



COLORADO
Department of Revenue
Division of Motor Vehicles

KEEP COLORADO WILD

Project Highlight



"O beautiful for spacious skies, for amber waves of grain, for purple mountain majesties, above the fruited plain!" – Katharine Lee Bates, 1893

Poet Katharine Lee Bates penned the iconic America the Beautiful after a visit to Pikes Peak—the 14,115-foot mountain nestled in the southern Front Range of the Colorado Rocky Mountains. Colorado's outdoors continue to inspire people with both breathtaking beauty and access to countless activities on 2.5 million acres of state land available for public outdoor recreation.

Colorado Parks and Wildlife (CPW) is responsible for ensuring that future generations of visitors and locals can experience the wonders of the Colorado outdoors. In 2023, CPW introduced the Keep Colorado Wild Pass, a program that provides Coloradans with discounted annual state park passes as part of their vehicle registrations. Pairing the pass with vehicle registrations helps provide a consistent flow of funding to the department, enabling CPW to continue to preserve and maintain Colorado's natural areas for residents and visitors well into the future. CPW Technology Liaison Kirk Teklits explained the long-term goals of the project, saying, "We're doing this for generations to come. This is for my kids' kids, if not beyond that. This is going to be outstanding for Colorado and the residents of Colorado."

**"All of Colorado
wins when you
stay opted in."**

In Production

January 2023

Collaborating Agencies

*Colorado
Department of
Revenue: Division
of Motor Vehicles*

*Colorado
Department of
Natural Resources:
Colorado Parks
and Wildlife*

Wild Stats

*43 state parks
in Colorado*

*More than 4,000
campsites across
the state*

*More than 39,000
miles of trails*

*950 species
of wildlife*



Left to right: Steven Crandall, Allie Paul, Michael Adeshewo, Justin Jackson, John McConnell, Melissa Lineberger, Deko Gonzalez, Clark Allen

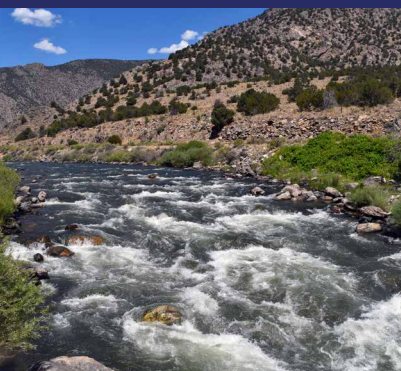
Keep Colorado Wild

When you think about a state wildlife and parks agency, it likely conjures images of local flora and fauna—not your local DMV. The addition of a parks pass on a vehicle registration required the Division of Motor Vehicles (DMV) and Colorado Parks and Wildlife (CPW) to join forces. DMV and CPW worked with Fast Enterprises (FAST) to implement the Keep Colorado Wild (KCW) Pass into the existing Driver License, Record, Identification, and Vehicle Enterprise Solution (DRIVES) system that DMV and FAST implemented in 2018.

The KCW implementation was intended to ensure long-term financial stability for CPW. "We've been talking for years about how to fund and sustain the park system so funding doesn't fluctuate from year to year," said Kirk Teklits, CPW Technology Liaison. "We were looking at what other states had done in the past for parks revenue, and there were several

states that had a funding model where you can get a park pass on your vehicle registration—that's where the idea came from," said Danielle Isenhardt, CPW License, Reservations, and Customer Operations Supervisor. Further research and conversations helped to cultivate the Keep Colorado Wild Annual Pass legislation. The bill was signed by the governor in 2021, and the plan took root. A \$29 Keep Colorado Wild Pass would be included by default on each vehicle registration—offering a significant discount from the standard Colorado State Parks Pass price of \$80.

*"We have great staff and they put forward their best effort, embraced the challenges, and got the work done."
—Kevin Kihn, Deputy Administrator for Vehicle Services*



Agency Cross-Pollination

Before the long-term benefits of the KCW Pass could bear fruit, DMV and CPW had to come together. DMV Business Partner Melissa Lineberger said each group valued what the other brought to the project. “We did a really good job of recognizing that we couldn’t be successful without one another, and that it was important to take each other’s goals into consideration as we worked on this project,” Melissa said. When issues arose, the team worked together to overcome them. “When the team realized we were divergent in our understanding or assumptions, everybody got back in the room to talk through it—it was really great to see that happen,” said Steven Crandall, DRIVES Product Owner. Rather than letting these situations divide them, DMV and CPW cooperated to find solutions that worked for both groups. “We were all on the same team. Everyone could be successful, and we found solutions that were win-win,” said Johnny Zabonik, FAST Project Manager.

The heightened visibility of the project also motivated team members to be engaged. Melissa continued, “We knew that this was high priority for the governor’s office and that a lot of stakeholders had eyes on the work that we were doing. Everyone recognized how important it was to be present, actively participate in those project meetings, and be responsive outside of those project meetings.”

“The success of this project shows what can happen when groups can get together, communicate effectively, and collaborate.”

–Clark Allen, DMV Business Analyst Manager

Benefits

FOR DMV

ENCOURAGES FUTURE FLEXIBILITY

“I think, with any IT system, you kind of get locked into how you use it or how you think you’re going to use it, and this forced us to look at how we use the system differently.”

–Dylan Ikenouye, DMV Contracts and Policy Manager

IMPROVES TEAMWORK

“We learned how we can take a big project and break it into smaller pieces. We also learned how to best communicate questions and encourage mutual understanding.”

–Anne Engle, DMV Business Analyst

FOR CPW

ENCOURAGES COLORADAN ENGAGEMENT

“The hope is that Coloradans won’t just get a Keep Colorado Wild Pass, but that, when they get to the park, they’ll see that we have great camping and decide they want to bring their family there for the whole weekend, or they’ll see all the cool retail that we have at the parks, or they’ll go on a nature hike while they’re there.”

–Danielle Isenhardt, CPW License, Reservations, and Customer Operations Supervisor

FOR COLORADANS

FUNDS VITAL PROGRAMS

“For Coloradans, they’re getting a \$29 parks pass, which is a huge discount from the regular parks pass, and they’re also potentially getting access to search and rescue resources, which they may not have had access to if there wasn’t funding available. It’s keeping our state beautiful and keeping our folks safe.”

–Melissa Lineberger, DMV Business Partner

PROVIDES AFFORDABLE ACCESS FOR COLORADANS

“Not only was KCW a great way to support our parks and increase revenue for their maintenance—it also gives Coloradans who would not normally have access to the parks a chance to go and experience that wildlife.”

–Justin Jackson, DMV Business Analyst

A Bird-Call to Action

How Can You Help Keep Colorado Wild? In autumn 2022, this question was addressed to Coloradans as part of a media campaign to boost awareness for the Keep Colorado Wild (KCW) Pass. Since county DMV offices would become the face of the new program, providing support to office staff was paramount to ensuring a smooth transition. CPW worked with DMV to set up a call center specifically to address customer inquiries related to the KCW Pass, and members of both agencies were frequently present in county offices to help staff prepare. “We were trying to show in as many ways as we could that we wanted to be a partner. We didn’t just want to pass this burden to DMV and then walk away and pocket revenue,” said Danielle Isenhardt, CPW License, Reservations, and Customer Operations Supervisor. Kirk Teklits, CPW Technology Liaison, emphasized the importance of this level of outreach to DMV offices, saying, “That outreach was so invaluable—it still is—because it’s ongoing, and it will always be ongoing.”

“It was really cool to see the hype around it—both in the media and with people I knew who were talking about it. It’s not one of those things that only a subset of people are going to see it—everybody who has a vehicle is going to see it.”
—Tiffany Arnold, FAST Project Architect



Justin Jackson



Kirk Teklits



Anne Engle



Johnny Zabolnik



Dylan Ikenouye



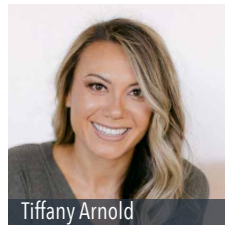
Evan Scrutchins



Melissa Lineberger



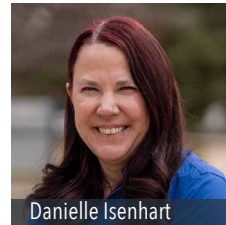
Clark Allen



Tiffany Arnold



Steven Crandall



Danielle Isenhardt



Kevin Kihn

What's Next?

The Keep Colorado Wild (KCW) Pass has laid the groundwork for innovation not only in technology for the state of Colorado but also in cross-agency collaboration. “I can definitely see this as the start of a new age, because it’s tying together two entities that, before now, had no interaction between them. Now that we’re more connected, it can open eyes to what other departments and agencies can collaborate on,” said DMV Business Analyst Evan Scrutchins. In the meantime, collaboration between the Division of Motor Vehicles and Colorado Parks and Wildlife continues to be fruitful as they work on ongoing improvements to KCW. Melissa Lineberger, DMV Business Partner, is optimistic about further innovation. Melissa said, “If we can get something this complex right, then we have a lot of hope for the future.”

