



# 2025 Community Survey Results

**This survey was open to all users of the North Shore trails between April 5th - June 30th, 2025.**

**Responses were anonymous and will help shape the future of the trail network and advocacy.**



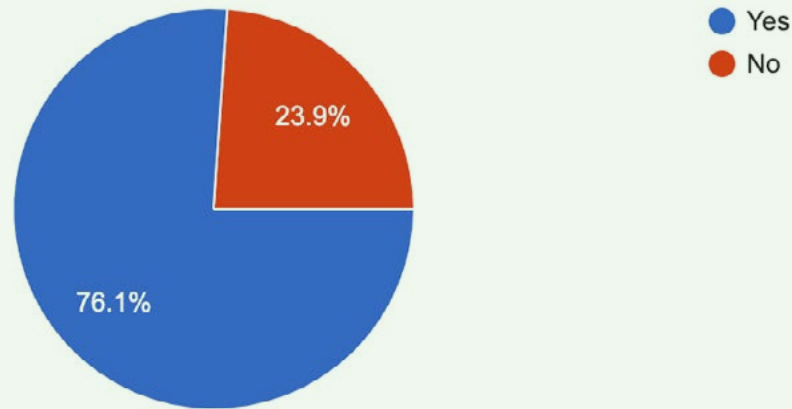
# 2025 Community Feedback Summary

## Membership Information:



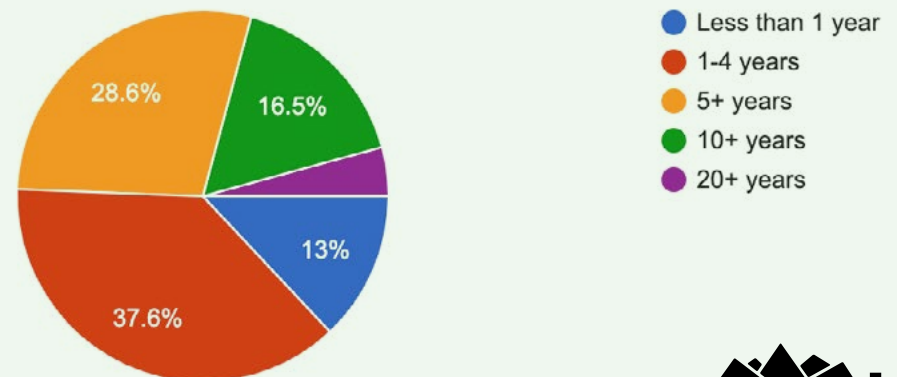
### 1. Are you a Member of the NSMBA?

556 responses



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

423 responses





# 2025 Community Feedback Summary

## Membership Information:



### 3. What are your main reasons for being a member? (Select all that apply):

Support Trail Building and Maintenance:	461 mentions (97%)
Support Trail Advocacy:	418 mentions (88%)
To participate in Fiver Events:	167 mentions (35%)
Ability to vote in the AGM:	71 mentions (15%)
To be able to join the Board of Directors:	22 mentions (5%)
Professional/Insurance Requirements:	2 mentions
Give Back/Community:	1 mention
For Kids/Future Generations:	1 mention
Shape Trail Future:	1 mention
Mountain Bike Group Connection:	1 mention

### 5. Please tell us why you are not or no longer a member of the NSMBA:

Financial Barriers	22 mentions
Administrative/Practical Issues	18 mentions
Organizational Direction/Values	12 mentions
Trail Management Philosophy	11 mentions
Specific Trail Controversies	9 mentions
Maintenance/Advocacy Concerns	8 mentions
Geographic/Usage	6 mentions
Pending/Planning to Join	5 mentions

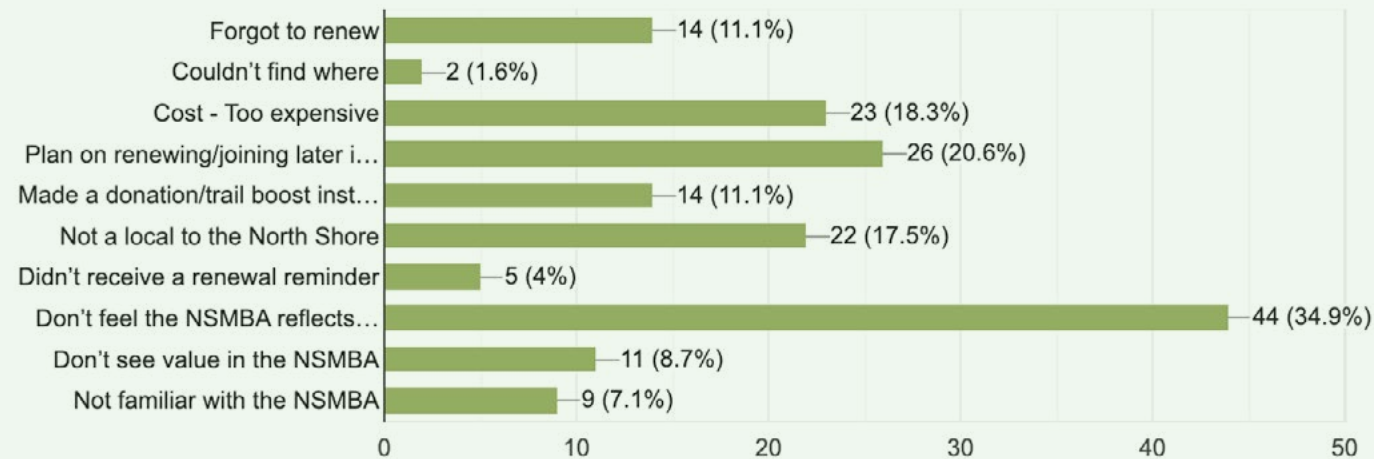
# 2025 Community Feedback Summary

## Membership Information:



6. Please provide more details as to why you are not a (current) NSMBA Member  
- (Select all that apply)

126 responses



## 7. What might influence you to become a member in the future - Select all that apply:

Option to vote on the strategic direction or priorities of the NSMBA:	24 mentions
Because I want to participate in the Fiver Series:	19 mentions
Better communication regarding the use of membership fees:	16 mentions
Member-only benefits:	15 mentions
Trail building and maintenance focus:	8 mentions
Organizational culture and values concerns:	7 mentions
Better communication/transparency:	6 mentions
Trail advocacy and protection:	5 mentions
Community integration and representation:	4 mentions
Seasonal/circumstantial factors:	3 mentions



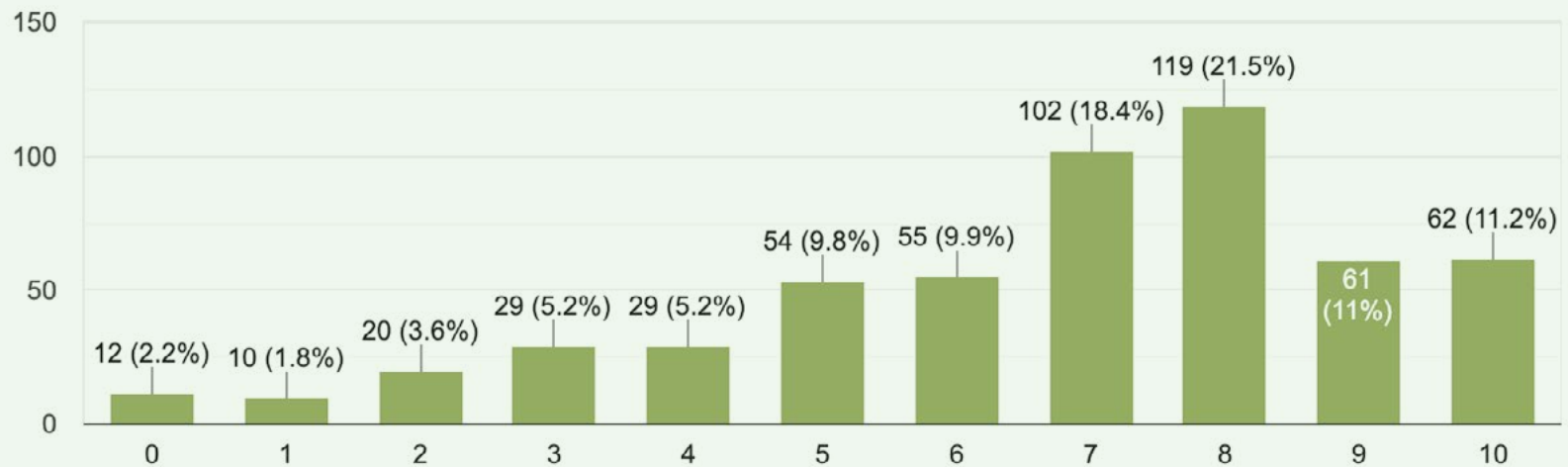
# 2025 Community Feedback Summary

## Sentiment / Trails:



8. How satisfied are you with the NSMBA as an organization (0-10 scale)?

553 responses



Average satisfaction score is 6.8 out of 10, indicating moderate satisfaction levels

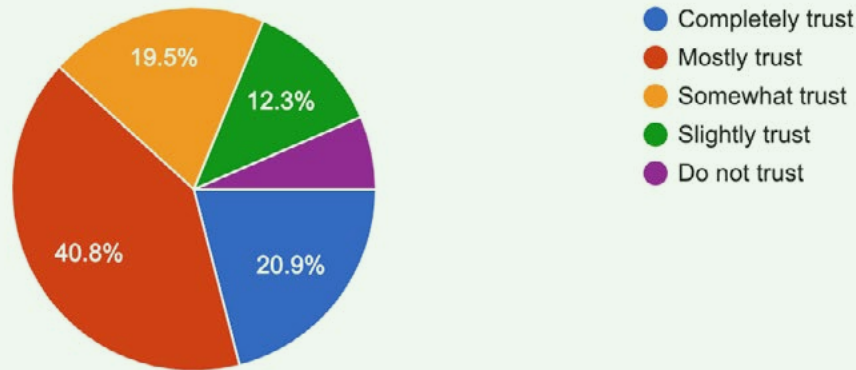
# 2025 Community Feedback Summary

## Sentiment / Trails:



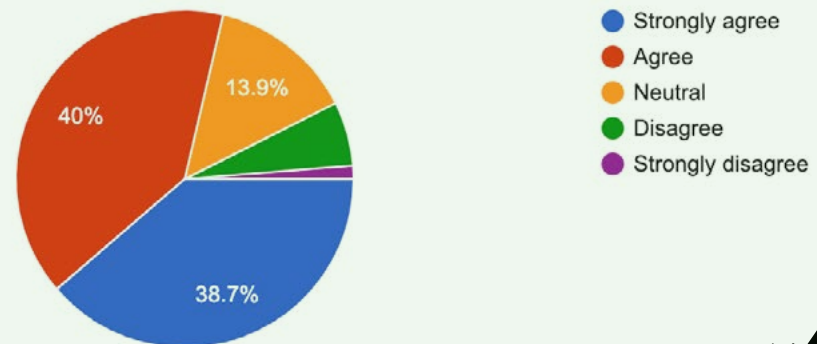
9. How much do you trust NSMBA to represent trail users' interests effectively?

554 responses



10. Value Perception: "Do you feel the NSMBA provides good value to the trail community?"

553 responses



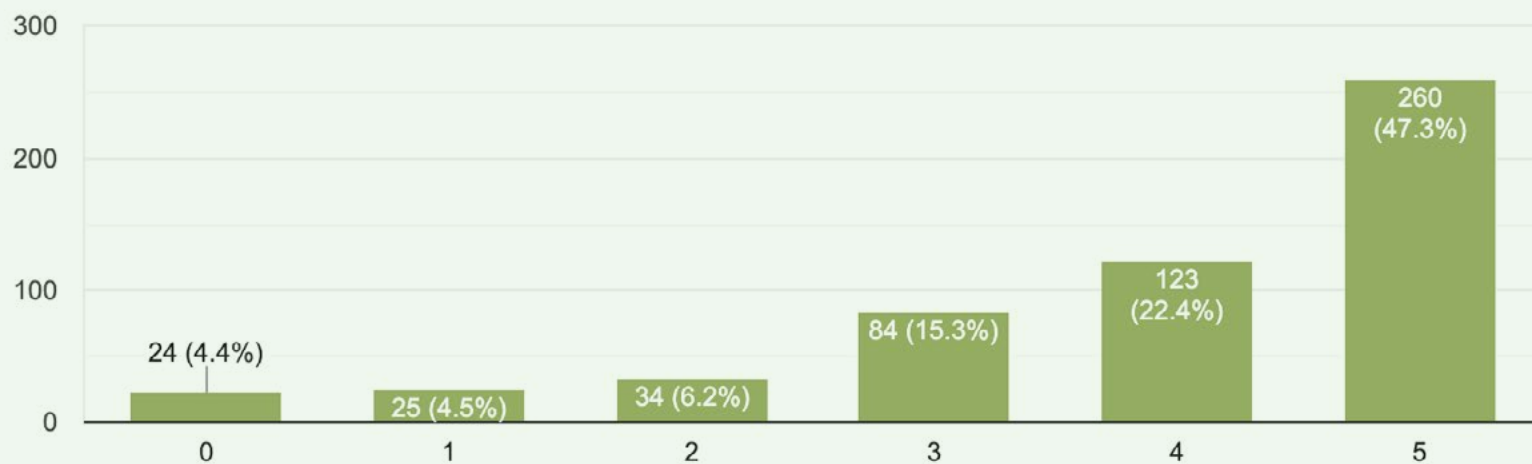
# 2025 Community Feedback Summary

## Sentiment / Trails:



11. How likely are you to recommend NSMBA membership to other trail users?  
(0-10 scale)

550 responses



# 2025 Community Feedback Summary

## Sentiment / Trails:



### 12. Tell us more - Key Themes and Mentions

#### Trail Development and Advocacy: 89 mentions

More new trails needed: 28 mentions  
Better trail maintenance: 15 mentions  
More blue/beginner trails: 12 mentions  
Comparison to other regions (Squamish, etc.): 15 mentions  
Frustration with slow trail development: 12 mentions  
Trail sanctioning process improvements: 8 mentions

#### Leadership and Trust Issues: 69 mentions

CBC interview controversy: 22 mentions  
Loss of trust in NSMBA leadership: 18 mentions  
Metro Vancouver trail decommissioning response: 15 mentions  
Need for new leadership/ED: 8 mentions  
Board accountability concerns: 6 mentions

#### Organizational Focus: 53 mentions

Return to core mountain biking mission: 16 mentions  
Too much focus on social justice/DEI issues: 12 mentions  
Need stronger advocacy for riders: 10 mentions  
Less bureaucracy, more action: 8 mentions  
Better representation of member interests: 7 mentions

#### General Support: 117 mentions

Appreciation for trail work: 45 mentions  
General support for NSMBA mission: 38 mentions  
Value of membership: 22 mentions  
Recognition of difficult job: 12 mentions

#### Events and Community: 36 mentions

Bring back/improve Fiver events: 18 mentions  
More community events needed: 8 mentions  
Better member benefits/perks: 6 mentions  
More XC/endurance events: 4 mentions

#### Communication and Trail-Specific Issues: 68 mentions

Seymour trail network issues: 18 mentions  
New Normal trail closure: 12 mentions  
Need for better communication: 10 mentions  
More transparency in decision-making: 8 mentions  
Need for more variety in trail difficulty: 8 mentions





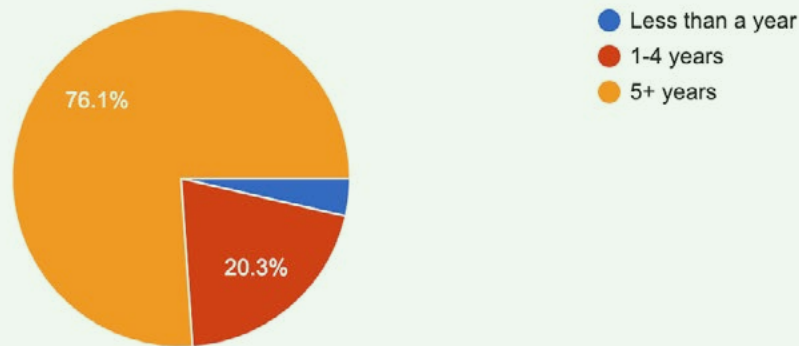
# 2025 Community Feedback Summary

## Trail Usage and Preferences:



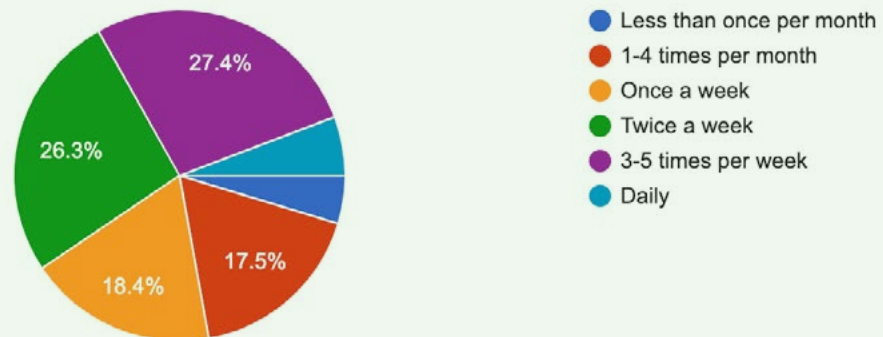
### 13. How long have you been using the North Shore trails?

556 responses



### 14. 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)

555 responses



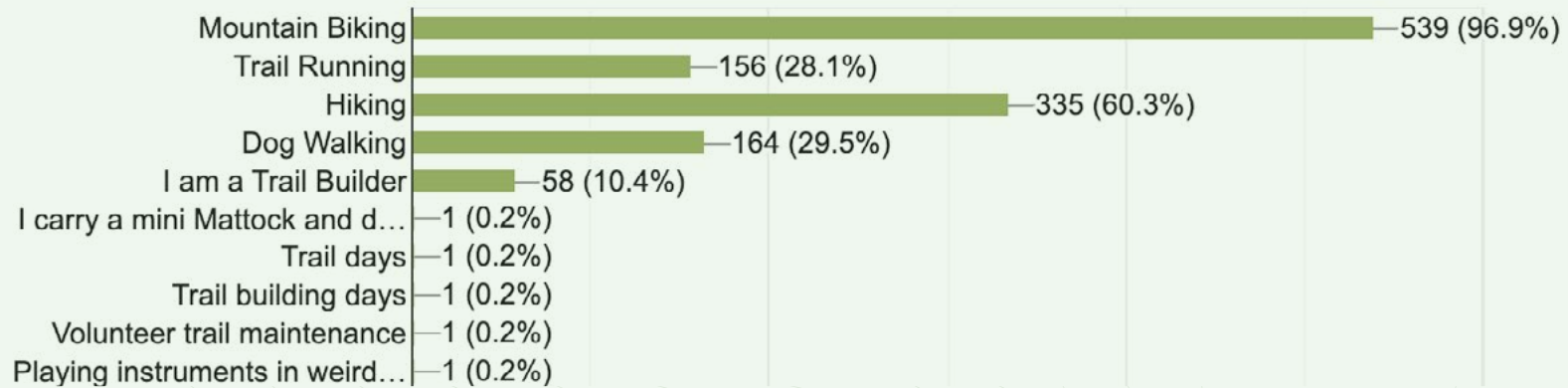
# 2025 Community Feedback Summary

## Trail Usage and Preferences:



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

556 responses



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## Trail Usage and Preferences:



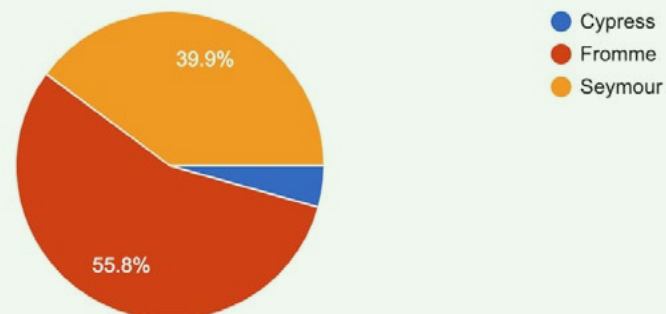
16. What is your main method of transportation to the trail head?

555 responses



17. Which Mountain do you access most often?

552 responses



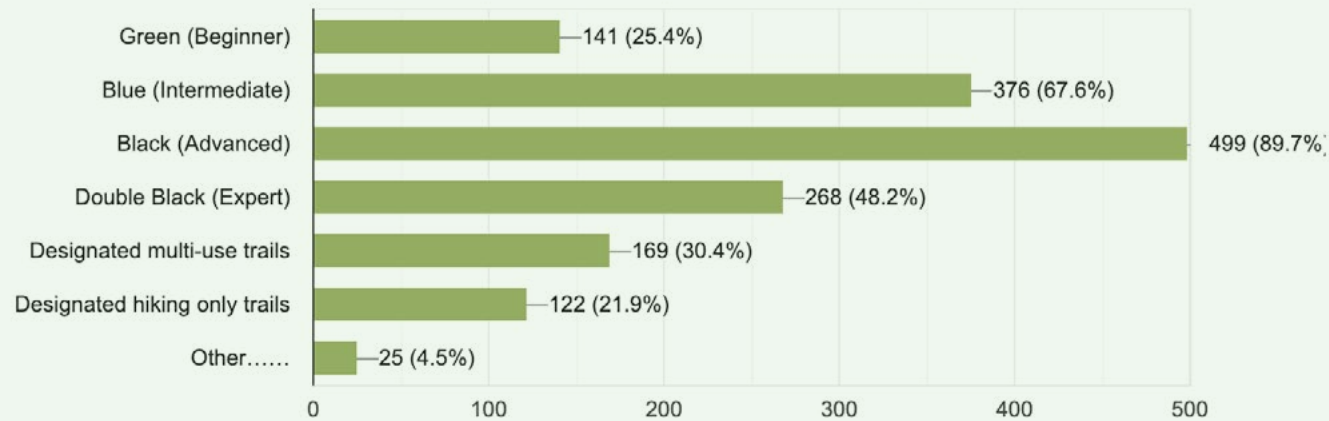
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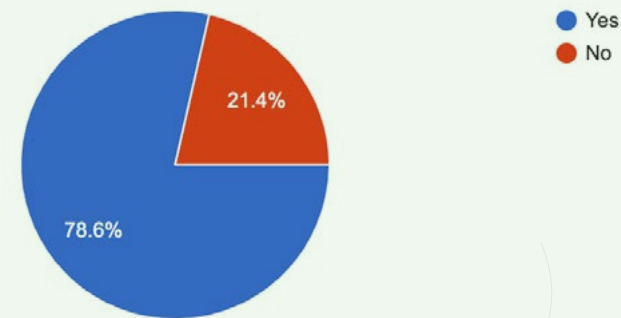
18. What level of trails do you typically use on the North Shore: (Select all that apply)

556 responses



19. Are you aware that the North Shore comprises three distinct municipalities and 6 different Land Managers? (Y/N)

555 responses





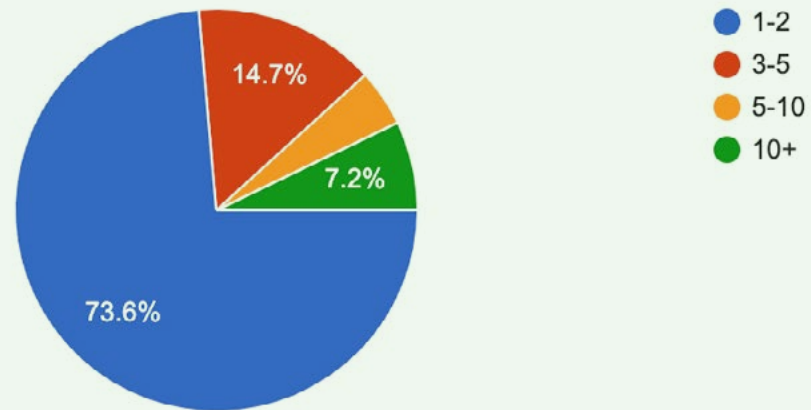
# 2025 Community Feedback Summary

## For Trail Day Participants:



28. How many trail days have you attended in 2024/2025?

307 responses



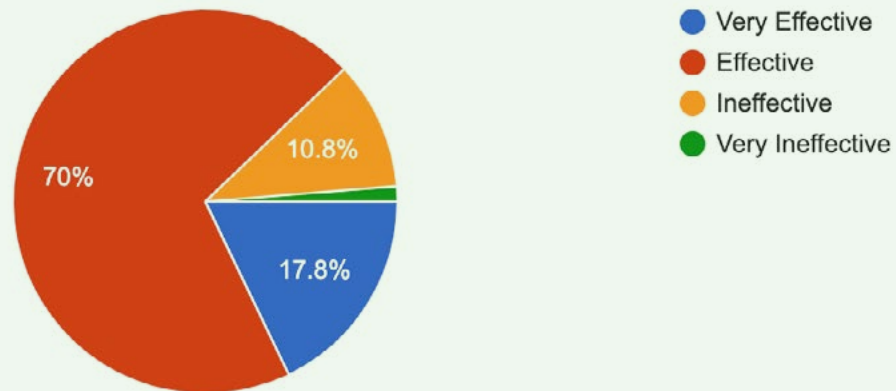
# 2025 Community Feedback Summary

## Communication and Feedback:



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

544 responses



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## Communication and Feedback:



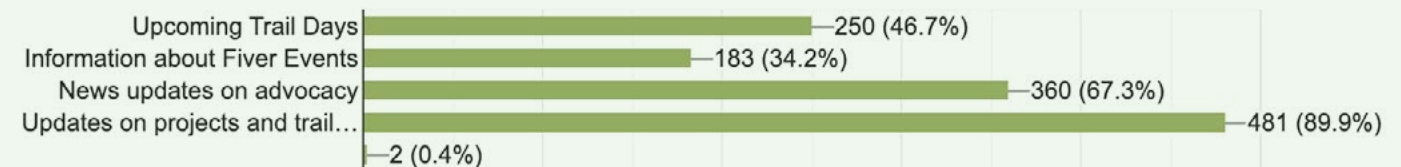
37. What is your preferred method of receiving updates and information? (*Select all that apply*)

551 responses



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

535 responses



# 2025 Community Feedback Summary



## Key Insights

Survey results reveal a strong member appreciation for the NSMBA's essential work, with members recognizing the organization's value in maintaining world-class trails and advocating for mountain biking access. While recent challenges have created opportunities for improvement, the foundation of member support remains solid.

## Core Strengths & Wins

*Trail Excellence:* Members praise the dramatic improvements to trail quality and maintenance since the 1990s

*Essential Advocacy:* Recognized as the critical voice ensuring trail access and working effectively with multiple land managers

*Community Building:* Fiver Series and trail days create strong community engagement and provide exceptional value

*Professional Operations:* Members appreciate transparent updates, strong social media presence, and volunteer coordination

*Unique Position:* Managing complex stakeholder relationships in a challenging urban environment

## Growth Opportunities

*Enhanced Engagement:* Members seek more democratic participation in strategic decisions

*Communication:* Desire for increased transparency around fee usage and strategic priorities

*Network Expansion:* Strong appetite for more aggressive trail development advocacy

*Mission Clarity:* Focus on core mountain biking mandate resonates with membership

## Member Priorities

Continued excellence in trail maintenance

Expanded democratic participation opportunities

Accelerated trail network growth

Enhanced member communication and transparency

## Path Forward

The NSMBA has built a strong foundation of trust through consistent trail work and community building. Members want to see this success extended into expanded advocacy efforts and increased participation opportunities. With focused attention on member priorities, the organization is well-positioned to strengthen its advocacy role for the North Shore trails.

**Key Success Indicators:** Members consistently acknowledge that the North Shore trail network has never been better maintained and that the NSMBA provides essential stewardship in a complex political environment.

