treadlightly! Report to NV OHV Commission June, 8 2017

Good morning,

I am Brian Bekowsky. I am the State of Nevada Coordinator for treadlightly!

As you know I started working in this position in mid-March. I have made on ongoing effort to reach out to various people in an effort to build relationships and contacts. Following is an overview of activity since I began.

* March 28 I met with Mr. Marc Shepard, General Manager Land Rover Reno
  + We discussed Land Rovers continuing sponsorship of treadlightly!
  + treadlightly! was invited to participation in Land Rovers Nevada Pony Express Trail event.
  + Mr. Shepard provided a loaner Land Rover for treadlightly! to travel to Moab and Laughlin
  + We are currently in discussions regarding Land Rover sponsoring a vehicle to treadlightly!
* April 6 I attended an introductory meeting with Jamie Fields with the USFS and had an office tour, this is where my office is now located
* April 9-13 I traveled to Moab, UT for the Easter Jeep Safari event to work with some of the staff and familiarize myself with treadlightly.
* April 13-15 TL traveled to Laughlin, NV to the Polaris World Championship races for outreach.
  + I made connections there with Best In The Desert (BITD) and Southern Nevada Off Road Enthusiasts (SNORE)
  + TL will be doing outreach at future events
* April 20 Stakeholders meeting with
  + Jenny Scanland
  + Leo Drum
  + Greg McKay
  + Jamie Fields, Recreation and Wilderness Program Manager USFS
  + Allison Bruner, Forest GIS Specialist USFS
  + Troy Jorgenson, Forest Roads Engineer USFS
    - We brainstormed ways of working together as well as potential grant projects. The next meeting will focus on specifics, projects and more. We are contacting Region Officials to arrange meetings to discuss these subjects in more detail and determine region needs.
* April 20 Met with Kevin Dose at Great Basin Institute to discuss how we may collaborate on projects and some future training opportunities.
  + Next meeting set for 6-14
* April 24-28 TL participated with Land Rover NV on their Pony Express Trail event. The event resulted in
  + trail clean up
  + outreach to the 24 participants
  + trail damage assessment
  + Land Rovers commitment to participate in a trail restoration project on the Pony Express Trail near Austin, NV. I will be traveling to reassess the trail damage as the water has receded in the area and will be planning the restoration/repair project.
  + Land Rover Las Vegas has committed to providing some off road vehicles (UTV’s off road bikes etc.) for display at outreach event booths in Southern Nevada. The goal is to increase interest in the booth and increase impressions.
  + A connection with Scott Brady with Overland Magazine, 240,000 subscriptions world wide and 1,000,000 new views each month. We discussed how we may connect his magazine and website with treadlightly and the RIDE ON NEVADA campaign.
* May 17 TL participated in training for Great Basin Institute with a treadlightly awareness presentation for new GBI employees
  + GBI has requested a Master Tread Trainer course to be conducted sometime in July as all participants become available.
  + Meeting set for 6-14 to work out details on Master Tread Trainer Course and additional Tread Trainer Course’s
* May 19 TL participated in a presentation for approximately 40 at Reno BMW Motorcycles of Back Country Discovery Routes with Allison Bruner USFS
* I am regularly reaching out to clubs and organizations in an effort to introduce myself and let people know that I am here in NV and working to bring together land managers, clubs and other organizations.
* May 23 met with Jenny Scanland.
  + We discussed among other things linking the treadlightly! And Ride On Nevada websites
  + Linking all media and PSA materials to both websites
  + Toured the Ride on Nevada site
* May 25-28 TL set up an outreach booth at the Runnamucca Motorcycle Rally in

Winnemucca, NV. The event resulted in

* + Contact with approx. 1000 people
  + Discussion of what registration funds are being used for with much positive response
  + Contact with some local vehicle dealers with requests for PSA materials
  + Contact with radio station Management. Currently working to set meetings with the appropriate persons to discuss radio ads in 6 Reno area stations and approx. 11 southern NV area stations
  + Contact with local Scout Leadership regarding support for projects and potential grants
* Outreach events (to be determined)
  + June 8-11 SNORE Knotty Pine 250 Caliente, NV
    - The Southern Nevada Off Road Enthusiasts is a family of off road desert racers helping to promote desert racing in and around Las Vegas. They are the oldest sanctioned off road racing organization in the world. Attending these events will educate the RIDE ON Nevada campaign target audience.
* June-July Stakeholders meeting, date pending responses
  + - All stakeholders have been invited as will be municipality representatives in the local area of the set meeting place
  + August 3-6 SNORE KC HILITES Jean, NV
  + August 15-19 General Tire Vegas to Reno
    - Best In The Desert creates an environment where racing and outreach are combined. Attending the Polaris races will educate the target audience in the RIDE ON Nevada campaign.
  + August 26 Sparks Lucas Oil
  + September 16 Bushwackers MC Pioche, NV
  + September 22-24 Polaris RZR Silver St Caliente, NV
    - Best In The Desert creates an environment where racing and outreach are combined. Attending the Polaris races will educate the target audience in the RIDE ON Nevada campaign.
  + Oct/Nov SEMA Las Vegas
    - By attending this event, treadlightly! Will be able to educate thousands. We will also add partnerships with major manufacturers to promote the RIDE ON message.
* For our web analytics in Q2 we had the following to report on Nevada related items:
  + 66 page views
  + Average time on page was nearly 4 minutes
  + Bounce rate was 46%
  + These numbers will improve once we start our dedicated NV social media to the new page that's being developed currently.
* Banners are being produced that are customized to the RIDE ON NEVADA campaign
* Bandanas are being produced that are customized to the RIDE ON NEVADA campaign and will be available for distribution during outreach events