

Keep Colorado Wild Pass

How can you help increase participation in the park pass?

1. During each customer interaction, frontline staff should ask **EVERY** customer if they would like to purchase a park pass for \$29.
 - a. Inform the customer of the benefits of purchasing this pass at this time and let the customer know that if they change their mind after the transaction is completed they cannot come back later and add it on. **Nobody** (DMV or CPW) can add the pass **AFTER** the registration is completed.
 - b. Be sure the customer understands that the pass purchased is for that vehicle only and is **NOT** transferable, even if they sell their car, get in an accident or have not visited a state park.
2. A lot of Coloradans buy park passes every year and now that they can purchase the park pass for a reduced price, we are finding that Coloradans are now asking for this pass to be added on before the front line staff asks them.
3. Follow up with each customer and address the park pass **BEFORE** finalizing the transaction.

Pass features:

- Save 60% on a traditional Annual State Parks Pass.
- The pass is linked to your license plate and is **NOT** transferable between vehicles.
- You can only buy the pass during your vehicle registration process; this pass **CANNOT** be purchased at CPW locations.
- When visiting a state park, show your vehicle registration with the CPW logo to enter the park or make your pass digital and display it on your phone. No additional window sticker is provided.
- The pass is valid for one year or until the current vehicle registration expires.
- You can choose to stay opted in or opt out of the pass during the annual registration process with the DMV online, through a kiosk, by mail or in person at a DMV office.

For more [Vehicle Registration and KCWP FAQs, click here.](#)