

# Responsive Management™



## **BASELINE DATA FOR ASSESSING TREAD LIGHTLY!® CAMPAIGN EFFORTS IN UTAH: LAND MANAGERS' OPINIONS ON OFF-HIGHWAY VEHICLE MANAGEMENT AND THEIR AWARENESS OF CAMPAIGN MESSAGES**

**Conducted for Tread Lightly!®**

**by Responsive Management**

**2013**

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TREAD LIGHTLY!® CAMPAIGN EFFORTS IN UTAH:  
LAND MANAGERS' OPINIONS ON OFF-HIGHWAY  
VEHICLE MANAGEMENT AND THEIR AWARENESS  
OF CAMPAIGN MESSAGES**

**2013**

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## **EXECUTIVE SUMMARY**

### **INTRODUCTION AND METHODOLOGY**

The U.S. Forest Service, the Bureau of Land Management, the Utah Division of State Parks, the Utah Division of Wildlife Resources, and the Utah School and Institutional Trust Lands Administration (hereinafter referred to as the survey partners) recently partnered with Tread Lightly! to develop and implement a multi-faceted, customized education and outreach plan.

Tread Lightly!® is a national not-for-profit organization committed to promoting responsible outdoor recreation through ethics education and stewardship. As part of this commitment, Tread Lightly! facilitates education and outreach aimed at balancing the needs and expectations of outdoor recreationists with the ethical and environmental concerns that affect the stability and longevity of the nation's natural resources. These goals necessitate informed education and outreach efforts to help mitigate recreationists' impacts on natural resources and increase their opportunities for responsible outdoor recreation. Tread Lightly! develops context-specific messages focused on issues related to responsible outdoor recreation, ethics, and stewardship.

The overall education and outreach effort involves two primary audiences: OHV users and managers of public lands in Utah from state and federal agencies and organizations (hereinafter referred to as Utah land managers). The survey of OHV users established baseline data regarding users' behaviors, their environmental opinions, and their attitudes toward land management in Utah; these results are discussed in a separate report. This report covers the results of the survey of Utah land managers, which provide baseline data regarding OHV use on public land, management challenges, and on-the-ground impacts that land managers have observed as a result of Tread Lightly! and other campaign efforts.

A Web-based survey was selected as the preferred sampling medium because it allowed Utah land managers to complete the survey at their convenience, allowing time to determine answers for questions regarding specific land acreage, citations issued, etc. Additionally, all Utah land managers had access to e-mail (for the delivery of the survey Web address and for reminders) and to the Web for the survey site. The survey questionnaire was developed cooperatively by Responsive Management and the survey partners. Responsive Management conducted pre-tests

of the questionnaire to ensure proper wording, flow, and logic in the survey. The sample of Utah land managers within state and federal agencies and organizations was obtained from the U.S. Forest Service. Responsive Management obtained responses from 91 Utah land managers. The survey was conducted in January and February 2013. The analysis of data was performed using Statistical Package for the Social Sciences as well as proprietary software developed by Responsive Management.

## **PERMISSION OF OHV USE AND OTHER ASPECTS OF LAND MANAGEMENT**

### **Permission of OHV Use on Public Land**

- The overwhelming majority of Utah land managers surveyed (95%) indicated that OHV driving is permitted on some or all of the public lands they manage.
- Among Utah land managers who manage public lands where OHV driving is permitted, the mean number of *acres* on which OHV driving is permitted is 1,035,356.42 acres, while the median is 400,000 acres. The mean number of *miles of trails* designated for OHV use or where OHV use is permitted is 46,869.47 miles; the median is 900 miles. Note that in both cases, the median is likely to be more indicative of the typical number of acres/miles on which OHV driving is allowed, given that the mean figures are inflated by a small number of respondents who manage particularly sizable portions of land where OHV driving is allowed.
- Utah land managers who manage public lands where OHV driving is permitted were asked about the counties in which OHV use is permitted. The top counties include Garfield (named by 35% of respondents), Kane (25%), Grand (24%), Emery (21%), Box Elder (20%), Carbon (17%), and San Juan (17%).
- The most common types of areas available or open for OHV use include dirt roads (93% of Utah land managers who manage public lands where OHV driving is permitted say that this type of area is open to OHV use), trails (76%), and designated OHV areas (63%). Paved roads were named by 49% of respondents, followed by unmarked areas and trails (37%) and groomed snowmobile trails (31%).

### **General Management Issues Related to OHV Use**

- Asked whether managing OHV users has become easier, remained the same, or become more difficult, Utah land managers who manage public lands where OHV driving is permitted overwhelmingly think that such management has become more difficult (58%); just over a quarter (28%) say that management of OHV users has remained the same, while 10% think it has become easier.
  
- A question asked land managers who manage public lands where OHV driving is permitted what they thought were the most important issues related to OHV use on their land. The top answer, by far, is the creation of unauthorized trails (named by 89% of respondents to the question). Other areas named by at least two-thirds of respondents to the question include education (70%), soil health (69%), and signage issues (68%). Rounding out the list of issues named by at least a majority of respondents are habitat condition/health of wildlife populations (65%), lack of law enforcement for OHV issues (63%), vegetation health (61%), water quality (55%), and poor behavior of OHV users (55%).

### **Use of the Motorized Travel Management Planning Process**

- Nearly three-quarters of Utah land managers who manage public lands where OHV driving is permitted (73%) have participated in the Motorized Travel Management Planning Process, either in the capacity of their office or district. Just 10% say they have not participated, while 17% are unsure.

### **Land Closures**

- The majority of Utah land managers who manage public lands where OHV driving is permitted (59%) have had land that they manage temporarily or permanently closed to OHV driving in the past two years.
  - The most common reasons for such closures include fire rehabilitation, resource damage, wildlife and habitat protection, and seasonal closures.

## CHARACTERISTICS OF OHV USE

- Asked whether OHV users usually go OHV driving for the primary purpose of OHV driving, as part of another activity, or both about equally, Utah land managers who manage public lands where OHV driving is permitted most commonly say that drivers usually go for both reasons about equally (61%). Otherwise, 23% say that OHV drivers go primarily for OHV driving; just 10% indicate that OHV drivers go as part of another activity.
  - The most common other activities in which OHV users participate while using an OHV on Utah land include hunting, driving for pleasure, enjoying scenic views or overlooks, and camping.
  
- Utah land managers who manage public lands where OHV driving is permitted were asked about the total number of OHV users they had on the land they manage in 2012. The mean number is 134,233 users, while the median is 47,500 users. As before, note that the median is likely to be more indicative of the typical number of OHV users in an area per year, as the mean figure is inflated by one or a small number of respondents who had an atypically large number of OHV users. It should also be noted that more than half of the respondents to this question indicated being unsure of the total number of OHV users on their land in 2012 or did not provide an answer.
  
- Utah land managers who manage public lands where OHV driving is permitted were asked about the percentage of several different types of OHVs that were used on the land they manage in 2012. At the top of the list are all-terrain vehicles, with a mean percentage of 37.17%; this means that, on average, Utah land managers estimate that 37.17% of all OHVs used on their land in 2012 were all-terrain vehicles. This is followed by UTV or side by sides (mean of 17.06%), sport utility vehicles or jeeps (mean of 13.88%), trucks (mean of 13.38%), dirt bikes, motorcycles, or mini-bikes (mean of 11.46%), and snowmobiles (mean of 5.44%).

## **OHV-RELATED ENFORCEMENT**

### **Warnings and Citations Issued**

- Utah land managers who manage public lands where OHV driving is permitted were asked, overall, how many *warnings* were issued to OHV users during 2012. The mean number of warnings issued on the land managed by Utah land managers in 2012 is 226 warnings, while the median is 40 warnings.
  - Regarding specific types of *warnings*: the most warnings issued are for failure to comply with OHV registration requirements (mean of 123 warnings issued in 2012, median of 4); this is followed by warnings for operating off of designated routes or on a public road not authorized for OHV use (mean of 61, median of 4) and warnings for various other types of violations (mean of 48, median of 0). Rounding out the list are warnings for unsafe operation (mean of 19, median of 0), equipment or sound violations (mean of 5, median of 0), and driving under the influence (mean of 1, median of 0).
  - All Utah land managers were asked, overall, how many warnings were issued in 2012 for operating an OHV in an area where OHV use is *not* authorized or permitted. The mean number is 52 warnings, and the median is 5 warnings.
  
- The mean number of *citations* issued on the land managed by Utah land managers in 2012 is 141 citations, while the median is 13 citations.
  - In general, the results regarding specific types of *citations* track quite closely with the results for warnings: the most citations issued are for failure to comply with OHV registration requirements (mean of 67 citations issued in 2012, median of 5); this is followed by citations for various other types of violations (mean of 32, median of 0) and citations for operating off of designated routes or on a public road not authorized for OHV use (mean of 30, median of 3). The other citation types had lower rates of issuance: they include citations for unsafe operation (mean of 19, median of 0), equipment or sound violations (mean of 7, median of 0), and driving under the influence (mean of 2, median of 0).
  - All Utah land managers were asked, overall, how many citations were issued in 2012 for operating an OHV in an area where OHV use is *not* authorized or permitted. The mean number is 15 citations, and the median is 1 citation.



### **Damage Caused by OHV Use**

- The overwhelming majority of Utah land managers surveyed (75%) have had damage caused by OHV use in 2012 on the land they manage.
  - The mean number of *acres* damaged is 38,665.44 acres, while the median is 11 acres.
  - The mean number of acres closed due to OHV use or damage is 479.31 acres, while the median is 0 acres.
  - The mean number of *miles* damaged is 80.62 miles, and the median is 6 miles.
  - The mean number of miles closed in 2012 due to OHV use or damage, either temporarily or permanently, is 3.32 miles; the median is 0 miles.
  - The most common types of damage from OHV use include the creation of unauthorized trails (named by 88% of land managers who had damage on their land), soil health damage (81%), and vegetation health damage (76%). Smaller percentages named damage to habitat conditions and the health of wildlife populations and water quality damage.

### **OHV SAFETY**

- The survey asked Utah land managers who manage public lands where OHV driving is permitted about the frequency in which OHV users wear three safety items: helmet, eye protection, and boots. In the results by the ranking of items worn *always* or *frequently*, 39% of land managers say that OHV users wear a helmet always or frequently, compared to 29% who say that OHV users wear ear protection always or frequently and 23% who say that OHV users wear boots always or frequently.
  
- Utah land managers were asked to rate the problem of alcohol use while driving OHVs. While a majority of respondents think it is a problem (58% say it is), they more often think it is a minor problem (48%) rather than a major problem (10%).

### **AWARENESS OF MESSAGES AND CAMPAIGNS FOR RESPONSIBLE OHV USE**

- Nearly all Utah land managers surveyed (96%) have seen or heard messages or campaigns about responsible OHV use.

- The top sources through which Utah land managers have seen or heard messages or campaigns about responsible OHV use are park, recreation, or other activity areas, posters, pamphlets or brochures, and billboards.
- Utah land managers who had seen or heard messages or campaigns about responsible OHV use were given a list of six messages/campaigns and asked which they had seen or heard. No less than 70% of land managers have seen or heard each of the messages or campaigns on the list. At the top of the ranking is Tread Lightly! (100% of respondents have seen or heard this), followed by Ride on Designated Routes (94%), and Stay on Trails! (88%). Rounding out the list are Protect Your Privilege (79%), Respected Access is Open Access (73%), and Live by the Rules! (71%).
  - Regarding the frequency with which Utah land managers have seen or heard the messages or campaigns (on a scale of *frequently*, *sometimes*, *rarely*, or *never*), one message stands out from the others in the ranking by the percentage of land managers who have seen or heard the various messages *frequently*: 40% have seen or heard Tread Lightly! frequently, compared to 23% for Ride on Designated Routes and 21% for Protect Your Privilege. The other messages were seen or heard frequently by no more than 15% of respondents.
  - In the ranking by the percentage of land managers who have seen the various messages *frequently* or *sometimes*, three messages have a majority of land managers who have seen or heard them: Tread Lightly! (77% of land managers have seen this message frequently or sometimes), Ride on Designated Routes (71%), and Stay on Trails! (54%). The other messages were seen or heard frequently or sometimes by no more than 44% of respondents.
- Utah land managers were asked to rate the effectiveness of each message or campaign they had seen or heard on a scale of 0 (not at all effective) to 10 (extremely effective). No message or campaign receives a mean rating exceeding 5.71, and just three of the six messages/campaigns have a mean rating above the midpoint: Tread Lightly! (mean rating of 5.71), Ride on Designated Routes (5.32), and Protect Your Privilege (5.14). The other messages/campaigns have mean ratings at the midpoint or lower: Stay on Trails! (5.00), Live by the Rules! (4.45), and Respected Access is Open Access (3.97).

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## **INTRODUCTION AND METHODOLOGY**

The U.S. Forest Service, the Bureau of Land Management, the Utah Division of State Parks, the Utah Division of Wildlife Resources, and the Utah School and Institutional Trust Lands Administration (hereinafter referred to as the survey partners) recently partnered with Tread Lightly! to develop and implement a multi-faceted, customized education and outreach plan.

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The overall education and outreach effort involves two primary audiences: OHV users and managers of public lands in Utah from state and federal agencies and organizations (hereinafter referred to as Utah land managers). The survey of OHV users established baseline data regarding users' behaviors, their environmental opinions, and their attitudes toward land management in Utah; these results are discussed in a separate report. This report covers the results of the survey of Utah land managers, which provide baseline data regarding OHV use on public land, management challenges, and on-the-ground impacts that land managers have observed as a result of Tread Lightly! and other campaign efforts. The study entailed a Web-based survey of Utah land managers. Specific aspects of the research methodology are discussed below.

### **USE OF A WEB-BASED SURVEY**

For this study, a Web-based survey was selected as the preferred sampling medium because it allowed Utah land managers to complete the survey at their convenience, allowing time to determine answers for questions regarding specific land acreage, citations issued, etc.

Additionally, all Utah land managers had access to e-mail (for the delivery of the survey Web address and for reminders) and to the Web for the survey site.

## **QUESTIONNAIRE DESIGN**

The telephone survey questionnaire was developed cooperatively by Responsive Management and the survey partners based on the research team's familiarity with OHV use and management, as well as outdoor recreation and land management issues. Responsive Management conducted pre-tests of the questionnaire to ensure proper wording, flow, and logic in the survey.

## **SURVEY SAMPLE**

The sample of land managers in Utah was obtained from Utah State Parks. The sample consisted of 142 land managers, including representatives from the U.S. Forest Service, Bureau of Land Management, Utah Division of State Parks, Utah Division of Wildlife Resources, and Utah School and Institutional Trust Lands Administration. All respondents were employees directly responsible for managing public land in Utah.

## **SURVEY DATES AND TIMES**

The Web-based survey was conducted in January and February 2013. Because the survey was Web-based, respondents could take the survey at a time most suitable to them. To encourage participation, Responsive Management sent an initial e-mail invitation and two e-mail reminders asking that potential respondents take the survey or to finish a partially completed survey. The initial survey completion deadline was also extended to further encourage participation.

## **SURVEY DATA COLLECTION AND QUALITY CONTROL**

The survey was coded into a Web-based survey using commercially available Web-based surveying software. An attempt was made to obtain responses from every land manager identified in the database. As noted previously, two e-mail reminders and an extended deadline encouraged survey participation and completion. Responsive Management obtained responses from 91 land managers from the total sample of 142 potential respondents, giving a response rate of 64%.

The data were exported from the Web-based survey database to Responsive Management's database in a format compatible with Statistical Package for the Social Sciences (SPSS) using the standard export feature of the Web-based survey software.

## **DATA ANALYSIS**

The analysis of data was performed using SPSS as well as proprietary software developed by Responsive Management. The data analysis included preparation of study graphs and tabulations of verbatim responses to some questions.

On questions that asked respondents to provide a number (e.g., number of acres), the graph shows ranges of numbers rather than the precise numbers. Nonetheless, in the survey respondents provided a precise number, and the dataset includes this precise number, even if the graph only shows ranges of numbers. Note that the calculation of means and medians used the precise numbers that the respondents provided.

## **ADDITIONAL INFORMATION ABOUT THE PRESENTATION OF RESULTS IN THE REPORT**

In examining the results, it is important to be aware that the questionnaire included several types of questions:

- Open-ended questions are those in which no answer set is read to the respondents; rather, they can respond with anything that comes to mind from the question.
- Closed-ended questions have an answer set from which to choose.
- Single or multiple response questions: Some questions allow only a single response, while other questions allow respondents to give more than one response or choose all that apply. Those that allow more than a single response are indicated on the graphs with the label, "Multiple Responses Allowed."
- Scaled questions: Many closed-ended questions (but not all) are in a scale, such as excellent-good-fair-poor.
- Series questions: Many questions are part of a series, and the results are primarily intended to be examined relative to the other questions in that series (although results of the questions individually can also be valuable). Typically, results of all questions in a series are shown together.

Some graphs show an average, either the mean or median (or both). The mean is simply the sum of all numbers divided by the number of respondents. Because outliers (extremely high or low numbers relative to most of the other responses) may skew the mean, the median may be shown.

The median is the number at which half the sample is above and the other half is below. In other words, a median of 150 means that half the sample gave an answer of more than 150 and the other half gave an answer of less than 150.

Most graphs show results rounded to the nearest integer; however, all data are stored in decimal format, and all calculations are performed on unrounded numbers. For this reason, some results may not sum to exactly 100% because of this rounding on the graphs. Additionally, rounding may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “major problem” and “minor problem” are summed to determine the total percentage who consider an issue to be a problem).

Within the survey, “OHV” was defined for respondents as follows: an off-highway vehicle, such as an ATV (all-terrain vehicle), quad, four-wheeler, three-wheeler, UTV (utility task vehicle), side by side, 4x4 (four-wheel drive vehicle), dirt bike, motorcycle, mini-bike, SUV (sport utility vehicle) or jeep driven off-road, truck (either two-wheel drive or four-wheel drive) driven off-road, golf cart driven off-road (NOT driven on a road, sidewalk, or golf course), go-cart, sand rail, dune buggy driven off-road, or snowmobile.

## SURVEY RESULTS

### PERMISSION OF OHV USE AND OTHER ASPECTS OF LAND MANAGEMENT

#### Permission of OHV Use on Public Land

- The overwhelming majority of Utah land managers surveyed (95%) indicated that OHV driving is permitted on some or all of the public lands they manage.
  - The small number of respondents who indicated that OHV driving is *not* permitted on the land they manage were asked why their public lands are closed to OHV driving. These reasons are shown in the table on page 8.
- Among Utah land managers who manage public lands where OHV driving is permitted, the mean number of *acres* on which OHV driving is permitted is 1,035,356.42 acres, while the median is 400,000 acres. The mean number of *miles of trails* designated for OHV use or where OHV use is permitted is 46,869.47 miles; the median is 900 miles. Note that in both cases, the median is likely to be more indicative of the typical number of acres/miles on which OHV driving is allowed, given that the mean figures are inflated by a small number of respondents who manage particularly sizable portions of land where OHV driving is allowed.
- Utah land managers who manage public lands where OHV driving is permitted were asked about the counties in which OHV use is permitted. The top counties include Garfield (named by 35% of respondents), Kane (25%), Grand (24%), Emery (21%), Box Elder (20%), Carbon (17%), and San Juan (17%). Other counties were named by 15% of respondents or less.
- The most common types of areas available or open for OHV use include dirt roads (93% of Utah land managers who manage public lands where OHV driving is permitted say that this type of area is open to OHV use), trails (76%), and designated OHV areas (63%). Paved roads were named by 49% of respondents, followed by unmarked areas and trails (37%) and groomed snowmobile trails (31%).



### **General Management Issues Related to OHV Use**

- Asked whether managing OHV users has become easier, remained the same, or become more difficult, Utah land managers who manage public lands where OHV driving is permitted overwhelmingly think that such management has become more difficult (58%); just over a quarter (28%) say that management of OHV users has remained the same, while 10% think it has become easier.
  
- A question asked land managers who manage public lands where OHV driving is permitted what they thought were the most important issues related to OHV use on their land. The top answer, by far, is the creation of unauthorized trails (named by 89% of respondents to the question). Other areas named by at least two-thirds of respondents to the question include education (70%), soil health (69%), and signage issues (68%). Rounding out the list of issues named by at least a majority of respondents are habitat condition/health of wildlife populations (65%), lack of law enforcement for OHV issues (63%), vegetation health (61%), water quality (55%), and poor behavior of OHV users (55%).

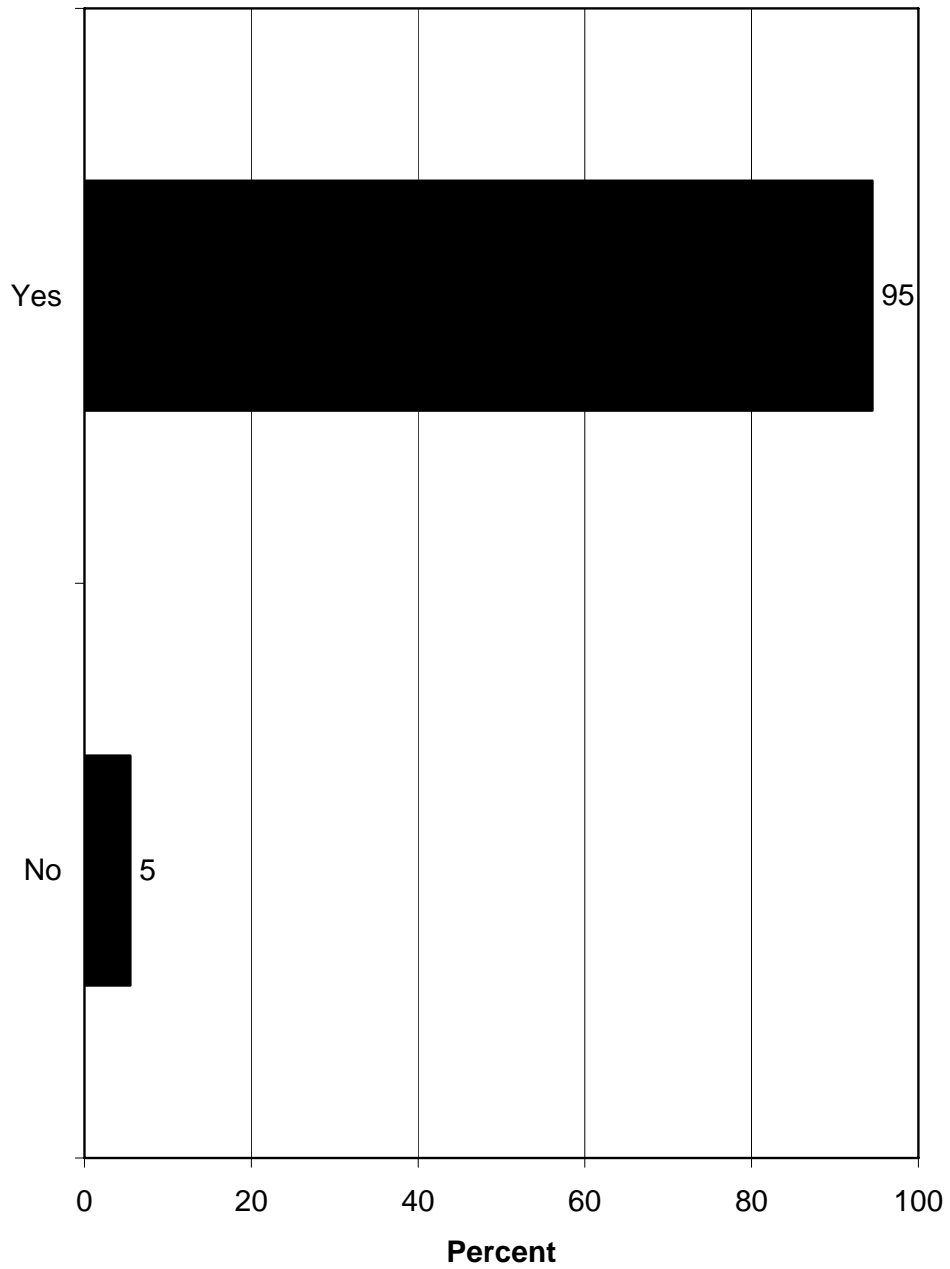
### **Use of the Motorized Travel Management Planning Process**

- Nearly three-quarters of Utah land managers who manage public lands where OHV driving is permitted (73%) have participated in the Motorized Travel Management Planning Process, either in the capacity of their office or district. Just 10% say they have not participated, while 17% are unsure.

### **Land Closures**

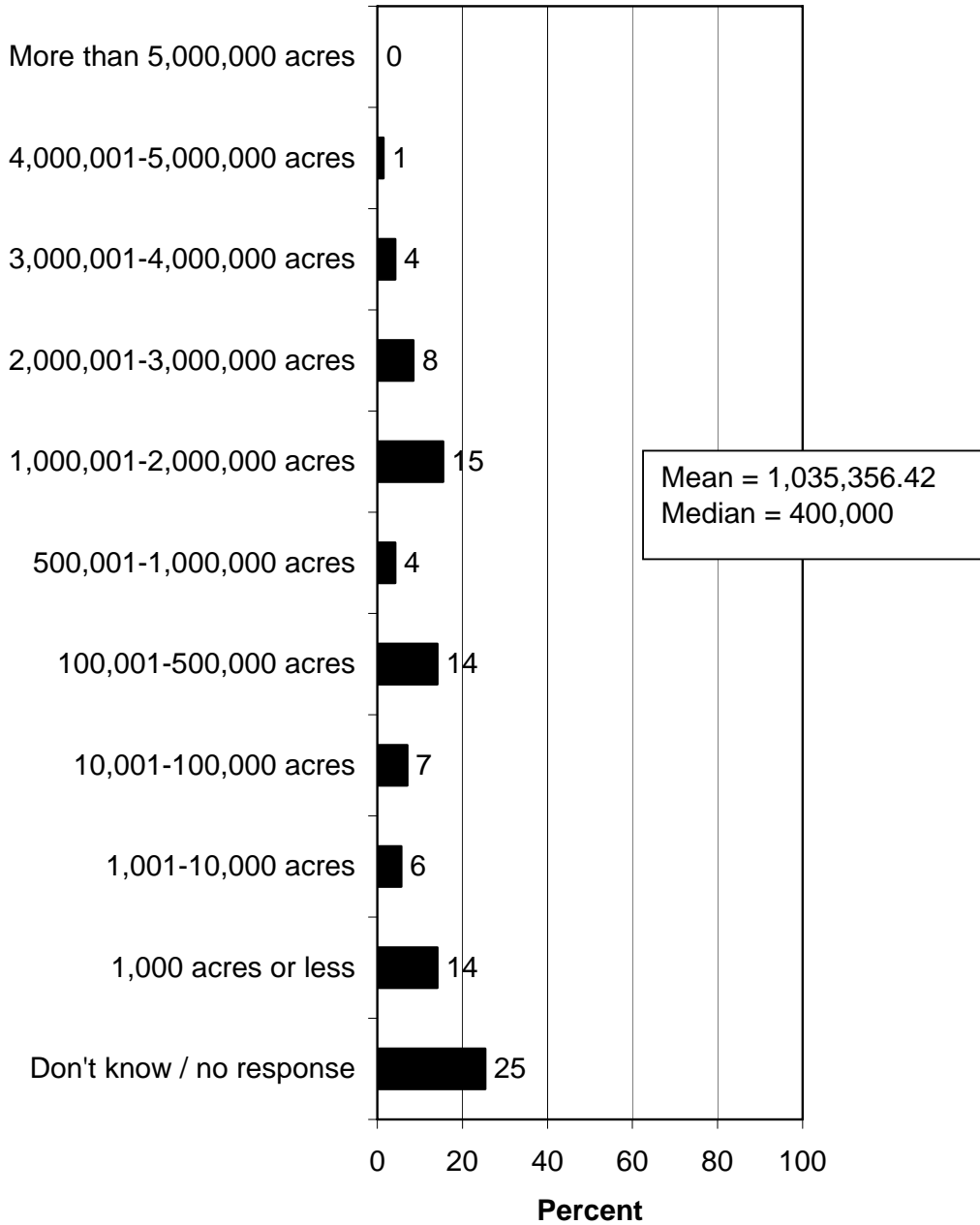
- The majority of Utah land managers who manage public lands where OHV driving is permitted (59%) have had land that they manage temporarily or permanently closed to OHV driving in the past two years.
  - The most common reasons for such closures include fire rehabilitation, resource damage, wildlife and habitat protection, and seasonal closures.

**Is OHV driving permitted on any public lands or portions of public lands that you manage in Utah?**

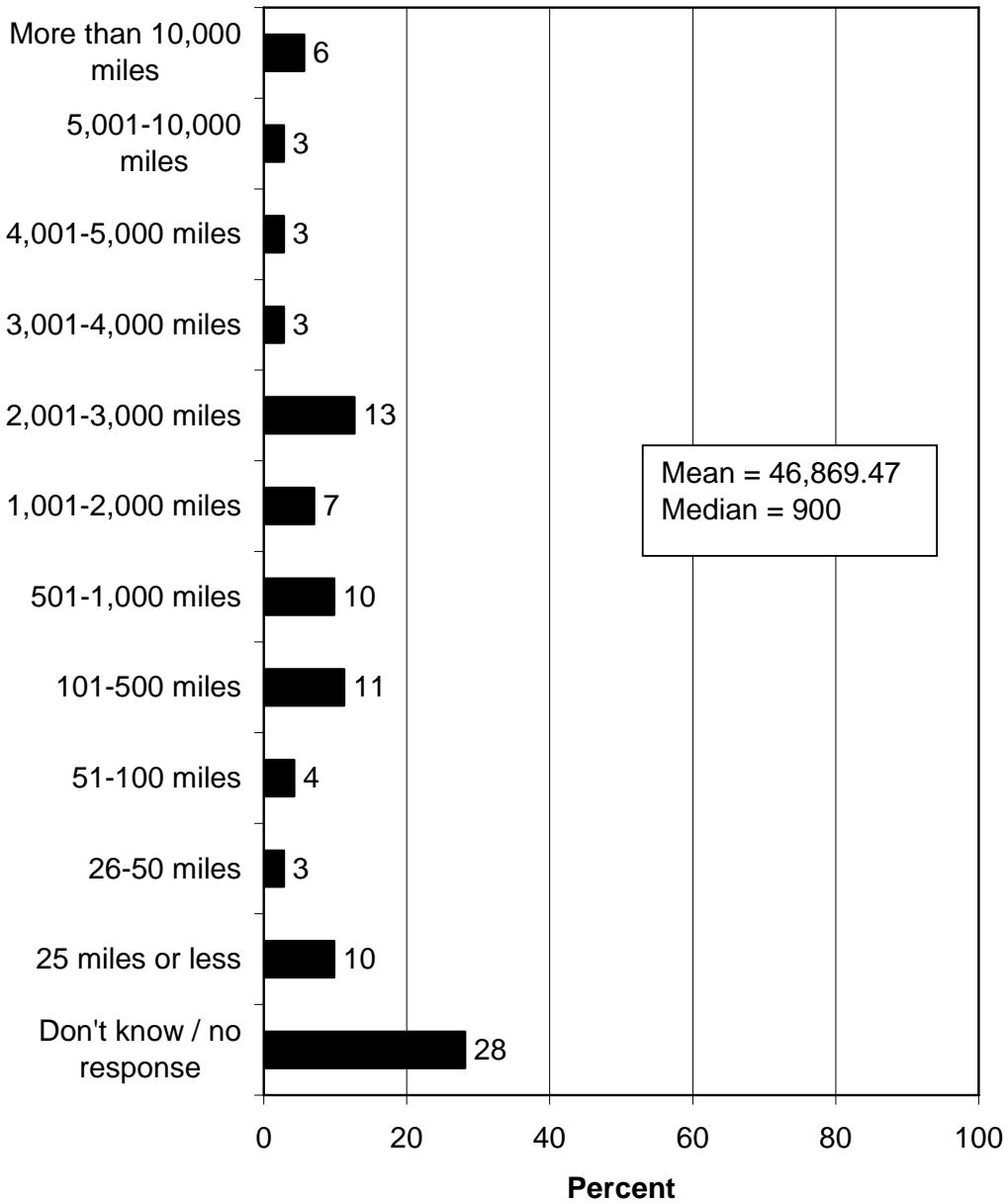


<b>Why are public lands or portions of public lands you manage in Utah closed to OHV driving? (Of those who manage public lands in Utah that are closed to OHV driving.)</b>	<b>Agency / Organization Name</b>	<b>Agency Office / District</b>
It is a State Park located on the eastern shoreline of Utah Lake. It is primarily a marina/picnic/campground facility. The facility contains paved roadways, concrete boat ramps, irrigated turf, natural areas that contain possible historical cultural sites.	Utah State Parks	Utah Lake State Park
Majority of properties we manage are for winter range for big game species. The remainder is managed for the benefit of some type of wildlife species. Driving off of approved roadways damages wildlife habitat and as such defeats the purpose of property ownership.	Utah Division of Wildlife Resources	Southern Region
Park is owned by the Bureau of Reclamation and its primary purpose is water storage, water quality, then recreation.	Utah State Parks	Jordanelle State Park
State Park Land open to OHV use in the winter to access the ice.	Utah State Parks	Rockport State Park
We have numerous roads and trails that provide sufficient recreational riding and the off-road portions of the RD are fragile, steep, rocky and support wildlife cover, foraging, as well as livestock grazing. Approximately 75% of the RD is either roadless and/or wilderness.	U.S. Forest Service	Pine Valley Ranger District

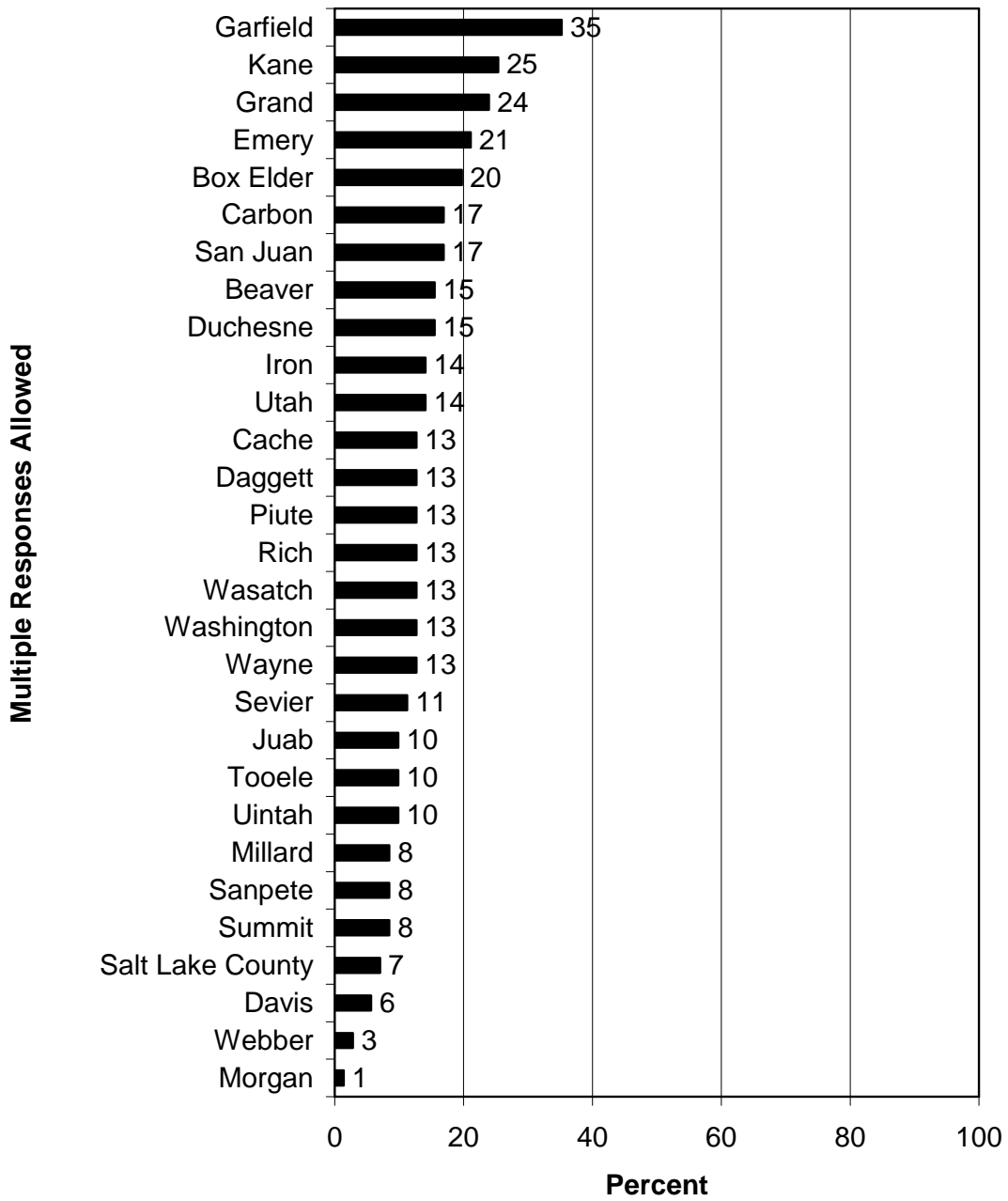
**On how many total acres of the land you manage is OHV use permitted? (Of those who manage public lands or portions of public lands in Utah where OHV driving is permitted.)**



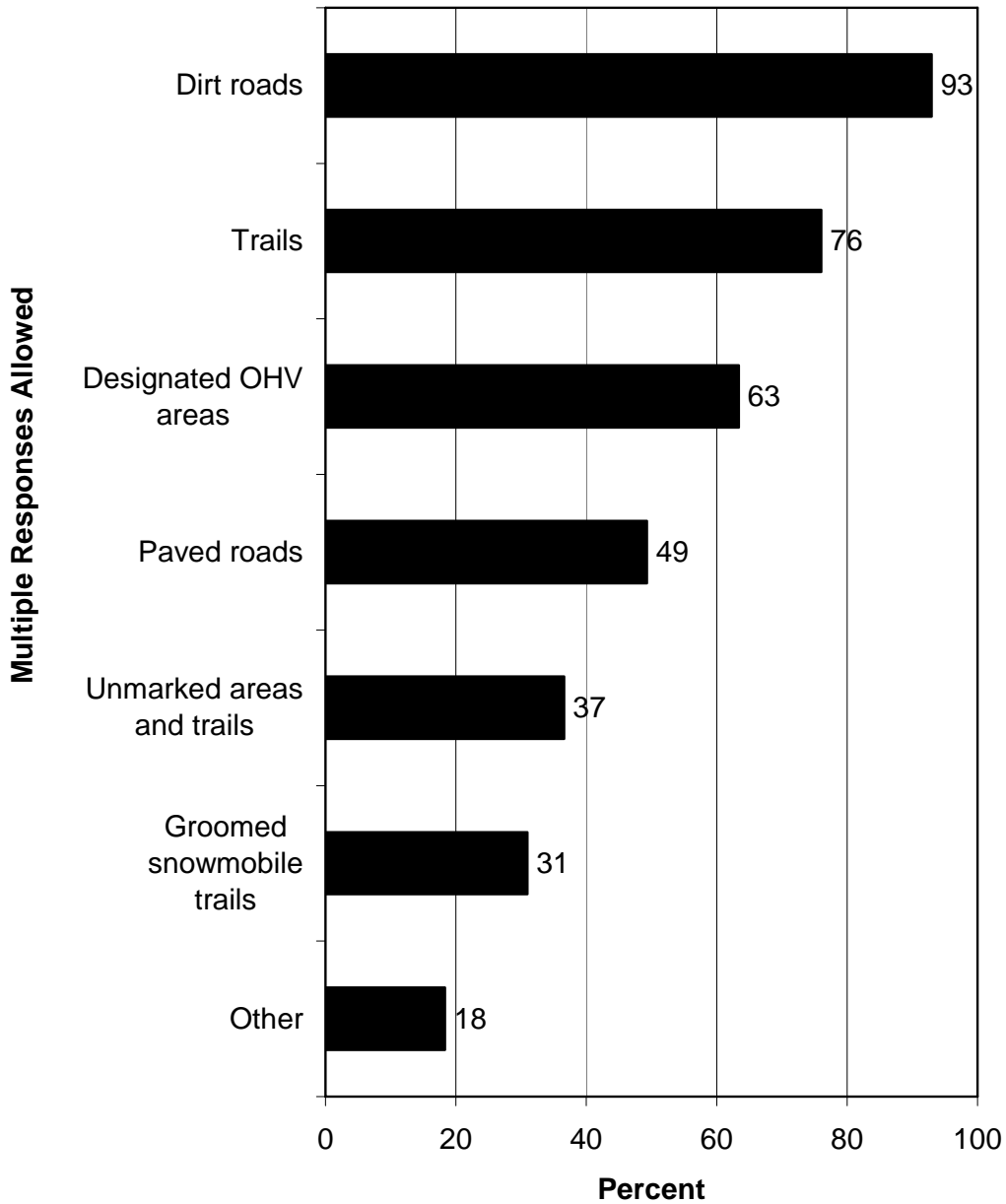
**How many miles of trails are designated for or permit OHV use on the land you manage? (Of those who manage public lands or portions of public lands in Utah where OHV driving is permitted.)**



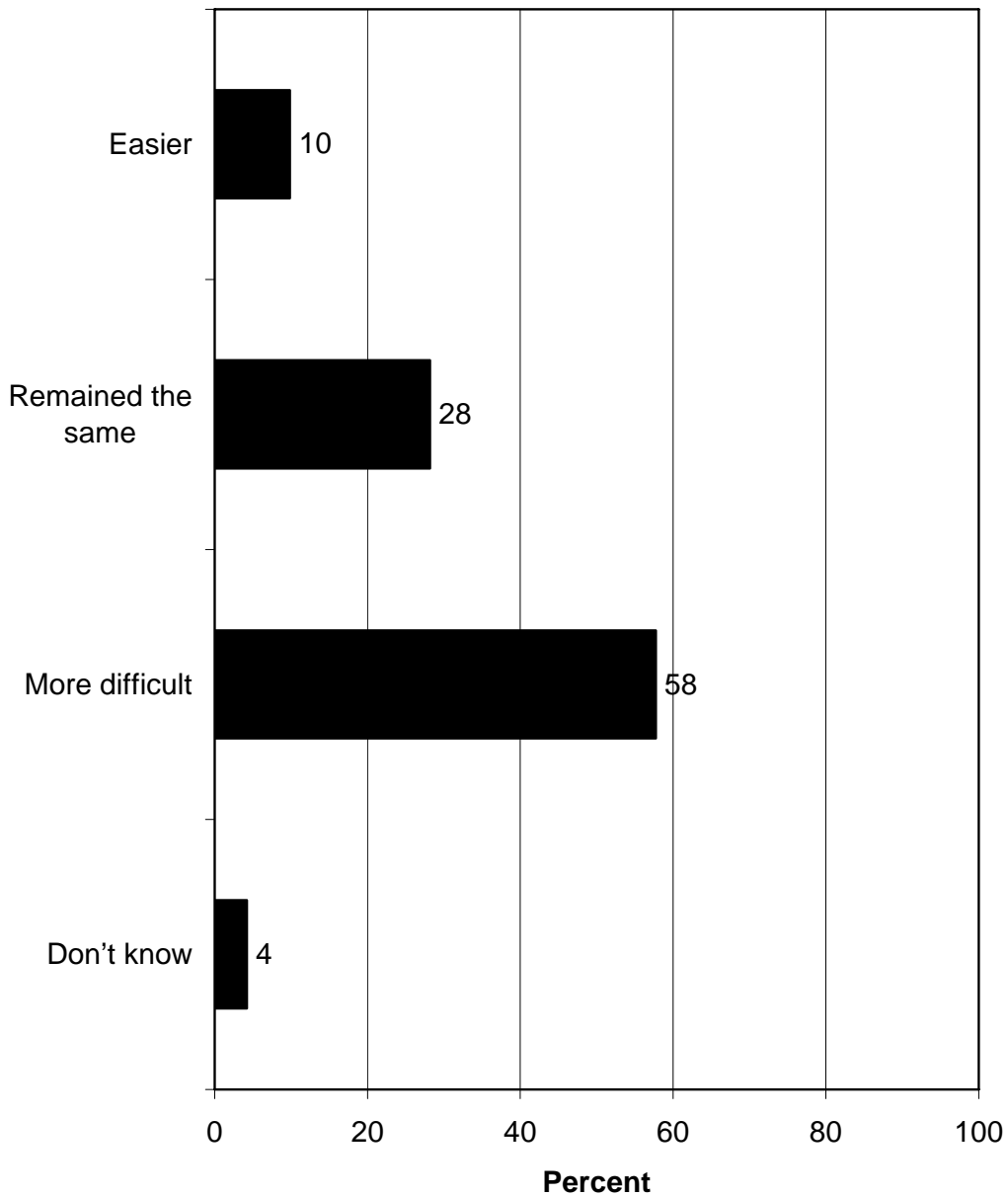
**In what counties is OHV use permitted on the land you manage? (Of those who manage public lands or portions of public lands in Utah where OHV driving is permitted.)**



**Please indicate which of the following types of areas are available or open for OHV use on the land you manage. (Of those who manage public lands or portions of public lands in Utah where OHV driving is permitted.)**

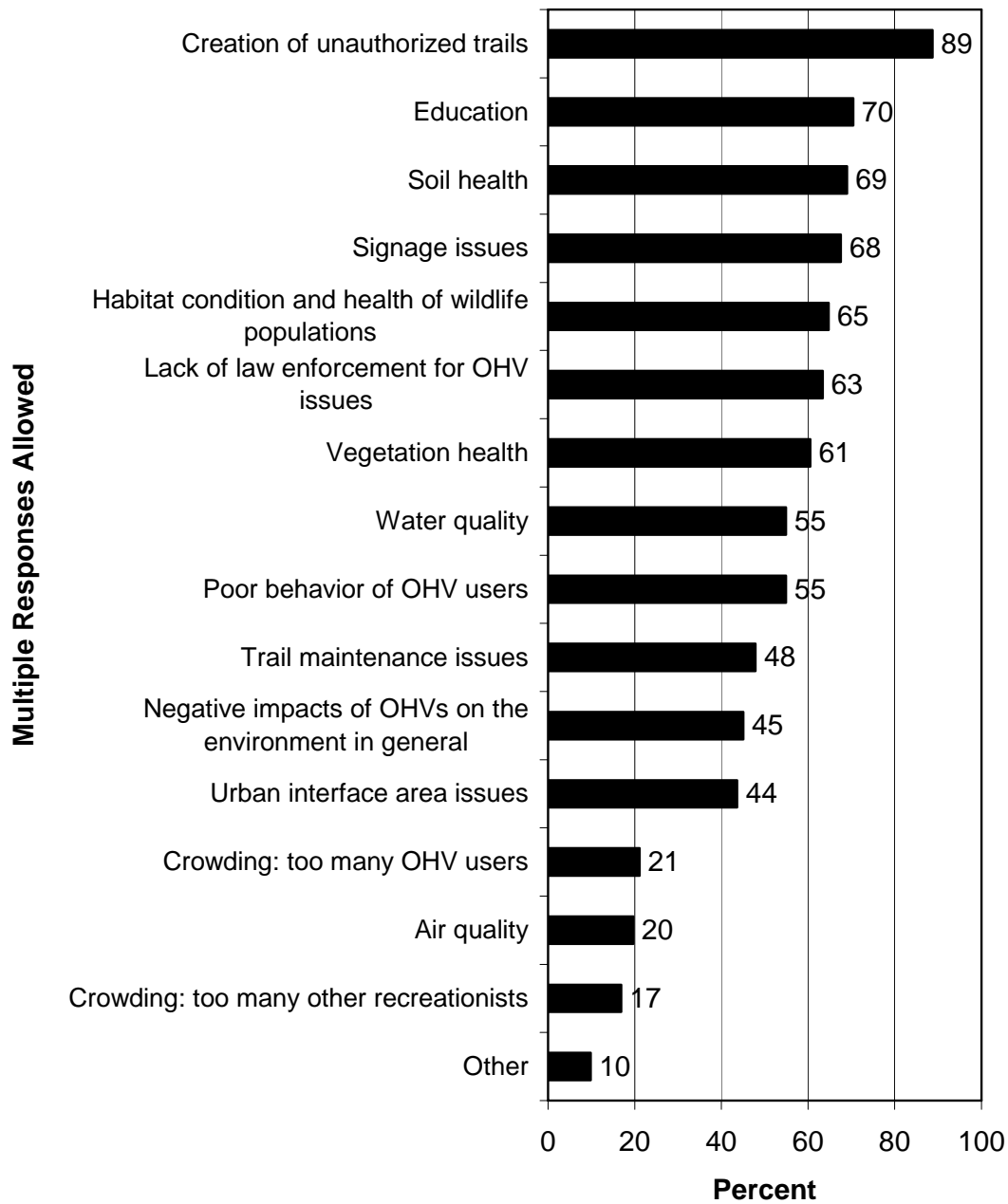


**Over the past 5 years, do you think managing OHV users on the land you manage has become easier, remained the same, or become more difficult? (Of those who manage public lands or portions of public lands in Utah where OHV driving is permitted.)**

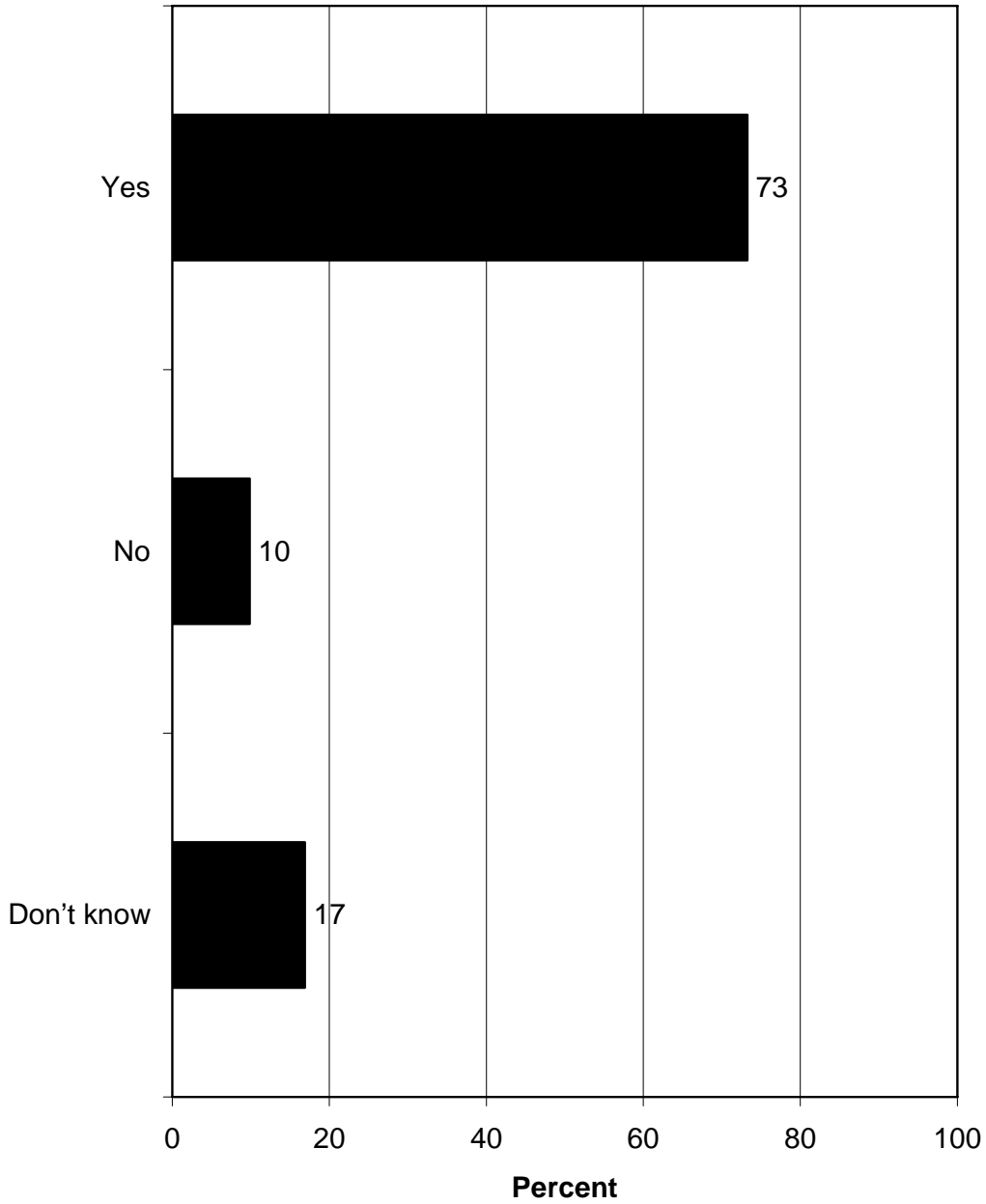




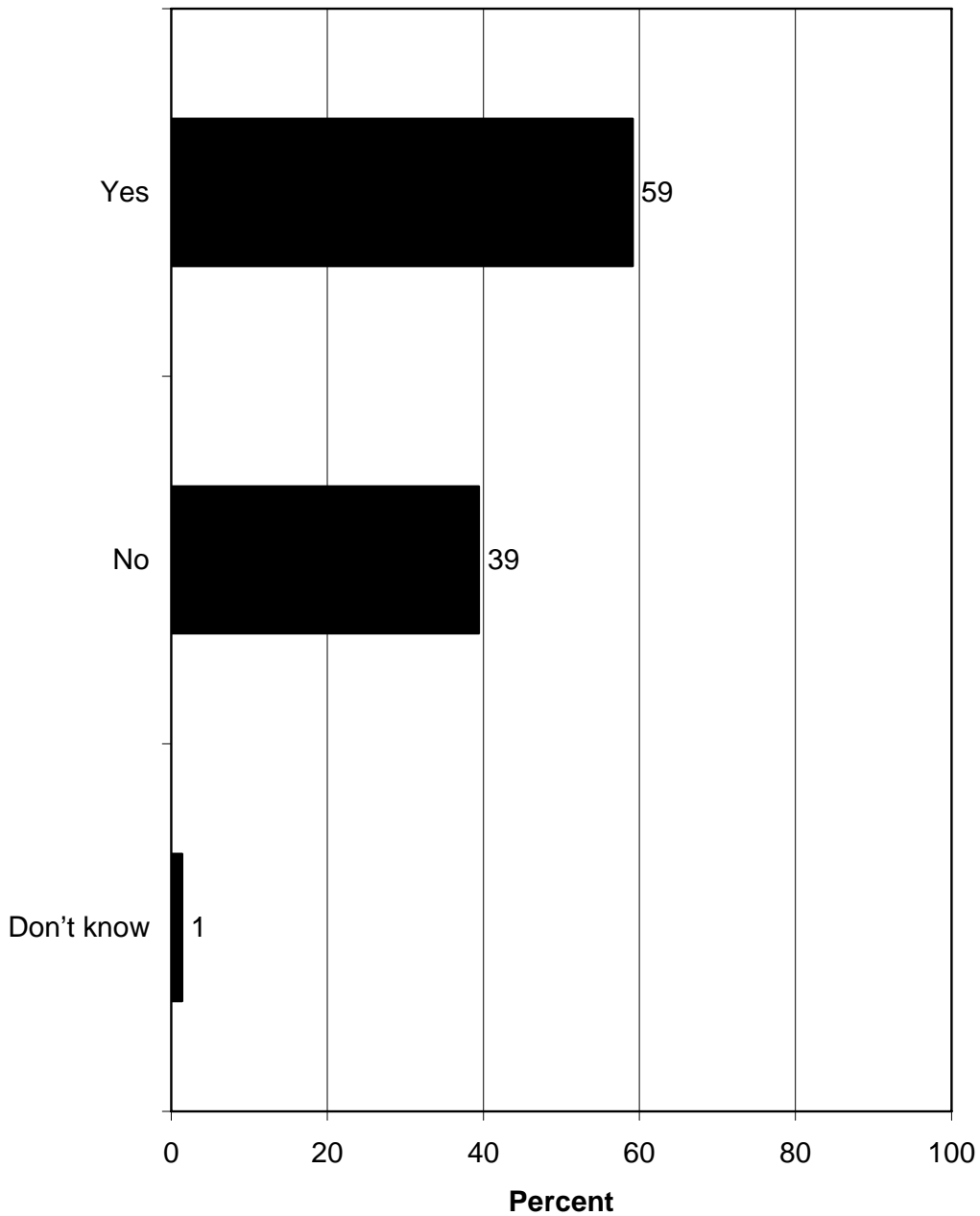
**What are the most important issues related to OHV use on the land you manage? (Of those who manage public lands or portions of public lands in Utah where OHV driving is permitted.)**



**Has your office or district ever participated in the Motorized Travel Management Planning Process? (Of those who manage public lands or portions of public lands in Utah where OHV driving is permitted.)**



**Has any of the land you manage been temporarily or permanently closed to OHV driving in Utah in the past 2 years? (Of those who manage public lands or portions of public lands in Utah where OHV driving is permitted.)**



**Why has the land you manage been temporarily or permanently closed to OHV driving in Utah in the past 2 years? (Of those who have land they manage that has been temporarily or permanently closed to OHV driving in Utah in the past 2 years for any reason.)**

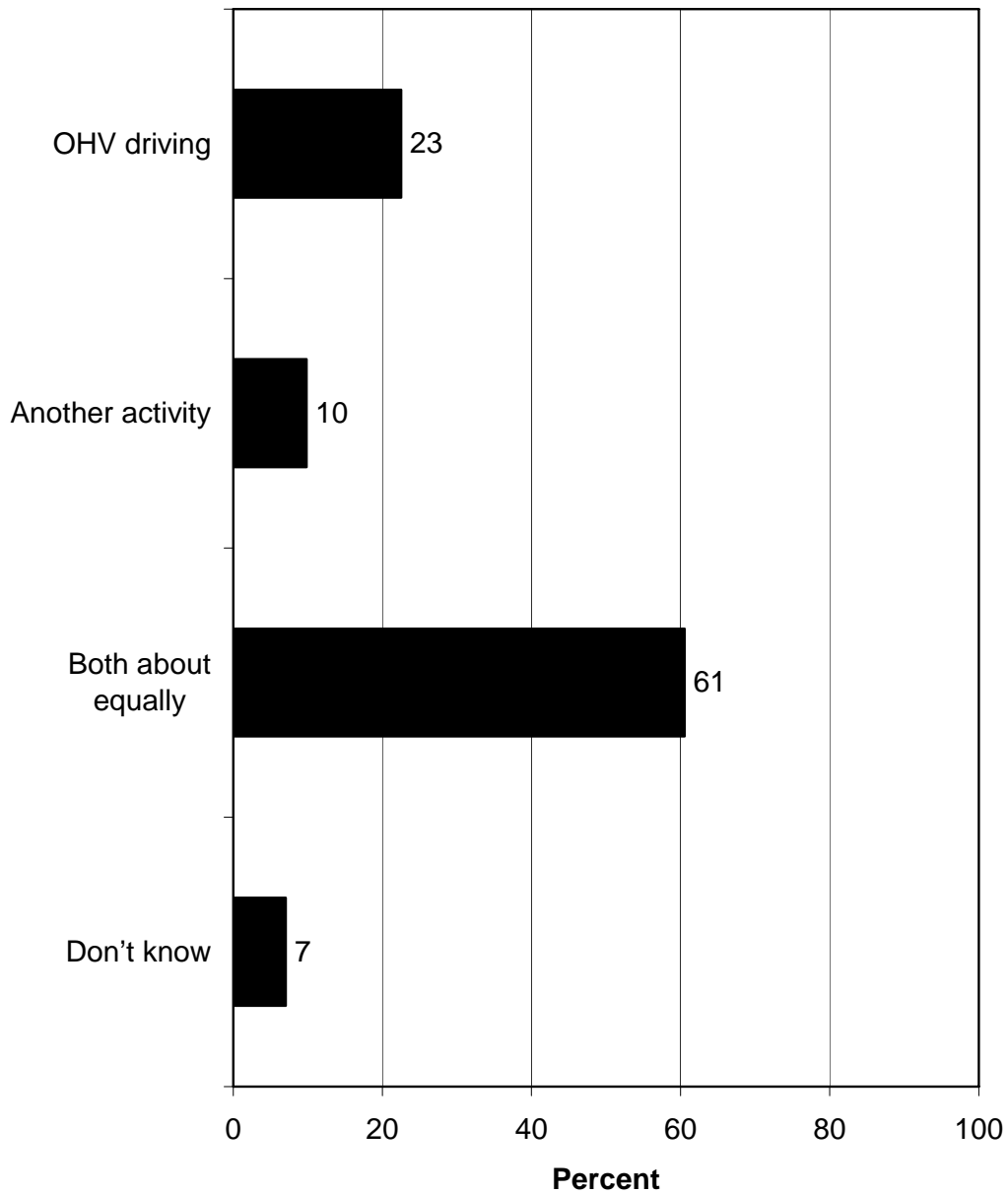
2009 Dixie National Forest MTP decision identified hundreds of miles of roads on the Escalante Ranger District to be closed to all motorized vehicle use—including OHV use. Since 2010, approximately 50 miles have been closed on the District.
About 67% of the Monument is Wilderness Study area, where no motorized or mechanical transport is allowed.
Access issues.
Beach areas are opened/closed to OHVs seasonally. Open in the winter and closed in the summer.
BLM designated the land as Wilderness Study Areas
Closed areas in resource management planning generally include a total of 55,000 acres of 1.7 million for WSAs, ISAs, WSRs etc. Total of seven relatively small areas within our field office are closed to motorized travel.
Closed through our resource management plan
Continuation of previous closure due to wilderness designation; there have been no "new" closures in the past two years
Designated as non-motorized trails.
Fire rehab
Fire rehabilitation and resource damage from OHVs
Fire rehabilitation efforts
Fire restoration protection. To protect watershed.
For non-motorized use activities.
Kane County has closed roads due to road damage. The Monument has designated "routes", such as Sheep Creek and Paria River, and roads in Wilderness Study Areas, as non-motorized.
Land management plan decision to allocate use to a different category of use.
Lands within the boundaries of Wilderness Study Areas
No changes since the GSENM management plan was approved through NEPA process. Nevertheless, there is no cross-country OHV travel allowed. OHVs are allowed to drive on open roads subject to State of Utah laws.
Not an activity allowed in heavily used park areas such as campgrounds and beaches.
OHV use has been closed or limited in order to protect Areas of Critical Environmental Concern and National Conservation Areas.
Overuse and resource degradation
Part of land management decisions outline in the April 2009 Record of Decision for the Motorized Travel Plan. There is a long list of reasons for closures of roads and user created routes. No designated routes designed specifically for OHVs have been closed.
Protect threatened and endangered plant and animal species.
Protection of sensitive areas, closures of unauthorized/user-created routes, seasonal closures for resource protection during the runoff season, closures to protect lessee's interests such as logging contracts, etc.
Protection of sensitive species and resource protection.
Range Rehabilitation, erosion control
Redundant routes, erosion, wildlife protection, unauthorized trails.
Rehabilitation due to fire
Resource damage
Resource degradation concerns associated with a particular area and fire rehabilitation projects
Route redundancy. Resource damage.
Seasonal closure for wildlife protection

<b>Why has the land you manage been temporarily or permanently closed to OHV driving in Utah in the past 2 years? (Of those who have land they manage that has been temporarily or permanently closed to OHV driving in Utah in the past 2 years for any reason.)</b>
Seasonal closures for wildlife protection and weather related road conditions.
Seasonal closures on various roads and trails to protect wildlife or soil. One route seasonally closed by Utah court order.
Some specific trails/roads were closed due to weather conditions
Temporary or seasonal closure for nesting Golden Eagle
To meet multiple resource objectives and proliferation of illegal route.
Too many cherry stem routes and environmental pressures
User created roads and trails that were closed and reclaimed. These roads and trails caused resource damage on lands set aside for wildlife.
Washington Country Land Bill, fire restoration, seasonal restrictions
We allow most OHV only on roads, not off road.
Wilderness Study areas in the San Rafael Swell have stepped up signage in areas where people have been riding

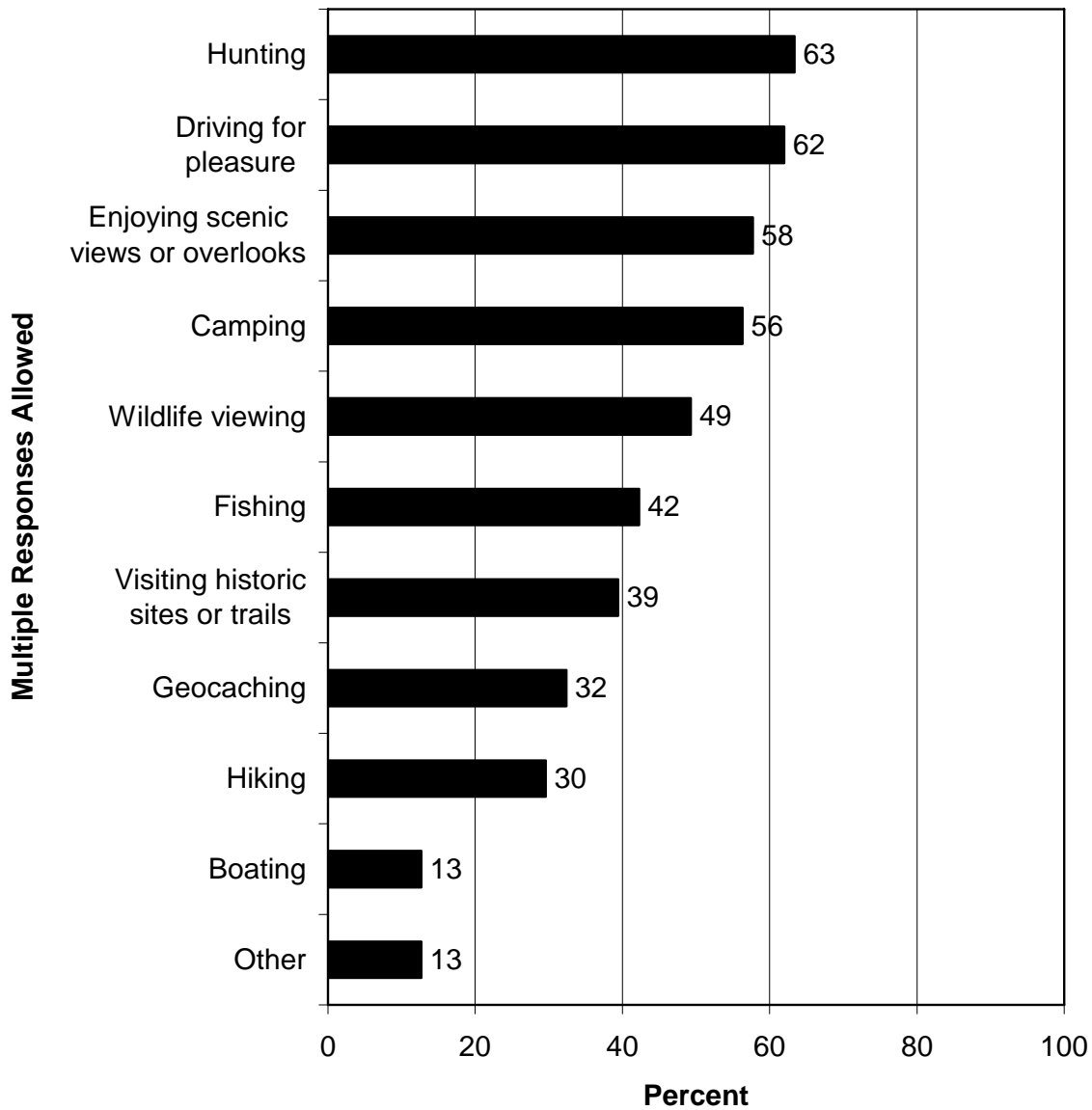
## **CHARACTERISTICS OF OHV USE**

- Asked whether OHV users usually go OHV driving for the primary purpose of OHV driving, as part of another activity, or both about equally, Utah land managers who manage public lands where OHV driving is permitted most commonly say that drivers usually go for both reasons about equally (61%). Otherwise, 23% say that OHV drivers go primarily for OHV driving; just 10% indicate that OHV drivers go as part of another activity.
  - The most common other activities in which OHV users participate while using an OHV on Utah land include hunting (63% of Utah land managers who said OHV users participate in another activity or in OHV driving and another activity about equally named this activity), driving for pleasure (62%), enjoying scenic views or overlooks (58%), and camping (56%). Other common activities named by at least 30% of these respondents include wildlife viewing (49%), fishing (42%), visiting historic sites or trails (39%), geocaching (32%), and hiking (30%).
  
- Utah land managers who manage public lands where OHV driving is permitted were asked about the total number of OHV users they had on the land they manage in 2012. The mean number is 134,233 users, while the median is 47,500 users. Note that the median is likely to be more indicative of the typical number of OHV users in an area per year (the mean figure is inflated by one or a small number of respondents who had an atypically large number of OHV users). It should also be noted that 61% of respondents to this question indicated being unsure of the total number of OHV users on their land in 2012 or did not provide an answer.
  
- Utah land managers who manage public lands where OHV driving is permitted were asked about the percentage of several different types of OHVs that were used on the land they manage in 2012. A graph shows the mean percentage for each of the different types of OHVs. At the top of the list are all-terrain vehicles, with a mean percentage of 37.17%; this means that, on average, Utah land managers estimate that 37.17% of all OHVs used on their land in 2012 were all-terrain vehicles. This is followed by UTV or side by sides (mean of 17.06%), sport utility vehicles or jeeps (mean of 13.88%), trucks (mean of 13.38%), dirt bikes, motorcycles, or mini-bikes (mean of 11.46%), and snowmobiles (mean of 5.44%). The other types of OHVs had mean percentages of less than 1%.

**Do OHV users usually go OHV driving on the land you manage for the primary purpose of OHV driving, as part of another activity, or both about equally? (Of those who manage public lands or portions of public lands in Utah where OHV driving is permitted.)**

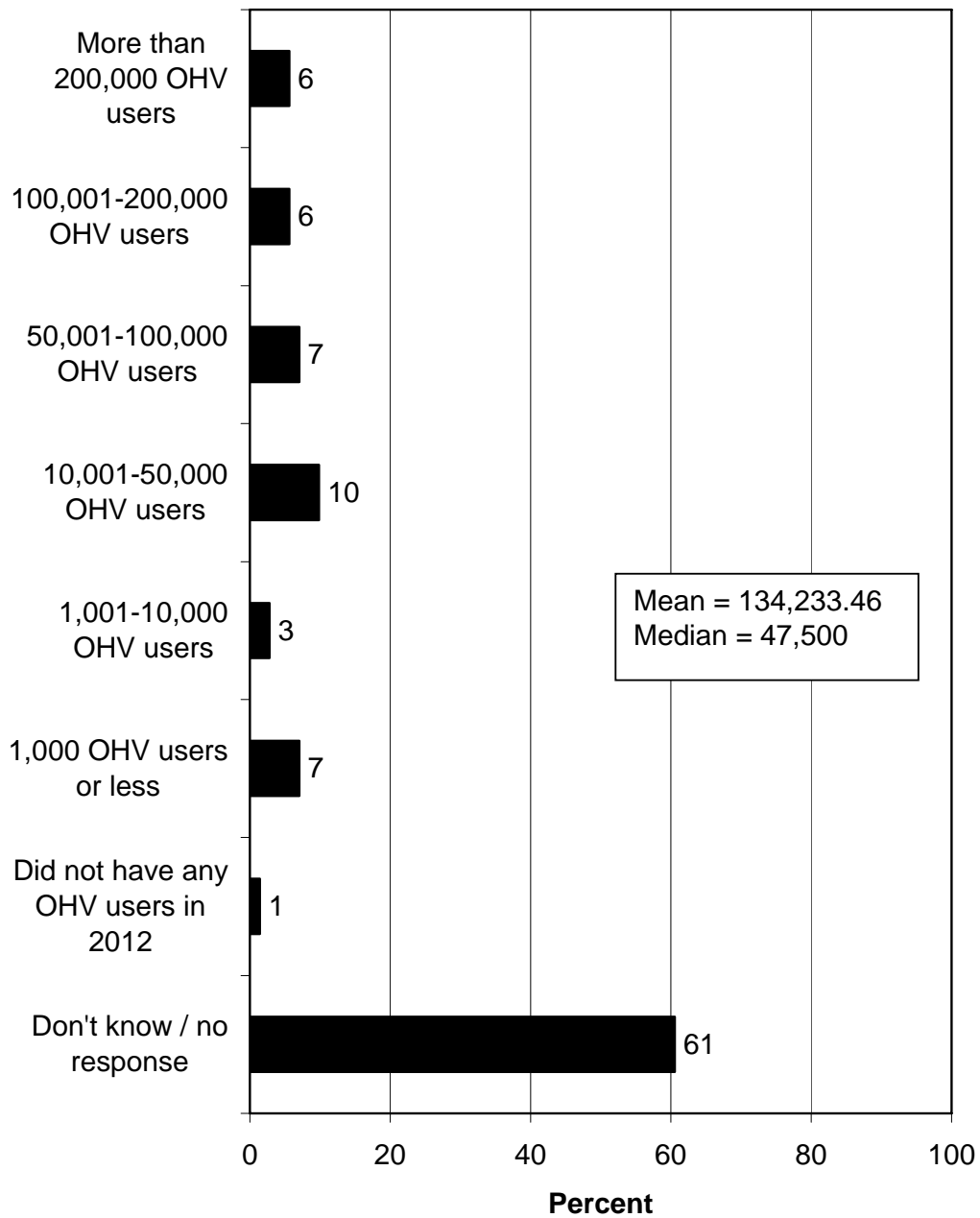


**What other activities did OHV users participate in most often while using an OHV in the past 2 years on the land you manage? (Of those who manage public lands or portions of public lands in Utah where OHV driving is permitted and who indicated that OHV users participate in another activity or OHV driving and another activity about equally.)**

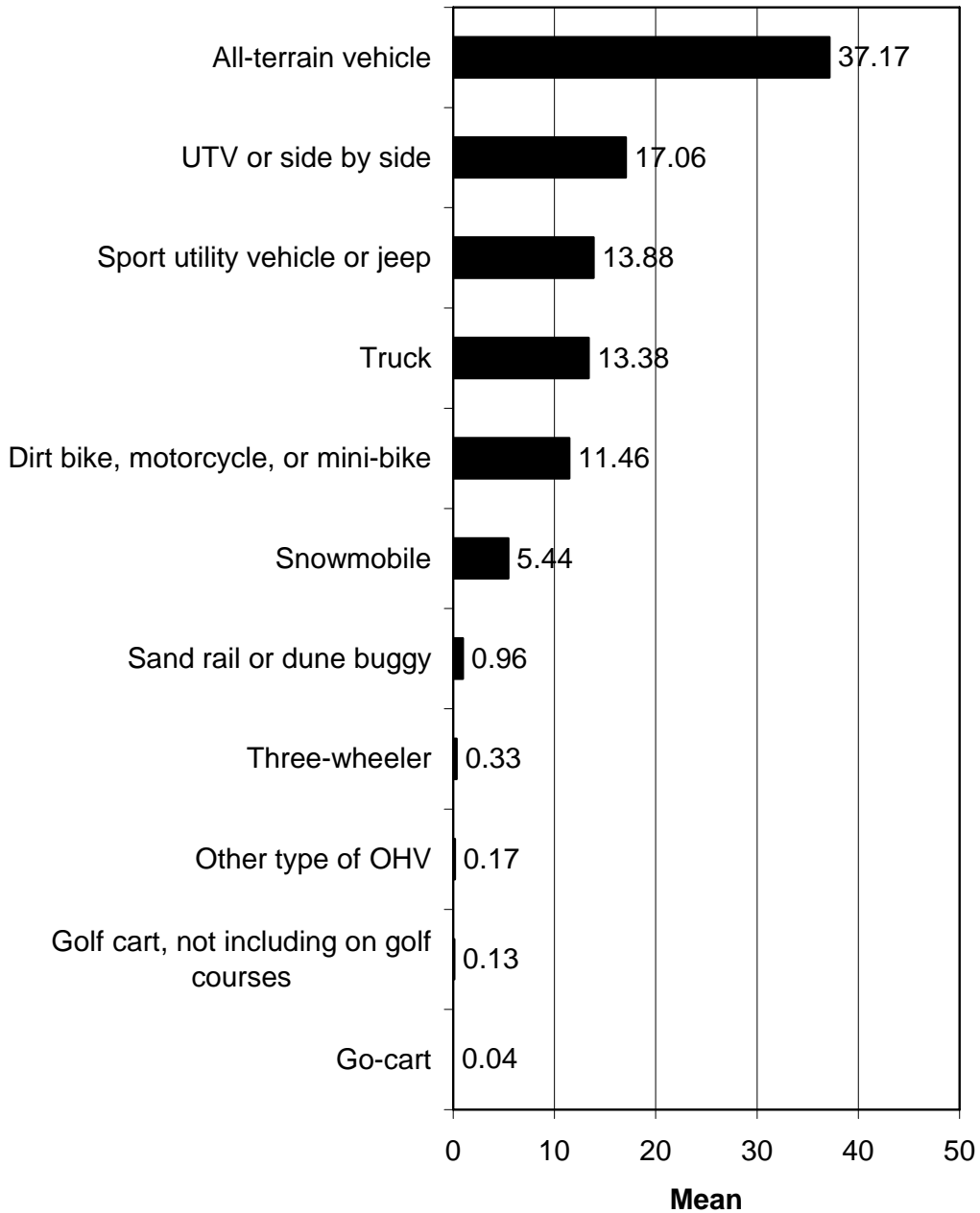




**How many OHV users total did you have in 2012 on the land you manage? (Of those who manage public lands or portions of public lands in Utah where OHV driving is permitted.)**



**Of all OHVs used in 2012 on public land managed by Utah land managers, the mean percent that were the following types of vehicles.**



## OHV-RELATED ENFORCEMENT

### Warnings and Citations Issued

- Utah land managers who manage public lands where OHV driving is permitted were asked, overall, how many *warnings* were issued to OHV users during 2012. The mean number of warnings issued on the land managed by Utah land managers in 2012 is 226 warnings, while the median is 40 warnings. In a series of follow-up questions, land managers who issued at least one warning in 2012 were asked for the number of several specific types of warnings issued to OHV users in 2012. In examining these results, it is important to note that although the graph ranks the warning types by the *mean* number issued, the *median* number is often considerably smaller—this indicates that the mean is inflated by one or a small number of land managers who issued a large number of warnings, while the typical number of warnings issued may be closer to the median amount.
  - The most warnings issued are for failure to comply with OHV registration requirements (mean of 123 warnings issued in 2012, median of 4); this is followed by warnings for operating off of designated routes or on a public road not authorized for OHV use (mean of 61, median of 4) and warnings for various other types of violations (mean of 48, median of 0). Rounding out the list are warnings for unsafe operation (mean of 19, median of 0), equipment or sound violations (mean of 5, median of 0), and driving under the influence (mean of 1, median of 0).
  - All Utah land managers were asked, overall, how many warnings were issued in 2012 for operating an OHV in an area where OHV use is *not* authorized or permitted. The mean number is 52 warnings, and the median is 5 warnings (note that the caveat mentioned above regarding interpretation of the mean and median also applies here).
  
- Utah land managers who manage public lands where OHV driving is permitted were asked, overall, how many *citations* were issued to OHV users during 2012. The mean number of citations issued on the land managed by Utah land managers in 2012 is 141 citations, while the median is 13 citations. (As before, the caveat regarding interpretation of the mean and median also applies here.) A series of follow-up questions regarding the number of several specific types of citations was asked of land managers who issued at least one citation in

2012; as with the questions on warnings discussed previously, note that the graph ranks the citation types by the *mean* number issued.

- In general, the results regarding citations track quite closely with the results for warnings: the most citations issued are for failure to comply with OHV registration requirements (mean of 67 citations issued in 2012, median of 5); this is followed by citations for various other types of violations (mean of 32, median of 0) and citations for operating off of designated routes or on a public road not authorized for OHV use (mean of 30, median of 3). The other citation types had lower rates of issuance: they include citations for unsafe operation (mean of 19, median of 0), equipment or sound violations (mean of 7, median of 0), and driving under the influence (mean of 2, median of 0).
- All Utah land managers were asked, overall, how many citations were issued in 2012 for operating an OHV in an area where OHV use is *not* authorized or permitted. The mean number is 15 citations, and the median is 1 citation.

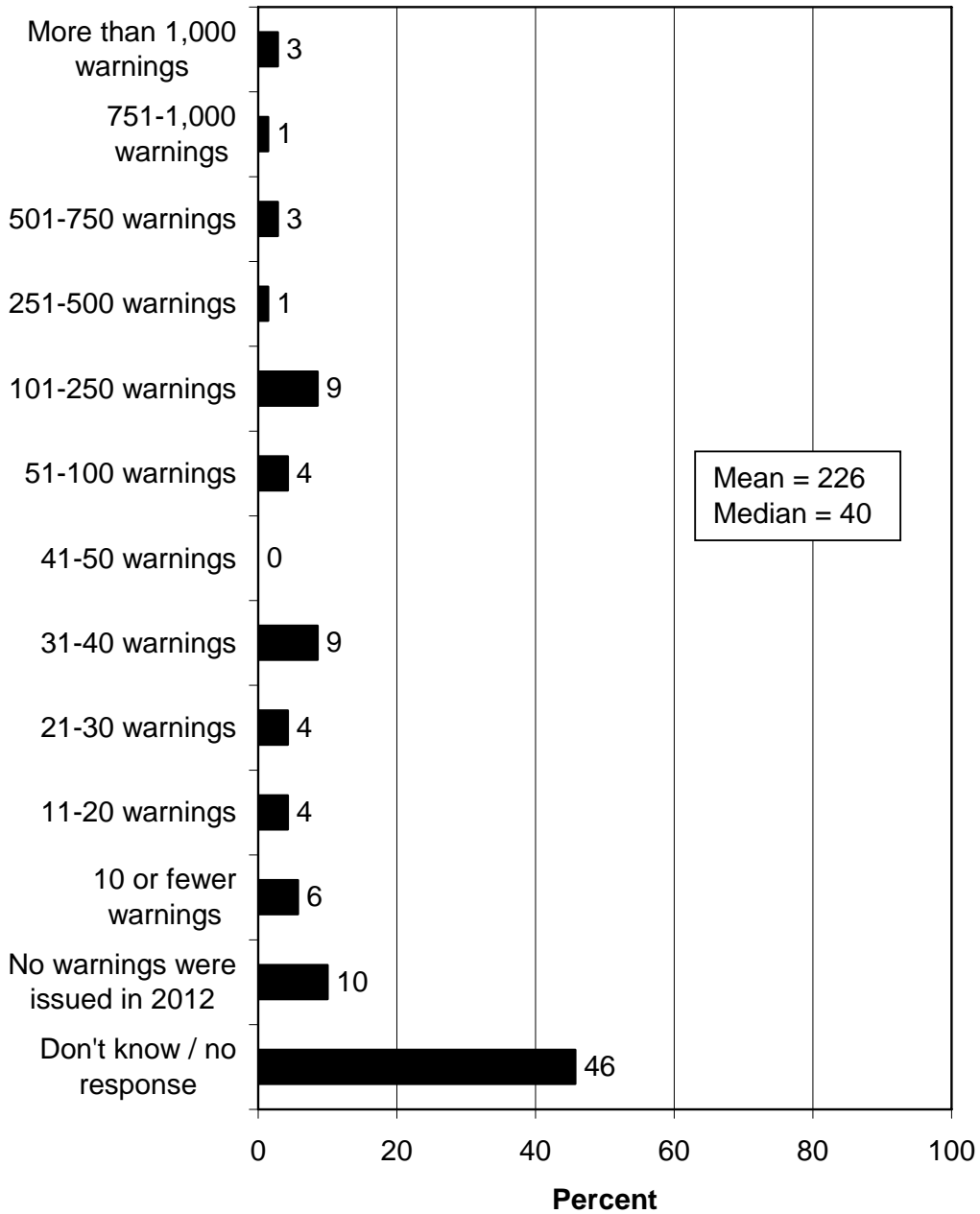
### **Damage Caused by OHV Use**

- The overwhelming majority of Utah land managers surveyed (75%) have had damage caused by OHV use in 2012 on the land they manage. Meanwhile, 11% of land managers have had no damage from OHV use; the remaining 14% are unsure.
- Utah land managers who had damage on their land in 2012 from OHV use were asked how many total *acres* were damaged from OHV use, including damage by both authorized and unauthorized OHV use. The mean number of acres damaged is 38,665.44 acres, while the median is 11 acres. (In addition to the caveat regarding interpretation of the mean and median, note that 38% of respondents to this question were unsure or did not give a response.)
- Those who had damage on their land in 2012 from OHV use were also asked how many of the damaged acres were closed that year due to OHV use or damage, either temporarily or permanently. The mean number of acres closed is 479.31 acres, while the median is 0 acres. (Note that 43% of respondents to this question indicated that no land was closed due to damage, while a further 36% were unsure or declined to answer.)
- Similar to the questions regarding acreage damaged, land managers who had damage on their land in 2012 from OHV use were asked how many total *miles* were damaged from

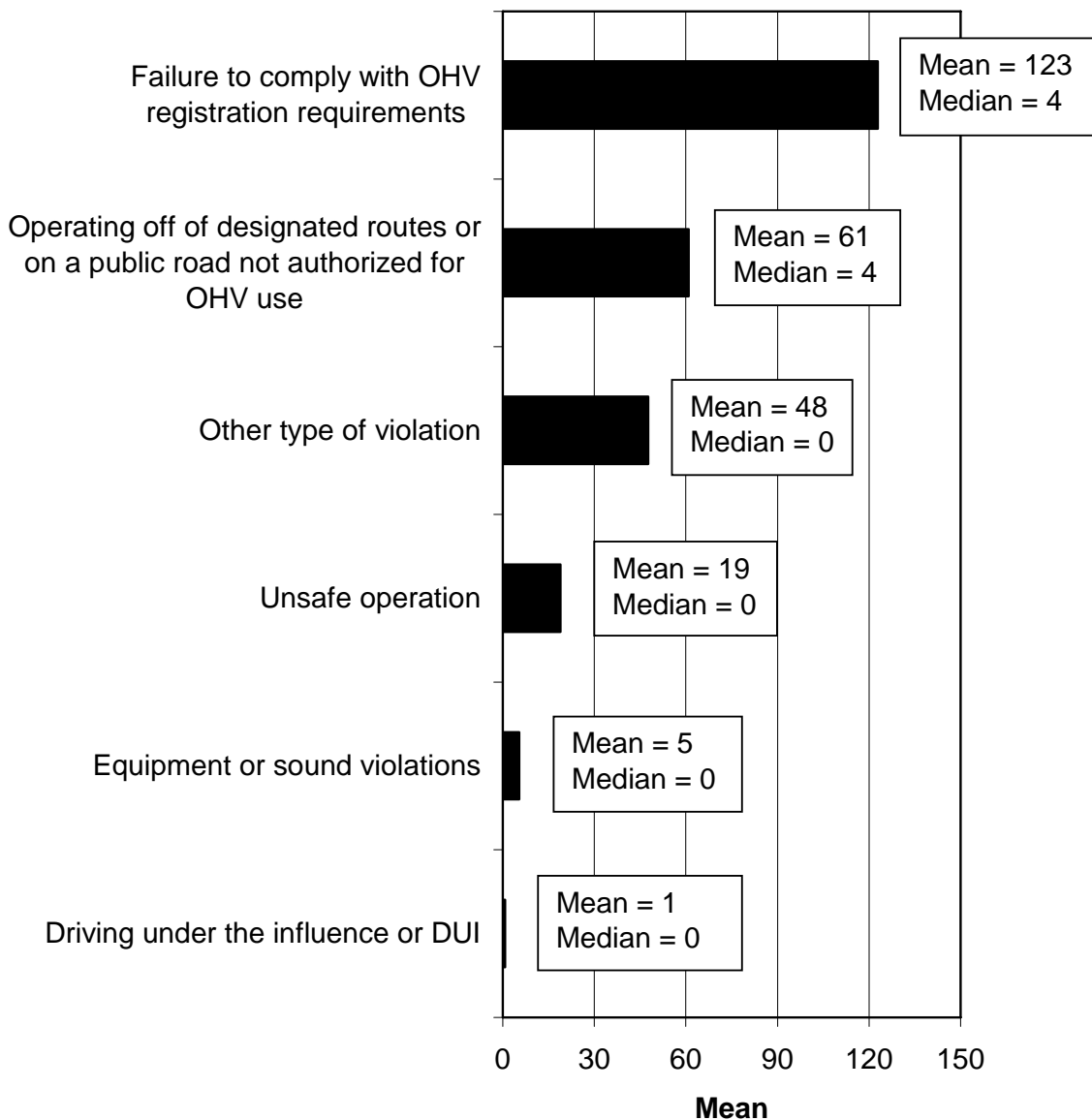
OHV use, including damage by both authorized and unauthorized OHV use. The mean number of miles damaged is 80.62 miles, and the median is 6 miles. (Note that 43% of respondents to this question were unsure or did not give a response.)

- The mean number of damaged miles closed in 2012 due to OHV use or damage, either temporarily or permanently, is 3.32 miles; the median is 0 miles. (Note that 45% of land managers who had damage on their land in 2012 from OHV use indicated that no land was closed due to the damage, while 40% were unsure or did not give a response.)
- Utah land managers who had damage on their land in 2012 from OHV use were asked which types of damage were caused by OHV use that year, and the most common types include the creation of unauthorized trails (named by 88% of land managers who had damage on their land in 2012 from OHV use), soil health damage (81%), and vegetation health damage (76%). This is followed by damage to habitat conditions and the health of wildlife populations (64%) and water quality damage (55%). Finally, just 14% of land managers who had damage on their land in 2012 from OHV use mentioned damage to air quality.

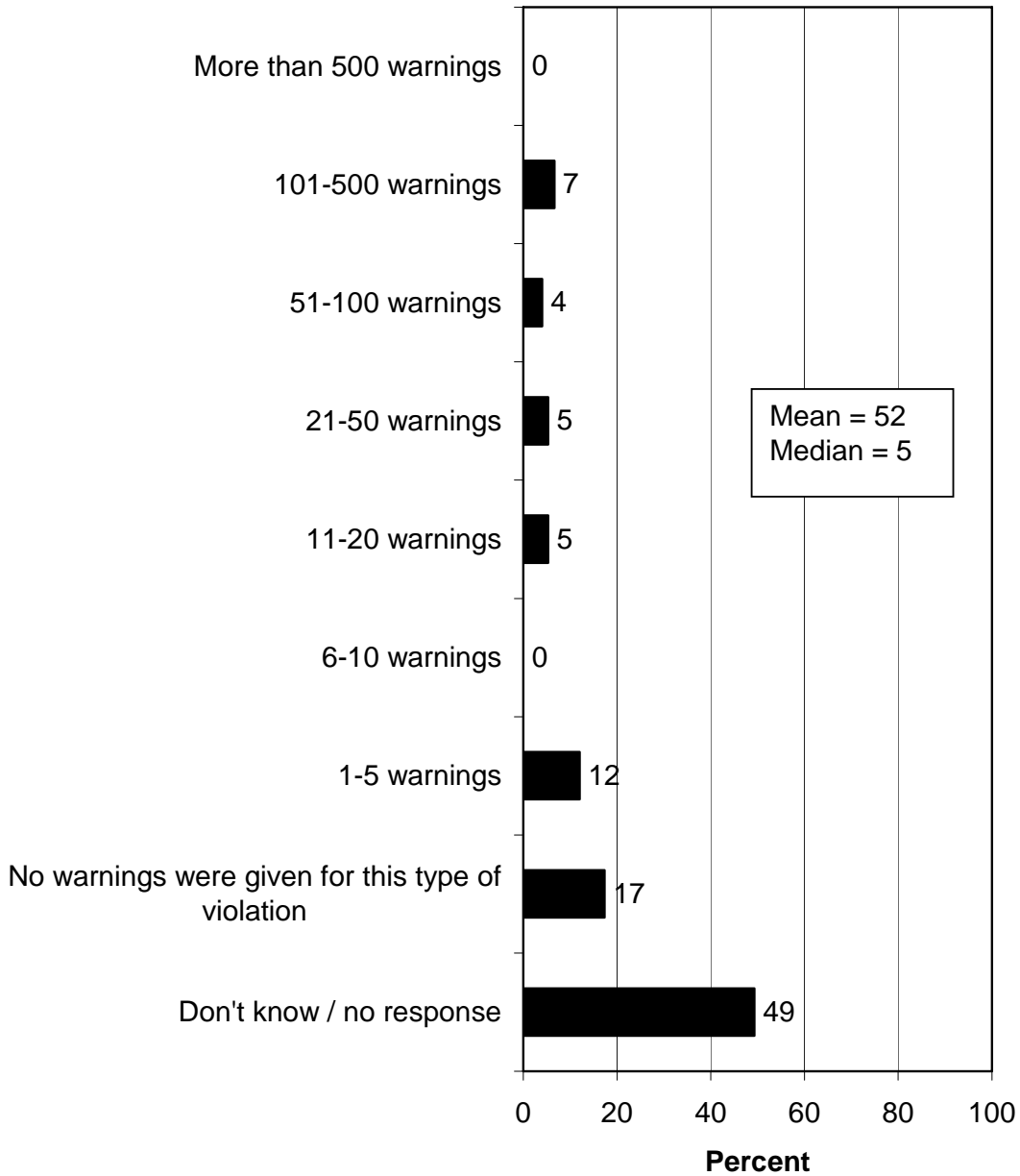
**Overall, how many warnings were issued to OHV users in 2012 on the land you manage? (Of those who manage public lands or portions of public lands in Utah where OHV driving is permitted.)**



**The mean number of warnings issued in 2012 for the following violations on public land managed by Utah land managers where OHV driving is permitted. (Of those who manage public lands or portions of public lands in Utah where OHV driving is permitted, and who have issued at least one warning or citation.)**

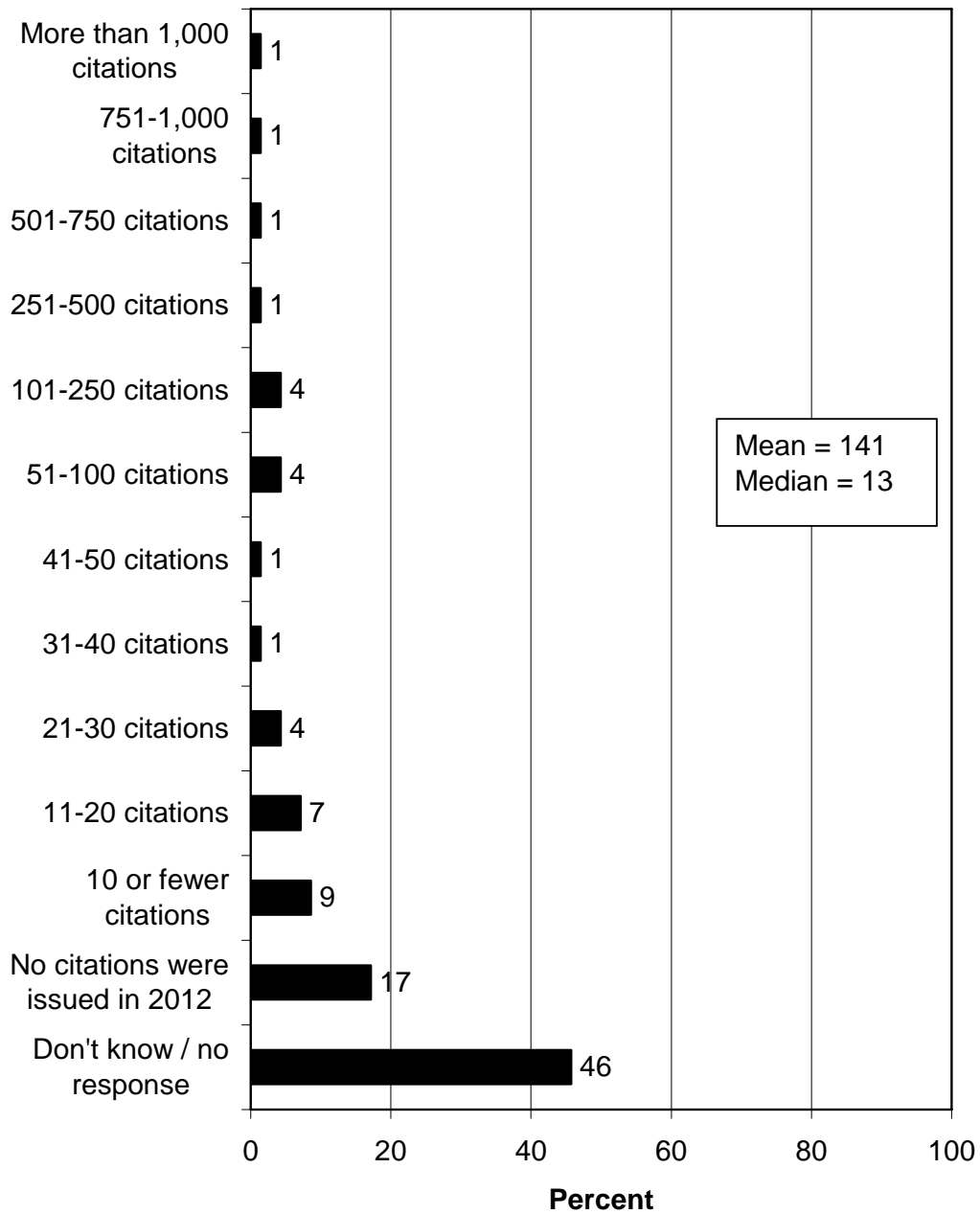


**How many warnings were issued in 2012 for operating an OHV in an area where OHV use is not authorized or permitted on the land you manage?**

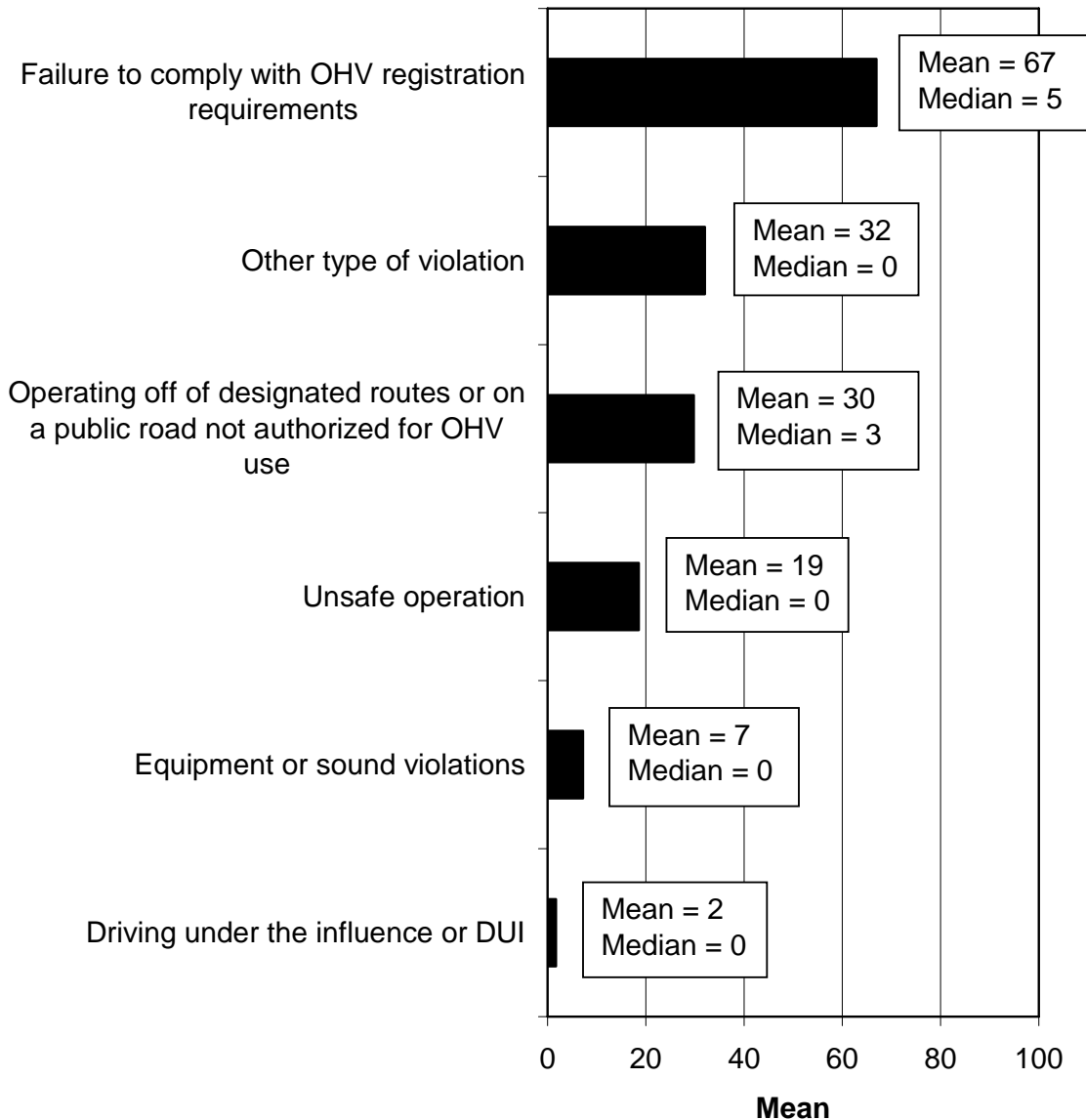




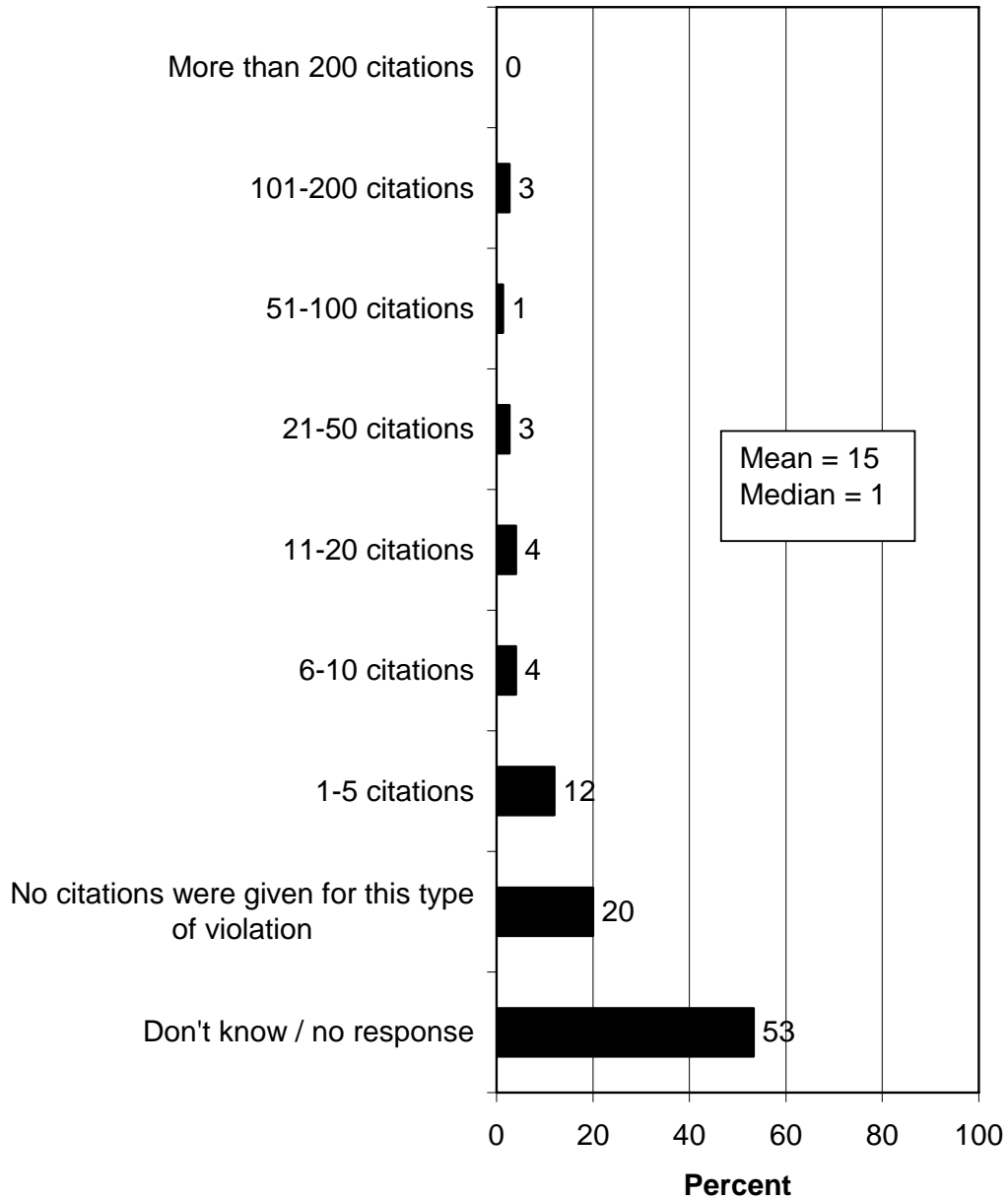
**Overall, how many citations were issued to OHV users in 2012 on the land you manage? (Of those who manage public lands or portions of public lands in Utah where OHV driving is permitted.)**



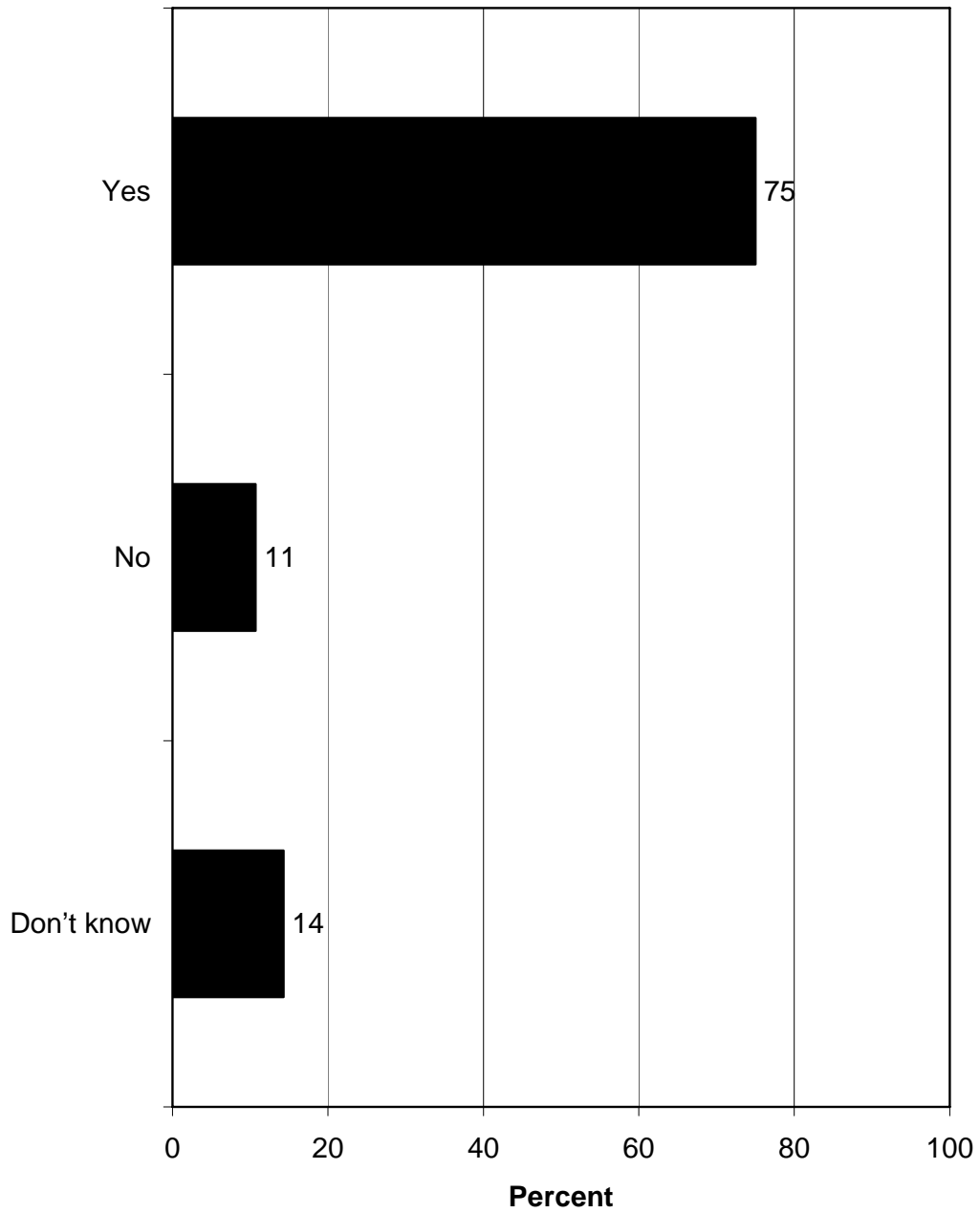
**The mean number of citations issued in 2012 for the following violations on public land managed by Utah land managers where OHV driving is permitted. (Of those who manage public lands or portions of public lands in Utah where OHV driving is permitted, and who have issued at least one warning or citation.)**



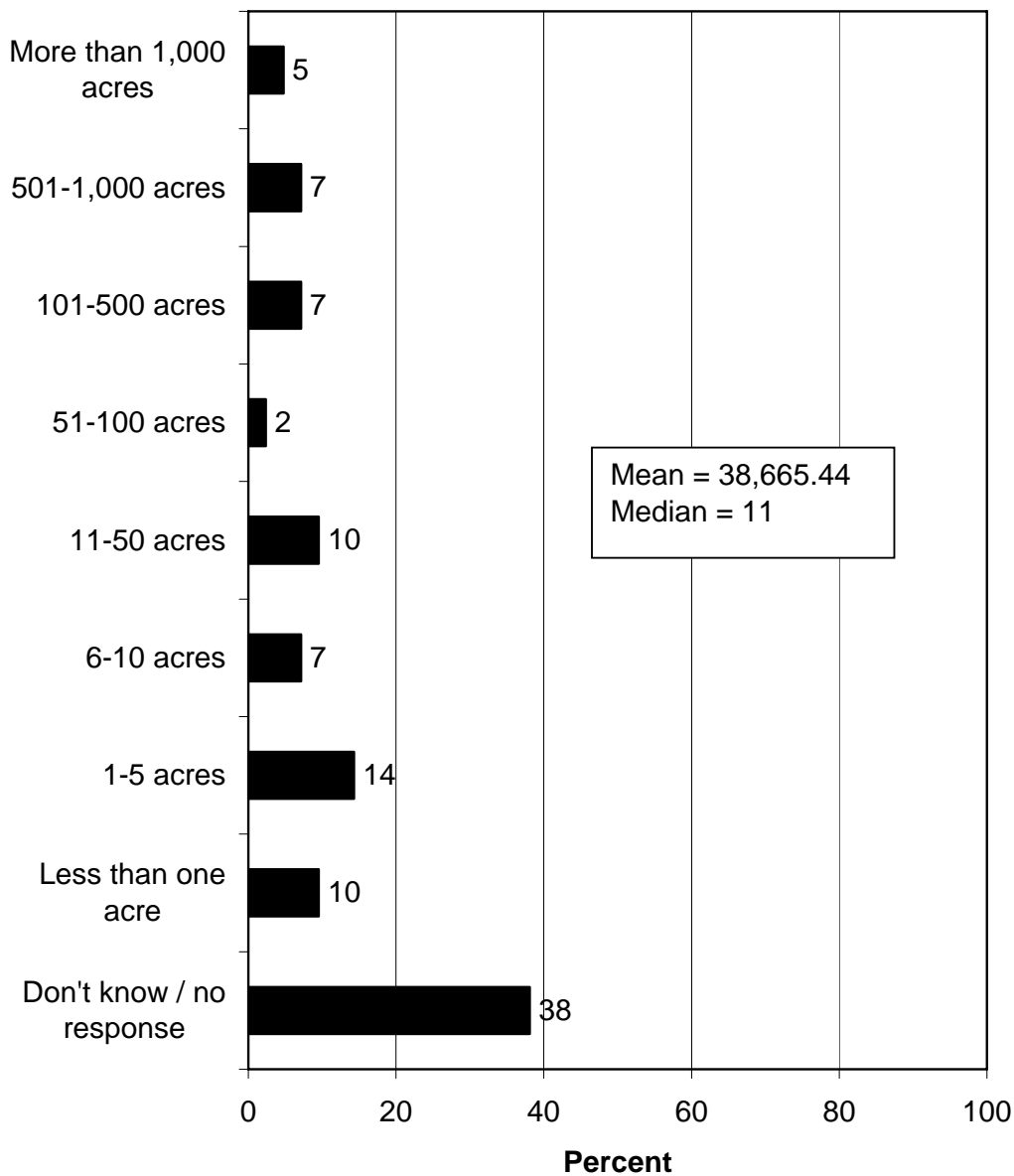
**How many citations were issued in 2012 for operating an OHV in an area where OHV use is not authorized or permitted in 2012 on the land you manage?**



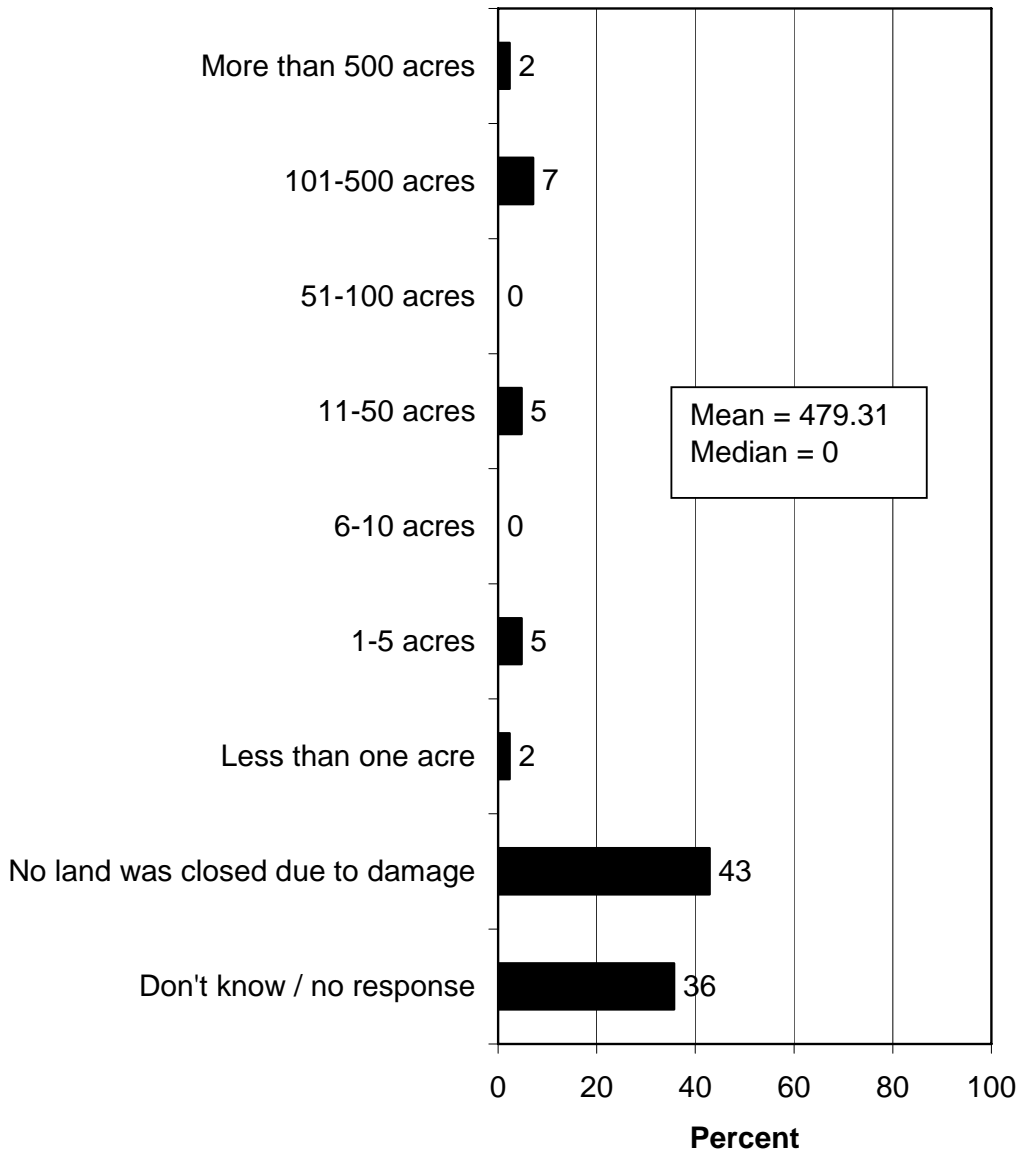
### Did you have any damage caused by OHV use in 2012 on the land you manage?



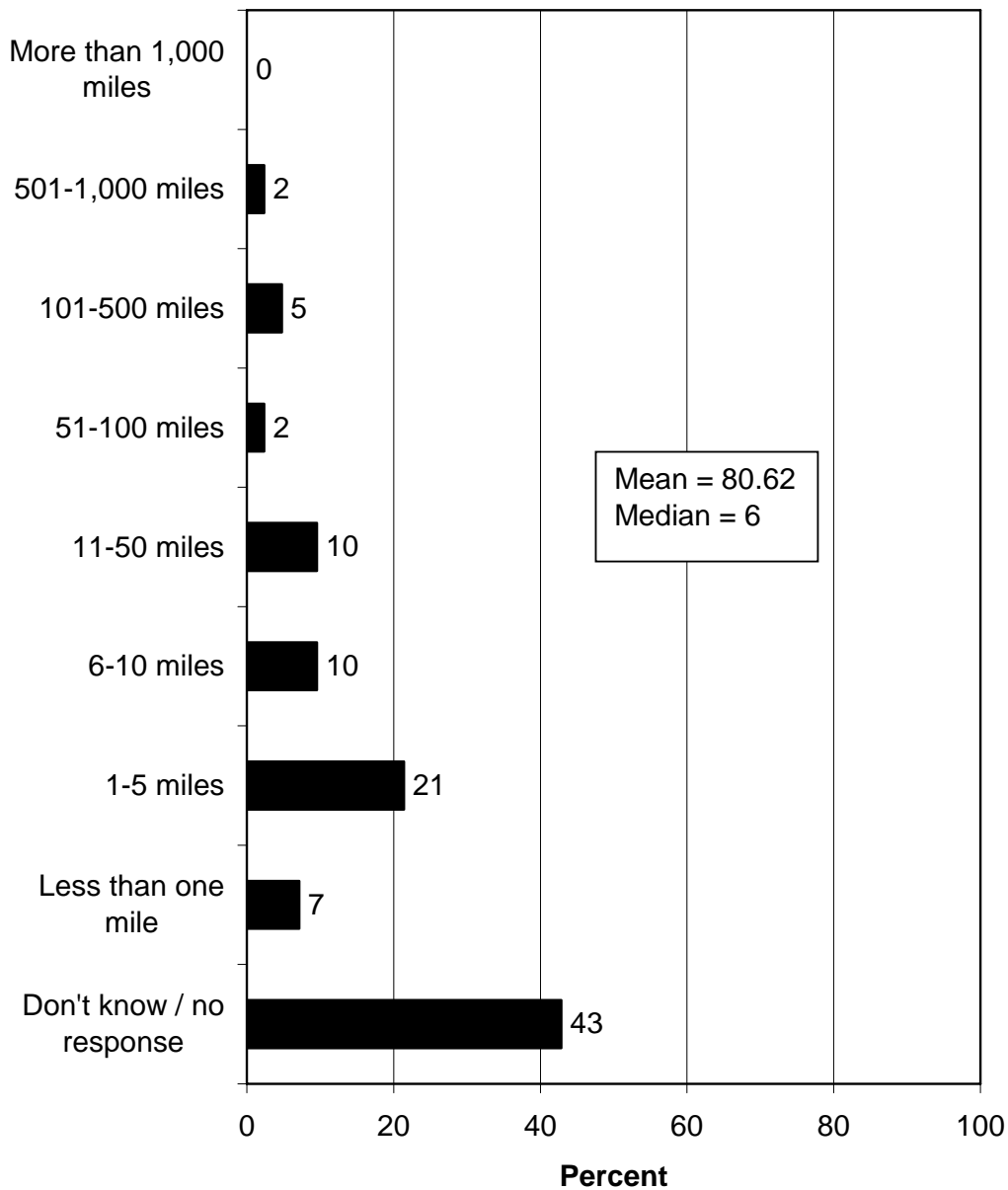
**How many total acres were damaged from OHV use in 2012 on the land you manage, including damage by both authorized and unauthorized OHV use, and damage on land where OHV use is permitted and land where OHV use is not permitted? (Of those who had damage caused by OHV use in 2012 on the land they manage.)**



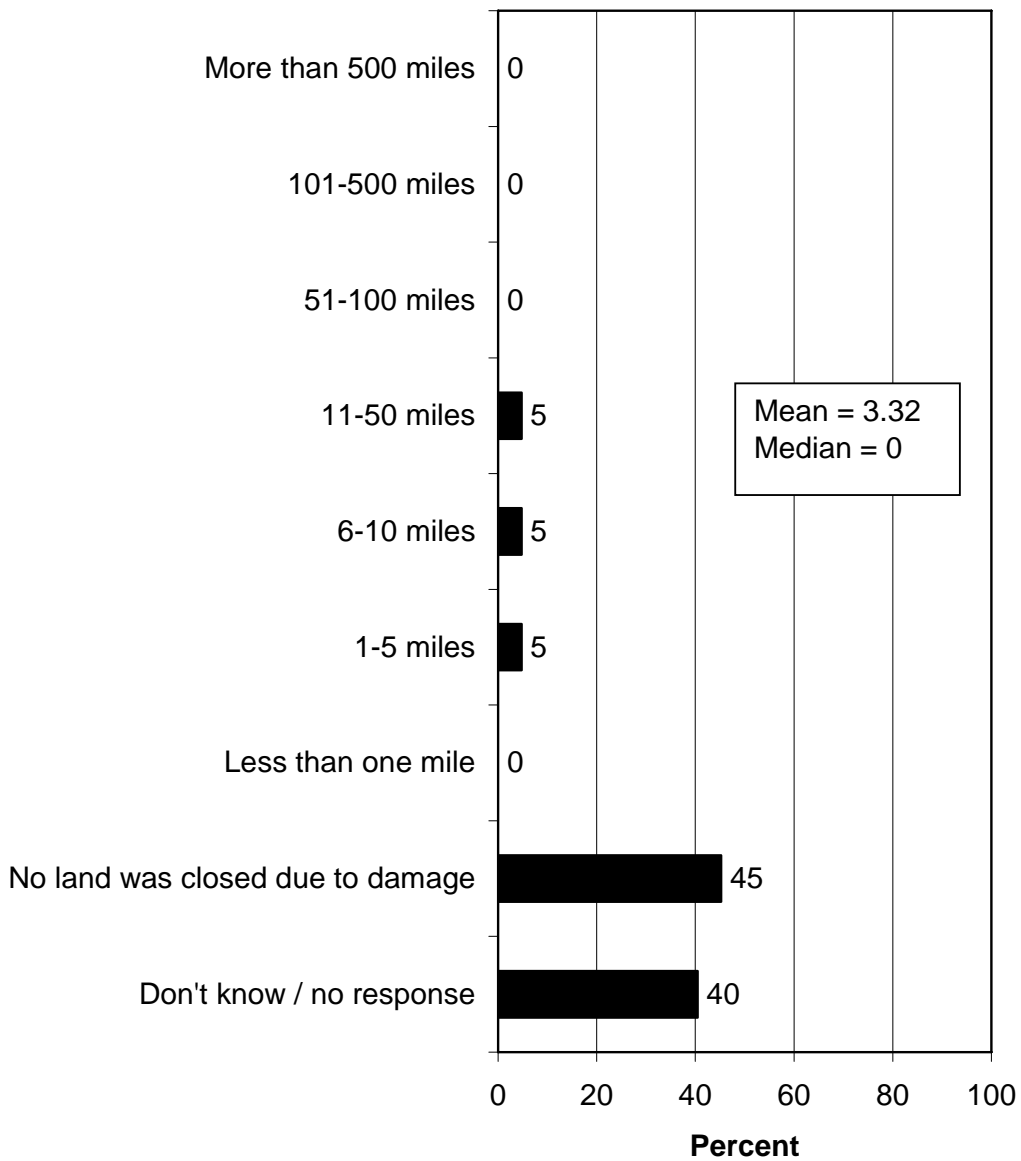
**Of these damaged acres, how many were closed due to OHV use or damage, either temporarily or permanently, in 2012? (All types of closures resulting from OHV use or damage, including closures specifically to OHV use as well as closures to any or all activities.) (Of those who had damage caused by OHV use in 2012 on the land they manage.)**



**How many total miles were damaged from OHV use in 2012 on the land you manage, including damage by both authorized and unauthorized OHV use, and damage on land where OHV use is permitted and land where OHV use is not permitted? (Of those who had damage caused by OHV use in 2012 on the land they manage.)**

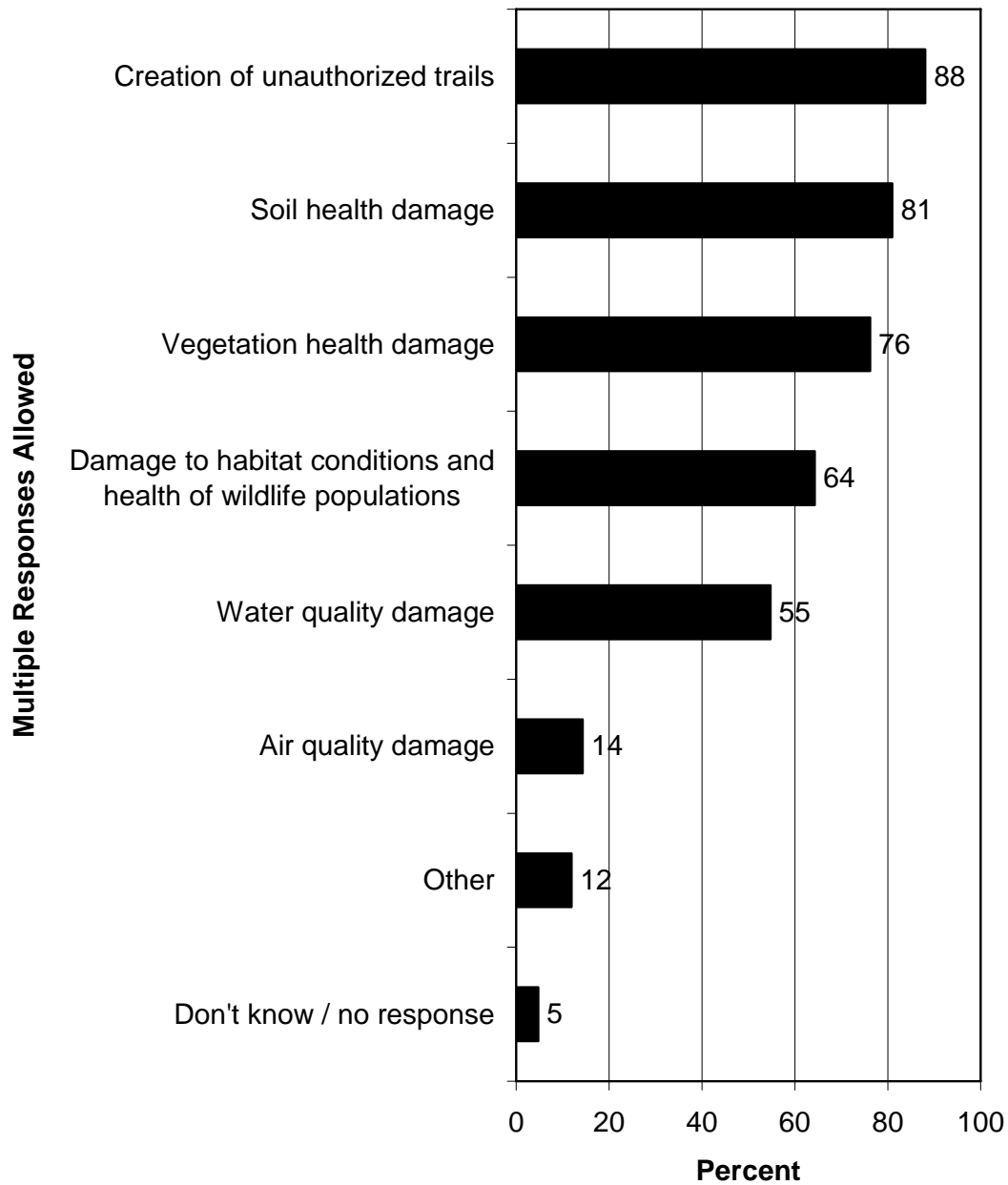


**Of these damaged miles, how many were closed due to OHV use or damage, either temporarily or permanently, in 2012? (All types of closures resulting from OHV use or damage, including closures specifically to OHV use as well as closures to any or all activities.) (Of those who had damage caused by OHV use in 2012 on the land they manage.)**





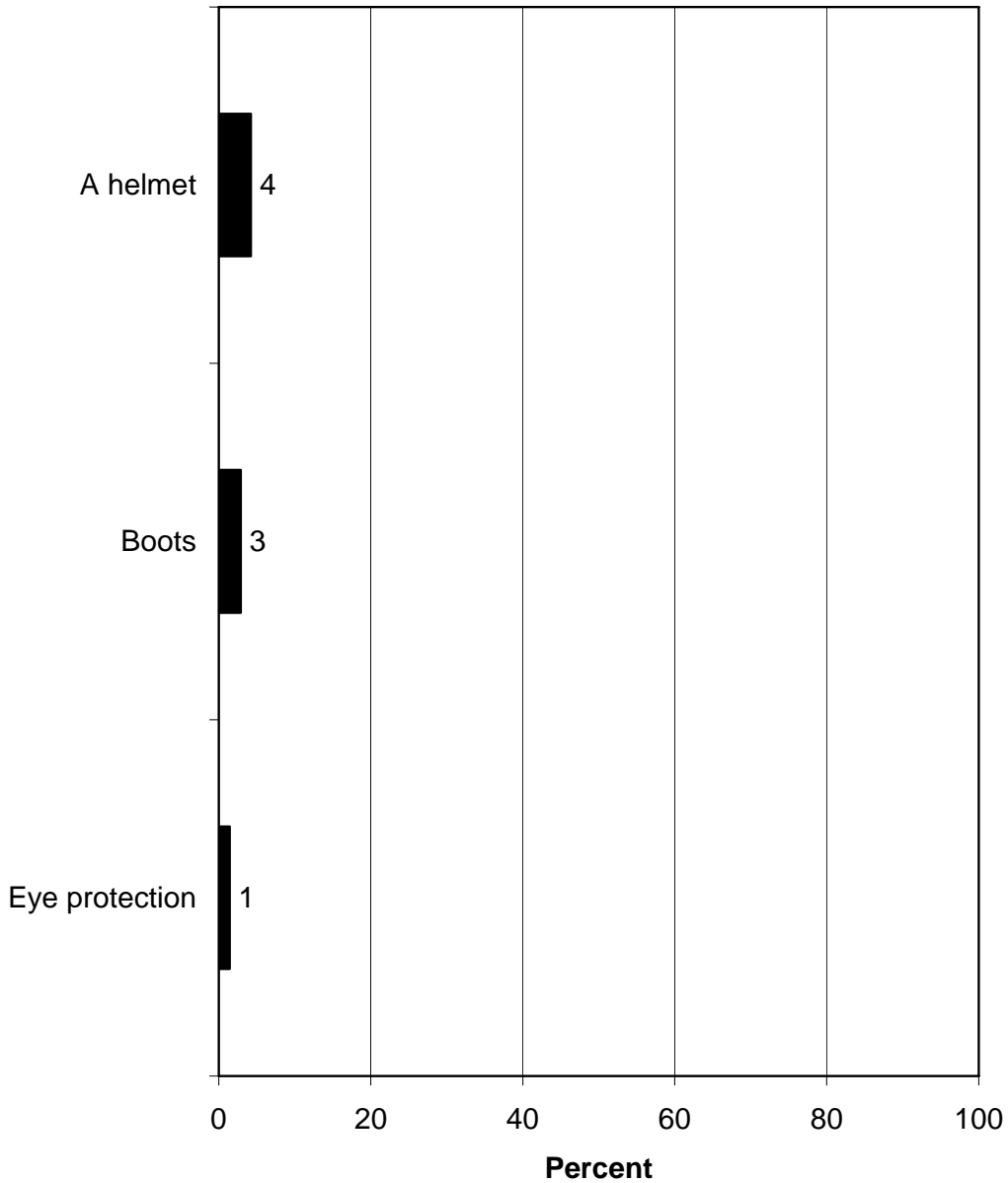
**Which of the following types of damage were caused by OHV use in 2012 on the land you manage? (Of those who have had damage caused by OHV use in 2012 on the land they manage.)**



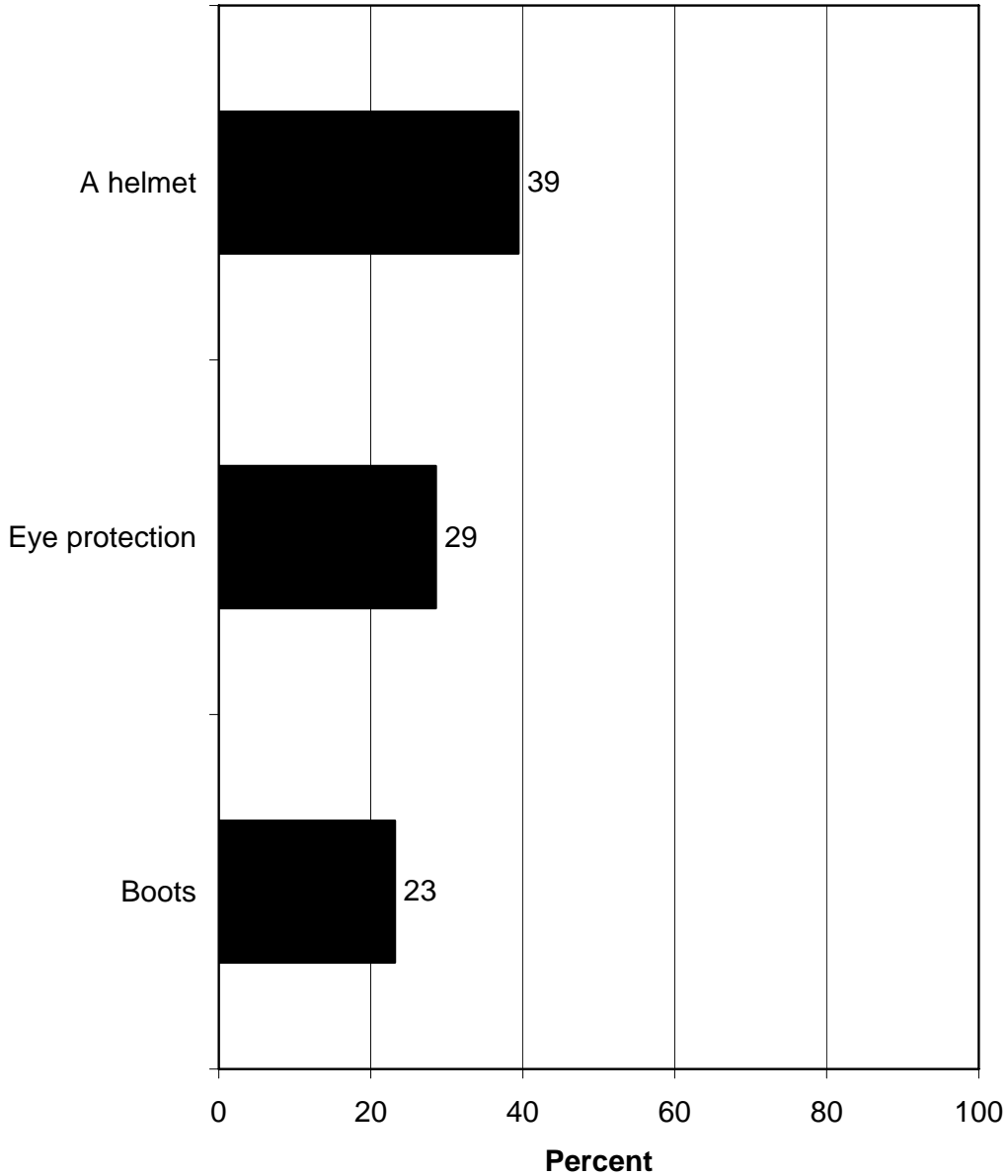
## **OHV SAFETY**

- The survey asked Utah land managers who manage public lands where OHV driving is permitted about the frequency in which OHV users wear three safety items: helmet, eye protection, and boots. In the results by the ranking of items worn *always* or *frequently*, 39% of land managers say that OHV users wear a helmet always or frequently, compared to 29% who say that OHV users wear ear protection always or frequently and 23% who say that OHV users wear boots always or frequently.
  
- Utah land managers were asked to rate the problem of alcohol use while driving OHVs. While a majority of respondents think it is a problem (58% say it is), they more often think it is a minor problem (48%) rather than a major problem (10%).

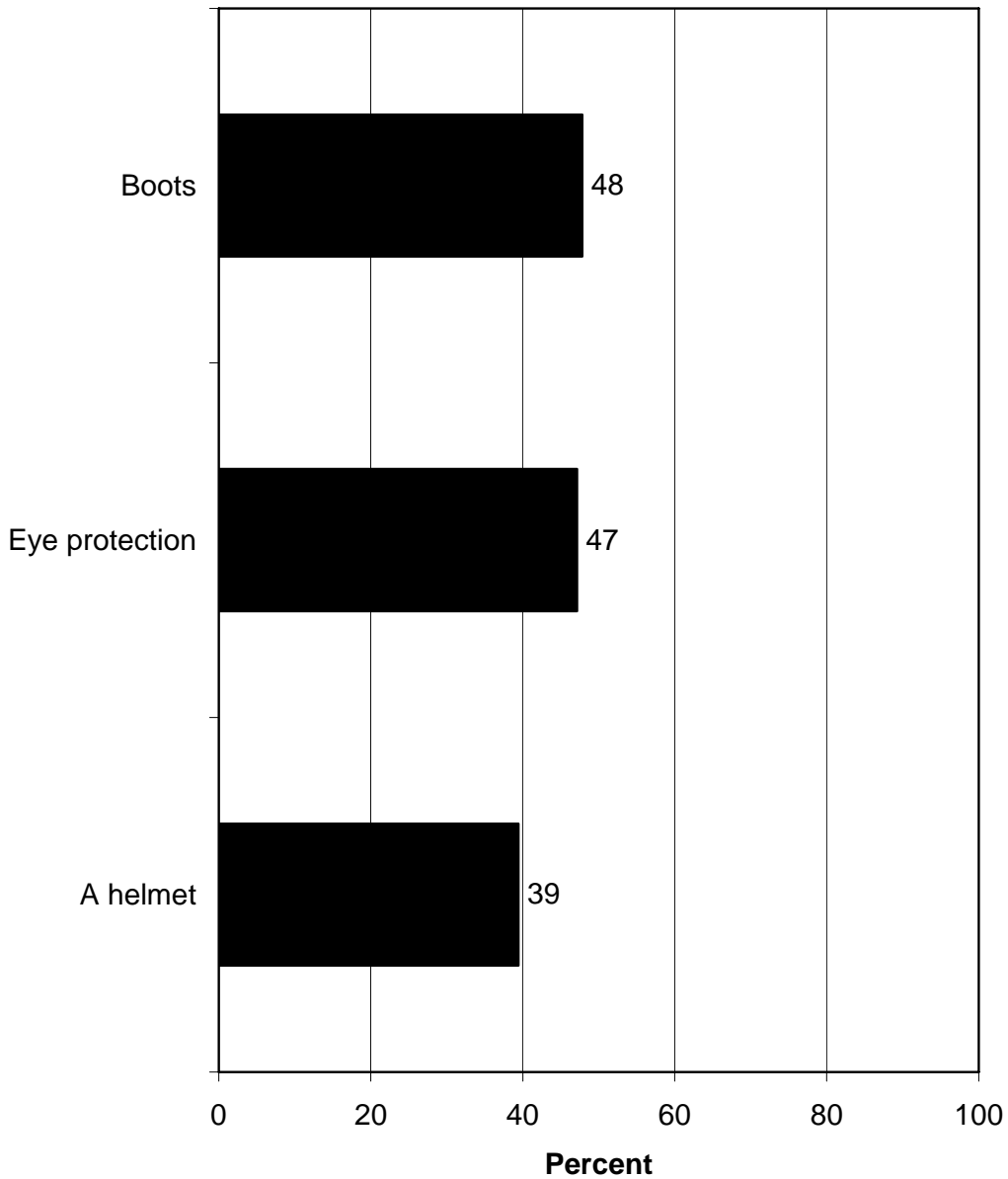
**Percent of land managers who manage public lands or portions of public lands in Utah where OHV driving is permitted who say that OHV users always wear the following while riding on the land they manage.**



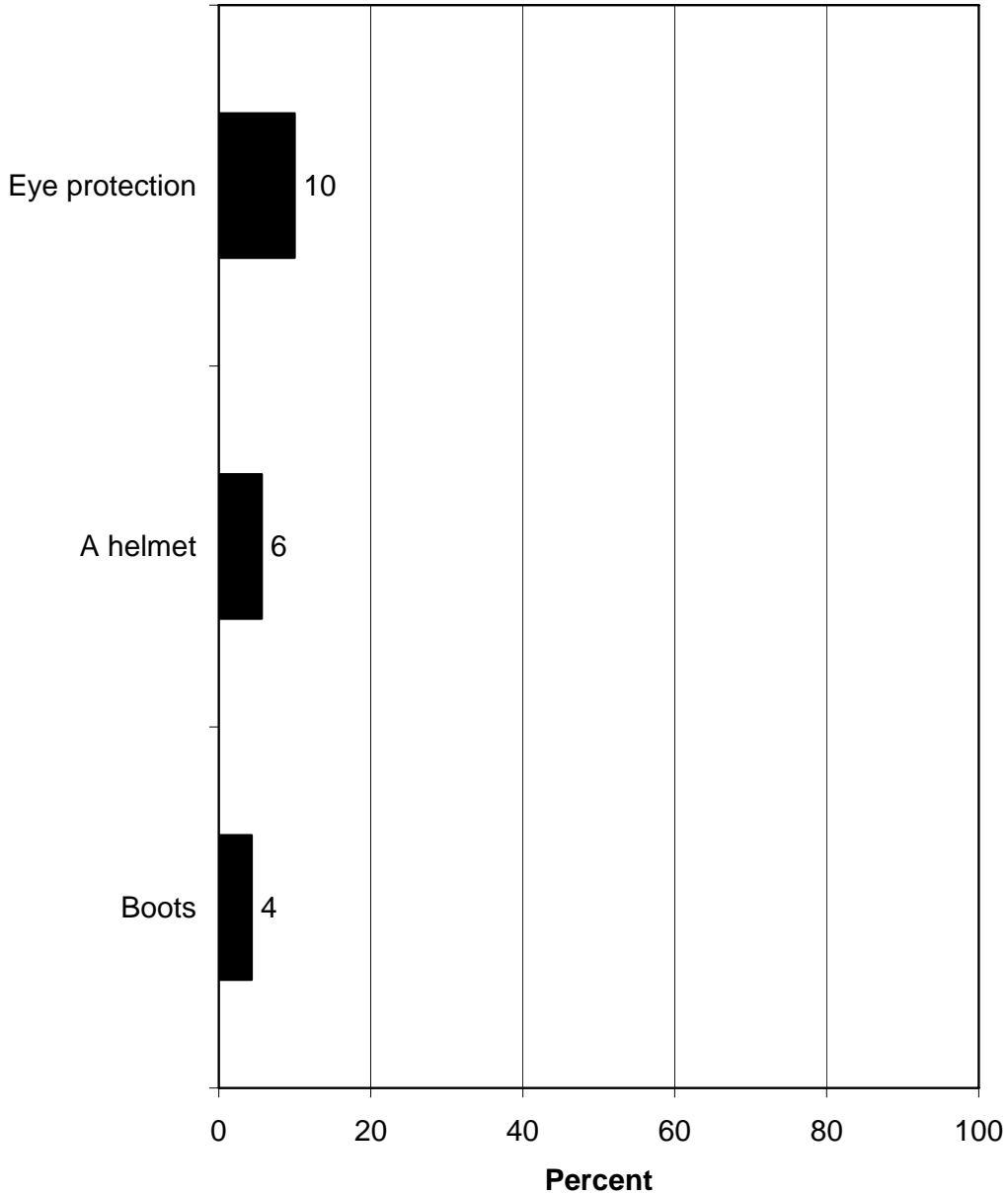
**Percent of land managers who manage public lands or portions of public lands in Utah where OHV driving is permitted who say that OHV users always or frequently wear the following while riding on the land they manage.**



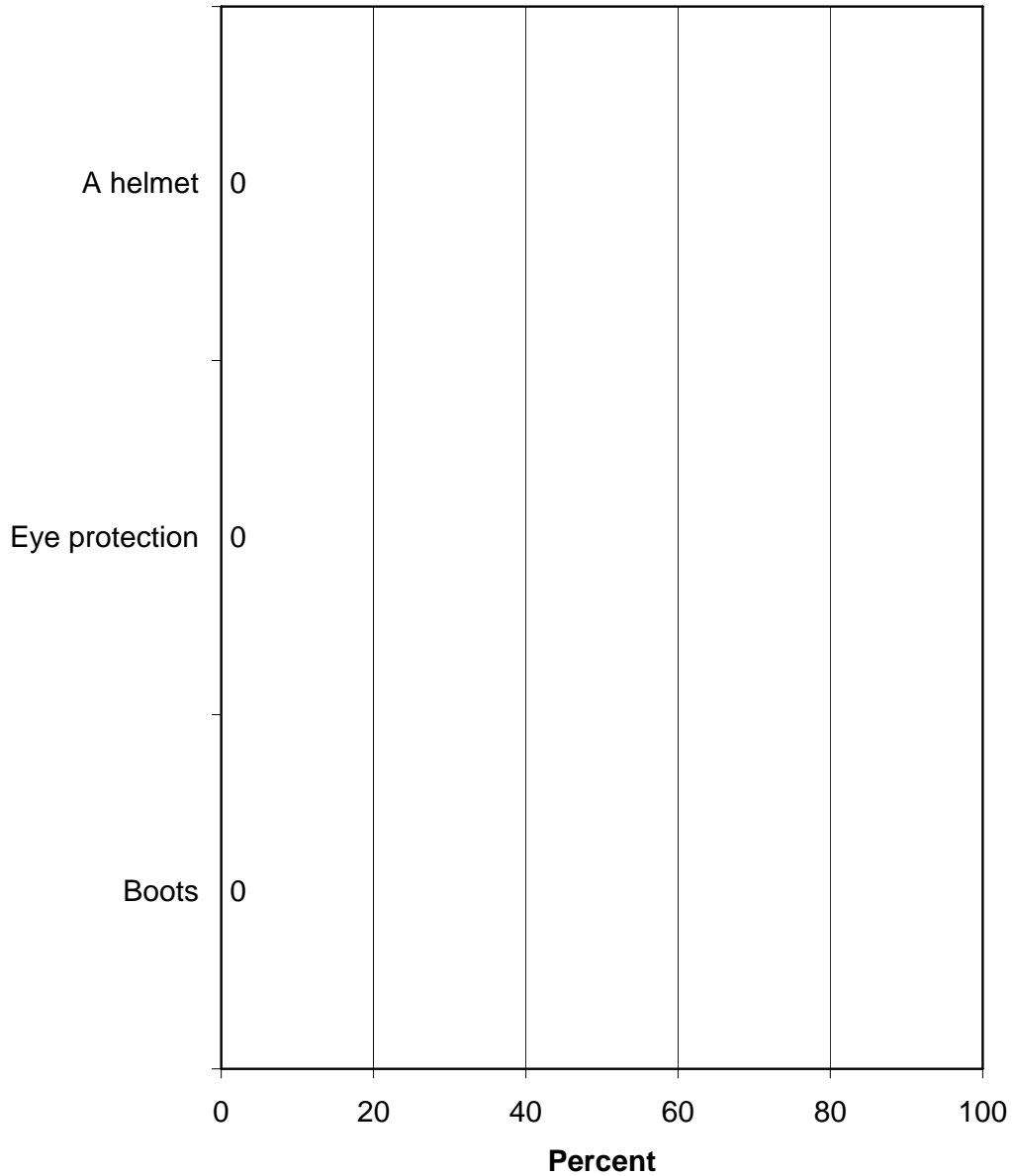
**Percent of land managers who manage public lands or portions of public lands in Utah where OHV driving is permitted who say that OHV users sometimes or rarely wear the following while riding on the land they manage.**



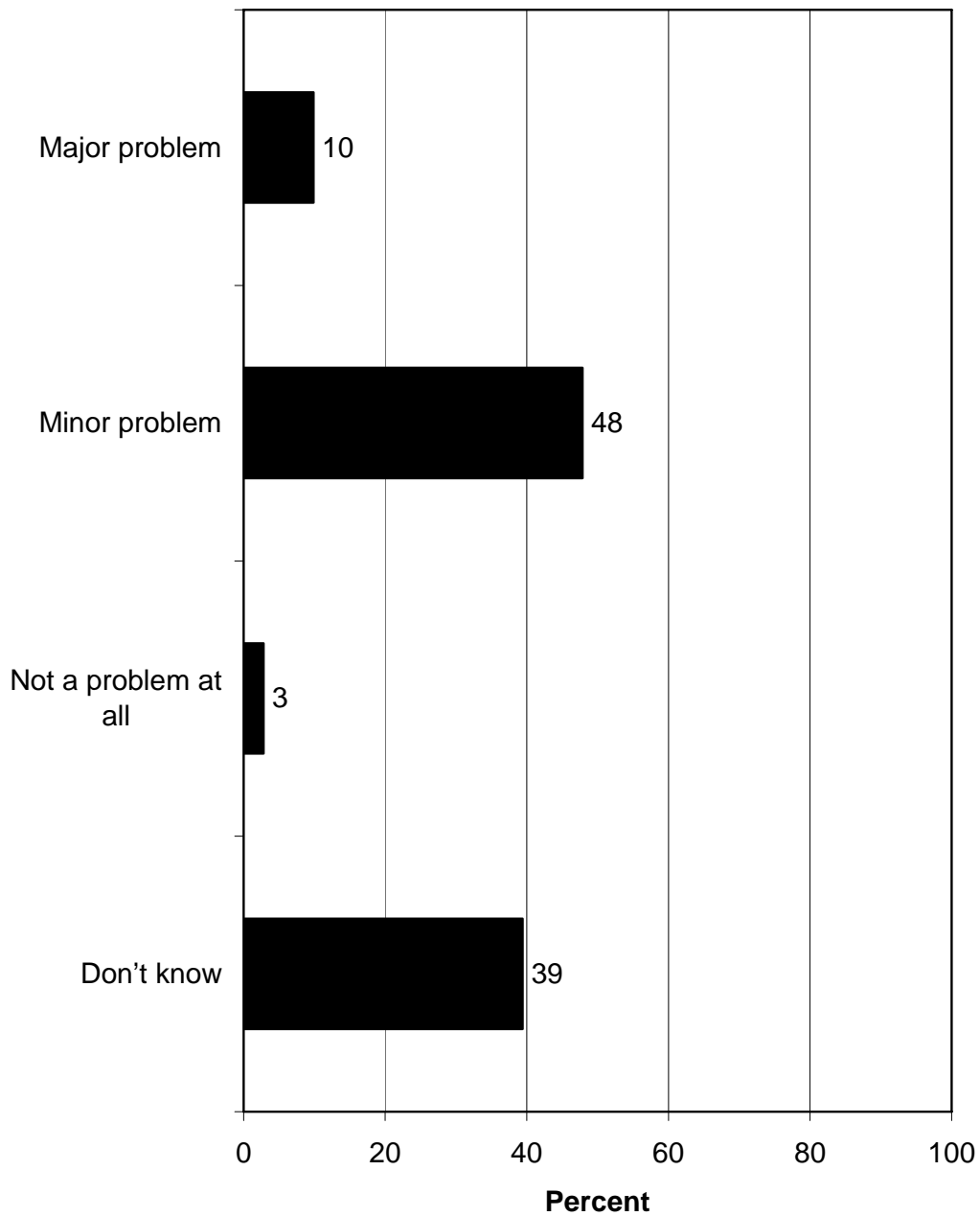
**Percent of land managers who manage public lands or portions of public lands in Utah where OHV driving is permitted who say that OHV users rarely or never wear the following while riding on the land they manage.**



**Percent of land managers who manage public lands or portions of public lands in Utah where OHV driving is permitted who say that OHV users never wear the following while riding on the land they manage.**



**How much of a problem do you think alcohol use while operating OHVs is in Utah? (Of those who manage public lands or portions of public lands in Utah where OHV driving is permitted.)**



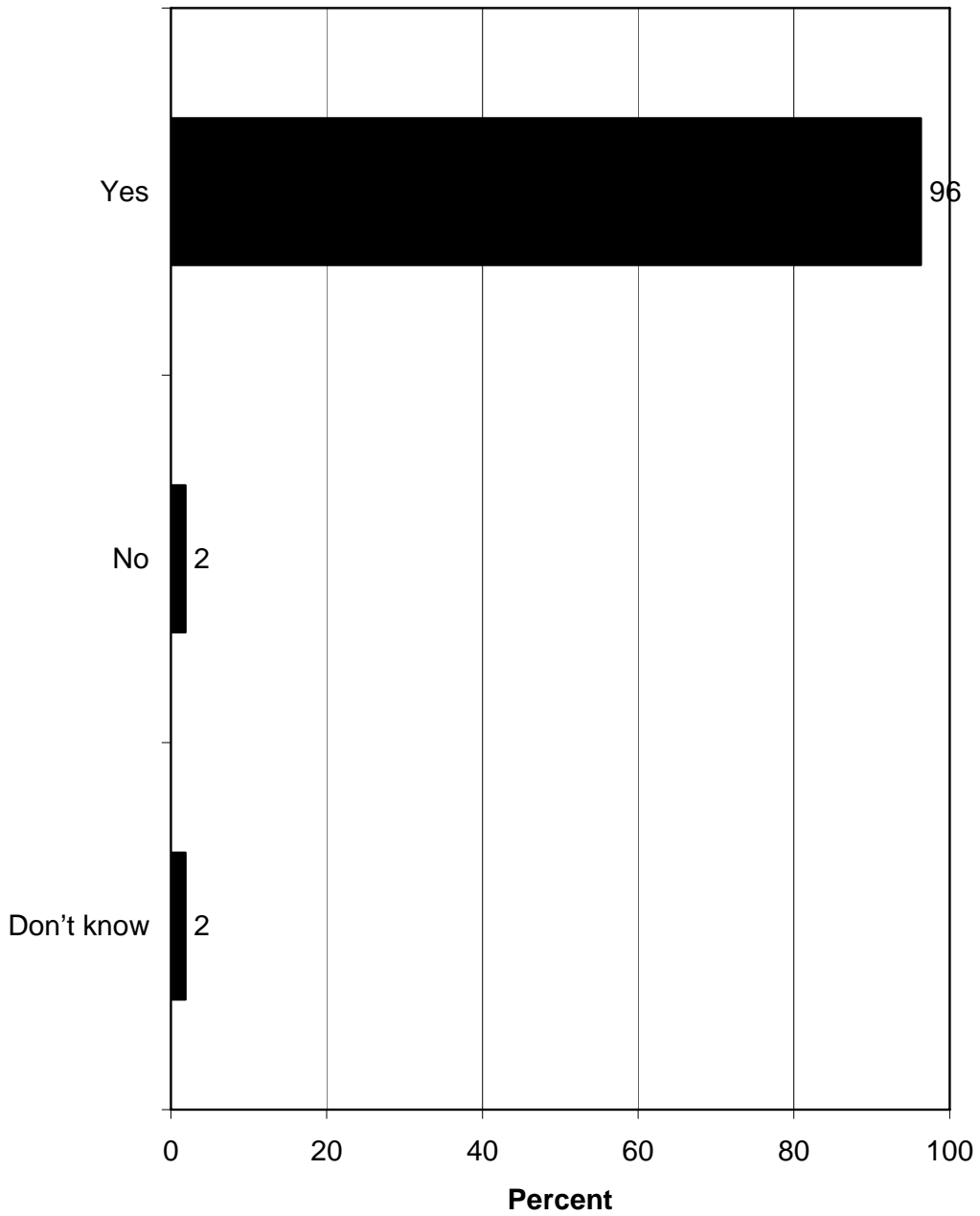


## **AWARENESS OF MESSAGES AND CAMPAIGNS FOR RESPONSIBLE OHV USE**

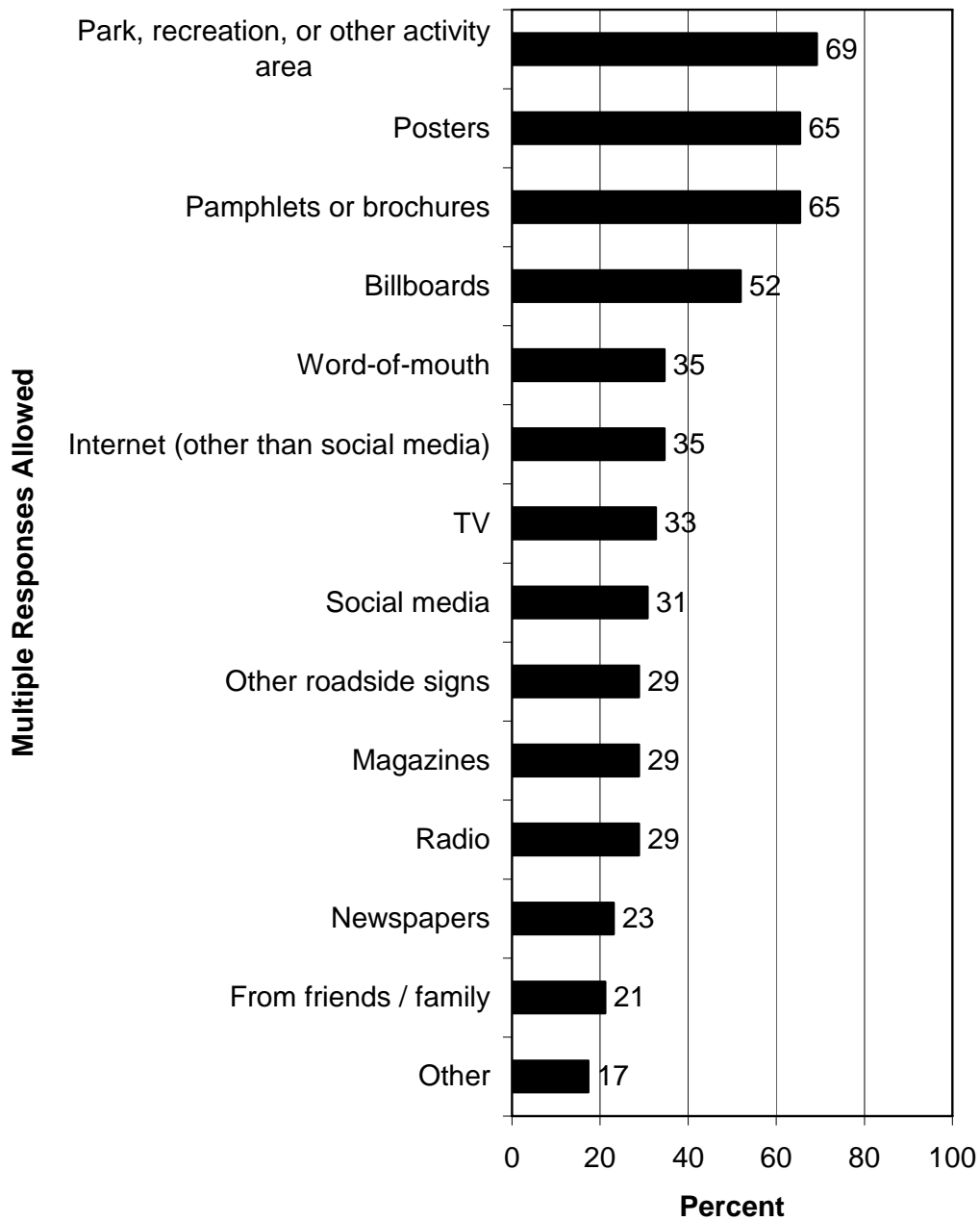
- Nearly all Utah land managers surveyed (96%) have seen or heard messages or campaigns about responsible OHV use.
  - The top sources through which Utah land managers have seen or heard messages or campaigns about responsible OHV use are park, recreation, or other activity areas (69% of land managers who have seen or heard such messages or campaigns named this source), posters (65%), pamphlets or brochures (65%), and billboards (52%). Other sources named by at least 30% of land managers include word-of-mouth (35%), the Internet, other than social media (35%), TV (33%), and social media (31%).
  - Utah land managers who had seen or heard messages or campaigns about responsible OHV use were given a list of six messages/campaigns and asked which they had seen or heard. No less than 70% of land managers have seen or heard each of the messages or campaigns on the list. At the top of the ranking by respondents who have seen or heard the message/campaign is Tread Lightly! (100% of respondents have seen or heard this), followed by Ride on Designated Routes (94%), and Stay on Trails! (88%). Rounding out the list are Protect Your Privilege (79%), Respected Access is Open Access (73%), and Live by the Rules! (71%).
    - Regarding the frequency with which Utah land managers have seen or heard the messages or campaigns (on a scale of *frequently*, *sometimes*, *rarely*, or *never*), one message stands out from the others in the ranking by the percentage of land managers who have seen or heard the various messages *frequently*: 40% have seen or heard Tread Lightly! frequently, compared to 23% for Ride on Designated Routes and 21% for Protect Your Privilege. The other messages were seen or heard frequently by no more than 15% of respondents.
    - In the ranking by the percentage of land managers who have seen the various messages *frequently* or *sometimes*, three messages have a majority of land managers who have seen or heard them: Tread Lightly! (77% of land managers have seen this message frequently or sometimes), Ride on Designated Routes (71%), and Stay on Trails! (54%). The other messages were seen or heard frequently or sometimes by no more than 44% of respondents.

- Utah land managers were asked to rate the effectiveness of each message or campaign they had seen or heard on a scale of 0 (not at all effective) to 10 (extremely effective). No message or campaign receives a mean rating exceeding 5.71, and just three of the six messages/campaigns have a mean rating above the midpoint: Tread Lightly! (mean rating of 5.71), Ride on Designated Routes (5.32), and Protect Your Privilege (5.14). The other messages/campaigns have mean ratings at the midpoint or lower: Stay on Trails! (5.00), Live by the Rules! (4.45), and Respected Access is Open Access (3.97).
  - In open-ended follow-up, land managers were asked to explain why they had rated each message/campaign the way that they did. Responses to these follow-up questions are shown in the right-hand column in each message-specific table shown on pages 56-63 (note that each table includes the frequency with which the respondent had seen or heard the message as well as the rating they assigned it; responses are ranked by the numerical effectiveness rating given).
- Utah land managers were also asked if they had seen or heard any additional messages other than the six asked about in the survey, and 19% of this group indicated that they had seen or heard additional messages. These messages are shown in the table on page 64, along with the frequency with which the respondent had seen or heard the message, the effectiveness rating given, and an explanation for the rating (if given).

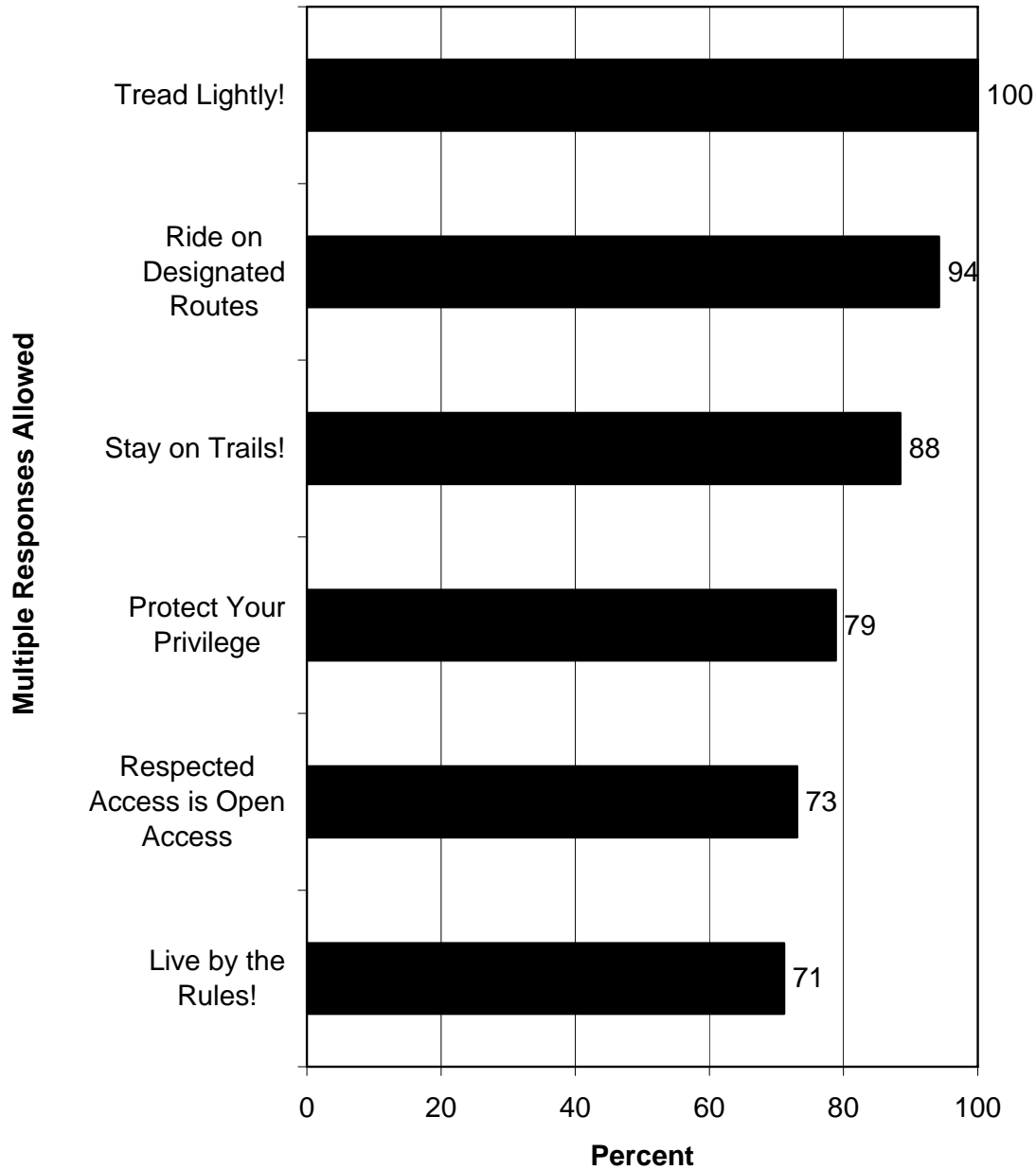
**Have you seen or heard any messages or campaigns about responsible OHV use?**



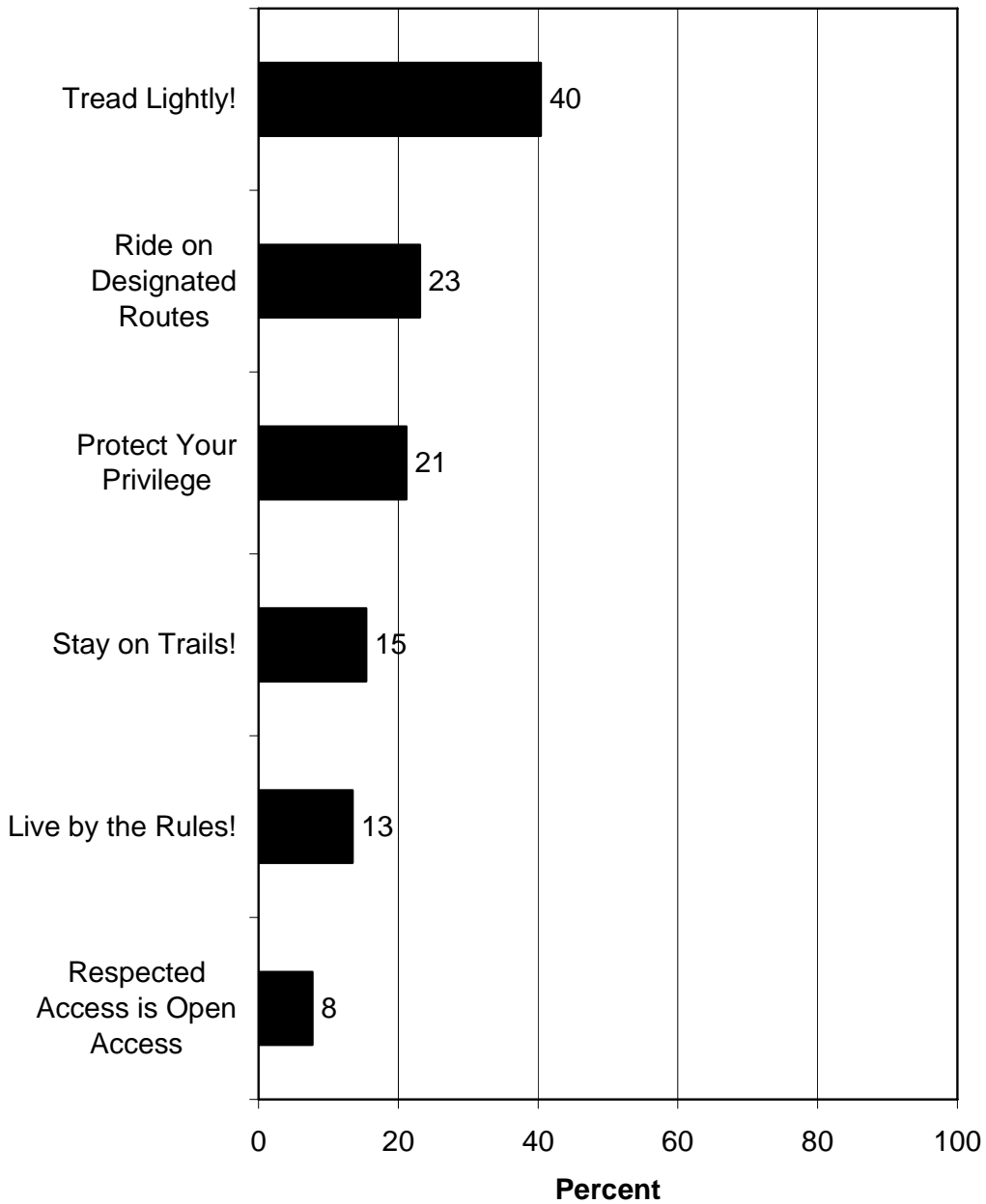
**Where have you seen or heard messages or campaigns about responsible OHV use? (Of those who have seen or heard any messages or campaigns about responsible OHV use.)**



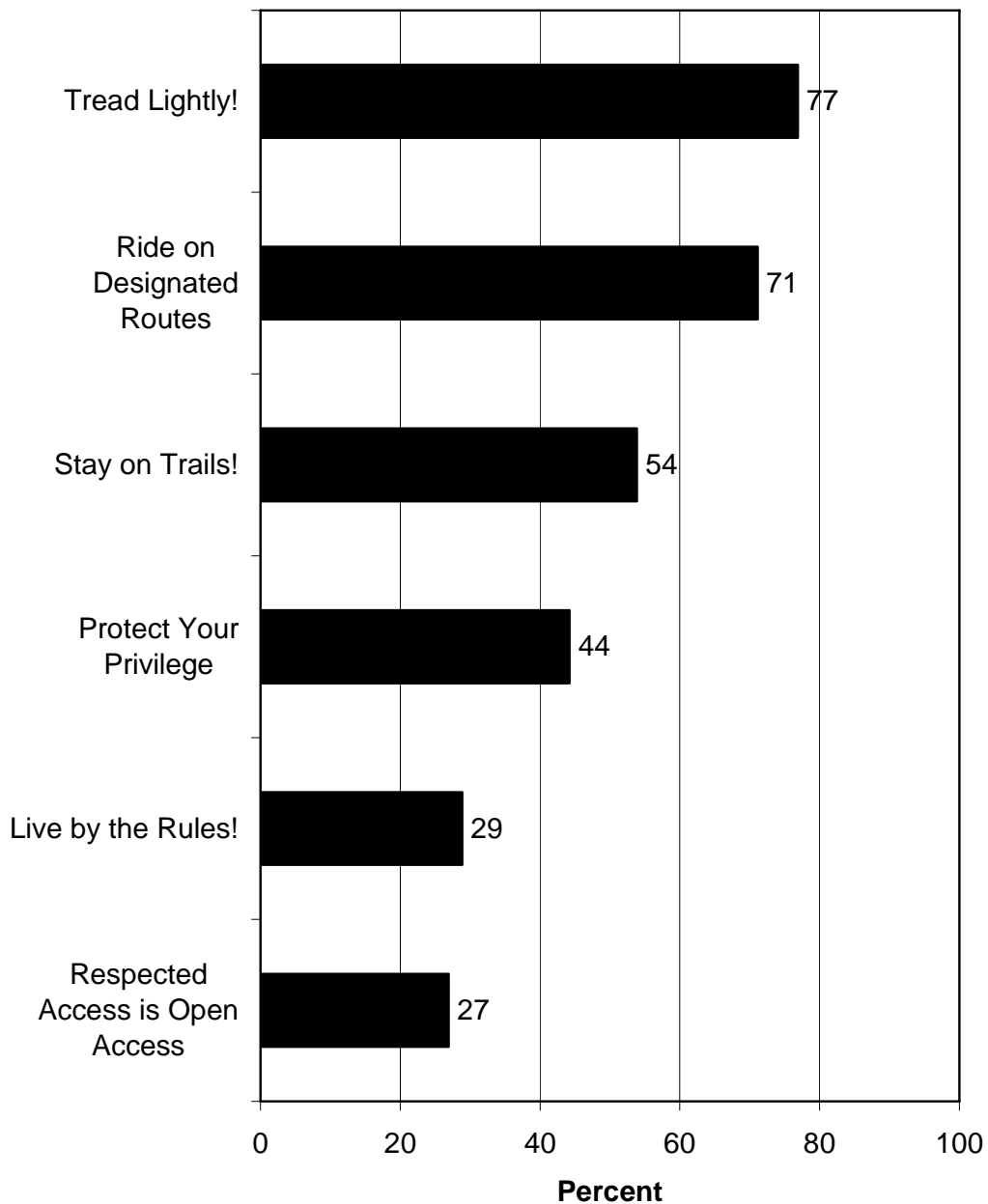
**Which of the following messages or campaigns have you seen or heard about responsible OHV use? (Of those who have seen or heard any messages or campaigns about responsible OHV use.)**



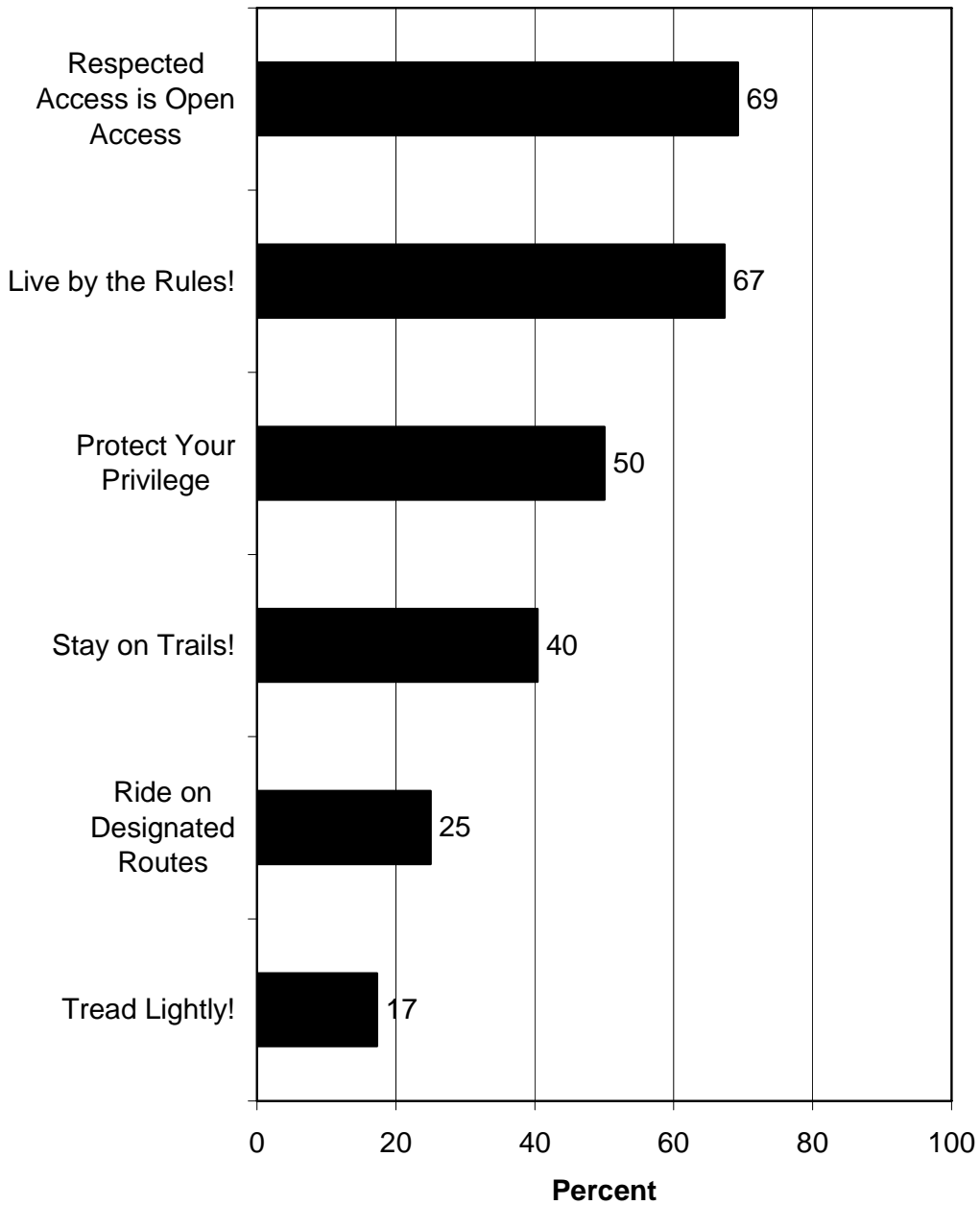
**Percent of land managers who have seen or heard messages or campaigns about responsible OHV use who have frequently seen or heard the following messages or campaigns.**



**Percent of land managers who have seen or heard messages or campaigns about responsible OHV use who have frequently or sometimes seen or heard the following messages or campaigns.**

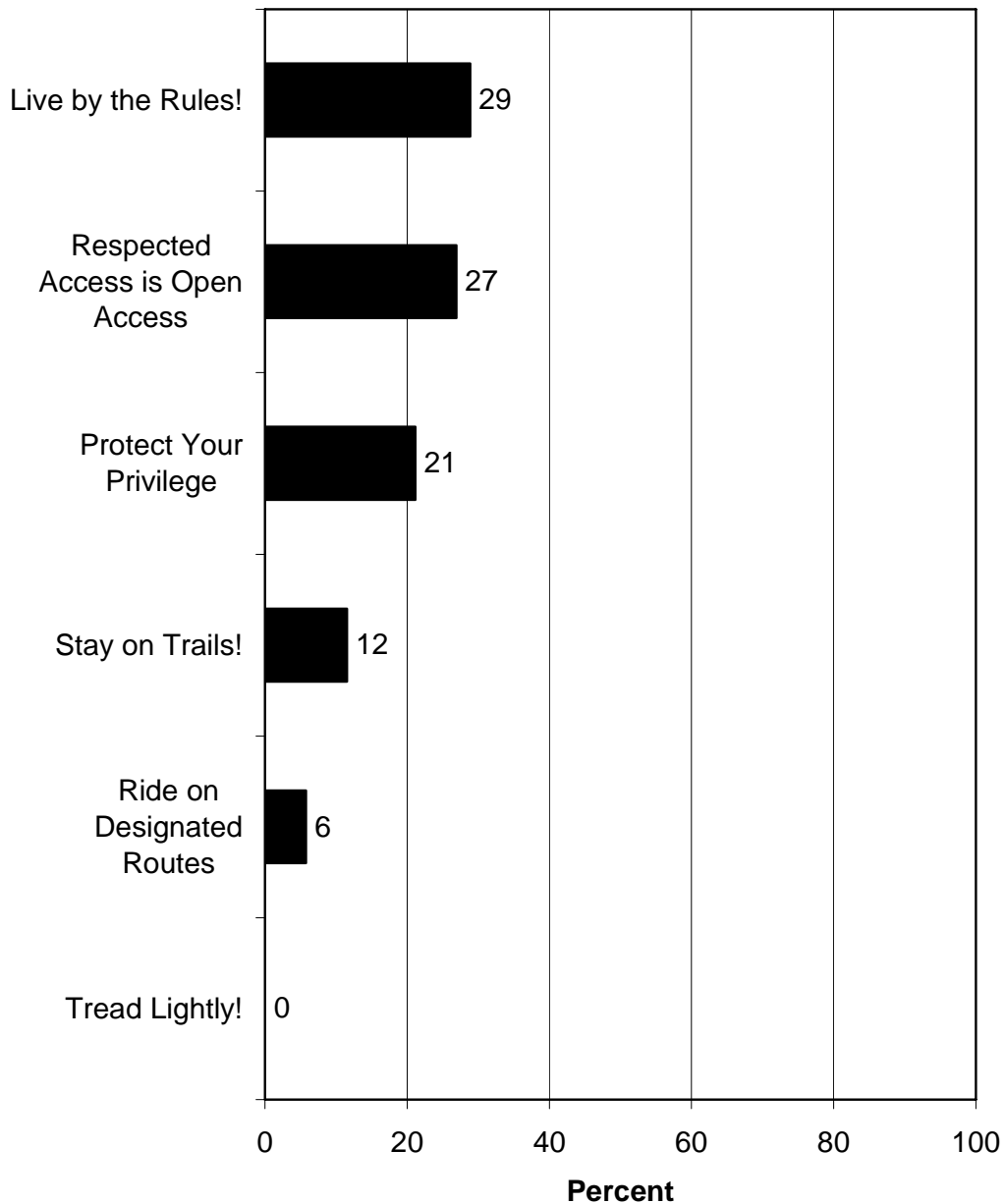


**Percent of land managers who have seen or heard messages or campaigns about responsible OHV use who have rarely or never seen or heard the following messages or campaigns.**

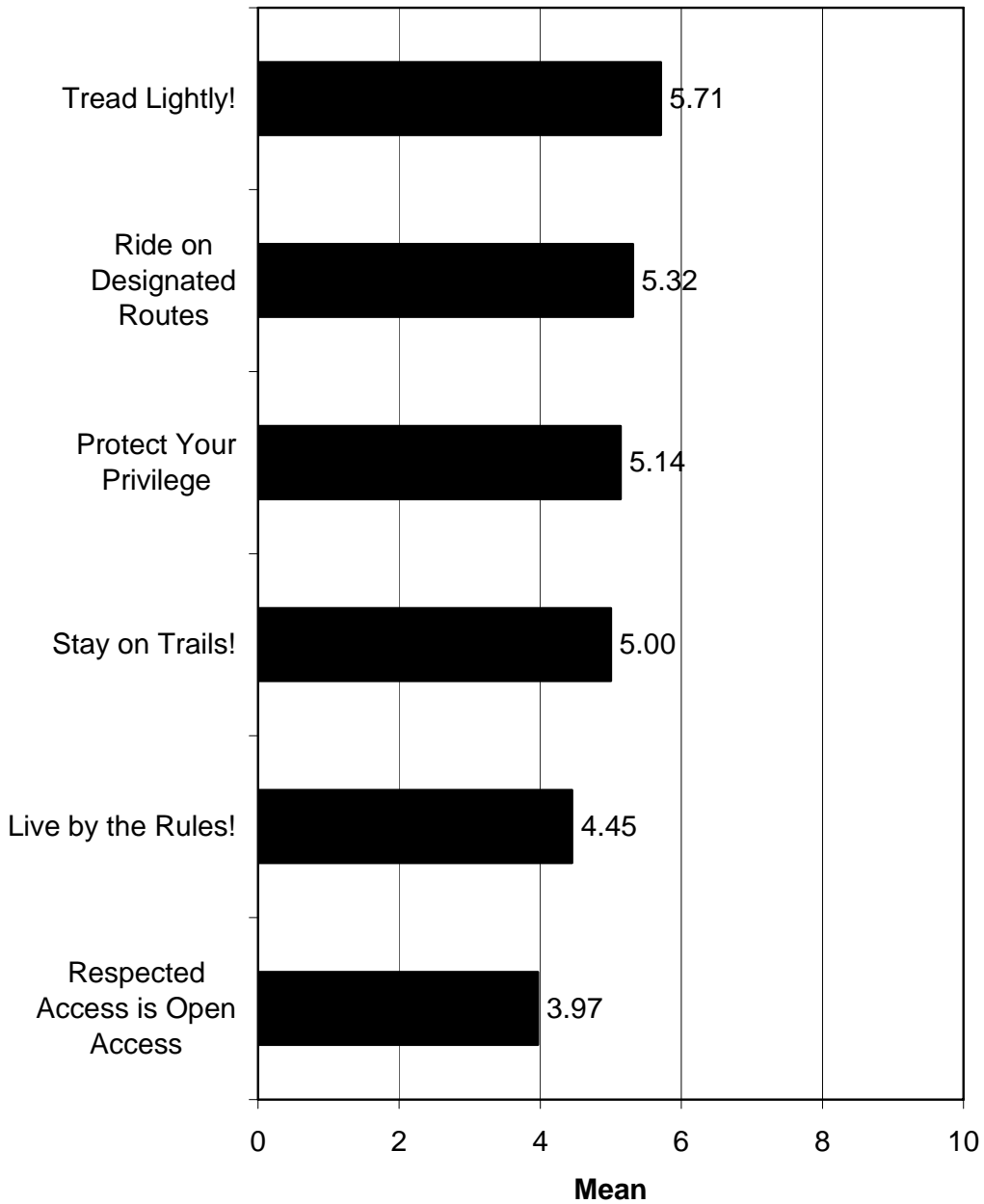




**Percent of land managers who have seen or heard messages or campaigns about responsible OHV use who have never seen or heard the following messages or campaigns.**



**On a scale of 0 to 10, where 0 is not at all effective and 10 is extremely effective, the mean rating of effectiveness of the following messages or campaigns.**



<b>Tread Lightly!</b>		
<b>Frequency seen / heard message or campaign</b>	<b>Effectiveness rating*</b>	<b>Main reasons for effectiveness rating</b>
Sometimes	0	Resource damage continues to increase
Rarely	1	Mentality doesn't change with message where I'm from, personal freedom outweighs personal responsibility or cultural responsibility
Sometimes	3	Nothing special
Rarely	3	Don't see it often, implies it is OK to go as long as you go carefully
Frequently	4	Users don't care
Frequently	4	Lack of knowledge
Frequently	5	Only ones I see
Rarely	5	Don't know
Frequently	5	They have a good message
Sometimes	5	USFS-sponsored
Frequently	5	Gut feeling
Frequently	5	Well known historically
Rarely	5	Half the people riding may pay attention
Sometimes	5	Good message; not sure if enough OHV enthusiasts care.
Rarely	5	Gives the wrong message that when you tear it up you should do it in a soft manner
Sometimes	5	Been around for a while, but is seen more for non-motorized users
Rarely	5	Well marketed, word seems to be out
Frequently	5	What does this mean to someone that is not familiar with this campaign
Sometimes	6	They stay with their message and provide us with materials.
Sometimes	6	Effective wording
Frequently	6	Compliance rate
Sometimes	6	TV, brochures
Frequently	6	It's been around for years in all aspects motorized and non-motorized good slogan
Sometimes	6	Common terms
Sometimes	7	Most familiar with these campaigns
Frequently	7	More education on this one
Frequently	7	Well known
Frequently	7	Simple yet effective.
Rarely	7	I like the program
Sometimes	7	Reminded monthly.
Sometimes	7	Well known
Sometimes	7	Tread Lightly is an established program
Frequently	7	Teach for them
Frequently	8	Large campaign, see it everywhere
Frequently	8	Have heard about it frequently

<b>Tread Lightly!</b>		
<b>Frequency seen / heard message or campaign</b>	<b>Effectiveness rating*</b>	<b>Main reasons for effectiveness rating</b>
Frequently	8	The amount of information I have and received.
Sometimes	8	Long term brand, recognizable
Sometimes	8	Been around a while
Frequently	8	Good history and info
Frequently	9	Comprehensive message. Well thought-out. Nice interactive materials.
Frequently	10	Easy to understand and very common
Sometimes	Don't know / no response	Too timid a message
Frequently	Don't know / no response	No data
Rarely	Don't know / no response	Not enough information
Sometimes	Don't know / no response	We do not have this message posted, I have no way to know if it is effective.

\* Effectiveness rated on a scale of 0 to 10, where 0 is not at all effective and 10 is extremely effective

<b>Ride on Designated Routes</b>		
<b>Frequency seen / heard message or campaign</b>	<b>Effectiveness rating*</b>	<b>Main reasons for effectiveness rating</b>
Rarely	1	Mentality doesn't change with message where I'm from; personal freedom outweighs personal responsibility or cultural responsibility
Sometimes	2	Not enforced on the ground
Frequently	3	Users don't care
Sometimes	3	Doesn't seem to be impacting most riders
Sometimes	3	Nothing special
Sometimes	4	See information only occasionally
Sometimes	5	More positive
Sometimes	5	Seems like about half listen and half ignore this suggestion
Sometimes	5	More signs are seen
Frequently	5	Gut feeling
Frequently	5	Very clear message
Sometimes	5	More frequent visibility
Rarely	5	Half the people riding may pay attention
Sometimes	5	Good message, not sure if enough OHV enthusiasts care.
Sometimes	5	Aware that it's a new program, still need to evaluate effectiveness
Frequently	5	It needs to say Please ride on DR.
Rarely	5	People don't know what Designated Routes are.
Sometimes	5	The amount of information I have and received.
Frequently	6	Compliance rate
Sometimes	6	Easy to understand
Sometimes	6	People mention it
Sometimes	6	Pamphlets, brochures
Rarely	6	Good idea but needs to be phrased in a "catchier" way
Frequently	6	Lack of caring
Frequently	6	It's the newest of Tread Lightly's campaigns that we put up posters on.
Rarely	6	Older theme.
Sometimes	7	Concise message.
Sometimes	7	Familiar message
Sometimes	7	On all the education literature
Rarely	7	Clear and to the point, understandable
Frequently	7	Work with it
Sometimes	8	Easy message
Frequently	8	This is easy for people to understand and apply
Sometimes	9	Clear message, understandable
Sometimes	10	Pretty clear message
Frequently	10	Appeals to target audience
Frequently	Don't know / no response	Some think their fun is more important than any designation

<b>Ride on Designated Routes</b>		
<b>Frequency seen / heard message or campaign</b>	<b>Effectiveness rating*</b>	<b>Main reasons for effectiveness rating</b>
Sometimes	Don't know / no response	No data
Rarely	Don't know / no response	Not enough information
Sometimes	Don't know / no response	We do not have this message posted, I have no way to know if it is effective.

\* Effectiveness rated on a scale of 0 to 10, where 0 is not at all effective and 10 is extremely effective

<b>Protect Your Privilege</b>		
<b>Frequency seen / heard message or campaign</b>	<b>Effectiveness rating*</b>	<b>Main reasons for effectiveness rating</b>
Rarely	1	Mentality doesn't change with message where I'm from; personal freedom outweighs personal responsibility or cultural responsibility
Rarely	2	Older theme.
Sometimes	2	Not enforced on the ground
Sometimes	3	Lack of caring
Rarely	3	Less signs
Rarely	3	Too generic
Sometimes	3	See information only occasionally
Frequently	4	Users don't care
Rarely	4	Fairly rarely observe and/or explained
Rarely	4	Not easy to understand which privilege
Rarely	5	Good message. Poor marketing.
Rarely	5	Standard response is that it is a right, not a privilege
Sometimes	5	Implies that you can lose the right for poor behavior
Frequently	5	Gut feeling
Rarely	5	Half the people riding may pay attention
Sometimes	5	Good message, not sure if enough OHV enthusiasts care.
Frequently	5	Some don't care about others' privileges and the rules don't apply to them.
Sometimes	5	Posters
Sometimes	6	Familiar saying
Rarely	7	Truthful, bluntly put, good stuff
Don't know	7	Was huge about 10 years ago; there are still signs with it.
Frequently	7	Riding is a privilege
Rarely	7	Many people do not see access or trails as a privilege, they see their use of trails/access as a "right"
Frequently	7	Good awareness, positive message
Frequently	7	Watched it be created.
Sometimes	8	Again this is a reward for doing the right thing
Frequently	8	States the obvious
Frequently	8	The amount of information I have and received.
Frequently	8	Have heard about it frequently.
Frequently	8	Seen on lots of carsonite markers
Sometimes	8	Makes you think about keeping your opportunities
Rarely	Don't know / no response	Not enough information
Rarely	Don't know / no response	We do not have this message posted, I have no way to know if it is effective.

\* Effectiveness rated on a scale of 0 to 10, where 0 is not at all effective and 10 is extremely effective

<b>Stay on Trails!</b>		
<b>Frequency seen / heard message or campaign</b>	<b>Effectiveness rating*</b>	<b>Main reasons for effectiveness rating</b>
Rarely	1	Mentality doesn't change with message where I'm from; personal freedom outweighs personal responsibility or cultural responsibility
Rarely	1	Users don't care
Frequently	2	Nothing special
Rarely	2	Older theme.
Frequently	3	Not enforced on the ground
Rarely	3	Invites a rebellious response
Rarely	3	Haven't heard it mentioned too often.
Sometimes	4	Lack of caring
Rarely	4	Lack of signage and maps for designated trails/routes
Rarely	4	Rather negative
Sometimes	4	See information only occasionally
Sometimes	5	Seems like about half listen and half ignore this suggestion
Rarely	5	Very clear message
Rarely	5	Half the people riding may pay attention
Rarely	5	Good message, not sure if enough OHV enthusiasts care.
Sometimes	5	Somewhat frequent visibility
Sometimes	6	People talk about it
Frequently	6	We have these signs on both motorized and non-motorized trails
Sometimes	6	Most familiar with these campaigns
Sometimes	6	More signs
Sometimes	6	Haven't seen a lot of it
Rarely	7	Good message, but we have a lot of user trails
Frequently	7	Work with it
Don't know	7	Clear and to the point, understandable
Sometimes	7	Clear message, understandable
Frequently	8	Simple
Frequently	8	You abuse it you lose it
Sometimes	8	This is just a good reminder
Sometimes	9	Easy message
Sometimes	10	Very clear message
Sometimes	Don't know / no response	Some think their fun is more important than any designation
Sometimes	Don't know / no response	No data
Rarely	Don't know / no response	Not enough information
Sometimes	Don't know / no response	We do not have this message posted, I have no way to know if it is effective.

\* Effectiveness rated on a scale of 0 to 10, where 0 is not at all effective and 10 is extremely effective



<b>Live by the Rules!</b>		
<b>Frequency seen / heard message or campaign</b>	<b>Effectiveness rating*</b>	<b>Main reasons for effectiveness rating</b>
Sometimes	0	Rules are not being followed
Rarely	0	Not sure what this means.
Rarely	2	Older theme.
Frequently	2	Not enforced on the ground
Rarely	3	Nothing special
Sometimes	3	Lack of knowledge
Rarely	3	Fairly rarely observe and/or explained
Rarely	3	Less signs
Rarely	3	Can come off as negative, government telling people how to live
Rarely	3	Do people know what the rules are in every different Forest, BLM office, State Park and every other piece of land they ride on? No, they can't possibly keep up with everyone's different rules.
Rarely	4	Invites a rebellious response
Rarely	4	Good for helmet wear, but not for staying on trails
Sometimes	4	Gut feeling
Frequently	4	Good boating but not so much in the motorized OHV areas.
Sometimes	5	Rule compliance means responsible riding
Rarely	5	Half the people riding may pay attention
Rarely	5	Good message, not sure if enough OHV enthusiasts care.
Rarely	5	Some don't care about the rules.
Rarely	5	Not used a lot
Rarely	5	First you have to know and respect the rules
Sometimes	6	People talk about it
Sometimes	7	TV, brochures, in-store posters
Frequently	7	Watch it get created
Frequently	8	The amount of information I have and received.
Sometimes	8	Good exposure through TV spots
Frequently	8	Use this in park information and materials
Frequently	8	Seems to relate to youth more and seems more "cool"
Sometimes	8	Safety first
Rarely	Don't know / no response	Some think their fun is more important than any designation
Rarely	Don't know / no response	Not enough information
Rarely	Don't know / no response	We do not have this message posted, I have no way to know if it is effective.

\* Effectiveness rated on a scale of 0 to 10, where 0 is not at all effective and 10 is extremely effective

<b>Respected Access is Open Access</b>		
<b>Frequency seen / heard message or campaign</b>	<b>Effectiveness rating*</b>	<b>Main reasons for effectiveness rating</b>
Rarely	0	Public does not care, get out of my way, I am having fun
Rarely	1	Mentality doesn't change with message where I'm from; personal freedom outweighs personal responsibility or cultural responsibility
Rarely	1	Never saw any info on this message
Sometimes	1	Poor layout and conflicting information; bad font and color choices.
Rarely	1	Users don't care
Rarely	2	Do not see much of this
Rarely	2	Gut feeling
Rarely	2	Haven't heard of it
Rarely	2	Not enforced on the ground
Rarely	2	Too complicated
Sometimes	3	Doesn't seem to be impacted most riders
Sometimes	3	Lack of knowledge
Rarely	3	Not as familiar with this message
Rarely	3	Not seen very much
Frequently	4	We have it on many of our sign boards
Rarely	5	Half the people riding may pay attention
Rarely	5	Good message, not sure if enough OHV enthusiasts care
Rarely	5	Haven't heard it mentioned too often
Rarely	5	It says the same thing as protect your privilege
Rarely	5	Not sure that people understand the intent
Rarely	5	People don't understand what respected access is.
Sometimes	5	The amount of information I have and received.
Rarely	6	Implies that you can have access if behavior is good.
Sometimes	6	Newer, haven't seen as much
Sometimes	7	Most recent drive.
Rarely	7	Not memorable
Frequently	7	Work daily with it
Frequently	8	Educational
Sometimes	10	This message indicated a good behavior has a reward not a consequence.
Frequently	Don't know / no response	I'm familiar with all the above messages because I put them up but it's hard to measure how effective they are because people destroy the signs or disregard them.
Sometimes	Don't know / no response	No data
Rarely	Don't know / no response	Not enough information
Sometimes	Don't know / no response	We do not have this message posted, I have no way to know if it is effective.

\* Effectiveness rated on a scale of 0 to 10, where 0 is not at all effective and 10 is extremely effective

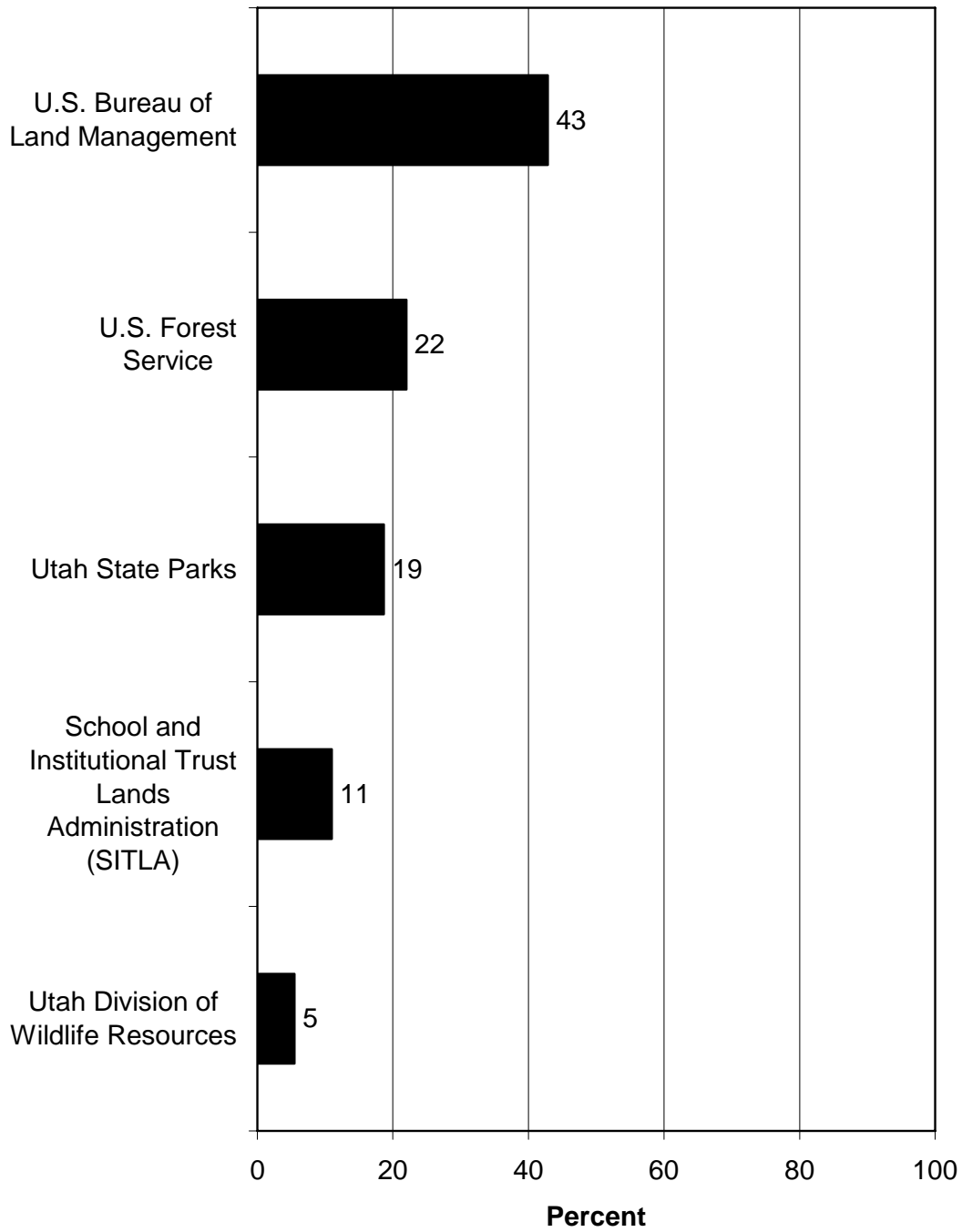
<b>Various other messages and campaigns named:</b>			
<b>Message / campaign</b>	<b>Frequency seen / heard message or campaign</b>	<b>Effectiveness rating*</b>	<b>Main reasons for effectiveness rating</b>
Honda-specific Ride On campaign	Sometimes	1	Mentality doesn't change with message where I'm from, personal freedom outweighs personal responsibility or cultural responsibility
SITLA OHV video contest	Rarely	2	[no reason provided]
Trails not Tracks	Sometimes	3	Some think that their fun is more important than any rules
Hunting and ATVs—Responsibility or Regulation?	Rarely	5	Half the people pay attention
Ride with Respect	Sometimes	5	Positive message from a motorized user group
RideRight	Rarely	5	[no reason provided]
Be where you belong—stay on open trails	Rarely	5	[no reason provided]
Stay on marked trails	Rarely	5	[no reason provided]
You can still get there from here	Rarely	5	[no reason provided]
ATV Safety Institute Program	Sometimes	8	People get money for taking the course. Great incentive.
OHV is not my main focus but I seem to recall Colorado having some good ones	Rarely	8	Well put, short, blunt, truthful
ASI safety classes	Sometimes	9	Monetary compensation
Right Rider	Rarely	9	Effective use of professional riders. Poor distribution.
Don't be that guy...stay on trails	Rarely	9	It's funny, simple, and people remember it

\* Effectiveness rated on a scale of 0 to 10, where 0 is not at all effective and 10 is extremely effective

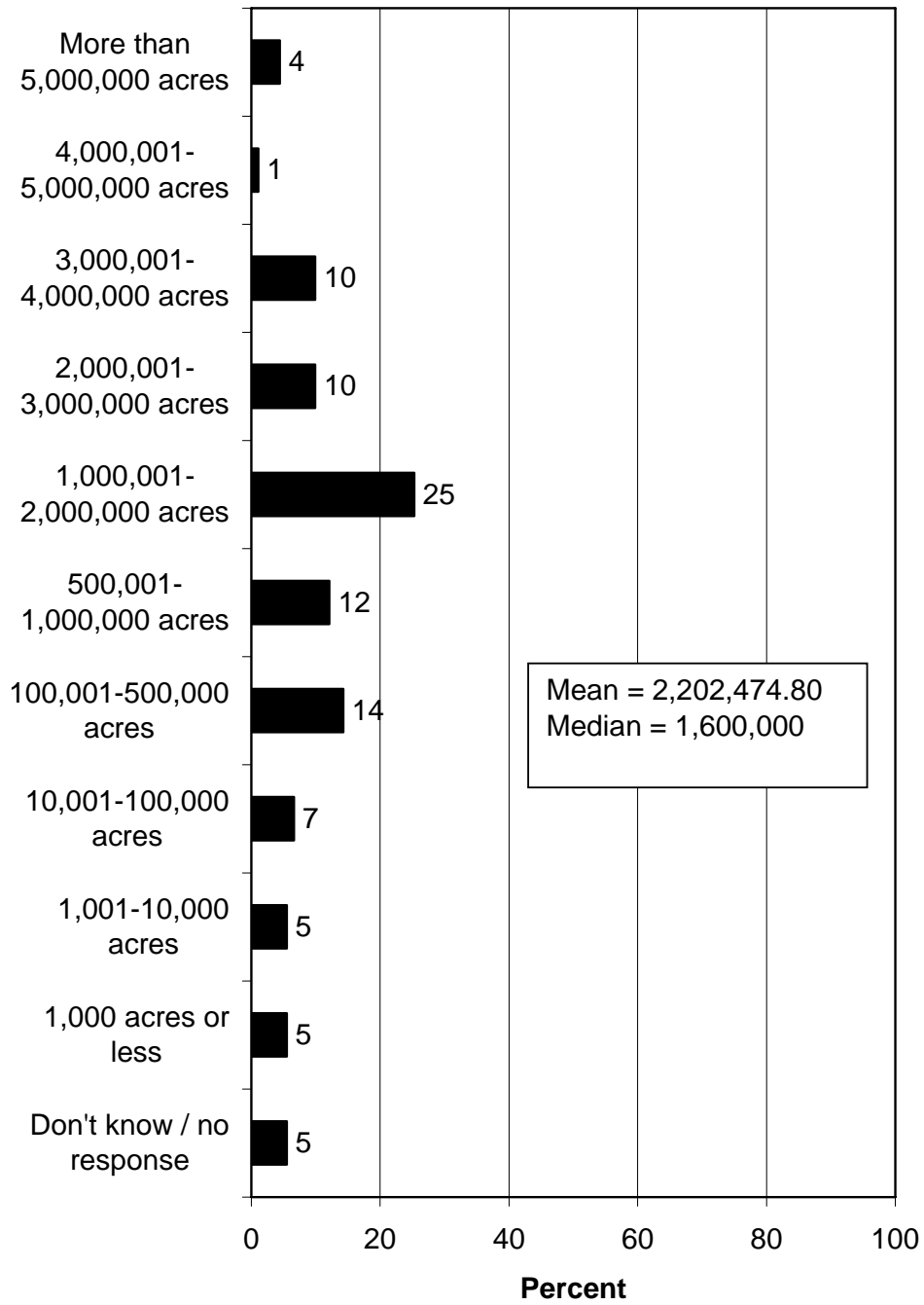
## **AGENCY/ORGANIZATION RESPONDENT DATA**

- The most common respondent agency/organization is the U.S. Bureau of Land Management (43%), followed by the U.S. Forest Service (22%) and Utah State Parks (19%). A further 11% of respondents were from the School and Institutional Trust Lands Administration, while 5% were employed with the Utah Division of Wildlife Resources.
  
- A question asked respondents for the total number of acres of public land managed by their office or district. The mean acreage is 2,202,474.80 acres, while the median is 1,600,000 acres.
  
- The final graphs in this section show the number of years respondents have worked in their office or district, as well as the age and gender distribution of survey respondents.

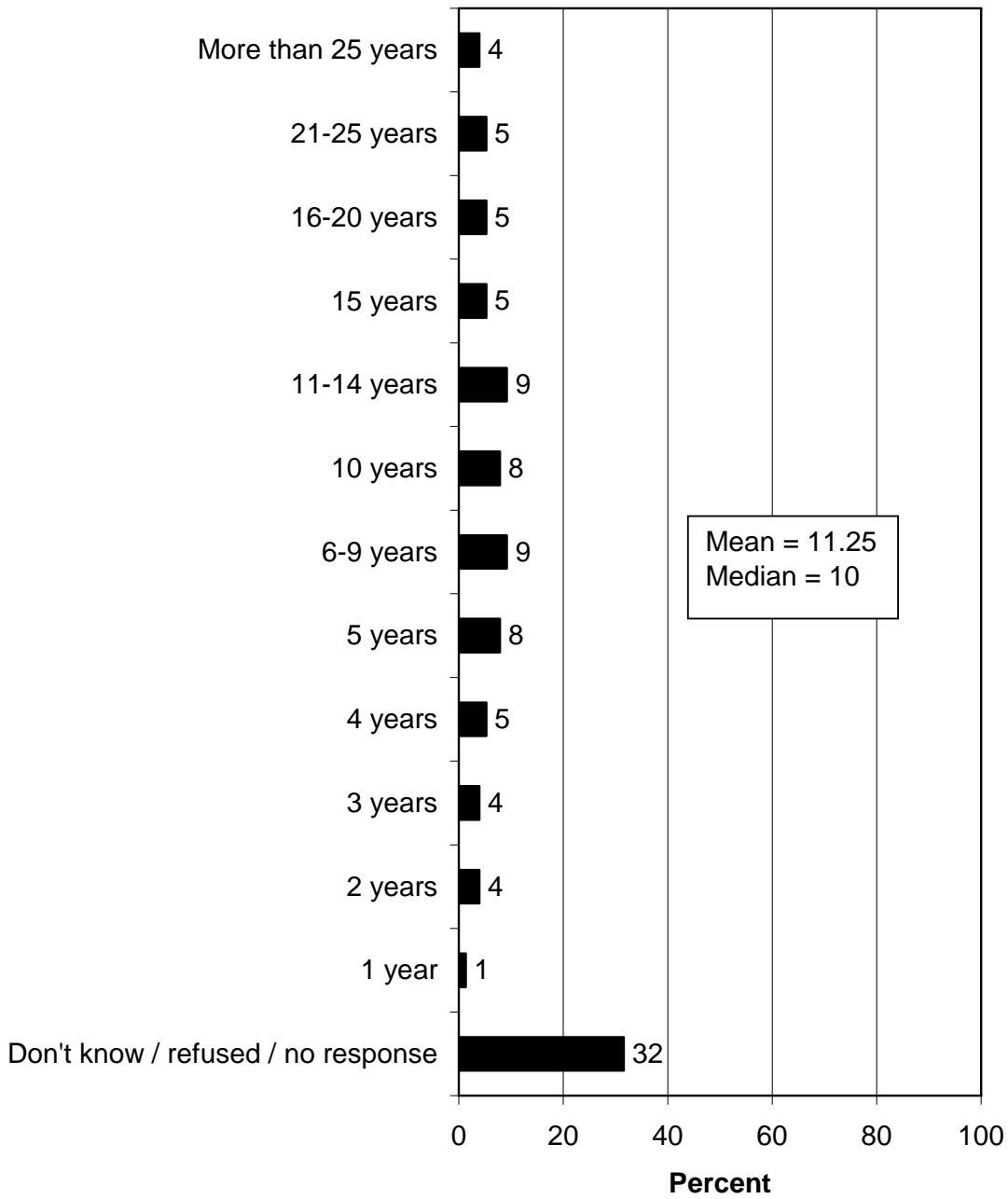
### What is the name of your agency or organization?



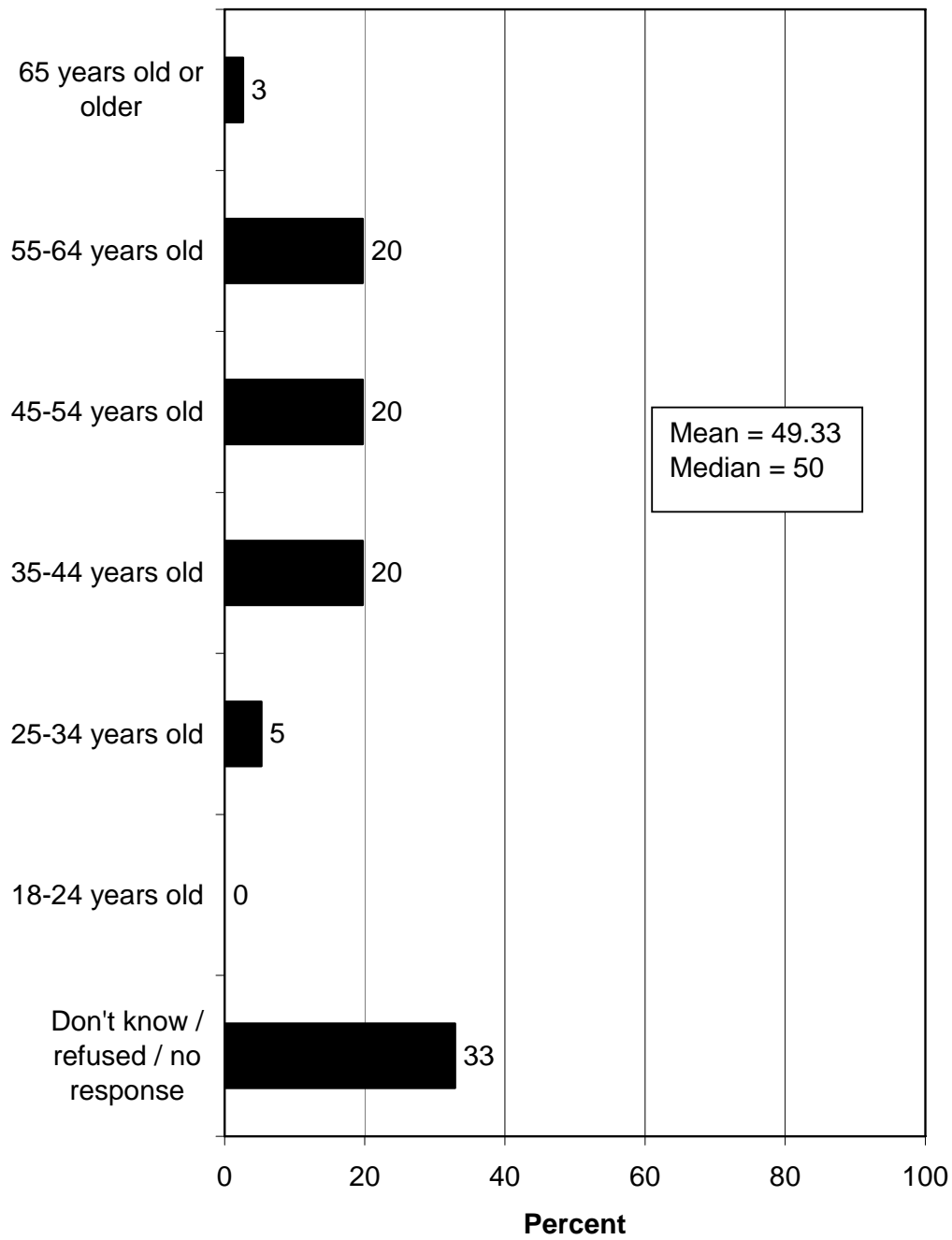
### How many total acres of public land does your office or district manage in Utah?



## How many years have you worked at this office or district?

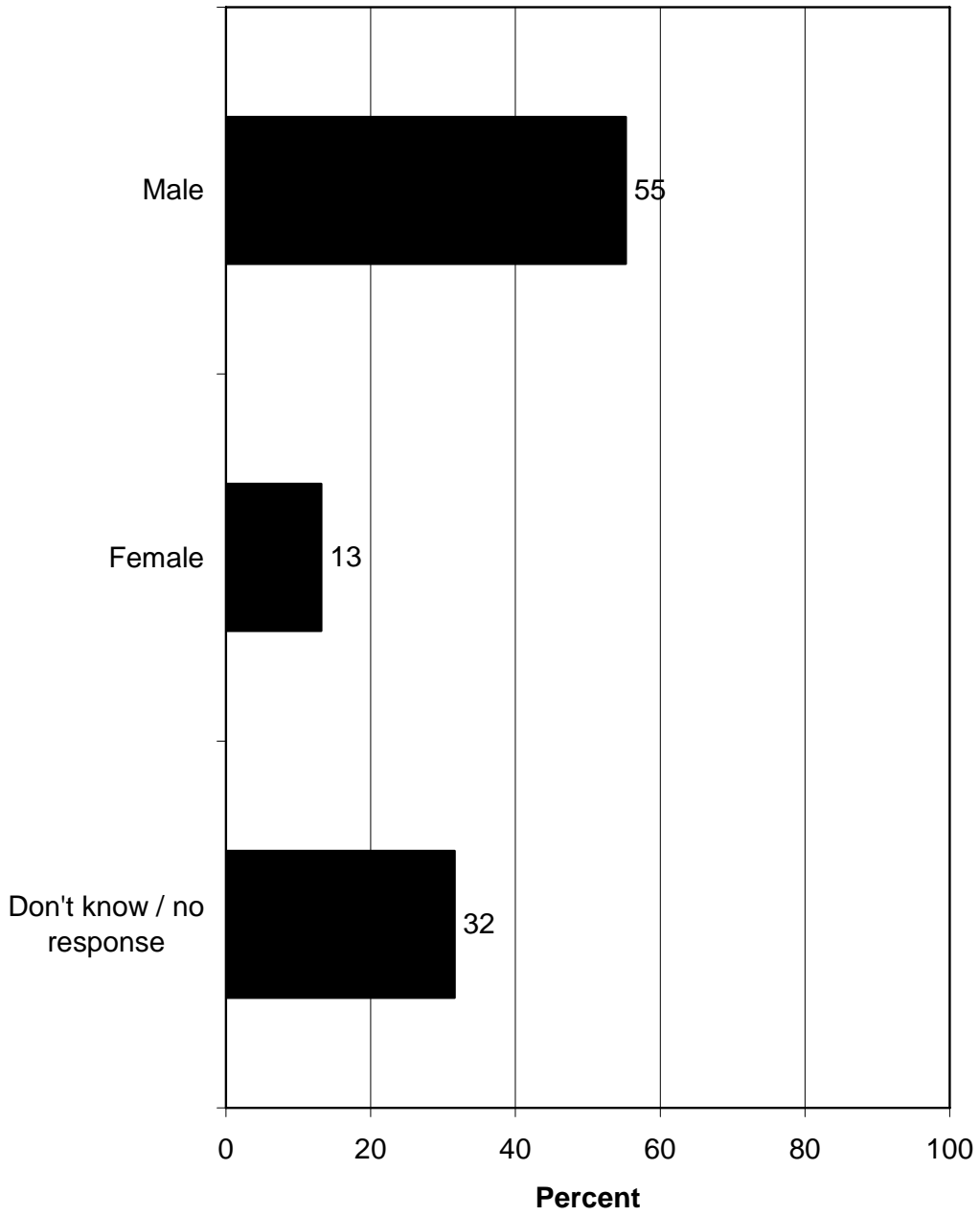


### What is your age?





## What is your gender?



## **ABOUT RESPONSIVE MANAGEMENT**

Responsive Management is an internationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Our mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing our in-house, full-service telephone, mail, and web-based survey center with 50 professional interviewers, we have conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communication plans, needs assessments, and program evaluations.

Clients include the federal natural resource and land management agencies, most state fish and wildlife agencies, state departments of natural resources, environmental protection agencies, state park agencies, tourism boards, most of the major conservation and sportsmen's organizations, and numerous private businesses. Responsive Management also collects attitude and opinion data for many of the nation's top universities.

Specializing in research on public attitudes toward natural resource and outdoor recreation issues, Responsive Management has completed a wide range of projects during the past 22 years, including dozens of studies of hunters, anglers, wildlife viewers, boaters, park visitors, historic site visitors, hikers, birdwatchers, campers, and rock climbers. Responsive Management has conducted studies on endangered species; waterfowl and wetlands; and the reintroduction of large predators such as wolves, grizzly bears, and the Florida panther.

Responsive Management has assisted with research on numerous natural resource ballot initiatives and referenda and has helped agencies and organizations find alternative funding and increase their membership and donations. Additionally, Responsive Management has conducted major organizational and programmatic needs assessments to assist natural resource agencies and organizations in developing more effective programs based on a solid foundation of fact.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management has also conducted focus groups and personal interviews with residents of the African countries of Algeria, Cameroon, Mauritius, Namibia, South Africa, Tanzania, Zambia, and Zimbabwe.

Responsive Management routinely conducts surveys in Spanish and has conducted surveys in Chinese, Korean, Japanese and Vietnamese and has completed numerous studies with specific target audiences, including Hispanics, African-Americans, Asians, women, children, senior citizens, urban, suburban and rural residents, large landowners, and farmers.

Responsive Management's research has been upheld in U.S. District Courts; used in peer-reviewed journals; and presented at major natural resource, fish and wildlife, and outdoor recreation conferences across the world. Company research has been featured in most of the nation's major media, including CNN, *The New York Times*, *The Wall Street Journal*, and on the front pages of *USA Today* and *The Washington Post*. Responsive Management's research has also been highlighted in *Newsweek* magazine.

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