decrease.
- Rate of damage to trails in Colorado will decrease.
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- Decrease trail closures due to irresponsible use

Message implementation -

- Develop and implement a broadcast media plan that will motivate responsible OHV riding and create an appropriate level of public relations attention so as to reinforce proper riding behavior and begin to reshape public attitudes toward OHV users.
- Develop and implement a supporting public relations campaign to compliment and extend the mass media efforts.
- Create a meaningful public vehicle for OHV riders to demonstrate publicly their commitment to responsible riding.

Target Audiences -

The primary audience for this campaign is obviously the recreational OHV user – with particular emphasis upon those riders who generally demonstrate safe and environmentally sensitive practices but do not do so 100% of the time.

It is suggested that new and younger users also be targeted because they are impressionable and hold the key for effective cultural change.

A secondary audience is the general public in Colorado – which has the ability to reinforce the positive behavior of OHV users and create a broader appreciation for what the Coalition and OHV users are doing to protect Colorado's environment.

Target Audience Matrix

The matrix below summarizes the narrative discussion regarding target audiences and message elements which may have strong potential with each..

	Little Knowledge of Rules/Customs	Inconsistent Responsible Behavior	Consistently Responsible Behavior
Frequent Rider			(reward, recognize)
Young	Safety Issues Consequences	Social Belonging Consequences	
Adult	Pride Social Belonging	Stewardship Pride Social Belonging	
Experienced	Social Belonging	Pride Social Belonging	
New Rider	Safety Issues Social Belonging	Pride Stewardship Social Belonging	
General Public	Stewardship Pride	Stewardship Pride	Stewardship Pride
Infrequent, Occasional Rider			(reward, recognize)
Young	Safety	Safety	(reward, recognize)
Adult	Safety Pride	Stewardship Social Belonging Pride	(reward, recognize)
Experienced	Pride Stewardship	Stewardship Pride Social Belonging	(reward, recognize)
New Rider	Safety Pride	Social Belonging Stewardship Pride	(reward, recognize)

Campaign Tactics and Timeline:

The following outline of completion dates and expense are based upon a campaign launch date of February 11, 2002. This date was chosen because it is the beginning of Spring – marking the time of year that riders will be getting back out on the trails again. It is also a fragile time for OHV use – with wet conditions that increase the likelihood of damage when riders go off trail.

→ Develop and implement mass market broadcast campaign.

1. Develop logo and slogan.

This is a critical step because the visual representation of the campaign (the logo) will be critical to its success. It needs to accomplish a number of critical objective: it must be attractive to our audience and memorable.

The slogan must represent in an active and simple way the heart of what we are doing. It must also be simple and memorable, appealing to our target audience. The slogan, however, should NOT be confused with the key messages that will form the body of our communications with the target audience. Those messages answer the “why” of our campaign.

Completion Deadline: Nov. 30, 2001

Total Production Expense: \$2,500

2. Refine and Finalize Key Message Points

The message points will be the “meat” of the campaign. These will drive the underlying motivational themes listed in the target audience matrix. These key issues will also define the PR communications. The messages will focus on pride in Colorado; need for social belonging (foil concept); stewardship ideals about legacy and future generations; safety issues about staying on the trail; reward and recognition; and possibly an example of threat if we decide to go that route.

Completion Deadline: Nov. 30, 2001

3. Create storyboards for television ads.

Once consensus about logo, slogan and key message points has been reached within the coalition, we will produce several "storyboards" (visual representation of our concepts) for discussion and eventual approval by the coalition. It will probably be a series of back and forth discussions before we arrive at the final concept.

Completion Deadline: January 7, 2002

4. Test concepts in focus groups to ensure we have "pushed the right buttons."

It is recommended strongly that the final 3 storyboards we approve be presented to a focus group (or 2) to ensure we have "gotten" it. If we discover we have not "hit the nail on the head," we will have time to make changes, and we'll have the input of our target audience.

Completion Deadline: January 11, 2002

Total Research Expenses: \$5,000

5. Production of three separate 30 second TV ads and two 15 second PSAs lifted from ads.

Monaghan & Associates teams with a local, Academy Award winning production company to produce powerful television spots. We will produce three different ads, using three different themes, and from those ads, we will cull 2 :15 spots for use as PSAs at local television stations.

Completion Deadline: January 29, 2002

Total Production Costs: \$25,000

6. Develop Scripts for Radio Ads

Monaghan & Associates we will script and produce both 30 second and 60 second radio spots as well as PSAs. These will be produced at minimal expense.

Completion Deadline: December 17, 2001

Total Production Expense: \$1,000

7. Execute media buy for both television and radio.

Monaghan & Associates will negotiate a media buy for both television and radio spots. It is our policy to work on a fixed fee basis and return the standard 17% agency fee back into the media buy, thereby giving the coalition more air time for the dollars spent. The media buy will not proceed until approved by members of the Coalition.

Completion Date: February 4, 2002

Total "Buy" Expenses: \$110,000

8. Design and produce print ads for major daily newspapers.

Based upon the decisions made regarding the television ads, complimentary and supporting print ads will also be created for Colorado outlets and major daily newspapers surrounding states. It is important that target audiences see the ads "everywhere" – that is, they will see it on television, they will hear it on radio and they will read it in their hometown newspaper. It may also be possible to purchase small ads in national OHV-related magazines. Total expenses estimated below include those purchases of ad space.

Completion Date: January 16, 2002

Total Production Expenses: \$10,000

Total Production Expenditures for Mass Market Campaign: \$153,500
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→ **Develop and implement a supporting public relations campaign to compliment the mass media efforts.**

1. Create and Publish Colorado Responsible Riding website.

State Parks has graciously offered to host our website, thereby making a significant in-kind contribution to the campaign. The website will begin as a rather simple, informational package, and grow as the campaign grows. Design will be handled with the notion that we will expand the website when finances and need arise.

Completion Deadline: January 31, 2001

Total Production Expenses: \$5,000

2. Coordinate Details for Launch of Campaign on Feb. 11, 2002

Ensure media coverage in Colorado dailies and weeklies; arrange interviews with Coalition members and/or spokesperson; determine if press conference is merited; try to time NPR story for same day; try to get TV to interview coalition members ...

Completion Date: February 11, 2002

3. Develop press kit/ public relations materials.

We will need a fact sheet on OHV recreation in Colorado and concerns about irresponsible behavior; short bios of coalition members (to show the variety of organizations supporting the campaign); copies of TV ads on video; brochure about campaign; folder for information. Printing costs decrease per piece printed, so we will print as much as the budget allows in the first round. Also included in expenses are a banner, door clings for retailers, auto dealerships and partners.

Completion Date: February 1, 2002

Total Production Expenses: \$35,000

4. Generate free media throughout the state on a regular, ongoing basis.

This will require close contact with coalition members who we will ask to "author" the topical and timely articles we will ghost write. These articles will be posted on the website as well.

Articles will go to outdoor recreation magazines, environmental magazines, statewide newspapers and newsletters for all identified OHV clubs statewide.

Completion Date: ongoing

5. **Position the Coalition as a source of reliable, in-depth information about the state of both OHV- and environmental issues about Colorado's trails by creating an as-needed "white paper" with quotes from state's experts.**

This will serve to disseminate useful, well-regarded information to Colorado and surrounding states' political, business and community leaders. This will be done when there is an issue of importance to discuss. It will involve close contact with coalition members to identify those issues in a timely, pro-active manner.

Completion Deadline: ongoing

6. **Secure partnerships with Colorado business and civic organizations with which our target audience has some affiliation. Seek partnerships/cooperation with national manufacturers of outdoor equipment used by OHV riders.**

A sample list is attached in the appendix. This portion of the PR plan is vital to the project's continued success because the "partnerships" can help leverage limited campaign dollars. Partners will be asked to include the project logo in any ads or literature. The Coalition will also sponsor special events when feasible; pursue other opportunities as they arise to further develop relationships with key groups in Colorado. As feasible, the program will provide other collateral material to participating/supporting retailers, dealerships, sporting goods stores, grocery stores, etc – in order to more broadly develop exposure for the targeted audiences.

Completion Deadline: ongoing

7. **Pursue television program opportunities on relevant stations and/or programs.**

There are several shows on network television relating to outdoor life in Colorado and we will pursue those opportunities as well as those on cable networks, such as Speedvision and ATVision.

Completion Date: ongoing

Total Expenditures for Public Relations Support:	\$40,000
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