

Section 1 of 12

## NSMBA 2024 Community Survey

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The North Shore Mountain Bike Association is a non-profit that builds and maintains trails to the highest standards, leading the way in community advocacy and sustainable trail access.

At the heart of the mountain bike community on the North Shore, the NSMBA provides access to events, trail days and opportunities to give back to the trails.

This survey is open to all users of the North Shore trails and takes approximately 5 minutes. Responses will influence decisions made by the Board of Directors, Staff and Builders.

Survey is open until August 15, 2024.

Responses that contain obscene or abusive language will be invalidated.

Canadian-based members (validated by the e-mail address used in NSMBA registration) will be entered into a draw to win NSMBA merchandise. The winner will be notified via e-mail and announced through our social media channels.

# NSMBA COMMUNITY SURVEY

## 337 Responses

### Question Categories;

- A. Membership Information (Q 1-5)
- B. Trail Usage and Experience (Q 6-12)
- C. Trail Maintenance and Volunteer Participation (Q 13-16)
- D. Trail Development and Conservation (Q 17-22)
- E. Event Participation and Feedback (Q 23-27)
- F. Communication and Engagement (Q 28-31)
- G. Demographics (Q 32-37)



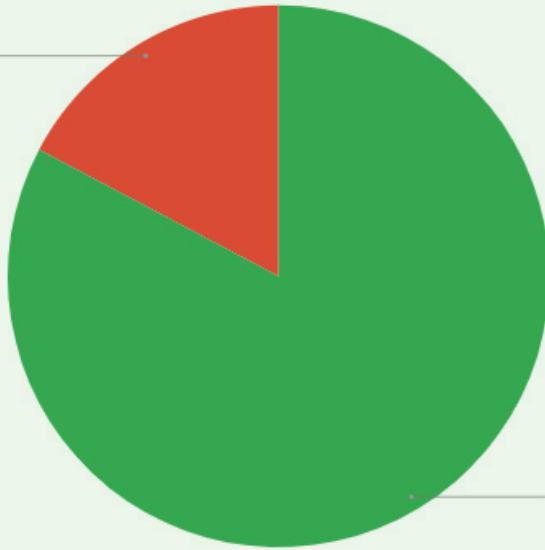
# 2024 Community Feedback Summary

## A. Membership Information (Questions 1-5)



### 1. Are you a Member of the NSMBA?

**No**  
17.3%



**Yes**  
82.7%

### 2. How long have you been a member of NSMBA?

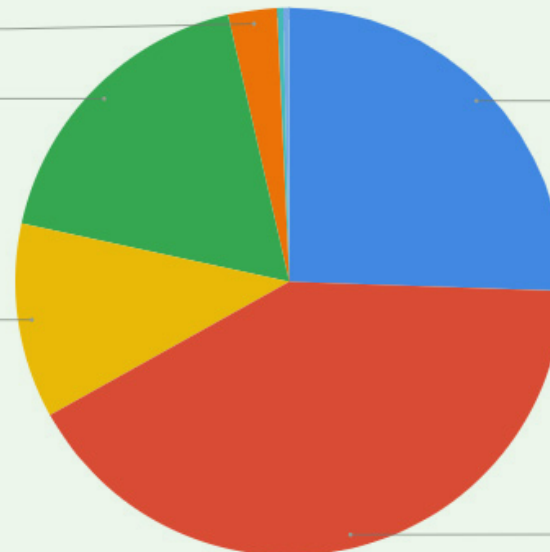
**20+ years**  
2.9%

**Less than 1 year**  
18.0%

**10+ years**  
11.5%

**5+ years**  
25.5%

**1-4 years**  
41.4%

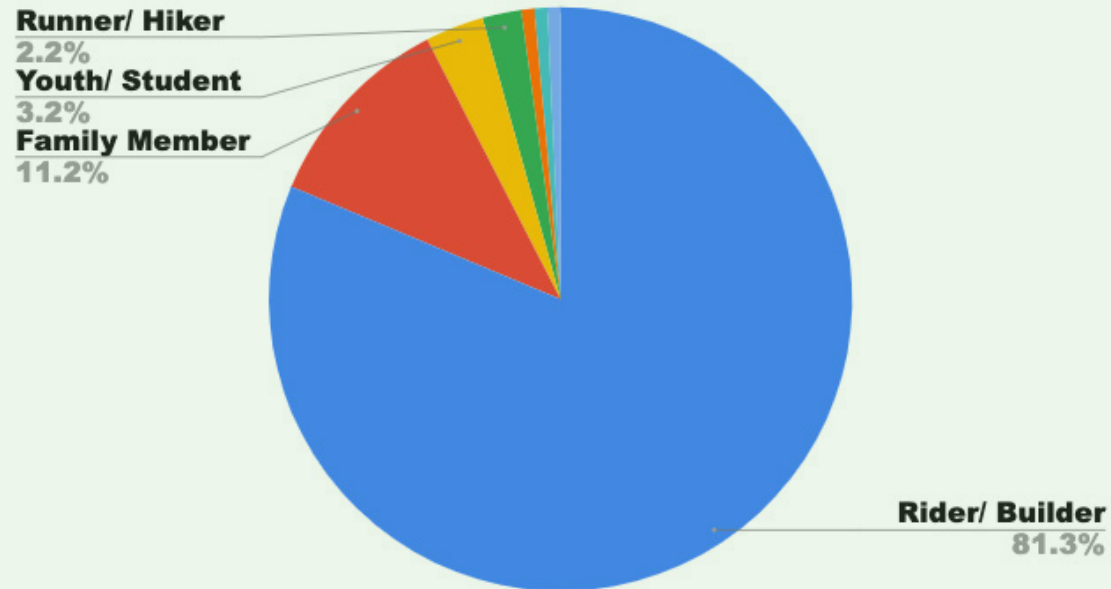


# 2024 Community Feedback Summary

## A. Membership Information (Questions 1-5)



### 3. What type of membership do you currently have?



### 4. Based on the responses, the main reasons for membership are:

- Support Trail Building and Maintenance: 271 mentions
- Support Trail Advocacy: 231 mentions
- To participate in Fiver Events: 66 mentions
- Ability to vote in the AGM: 14 mentions
- To be able to join the Board of Directors: 3 mentions



# 2024 Community Feedback Summary

## A. Membership Information (Questions 1-5)



### 5. Main reasons for not being or no longer being a member of NSMBA are:

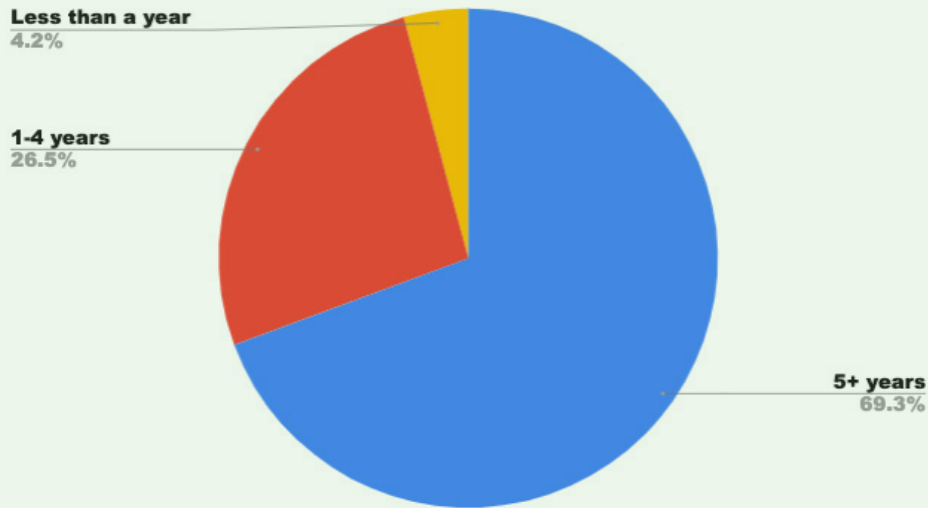
- |  |             |
|--|-------------|
| • Financial constraints                    | 11 mentions |
| • Forgot to renew/sign up                  | 10 mentions |
| • Don't ride in the area                   | 9 mentions  |
| • Disagreement with NSMBA policies/actions | 7 mentions  |
| • Plan to join/renew soon                  | 7 mentions  |
| • Lack of perceived value                  | 5 mentions  |
| • Support in other ways                    | 4 mentions  |
| • Not a mountain biker                     | 3 mentions  |
| • Moved away                               | 2 mentions  |
| • Other misc reasons                       | 8 mentions  |

# 2024 Community Feedback Summary

## B. Trail Usage and Experience (Questions 6-12)



### 6. How long have you been using the North Shore trails?



### 7. How frequently do you recreate on the North Shore trails? (We understand that seasonal use may fluctuate, so please estimate what your average use is over the year)

- 3-5 times per week: 133 mentions
- Twice a week: 121 mentions
- Once a week: 103 mentions
- 1-4 times per month: 45 mentions
- Less than once per month: 36 mentions
- Daily: 31 mentions

# 2024 Community Feedback Summary

## B. Trail Usage and Experience (Questions 6-12)



### 8. What types of activities do you participate in on the trails? (Select all that apply)

- Mountain Biking: 231 mentions
- Mountain Biking and Hiking: 61 mentions
- Mountain Biking, Hiking, and Dog Walking: 36 mentions
- Mountain Biking, Trail Running, and Hiking: 30 mentions
- Mountain Biking, Trail Running, Hiking, and Dog Walking: 24 mentions
- Mountain Biking, Trail Running: 16 mentions
- Trail Running and Hiking: 10 mentions
- Mountain Biking, Dog Walking: 11 mentions
- Mountain Biking, Gravel Biking: 5 mentions
- Mountain Biking, Trail Maintenance while Riding: 1 mention

### 9. What is your main method of transportation to the trail head?

- Ride/walk from my home: 141 mentions
- I drive myself (single-occupant vehicle): 119 mentions
- Carpool with a riding buddy: 50 mentions
- I have someone drop me off: 7 mentions
- Public Transport: 5 mentions
- Carshare (Evo or Modo): 1 mention
- Depends on how long we visit\*: 1 mention
- I bike there, otherwise I take the car with the dog: 1 mention
- Carpool, transport and biking over: 1 mention

# 2024 Community Feedback Summary

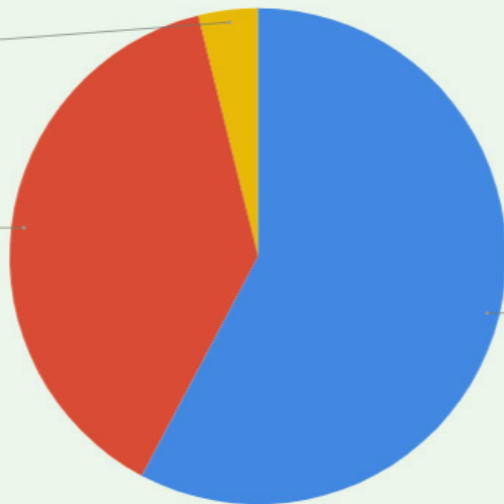
## B. Trail Usage and Experience (Questions 6-12)



### 10. Which Mountain do you access most

**Cypress**  
3.9%

**Seymour**  
38.4%



**Fromme**  
57.7%

### 11. What level of trails do you typically use on the North Shore: (Select all that apply)

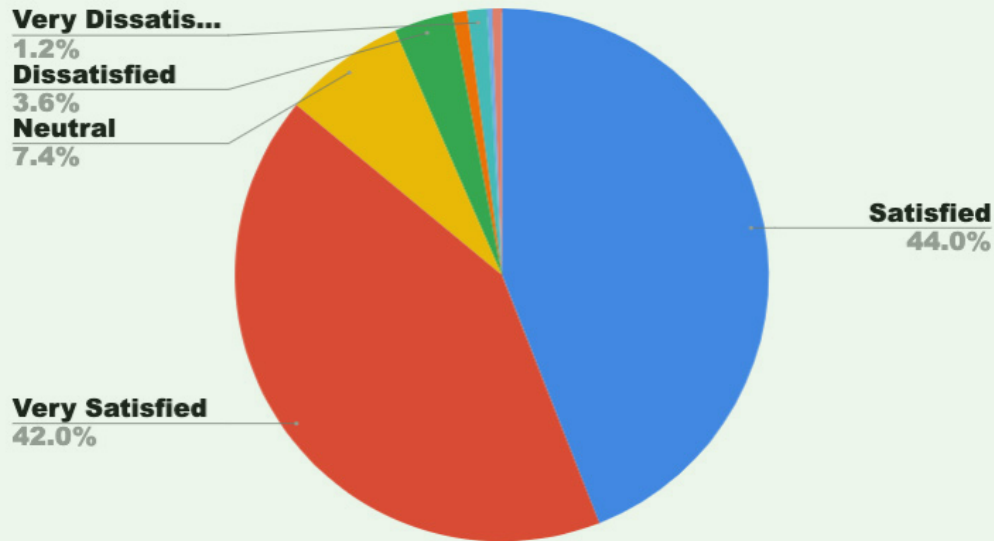
- Advanced (Black only or includes Black): 36.4%
- Intermediate (Blue only or includes Blue): 21.2%
- Hiking/Running Trails (includes Hiking/Running Trails): 19.7%
- Expert (Double Black or includes Double Black): 15.9%
- Beginner (Green only or includes Green): 6.8%

# 2024 Community Feedback Summary

## B. Trail Usage and Experience (Questions 6-12)



12. How satisfied are you with the current condition of the trails?



### 12.B Trail Maintenance OTHER FEEDBACK.

- |  |             |
|--|-------------|
| • Request for more trails:               | 25 mentions |
| • Trail difficulty concerns:             | 22 mentions |
| • Maintenance needs:                     | 20 mentions |
| • Positive feedback:                     | 18 mentions |
| • Suggestions for specific improvements: | 15 mentions |
| • Concerns about trail modifications:    | 12 mentions |
| • Signage and navigation:                | 8 mentions  |
| • E-bike concerns:                       | 5 mentions  |
| • Environmental concerns:                | 4 mentions  |
| • Other:                                 | 10 mentions |
| • Financial constraints                  | 11 mentions |

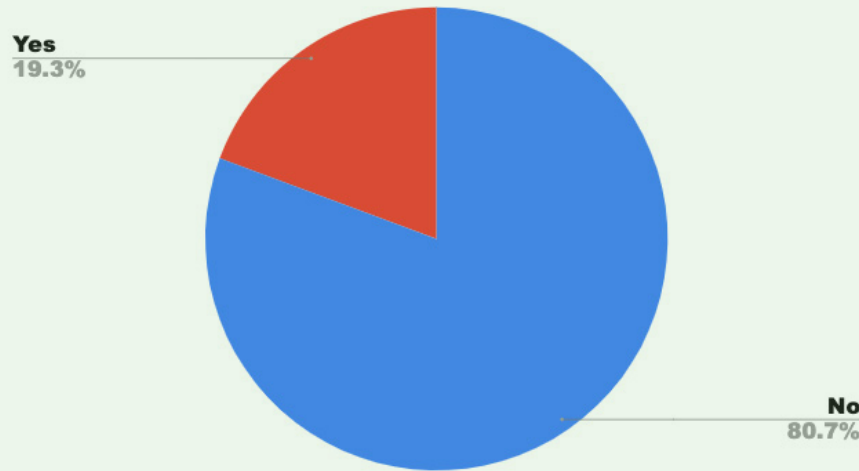


# 2024 Community Feedback Summary

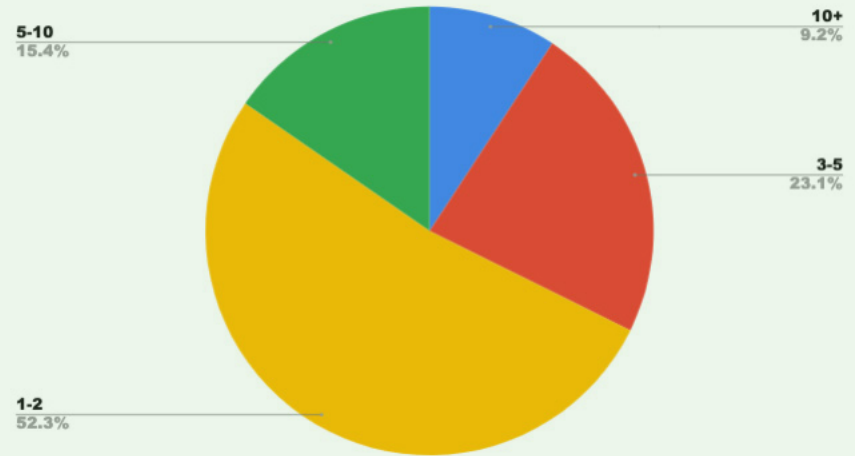
## C. Trail Maintenance and Volunteer Participation (Questions 13-16)



13. Have you participated in a trail maintenance day in 2024?



14. How many trail days have you attended in 2024?



15. What prevents you from participating in a trail day?

- Schedule Conflicts 101 mentions
- Limited Time and Competing Interests 71 mentions
- Lack of Awareness or Knowledge 16 mentions
- Personal Commitments 12 mentions
- Location and Accessibility Issues 8 mentions
- Event Cancellations 4 mentions
- Injury or Physical Limitations 6 mentions
- Guerilla Maintenance or Solo Work 2 mentions

16. What could the NSMBA do to increase trail-day participation?

- Scheduling Flexibility 37 mentions
- Better Communication 28 mentions
- Incentives 21 mentions
- Advanced Notice & Reminders 15 mentions
- Beginner/First-timer Focus 8 mentions
- Family-Friendly & Community Engagement 7 mentions
- Miscellaneous Suggestions 6 mentions

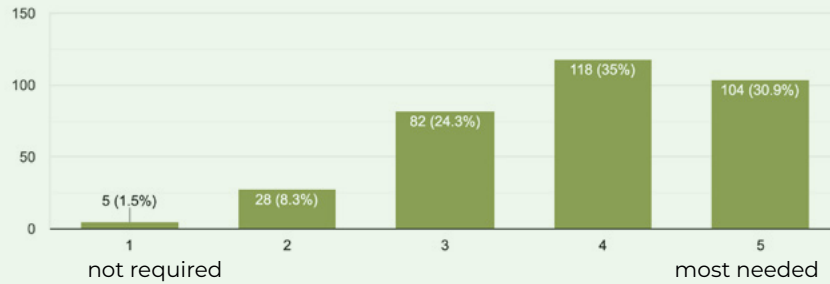
# 2024 Community Feedback Summary

## D. Trail Development and Conservation (Questions 17-22)



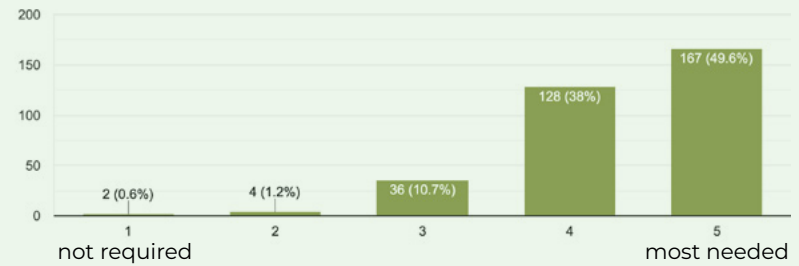
17. Expansion of trail networks (adding existing trails into the network or building new trails)

337 responses



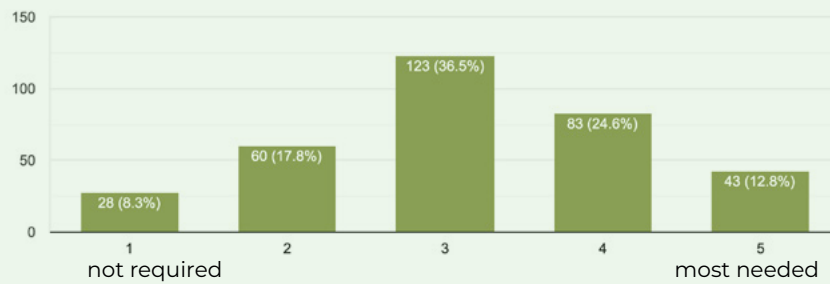
18. Preservation of existing trails (ie focus on keeping what we have to a high maintenance standard)

337 responses



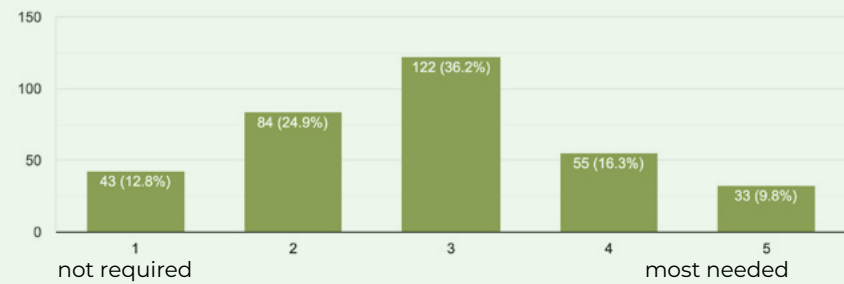
19. Environmental conservation (invasive species removal, reclamation work)

337 responses



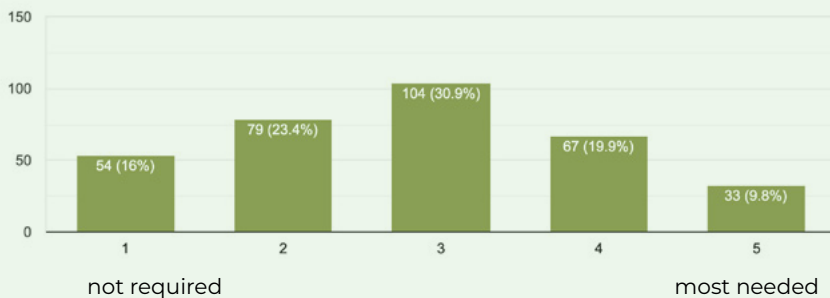
20. In-Person Events (i.e Fivers, movie nights, other non-competitive events)

337 responses



21. Community engagement (building relationships with local community, First Nations, or LGBTQ2S+ groups etc.)

337 responses



# 2024 Community Feedback Summary

## D. Trail Development and Conservation (Questions 17-22)



### 21.B Open Feedback - Are there any other initiatives that we should consider?

- |                                       |             |
|---------------------------------------|-------------|
| • Trail Development and Conservation: | 45 mentions |
| • Community Engagement:               | 35 mentions |
| • Events and Competitions:            | 17 mentions |
| • Youth and Family Involvement:       | 18 mentions |
| • Transit and Accessibility:          | 14 mentions |
| • Fundraising and Volunteer Support:  | 13 mentions |
| • Inclusion and Diversity:            | 12 mentions |
| • Education and Awareness:            | 10 mentions |
| • E-bike Policy and Guidelines:       | 9 mentions  |

# 2024 Community Feedback Summary

## D. Trail Development and Conservation (Questions 17-22)



### **22. What does “Trails for All” mean to you, and what actions should NSMBA take to ensure that trails are truly accessible to everyone?**

- Diverse Trail Options: Expand trails with varying difficulty levels, including more beginner-friendly and adaptive trails.
- Inclusivity Initiatives: Promote events for underrepresented groups and ensure inclusive marketing.
- Accessibility Improvements: Improve transportation, parking, and access points for beginners and adaptive riders.
- Education and Etiquette: Provide clear trail etiquette guidelines and offer skills clinics for new riders.
- Sustainability and Maintenance: Prioritize regular maintenance, sustainable practices, and volunteer engagement.
- Community Engagement: Partner with local communities and other trail users to foster mutual respect and inclusion.

# 2024 Community Feedback Summary

## E. Event Participation and Feedback (Q 23-27)



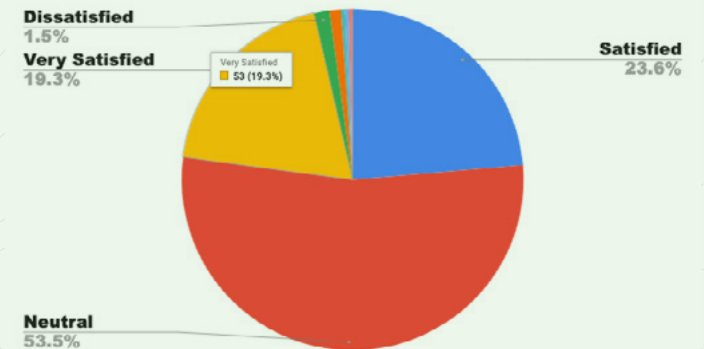
23. Which NSMBA events did you participate in during 2023 and 2024?

- None: 173 mentions
- Classic Fiver: 64 mentions
- Casual Fiver: 43 mentions
- AGM (Annual General Meeting): 40 mentions
- WTNB Fiver: 22 mentions
- 29er February Challenge: 22 mentions
- Fiver Volunteer: 18 mentions
- Learn to Fiver: 10 mentions
- Trail Work/Building Days: 10 mentions
- Raffle: 1 mention
- Strava Challenge: 1 mention
- Virtual Badges: 1 mention
- Donation: 1 mention

24. Please comment on why you did not participate in events or what prevented you from participating.

- Time Constraints: 52 mentions
- Location and Travel Issues: 15 mentions
- Lack of Interest in Racing: 29 mentions
- Perceived Exclusion: 7 mentions
- Logistical Issues: 10 mentions
- Event Format and Offerings: 14 mentions
- Health, Pregnancy, or Injury: 9 mentions
- Lack of Awareness or Communication: 6 mentions

25. How satisfied are you with the in-person events hosted by NSMBA?



# 2024 Community Feedback Summary

## E. Event Participation and Feedback (Q 23-27)



26. What types of events would you like to see more of? (Select all that apply)

Trail Days:	101 mentions
Fivers (races):	77 mentions
Workshops:	58 mentions
Challenges (e.g., 29er Challenge):	44 mentions
Family-Friendly Events:	42 mentions
Community Events:	35 mentions
Youth-Only Events:	27 mentions
Virtual Events:	16 mentions
Cross-Country (XC) Events:	4 mentions
Social Rides/Group Rides:	6 mentions
Seniors Events:	1 mention
Mechanics/Maintenance Sessions:	1 mention
Casual Group Rides:	1 mention
Neurodivergent Events:	1 mention

27. Open feedback - If you have a great idea for an event we should consider hosting...

Youth & Family Events:	10 mentions
Workshops & Skills Development:	8 mentions
Social Rides & Community Building:	7 mentions
Competitive & Challenge Events:	9 mentions
Inclusive & Special Interest Events:	6 mentions
Festival & Collaborative Events:	4 mentions
Environmental & Advocacy:	2 mentions
Virtual & Remote Events:	3 mentions

# 2024 Community Feedback Summary

## F. Communication and Engagement (Questions 28-31)

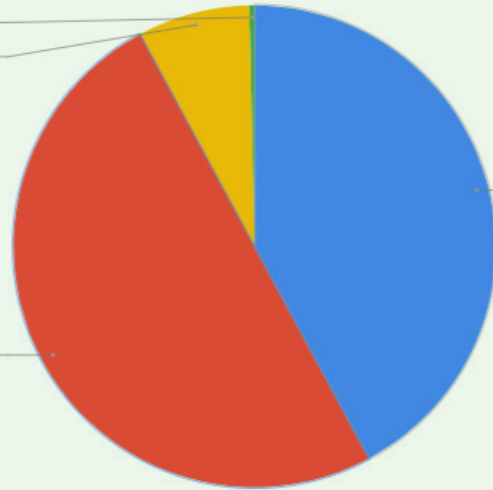


28. How effective do you find our communication channels (e.g., newsletters, social media, website)?

**Very Ineffective**  
0.3%

**Ineffective**  
7.5%

**Effective**  
50.0%



**Very Effective**  
42.1%

29. What is your preferred method of receiving updates and information? (Select all that apply)

- Email: 275
- Social Media - Instagram: 170
- Website: 42
- Social Media - Facebook: 25
- Social Media - YouTube: 8
- WhatsApp: 2
- Trailforks: 1

30. What type of information do you search for on our channels? (Select all that apply)

- Projects and trail work - 359
- Trail Days - 189
- Advocacy updates- 126
- Fiver info 109
- I do not search for info 4

# 2024 Community Feedback Summary

## F. Communication and Engagement (Questions 28-31)

31. Do you have any additional comments or suggestions for improving NSMBA?

**Transparency:** Several respondents highlighted a desire for more clarity in decision-making, particularly regarding trail development and maintenance priorities. They noted that the process for selecting which trails get attention can feel “opaque” and suggested improving communication about plans and ongoing work.

**Community Engagement:** There were calls for greater community involvement, collaboration with other organizations, and better public communication about NSMBA’s activities. Some respondents suggested more engagement opportunities, such as group rides, casual social events, and partnerships with local businesses.

**Events and Notifications:** Some respondents expressed interest in better promotion and communication around NSMBA events. Suggestions included more frequent updates via social media, email reminders, and calendar views for upcoming events.

**Feedback Mechanisms:** A few respondents mentioned the need for more interaction when issues are reported, such as receiving updates on resolutions or targeted fundraising opportunities for specific trail problems.

**Social Media & Updates:** Respondents requested more frequent trail work updates, including before-and-after photos, to showcase the value of NSMBA’s efforts and possibly drive more membership engagement.

**Diverse Engagement:** While some respondents praised the inclusivity efforts, others raised concerns about events exclusive to specific groups, suggesting that such events might inadvertently create separation rather than unity within the community.



# 2024 Community Feedback Summary

## G. Demographics (Questions 32-37)

32. Which of the following best describes you? (Select all that apply)

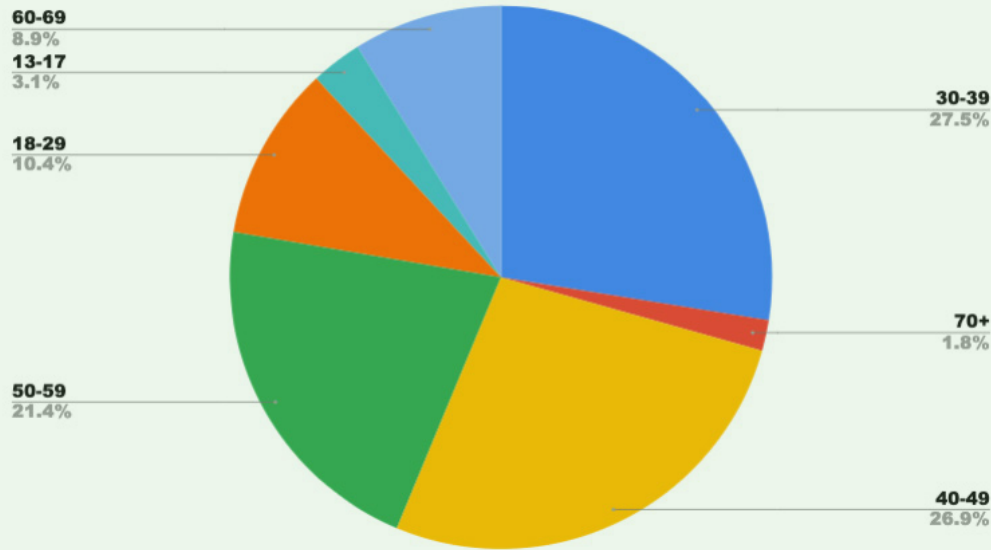
White/Caucasian:	303
Chinese:	17
Latin American:	8
South Asian:	7
Filipino:	4
Black:	2
First Nations/Indigenous:	2
Metis:	1
West Asian:	2
Arab:	2
Japanese:	1
Icelandic:	1
Jewish:	1
Pacific Islander:	1
Eurasian:	1
Don't know:	5
Prefer not to answer (PNTA):	1

# 2024 Community Feedback Summary

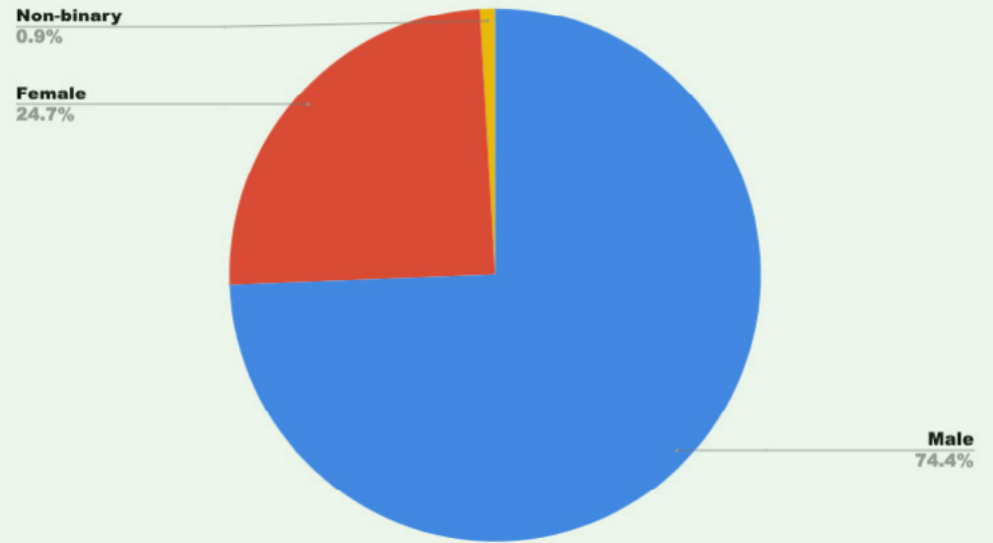
## G. Demographics (Questions 32-37)



33. What is your age group?



34. What is your gender identity?



# 2024 Community Feedback Summary

## G. Demographics (Questions 32-37)



35. Do you have children in your household? (Select all that apply)

No Children:	287
One or more children aged between 13 and 17:	79
One or more children aged between 6 and 12:	46
One or more children under 6:	33

# 2024 Community Feedback Summary

## G. Demographics (Questions 32-37)



### 37. What City/Municipality do you reside in?

**West Vancouver: 8**

1.4%

**Richmond, Delta...**

2.2%

**Burnaby, Port M...**

7.5%

**Vancouver: 138**

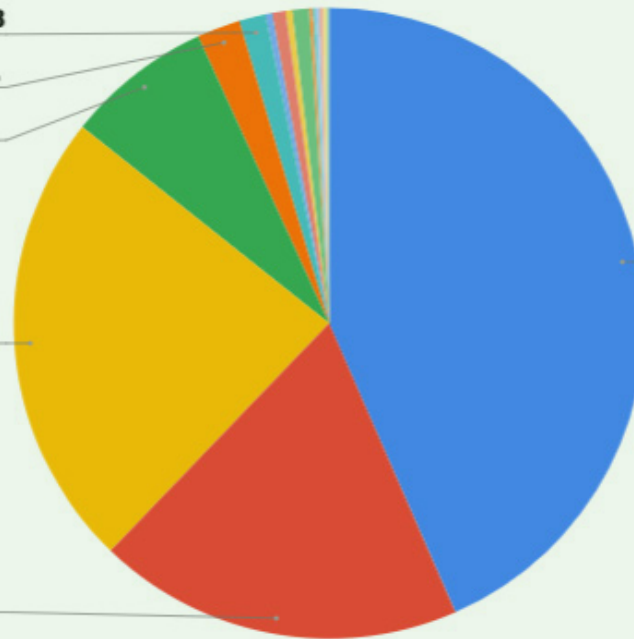
23.5%

**City of North Va...**

18.7%

**District of North...**

43.4%





## Trail Network and Development Feedback Synopsis

### Trail Diversity

Build more beginner (green) and intermediate (blue) trails.  
Create progressive trails for skill development.  
Balance flow, technical, and jump line trails.

### Trail Maintenance

Regular maintenance to keep trails at intended difficulty.  
Increase frequency of maintenance on busy trails (e.g., Kirkford, Pile of Rocks, Lower Digger).

### New Trail Development

Add more sanctioned trails on Fromme, Seymour, and Cypress.  
Create longer XC-style and epic routes.

### Specific Trail Types

Build more jump trails and progression lines.  
Preserve technical and “raw” trails.  
Improve climbing trails, especially on Seymour.

### Trail Connectivity and Navigation

Enhance trail connections for better loops and access from neighborhoods.  
Improve signage, especially on less-used trails and Seymour.

### Inclusivity and Accessibility

Diversity Initiatives  
Expand events for women, LGBTQ+, and BIPOC riders.  
Partner with diverse organizations and promote inclusive marketing.

### Accessibility Improvements

Improve public transportation and parking at trailheads.  
Create more accessible entry points for beginners and adaptive riders.

### Community Engagement

Collaborations  
Partner with local First Nations and other trail user groups.  
Host events that unite different skill levels and user groups.

### Trail Etiquette and Education

Create clear guidelines and signage for all users.  
Offer skills clinics and educational events for new riders.

### Events and Activities

Ride Events  
Continue classic Fivers and introduce endurance events.  
Organize group rides, challenges, and social events.

### Trail Days

Improve communication and offer flexible schedules (evenings, shorter sessions).  
Provide incentives (food, swag) and enhance the social aspect.

### Organizational Focus

Communication  
Increase transparency and frequency of updates on social media and newsletters.  
Share behind-the-scenes information on advocacy and trail work.

### Membership

Explore new perks, funding options, and consider a membership calendar change.

### Professional Maintenance

Expand professional trail maintenance crews.  
Address concerns around e-bikes on trails.

### Miscellaneous

Create a trail app, improve parking, and offer more merchandise options.