





Study of Off-Highway Vehicle Users in the Copper Corridor Region Completed for Copper Corridor Economic Development Coalition and Arizona Office of Tourism May 2016

Data collected from March 21 – May 2, 2016 (online)

Completed by:

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Overview of Study and Methods

This research study aimed to better understand all-terrain vehicle (ATV) and off-highway vehicle (OHV) users in the Copper Corridor region. This study was done in conjunction with the analysis of event surveys and a trail user survey as strong tourist markets for the Copper Corridor region. The Copper Corridor region is an area of central Arizona that is made up of 11 mining and former mining communities. Off-Highway Vehicle usage is a common recreation activity, by both tourists and locals, within rural open areas. No prior primary data have been collected for OHV users specific to the Copper Corridor region. A student of the Spring 2016 TDM 402 class, an ASU research course, developed questions used for the online survey. As an ATV-OHV recreation user, she has familiarity with the activity in the region. Some of the questions were drawn from an Arizona Trail questionnaire, while other questions were created to measure general ATV-OHV behaviors and more specifically visits to the Copper Corridor region. This research is part of the Arizona Office of Tourism (AOT) funded project to assist the Copper Corridor Economic Development Coalition (CCEDC) to gain better insight into the outdoor recreation market of the region.

The survey was administered through Google Forms, an online data and research platform. The online survey was opened March 21, 2016 and closed May 3, 2016. A snowball sampling method was utilized by reaching out to leaders of ATV-OHV groups. We provided these leaders a survey link that they sent to their lists using email and in an e-newsletter. This occurred in March. At the close of the questionnaire, 142 responses had been fulfilled.

Demographics

The respondents to the questionnaire were varied in age range with 59% of respondents being in the age range of 45 to 64 years and 23% being 25 to 44 years old (Table 1). The majority of respondents (87%) were men (Table 1). Seventy percent of those who responded to the questionnaire came from the Greater Phoenix metro area. Twenty-five individuals identified themselves as being part-time residents or winter visitors to Arizona. Most households had two adults and slightly less than half had children under the age of 15 years old (Table 2).

Age	Frequency	Percent
18 to 24 years	0	0%
25 to 44 years	31	23
45 to 64 years	78	59
65 years & over	<u>24</u>	<u>18</u>
Total	133	100%
Gender		
Male	123	87
Female	<u>18</u>	<u>13</u>
Total	141	100%
Primary Residency (Zip code) by	Metropolitan Ar	ea/State
Greater Phoenix Area	97	70%
Greater Tucson Area	32	23
Flagstaff Area	2	2
Alaska	2	2
Colorado	2	2
Minnesota	<u>1</u>	<u>1</u>
Total	136	100%
Arizona Residency Status		
Full-Time Arizona Resident	111	82%
Part-Time Arizona Resident ^a	<u>25</u>	<u>18</u>
Total	136	100%
Marital Status		
Single	20	15%
Married	107	77
Separated/Divorced	9	7
Widowed	<u>2</u>	<u>1</u>
Total	138	100%
Ethnic Origin		
White	122	91%
Hispanic	3	2
Asian-American/Pacific Islander	2	2
African-American	1	1
Native American	1	1
Other	<u>4</u>	<u>3</u>
Total	133	100%
Number of Children (under 18 ye		10070
0	88	71%
1-3	33	26
4-6	1	1
7-9	1	1
10+	1	<u>1</u>
Total	1 <u>+</u> 124	100%
a. Zin code was out of state		- 30 / 0

^{a.} Zip code was out of state.

Table 2. Number of People Currently Residing in Respondent's Household (Including Respondent)

	0	1	2	3	4	5 or more
			Frequenc	ey (%)		
Under 15 years	31	15	11	1	0	1
	(52%)	(25%)	(19%)	(2%)	(0%)	(2%)
15 - 24 years	21	15	4	1	0	0
	(51)	(37)	(10)	(2)	(0)	(0)
25 - 54 years	15	19	56	1	0	1
	(16)	(21)	(61)	(1)	(0)	(1)
55 - 64 years	11	21	26	0	0	0
	(19)	(36)	(45)	(0)	(0)	(0)
65 years and older	14	9	21	0	0	0
•	(32)	(21)	(47)	(0)	(0)	(0)

Participation in Off-Highway Vehicle Use

The majority (99%) of respondents, or members within the respondent's household, had driven off-highway vehicles for work or recreational purposes in the past 12 months (Table 3). For the respondents and their household members over the age of 18, 68% have used an OHV in the past 12 months (Table 4). Ninety-six percent of respondents owned OHVs utilized to ride trails in Arizona (Table 5). The most common (96%) OHV registered for highway use in Arizona was a 4-wheel drive vehicle (Table 6).

Table 3. Respondent or Respondent's Household Members Driving Off-Highway Vehicles for Work or Recreational Purposes in the past 12 months in Arizona

Frequency	Percent
141	99%
142	<u>1</u> 100%

Table 4. Number of People in Respondent's Household (Including Themselves) Who Have Used an OHV in the Past Twelve Months

	0	1	2	3	4 or more
	•		Frequency (%)		
18 years or older	5	37	72	9	17
	(4%)	(26)	(51)	(7)	(12)
Under 18 years	12	12	10	2	2
	(32%)	(32)	(26)	(5)	(5)

Table 5. Respondent or Household Members Owning or Renting OHVs Utilized to Ride Trails in Arizona

	Frequency	Percent
Own	138	96%
Rent Both Total	2	2
Both	<u>2</u>	<u>2</u>
Total	142	100%

Table 6. Vehicles Owned by Respondent or Household Members that are Registered for Highway Use in Arizona

	Frequency (% of each vehicle type)			
Vehicle type	Registered for Highway Use	Not Registered for Highway Use		
4-Wheel Drive Vehicle (Jeep,	96	4		
Truck, etc.)	(96%)	(4%)		
Off-Highway Motorcycle/Dirt	50	17		
Bike	(75)	(25)		
ATV	25	17		
	(60)	(40)		
Rail Buggy or Dune Buggy	6	1		
	(86)	(14)		

Respondent's Involvement with OHV

Three-quarters (77%) of respondents use OHVs for recreation, while 23% use OHVs for both recreation and work. Almost three-quarters (73%) of respondents are in an organized OHV group in Arizona. Forty percent of respondents always ride with friends, while 24% ride with a club, and 21% ride with family (Table 9). Riding groups varied in size, generally between two and five or more individuals, with members between the ages of 41 and older (Table 10). Men were more likely to ride in groups of five or more men, compared to groups with women riders (Table 11). This result might be explained by more men responding to this survey or that rider groups tend to have fewer women who ride.

Table 7. Purposes to Use OHV in Arizona

	Frequency	Percent
Work	0	0%
Recreation	109	77
Both	<u>32</u>	<u>23</u>
Total	141	100%

Table 8. Member of an Organized OHV Group in Arizona

	Frequency	Percent
Yes	103	73%
No	36	26
Other	<u>1</u>	<u>1</u>
Total	140	100%

Table 9. Whom Respondent Typically Rides their OHV With in Arizona

	Never (1)	Sometimes (2)	Always (3)	Mean			
	Frequency (%)						
With Friends	8	72	54				
	(6%)	(54%)	(40%)	2.34			
With Family	6	78	22				
-	(6)	(73)	(21)	2.15			
With a Club	14	74	27				
	(12)	(64)	(24)	2.11			
In OHV Rides for Fund Raisers	15	65	8				
	(17)	(74)	(9)	1.92			
In Other OHV Event	14	63	7				
	(17)	(75)	(8)	1.92			
Alone	24	60	4				
	(27)	(68)	(5)	1.77			
In OHV Races	36	30	3				
	(52)	(44)	(4)	1.52			

Table 10. Number of Riders by Age that are Typically Found Within Respondent's Riding Group

	0	1	2	3	4	5 or more
			Frequen	cy (%)		
12 years and under	35	6	7	0	1	1
	(70%)	(12)	(14)	(0)	(2)	(2)
13-16 years	27	12	12	3	0	3
	(46%)	(20)	(20)	(9)	(0)	(5)
17-18 years	18	14	9	1	2	2
·	(40%)	(30)	(20)	(2)	(4)	(4)
19-25 years	12	18	16	5	6	8
	(19%)	(27)	(25)	(8)	(9)	(12)
26-30 years	11	9	20	7	4	11
	(16%)	(14)	(30)	(10)	(14)	(16)
31-40 years	8	7	14	20	11	22
·	(10%)	(9)	(17)	(24)	(13)	(27)
41- 50 years	8	9	21	19	16	32
	(8%)	(9)	(20)	(18)	(15)	(30)
51 years and older	6	10	24	14	14	38
	(6%)	(9)	(23)	(13)	(13)	(36)

Table 11. Number of Men or Women Typically Part of the Respondent's Riding Group

	0	1	2	3	4	5 or more
			Freque	ncy (%)		
Women	13	31	32	13	14	27
	(10%)	(24)	(24)	(10)	(11)	(21)
Men	3	12	15	12	17	78
	(2%)	(9)	(11)	(9)	(12)	(57)

OHV Users in the Copper Corridor

Forty-four percent of respondents first learned about OHV trails and recreation areas in the Copper Corridor from an off-road club or group, while 31% first learned about this information through a friend or word of mouth (Table 12). Most respondents (96%) had ridden in the Copper Corridor as a passenger or driver (Table 13). Thirty-five percent of respondents have visited the Copper Corridor six or more times in the past 12 months (Table 14).

January (75%), February (74%), and March (66%) were the months that respondents visited the Copper Corridor the most, within the past 12 months (Figure 1). Figure 2 and Table 6 show that 4-wheel drive vehicles (62%) and off-highway vehicles (42%) are the most used type of OHVs in the Copper Corridor.

Martinez Canyon was identified as being the most ridden trail (60%) in the Copper Corridor over the past five years (Figure 3). Charouleau Gap (45%), Hackberry Creek (44%), and Martinez Cabin (43%) trails followed Martinez Canyon (Figure 3). Fifty-one percent of respondents typically visit the Copper Corridor only on the weekends, while 11% typically visit only on weekdays (Table 15). Respondents indicated that their primary reasons for riding in the Copper Corridor Area were to explore (94%) and socialize (60%) (Figure 4). When asked about trailhead markings and way-finding, 31% indicated seeing trailhead markings and only some way-finding points along the trails throughout the Copper Corridor (Table 16). Sixteen percent indicated signage was adequate and 2% rated as excellent. Twenty-four percent indicated only trailhead markings exist and 27% reported no trailhead markings or way-finding exists.

Table 12. Information Sources Used to First Learn About OHV Trails and Recreation Areas in the Copper Corridor

	Frequency	Percent
Off-Road Club or Group	62	44%
A Friend/Word of Mouth	44	31
Reside in the area	12	8
Other	7	5
Social Media (Facebook, Twitter,		
Yelp)	5	4
Website/Search Engine	5	4
Email/Newsletter	4	3
Media (TV/Cable News,		
Newspaper, Magazine)	<u>1</u>	<u>1</u>
Total	140	100%

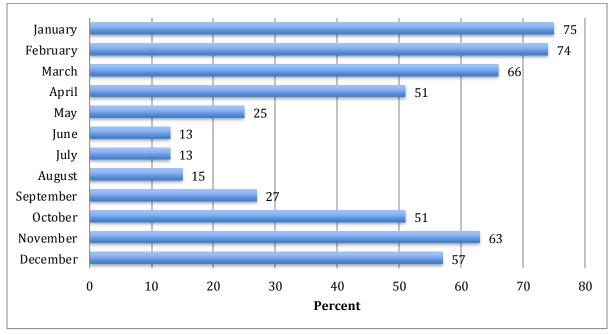
Table 13. Participation in OHV Use Within the Copper Corridor as a Passenger or Driver

	Frequency	Percent	
Rode in Copper Corridor	135	96%	
Not Rode in Copper Corridor	<u>6</u>	<u>4</u>	
Total	141	100%	

Table 14. Number of Copper Corridor Visits in the Past 12 months for OHV Use

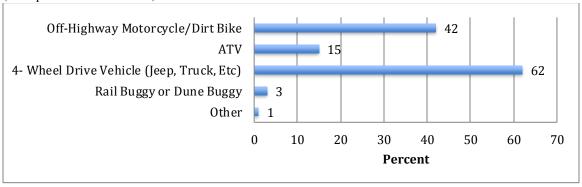
	Frequency	Percent
1 time	17	12%
2-3 times	45	33
4-5 times	27	20
6 or more times	<u>48</u>	<u>35</u>
Total	137	100%

Figure 1. Months, within the Past 12 Months, Visited the Copper Corridor for OHV Use^a (Multiple Answers Allowed)



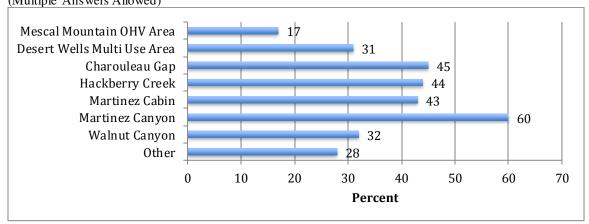
^{a.}Out of 136 responses.

Figure 2. Type of OHV Used in the Copper Corridor^a (Multiple Answers Allowed)



^{a.} Out of 138 responses.

Figure 3. Copper Corridor Trail(s) Used in the Past Five Years^a (Multiple Answers Allowed)

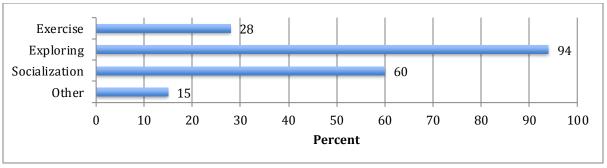


^{a.} Out of 134 responses.

Table 15. Type of Day for OHV Copper Corridor Rides

	Never (1)	Sometimes (2)	Always (3)	Mean
		Frequency (%)		
	15	79	12	
Weekdays (Mon-Fri)	(14%)	(75%)	(11%)	1.97
	12	67	52	
Weekends (Sat-Sun)	(9)	(51)	(40)	2.31
	17	73	12	
Holidays	(17)	(71)	(12)	1.95

Figure 4. Primary Reason to Ride in the Copper Corridor Area^a (Multiple Answers Allowed)



^{a.}Out of 138 responses.

Table 16. Quality of Way-Finding and Trail Markings throughout the Copper Corridor Area

	Frequency	Percent
Trailhead markings and some way-finding points		
along the trails	42	31%
No markings or way-finding on the trails	36	27
Trailhead markings only	32	24
Adequate trailhead markings and way-finding		
points found throughout the trailways	22	16
Excellent trailhead markings and way-finding		
points found throughout the trailways	<u>3</u>	<u>2</u>
Total	135	100%

Recent Copper Corridor Visits

The majority (82%) of respondents use the Copper Corridor trails for day use only, while 18% will utilize the trails for multi-day trips (Table 17). For those who utilize the area for multi-day trips, dispersed camping areas (with essentially no facilities) (71%) was indicated as being the most frequented place to stay and Tonto National Forest Area (28%) being the second most selected (Figure 5). Over half (51%) of the multi-day users responded that they generally stay two nights, while 33% stay one night (Table 18). The majority of day users (71%) responded to staying up to six hours on a single recreation visit (Table 19).

Table 17. Day or Multi-Day Visit to Copper Corridor Trails

	Frequency	Percent
Day Use Only	114	82%
Multi-Day	<u>25</u>	<u>18</u>
Total	139	100%

Dispersed camping area (essentially no facilities... 71 Private campground Tonto National Forest Area 28 Coronado National Forest Area Hotel/Motel Private home/cabin Other 0 10 20 30 40 50 60 70 80 **Percent**

Figure 5. Overnight Stays on a Recent Multi-Day Riding Visit^a (Multiple Answers Allowed)

Table 18. Number of Nights of Recent Multi-Day Visit

	Frequency	Percent
1 night	27	33%
2 nights	41	51
3 nights	10	12
4 or more nights	<u>3</u>	<u>4</u>
Total	81	100%

Table 19. Number of Hours Stayed During Day Use Visit

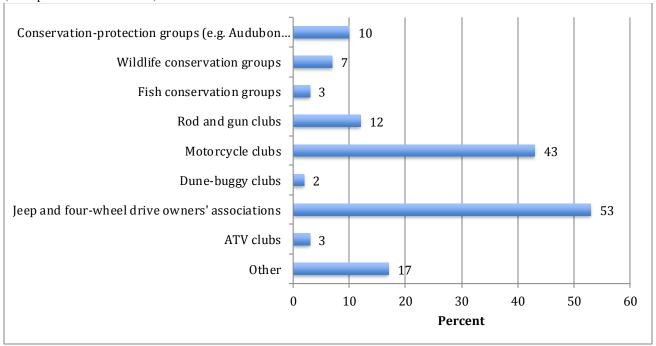
	Frequency	Percent		
1 hour	0	0%		
2 hours	2	2		
3 hours	3	2		
4 hours	12	10		
5 hours	19	15		
6 hours	<u>89</u>	<u>71</u>		
Total	125	100%		

Current Membership to OHV Organizations

Over half of the respondents (53%) are current members of jeep and four-wheel drive associations, and 43% are members of motorcycle clubs (Figure 6). Respondents were asked which clubs they are most active in specifically pertaining to ATV-OHV use. Tonto Recreation Alliance (TRAL) was mentioned 19 times, Trail Riders of Southern Arizona (TRS) was mentioned 17 times, and Arizona Trail Riders was mentioned 13 times (Table 20).

a. Out of 85 responses.

Figure 6. Organizations Respondent Currently Belongs to ^a (Multiple Answers Allowed)



^{a.}Out of 121 Responses.

Table 20. Organizations Respondent is Most Active

Club	Times Mentioned
Tonto Recreation Alliance (TRAL)	19
Trail Riders of Southern Arizona (TRS)	17
Arizona Trail Riders (ATR)	13
Copper State 4wheelers	10
Rockstars Motorcycle Club	7
Virtual Jeep Club	5
NRA	3
Bad Addiction 4wheeler Club	2
Sonoran Desert Scouts	1
Side by Side Addiction	1

Conclusions and Recommendations

Outdoor recreation is a valuable asset to the Copper Corridor. ATV and OHV users make up a considerable amount of those who recreate amidst the natural beauty of the area. Therefore, understanding the niche market of OHV users can better help not only environmental conservationist efforts, but also provide further insight to the wants and needs of those who already participate in OHV recreation within the Copper Corridor area.

The majority of OHV users (82%) were between the ages of 25 and 64 years old and male (87%). Eighty-two percent of respondents to the questionnaire were full time residents of Arizona, while 18% were part-time residents to the state. Of those that responded to being full-time residents, 70% came from the greater Phoenix area, with 23% coming from the greater Tucson area. Seventy-seven percent of respondents said they were married, with 91% percent ethnically identifying as being White.

The majority of respondents are day-use visitors, and of those, most are out on trails for six or more hours. Growing the service offerings in the Copper Corridor would be beneficial to the area. Dining options, groceries, and other services could be utilized by ATV and OHV users. Marketing services as well as other activities available in the Copper Corridor could result in longer visits, increased overnight stays and increased economic impact to the Copper Corridor.

Survey results show most people are using ATVs and OHVs with friends. Gearing marketing of activities to appeal to groups of friends would be beneficial when trying to attract ATV and OHV users. Camping has been indicated as popular for an overnight stay. Retreat accommodations may also appeal to this group.

Visitation to Copper Corridor is strong, with 96% of respondents having used an ATV or OHV in the Copper Corridor, and 36% visiting six or more times in the last 12 months. The majority of respondents heard about the trails of the Copper Corridor from an off-road club or group. This could be further leveraged by building relationships with ATV and OHV groups and engaging in opportunities to display Copper Corridor brochures, dispense information in newsletters, pursue advertising opportunities, and other marketing efforts.

Thirty-one percent of respondents indicated seeing trailhead markings or wayfinding points in the Copper Corridor. This presents opportunity for further signage, which could ensure trail users stay in designated areas, as well as encourage further visitation and longer visits to the Copper Corridor.

The Arizona Office of Tourism (AOT) also offers free services that should be utilized by the Copper Corridor. Press releases regarding trail developments, events, recreation opportunities and other news should be sent to AOT. Public events can also be submitted for inclusion on the Calendar of Events page, and businesses can manage listings on visitarizona.com. Efforts to include the ATV and OHV usage in AOT's FAM tours, as well as future Copper Corridor FAM tours are encouraged.

Copper Corridor OHV Survey

The purpose of this survey is to identify users of the Copper Corridor Off-Road Trails, the types of Off-Highway Vehicles utilized on the trails, the amount of time spent on the trails, and ways to improve the recreation area to enhance the visitor experience and entice others to visit.

* Required

Untitled Section

Copper Corridor

The Copper Corridor encompasses over 2,000 square miles and is located east of Phoenix and northeast of Tucson on Route 77, while continuing north on Route 177. Along this path there are many trails suited for all levels of drivers and riders.

Participation in Off-Highway Vehicle (OHV) Use
This section is designed to identify you and your household's general use of Off-Highway Vehicles.

 1. Have you or anyone in your he (such as ATV's or 4-wheelers, di trucks and jeeps, sport utility ve recreational purposes in the pas Check one. Mark only one oval. 	rt bikes or dual sport mot hicles and rail buggies or	orcycles, 4-wheel drive dune buggies) for work or
No After the last quest Yes	ion in this section, stop fillin	g out this form.
2. 2. How many people in your hou including yourself?	sehold have used an OH\	/ in the past twelve months,
Mark only one oval per row. Mark only one oval per row.		
0 1 2	3 4 or More	
18 years or Older		
Under 18 years		
3. Do you, or others in your hour in Arizona? Check all that apply. Check all that apply.	sehold, own or rent the O	HVs you utilize to ride trails
Own		
Rent		
4. 4. Please indicate which of the function o		
	Registered for Highway Use	Not Registered for Highway Use
Off-Highway Motorcycle/Dirt Bike		
ATV		
4-Wheel Drive Vehicle (Jeep, Truck, Etc)		
Rail Buggy or Dune Buggy		

Your involvement with OHV

			Copper Corridor C		
5	5. What purpose(s) do you us Check all that apply. Check all that apply.	e your (OHV in Arizo	na?	
	Work Recreation Both				
6	6. Are you a member of an organized of YES, please indicate which grant Check all that apply.	_			rovide
	□ No				
	Yes				
	Yes Other:				
7				in Arizona?	
7	Other: 7. Who do you typically ride y Select a frequency for each soc	ial group	p.		
7	7. Who do you typically ride y Select a frequency for each soo Mark only one oval per row.	ial group	p.		
7	Other: 7. Who do you typically ride y Select a frequency for each soc Mark only one oval per row. Alone	ial group	p.		
7	Other: 7. Who do you typically ride y Select a frequency for each soc Mark only one oval per row. Alone With Friends	ial group	p.		
7	Other: 7. Who do you typically ride y Select a frequency for each soc Mark only one oval per row. Alone With Friends With Family	ial group	p.		
7	Other: 7. Who do you typically ride y Select a frequency for each soc Mark only one oval per row. Alone With Friends With Family With a Club	ial group	p.		

8. 8. How many riders by age are typically found within your group?

Mark only one oval per row. Mark only one oval per row.

	(0	1	2	3	4	5 or More
Under 12		\supset (_)(\supset (\supset (
13 - 16		\supset (\supset (\supset (\supset (
17-18		\supset (\supset (\bigcirc	\bigcirc		
19 - 25		D(\supset (\supset (\supset (\supset	
26 - 30		\supset (\supset (\supset (\supset (
31 - 40		\supset (\supset (\supset (\supset (\supset	
41- 50		\supset (\supset (\bigcirc) (
51 and older		\supset (\bigcirc	\bigcirc		

ow did you first hear about OHV trails and recreation areas in the Copper dor?
k one.
only one oval.
Off-Road Club or Group
Media (TV/Cable News, Newspaper, Magazine)
Email/Newsletter
Social Media (Facebook, Twitter, Yelp)
Website/Search Engine
A Friend/Word of Mouth
Reside in the area
Other:
r? * e refer to the above map for reference to the Copper Corridor's location. Check one. only one oval.
Yes
) No
ow many times in the past 12 months have you visited the Copper Corridor for use?
k one.
only one oval.
) 1
2 - 3
4 - 5
6 or more

8/2016	Copper Corridor OHV Survey
	13. 13. What months, in the past 12 months, have you visited the Copper Corridor for OHV use?
	Check all that apply.
	Check all that apply.
	January
	February
	March
	April
	May
	June
	July
	August
	September
	October
	November
	December
	 14. 14. What type(s) of OHV did you use in the Copper Corridor? Check all that apply.
	Check all that apply.
	Off-Highway Motorcycle/Dirt Bike
	ATV
	4-Wheel Drive Vehicle (Jeep, Truck, Etc)
	Rail Buggy or Dune Buggy
	Other:
	15. 15. What trail(s) have you ridden within the Copper Corridor, in the past five years?
	Check all that apply. Check all that apply.
	Mescal Mountain OHV Area
	Desert Wells Multi Use Area
	Charouleau Gap
	Hackberry Creek
	Martinez Cabin
	Martinez Canyon
	Walnut Canyon
	Other:

16. 16. How often do you typically visit on:

Mark only one oval per row. Mark only one oval per row.

	Never	Sometimes	Always
Weekdays (Mon - Fri)			
Weekends (Sat - Sun)			
Holidays			

17. 17. What is the primary reason for riding in the Copper Corridor Area?

Check all that apply. If "other" is selected, enter your text in the line provided.

Chec	ck all that apply.
	Exercise
	Exploring
	Socialization
	Other:

18	. 18. How would	you describe t	the quality	of Way-Finding ar	nd Trail M	arkings through	out
	the Copper Cor	rridor Area?					

Check Mark o	one. only one oval.
	No markings or wayfinding on the trails
	Trailhead markings only
	Trailhead markings and some wayfinding points along the trails
	Adequate trailhead markings and wayfinding points found throughout the trailways
	Excellent trailhead markings and wayfinding points found throughout the trailways

Recent Copper Corridor Visits

19. 19. How would you describe a recent visit to Copper Corridor Trails?

Check one.

Mark only one oval.

Day Use only

Multi-Day

5/18/2016	Copper Carridar OHV Survey
	 20. On a recent multi-day riding visit, where do you stay? Check all that apply. Check all that apply.
	Dispersed camping area (essentially no facilities provided)
	Private campground
	Tonto National Forest Area
	Coronado National Forest Area
	Hotel/Motel
	Private home/cabin
	Other:
	21. 21. On a recent multi-day visit, how many nights did you stay?
	Check one. Mark only one oval.
	3 4 or More
	4 of More
	22. 22. If Day use only, how many hours do you stay? Check one. Mark only one oval.
	1 2 3 4 5 6
	1 Hour or Less 6 Hours or More
	Demographics This section is to gather the demographics of those participating in the survey, all questions are
	optional, but your response is greatly appreciated so that we can improve our recreation areas
	23. 23. What is your zip code at your primary residence?
	Enter a number below.
	24 24 What is your gondar?
	24. 24. What is your gender? Check one.
	Mark only one oval.
	Male
	Female

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Enter text below

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rticipating in our survey. Your time and reciated and essential in improving our areas throughout the Copper Corridor. additional comments and recommendations here.
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