

Off-Highway Vehicle Registration
Program Marketing Project Update
for the Nevada State Off-Highway
Vehicle Commission

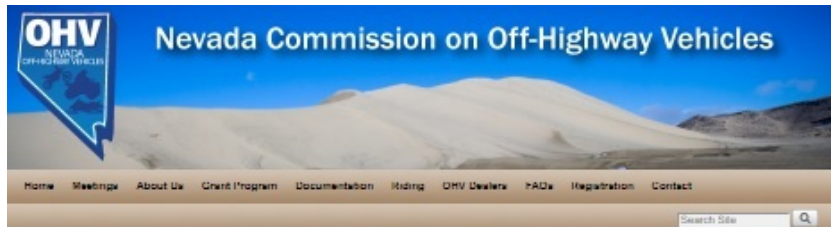
Lora Hendrickson, MXT Media

August 28, 2018

Clark County, NV – Contract Overview

- The purpose of this project is to develop a marketing plan that would promote awareness of the OHV Registration Program, ultimately resulting in a higher rate of OHV user registration across Nevada.
- Deliverables – Marketing Plan, Brochures, Print Ads, 30-Second PSA, Stickers, Website

Website



Nevada Off-Highway Vehicle Program

The Nevada OHV program promotes safe and responsible use of Nevada's outstanding opportunities for off-road recreation. The program provides grants to fund OHV related projects throughout the state including trail improvements, mapping, education, safety and other projects. See About Us for Commission members.

OHV Registration Program

To register your OHV click on the **REGISTRATION TAB** on the header.

Nevada's program to register and title off-highway vehicles (OHVs) went into effect July 1, 2012. Nearly all OHVs greater than 70cc, and 1976 or newer, must be registered and display a registration decal to be operated legally in the Silver State.

The cost for an annual registration is \$21. Applications are accepted and decals are issued by mail only. See Registration and Frequently Asked Questions for complete details.

You may also call us during normal business hours:

- (775) 684-4381 in Carson City/Reno/Sparks
- (702) 486-4368 option 8 in the Las Vegas area.
- (877) 368-7828 option 8 in rural Nevada.

Additionally, OHV dealers must be specifically licensed to sell off-highway vehicles.

Why Register?

Your registration fees benefit the OHV community and Nevada as a whole in many ways:

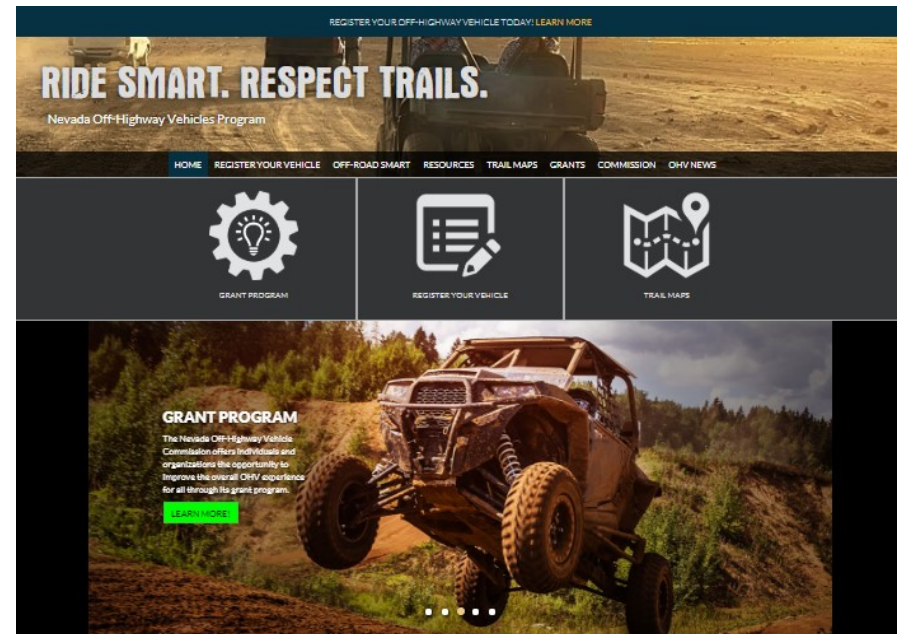
- Improve trails and facilities
- Protect the land through education and enforcement
- Protect your vehicles against theft
- Keep Nevada dollars in Nevada
- Encourage tourism
- Registration is now the law in all western states.



OHV Decal



Large ATV Decal



Why should you register your off-highway vehicle?

- 1 FUNDS IMPROVEMENTS
- 2 KEEPS DOLLARS IN NEVADA
- 3 IT'S THE LAW



Year 1 & 2 Stickers

**PROJECT FUNDED THROUGH A GRANT BY THE
STATE OF NEVADA COMMISSION ON OFF-HIGHWAY VEHICLES**

OFF-ROAD SMART

Register Your Off-Highway Vehicle. Keep Nevada dollars in Nevada.

WWW.OFFROADNEVADA.ORG | @OFFROADNEVADA



Year 3 Stickers

TODAY'S REGISTRATION DOLLARS
CREATE TOMORROW'S
OFF-ROAD ADVENTURES



Register Your Off-Highway Vehicle Today | WWW.OFFROADNEVADA.ORG

The logo is circular with a dark blue background. It features a mountain range silhouette at the top, the text "OFF ROAD NEVADA" in the center, and icons of a motorcycle, a dune buggy, and a quad bike at the bottom. The outer ring contains the text "Ride Smart, Respect Trails" at the top and "OffRoadNevada.org" at the bottom.

PROJECT FUNDED THROUGH A GRANT BY THE
STATE OF NEVADA COMMISSION ON OFF-HIGHWAY VEHICLES

TODAY'S REGISTRATION
DOLLARS **FUND TOMORROW'S**
OFF-ROAD ADVENTURES



Register Your Off-Highway Vehicle Today
WWW.OFFROADNEVADA.ORG

The logo is circular with a dark blue background. It features a mountain range silhouette at the top, the text "OFF ROAD NEVADA" in the center, and icons of a motorcycle, a dune buggy, and a quad bike at the bottom. The outer ring contains the text "Ride Smart, Respect Trails" at the top and "OffRoadNevada.org" at the bottom.

NDOW Ads – Year 1



OFF-ROAD SMART

Register Your Off-Highway Vehicle
Keep Nevada Dollars in Nevada

The Nevada Off-Highway Vehicle program promotes safe and responsible use of Nevada's outstanding opportunities for off-road recreation. The program provides grants to fund off-roading initiatives throughout the state including trail improvements, mapping, education, safety and other projects.



WWW.OFFROADNEVADA.ORG

This work was supported in part by the Clark County Desert Conservation Program using Section 10 funds, as project #2009-RADIO-807D, to further implement or develop the Clark County Multiple Species Habitat Conservation Plan.



OFF-ROAD SMART

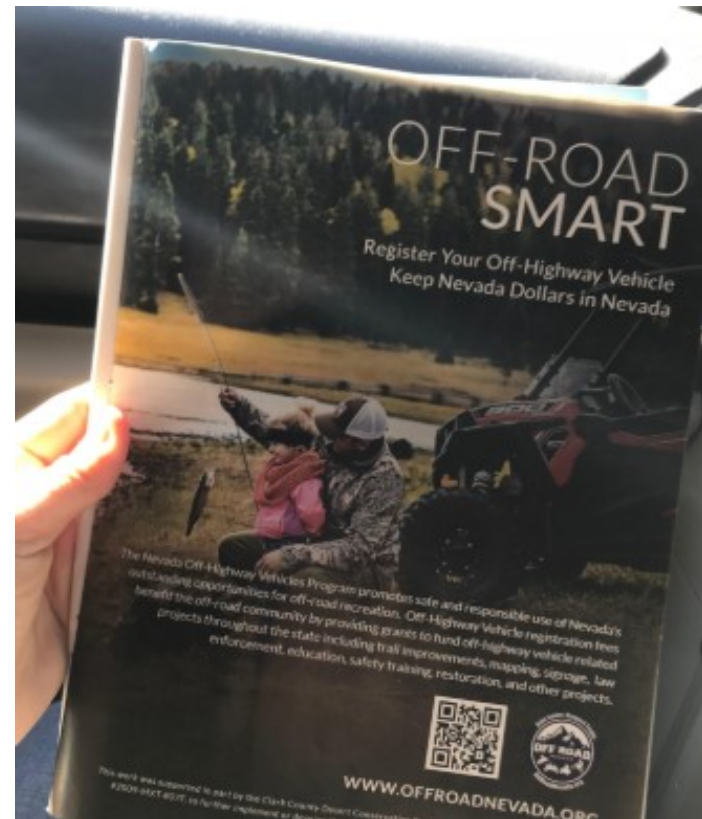
Register Your Off-Highway Vehicle
Keep Nevada Dollars in Nevada

The Nevada Off-Highway Vehicles Program promotes safe and responsible use of Nevada's outstanding opportunities for off-road recreation. Off-Highway Vehicle registration fees benefit the off-road community by providing grants to fund off-highway vehicle related projects throughout the state including trail improvements, mapping, signage, law enforcement, education, safety training, restoration, and other projects.



WWW.OFFROADNEVADA.ORG

NDOW Ads – Year 2



NDOW Ad Year 3

TODAY'S
REGISTRATION
DOLLARS
Create Tomorrow's
**OFF-ROAD
ADVENTURES**

The Nevada
OFF-HIGHWAY
VEHICLES PROGRAM

For more information, visit:
WWW.OFFROADNEVADA.ORG



YOUR REGISTRATION DOLLARS HELP FUND THESE PROJECTS



SHOSHONE TRAIL ASSESSMENT
LANDER COUNTY, NV



RIDE SAFE AND SMART AND OUTDOOR ETHICS
HUMBOLDT COUNTY, NV



DOUGLAS COUNTY SHERIFF'S DEPARTMENT
& SEARCH AND RESCUE



U.S. FOREST SERVICE RANGER TRAIL
RECONSTRUCTION AND SIGNAGE

Rack Card

**OFF-HIGHWAY VEHICLES
IN NEVADA**

FOR MORE INFORMATION ON:

- + OHV REGISTRATION
- + OHV TRAILS IN NEVADA
- + THE OHV GRANT PROGRAM

VISIT US AT: WWW.OFFROADNEVADA.ORG

HOME REGISTRATION TRAILS MAPS

OFF-HIGHWAY VEHICLES IN NEVADA

OHV

NEVADA DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES

This work was supported in part by the Clark County Desert Conservation Program using Section 10 funds, as project #2007-MXT-807D, to further implement or develop the Clark County Multiple Species Habitat Conservation Plan.

REGISTRATION IS EASY!

STEP ONE
SELECT THE APPROPRIATE FORM
Registration forms and procedures differ depending on when and where your vehicle was purchased or whether it is homemade. Forms are located on our website at www.OffRoadNevada.org.

STEP TWO
TAKE APPROPRIATE FORM AND VEHICLE FOR A VIN INSPECTION
A Vehicle Identification Number (VIN) inspection will have to be completed by a licensed Nevada Off-Highway Vehicle dealer or a sworn law enforcement officer if your vehicle has never been registered or titled in Nevada.
PLEASE NOTE: The DMV does not perform VIN inspections for Off-Highway Vehicles.

STEP THREE
COMPLETE APPLICATION AND MAIL IN SUPPORTING DOCUMENTATION
Mail your application and supporting documentation to the Nevada DMV ATTN: OHV SECTION; 555 Wright Way, Carson City, NV 89711. The dealer who completes the VIN inspection may submit the documents on your behalf for a nominal fee.
The Nevada Certificate of Title, if issued, is processed separately from the registration decal. All ownership documents will be required to title the Off-Highway Vehicle. The title will be mailed to the lender or other lienholder, if any, or to the owner if there is no lienholder.
PLEASE NOTE: When you receive your registration decal, affix the decal to the Off-Highway Vehicle. Decals are issued by mail only. Once you've registered for the first time, renewal can be done online or by mail.

YOUR REGISTRATION DOLLARS HELP FUND THESE PROJECTS

GRANT RECIPIENTS

Partners in Conservation Logandale Trail Restroom	Nevada Outdoor School Trail Ethics and Education
Kokopelli ATV Club Trail Marking	U.S. Forest Service Ranger Trail Reconstruction & Storage

Public Service Announcements

- Sept 29 – ATV Cycle Sports

<https://youtu.be/PoHd3INBi8Y>

- Oct. 13 – Pahrump

<https://youtu.be/1sHHB4HhJRY>

- Oct 20 – Ride Now

Boulder <https://youtu.be/eIAfhf3JbUk>

Booth





Booth

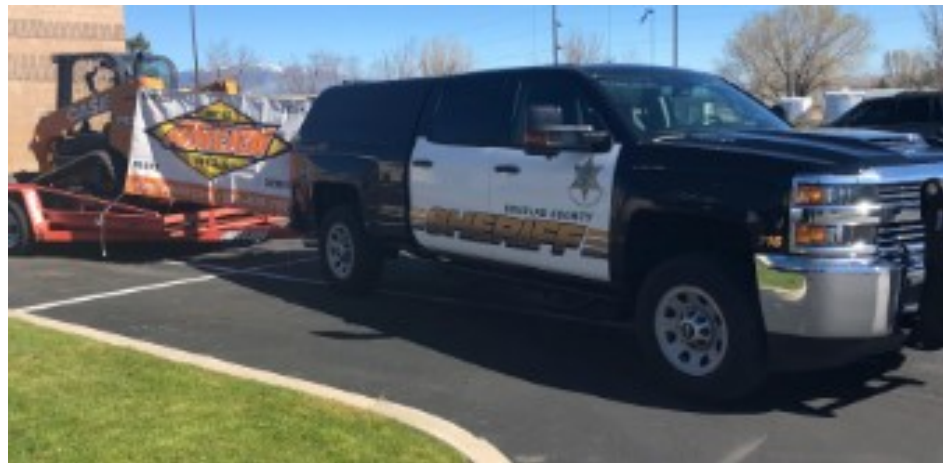


10' high

OHV Registration & Public Outreach Events



OHV Registration & Public Outreach Events



Morning Blend



Billboards



T-Shirts



Posters



Geotargeted Online Ads

1. **Vertical Scope** – ATV.com, RZRForums.net, PolarisATVForums.com, YXZTalk.com, MaverickForums.net
2. **Bonnier** – DirtRider.com, ATVRider.com, UTVDriver.com, CycleWord.com

The screenshot displays the ATV.com website homepage. At the top, there are several promotional banners: "Adventure Hub", "Exploring North Carolina's Brushy Mountain Motorsports Park", and a poll titled "What is the Best 450cc Sport ATV". A prominent orange banner for "ATV INSURANCE" with a "Get a Free Quote" button is visible on the right. Below these is the main navigation bar, which includes the "ATV.COM" logo, a "OFF-ROAD SMART Register Your Off-Highway Vehicle" promotion with a "LEARN MORE" button, and a search icon. A large blue arrow points to the "LEARN MORE" button. The navigation bar also lists categories: "UTVs", "ATVs", "BRANDS", "PARTS & GEAR", "REVIEWS", "FEATURES", "BUY & SELL", and "SPECS". Below the navigation bar, there are links for "Trails & Travel", "How To", "Insurance", and "ATV Community", along with social media icons for Facebook and Twitter. A large banner for "REB QUADBOSS WIN A QUADBOSS LED LIGHT BAR" with an "ENTER NOW" button is featured. Below this, there is an "ATV SPOTLIGHT" section for a "2017 Yamaha YXZ 1000R" with a small image of the vehicle. To the right of the spotlight is a search form with tabs for "ATV Specs", "Price Quote", and "Classifieds", and a "FIND MY ATV" button. At the bottom, there are logos for Yamaha, Polaris, and Suzuki, and a partial view of an "AXIS" banner.

9
Replies



Who Would Have Thought of Hauling a RZR With a Chevy Avalanche?! + Video

August 09, 2017 - 10:28 AM - by VS_Goose
We definitely had to see it to believe this would work. We're not sure whether to file this in the "pure genius" or the "bad idea" category. Either way, it's impressive to see that he could stuff a Polaris RZR in the rather tiny bed of a Chevy...

[G+](#) [Tweet](#) [Like 0](#)

2018 Polaris RZR XP Turbo EPS Dynamix Edition Review + Video

August 02, 2017 - 07:50 AM - by VS_Goose

Add
Replies




Google Custom Search

An advertisement for Nevada Off-Road Vehicle Registration. It features a person riding a Polaris RZR on a dirt trail. The text reads "OFF-ROAD SMART" in large white letters. Below that, it says "Register Your Off-Highway Vehicle" and "IT'S THE LAW IN NEVADA" in bold yellow and white letters. There is a circular logo for "OFF ROAD NEVADA" with the tagline "Use Smart. Register First." and a yellow button that says "LEARN MORE".

Premium Vendor Showcase



☰ Can-Am Maverick Forum 🔍



Can-Am Maverick Forum


<http://www.maverickforums.net/forum>

MAVERICKFORUMS.NET NEWS

- Can-Am Maverick News** ★
📄 211 topics ⌚ Aug 09, 2017

MAVERICKFORUMS.NET MEMBERS

- Maverickforums.net Site Help and Support** ★
📄 35 topics ⌚ about 22 hours ago
- Member Introduction** ★
📄 963 topics ⌚ about 2 hours ago
- Members Rides and Contests** ★
📄 242 topics ⌚ about 12 hours ago



OFF-ROAD SMART
Register Your Off-Highway Vehicle [LEARN MORE](#)

CAN-AM MAVERICK FORUM

- General Maverick Discussions** ★
📄 5,109 topics ⌚ about 4 hours ago
- Can-Am Maverick Accessories** ★
📄 1,036 topics ⌚ Aug 03, 2017


☰ **ATV RIDER**





OFF-ROAD SMART
Register Your Off-Highway Vehicle [LEARN MORE](#)


ATV Reviews

ATV Rider offers the latest in atv reviews, quad reviews and more.

- 

atvs
2017 Yamaha Kodiak 700 4x4 ATV Review
By ATV Rider
- 

atvs
2017 Arctic Cat / Textron Alterra 4x4 ATV Review
By ATV Rider
- 

atvs
2017 Can-Am Outlander 1000 4x4 ATV Review
By ATV Rider
- 

atvs
2017 Polaris Sportsman 570 SP 4x4 ATV Review
By ATV Rider

Google Adwords

Off-Highway Vehicle - Registration . Off-Road Nevada

Ad www.ohv.nv.gov

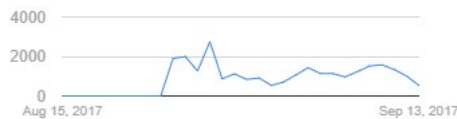
Learn How to Register your Off-Highway Vehicle in Nevada
- ATVs, Dirt Bikes, etc

Phrases

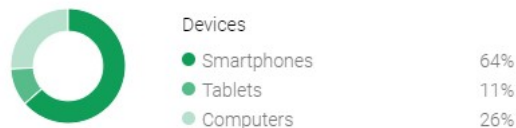
- off road atv
- las vegas off road
- ohv trails



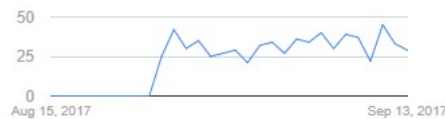
Views [?]
25,800



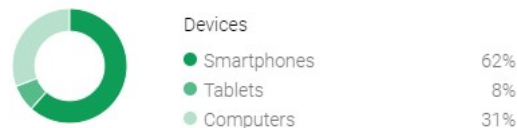
Your ad was viewed on



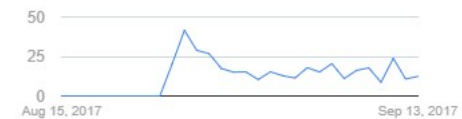
Clicks [?]
672



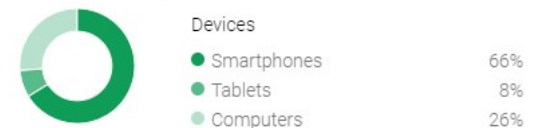
Your ad was clicked on



Amount spent
\$368.86



Your budget was spent on





OFF-ROAD SMART

Learn about Nevadans with Off-Highway Vehicles registered in Nevada who Off-Road Smart!



Off-Road Smart

- Real Nevadans
- Peer-To-Peer Messaging
- Why Register OHV
- Safety Tips



Tim Odom 2 months ago

Reno in the house!

Reply • 1



DBKate 3 months ago

Awesome! I'm a girl rider from Nevada too

Reply • 1



xrexkinect 3 months ago

Reno=greatest place in NV

Reply • 1

MEET THE GERKEN FAMILY

CURRENT CITY: LAS VEGAS, NV



VEHICLE

Honda CRF450R

HOBBIES

Camping, off-roading

EMPLOYER

Self-employed

WHY I RIDE

Family activity, experience the outdoors.

HOW I OFF-ROAD SMART

Whatever we pack in, we pack out. We always wear helmets and protective gear.

MY FAVORITE OHV MOTORIZED TRAIL IN NEVADA

Logandale Trails



[DecentConsolePlayer 19](#) 1 week ago

Hello, it is me, Cole Gerken, second son of the Gerken family. I thank you and everyone who is trying to make Logandale a much safer and cleaner place, keep doing what you're doing and I hope your movement ends successfully

Reply •  

Marketing Materials



Please feel free to copy these banners and use them on your website or in emails.

Logo



Project Funded By Sticker



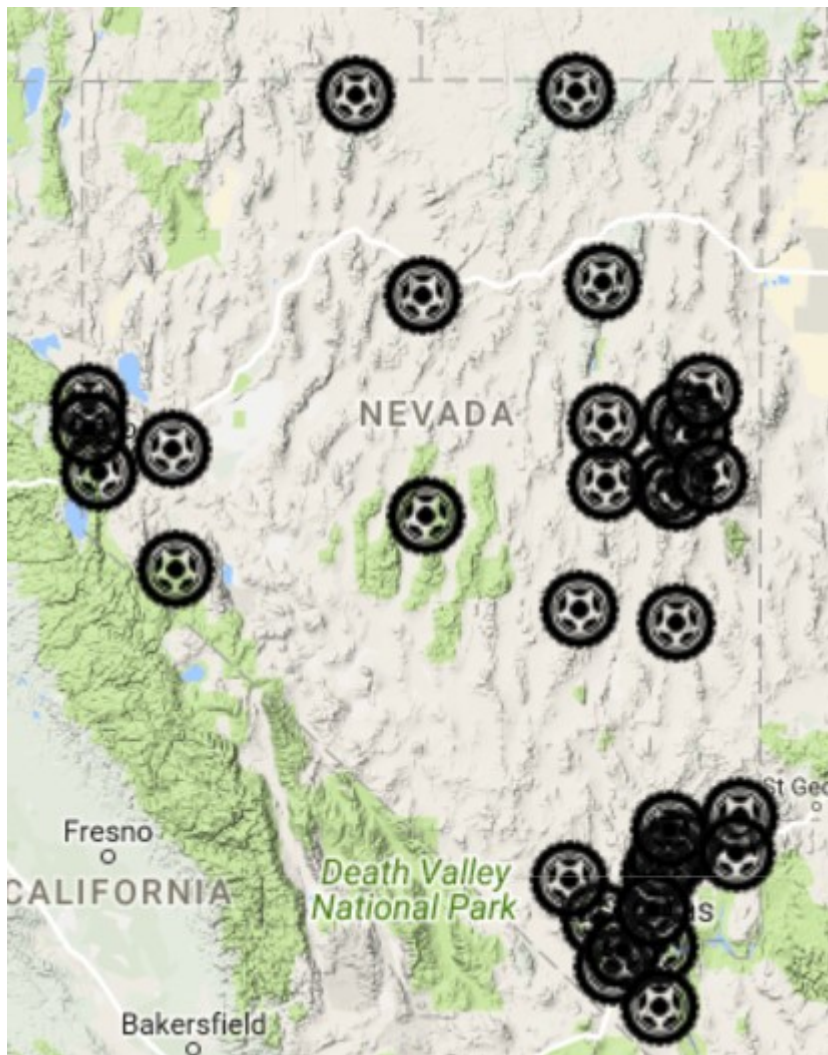
728 x 90



468 x 60



Information on Trails



Trails – USFS, BLM, Clark County & Nevada State Parks

A screenshot of a digital map interface for the Silver State Trail System in Lincoln County, NV. The map shows a network of purple trails and a yellow tire icon. A dark blue information box is overlaid on the map, titled "SILVER STATE TRAIL SYSTEM" and "OHVs ALLOWED", listing various vehicle types and their permissions. To the right of the map is a sidebar with two sections: "ADDITIONAL PLACES" and "TRAIL MAP LEGEND".

ADDITIONAL PLACES

SHOW ME

- Camp Ground
- Gas Stations
- Restaurants
- Hotels/Lodging
- RV Park

TRAIL MAP LEGEND

Nevada Motorized Trail Maps for Off-Highway Vehicle Recreation

- Off-Highway Vehicle Trail Map
- Off-Highway Motorcycle Allowed
- All Terrain Vehicles Allowed
- Side by Sides Allowed
- Dune Buggies Allowed
- Helmets Required
- Off-Highway Vehicle Registration Required

Open Off-Highway Vehicle Area

Off-Highway Vehicle Route

Stay on Designated Routes & Trails

All Users
100.00% Users

+ Add Segment

Apr 1, 2017 - Aug 26, 2018

Overview

Users vs. Select a metric

Hourly Day Week Month

Users

800



Users

77,425



New Users

78,572



Sessions

114,792



Number of Sessions per User

1.48



Pageviews

234,655



Pages / Session

2.04



Avg. Session Duration

00:01:58

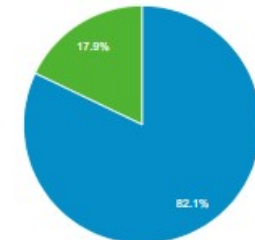


Bounce Rate

51.04%



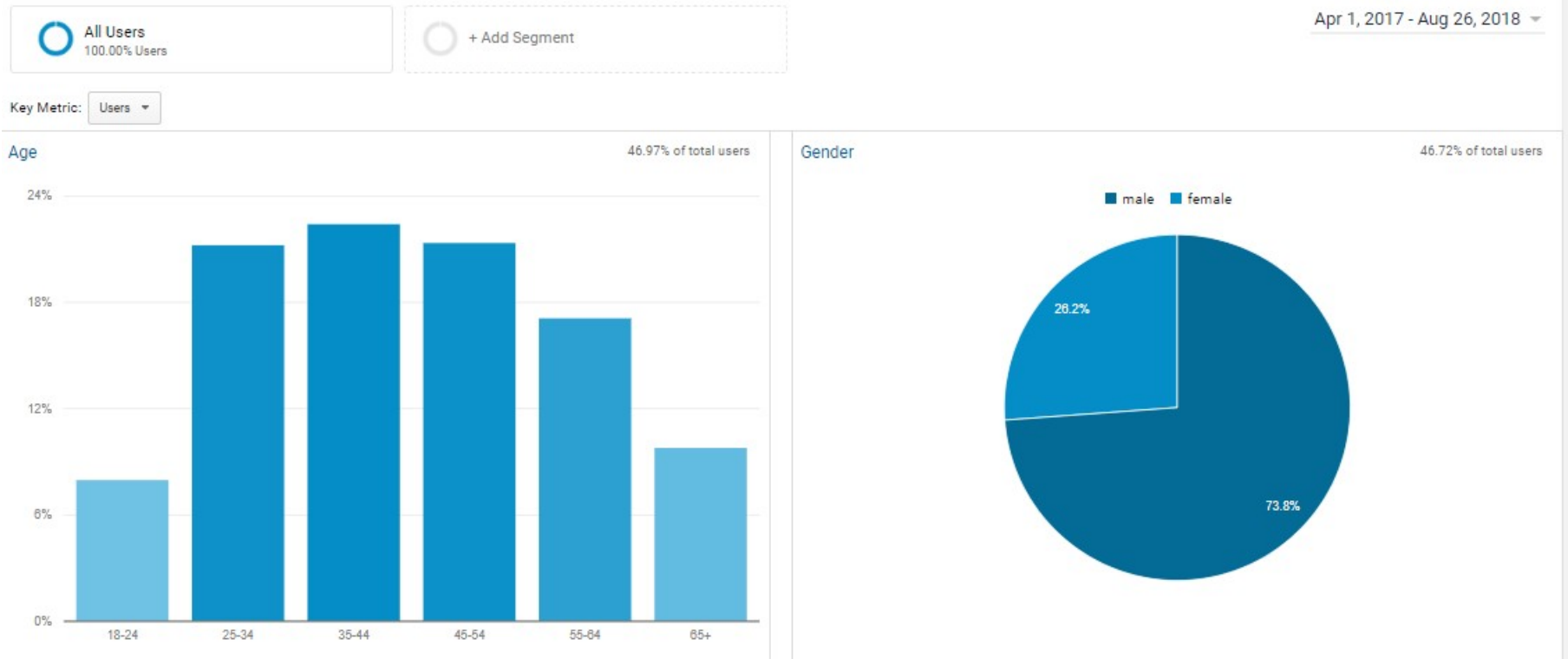
New Visitor Returning Visitor



Website Traffic – Top 10 Sources

Source / Medium ?	Acquisition
	Users ? ↓
	77,425 % of Total: 100.00% (77,425)
1. google / organic	35,803 (43.49%)
2. (direct) / (none)	24,742 (30.06%)
3. dmvnev.com / referral	4,676 (5.68%)
4. bing / organic	4,284 (5.20%)
5. offroadnevadaorg / offline	2,994 (3.64%)
6. yahoo / organic	2,013 (2.45%)
7. google / cpc	1,726 (2.10%)
8. riderplanet-usa.com / referral	1,125 (1.37%)
9. nvohv.com / referral	1,017 (1.24%)
10. ndow.org / referral	555 (0.67%)

Website – Demographics



Website – Page Visits/Duration

Landing Page ?	Acquisition	
	Sessions ?	↓
	114,792 % of Total: 100.00% (114,792)	
1. /	46,464 (40.48%)	
2. /register	33,655 (29.32%)	
3. /trails	16,747 (14.59%)	
4. /faq	12,393 (10.80%)	
5. /off-road-smart	1,007 (0.88%)	
6. /grant-program	779 (0.68%)	
7. /commission	693 (0.60%)	
8. /contact	569 (0.50%)	
9. /channel/UCG1hApOWArg4JCMRncE_rNA?v=VOZyr-QCJ7E	553 (0.48%)	
10. /resources	526 (0.46%)	

Behavior		
Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
51.04% Avg for View: 51.04% (0.00%)	2.04 Avg for View: 2.04 (0.00%)	00:01:58 Avg for View: 00:01:58 (0.00%)
15.16%	2.76	00:02:24
76.99%	1.50	00:01:40
72.44%	1.63	00:01:44
81.34%	1.40	00:01:24
57.10%	2.08	00:02:13
64.70%	2.03	00:02:12
35.50%	2.79	00:04:14
73.64%	1.63	00:01:17
86.98%	1.26	00:00:35
56.08%	2.05	00:01:55

YouTube Channel



Off Road Nevada

59 subscribers

SUBSCRIBE 59

HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



Popular uploads [PLAY ALL](#)



Off-Road Smart with Alexis Kirsch

4.1K views • 1 year ago



Nevada OHV Registration Process

3K views • 1 year ago



Off-Road Smart with the Hunters

1.1K views • 1 year ago



Nevada Off-Highway Vehicle Registration PSA

727 views • 1 year ago

POPULAR CHANNELS

The ACE Family

SUBSCRIBE

5-Minute Crafts

SUBSCRIBE

David Dobrik

SUBSCRIBE

Activate Windows

Y3: Advertising & Events

- NDOW Hunting and Big Game Guides

REGISTER YOUR OFF-HIGHWAY VEHICLE
ATV, LARGE ATV, DIRT BIKE, SIDE-BY-SIDE, DUNE BUGGY

**Fall 2018 Off-Highway Vehicle
VIN Inspection & Registration Event**

SATURDAY, SEPTEMBER 29, 2018 | 10AM - 2PM

ATV CYCLE SPORTS
4440 E CRAIG RD #300, LAS VEGAS, NV 89115

OHV VIN INSPECTIONS BY LAW ENFORCEMENT & OHV REGISTRATION EVENT

STOP BY FOR YOUR CHANCE TO WIN ONE OF FIVE \$25 VISA GIFT CARDS!

SNACKS PROVIDED ON SITE

WWW.OFFROADNEVADA.ORG

WHY REGISTER?
It's the Law. In addition, funding for the Commission's Off-Highway Vehicle Grant Program relies on revenues generated by the Off-Highway Vehicle Registration Program. Your registration fees benefit the Off-Highway Vehicle community and Nevada as a whole in many ways: improve trails and facilities; protect the land through education and enforcement; protect your vehicles against theft; keep Nevada dollars in Nevada; and encourage tourism.

SPONSORED BY

This work was supported in part by the Clark County Desert Conservation Program using Section 10 funds, as project # 2009-MX1-8070, to further implementation of developing the Clark County Multiple Species Habitat Conservation Plan.

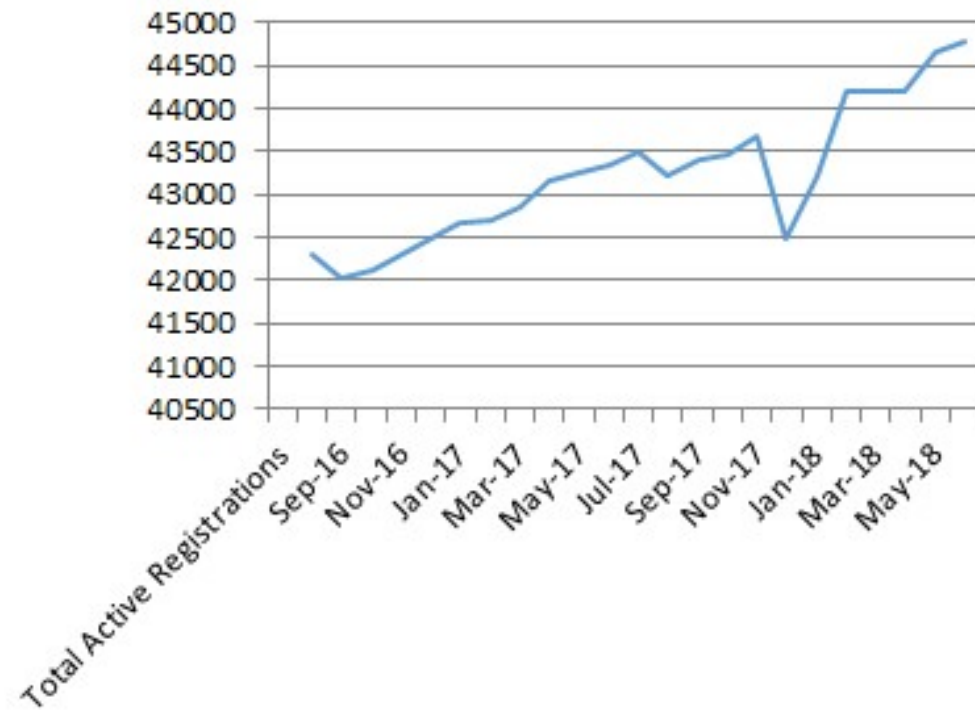
WHAT TO BRING

- > YOUR OHV
- > YOUR OHV'S PAPERWORK
- > YOUR OHV'S TITLE
- > YOUR ID
- > \$21 CHECK TO NEVADA DMV (PER VEHICLE)
- > INSURANCE INFORMATION FOR LARGE ATV REGISTRATION ONLY

- Sept 22 - Nat'l Public Lands Day, Signage Installation at Gold Butte
- Sept 29 - OHV Registration Event at ATV Cycle Sports
- Oct 6 - Public Outreach at the Pioneer Saloon in Goldsprings, NV
- Oct 13 - Pahrump OHV Registration Event
- Oct 20 - OHV Registration Event at Ride Now Boulder
- Nov 1, 2, 3, - OHV Summit in Ely, Nevada

OHV Registration Numbers

Total Active Registrations	
Aug-16	42,298
Sep-16	42,016
Oct-16	42,108
Nov-16	42,315
Dec-16	42,474
Jan-17	42,675
Feb-17	42,701
Mar-17	42,846
Apr-17	43,145
May-17	43,265
Jun-17	43,351
Jul-17	43,495
Aug-17	43,228
Sep-17	43,390
Oct-17	43,456
Nov-17	43,692
Dec-17	42,474
Jan-18	43,207
Feb-18	44,199
Mar-18	44,212
Apr-18	44,212
May-18	44,672
Jun-18	44,784



OHV Registration Numbers

Total Active Registrations by County	Aug-16	Sep-17	Jun-18	Per County Change
Carson City	1,325	1,368	1,416	91
Churchill	1,417	1,410	1,459	42
Clark	13,498	13,910	14,555	1,057
Douglas	2,556	2,857	2,995	439
Elko	4,053	3,979	4,006	-47
Esmerelda	67	67	69	2
Eureka	147	150	144	-3
Humboldt	1,224	1,253	1,364	140
Lander	482	477	467	-15
Lincoln	442	448	432	-10
Lyon	2,875	2,943	3,006	131
Mineral	253	247	262	9
Nye	1,902	2,033	2,188	286
Pershing	326	314	312	-14
Storey	318	303	326	8
Washoe	10,386	10,555	10,721	335
White Pine	995	979	978	-17
Other	32	97	84	52
Total	42,298	43,390	44,784	2,486

State Grant Update



<https://youtu.be/yS3hnbkqNSE>

Questions?

lora@mxtmedia.org

