

Diablo Trust
Recreation Working Group
March 7, 2022

Participants: Becki Ross, Ellen Parish, DeAnna Bindley, Wolf Gummerman, Matt Eberhart, Lisa Bolton, Carol Harder, Brian Poturalski, Victoria Allen, Ben Mingus, Rob Nelson, Nick Mustoe, Liz Krug, Alix Skelpsa Ridgway, David Wessel, Kari Roberg, Stephen Williams, Cheryl Barlow, Nate Ragan, Stephen Williams, Tim Holt, Benny Aja, Heather Green, Bob Prosser

Meeting began at 11:00 am.

Ellen: Thanks to those able to attend the Annual Meeting. We had a great lineup of speakers: Tim Holt from AZ Game and Fish Department, Todd Madeksza from Elevated Advocacy, and Matt Caldwell from Tread Lightly.

Becki: Deanna and I have a list of people we have talked with. The list includes senators and representatives, potential representatives, Sedona City Council, Mayoral candidates, the Rock Group, and Coconino Farm Bureau. Deanna and my husband testified at the Capital for SB 1377. I attended a Cattle Growers meeting at the Capital. It is surprising how many people don't know what is going on in the Sedona area. Many people agree that this is not what they want on public lands... bad behavior and excessive OHV use. Many people ask for solutions. Possible solutions include things such as a statewide ban for cross country travel except for game retrieval and wood cutting, implementation of SB 1377, development of engineered OHV trails, statewide speed limits to help with enforcement, and an online safety course as for motorcycle endorsement.

Ellen: What are you hearing from the people you are talking with? How can we help?

Deanna: We have to keep doing what we are doing to increase awareness.

Ellen: Legislative action is one approach. How we can direct a more positive proactive approach?

Becki: We have groups that are trying to do that. The one day on President Day's weekend was quiet when there was a lot of law enforcement present but the next day was not at all quiet when law enforcement was absent.

Kari: We are not creating our own messaging. Our efforts are best used in support of State Parks and Tread Lightly messages, and other efforts.

Becki: There is a fine line between getting the message out and advertising. For example, radio broadcasts about OHV use in Sedona is not helpful because Sedona is already saturated.

Ellen: What is Parks and Rec's perspective on messaging?

Liz: We'd like to know where we can send people looking for locations to ride. Coconino County Parks and Rec only sees a little bit of the OHV impact. We want to see what other entities are doing.

Matt: For next meeting, let's mention which subcommittee we are in. Is Tim Holt's presentation available? – Lisa can load that to the DT website this week. Advertising/radio ads: there is an understanding that people are coming regardless. An ad running prior to them coming could be effective. Put the advertisements in the Phoenix area where the majority of people are coming from. This could help along with increased signage, increased enforcement, and talk about appropriate behavior.

Ellen: This could help because so much information is coming via social media.

Benny: We had a good meeting with BLM re: trail they are building. There is a limit as to what the resource can stand. This needs to be resolved. The ATVs leave a lighter footprint on the ground compared to 4-wheel drives. People come up to rural areas and because nobody is watching they can do anything. Current legislative efforts are a good first step.

Matt E: We are transitioning to a new website adapting to the new AZGFD regions. We will be using those to encourage dispersed OHV use.

Ellen: How do you get maps and messages to riders?

Matt: We found out there are about 50,000 miles of motorized trails in AZ. Will be contacting agencies to verify designated trails. Our map will be a marketing tool for the trails, education, and messaging. Our OHV advisory group is a helpful network.

[https://azstateparks.com/gallery/0004/0052/0A8A49E978E648E58690E47DF37F080C/Arizona-Off-Highway-Vehicle-Guide WEB Version.pdf](https://azstateparks.com/gallery/0004/0052/0A8A49E978E648E58690E47DF37F080C/Arizona-Off-Highway-Vehicle-Guide_WEB_Version.pdf)

<https://azstateparks.com/where-to-ride>

Ellen: I am specifically interested in non-club people.

Matt: We have an off-highway ambassadors FB page. We can come across as fellow riders rather than an agency. Stronger law enforcement will be needed to deal with the people who go out with bad behavior anyway. Self policing and a culture shift will be effective over the long term. It will be helpful if everyone is sharing similar efforts.

Cheryl: I am representing Supervisor's Begay's office and am here to listen.

Becki: I don't think land managers have adapted as quickly as the public. I think we are training people that they can get away with it. There aren't any trails being engineered in my area. We aren't even addressing what is happening to County and Forest Service roads. Forest Service has their hands tied...resources not available and there are so many hoops to jump through. The Rock Group wants to do more.

Victoria: Thank you for all you are doing. The user group is likely to change in the next few years. Are there any studies from the last 5-10 years about who these users are? Are these people in-state or tourists? How do we target our marketing – to locals? To out-of-state? There is a program where graduate students can initiate surveys that could help in the next 3-5 years.

Matt E: We have a publications section on our website. <https://azstateparks.com/publications/> We did an economic impact study in 2017/2018 which has some demographic information. Every 5 years we are mandated to do a statewide comprehensive outdoor recreation plan (in progress) and a trails plan. The trails plan sets priority for our grants program. I believe the vast majority of people want to do the right thing and want to know where to go.

Ellen: Matt – can you talk about ambassador program?

Matt: We had an employee that established partnership agreements with various agencies. Since he took a permanent position elsewhere, his duties have been transferred to me. Ambassadors did patrols, large scale

outreach events, show-me rides etc. There is liability with ambassadors patrolling in their own vehicles on state time so we are pulling back from that. Instead we will focus on trail side meet and greet, outreach, and large events.

Ellen: Can one of the ambassadors set up a tent and meet and greet at one of Sedona trailheads or problem areas on a busy weekends? <https://azstateparks.com/ohv-ambassadors>.

Matt: Absolutely.

Ellen: Could one of ambassadors set up near one of our dumpsters, do education etc.?

Matt: Yes. We need to select and provide orientation for ambassadors for this year.

Ellen: There are some great community members at Mormon Lake who might be interested in the ambassador program.

Carol: Report on Policy sub-group: It is possible to use Google Earth Pro to do before and after pictures. YouTube videos and before and after images are effective to show to people. Judy Prosser suggested some areas to look at and I will forward to Deanna if they are helpful to tell the story. If people on the call have some target areas, I would be happy to try and get before and after pictures. Also it would be helpful to contact people at the National level to help get funding for the Forest Service. Maybe this is another avenue we can pursue with David Schweickert's office.

Rob: Report from funding sub-group: we were working on finding dumpster funding but Matt Caldwell has stepped into that role so we will find other areas where we can assist.

Dave W: Report from technology sub-group: I have a few questions. With dumpster projects, there has been discussion about employing QR codes or geofencing. Should the Technology sub-group handle this? We would need to know how to do it, funding sources etc.

Matt E: Funding would be available from State Parks and Tread Lightly for OHV specific projects.

Matt: I would like to have messaging available season long. If Technology Group could pursue this, then that would help us. I would like to have potential costs.

Dave: Does anyone have familiarity with geo-fencing to get us started? I'll reach out to City of Flagstaff Visitor Bureau and Kari about this.

Kari: Our marketing team works in this arena of geo-fencing messaging.

Ellen: It would be good to have something in place for the season at Mormon Lake, Happy Jack, and other areas.

Lisa: Sasha Stortz would be another contact for geo-fencing.

Ellen: Where do snowmobiles fit in? Are they required to OHV tags?

Matt: I'll look into it.

Ellen: We had a snowmobile fence cutting issue at Mormon Lake a week or so ago. Afterwards there was a lot of pushback and comments from responsible users on FaceBook against fence-cutting. Peer to peer messaging for appropriate behavior could be effective.

Dave: Liz – were you interested in learning more about the magnitude of the issue and grants for this? Was wondering about the cost of this for a project or an ongoing subscription.

Liz: Do we have information gaps? What are the priorities of this group? If we need the information for next year, this might be a good time to get something going.

Ellen: Diablo Trust did a recreation study in 2009-2010. The Diablo Trust Board is interested in updating this. It included road counts etc. Getting a grant to re-fund and update that study to look at 10 year changes on DT lands would be helpful. This study is posted on DT website under RWG under documents.

https://static1.squarespace.com/static/552e96e3e4b0f4284914859a/t/605ba4030e21880d681ad1c7/1616618505728/Diablo+Trust+RMP_2011.pdf

DeAnna: Our City Council has agreed to do a study within the town and surrounding area. They are very upset with the damage that is occurring. They are working to be sure this is okay with the County. Can the City of Sedona get funding for this Matt? Matt says yes.

Ellen: For this summer, we need to coordinate with Matt's ambassador group and Matt from Tread Lightly. We need to pick a couple locations on private land and talk to those land owners. I can do that. This is easier than jumping through the hoops on Federal land. We need to pin down locations and the contact information of land owners. And find out from Matt Caldwell what info he needs.

Matt: I am working on onboarding ambassadors. I have to have 30 ambassadors on board by June 30. I could use your help in getting more ambassador applications.

Ellen: I can share this on Mormon Lake, Happy Jack, and Clints Well community FaceBook pages.

Lisa: The next Recreation Working Group meeting is on Monday April 4 at 11:00. First Monday of the month at 11

Linda Curley is a new community liaison in Supervisor Begay's office and hopefully she will be on the call next month.

Victoria (in chat): Have you tried eco-counter? Way more expensive but they can broadcast the data.

Matt (in chat): <https://www.trafx.net/>

Meeting ended at 12:20