



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

# IMBA 201

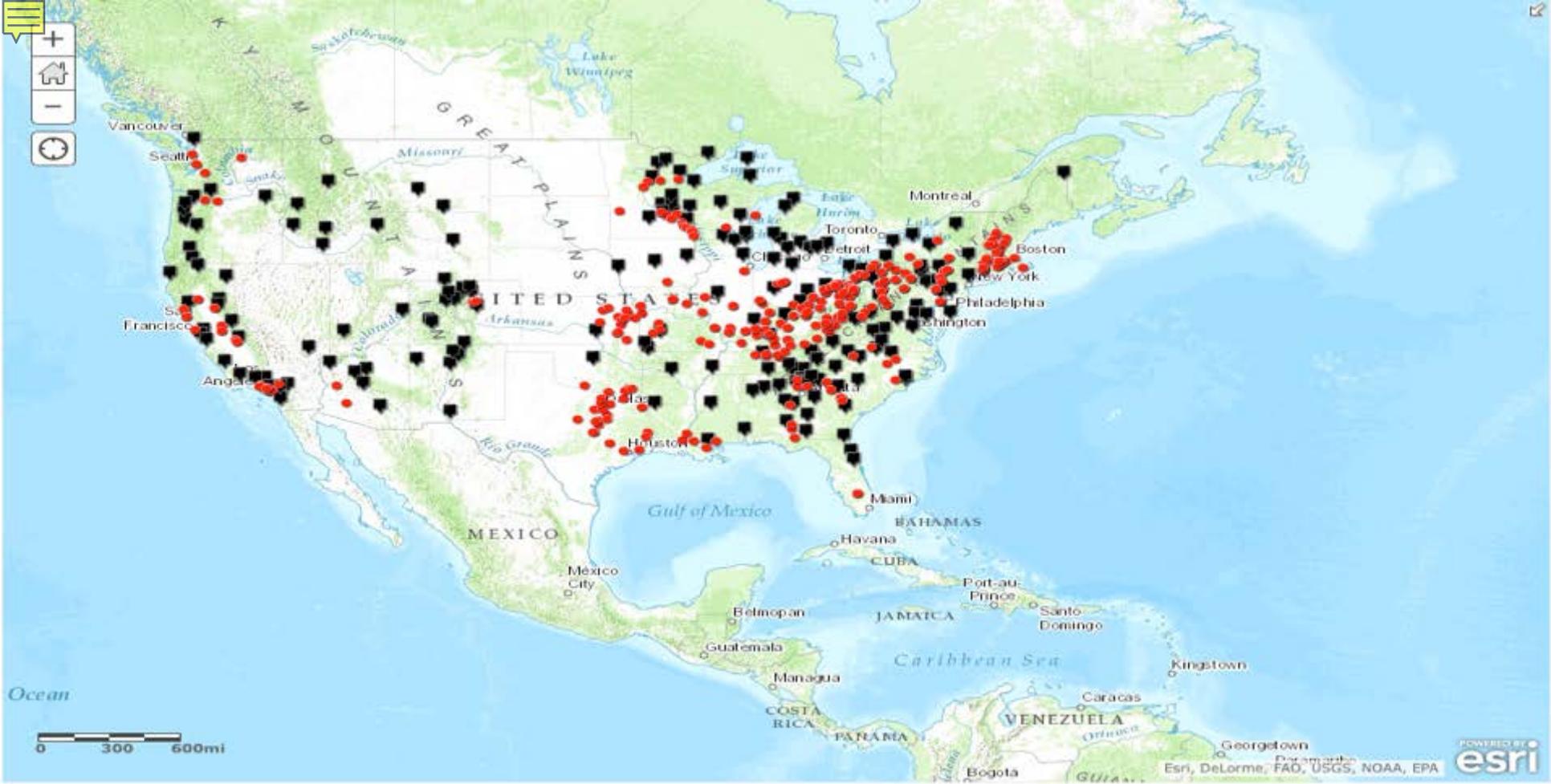


INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

# Mountain Biking by the Numbers

- Bicycling (all types) has grown into the second-most popular outdoor activity for American youth, young adults and adults
- Amount of bicyclists increasing about 3% per year
  - 2009 → 2012 = 7,142,000 outings → 7,714,000 outings
- Young people who live in areas with designated biking routes average 20% more outings than those without





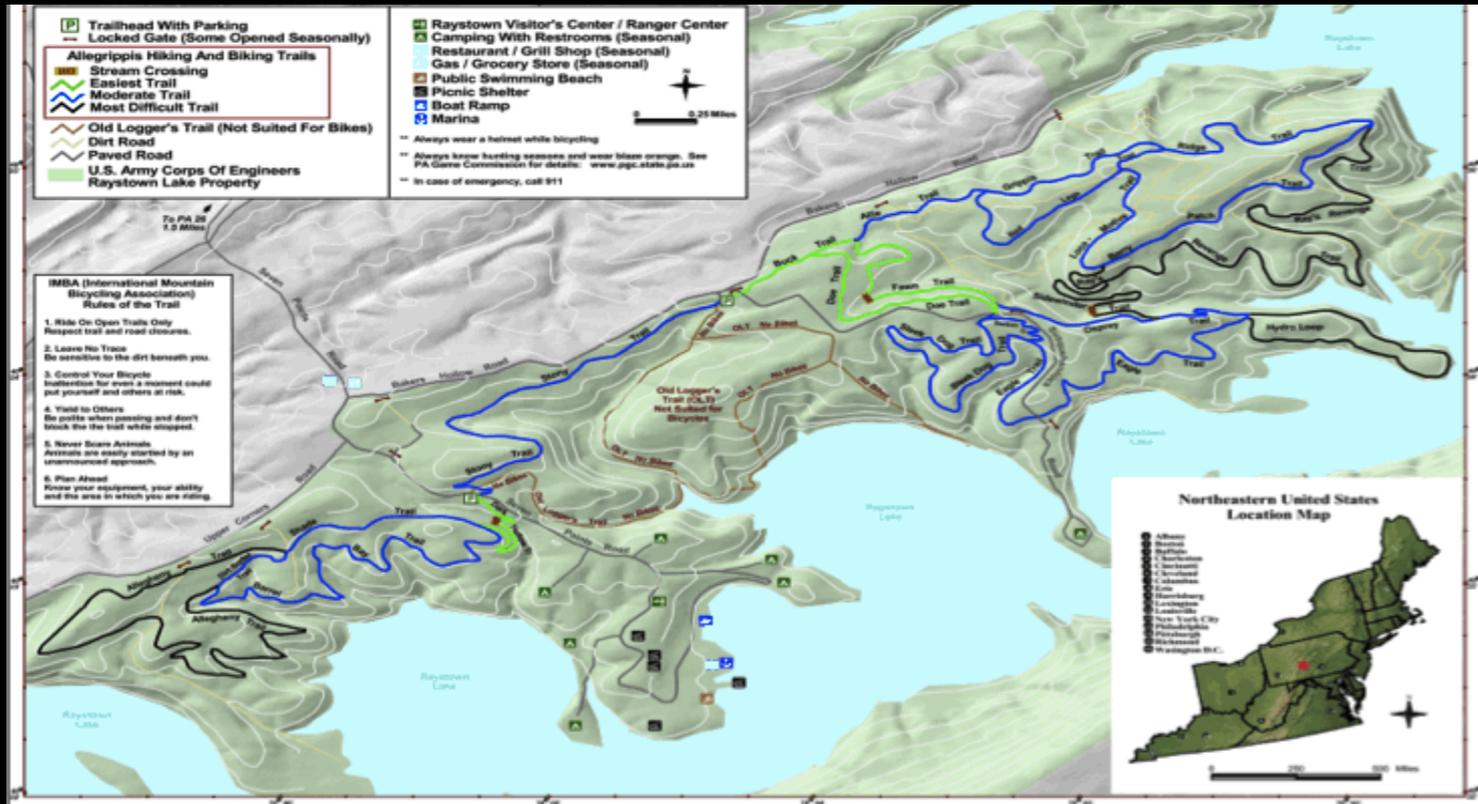
INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

# Elements of Connectivity

- Easy access to trails that are well-mapped in ½ mile increments
- Link together playgrounds and recreation facilities via trails
- Build trails between neighborhoods and schools
- Trails connect people with places

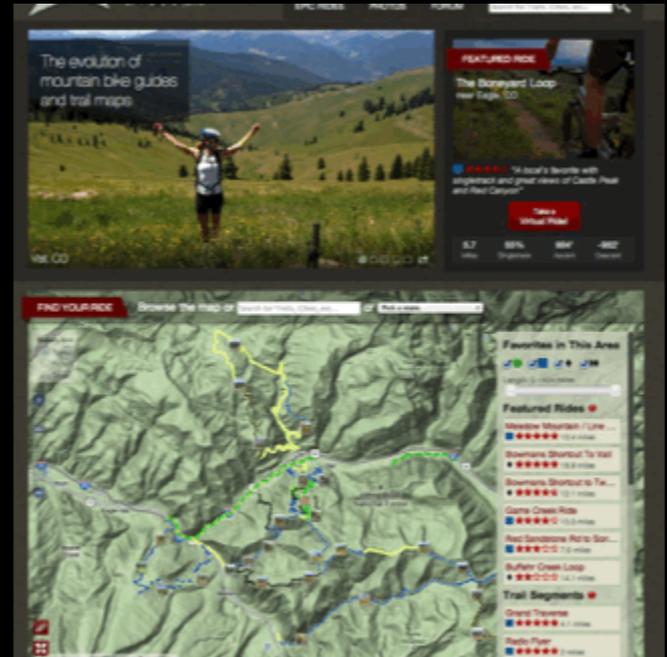


# Create Excellent Trail Maps

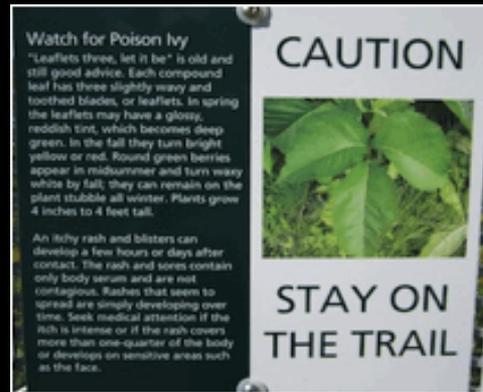


# Meet MTBProject.com

- Online resource to create and display top-quality electronic and print maps
- Free to use, created by Adventure Projects and fully supported by IMBA
- Trail and Ride pages display credit for local advocacy groups and land managing agencies
- IMBA mapping efforts are supported by Shimano



# Sign the Trails Well



# Cost-Effective Facilities

- Think of trails as facilities
- Trails are an efficient use of public space
  - Reduce need for costly recreation structure and provide high return on investment
- Natural Surface Trail
  - \$5,000 - \$40,000 per mile
- Skate Park
  - \$8,000 - \$25,000 per 10,000 square feet
- Single track trails cost much less than most facilities when designed sustainably
- Much more cost effective than other types of facilities



# Economic Revitalization

- Boost local economies by creating a resource that is attractive for new residents, tourists, and businesses
- 6.1 million American livelihoods directly depend on outdoor recreation
- Copper Harbor
  - Literally at the end of the road (you have to make it a point to get there)



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

# Community Development

- Can transform communities from an abstract idea into a real place
- Revitalizes areas in ruin
- Trail sports such as biking, hiking, and wildlife viewing represent 3 of the most popular outdoor activities
  - Survey of almost 182 million
- Cyclists live an average of two years longer than non-cyclists
- Cyclists take 15% fewer sick days off of work



# Other Social Benefits

- Trails get kids outside and provide healthy and safe access to the outdoors
  - NICA
- “Great trails build communities, and great communities build trails”
  - Political
    - Builds relationships to achieve club goals
  - Physical
    - Demonstrates commitment to decision makers
  - Social
    - Brings in new members, volunteers, and leaders into the fold
- Get local business support
  - Engage stakeholders and develop partnerships around trails
- Educates businesses



# Safe Surroundings for Outdoor Recreation

- Trails promote health and fitness by providing safe surroundings for families to enjoy outdoor recreation
- “If you build it, they will come”
  - If there is accessibility to trails, people will use them
- Every dollar invested into trails leads to 4 dollars of direct medical benefit



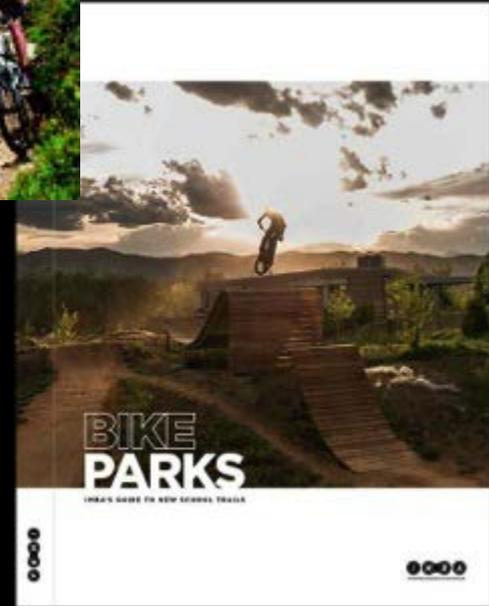
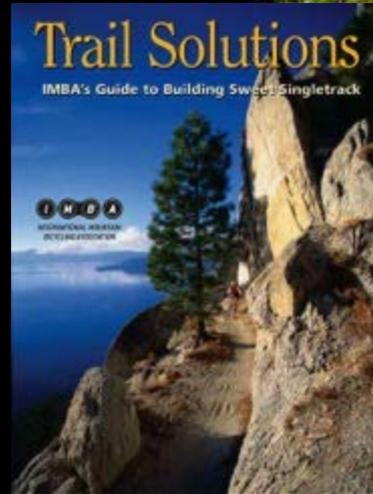
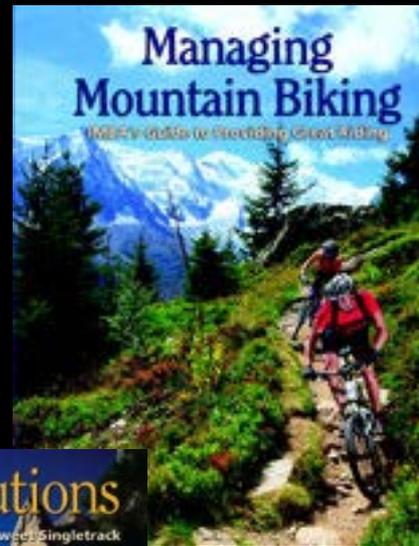
# Target Audience

- What are mountain bikers looking for?
  - Variety and difficulty of terrain
  - Number of trail miles
  - Scenery
  - Reputation
  - Want to feel a sense of accomplishment after riding
- Should showcase the area's natural beauty



# Resources

- IMBA Website
  - <https://www.imba.com>
- IMBA Books
  - *Trail Solutions*
  - *Managing Mountain Biking*
  - *Bike Parks*





# Raystown Lake Project

IMBA and ACOE Project



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

# Nolin River Lake Project

KyMBA (chapter of IMBA)  
and ACOE



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

# Trail Solutions

- Assisting with aligning agency land management goals with recreation goals
- Providing conceptual master plans and reports
- Facilitating stakeholder input through IMBA's regionally diverse membership
- Identifying construction corridors for environmental review process
- Providing turn key construction for bicycle optimized multi-use trails to bike specific parks and trails.
- Leading staff training for trail design, mechanized construction, and maintenance.



# Trail Care Crew

- Help manage and maintain land and land use
- Educate land managers and local advocates to maximize benefits for the land and those who use those lands
- Aid in organization





# Mapping

- Be a resource for IMBA specific mapping data (chapters, regions and membership)
- Facilitate content for ACOE projects and locations on the MTB Project website
- Assist with simple maps that show the relationship between IMBA projects and local chapters with ACOE map data



# National Mountain Bike Patrol

- Can help to educate about proper trail etiquette
- Keep trail and land conditions updated for land managers and users alike
- Assist in emergencies that are medical or mechanical



# Model Trails

- Marketing possibility for a stellar trail that people should experience
- Opportunity for creation of Epics, Flow Trails, Gateway Trails, Community Bike Paths, or Ride Centers
- Work to achieve “destination” status



# Chapter Program

- Access to a large population of like-minded people passionate about the outdoors
- Gain the ability to reach out to more people when in need of support, volunteers, etc.



A mountain biker in a red and black jersey is captured mid-air, performing a jump over a large, moss-covered rock in a dense forest. The biker's shadow is cast onto the rock. The background is filled with lush green trees and foliage.

**THANK YOU**



**INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION**