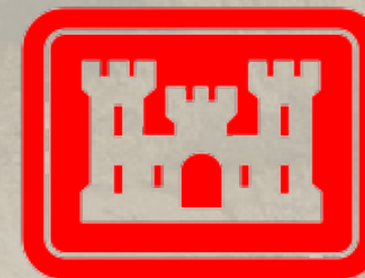


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WHO? /WHAT? /WHERE?





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ESSENTIAL KNOW-HOW

Introduction

Education

Stewardship

Communication

TL! or LNT?

TREAD LIGHTLY! WHO?/WHAT?/WHERE?

INTRODUCTION

**Being responsible
doesn't mean
being boring.**

**Tread Lightly! keeps
America's outdoor
recreation areas
beautiful, healthy
and accessible.**

WHAT IS TL!?

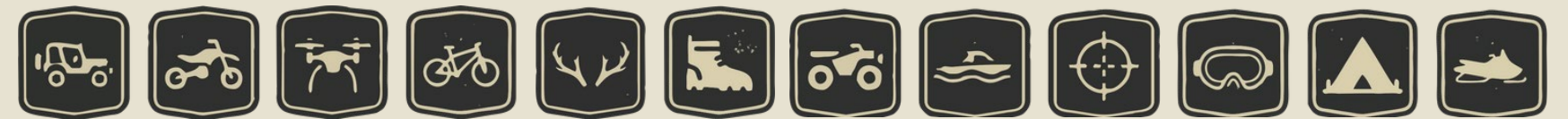
National 501(c) (3) nonprofit

Mission:

Promote responsible outdoor motorized recreation through ethics education and stewardship projects.

Goal:

Balance the needs of the people who enjoy outdoor recreation with our need to maintain healthy ecosystems and thriving populations of fish and wildlife.



Education

TL! CAMPAIGNS

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Our programs help address pressing recreation issues and educate users on responsible recreation.

What's the difference?

Each program is dedicated to specific issues and recreation types but they all fall under the Tread Lightly! brand offering in-person and virtual education opportunities.

Whether you see RIDE ON or Respected Access is Open Access, remember TREAD LIGHTLY! and the T.R.E.A.D. Principles are the main message.



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The RIDE ON Designated Roads, Trails and Areas focuses on education and stewardship of motorized recreation.



A public awareness campaign to eliminate the looting and vandalism of archaeological, historical and paleontological resources.



Introduce your kids to Lightfoot and friends. Find resources, downloads, and stories to engage your kids or classes in the Tread Lightly! mission.



Respected Access is Open Access helps protect and enhance recreation access and opportunities through education and stewardship.



The Tread Trainer program is designed to train participants in innovative, practical methods of spreading outdoor ethics to the public with a curriculum specifically focused on motorized and mechanized recreation.



Tread Lightly!'s signature stewardship initiative, Restoration for Recreation™, protects and maintains recreation opportunities by repairing roads, trails and bridges, improving maps and signage and access points, and revitalizing dilapidated recreational facilities.

T.R.E.A.D. PRINCIPLES



**Travel
Responsibly**

**Respect Rights
Of Others**



**Educate
Yourself**

**Avoid
Sensitive Areas**



**Do Your
Part**



STEWARDSHIP PROJECTS

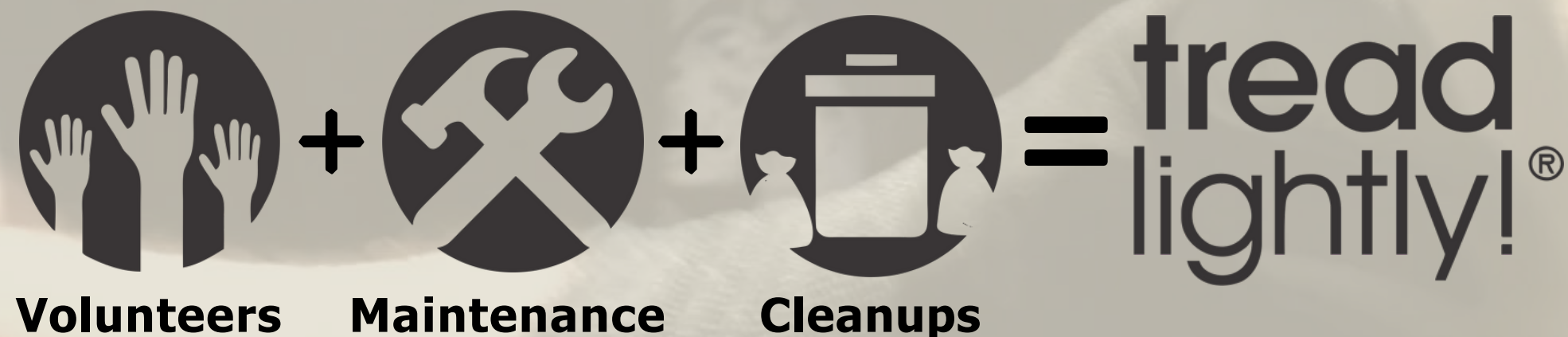
- Keep access open
- Enhance safety
- Protect resources
- Build community
- Make friends
- Learn skills
- New signage
- Freshen signage
- Construct fencing
- Install gates
- Clear brush
- Trash cleanups

Stewardship

PRINCIPLES IN PRACTICE!

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.org

Practicing the T.R.E.A.D. Lightly Principles means being a good steward of America's Public Lands. Do Your Part by joining our volunteers and partners all across the country to help keep trails open and healthy. If there is a local area that we haven't gotten to yet that could use some TLC (Tread Lightly! Care), let us know and we'll work to lend a hand.



Bureau of Land Management | **tread lightly!** | Hassayampa Field Office

Welcome to Table Mesa

Table Mesa is approximately 11,500 acres of public land managed by the Bureau of Land Management. The area is used for a variety of recreation activities, including off-highway vehicles, hiking, biking, equestrian use, camping and site seeing. The area supports several important wildlife habitats, including riparian zones along the Agua Fria River and desert tortoise habitat. It is the visitor's responsibility to conserve and protect the area's natural and cultural resources.

T.R.E.A.D. PRINCIPLES

- T** Travel Responsibly
- R** Respect Rights Of Others
- E** Educate Yourself
- A** Avoid Sensitive Areas
- D** Do Your Part

Off-Highway Vehicles

Camping

Shooting Sports

Equestrian Riding

PROTECTING YOUR ACCESS
Find out more at treadlightly.org

Bureau of Land Management | **tread lightly!** | Hassayampa Field Office

Table Mesa



- Off-Highway Vehicle
- Camping
- Target Shooting
- Bicycle
- ATV/UTV
- Motorcycle
- Side-by-Side
- Motorcycle
- ATV/UTV
- Horse



Communications

MOTORIZED RECREATION STORYTELLING

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**RESPONSIBLE
NOT BORING**

Trust us, we've been doing it for 30 years!

For over 30 years, Tread Lightly! has been promoting responsible recreation through trail clean ups, restoration projects and education, keeping our public lands healthy, accessible and open for all to enjoy. Whether you are an individual, a club or a business, you can join the Tread Lightly! movement. Do it today!

For more information on the impact we're having and to join us on this journey, drive on over to www.treadlightly.org.

I RIDE, I DRIVE, I OFFROAD, I TREAD LIGHTLY!

**WHEN TRAILS CLOSE
WE ALL LOSE**

Do Your Part Don't Lose Trails

Keeping trails open is everyone's responsibility. By working together as one motorized community, we can keep our trails open, healthy and beautiful for generations to come. Do your part by riding responsibly, keeping trails clean and trash-free, and volunteering with organizations that are working to keep access open for everyone.

Do your part, support Tread Lightly! and it's mission by becoming a member at treadlightly.org.

I RIDE, I DRIVE, I OFF-ROAD, I TREAD LIGHTLY!

- Social Media
- Video Tips
- PSAs
- Rack Cards
- Hang Tags
- Trail Kiosks





tread
lightly!®

OR



Leave
No
Trace™

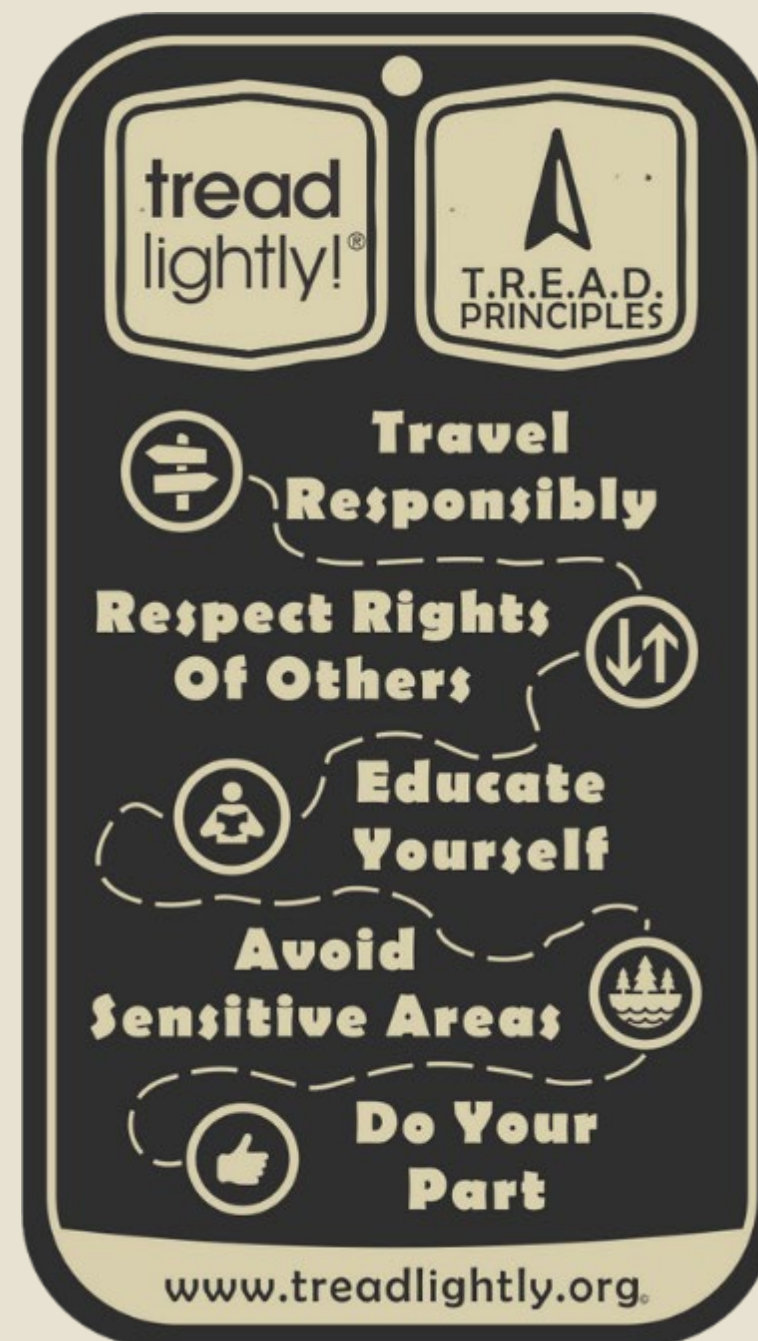
Center for Outdoor Ethics | LNT.org

TREAD LIGHTLY! WHO?/WHAT?/WHERE?

TL! AND LNT HAVE SIMILAR MISSIONS, BUT WE'RE ON DIFFERENT TRAILS.

TREAD LIGHTLY!
MOTORIZED
Focuses on high impact
motorized recreation.

LEAVE NO TRACE
NON-MOTORIZED
Focuses on low impact
recreation.



PARTNERS



TREAD LIGHTLY! WHO?/WHAT?/WHERE?

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PROTECTING YOUR ACCESS

FOR MORE INFO CONTACT
MATT@TREADLIGHTLY.ORG



TREAD LIGHTLY! WHO?/WHAT?/WHERE?