



DEPARTMENT OF PARKS AND RECREATION

Off-Highway Motor Vehicle Recreation Division

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OHMVR COMMISSION MEETING

Pomona, CA

November 4, 2022

STAFF REPORT: Marketing Campaigns
STAFF: Shelley Gesicki, Marketing Coordinator
SUBJECT: OHV Branding and Safety Campaigns

Summary

Update and recap of the Off-Highway Motor Vehicle Recreation (OHMVR) Division's off-highway vehicle (OHV) branding campaign as well as a fall paid social media campaign to promote safety messaging.

Discussion

Branding Campaign

With support from the California Department of Parks and Recreation's (DPR) Communications and Marketing Division, the OHMVR Division launched a branding campaign that ran from March to June 2022.

The branding campaign was designed with the goal of educating the public on how the division supports OHV recreational use while balancing the continued protection of natural and cultural resources and aimed to demonstrate how the sport of OHV and its riders help support this balance. The tagline for the campaign was "I Ride with Respect" and the creative featured photos and videos of real riders, who volunteered their time, riding in both Ocotillo Wells and the Hollister Hills State Vehicular Recreation Areas (SVRAs).

The campaign ran on social media (Facebook, Instagram, and YouTube) and included highway billboards in key placements around the SVRAs, where available. The ads directed people to a landing page, RideResponsiblyCA.com and the OHMVR Division webpage was revised to further highlight the conservation efforts of the division.

Un/Common, the advertising agency of record for DPR, developed three draft creative concepts and through an online survey solicited public feedback on the proposed campaigns' visuals and messaging. The respondents included 515 Californians ages 18-64 as well as seven OHMVR Commissioners.

DPR's ad agency utilized annual SVRA visitation, regional populations and industry, syndicated data to inform the media placements. Digital and social media was targeted to reach OHV riders as well as the general population of Californians possessing an interest in the environment and California's state parks. With a primary goal of creating awareness of the message, the campaign achieved more than 48 million impressions in digital and social media placements plus an additional nearly six million in impressions through billboard placements surrounding SVRAs.

Safety Campaign

DPR's divisions of OHMVR, Interpretation and Education, and Communications and Marketing are coordinating to launch an OHV safety campaign this fall season. A new, larger recreational off-highway vehicle (ROV) has become increasingly popular among outdoor enthusiasts, seeing a 242% increase in registration in the past four years. Additionally, there has been an increase in accidents and negative interactions between ROVs and other off-road recreationists over this time period. Sometimes referred to as side-by-sides, these vehicles are designed to travel on four or more non-highway tires, are operated by a driver and may have seats for one or more passengers. Due to their size, current SVRA trails are not designed to accommodate them especially when passing smaller OHVs.

As an outcome of the OHV Safety Summit that took place on Tuesday, August 23, and at the request of Division Chief McLaughlin, there is a need to educate these drivers on how to safely navigate within the SVRAs.

Through a paid social media campaign, targeting the SVRAs Hungry Valley, Ocotillo Wells, Onyx, and Heber Dunes, the OHMVR Division will educate ROV riders about OHV safety practices. The campaign goals include reducing the number of accidents, injuries, and fatalities in the SVRAs, encouraging ROV riders to take free safety trainings and educating them about a new rule requirement for ROVs. The social media messages will also incorporate the five themes from OHV Safety Week, held October 15-23, which include practicing essential techniques and simple measures to help promote safety and protect natural resources.

In addition to providing safety information and instructional videos, the social posts will link to the landing page RideSafelyCA.com, a webpage designed for the 2019 OHV safety campaign that includes safety tips. Artwork and content have been updated and links to free OHV safety trainings have been added.

Following the completion of the campaign, staff will evaluate the number of accidents compared to previous years as well as the number of attendees in the safety trainings to measure the effectiveness of the media efforts and messaging in influencing behavior change.

Commission Action

For information only.

Attachments

[List any attachments]