

A stylized graphic featuring a black mountain bike tire with a white rim and grey spokes. The tire is positioned diagonally across the frame. Behind the tire, a pair of white goggles with black straps is visible. The background consists of green and white diagonal stripes, suggesting a trail or a sense of motion.

nsmmba

TRAILS FOR ALL, TRAILS FOREVER

A large, solid black silhouette of a mountain range with several peaks, spanning the top half of the slide. In the bottom left corner, there is a stylized graphic of a mountain bike wheel and tire in black and green, with the text 'nsmba' in green below it. In the bottom right corner, there are abstract green and white geometric shapes.

The NSMBA was formed in the winter of 1997

Vision

The NSMBA is a voice for the mountain biking community of the North Shore. We protect and maintain the trails as environmental leaders, focused on sustainability through education and action. We develop trail networks that provide challenge and progression while fostering mountain bike culture and a community that embraces our sport as a positive force.

Mission

Trails for all, trails forever!

A large, solid black silhouette of a mountain range with several peaks of varying heights, spanning the top half of the slide.

The People in the Organization

To achieve our goals the NSMBA relies predominantly on volunteers. The Board of Directors (**12 directors**) are all **unpaid volunteers**, passionate about the North Shore trails and the mountain bike community.

The Board is supported by **two staff**, a full time Program Manager and a part time Administrator.





Working with the Land Managers

All work conducted by the NSMBA on DNV and Metro Vancouver land is permitted by the Land Manager.

The NSMBA does not work on Cypress as the DWV and the BPP do not have a formalized trail plan.

NSMBA's Policy on Unsanctioned Trails

Trails or features built and/or constructed without the authorization of the Land Manager, on land for which the NSMBA has a formal work agreement with a Land Manager poses several problems for the NSMBA. The creation and/or use of unsanctioned trails in Provincial Parks is also very detrimental to the maintenance of a good working relationship with this land managers.

The proliferation of rogue and unsanctioned trails is one of the biggest threats to the sport of mountain biking on Fromme and Seymour.



Trail Building Best Practices

When developing work plans with the land manager for the trails the NSMBA follows and adheres to the following best practices; **Whistler Standards, IMBA Guidelines and Best Management Practices of the respective land manager.**

The NSMBA uses the most robust applicable standard and applies these principles in our unique topography and climate, with a focus on long term sustainability.

The NSMBA then builds upon this existing foundation of knowledge and creates the highest standard possible to withstand our Sustainability Equation of:

- High usership
- Extreme rainfall
- Easy access
- Year round availability





The NSMBA Programs

The Trail Adoption Plan (TAP), Builders Academy and Shore Corps

Since its inception in 2011, the **Trail Adoption Plan (TAP)** has contributed over 6000 hours of volunteer labour to the trails annually.

The program was created to foster community stewardship, create sponsor buy-in, harness the power of volunteerism and tackle deferred maintenance.

TAP works by partnering 'Adopters', local, national, and international businesses and community groups, with a professionally trained NSMBA Trail Builder. The Trail Builder completes an Annual Trail Assessment and then creates a Work Plan for the adopted trail.





The NSMBA Programs

The Trail Adoption Plan (TAP), Builders Academy and Shore Corps

This program starts with a theory session to teach the fundamentals of modern techniques to assess, build and maintain trails; with a strong focus on long term sustainability and a positive trail user experience. Each class is followed with a practical day in the forest for hands-on learning.





The NSMBA Programs

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The Shore Corps

The Shore Corps program is comprised of Builders Academy graduates.

Over 600+ graduates have joined the Shore Corps from throughout the Province of BC as well as Washington state. Trained in modern techniques of sustainable trail care, our Builders Academy. Members of the Shore Corps will engage in ongoing specialty projects to improve the trails, including Advanced Academies that will expand knowledge through tactile learning.

NSMBA Membership

The NSMBA is evolving...

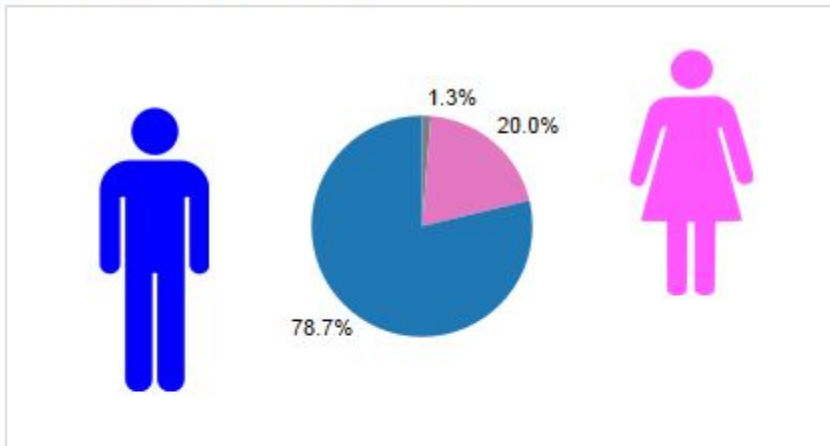
- Paid membership rose from 61 in 2011 to 905 in 2015
- As an organization, we need to evolve to better understand the needs of our growing membership
- Our inaugural annual survey ran from mid-February 2015 to mid-March 2015 and was open to all North Shore riders & received 461 responses
- Initial results were shared during April 2015 Town Hall
- The next slides cover “what we heard” / “what we did” ...



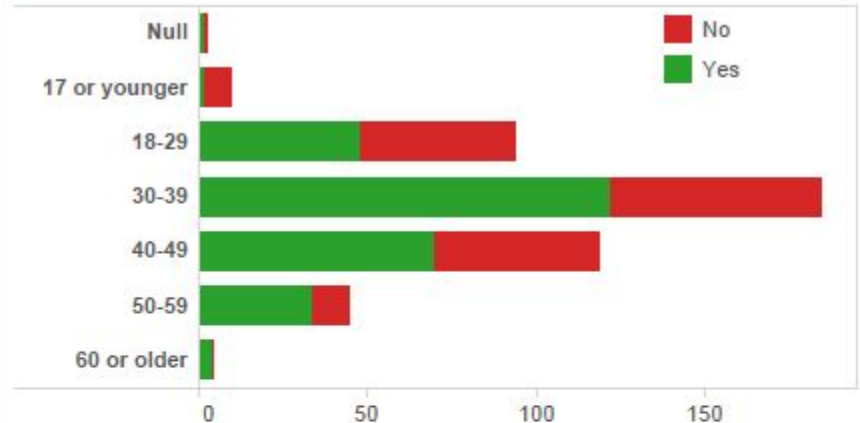


NSMBA Survey Highlights: Demographic Information

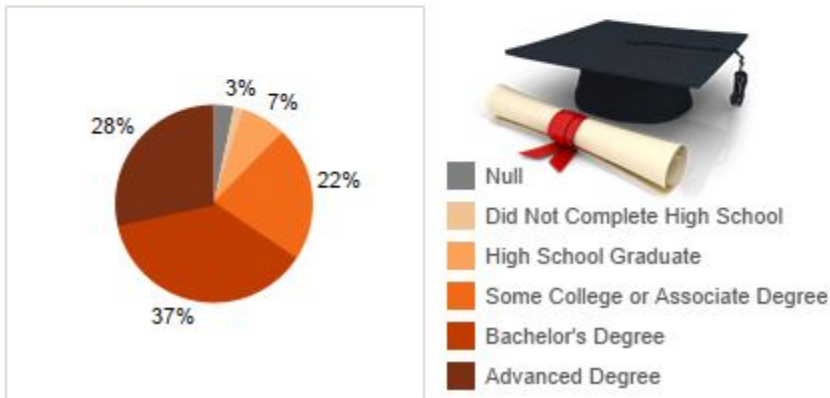
Survey Response Gender Split



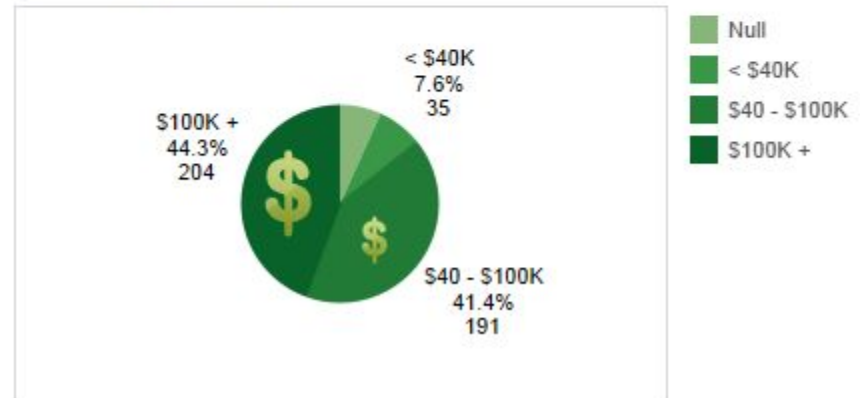
Age



Education



Household Income

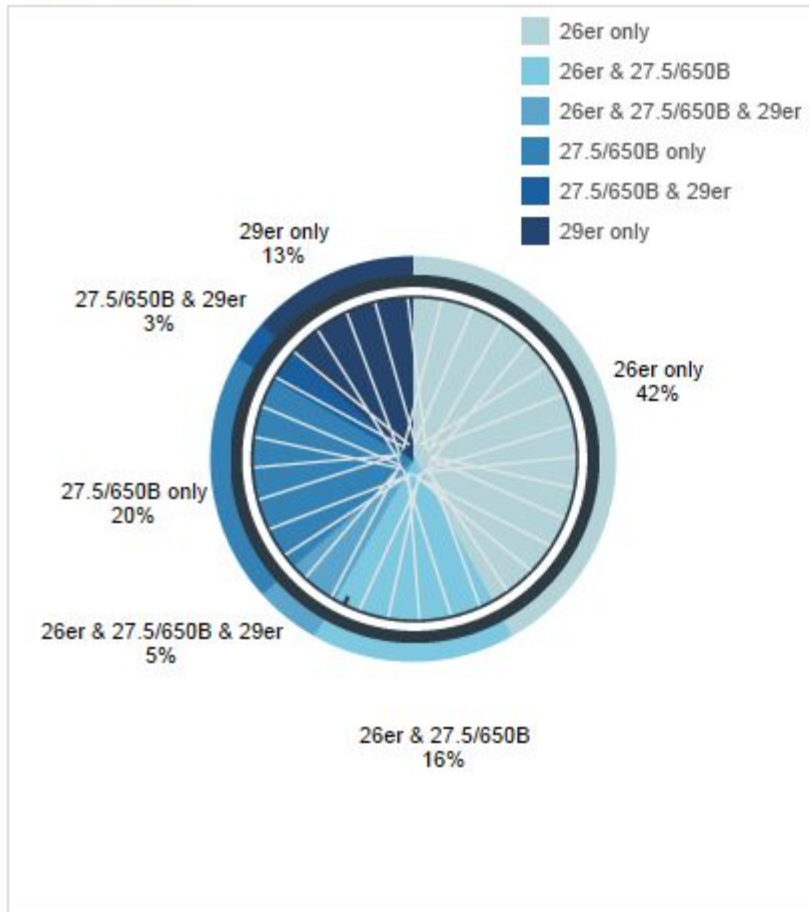


Key Take-Away: North Shore riders are a diverse bunch! Many interests represented

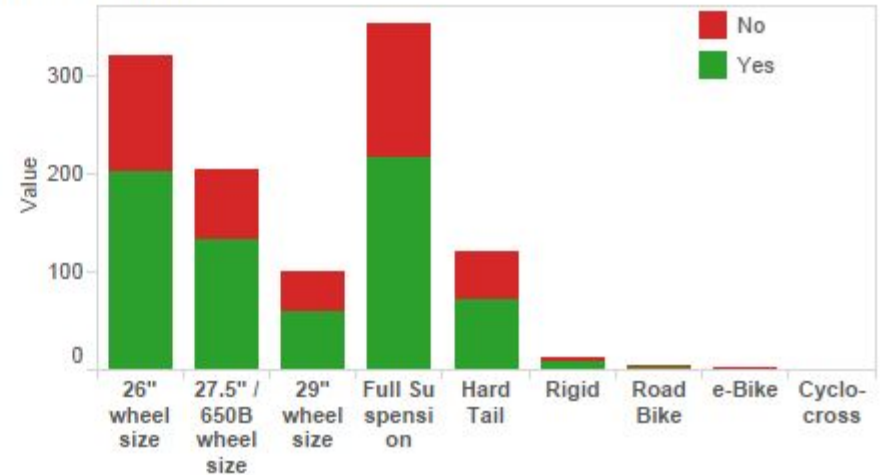


NSMBA Survey Highlights: Biking Habits

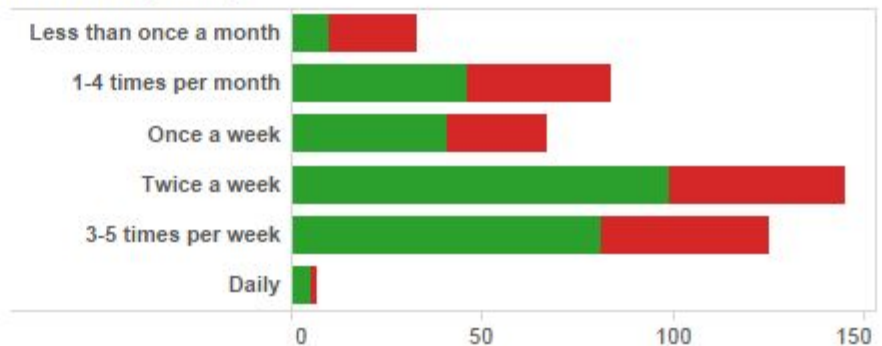
Wheel Size



Bikes Ridden



Ride Frequency



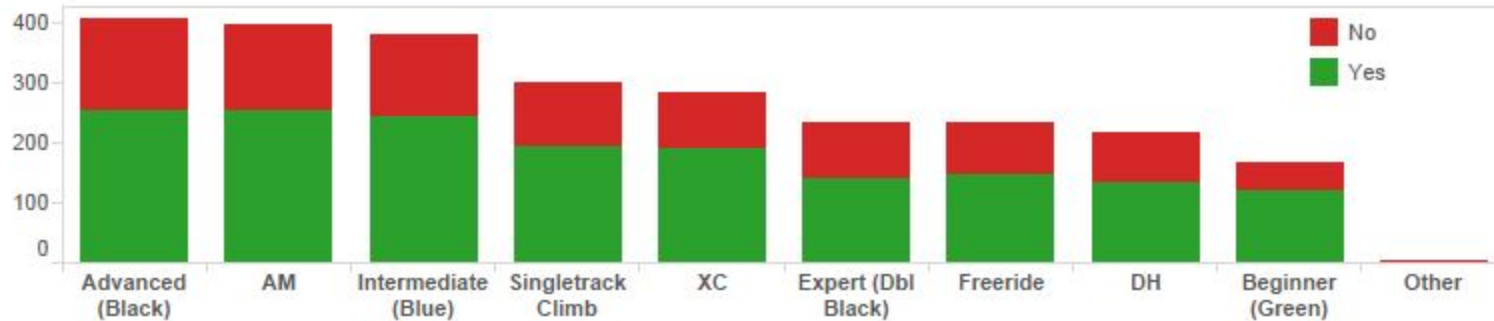
Key Take-Away: 29ers are here to stay! e-bikes are already out there...



NSMBA Survey Highlights:

Trail Preferences: What We Delivered in 2015

Trails Ridden



NSMBA Trail Work Prioritization Preferences



Trail Prioritization Comments

all - trails for everyone :)

all, but maintain not change the existing trails, build new trails for weaker riders not alter current trails. also an epic ride like comfortably numb or 7 summit..

AM, XC, Beginner (Green), Intermediate (Blue), more entry level green, more tech, single track blue

Dilapidated woodwork. (CBC for example). I understand the shift in riding styles over the years, however the woodwork is part of what makes the North Sho..

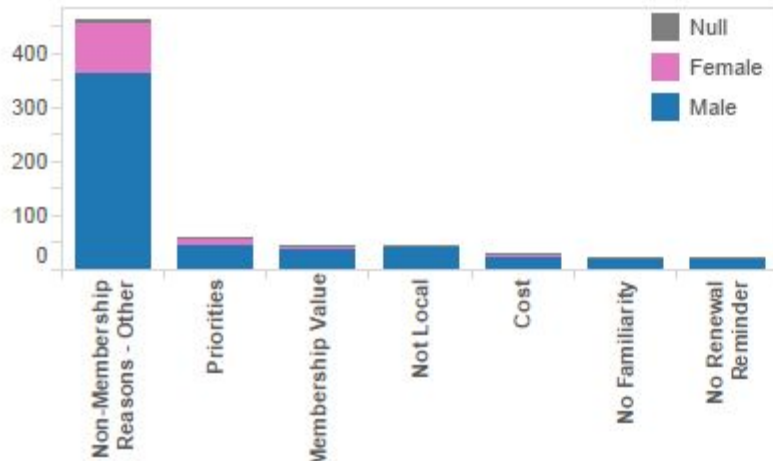
Freeride, DH, AM, XC, Intermediate (Blue), Advanced (Black), Expert (Double Black), There should be Structures and obstacles safely constructed not dumb..

Key Take-Away: No major discrepancies between trail work preferences & trails ridden

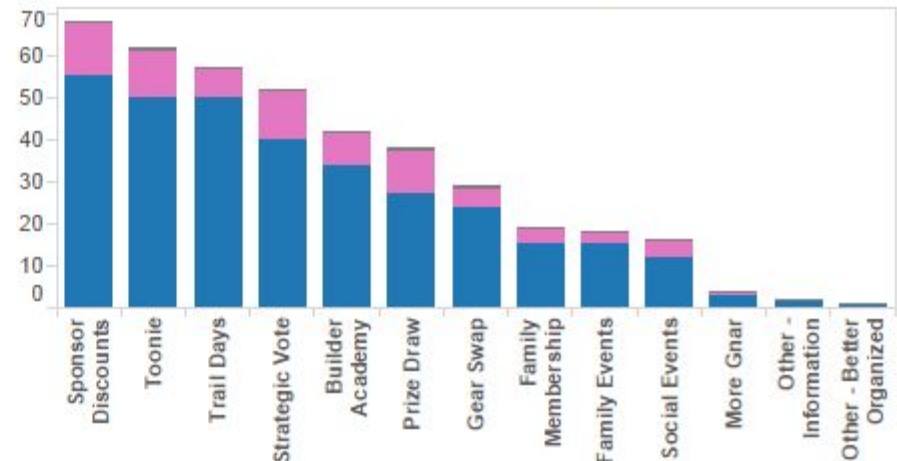


NSMBA Survey Highlights: Reasons for non-membership

Non-Member Reasons



Factors that would influence Membership purchase



Non-Member Other

Other reason for not being a member:

- I forgot to purchase one, I forgot to renew.
- I forgot.... going to renew A.
- I have been a member in the past.
- I have been a member of the past.
- I have not had time to register.
- I just had kids and have not been riding as much in the past 3 years. Didn't realize this was something you folks were doing now.
- I just plain forgot and wanted to buy for 2015.
- I live in Kits and am a grad student at UBC. I feel obligated to support trail passes with NSMBA and SORCA, however my impression leaves me that I the NSMBA is not doing enough.
- I live in Sydney Australia but visit at least once a month.



Key Take-Away: Make it easier to become a member; Sponsor discounts & Toonies a big draw

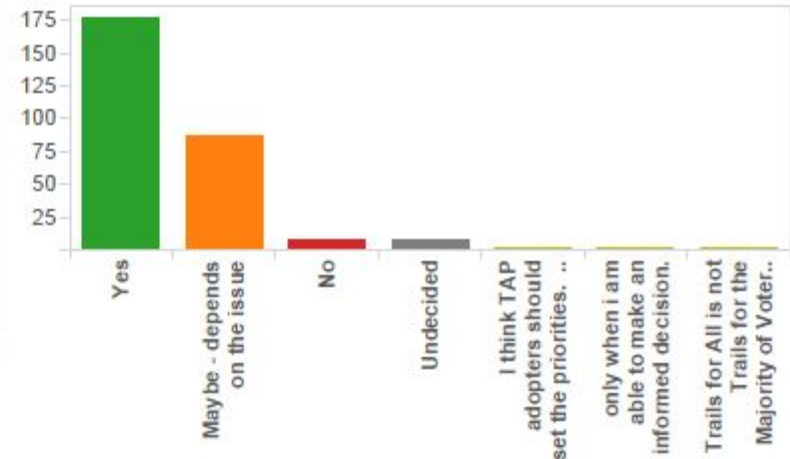


NSMBA Survey Highlights: Miscellaneous

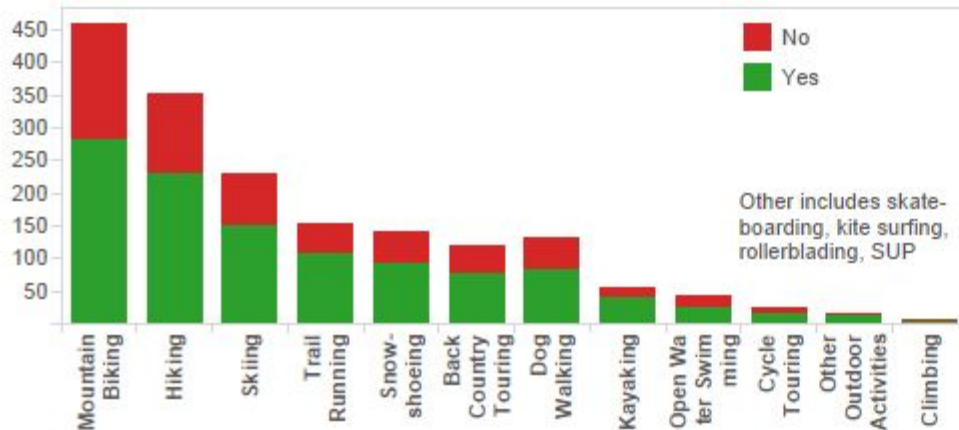
Children in Household



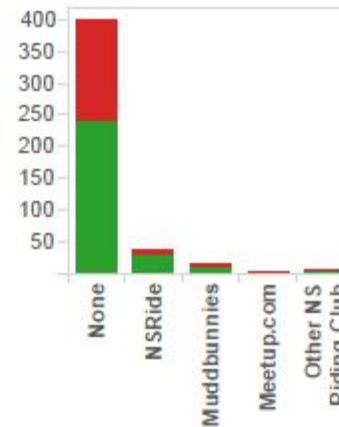
Interest in Strategic Vote (Members Only Question)



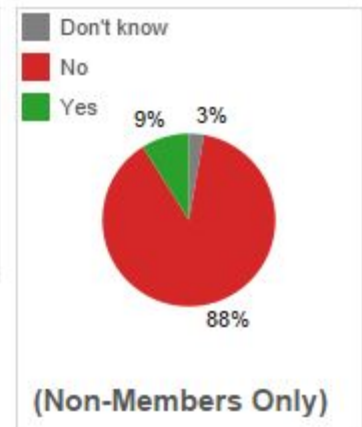
Outdoor Activities



Other Membership



Trail Pass Purchase



Key Take-Away: Involve members more!



TAP : 2014 RECAP :

With **32 Adopters** working on **28** trails in 2014, our efforts to maintain, preserve and improve the trails continue in a positive manner.

We have collectively held over **100** trail days, as well as over **\$100,000** in volunteer labor contributions.

In total, **TAP** contributes approximately **6,000 +** hours of labor each year. Since inception in 2011, the **Trail Adoption Plan** has contributed over **20,000** hours of labor to the trails, with our main focus on sustainable solutions.





TAP : Sponsors :

ARC'TERYX
BC BIKE RACE
CAPILANO UNIVERSITY
CLIF BAR
DEVINCI BIKES
DIFFERENT BIKES
DIZZY CYCLES
DUNBAR CYCLES
GIANT OF VANCOUVER
JOYSTICK COMPONENTS
LAMBERT
LIZARD SKINS
LULULEMON ATHLETICA
LYNN VALLEY BIKES
MARIN BIKES OF CANAD
MEC

MUDDBUNNIES RIDING CLUB
NORCO JOHN HENRY BIKES
NORTH SHORE BIKE SHOP
NSMB.COM
NS RIDE
OKANAGAN SPRING BREWERY
QUEENS CROSS PUB
RED RACER CRAFT BEER
ROCKY MOUNTAIN BICYCLES
ROCK SHOX
RYDERS EYEWEAR
SUGOI PERFORMANCE APPAREL
STEED CYCLES
TELUS
THE RAVEN PUB
TOYOTA BC

nsmba

A large, dark silhouette of a mountain range with several peaks, serving as a background for the text.

The Future of the NSMBA

The NSMBA is focused on the needs of the mountain biking community as a whole. We strive to support the evolution and ongoing growth of the sport of mountain biking. We embrace change and seek to perpetually move forward, we do this with the utmost respect to our roots and heritage.

Engaging in a preventative maintenance model is imperative as it allows for a measured and more tempered approach to trail maintenance. The outcome is a gentler transition between our past and the future.

A constant in this evolution is trail etiquette. The NSMBA seeks to foster a community that not only has respect for the environment but also fosters respect for all users of the trails.

Please visit <http://www.nsmba.ca/nsmba-101-0> for more info.



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