

NAE4HA Promotional Package – Team

www.oregonatvsafety.com and *Oregon ATV Safety Rider Information Card (RIC)*

Submitted by: David J. White, Ph.D., OAS Director, 3893 SW Airport Way, Redmond, OR 97756

Objective

The Oregon AT V Safety Youth Rider Endorsement Program (OASYREP) web page www.oregonatvsafety.com is designed to inform the public about the OASYREP. Viewers can register for classes, learn about class requirements, understand what an endorsement entails, learn how volunteers can join the OASYREP team, find evaluator training, link to resources, contact OASYREP, and purchase advertising space. The *Oregon ATV Safety Rider Information Rider Information Card* is a point- of- purchase, event handout, or public access information piece that directs families to the web page. The *RIC* uses a colorful Q & A format to draw peoples' attention to details about OASYREP classes and other information.

Target Audience

The web page and *RIC* are intended for families with children 6 through 15 years of age that ride ATVs on Oregon public lands.

Current Population

There are an estimated 35,000 youth ages 6 through 15, in Oregon, riding ATVs on public lands. Starting January 1, 2012 it will be a state requirement that youth in this age group obtain endorsements.

Publisher's Requirements

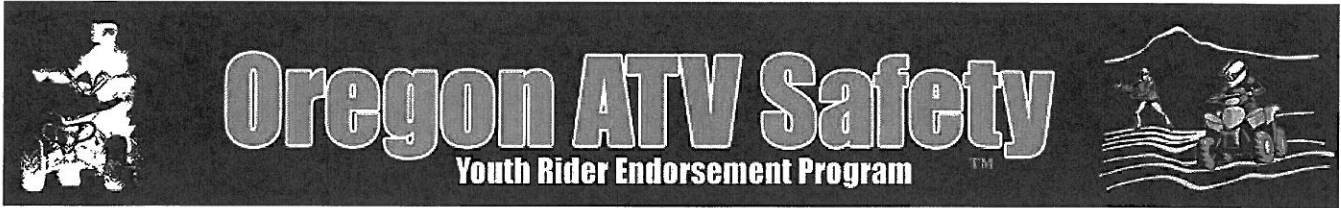
The specified load-time for the web page was eight seconds. The Oregon ATV Safety web site requires a web master to keep the information current. The *RIC* is printed in color on heavy card stock in a three up format. The *RIC* is designed to fit in a pocket or purse and is recyclable.

Resources & Costs

Funding for the web page and *RIC* was made possible through an Interagency Agreement with the Oregon Parks and Recreation Department and the Oregon ATV Safety Youth Rider Endorsement Program (\$145,370). Seven thousand five hundred *Rider Information Cards* were produced at a cost of \$927. Initial set up for the web page cost \$859. The annual cost for domain support and web maintenance is \$550.

Applicant's Role in the Entry

The applicant was the Primary Investigator on the project. The applicant recruited the web master and approved the final design. The applicant is solely responsible for the content of the website.



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Welcome to Oregon ATV Safety

Oregon ATV Safety™ - Youth Rider Endorsement Program plays an integral role in helping young ATV riders get endorsed so they can have fun and stay safe while riding on Oregon public lands. Attending a class does not guarantee endorsement. This is not a training class. It is a class to allow your child to demonstrate his or her safe riding skills. Starting January 01, 2012, a hands-on endorsement and an operator's permit will be required by Oregon Administrative Rule (OAR) 736-004-0085 (2)(d), for anyone less than 16 years old.

Limited to Ages 6 - 15 years.



Youth Rider Endorsement Program



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