June 1, 2021

Emily Niehaus  
City of Moab and Moab City Council

Dear colleagues,

Enclosed please find a request for action to provide matching support for a Visitor Study that will provide a needed and comprehensive understanding of visitors to the Moab area and their use patterns. By complementing traditional survey research with mobile device data. Together, this data will enable us to provide comprehensive use estimation that transcends city, county, state and federal lands, understand the visitor use levels and patterns with a focus on OHV use, and to gain an understanding of perceived conflicts among visitors and how they may be mitigated.

The enclosed proposal illustrates in detail the types of questions we will peruse and the forms of data and analysis that enable us to respond to those questions. The entire project brings together resources from the Public Lands Initiative, the Moab Travel Council, USU Moab and the City of Moab. The largest sum $50,975 dollars was provided by the Public Land Imitative largely due to the pledged match from the city of Moab. Please see appendix A for the various letters of support.

Our request for action from the City of Moab is to provide $36,713.53. That support will enable us to meet all of our objectives and add a deep dive of OHV travel patterns with the City of Moab.

We look forward to your reply,

Sincerely,

Wayne A. Freimund  
USU Moab  
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