



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

# IMBA'S IMPACT ON MOUNTAIN BIKING

## Through more than 210 Chapters and 40,000 Members Mountain Bike Access Grows

A survey was sent out to IMBA members in May 2016 to measure several factors related to mountain biking in the United States. IMBA has accomplished many things and as we move into the next evolution of the organization, expect more great stories from our association as we Dig In to a new IMBA era.

### SURVEY HIGHLIGHTS

- **7 out of 10** bought their last mountain bike at a **local bike shop**.
- 6 in 10 members identify as intermediate riders. Another third identify as experts.
- Members feel the biggest hurdle to new access, by far, is the perceived negative image of mountain biking.
- Three quarters of IMBA members said **mountain bike trail access has increased** in their community in the past decade.
- IMBA members generated more than **700,000 volunteer hours** in the last year.
- What does that equal in trail miles? Effectively, **675 miles** of hand-built singletrack
- What is the value of 700,000 hours? Market rate of \$22/hr would equal **\$15,400,000**.

## 2016 SUCCESS STORIES

**Cuyahoga Valley National Park, OH** – The East Rim Trail maintained by the local chapter Cleveland Area Mountain Bike Association (CAMBA) is home to the first National Mountain Bike Patrol in a National Park. 2016 is the 100th anniversary of National Parks and IMBA has partnered to expand mountain bike access in several parks. Phase 2 is under construction now to expand connectivity to other trails and increase total mileage.

**Caliente, NV** - IMBA helped secure \$1.75 million to fund the first phase of a project with an initial phase of 42 miles of trail that could eventually bring up to 150 miles of new singletrack near the small town of Caliente in rural Nevada. The project is the fruit of work with the Bureau of Land Management, City of Caliente, Nevada State Parks and local mountain bike advocates.

**Big Marsh Bike Park, Chicago, IL** – Over the last 3 years the Chicago Park District, IMBA's Region Director, IMBA Trail Solutions and Friends of Big Marsh have worked on raising the bar of urban bicycle infrastructure. It puts family-friendly bike trails as well as world-class venues for mountain biking, cyclocross racing, and trail riding within minutes of southeast Chicago communities.

**Cedar City, UT** – IMBA Trail Solutions completed a 4.9 mile loop of trails (Lava Flow and Lichen it) which now sees 1,000 riders per month.

**Prescott, AZ** – Local IMBA chapter volunteers and youth crews completed a 2.4 mile section of the Prescott Circle Trail looped trail funded by RTP funds to the tune of \$55,000 with guidance from IMBA Trail Solutions.

# TOP 4

VERY/EXTREMELY IMPORTANT ISSUES  
IMBA SHOULD DEDICATE/ASSIGN  
RESOURCES TO ADVOCATE FOR

66% Including access for mountain bikes in federal lands



64% Including access for mountain bikes in state forest and park lands



56% Promoting bike-friendly land use policies at all levels of government



41% Promoting positive land manager interactions through relationship building & educational outreach

