

2020 OHV OHVAG Overview

Arizona Game and Fish Department



Overview

- 2019-2020 Media Campaign
- 2020 Skills Training Course



Media Campaign Review

Buckle Up! Every trip, every time



2019 Creative: OHV



Buckle Up!
Every trip,
every time.



azgfd.gov/ohv



azgfd.gov/ohv



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www.azgfd.gov/ohv



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2019 Radio: OHV

:30 “Buckle up!”

Any time is a great time to head out on an off-highway vehicle in Arizona, just make sure you’re doing so safely and responsibly!

When heading out on a side-by-side, be sure to buckle up! A seatbelt will help keep you and any passengers inside the vehicle in the event of an accident.

Also remember to stay on designated trails. Not only are you protecting habitat relied upon by our state’s wildlife, it’s also the law!

Safe and ethical riding begins with you!

To learn more, visit www.azgfd.gov/OHV

:30 “ATV Safety Week”

It’s ATV Safety Week and the Arizona Game and Fish Department wants to remind you that trained operators are safe operators.

Whether you head out on an ATV, side-by-side or dirt bike, taking a safety course is recommended for new and veteran riders. Safety courses provide riders with the basic techniques needed to maintain proper control of their machine and to ride safely.

Safe and ethical riding begins with you!

To learn more, visit www.azgfd.gov/OHV

2020 Opportunities

- Develop a **unified, consistent style of creative** between both campaigns (boating and OHV)
 - Consistent design will help reinforce messaging across audience overlap (and allow for necessary full redesign of OHV concepts)
 - Can use the “Wear it! Every trip, every time.” messaging across both campaigns to reinforce consistency
 - “Wear It” can be reinforced primarily through imagery, with the opportunity to approach longer-form messages through social media. Longer-form messages could include:
 - Stressing why seatbelts are critical in side-by-side OHVs, based on incident data from recent years and/or encouraging individuals to take online OHV education courses



Sample Additions to OHV Imagery



2020 Opportunities, Contd.

- Increase campaign exposure with a “**Wear It Street Team**” of in-person ambassadors
 - Ambassadors could be made up of staff or volunteers, as preferred, or a combination of both.
 - Would visit popular destinations for OHVs (ex. trailheads) to educate the public, monitor compliance and hand out AZGFD swag
 - Could also survey individuals on if/where they have seen 2020’s ads
 - Just like in previous years, these surveys can be completed verbally via organic conversations between the public and ambassadors at , trailheads, on the trail or at gas stations, for example.



2020 Proposed Objectives

- 5% fewer helmet/seat belt citations issued between June and September 2020
- 10% reduction in total number of incidents resulting in fatalities and/or injuries preventable by wearing a helmet and/or seat belt
- 5% increase in online courses taken
- 50% of individuals surveyed confirmed exposure to Wear It ads in 2020



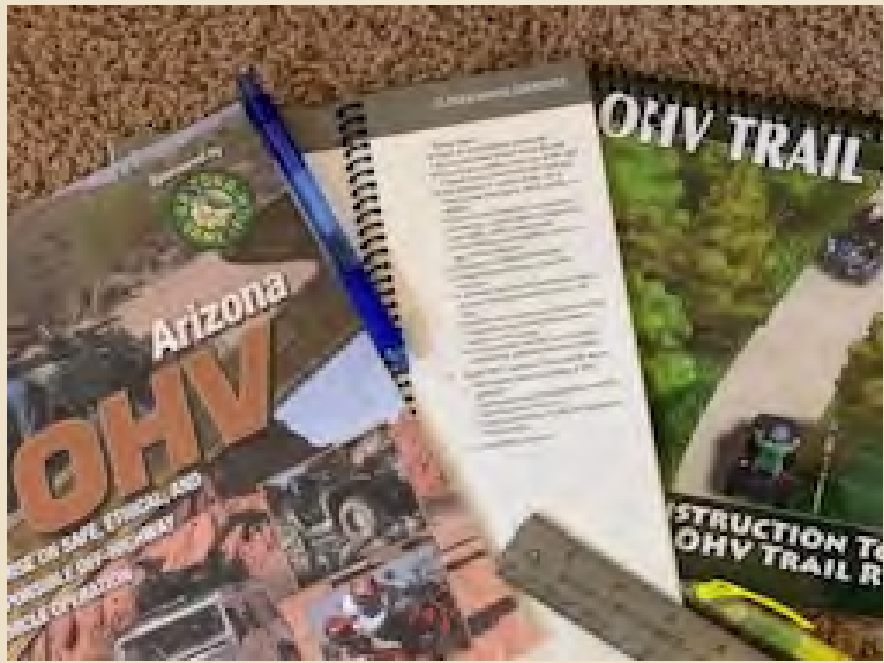
2020 COVID 19 Opportunities

In the process of developing a Skills-based OHV Training Course for Arizona

The Skills-based training is intended to be taught in a three to four hour block

Students are guided through the lessons in a predictable and well sequenced manner

Each lesson applies basic skills to new and increasingly complicated situations





Thank You!

We appreciate OHVAG and what you do for the OHV Community

KIM JACKSON BOATING & OHV SAFETY
EDUCATION PROGRAM MANAGER

ARIZONA GAME AND FISH DEPARTMENT

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AGENDA – D4

Arizona State Land Department Updates – Richard Spencer, OHV Program Manager

AGENDA – D4

Adamsville Road Emergency & Mitigation



AGENDA – D4

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Adamsville Road Emergency & Mitigation



AGENDA – D4

Adamsville Road Emergency & Mitigation



AGENDA – D4

Mine Shaft Fill



AGENDA – D4

Mine Shaft Fill



AGENDA – D4

Mine Shaft Fill



AGENDA – D6

State OHV Coordinator Updates

– Matt Eberhart, State OHV Coordinator

AGENDA – D6

FY 2020 Budget

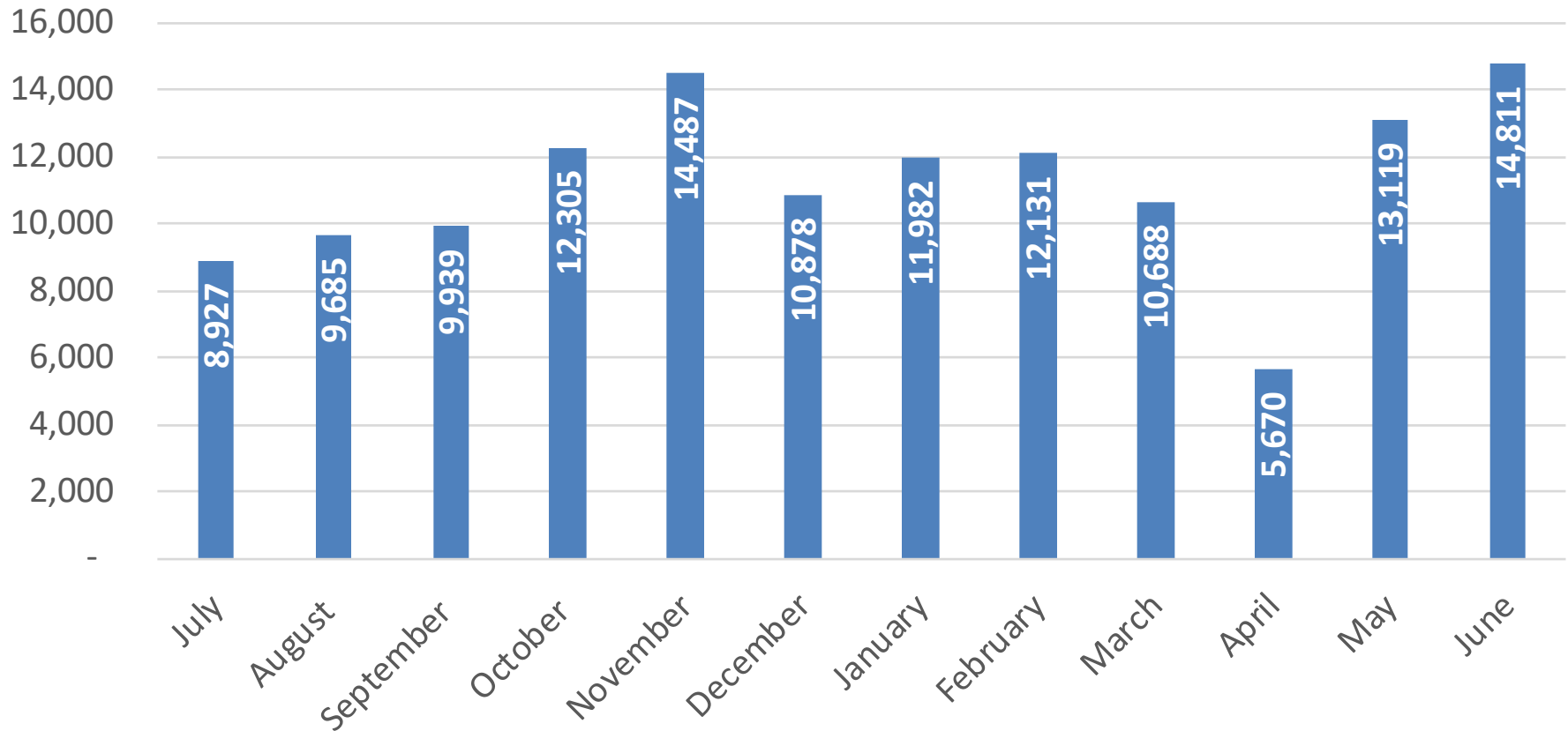
ARIZONA STATE PARKS & TRAILS FY 2020 OHV BUDGET	
FY 2020 REVENUE	
Fuel Tax	\$ 1,685,408.83
OHV Decal	\$ 1,413,529.67
Non-Resident	\$ 125,952.00
Total Revenue	\$ 3,224,890.50
12% OPERATING	
Personal Services	\$ 140,183.38
Employee Related Expenditures	\$ 52,344.30
Professional And Outside Services	\$ 2,068.67
Travel - In-State	\$ 2,810.33
Travel - Out-State	\$ 716.00
Food	\$ -
Aid to Organizations & Individual	\$ -
Other Operating Expenditures	\$ 17,758.92
Total Operating Expenses	\$ 215,881.60
2020 GRANT AWARDS	
Law Enforcement Total	\$ 236,379.00
Info and Ed Total	\$ 692,000.00
Mitigation of Damaged Areas Total	\$ 109,800.00
Restoration Total	\$ 459,012.00
Support Services Total	\$ 463,269.00
Total Grant Awards	\$ 1,960,460.00
2021 Balance Carryover	\$ 1,048,548.90

STATE OF ARIZONA FY 2020 OHV RECREATION FUND REVENUES	
FUEL TAX REVENUE	
Parks 60%	\$ 1,685,408.83
Game & Fish 35%	\$ 983,155.15
Land 5%	\$ 140,450.74
Total Fuel Tax Revenue	\$ 2,809,014.72
RESIDENT OHV DECAL REVENUE	
ADOT 30% Cut from total sales	\$ 1,009,664.05
Parks 60%	\$ 1,413,529.67
Game & Fish 35%	\$ 824,558.97
Land 5%	\$ 117,794.14
Total Resident OHV Decal Revenue	\$ 3,365,546.83
NON-RESIDENT OHV DECAL REVENUE	
ADOT 30% Cut from all sales	\$ 89,965.71
Parks 60%	\$ 125,952.00
Game & Fish 35%	\$ 73,472.00
Land 5%	\$ 10,496.00
Total Non-Resident OHV Decal Revenue	\$ 299,885.71
Total OHV Revenue	\$ 6,474,447.26

AGENDA – D6

FY 2020 Resident OHV Decal Sales

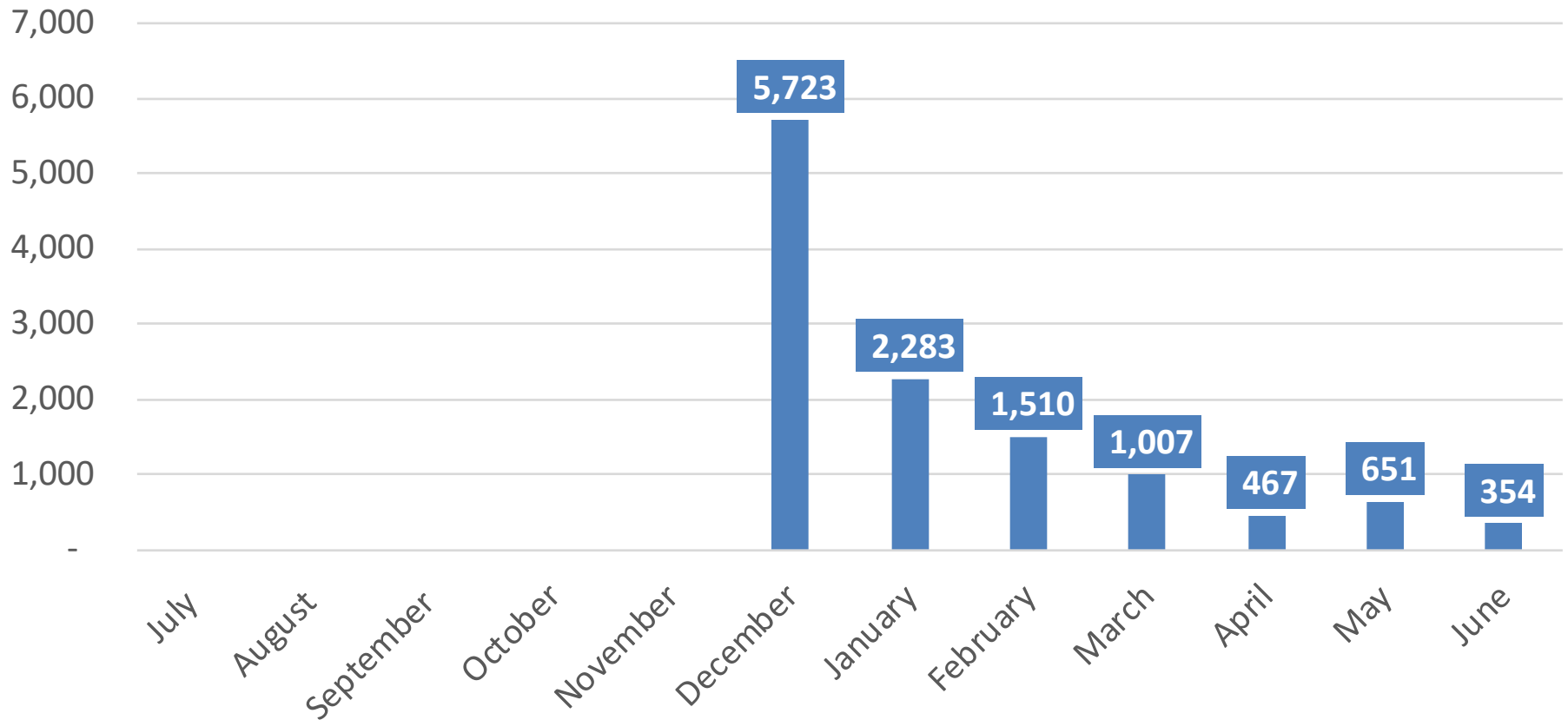
FY 2020 Resident OHV Decal Sales



AGENDA – D6

FY 2020 Non-Resident OHV Decal Sales

FY 2020 Non- Resident Decal Sales



***NOTE: December sales represent non-resident decals sold from August to December.**