

IMBA WORLD SUMMIT Park City, UTAH June 2008

One World Two Wheels

John Burke - Trek Bicycles President

- The US Government gives \$800m per year to bicycling initiatives.
- There is a capacity for at least 10x more.
- Road cycling will benefit from better MTB support and vice versa.
- There are several key trends that make expanding more support on cycling imperative.

1. Obesity

- Today kids are on average 11lbs heavier than ?? years ago
- Adults are 24 lbs heavier and women are 24lbs heavier
- The health system is geared towards treating illness rather than preventing it.
- Medical costs today are treating the population born in the 1930's - 1960's. The cost of doing this is already at straining point. The costs in the future will be treating the population born in the 1980's - 2000's and considering the poor health (as measured by obesity) the costs are going to be enormous
- Eating better and exercising better is the only solution for the future

2. Traffic Congestion

- It is estimated that in the US 7b hours of time is wasted in traffic queues and 5m gallons of fuel is wasted.
- Fuel is \$12 per gallon in Europe. (\$3 per litre)

3. Urbanization

- The century is the first time in history that there are more people living in cities than in rural areas.
- By 2050, 70% of population will be living in cities.

4. Environment

- Vehicles contribute 60-70% of a city's air pollution and 60% of that occurs in the first few minutes of car travel
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- Solutions to all these is the bicycle. There is now a great imperative to create a bicycle friendly world. It has been happening in some locations. In London a congestion tax has seen bicycle sales soar. In the US only 1% of trips are by bicycle while in the Netherlands over 30% are by bicycle. More infrastructure for bicycles is needed and if put in will be used more often. Build more MTB trails and sales will happen because people will be able to use them.
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- Trek has initiated the One World Two Wheels program where 500 Trek dealers in the US (out of 600) are involved. The program has committed \$600k to IMBA over 3 years through a \$10 per full suspension bike sale. The program has also committed \$1m over 3 years to Bicycle Friendly Communities program with the aim to increase bicycle trips in the US to 5% in 10 years. The program is managed at Trek head office.

Advice to IMBA

1. Convince the industry to do something similar to the Trek program. When the advocacy commitment budget is compared to the advertising budget the former is better value. Trek spends \$60m on marketing per year. Ask bike dealers for non-monetary support as well.
2. Develop political connections and relationships. The more connections the better. In general political figures like to be asked
3. Think BIG - create a cause. Ask people to do something great.

Also present at the IMBA World Summit were:

- Quality Bicycle Products – QBP has created the Dirt Dollars Program, donating \$10 for every BMC, Salsa and Surly mountain bike sold, and \$5 for every mountain bike frame.
- Cannondale Sports Group
- Specialized Bicycle Components
- KONA Bicycle Company

- SRAM Corporation
- FOX Racing Shox

Keynote Address

Mary Bomar – US National Park Service Director

'Modern man needs wilderness – the natural world'

- Conservation is the state of harmony between nature and man.
- Both mountain bike riders and the National Parks Service treasure these natural areas.
- The National Parks Service needs to be flexible whilst upholding conservation values.
- Cyclists are natural visitors to National Parks. Provide enjoyment.

The National Parks Services needs to be flexible without compromising its philosophy.

- Need to increase visitation to National Parks and thus enhance the possibility of preserving them.
- Better signage and distance and directional signage is what are needed - not more visitor centers.
- Expending money on national parks gives back to the community.
- The Parks Service needs to create innovative partnerships.

'Experience Your America' - National parks are special places that bring people together.

- Link preservation with visitor experience.
- Re-engage with the community and prepare for the next generation.
- Visitor centers are not where kids fall in love with a national park - they want to play, experience the park on the trails.
- Kids who experience national parks will be more likely to experience and support national parks when they are adults.
- Children are the future stewards of national parks. Riding a bike in a Park is enjoyable for them.
- National parks allow kids to be in touch with nature.
- One possible plan is for a bike depot at each park entry point where visitors can ride a bike around and then drop it off for a small fee.
- The IMBA program Trips for Kids brings kids back to nature.

'Take Pride in America' - Mountain bike riders can add a conservation and stewardship message to the recreation community.

- Link conservation, stewardship and recreation experience.
- Both the Park staff and the park users are passionate about the parks but we need to get to know each other.
- National parks are primarily about preservation, but the public needs to be involved in the rule making process.
- IMBA brings MTB knowledge to the table to provide group learning for preservation and stewardship, aiming to leave the parks unimpaired.
- The IMBA Trail Care Program is very effective in teaching stewardship.

Some Joint Projects since NPS and IMBA signed the Memorandum of Agreement in 2005

- The National Parks Service has 178 trail projects, many of them with IMBA members.
- Gary Sprung, policy work.
- Woody Smeck, Superintendent Santa Monica Mountains, MTB volunteer service.
- Big Bend NP, Texas – hiking and biking trail.
- Franklin D Roosevelt Historic Trail, NY State.
- Grand Teatime NP
- Trips for Kids
- Centennial MTB

Check out the 2016 NPS Centennial initiative www.nps.gov/2016

Wilderness and MTB

IMBA staff: Jenn Dice, Mark Eller and Mark Gylde

- Wilderness is an ideal and a concept. There is 'big W' and 'small w' wilderness depending on the context. For instance National wilderness designations compared to state or local designations.
- Protection of the landscape is more than simple wilderness designation. There are other mechanisms, other land tenures that can provide the same extent of protection that a wilderness designation does but at the same time allows cycling access.
- IMBA/MTB need a seat at the table when new wilderness designations are considered.
- Wilderness is simple for the land managers to deal with. It simply closes down all activity apart from hiking.
- IMBA/MTB is a new voice.
- What is good for conservation is also good for MTB.
- MTB stands to benefit by establishing common ground with other interest groups in public land and wilderness protection. There was some debate about joining with motorized access groups however. There maybe a long-term cost in doing so.

IMBA/MTB need to assist in a change to the public conversation about wilderness and MTB. Early involvement is critical and it is important to be 'on-message'. It is important to find the common ground where our core values interact with the core values of the people we speak to.

IMBA's core values could be summarized as:

- preserving natural areas
- quiet recreation
- stewardship
- conserving wildlife
- clean air and water
- responsible access
- freedom
- solitude

The messages we need to make revolve around:

- public land conservation
- wilderness
- access

We need to say that we "want to be managed". Any message we send needs to contain:

- The threat - the issues that will be difficult for MTB
- Our values and the areas where we have commonality
- The solution

- We need to develop good talking points, have realistic expectations and most importantly we need to get to the point where we are seen as important enough to engage with - to be part of the conversation.
- Sell the message to our members and clubs that trails equates to membership
- Transport planning is seen as important as wilderness and there is more 'bang for the buck'. The same core values and messages can be used.
- Involve kids in any approach. It is hard for agencies to knock back youth.
- We need to be careful in what images we use to depict MTB.

Check out [www.imba.com/Resources/Land Protection and Science and Research](http://www.imba.com/Resources/Land%20Protection%20and%20Science%20and%20Research) (Shimano Economic Benefits)

Urban Bike Parks (Part 1)

Joanne Uhlmann: City of Mississauga, Parks Program Coordinator

Council developing Bike Parks to:

- Creatively use “unwanted” open space. Often degraded areas in suburbs and urban environs. Sometimes old rec areas that are no longer popular.
- Multi use with service corridors
- Provide youth with activity and physical well being
- Engage with youth, education, volunteering and due process
- Build things to a standard...reduce risk to Council etc
- Promote Stewardship for these areas.

Success in bike park development requires:

- careful planning, consultation and negotiation
- engagement with ultimate users (and parents) and maintenance staff
- design specifications (in Council language)
- effective signage and sometimes fencing
- blended landscaping...aesthetics
- on going management and involvement from the community
- sensitive to existing environments and current (traditional) access patterns

Jay Hoots, Hoots Inc, Bike park expert

- developed material and design specifications for every stunt (TTF) in any given parks
- has now developed a “Design Standard and Material Specification” document that can be transposed to any project or TTF
- all Jay’s Parks blend with their immediate environment – urban to natural
- Jay uses a variety of materials, depending on the climate and local requirements: eg, rock, steel, stainless steel screws bolts and mesh, hardwood and treated pine.
- Wooden structures are not concreted into the ground (old rammed earth and rock technique). Sometimes concrete footings with galvanized steel footing are used instead.

Bike Parks (Part 2)

Nat Lopes - Hilride Progression Development Group

Mike Westra and Jon Kennedy - Seattle’s Backcountry Bicycle Trails Club

Judd de Voll - Alpine Bike Parks

Key learnings:

- for risk management a large jump can be made safer for novice riders by ensuring the entry corner needs to be ridden at speed (with skill) in order to clear the jump. Jumps always filled in, no gaps.
- Quickcrete and rock armour are sometimes used for durability.
- Irrigation (of DJ and high use trails) used in bike parks to reduce wind and user caused erosion, provide better traction, maximize user experiences: ie make users always feel like a hero and they will always come back (return visitation)
- Automated, specifically built for purpose irrigation reduces water consumption, when compared to the staff member using a hose
- Innovation - Metal trail features are used in ski areas with solid concrete footings. This system allows the features to be removed in winter. Integrated with ski field operations – when the winter gear comes in the summer gear goes out in one swift movement. Integration with ski industry requirements saves time and money.

Nat Lopes

Progression Park is a destination facility with the aim of providing progressively difficult elements. For all ages and all bikes from green lines to double black lines. Example, Woodward MTB Park, Fresno California has 2-300 kids a day.

Elements:

- North Shore Zone 400m long about 600mm wide, takes 15min to ride and every left deviation is more challenging. Highest point 1m, with easy on and off ramps.
- Six World Cup standard trials zones
- 40 table top jumps
- Pump track with Olympic BMX track next door.

If the local government recreation policy accepts the risk of skate parks, then MTB parks should be permitted.

Mike Westra and Jon Kennedy – I-5 Colonade Skills Park under Interstate 5 hwy. back country Seattle.

Some stats:

- 2 acre area, 2km in length with 1km XC beginner's loop, trials zone, pump track, rock section, rocky DH chute, wall ride and North Shore. Cost \$250,000 with \$250,000 contributed in 12,000 volunteer hours.
- \$26,000 raised by selling engraved pavers (300mm x 300mm). \$200 for individual name, \$300 for corporate name.
- To avoid re-doing work, use mock ups built to a point they can be ridden.
- For efficient use of time, appoint multiple leaders with own responsibilities, then coordinate work parties.

Finally, you can't please everyone, just aim to create a place for kids and to bring MTB riding to the masses.

Judd de Voll – Alpine Bike Parks

Examples: Idaho Cycle Park Boise

- Company paid to consult with community, plan, design and construct, manage volunteers, and conduct event and location promotions.
- Budget \$5m over 5 years. \$75,000 for slalom, 4X and pump tracks. Trail irrigation and landscaping.

This shows the difference between the Resort Bike Parks and the Council provided parks:

- Different levels of investment
- Difference in ambition
- Difference in size of area
- Difference in budget for TTFs

Different target markets – Council for community, Resorts for profit and repeat visitation and to survive global warming.

Putting the 'I' in IMBA – International Affiliates Workshop

Mike Van Abel, IMBA Executive Director

Mark Schmidt - IMBA Canada

- Now in 4th year of operations, income stream will cover costs. Currently 2000 members. There are 2 fulltime and 2 part time staff with support from 20 volunteer reps.
- Initially IMBA transferred money to IMBA Canada, but that's prohibited by USA law. IMBA process membership while IMBA Canada does membership fulfilment. IMBA personnel and resources are available for support and advice. They share the same board.

IMBA has a Trail Advocacy Fund, Legal Fund etc. There should be an International Fund.

Templates in an International Toolkit:

- National strategies, policies
- Government advocacy
- MTB management
- Youth program

Tomas Kvasnicka – Czech Republic

- IMBA has experience, knowledge and organisational expertise. International affiliate seek their advice. IMBA has set the standard.

Daffyd Davis – IMBA UK and Trailswales

- Main strategy of IMBA UK should be to influence government policy.
- Problem in Europe is that the people expect the government to provide trails. There's no volunteer base.

?Botha – South Africa

- Funding available in South Africa for MTB events, trail construction, organisational staff.
- Growth is in recreational riding.
- IMBA's brand is the main strength that international affiliates can use.

IMBA California

- Created and motivated by the threat of prohibition which dates back from 1988 to 2003. Threat motivates membership.

Ric Balfour is keen to create IMBA NZ. Formerly a Subaru Trail Crew with his wife, now all terrain park manager.

Jay Hoots. There's an opportunity to form agreements with trail builders in other countries.

IMBA Regional Leadership Councils

Ryan Schutz – IMBA Affiliate Program

- MTB advocacy is at a tipping point in the USA. Many advocacy organisations have developed the capacity to stop pleading for access and start leading the way in trail-based recreation.
- IMBA and it's associated organisations have become leaders in trail building, volunteer stewardship and the fight for access, but have neglected broad networking with the local community and other advocates.
- The Regional Leadership Council initiative is focused on drawing together skilled advocates to improve communication across coherent regions with the aim of accessing new resources.

Aims:

1. Build regional capacity
 2. Create critical mass
 3. Expand influence on public policy
- Build regional capacity by outreach to clubs, shops, industry, non-bike industry and community organisations.
 - Build club capacity by training, mergers, goal setting, marketing support and IMBA regional summits.
 - Build revenue with membership drive, fundraising, community investment and events.

Solutions to User Conflicts

IMBA staff: Rich Edwards and Tom Ward

Trail conflicts are simply unacceptable differences between trail users. Types are:

- Environmental
- Safety
- Social

The solutions to conflict revolve around 4 key mechanisms:

- Inform or education
- User involvement and partnerships
- Trail design
- Regulations

1. Inform/Education

- Signs are usually what cater to this mechanism.

- Keep trail head signs short and sharp - make sure the rider is informed on what to expect on the trail; horses,hikers
- Have paid land manager staff or other volunteers patrol the trails.
- Peer education is very powerful.
- Run 'how to ride' clinics on the trail.
- Use interpretative trails - a short trail that explains the nature of the area and how to ride a MTB properly.
- Example, Rustler's Loop in Fruita. Gillian has many photos of interpretive signs.
- Make sure riders on the trail know the passing etiquette.

2 User involvement

- MTB clubs are taking responsibility for the trail system
- User group coalitions
- Volunteer work, maybe with other trail users
- Shared use events.

All these are designed to bring people together.

3. Trail System Design

- provide alternative trail opportunities - set up an expansive trail system
- provide different trail experiences
- design for speed - sight lines, stopping distances
- In urban areas:
 - stacked loops - good for single entry trailheads, but in urban areas make easy trails on the perimeter of the area, with more difficult trails closer into the middle. The key is to 'fool' people into thinking that they are by themselves on a trail
 - or use separate areas for various levels of difficulty
 - Design for preferred use, but if needed single use is OK

4 Management Techniques

- Provide open communication for users, which may include informing them which trails are single use and perhaps single direction or perhaps that some trails rotate with other user groups in a time-share arrangement
- consider night riding
- directional trails are very good for high density use trails because all riders are spaced from each other and faster riders don't adversely interfere with slower riders. Directional trails are best if mandated by design.
- Manage speed by:
 - Using more single track.
 - Meander and twist the trail - turns let you know how fast you are going. Enforce the meander by placing rocks on the inside of the turns.
 - Understand trail flow. If turns are after high-speed, then approaching straights get chopped up. Best to slow riders down first by making the turn going uphill.
 - Understand speed and stopping distance. It is OK to go fast so long as the rider's stopping distance is appropriate to the trail and the users. Design trails to include overtaking spots. Riders need to be able to know where they will stop if having to brake hard.
 - Install choke points ; rocks, trees etc, although also be aware the if using rocks these may also be used by more experienced riders as TTFs
 - Modify the trail surface to match speed when stopping.
 - Match sight-lines to speed
 - Slow users at trail intersections
 - Provide different lines for different user experience levels.

Trips for Kids

Marilyn Price – founder

Belinda Soret – SORBA

Kate Sweet – Seattle

Gary Sjoquist – Quality Bicycle Products, Advocacy Director

- Trips for Kids offers free, day-long MTB adventure for disadvantaged kids from 11-13 years old.
- The kids are challenged, overcome obstacles and start to feel empowered. Aim to teach them the value of the environment and the value of MTB riding.
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- Trips for Kids would like to be as big as guides and scouts.
- We must recognise that 40% of the population in USA is Hispanic. Advertise Trips in Spanish, not in English.
- Form new alliances with scouts, guides, Christian groups, ethnic groups.

- Average age of a MTB rider is 46 year old, white guy. Who'll be riding your trails in 2018 or 2028?
- Grandparents also a growing group, keen to take grandchildren to the bike park.

- Requirements to start your own Trips for Kids:
 - Trailer with bikes. Share resources with clubs.
 - Goodie bag, freebies to give away.
 - Trails suitable for beginners.
 - Local club or riding buddies to help on the day. Must like kids.
 - Afterwards, mechanics to maintain the bikes.

- Fundraising:
 - Ask Rotary or Lions for donation or volunteers for the day.
 - Target the low-hanging fruit – Fortune 500 (or 1000) companies and mid-sized companies.

Sustainable Trails

Daffyd Davis – IMBA-UK, Trailswales

- Key = “managing the interface between land use and recreation...trails can impact on land use and visa-versa” Based on the fact that in Europe most open areas are for forestry and/or farming, so trail networks need to incorporate these land uses and operate in harmony.

- Sustainability underpins all aspects of a trail project. Plan to avoid or minimise negative impacts which will devalue the area. Trails must be sustainable:
 - For people – Maintain and add value to their heritage. Contribute to their experiences.
 - For the landscape – low maintenance, well designed and constructed. Maintain rigorous standards.
 - For places – Blend with current land uses.
 - For habitats – Avoid or minimise impact on plant and animal species.

- Europe:
 - extremely high user numbers
 - Small open space
 - High conservation challenges

- Example: 10km trail network (in small acreage) multi use, protects biodiversity and connects the community to the landscape - therefore increases the communities social value about where they live, ie proud to live in the small town because it has great trails which means a great lifestyle.

- This process creates a “culture of outdoor activity”. Trails add to experiences.
- The Wales MTB centres have 450,000 visitors per year, spending 14 million pounds.
- Establish frames of reference for the trail project.
- Answer these questions:
 - What is the aim or objective? Maintain existing use, meet new demand, minimise risk or to attract tourism.
 - What is the scope or size? National or local? How many trails?
 - Who will manage? Who provides resources? Who has duty of care?
 - What is your market? Local, national, social or commercial?
 - Who will deliver the project? How will they deliver? What’s the budget?

Future of MTB on Public Lands Panel Discussion

Ed Jager from Parks Canada, Karen Taylor-Goodrich US National Parks Service

Bob Ratcliffe, Bureau of Land Management, Jim Bedwell, US Forest Service

- We can provide 'sweat equity' in discussing access to public lands and state-of-the-art technical expertise.
- Any process for access needs to:
 - provide diversity in users and experiences
 - provide equity to user groups
 - be a transparent process
- MTB can be (and is) seen as a source of political support to public lands gaining leverage at government level.
- We do however still get confused with 'motorized transport'. We still build illegal trails and archaeological inspections are overlooked. Bringing MTB into the frame creates and increases in the overall use patterns which may be beyond the carrying capacity of the land. Bureaucracy and regulations were in place before MTB came on the scene. There is, however, better knowledge now of the interface between humans and the landscape.

Ed Jager - Parks Canada

- Parks Canada manages 270,000km of trails and 200 million visitors. MTB riding occurs in 20 national parks.
- A successful project has been Jasper where there's 200km of MTB single track.
- Parks Canada mantras are: Learn, experience and protect
- When agreeing to MOUs with entities, IMBA Canada considers:
 - Whether it can be a supported activity within the Park
 - Natural features are OK, synthetic ones are not.
 - No DH is allowed but skills parks are OK
 - What are the established trail etiquette and communication processes with the user group?
- How should Parks Canada make decisions about recreational activities?
 - Two scales are used - national and local.
 - The process is open, inclusive and transparent.
 - Dialogue with the prospective groups is very important to generate a degree of comfort.
- Five core principles are used when deciding to allow forms of recreational access. The user group needs to demonstrate:
 - Respect of national and cultural resource protection goals
 - Facilitate opportunities for enjoyable and meaningful experiences
 - Promote understanding and appreciation by promoting learning and stewardship outcomes
 - Value of and involvement of local communities
 - Respect the character of the place - consistent, compatible and a good fit

Karen Taylor-Goodrich - US National Parks Service

- Cycling is allowed on roads and designated routes.
- Special regulations are needed for off-road cycling.
- A Memorandum of Agreement was signed between IMBA and NPS in 2005.
- They both work together by information sharing and communication outreach about MTB management.
- Natural Deficit Disorder – If kids don't come to National Parks, then they don't care.
- Guiding principles for US NPA:
 - Respect and protect natural and cultural assets, by mitigating impacts.
 - Facilitate meaningful and enjoyable experiences in parks.
 - Promote understanding and appreciation.
 - Value and involve local people.
 - Respect the character of place. MTB is a good fit with this principle.

Bob Radcliffe – Bureau of Land Management

- BLM has embraced MTB for a long time and MTB has been explained and discussed from the start.
- The golden age of increasing visitation to BLM lands has passed and it is now flattening off.
- Recreation is growing faster than the population growth:
 - There is increased competition for limited resources and thus all users can expect more allocation limits on use as time moves on.
 - There is more crowding now.
 - There is now debate on the extent of use.
 - Less resources.
- Example, Grand Junction.
 - Urban growth leading to visitation growth.
 - Population includes white, black, Asian and Hispanic people.
- Build productive relationships.
 - Participate in the conversations about access and land management and gain influence.
 - Engage in the planning, development and advisory groups.
 - Build relationships - get to know your land manager.
 - Offer technical expertise and assistance.
 - Create networks, join other organisations that provide the opportunity to network.
 - Generate goodwill - offer to partner on initiatives that could be good for MTB
 - Local government rave about IMBA.
- Reach out and find common ground with other entities and build alliances:
 - Wildlife
 - Health
 - Education
 - Tourism
- Remember the 5 "Hs":
 - Hearts - ethics and stewardship
 - Heads - educational material, interpretation, research
 - Health - introduce people to MTB, promote fitness and active lifestyle, teach skills and safety, engage next generation
 - Hands - Get involved in trail care, initiate a monitoring program of the trails and set up a trail patrol, help with visitor services and assistance.
 - Hope - Engage with children and nature, encourage safe affordable access for families, build broader access.

Jim Bedwell – US Forest Service

- US Forest Service manages:
 - 145,000 miles of trails
 - 100,000 mile available to MTB.
 - 12,000 miles MTB specific features, though shared.
 - 7,000 miles specifically constructed for MTB.
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- Renewed MOU with IMBA in 2006. 3rd reiteration.
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- Emphasises that MTB is non-motorized, and is accepted in the forests along with hikers and equestrians. However the distinction needs to be made even clearer.
- Encourages local forest managers to provide different experiences.
- Think BIG with humility
- Consider organisational capacity by bringing your own team, manager and equipment to a project.
- Bring solutions not problems - work collaboratively and make sure riders stay on authorized trails.
- Build a broad coalition of recreational interests - nationally, locally and private.
- Engage in the process - in policy development, planning and local land manager handbook revision.
- Keep being a great partner on any projects. National Ski Service is a useful model to follow.

Extreme Trail Makeover – Wissahickon Park’s Sustainable Trails Initiative IMBA Trail Specialists: Jill Van Winkle and Rich Edwards.

- This project was in the middle of Philadelphia in a park of about 8000 acres.
- The issues were identified as:
 - Invasive plant species
 - Wide user group use of the park
 - Erosion from urban boundary storm water
 - Most of the trails were not designed for the current use patterns
- In a survey, dogs off-leash was the number one complaint, followed by cyclists.
- The brief was to create a real, long lasting solution, not 'lipstick on the pig'.
- The solution was the formation of the sustainable trails initiative which:
 - protected natural resources
 - provide trails that would last for generations
 - reduce conflict
 - reduce maintenance
 - create a better user experience
- The initiative was carried out in three phases.
 1. Assessment
 - Stakeholder meetings with user groups, services (police, ambulance, fire etc), environmental groups. park staff, etc.
 - Trail counters were used to determine use patterns of different user groups - counters that were able to differentiate between users were used.
 - All trails were marked as:
 - sustainable
 - sustainable corridor - trail needed to be rerouted
 - maintainable - intensive work needed to make sustainable
 - un-maintainable - trails were closed
 2. Planning
 - Once the trails were marked as above another round of stakeholder meetings were held. Surveys of users were done by formally interacting with users at trailheads. The survey showed most issues were between user groups.

- Visitor management was via both passive and active mechanisms.
 - Passive mechanisms - trail enhancements and signage that served to reduce conflict, better way-finding etc are considered the best way to go to enhance user experience, improve safety and provide better emergency response.
 - Active measures included a ranger plan, volunteer patrols, education and forming a trail committee. Trail enhancements involved a survey of all trails and maps produced for comment and review. A demonstration project of the type being considered for the other parts of the park was carried out to gain the trust and support of the user base and park staff.
3. Implementation
- Fundraising was carried out and formal partnerships made.

Ride centres

Scott Gordon, IMBA Ride Centre Coordinator

- There are many issues confronting MTB:
 - Lack of great trails and social and environmental concerns
 - Trail accessibility - geographically difficult, skill difficult or navigationally difficult
 - The appeal of a trail to a broad user base
 - continuing emphasis on obesity and general health
 - struggling rural economies
 - quality of life crisis
 - limited resources - low knowledge base, few personnel, little capital
- A Ride centre provides the opportunity to provide a large and growing gateway activity through:
 - Global knowledge in MTB, Trails and resource management
 - Appeal to a broader base - for kids, women, families and minority groups
 - Economic Development through sustainable tourism in economically depressed areas
 - Recreation benefits through providing a health and fitness culture, by fostering an appreciation of open space and public lands and have broad reaching appeal
 - Partnerships can assist in turning threats into opportunities
 - Relevance by which MTB becomes a valued member of the trail community
- Taking it to the next level. MTB is increasingly seen as part of the solution.
 - A solution by:
 - Creating sustainable economy in communities
 - stewardship and conservation
 - improving quality of life
 - providing an active a healthy lifestyle
- Grow participation through:
 - being visible and accessible which makes it easier to ride
 - having variety and progression which keeps people involved
- Regional scope
- There are many inspired models to consider that others can point to as examples of best practice. It is noteworthy to see that ride centers in Alpine areas keeps staff during the summer which equates to better quality staff who now live in the area with their families.
- So what is a ride centre:
 - It is world class riding
 - It has a regional proportion in scale - not just one area but many, all linked in some way to provide a regional riding experience
 - It has a sense of place - different centers will give different experiences
- A ride center will:
 - Connect communities in a region

- Welcome riders through having great trails, great information signage, good facilities outside the riding experience such a coffee, food, beer bars etc
- Provide a challenge and invite progression and fun. They will allow the possibility of the provision of skills clinics etc
- How to get a ride centre established.
 - Harness the local community by engaging with the local clubs, through events or through local outfitters or bike shops
 - Assess existing trail systems
 - Look for other outdoor recreational activities people will be able to do to make a trip to the center extra worthwhile - seek out active communities, look for camping, water based activities etc
 - Identify partners - local, state - local business and tourism such as chamber of commerce, bike shops, outdoor recreation retailers, tourism agencies
 - Seek out other volunteer organisations such as Clubs, conservation organisations and multi use trail groups
- IMBA will, once you have all this set up:
 - create a formal partnership
 - assess the trail system

Promoting Natural Surface Trails to Real Estate Developers **Randy Martin, Trailscapes Inc**

- Tough time for selling houses in USA, therefore a good opportunity to propose natural surface trails as part of the development = greater attraction to this area.
- Pictures of mountain biking in majority of land package brochures.
- 80% of US citizens want trails and open spaces
- 22% want to live near a golf course
- (Didn't get source of statistics, but indicates change in values and choice of lifestyles...future trend for Australia)
- 50 million MTB riders in US, of 300 million, therefore demand for trails is extremely significant when added to numbers seeking camping, hiking and jogging.
- Troy Duffin, Alpine Trails Inc
 - Density deal... for including a quality trail network developers were allowed in increase the density of housing in the subdivision.
 - Some developers are good some are bad at providing quality trail, but all advertise trail experiences in their brochures.
 - Only requirement in Park City has been to link point A to point B.
 - Trail users are good people...so no argument about trails reducing safety or increasing anti social behaviour. (Series of photos showing people trying to ride of with a large flat screen TV or getting drunk on the side of a trail while trying to ride)
 - Trails are a sellable amenity linked to properties and lifestyle. In Park City trail networks in subdivisions have increased property values.
 - Demographics have changed: golf is no longer the retirement attraction. Trails are of greater value now and into the future.