



TRUE WEST

A Shared Vision For
Outdoor Recreation in
Mesa County

Assess Phase Synthesis & Summary,
June-September 2026



Assess Phase Synthesis & Summary

True West: A Shared Vision for Outdoor Recreation in Mesa County

True West is a collaborative effort to develop a shared vision, strategy, and action plan for the future of outdoor recreation in Mesa County. The project is intended to help the region sustain and enhance its recreation assets, strengthen community and economic benefits, and improve coordination, stewardship, and long-term capacity. True West is guided by a 26-member Steering Committee representing municipalities, land management agencies, industry, stewardship and conservation organizations, and other community partners.

The Assess Phase provides an understanding of where the community is now in order to inform where we want to be in the future. The summary below synthesizes what we learned through stakeholder interviews, an industry roundtable, a community survey with 854 responses, and a review of existing plans, policies, and available data. By identifying where perspectives align and where important tensions or unanswered questions remain, we can focus future discussions on the topics that need the most thoughtful community dialogue to build a clear shared vision for the future of outdoor recreation in Mesa County.

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Big Picture Takeaways

Areas of Alignment

Outdoor recreation is a defining community asset. Residents and stakeholders consistently value the region's diverse recreation opportunities for quality of life, health and wellbeing, community identity, connection to place, and the ability to attract and retain residents.

Continued access to public lands is a core community value. Access to public lands is one of the most highly valued aspects of outdoor recreation in Mesa County. Community members and stakeholders consistently emphasized the importance of retaining access over time.

Outdoor recreation is an important part of the local economy. There is broad recognition that recreation supports businesses, jobs, workforce attraction, and visitor spending.

Maintaining and stewarding existing recreation assets is a clear priority. Growing and shifting use and declining land management capacity are increasing maintenance and stewardship needs, while community members consistently prioritize caring for existing assets over simply adding more. At the same time, there is support for thoughtful, targeted expansion where it fills a demonstrated need and can be sustained over the long term.

Healthy lands and waters are fundamental to outdoor recreation and support many overlapping uses. Mesa County's landscapes support recreation alongside wildlife, habitat, water, agriculture, grazing, and other uses. Wildfire, drought, changing river and snow conditions, and other pressures such as recreation impacts, litter, and sanitation issues are placing added stress on these shared landscapes.

Access to outdoor recreation and its benefits is not equal across the community. While Mesa County has an abundance of outdoor recreation assets, being close to recreation does not necessarily mean it is easy to access. Access is shaped by many factors beyond proximity, including connectivity, transportation, affordability, equipment, information, physical accessibility, experience, programming, safety, and sense of belonging. Youth access, beginner-friendly opportunities, and stronger connections between communities and recreation assets emerged as recurring priorities.

Regional collaboration is a strength, with opportunities to build on existing partnerships and clarify roles. Stakeholders generally described strong working relationships, successful collaborative projects, and coordination across agencies, local governments, nonprofits, businesses, user groups, and land managers. Opportunities remain to strengthen coordination around shared regional priorities, better understand who is doing what, clarify where different partners can lead or contribute, and reduce competition or duplication where limited resources are stretched.

Where More Conversation Is Needed

The region has a strong foundation for managing recreation visitation, but not yet a shared approach for how broader recreation growth should be accommodated and sustained. Existing destination-management efforts help disperse visitors and reduce pressure on high-use sites, but questions remain about where additional recreation use is appropriate and what infrastructure, maintenance, stewardship, and management capacity will be needed as overall demand grows.

There is not yet a shared vision for what a balanced role for the outdoor recreation economy looks like. Stakeholders broadly recognize its value, but perspectives differ on outdoor recreation's role in a diverse, resilient economy and which types of growth and industry support would provide the greatest local benefit.



The region has not yet identified a sustainable funding model for outdoor recreation. Questions exist on how to meet current maintenance needs, accommodate future growth, and share responsibility for funding infrastructure, stewardship, maintenance, expansion, and access.

The region needs a clearer approach to balancing recreation with the other uses and resources that healthy landscapes support. There is broad support for both recreation and resource protection, but more discussion is needed about where additional use or investment is appropriate, how recreation should coexist with wildlife, habitat, water, working lands, and other uses, and how wildfire and changing environmental conditions should shape future decisions.



More conversation is needed about which access improvements are most feasible and impactful. Further discussion is needed to identify where targeted improvements to connectivity, transportation, affordability, physical and adaptive access, information, programming, safety, and sense of belonging could have the greatest impact.

Existing Conditions by Topic

Topic	What we know <i>Existing Conditions</i>	What's changing <i>Trends & Pressures</i>	What we heard <i>Community Engagement</i>	Why it matters <i>Link to Planning</i>
Outdoor Recreation Growth & User Experience	Access to public lands, diversity of assets, and relative lack of crowds are highly valued. Some high-use areas experience crowding, resource degradation, and user conflicts.	Population, tourism, and recreation use have grown over the longer term, though visitation has fluctuated in recent years. Destination-management efforts help spread use and reduce pressure on high-use sites.	Concerns exist about how growing and changing recreation use may affect user experience. Some participants emphasized expanding assets to preserve uncrowded experiences.	Develop a shared vision for outdoor recreation growth and determine when management, maintenance, or new capacity is needed, and where expansion is appropriate.
Economic Impact	Outdoor recreation is an established economic asset that supports tourism, businesses, workforce attraction, and quality of life. Mesa County has a diverse outdoor recreation business base, including manufacturing, retail, tourism, and services.	The sector has grown and has opportunities for further growth, supported by Mesa County's assets, location, and business resources. Businesses face constraints related to workforce, financing, space, regulation and permitting, and logistics.	Many stakeholders support continued growth of the outdoor recreation industry; questions exist about how that growth should be balanced across subsectors and within a diversified economy. Some cautioned against overreliance on tourism; others identified opportunities to strengthen local manufacturing.	Define a balanced role for outdoor recreation within a diversified economy and identify which types of industry support would provide broad local benefit without creating overdependence on tourism or recreation.
Maintenance & Stewardship	Much of the recreation system depends on federal agencies, Mesa County trail crew, nonprofits, volunteers, and grants for maintenance and stewardship.	Growing and shifting use, aging infrastructure, other site impacts, and federal staffing cuts are straining the funding and capacity available to maintain trails and facilities, particularly for high-use areas.	Maintaining existing assets emerged as a higher priority than building more, along with stronger education, volunteer stewardship, and capacity to address recurring cleanup and sanitation needs.	Establish a clearer picture of maintenance needs, responsibilities, and the mix of funding and capacity needed to sustain the system.
Funding	Outdoor recreation maintenance, development, access, and programming rely on a patchwork of government funding, user-generated	Federal resources are declining while maintenance needs, costs, and use are increasing. Grant competition and uncertainty make long-term planning difficult.	Many stakeholders see a need for more consistent funding, particularly for maintenance, while opinions differ on who should pay. Suggested approaches range from user fees and grants to local	Determine the scale of the funding gap for both infrastructure and programming, what should be funded regionally, and an

	revenue, and volunteer labor. There is no durable regional funding model.		government, visitor-based, private, and philanthropic funding.	equitable mix of local, visitor, user, private, grant, and federal/state resources.
Healthy Lands & Waters, Balanced Use	Mesa County's recreation system depends on lands, waterways, and wildlife habitat that also support grazing, extraction and other uses. Some recreation areas also experience recurring trash, sanitation, and camping impacts.	Environmental stresses include wildfire, drought, and habitat loss/fragmentation. Localized impacts from growing recreation use, illegal dumping, and other human activity are also placing pressure on some landscapes and waterways. Safety and sanitation concerns associated with unhoused encampments require coordination beyond recreation management.	Public lands access is a core value, with broad support for protecting the lands, waters, wildlife, and other natural resources. Concerns include wildlife impacts, drought, wildfire, degradation in high-use areas, and recurring safety and sanitation impacts associated with unhoused encampments.	Integrate landscape conditions and recurring site-management impacts into recreation planning to protect resources and maintain healthy, safe, usable public lands and waters.
Access, Inclusion, & Connectivity	Mesa County has exceptional proximity to outdoor recreation, but physical proximity does not translate into equal access for all residents.	Transportation, cost, skill level, mobility, information, and cultural familiarity remain barriers. Growing interest in adaptive recreation, youth programming, beginner experiences, and multimodal access is broadening the definition of access.	Shared desire for broader access and inclusion, particularly for youth. Needs include better connections and transportation, beginner opportunities, clearer information, adaptive access, and a sense of welcome and belonging for people not already involved in outdoor recreation. Youth outdoor education was the top desired service in the community survey.	Identify which populations are not being reached, which barriers are most tractable, and who is responsible for access and programming.
Collaboration	Collaboration among land managers, local governments, nonprofits, user groups, tourism partners, and businesses is generally viewed as a regional strength, with successful partnerships already in place.	Limited staff and volunteer capacity, overlapping committees, competition for funding, and differing jurisdictional priorities can make coordination inconsistent or duplicative.	Participants want to build on existing relationships, common needs include clearer shared priorities, better funding coordination, stronger alignment across jurisdictions, and a trusted entity or structure to translate discussion into action.	Clarify regional roles and establish durable structures for coordinating priorities, funding, recreation management, stewardship, and implementation across jurisdictions/sectors.

Infographics

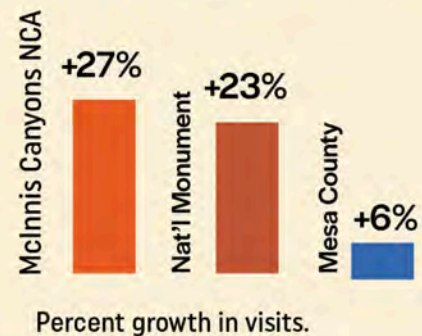
Recreation Growth



Projected growth is slower than in past decades



Major recreation assets saw stronger growth than county visitation from 2019 to 2024



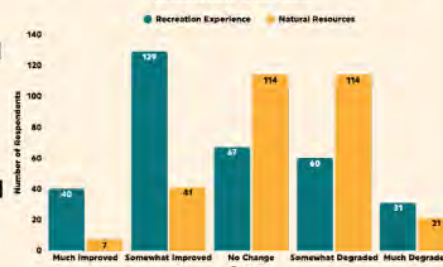
Data sources: Grand Valley Outdoor Recreation Coalition, Bureau of Land Management, National Park Service, Visit Grand Junction, Colorado State Demographer's Office.

User Experience



Recreation experiences have primarily improved or stayed the same, and natural resources have primarily degraded or stayed the same.

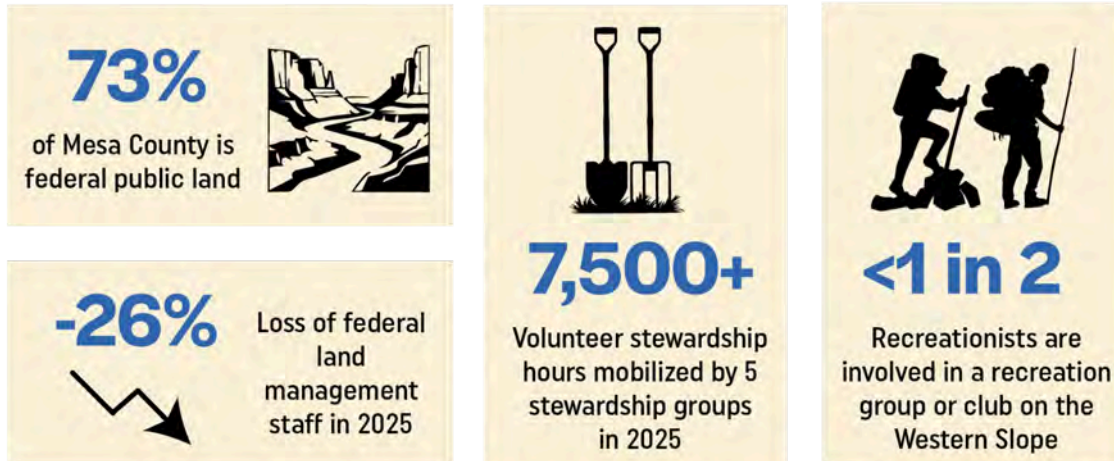
Perceived Change in Recreation Opportunities and Natural Resources (water, wildlife, forests and agricultural landscapes) Over Time



Data/infographic source: West Slope Outdoors Alliance 2025 Community Survey

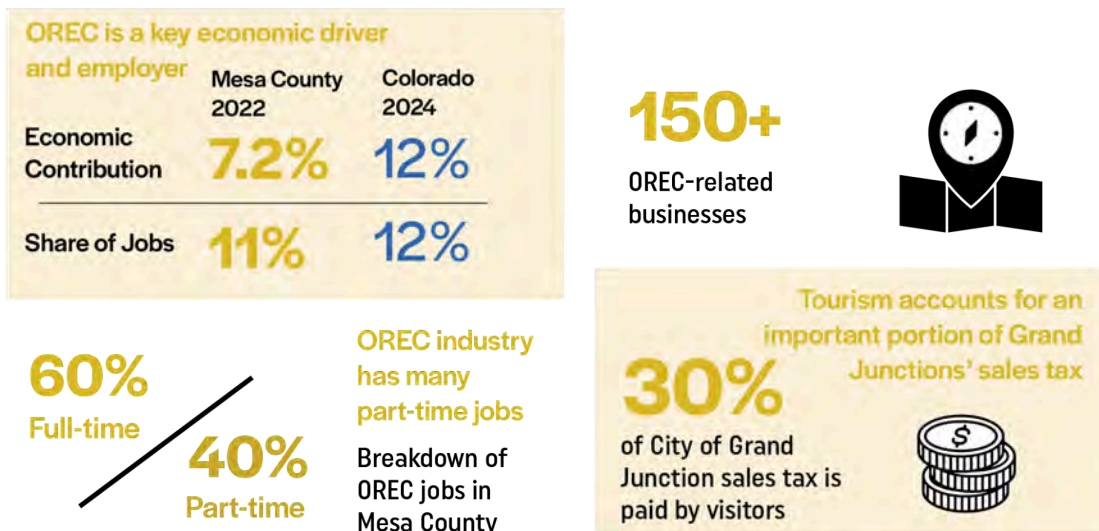
Maintenance & Stewardship

Maintenance needs exceed the capacity to maintain the system.



Data sources: Prospect Partners, Mesa County Resource Management Plan (2020) / Mesa Together Comprehensive Plan (2023), GVORC 2025 Stewardship Survey, West Slope Outdoors Alliance 2025 Community Survey

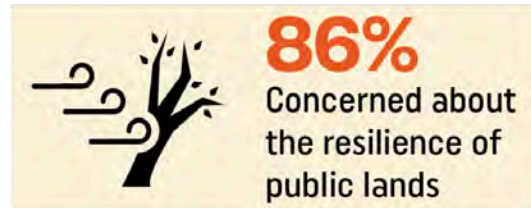
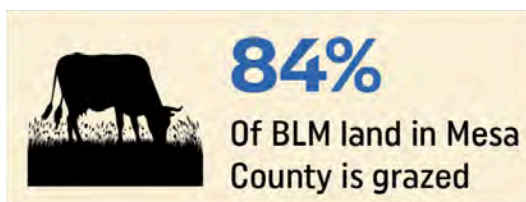
Economic Impact



Data sources: Colorado Mesa University, The Economic Impact of Outdoor Recreation in Mesa County (2022); Visit Grand Junction analysis of City of Grand Junction sales tax data

Healthy Lands and Waters, Balanced Use

Mesa County's public lands support multiple uses while facing pressures on land, water, and wildlife.



Data sources: West Slope Outdoors Alliance 2025 Community Survey, Bureau of Land Management, True West 2026 Community Survey

Access, Inclusion, & Connectivity

Access to outdoor recreation in Mesa County is shaped by many barriers.



Data sources: True West 2026 Community Survey, City of Grand Junction 2023 Pedestrian & Bicycle Plan

Summary of Feedback by Source

Stakeholder Interviews

The True West stakeholder interviews included **27 conversations with local government entities, land managers, nonprofits, and other partners** (see participant list in [Appendix B](#)).

Key Takeaways

Beyond the broader themes summarized above, the interviews highlighted several more specific issues and opportunities.

Land management and maintenance capacity is increasingly constrained. Federal staffing and funding reductions, aging infrastructure, and growing maintenance needs are making it harder to keep pace. Stakeholders emphasized the need to strengthen professional capacity while using partnerships and volunteers where they can add meaningful support.

Stewardship depends on stronger user education and shared responsibility. Stakeholders emphasized the need for clearer, more consistent responsible recreation messaging, including fire safety and how to recreate responsibly on working landscapes, along with stronger participation from users, businesses, and other partners in caring for assets.

Youth and lower-barrier access are important opportunities. Existing outdoor education and recreation programs reach many young people, but transportation, family experience with the outdoors, school capacity, and unequal access leave gaps. Stakeholders frequently connected outdoor recreation access to youth wellbeing, mental health, resilience, and reducing screen time, consistent with state frameworks that increasingly treat time outdoors as a public health strategy.

Connectivity emerged as an opportunity to get more from existing recreation assets. Key trail links, safer multi-modal, transportation options, and community- to-recreation connections could make existing opportunities easier to reach and use.

Changing environmental conditions are increasingly shaping recreation management. Wildfire, heat, drought, low river flows, changing snow conditions, and wildlife concerns are affecting when and where recreation occurs and how assets need to be managed. Recent interviews also highlighted opportunities to coordinate recreation investments with wildfire mitigation, habitat work, and other landscape priorities.

Recurring sanitation, safety, and cleanup impacts on recreation lands require a broader response. Camping associated with homelessness and illegal dumping are key concerns. Stakeholders emphasized that volunteer stewardship alone cannot address these issues—particularly where hazardous or specialized cleanup is required—and that service providers should be partners in this conversation.

Collaboration is a strength, but capacity is stretched. Existing partnerships are strong, but limited capacity, overlapping efforts, competition for scarce funding, and unclear roles can hinder coordination and implementation. Stakeholders also identified a need for better shared data to support investment decisions and track change over time.

Industry Roundtable

The True West Industry Roundtable on June 23, 2026 brought together **24 participants from 17 outdoor recreation businesses based in Mesa County** to discuss the current strengths, challenges, and future opportunities facing the sector.



Key Takeaways

Beyond the broader themes summarized above, the roundtable highlighted several more specific issues and opportunities.

Mesa County has a comparative advantage in outdoor recreation. Participants consistently pointed to the region's extensive public lands, diversity of activities, I-70 location, growing customer base, outdoor recreation reputation, and relatively reasonable costs as reasons the area works well for outdoor recreation businesses. They also described Mesa County as a strong "base camp" for recreation and noted the value of a local customer and workforce base that actively participates in outdoor recreation, along with opportunities to grow businesses that serve markets well beyond Mesa County.

Businesses would benefit from a more connected and complete outdoor recreation ecosystem. Mesa County has strong entrepreneurial resources, local manufacturing capacity, and an active outdoor recreation business community. At the same time, businesses identified gaps in access to capital, specialized services and manufacturing capabilities,

appropriate commercial space, transportation and logistics, and supply-chain resilience, along with opportunities for stronger business-to-business connections, networking, and a more unified industry voice.

Industry representatives would like more proactive support, streamlined approvals, and transparency from local governments. Businesses described uncertainty around zoning, permitting, fees, and other regulations, including examples where lengthy approval processes affected investment decisions. Participants also expressed interest in more intentional business recruitment, clearer navigation of local requirements, and a more welcoming approach to businesses considering locating or expanding in the region.

Workforce challenges make it difficult for some outdoor recreation businesses to attract and retain the talent they need. Participants cited shortages in specific skills, difficulty filling key positions, seasonal and entry-level wage constraints, rising housing and living costs, and challenges retaining graduates. At the same time, CMU, CMU Tech, local students, and the existing workforce were viewed as strengths that could be better connected to employers through internships, training, and career paths.

The health of the outdoor recreation industry depends on the health of the recreation assets themselves. Participants raised concerns about overuse, maintenance capacity, consistent funding, and maintaining access and quality experiences as recreation grows. The desired economic future discussed at the roundtable was therefore tied closely to sustainable stewardship of the trails, rivers, public lands, and other assets on which local businesses depend.



User Group Workshop

The User Group Workshop on August 17, 2026 brought together **50 participants representing a diversity of outdoor recreation types**. Participants were generally positive about Mesa County's outdoor recreation assets and groups. The strongest shared concerns were **maintenance and funding, increasing use, access and transportation, user education and stewardship, and the need to balance expansion with protection of natural resources and quality experiences**. Many emphasized that success depends on maintaining assets, improving connections, reducing barriers, and helping different users share spaces responsibly.

Key Takeaways

Beyond the broader themes summarized above, the User Group Workshop highlighted several more specific issues and opportunities.



Access & Inclusion

- Strengths: Abundant nearby recreation and a wide range of outdoor opportunities.
- Barriers: Transportation, cost, equipment, physical accessibility, information, beginner opportunities, cultural familiarity, sense of belonging.
- Priorities: Better transportation and trail connections, adaptive and beginner-friendly opportunities, community-based programming, clearer accessibility information.

Non-Motorized Trails

- Strengths: Diversity, accessibility, and multi-use culture of Mesa County's trail system.
- Concerns: Maintenance and funding, parking, wildlife impacts, safety, conflicts among user types.
- Priorities: Trail maintenance, improving trailheads and connections, more beginner and in-town trail opportunities, strengthening stewardship and education, intentionality on where future expansion is appropriate.

Motorized Recreation

- Strengths: Access, improved relationships across user groups, volunteer contributions.
- Concerns: Stalled trail development, closures, and land-management funding, capacity, and processes.
- Priorities: Maintain legal access, complete/reopen appropriate routes, improve land-manager communication, strengthen stewardship education.

Paddle Sports

- Strengths: Progress in river access, safety programs, and use of the Riverfront Trail.
- Concerns: Water levels, sanitation and trash, impacts associated with unhoused encampments, safety, access, transportation.
- Priorities: Cleaner waterways; improved access; safety; education/stewardship; lower-barrier ways to get started through instruction, equipment/rentals, and programming.

Winter Sports

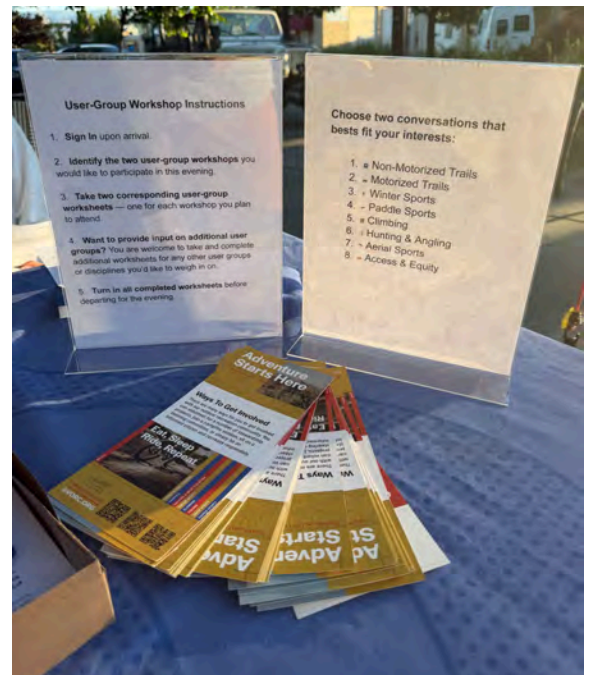
- Strengths: Powderhorn, Nordic recreation, relative affordability, recent investments.
- Concerns: Variable snow conditions, transportation, cost, parking, attracting new users.
- Priorities: Maintenance, thoughtful expansion, improving transportation and access.

Hunting & Angling

- Strengths: Access to hunting and angling opportunities and healthy habitat.
- Concerns: Habitat health and loss, development pressure, declining funding, access.
- Priorities: Strategic, resourced approach to protect habitat while sustaining access.

Climbing

- Strengths: Local access, strong stewardship community.
- Concerns: Growing use, dumping and other impacts, aging infrastructure, land-manager/property-owner relationships.
- Priorities: Better access infrastructure, hardware replacement, clearer management, improving coordination with National Park Service, continued stewardship.



Community Survey

The True West community survey ran from July 15-August 31, 2026 and received **854 responses, primarily from highly engaged recreation users. About 89% recreate at least weekly**, with walking/hiking/trail running, mountain biking, water recreation, downhill skiing/snowboarding, and camping among the most common activities. Respondents use recreation areas throughout Mesa County, especially the Grand Mesa, Colorado National Monument, McInnis Canyons NCA, and Lunch Loops.

Key Takeaways

Beyond the broader themes summarized above, the community survey helped quantify which issues and priorities rise most strongly among respondents.

Public lands access, quality of life, and conservation are central to what respondents value.

Access to public lands was the most commonly selected recreation value (70%), followed by trail systems (56%). When asked what principles should guide the future, conservation and stewardship (75%), protection of public lands (71%), local quality of life (62%), and responsible growth (49%) rose clearly to the top.

Maintenance and stewardship are stronger priorities than developing new recreation assets. Nearly 70% of respondents believe current investment in recreation infrastructure, stewardship, and maintenance is too low. Maintenance of existing assets was the highest future investment priority (69%), followed by conservation and stewardship of natural resources (59%), compared with 44% who prioritized new trails and open spaces.

Changing environmental conditions are a concern for the future of recreation. Water levels, availability, and drought were identified by 52% of respondents, while 45% cited impacts to river health, wildlife, and habitat. About 86% expressed at least some concern about the long-term resilience of outdoor recreation and public lands.

Respondents see outdoor recreation as economically important, but favor balanced growth that supports broader community benefits. Approximately 95% rated outdoor recreation as very or extremely important to Mesa County's economy, while conservation, public lands, quality of life, and responsible growth ranked substantially higher than economic vitality as principles for the future. Qualitative comments emphasized maintaining a diversified economy, supporting recreation-related businesses and quality jobs, and managing tourism and visitation in ways that protect community character and recreation assets. Among desired business and services, youth outdoor education and instruction (46%), gear libraries/rentals and repair (43%), and outdoor gear manufacturing (37%) ranked highest.

There is strong interest in building a stewardship-oriented outdoor workforce. Trail building, conservation, stewardship, and restoration careers were by far the most desired workforce opportunity (70%). Recreation planning/design/GIS, recreation operations and maintenance, small business support, and more full-time jobs with benefits each drew support from roughly 30% of respondents.

County-Level Recreation & Resource Management Plan Review

As part of the Assess Phase, we reviewed **19 plans spanning federal lands, County and municipal jurisdictions, river corridors, trails, open spaces, and community connections** to understand how outdoor recreation is currently planned and managed across Mesa County.

Beyond the broader themes summarized above, the plan review highlighted several recurring conditions, priorities, and gaps across Mesa County's recreation landscapes.

Key Takeaways

Stewardship and resource protection are recurring needs across nearly every landscape.

Plans repeatedly identify maintenance, restoration, monitoring, education, habitat protection, volunteer coordination, and long-term operating capacity as ongoing challenges.

Existing plans consistently integrate recreation and conservation. Plans pair public access and recreation with resource protection, and several use place-based approaches to match the type and intensity of recreation to landscape and resource conditions.

Connectivity is one of the most consistent gaps across the planning library. Plans identify missing and unsafe connections among trails, river corridors, communities, and public lands, including gaps in trail continuity, crossings, wayfinding, and last-mile access.

Close-to-home and lower-barrier recreation are increasingly prominent priorities. Newer plans place greater emphasis on beginner and family experiences, all-abilities and adaptive access, river access, options that do not require long-distance travel or advanced skills, and recreation gateways that make outdoor opportunities easier to reach and support.

The Colorado River and other waterways are important recreation and connective assets with distinct management needs. Plans emphasize access, recreation, and connectivity alongside water quality, riparian protection, safety, sanitation, and changing water conditions.

Recreation demand and environmental conditions are changing how some assets need to be managed. Recurring pressures include concentrated use, facility demand, dispersed recreation, wildlife disturbance, erosion, habitat fragmentation, wildfire, drought, and snowpack and river variability. Grand Mesa and other high-elevation areas are increasingly recognized as important summer recreation settings as lower elevations become hotter.

Recreation is increasingly tied to broader land-use and community development decisions. County planning connects recreation with economic development, gateways, scenic character, and public-land access.

Implementation depends on shared responsibility and a patchwork of funding sources.

Plans consistently rely on collaboration among agencies, local governments, nonprofits, user groups, volunteers, and other partners, while recurring gaps in long-term funding, staffing, maintenance, monitoring, and stewardship remain across many parts of the system.

State-Level Recreation & Resource Management Plan Review

As part of the Assess Phase, we reviewed four state and regional recreation and resource management frameworks to understand how Mesa County's priorities align with broader direction across Colorado. These included Colorado's Outdoors Strategy, the 2025–2029 Statewide Comprehensive Outdoor Recreation Plan (SCORP), the Mountains & Mesas Regional Destination Stewardship Strategic Plan, and the Colorado Outdoor Rx framework.

Key Takeaways

Climate resilience is becoming more integrated into outdoor recreation planning. State frameworks increasingly connect recreation management and investment with wildfire, drought, water, habitat, restoration, and broader climate resilience rather than treating these as separate issues. Colorado's Outdoors Strategy explicitly links climate-resilient conservation and restoration with sustainable outdoor recreation.

Working lands and private landowners are important partners in recreation and conservation planning. State frameworks emphasize coordinating recreation with agriculture, working lands, and private landowners, recognizing that recreation occurs within broader landscapes that support multiple uses and livelihoods. SCORP itself was developed with agriculture represented alongside recreation, conservation, health, transportation, and other interests.

Outdoor recreation is increasingly viewed as a public health strategy. State frameworks connect access to nature and recreation with physical and mental health, and identify opportunities for stronger partnerships among recreation providers, schools, healthcare systems, and public health organizations.

Destination stewardship emphasizes community benefit and responsible visitation. Regional tourism planning increasingly focuses on protecting natural and cultural resources, encouraging responsible visitor behavior, and ensuring that tourism benefits residents and communities rather than simply maximizing visitor numbers.

Better data and adaptive management are increasingly important to recreation planning. State frameworks emphasize understanding recreation use, changing demand, user experiences, impacts, and gaps, and using shared data and monitoring to guide investments and adjust management over time. This is especially relevant where recreation pressures are changing faster than available local data can document them.

Education, stewardship, and safety are increasingly treated as core management tools. State frameworks emphasize responsible recreation messaging, visitor preparedness, stewardship behavior, and safety alongside physical infrastructure and enforcement. In SCORP, safety rose to the top visitor-services priority identified by land managers.

Appendices

Appendix A - List of Plans and Policies Reviewed

Regional & Local Plans — Mesa County

1. BLM Grand Junction Field Office Resource Management Plan / Recreation Framework
2. Bangs Canyon / Lunch Loops Special Recreation Management Area
3. North Fruita Desert / 18 Road Special Recreation Management Area
4. Grand Valley OHV / North Desert / Book Cliffs Backcountry
5. Grand Valley River Corridor Initiative Master Plan
6. McInnis Canyons National Conservation Area Resource Management Plan
7. Ruby-Horsethief / Colorado River Corridor
8. Dominguez-Escalante National Conservation Area
9. Colorado National Monument General Management Plan
10. Grand Mesa, Uncompahgre and Gunnison National Forests / Grand Mesa Revised Land Management Plan
11. Grand Valley Strategic Trails Plan
12. Mesa Together Master Plan
13. Uncompahgre Field Office Resource Management Plan / Uncompahgre Plateau / Unaweep Corridor
14. Palisade Rim / Palisade Plunge / East Valley Recreation Interface
15. Colorado Riverfront / Urban Recreation Corridor
16. Gunnison Bluffs Master Plan (2025)
17. City of Grand Junction Parks, Recreation & Open Space (PROS) Master Plan (2021)
18. City of Fruita Parks, Health, Recreation, Open Space & Trails (PHROST) Master Plan (2021)
19. City of Grand Junction Pedestrian & Bicycle Plan (2023)

Statewide & Regional Colorado Frameworks

20. Colorado Statewide Comprehensive Outdoor Recreation Plan (SCORP), 2025–2029
21. Colorado's Outdoors Strategy
22. Mountains & Mesas Regional Destination Stewardship Strategic Plan, FY 2025–2035
23. Elevating Coloradans' Health Through the Outdoors: A Cross-Sector Framework (Colorado Outdoor Rx)

Appendix B - List of Stakeholder Interviews

1. **Bureau of Land Management, Grand Junction Field Office:** Stacey Colon, Field Manager; Eric Lundin, Supervisory Park Ranger; Alex Martin, Outdoor Recreation Planner; Jeff Starosta, Assistant Field Manager; Jim Lovelace, National Conservation Manager
2. **Bureau of Land Management, Grand Junction Field Office:** Chris Pipkin, Retired Recreation Planner
3. **Cameo Shooting & Education Complex:** Walt Proulx, Manager
4. **City of Fruita:** Shannon Vassen, City Manager
5. **City of Grand Junction:** Jason Nguyen, Council Member District B
6. **City of Grand Junction:** Mike Bennett, City Manager
7. **City of Grand Junction:** Trent Prall, Engineering & Transportation Director
8. **Colorado Canyons Association / West Slope Outdoor Volunteers:** Morgan Rossway, Development & Communications Manager
9. **Colorado Mesa University / Bonsai Design:** Sarah Shrader, Program Director, Outdoor Recreation Industry Studies; Owner & Co-Founder, Bonsai Design
10. **Colorado Parks & Wildlife:** Pete Firmin, Park Manager
11. **Colorado West Land Trust:** Rob Bleiberg, Executive Director
12. **COPMOBA:** Scott Winans, Former President
13. **Friends of Youth & Nature:** Abram Herman, Executive Director
14. **Homeward Bound:** Chris Masters, Interim Executive Director; Dan Prinster, Consultant
15. **Mesa County:** Cody Davis, County Commissioner
16. **Mesa County Trails:** Ross Mittelman, Trails Coordinator
17. **Mesa County School District 51:** Brian Hill, Superintendent; Greg Weckenbrock, Lead Teacher & Coordinator, Outdoor Wilderness Lab (OWL)
18. **National Park Service / Colorado National Monument:** Nathan Souder, Superintendent
19. **Palisade Cycle & Shuttle:** Rondo Buecheler, Owner
20. **RiversEdge West:** Rusty Lloyd, Executive Director
21. **Town of De Beque:** Shanelle Hansen, Mayor; Care McCinnis, Town Manager; John Giffin, Board of Trustees Member & Owner, Roan Creek Bikeworks; Sam Flores, Public Works
22. **Town of Palisade:** Janet Hawkinson, Town Manager; Troy Ward, Parks & Recreation Director
23. **Two Rivers Wildfire Coalition:** John Rizza, Executive Director
24. **U.S. Forest Service:** Tim Wise, Grand Valley District Ranger
25. **VanWinkle Ranch:** Janie VanWinkle, Owner
26. **Visit Grand Junction:** Elizabeth Fogarty, Director
27. **West Slope Outdoors Alliance:** Chris Herrman, Regional Partnership Initiative Lead

Appendix C - List of Industry Roundtable Participating Entities

1. Trek Bikes
2. QuikrStuff
3. TerraGnar
4. Grip Bouldering
5. Out There Vans
6. REI
7. Mountain Racing Products (MRP)
8. Palisade Cycle & Shuttle
9. Wet Dreams River Supply
10. DT Swiss
11. Moki Canyon LLC
12. Western Anglers
13. Seek Outside
14. Over the Edge Fruita
15. Leitner-Poma
16. Innovative Textiles Inc.
17. T.O.R.C. Motorsports

Appendix D - Steering Committee Participants

Name	Organization	Representing
Abram Herman	Friends of Youth and Nature	Youth & Access
Andie Byrne	Backcountry Horsemen	Equestrian
Brien Webster	Conservation Colorado	Hunting & Angling
Chandler Smith	Grand Valley Outdoor Recreation Coalition	Organizing Partner
Chase Anderson	Rocky Mountain Hang Gliding & Paragliding Association	Aerial Sports
Chris Sovacool	DT Swiss	Industry - Manufacturing
Christie Aschwanden	Grand Mesa Nordic Council	Winter Sports
Elizabeth Fogarty	Visit Grand Junction	Tourism
Elizabeth Fortushniak	GJ Adventures	Paddle Sports
Faith Rodriguez	COPMOBA	Non-Motorized Trails
George Gatseos III	Over the Edge Fruita	Industry - Retail
John Giffin	Town of De Beque	Municipality
Kady Ostowick	Colorado Discover Ability	Adaptive
Ken Sherbenou	City of Grand Junction	Municipality
Libby Collins	Colorado West Land Trust	Conservation
Meghan Dutcher	West Slope Outdoors Alliance & West Slope Outdoor Volunteers	Regional Partnership & Stewardship
Nathan Souder	National Park Service	Land Management Agency
Nolan Robertson	Western Colorado Climbers Coalition	Climbing
Pete Firmin	Colorado Parks & Wildlife	Land Management Agency
Ross Mittelman	Mesa County Trails	County
Scott Riise	One Riverfront	One Riverfront Trail
Shannon Vassen	City of Fruita	Municipality
Stacey Colon	Bureau of Land Management	Land Management Agency
Tim Wise	US Forest Service	Land Management Agency
Tobias Thompson	TORC Motorsports	Motorized Trails
Troy Ward	Town of Palisade	Municipality

Appendix E - Infrastructure Audit

(To be added Oct 2026)