RIDE ON

DESIGNATED ROUTES

Wyoming

RESPECTED ACCESS IS OPEN ACCESS

Wyoming Trails
Wyoming State Parks, Historic Sites & Trails

Wyoming State Parks & Historic Sites & Trails

Forest Service U.S. Department of Agriculture

U.S. Department of the Interior Bureau of Land Management

tread lightly! ON LAND AND WATER

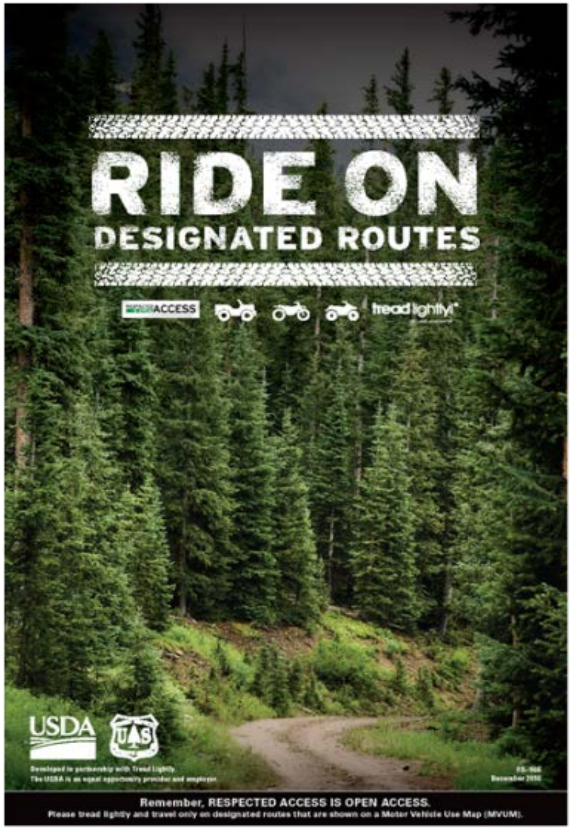
Tread Lightly! At-A-Glance

- 1985 – Started by USFS as a public awareness campaign to foster responsible recreation ethic
  - Similar in concept to Smokey Bear and Woodsy Owl
  - Quickly adopted by BLM and other federal and state agencies
  - Niche promoting safe motorized & mechanized vehicle use
- 1990 –*Transitioned* into a nonprofit through an *MOU* to initiate public/private collaboration
  - Becomes both a philosophy and national nonprofit
  - Can pool public to public and puprivate funding
- NOW – credible, apolitical organization delivering critically needed, cost-effective solutions to today's most pressing surrounding recreation issues
  - Scope of work includes both land and water recreation
- Celebrated 25th anniversary in 2015

Primary Message

RIDE ON Designated Routes

- Created by Tread Lightly! at the request of the WO to help raise awareness of TMR
  - A key message available for use by any agency transitioning to a designated route system for OHVs
- Can be customized to resonate locally while maintaining national consistency



Overview of Statewide Partnerships

RIDE ON
DESIGNATED ROUTES
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- 2012 – Launched first-of-a-kind interagency partnership – *RIDE ON Utah*
  - Enhancing federal and state agency collaboration and cooperation
  - Increasing emphasis on education & stewardship efforts to improve behaviors

- 2013 – Wyoming State Trails initiated RIDE ON Wyoming partnership
  - USFS, BLM, Wyoming State Trails and Wyoming State Parks

- 2015/16 – More statewide partnerships emerging in:

Arizona	Colorado
California	Kentucky
Idaho	Oregon
Michigan	Nevada
Montana	Washington

RIDE ON Wyoming
What, How, Who and Why?

RIDE ON DESIGNATED ROUTES Wyoming
RESPECTED ACCESS IS OPEN ACCESS

- *What:* Promoting Consistent Messaging Statewide, Across Boundaries
- *How:* Develop a statewide education, outreach and engagement plan
- Who:
  - US Forest Service
  - Bureau of Land Management
  - Wyoming State Trails
  - Wyoming State Parks
  - Tread Lightly!

- Why:
  - Assist agencies with travel management planning and implementation
  - Raising the public's awareness of current policies to ensure compliance
  - Sustaining access and opportunities in balance with resource conservation

Collaborative Efforts can Reduce Conflicts and Improve Resource Conditions

RIDE ON Wyoming

Education, Outreach and Engagement

- Educational Materials
  - Adults & Youth
- Training – providing *Tread Trainer* courses
  - Working with law enforcement officers (LEO) is vital
- Connecting thru Outreach
  - Events
  - Retailers
- Marketing/Communications
  - Billboards to Social Media to video and radio
  - Increasing presence on forums and blogs