

A decorative graphic on the left side of the slide features several thin, dark lines representing grass blades. A solid red arrow points to the right, overlapping the grass lines.

Keep Colorado Wild Pass

Kris Wahlers – Park Manager, Chatfield State Park

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Background

- ▶ Colorado Parks and Wildlife is an enterprise funded agency
Deferred Maintenance
- ▶ Low price allows access to outdoor recreation opportunities to more residents
- ▶ SB21-249



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Goals

Strengthening Our Existing State Park System

- **Goal 1:** Provide an affordable, multi-agency pass that ensures that all users contribute to keep Colorado wild.
- **Goal 2:** Ensure sufficient staffing and resources to manage and protect Colorado's existing state parks.

Protecting and Educating Outdoor Recreationists

- **Goal 3:** Provide Search and Rescue (SAR) teams and avalanche programs with the support needed to keep us and them safe.
- **Goal 4:** Develop educational campaigns to promote responsible recreation and wildfire prevention.

Investing in the Future of Wildlife Conservation and Outdoor Recreation

- **Goal 5:** Build new state parks in partnership with local governments, conservationists, and recreationists.
- **Goal 6:** Increase capacity to address the impacts of outdoor recreation on public lands.
- **Goal 7:** Increase funds for new trails, trail stewardship, and river recreation projects.
- **Goal 8:** Dedicate resources for the State Wildlife Action Plan to conserve vulnerable species and habitats.
- **Goal 9:** Support CPW initiatives focused on equity, diversity, and inclusion in the outdoors.
- **Goal 10:** Fund Regional Outdoor Partnerships to support community-driven planning and projects.



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Logistics

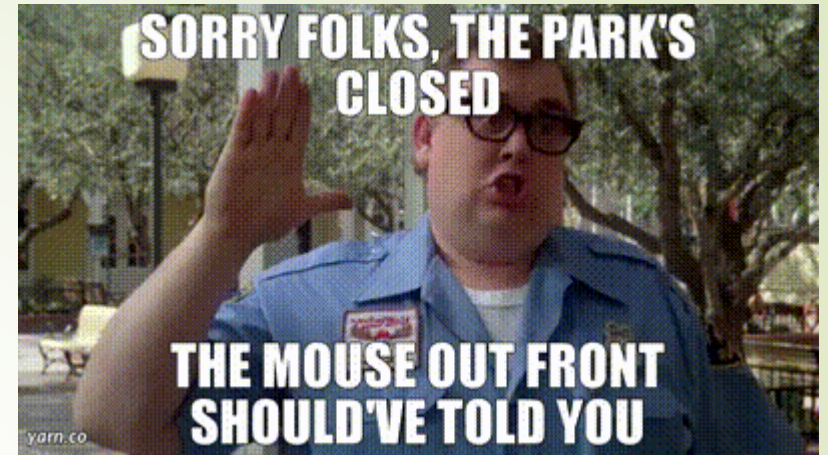
- ▶ Effective beginning January 2023
- ▶ Opt Out
- ▶ Revenue-
 - ▶ Goal is at least \$36M/year
 - ▶ 1st \$32.5M = state park maintenance
 - ▶ Next \$2.5M = Search & Rescue
 - ▶ Next \$1M = Colorado Avalanche Information Center
 - ▶ Anything above \$36M = 50/50 split between wildlife cash and parks cash funds



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Pricing & Impacts

- ▶ Price point is \$29/vehicle
- ▶ Expected to generate \$30-59M & 23-28M visits
 - ▶ 2020 had 19.47M visits at all State Parks, 2.38M at Chatfield SP.
 - ▶ A 15% - 30% increase would generate an additional 360k – 710k visits/year at Chatfield
- ▶ Tied to registration, can only purchase while renewing vehicle registration





Impact on Current Passes

- Daily Passes
- Specialty Passes
- ?Aspen Leaf Passes?
- ?Hang Tag Passes?
- Current passes will still exist for entry if choose to opt out and for out of state visitors
- Continuing to develop a mechanism for “cross over” passes
- CPW logo on paper registration



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