



DEPARTMENT OF PARKS AND RECREATION
Off-Highway Motor Vehicle Recreation Division
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OFF-HIGHWAY MOTOR VEHICLE RECREATION COMMISSION Pomona, CA

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STAFF REPORT: 2023 OHMVR Safety Summit
STAFF: Don Schmidt, State Park Interpreter I (RA)
SUBJECT: 2023 OHMVR Safety Summit

Summary

The second annual OHMVR Division Safety Summit took place on Thursday, July 27, 2023, at the McClellan Training Center in Sacramento, CA. The 70 attendees, including many of the OHV Commissioners, participated in 6 workshops topics. These included discussions about OHV law enforcement issues, education and outreach, training, safety messaging, roles and responsibilities, and best practices. The group outcomes are being evaluated by the OHMVR Division staff for potential future action.

Discussion

In August 2022, the OHMVR Division, along with sponsorship from the California Outdoor Recreation Foundation, put on the first OHV Safety Summit. This gathering of people from across the OHV community voiced their opinions and concerns on a variety of topics related to off-highway vehicle safety. The outcomes from that summit were evaluated by both subject matter and the potential for implementation by the Safety Summit Working Group established by OHMVR Division Chief McLaughlin. The group looked at three focus areas - Data & Information, Messaging, and Law Enforcement/Legislation to determine a path forward. That group is still active and is working through the information gathered from this year's summit.

This year, we decided to take what we learned and attempt to get some well-defined direction using breakout groups in a workshop format. This also allowed our commissioners to participate in a way they couldn't in 2022. For this year's Safety Summit, the OHV community members split into six different breakout groups, both in person and online, led by facilitators with background information from the 2022 summit. Each group had the goal of establishing a set of meaningful, workable outcomes in which everyone in the OHV community could participate. The discussions were focused and engaging, with many members expressing the wish for more time for debate.

The outcomes from this summit are a mix of both short- and long-term action items. They include, by breakout group:

Law Enforcement and Legislation:

- Development and use of volunteer safety patrols
- Further data compilation and analysis
- Future law enforcement staffing incentives
- Review of ATV/ROV rental contract safety requirements for renters
- Review existing laws to maximize use for enforcement and education.

There was also a discussion concerning the implementation of a mandatory online OHV safety certificate, advocated for at the 2022 summit. It will require further study.

Messaging & Marketing:

- Video with meaningful safety context rather than using static photos
- Partner with groups like Tread Lightly! and others to spread safety messaging
- Target renters with mandatory pre-ride videos
- Use QR codes to activate messaging at trailheads, kiosks, dealers, etc....
- Make sure all safety messaging speaks across different cultures and languages
- Use directed, pointed social media messaging targeted around specific high-use OHV areas

Education & Outreach:

- Use technology to give multi-media safety presentations at large events
- Partner with OHV groups for an OHV safety adventure program geared to children
- Make trainings easier to access by improving websites and training locations
- Target the youth with age-appropriate education and training
- Develop a unified message to use across the OHV community
- Collaborate with and train staff on how to present safety messages

Best Practices:

- Use both positive and negative safety messaging
- Reach out to a wider community such as high schools, 4H/FFA, Scouts, community groups, etc....
- Work with dealers on how to better distribute safety messaging
- Update and better utilize trailhead kiosks signage

The Safety Summit Working Group will evaluate these outcomes and work to implement them within the OHV community messaging efforts as soon as possible.

Commission Action

For information only.

Attachments

None