



NORTH SHORE MOUNTAIN BIKE ASSOCIATION

Trails For All, Trails Forever

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NSMBA Community Survey: Supporting A North Shore Trails Strategy

May 2026

Report
produced by:



North Shore Trails Strategy — Survey at a Glance

NSMBA Community Survey · May 2026 · Supporting a North Shore Trails Strategy

601

Survey respondents

76%

Are NSMBA members

8/10

Overall satisfaction

85%

Trust NSMBA to represent them

WHAT THE DATA TELLS US



An expert, rooted base

86% are advanced or expert riders and 63% have ridden the North Shore 10+ years — feedback reflects a deeply invested core.



Maintain before expand

Maintaining existing trails is the #1 priority (3.8/4) and the top reason members join. Protect the asset before growing it.



A progression-trail gap

Despite the expert skew, demand for beginner and intermediate progression trails far outstrips today's supply — a standout finding.



Emerging pressures

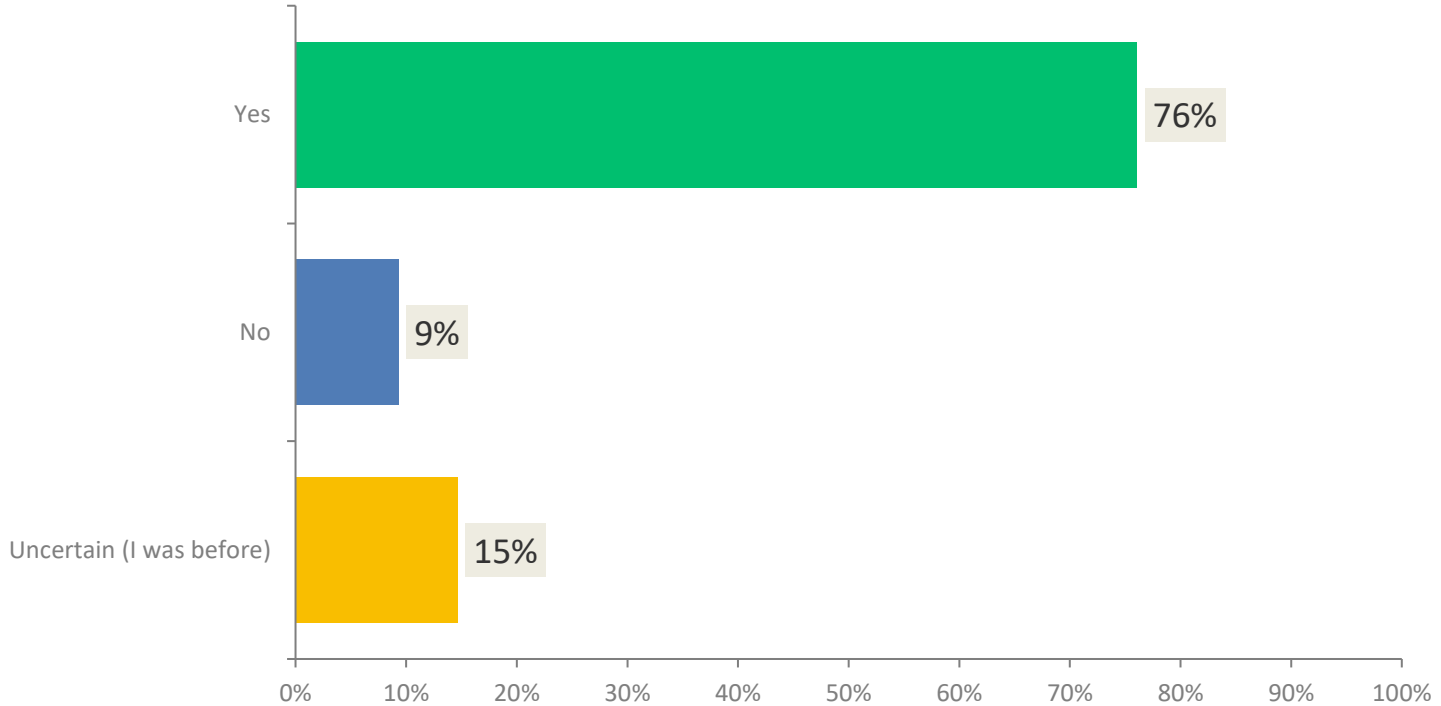
Crowding and technical-feature access score as critical weaknesses; ~19% want louder advocacy for new trail development.



Beyond recreation: 87% say the trails shaped where they choose to live, with near-universal agreement that riding benefits their mental and physical health.

Are you a member of the NSMBA?

Answered: 601 Skipped: 4

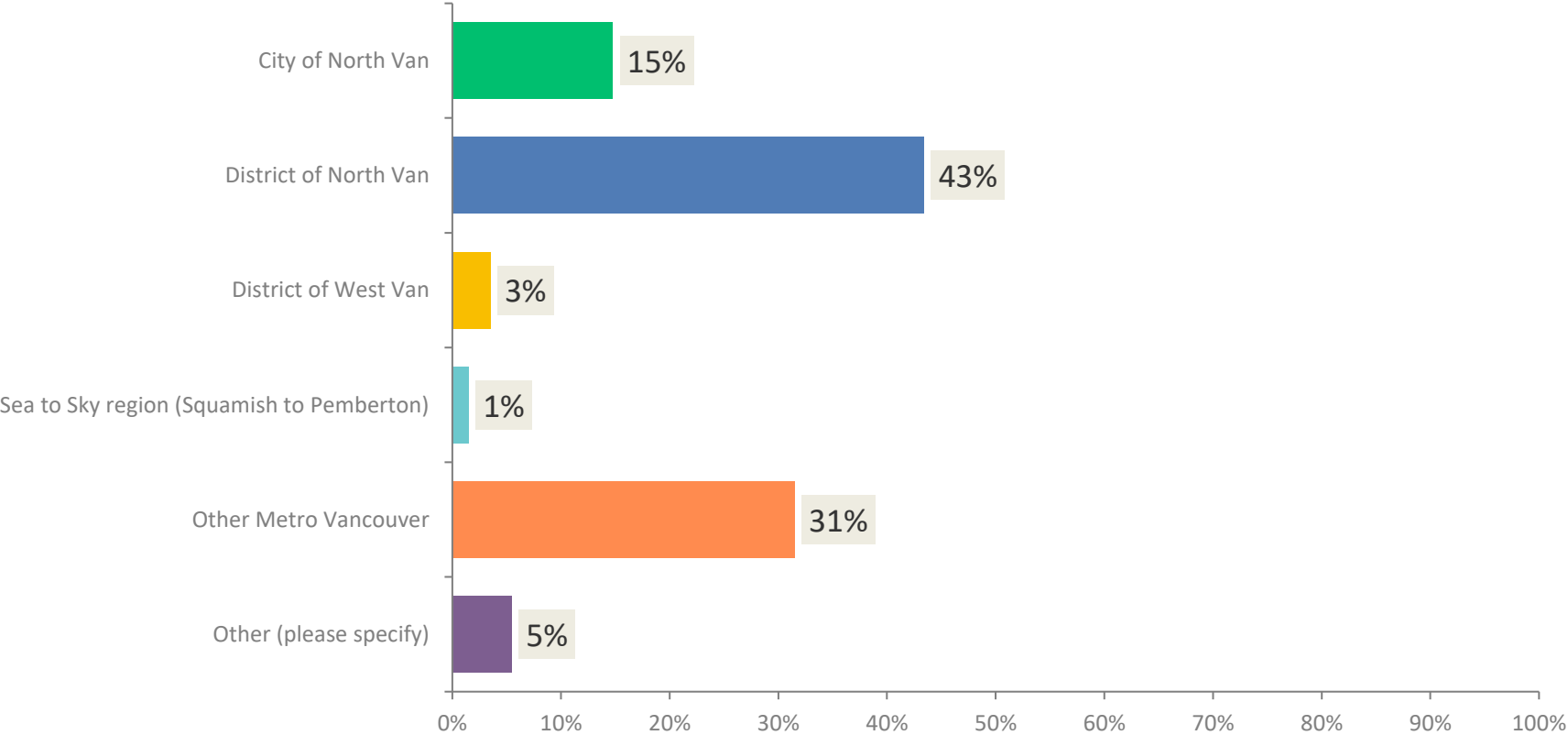


Key Findings — NSMBA Membership

More than three-quarters of respondents (76%) are current NSMBA members, with only 9% never having held a membership. This is not a surprising result considering the survey was primarily distributed via the NSMBA member / contact list.

The key relevance of this is that the survey results are heavily weighted toward an engaged audience already invested in the trail system and with high levels of understanding of challenges and opportunities.

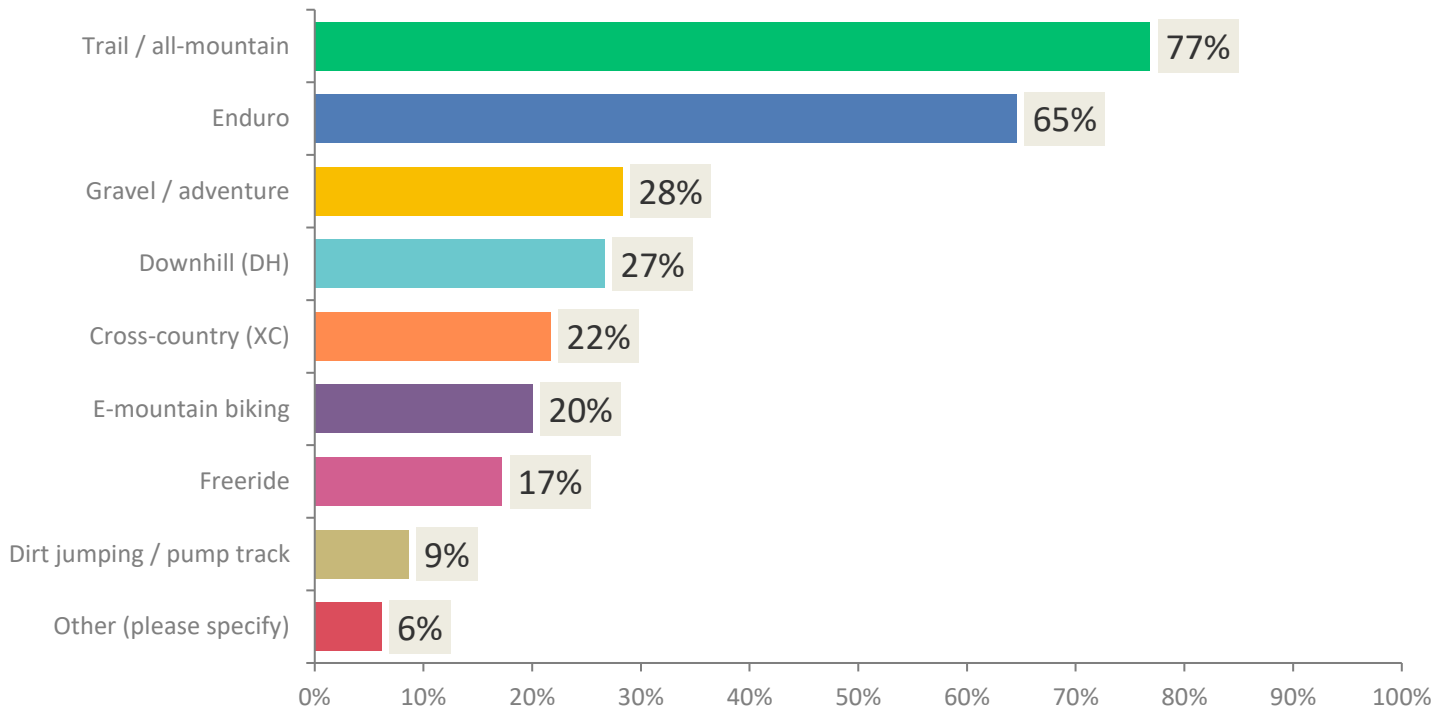
What city do you live in?



Key Findings — Where Respondents Live

Just over 60% of respondents live on the North Shore itself (Districts of North Van 43%, City of North Van 15%, District of West Van 3%). An additional 31% are drawn from elsewhere in Metro Vancouver, demonstrating substantial regional pull and a willingness to commute for these trails.

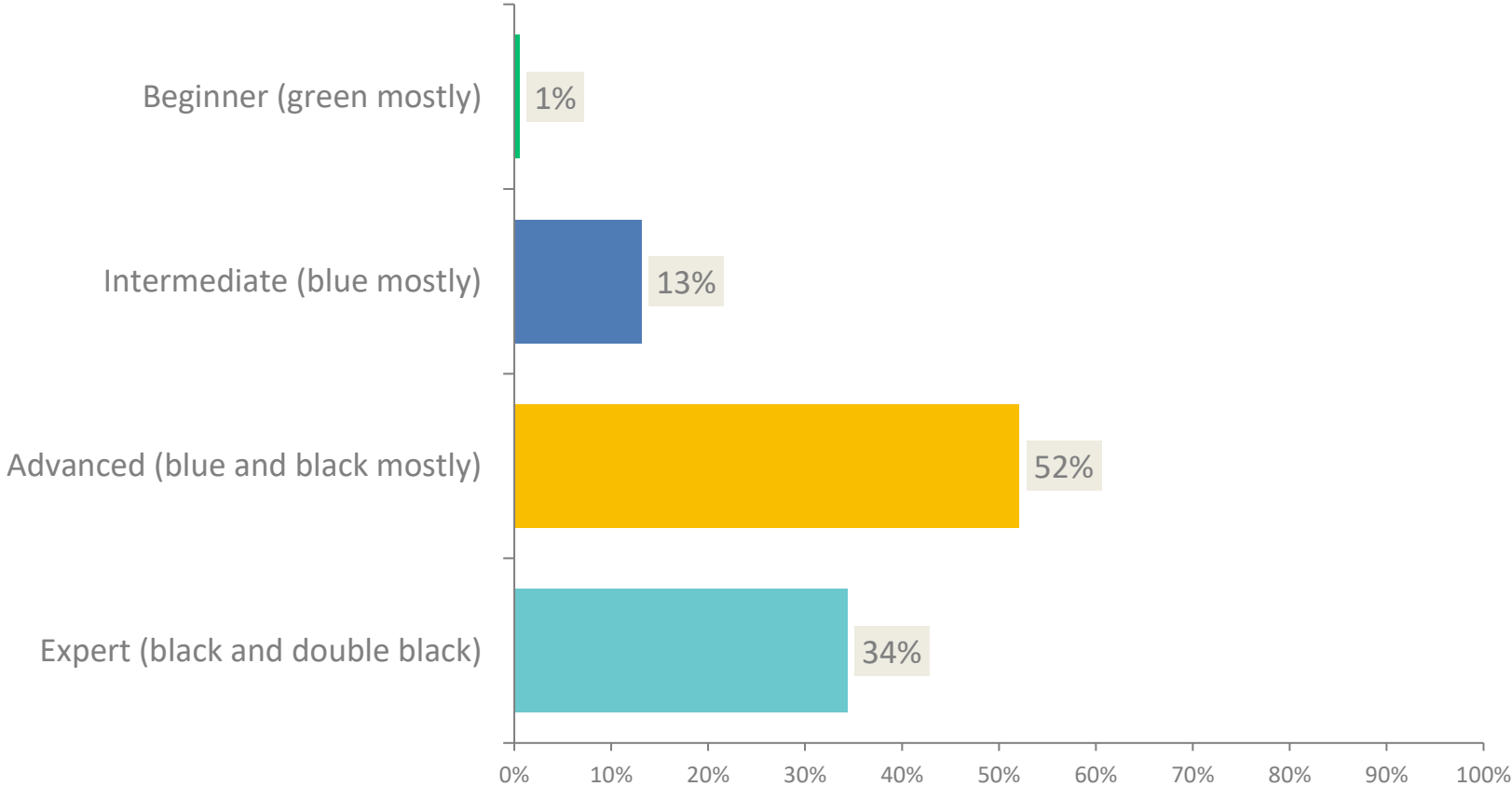
What is your usual riding style? Select all that apply.



Key Findings — Riding Style

Trail/all-mountain (77%) and enduro (65%) dominate as riding styles, with respondents selecting an average of nearly three styles each — confirming a versatile, multi-disciplinary rider base rather than narrow specialists. Gravity disciplines (DH 27%, Freeride 17%) maintain a meaningful presence, while gravel/adventure (28%) and e-MTB (20%) point to growing diversification. Cross-country riders (22%) trail the pack, consistent with the technically demanding orientation of North Shore terrain and lack of trails at this level.

How would you describe your mountain biking skill level? Choose one.

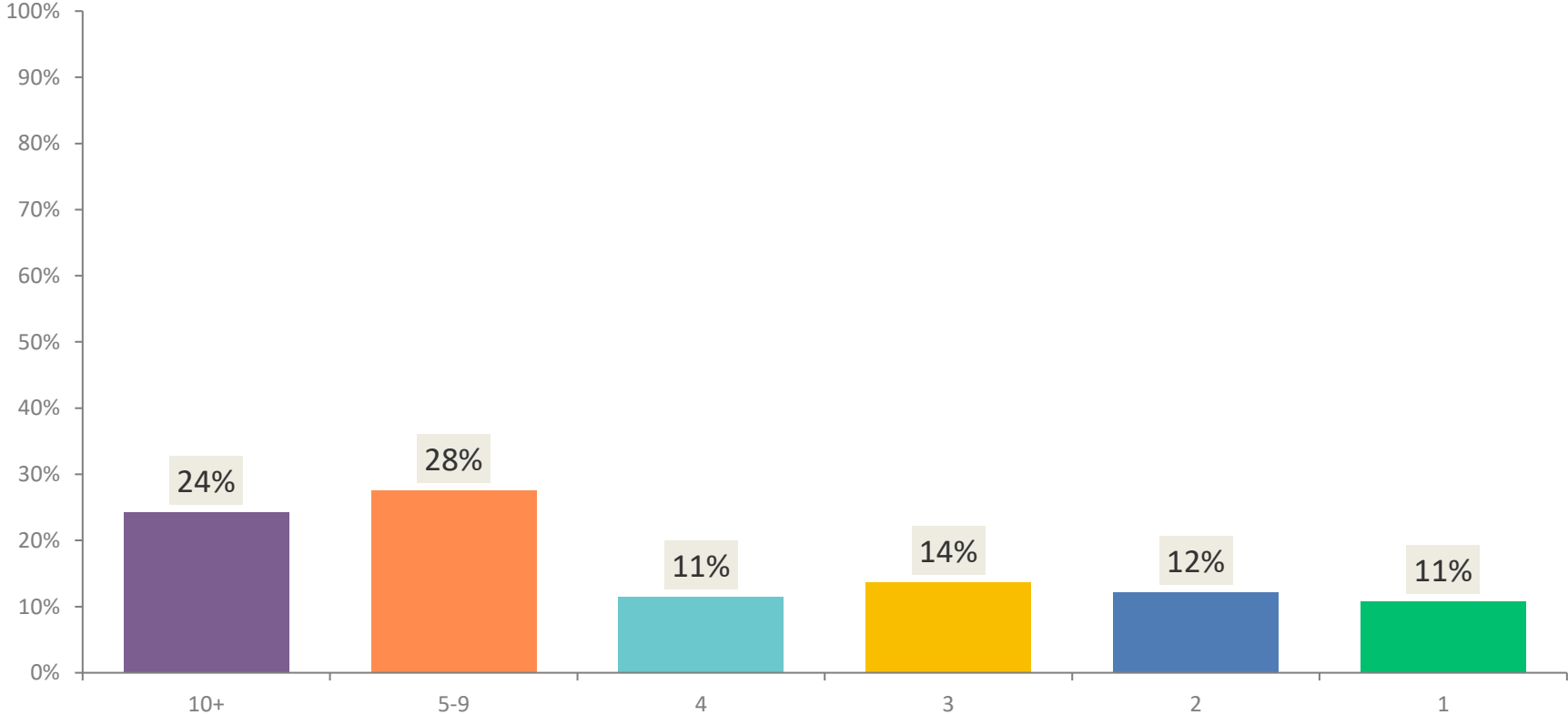


Key Findings — Skill Level

The respondent base is highly skilled — 86% identify as advanced (52%) or expert (34%), with beginners virtually absent at just 1%. This skews feedback toward the priorities of experienced riders who seek out advanced and technical terrain.

Combined with the trail-choice data in Q19, this strongly explains the network's identity as a technically demanding system. Considering this orientation of riders, it is highly notable that beginner-trail development (discussed later in the survey) is a relatively high priority for this ridership base.

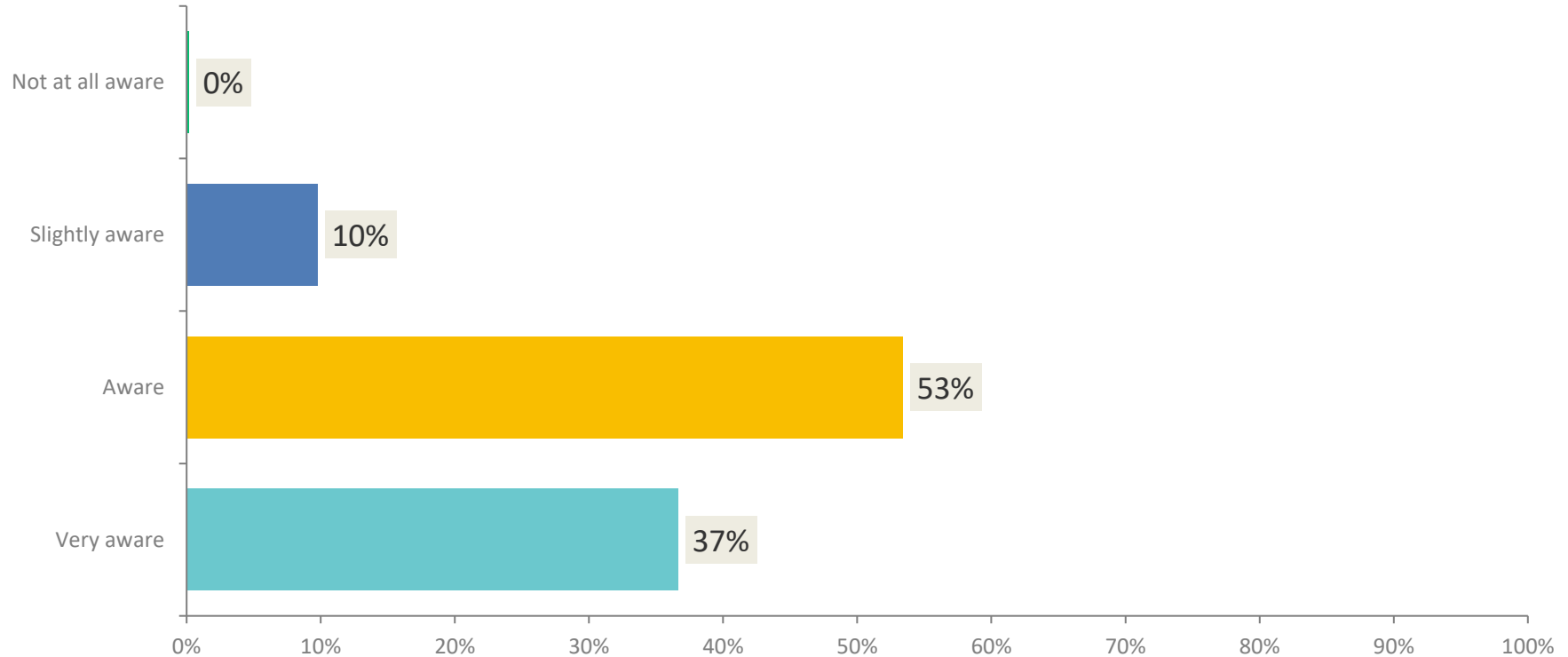
How many years have you been a member of NSMBA? Please estimate.



Key Findings — Years of NSMBA Membership

Membership tenure is well-distributed: roughly half of respondents (52%) are long-term members of 5+ years and 48% are relatively newer at 4 years or less. The strong 10+ year cohort (24%) suggests excellent retention among committed riders, while balanced recruitment across years 1–4 (each around 11–14%) indicates a healthy and steady inflow of new members. The organization appears to be succeeding at both attracting and retaining members across the lifecycle.

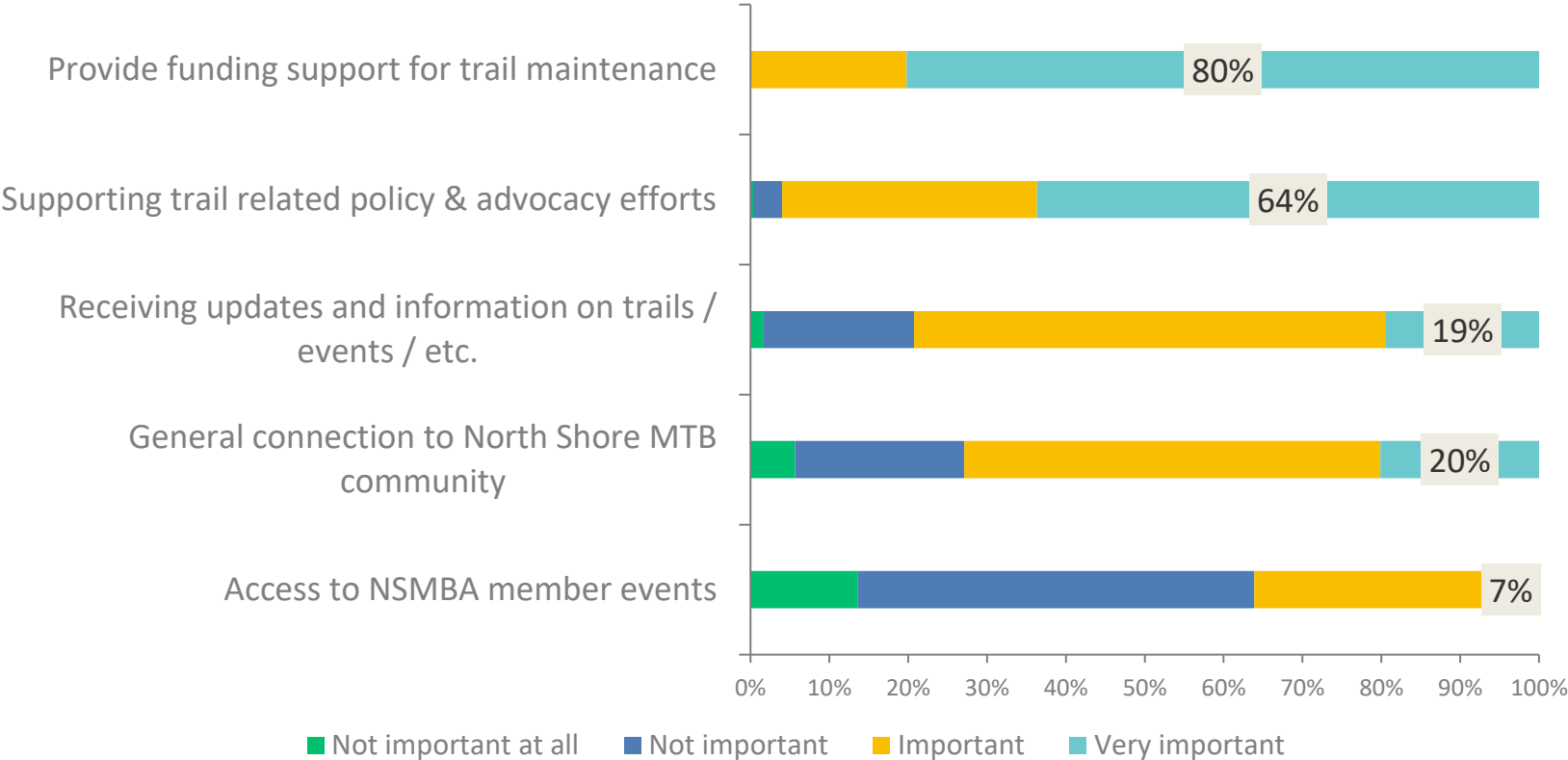
The NSMBA is one of North America's oldest mountain bike organizations, established in 1997 as a volunteer driven non-profit organization dedicated to caring for a sustainable trail network on the North Shore... overall, how aware are you of NSMBA and its activities? Choose the response that best represents your awareness?



Key Findings — Awareness of NSMBA

NSMBA awareness is extremely high — 90% of respondents describe themselves as 'aware' (53%) or 'very aware' (37%), with only one person claiming no awareness at all. This is unsurprising given the survey was distributed via the NSMBA member / contact list, but it nonetheless confirms NSMBA's brand and identity are well-established within its core audience. The 10% who are only 'slightly aware' represent a small but addressable communication opportunity.

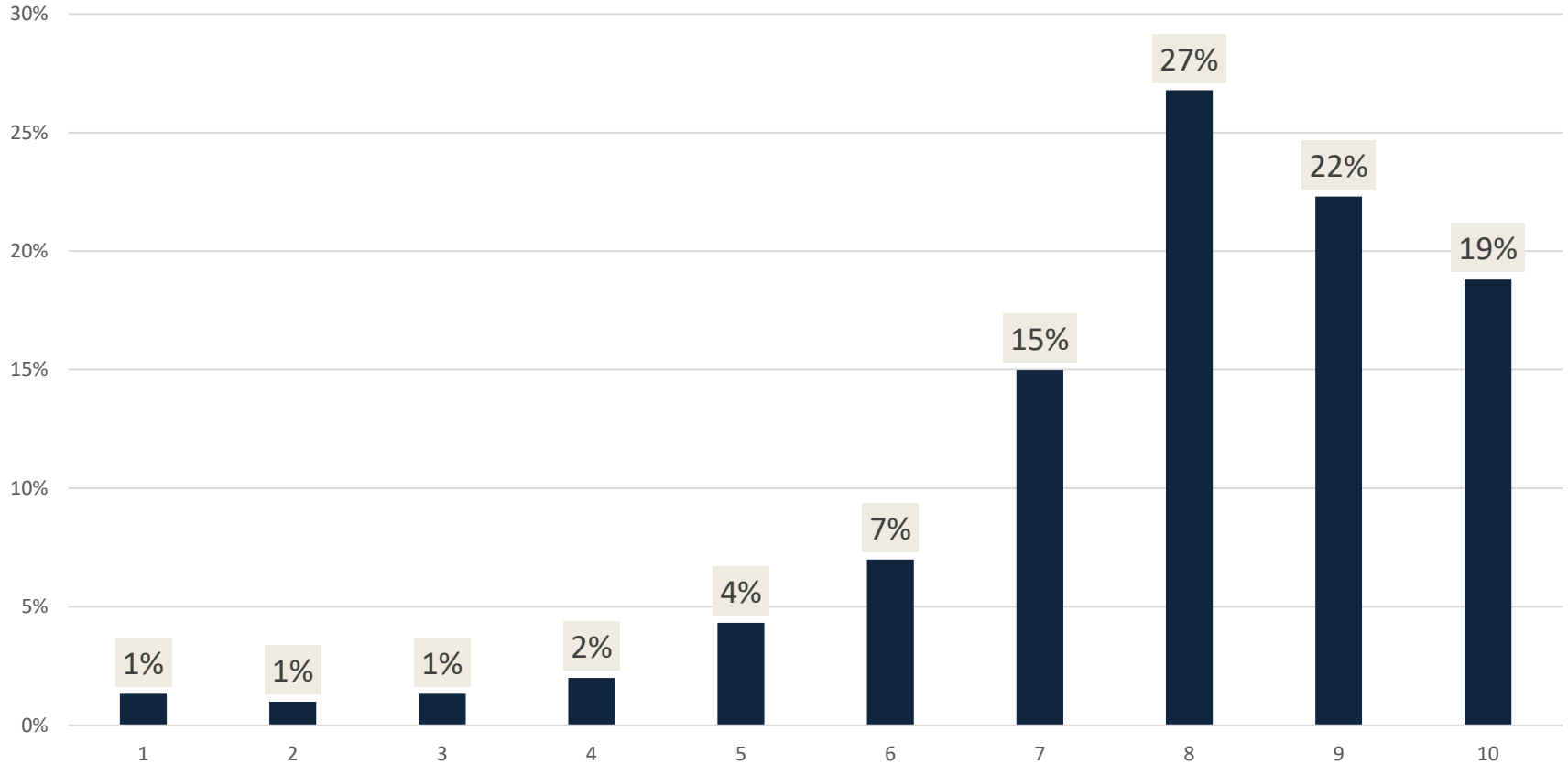
How important are the following factors in your decision to be a member of NSMBA?



Key Findings — Why Members Join

Trail maintenance funding (weighted 3.8/4) and trail-related policy/advocacy (3.6/4) clearly dominate as drivers of membership, with 80% rating maintenance funding 'very important.' Communications and community connection rank only as 'important' (2.9–3.0/4). Member events are the lowest priority (2.3/4, with 64% rating them not important) — a striking signal that members join NSMBA to fund and protect the trail system, not for social or event benefits.

On a scale of 0 to 10, with 10 being the extremely satisfied, how satisfied are you overall with NSMBA?



Key Findings — Overall NSMBA Satisfaction

NSMBA earns a strong average satisfaction score of 8 out of 10, with a total of 4,728 points across 601 responses. This sits firmly in the 'satisfied' zone but leaves measurable headroom for improvement before reaching delight. The score is consistent with the high trust level in Q11 and reflects a generally favorable view among an engaged member base. Among dissatisfied respondents, the following characteristics were identified:

The majority of dissatisfied respondents (59%) were not members of NSMBA, primarily emphasized dissatisfaction with a lack of new advanced-expert trails in the region, and consider NSMBA to be too “progressive” in orientation. They are primarily long-term North Shore residents, strongly oriented toward expert level riding, believe there are already too many beginner and intermediate trails on the North Shore, participated in fewer trail days than the overall sample population (more than 50% participated in none), are almost exclusively men (only 7% women), and are older on average than more satisfied respondents.

Open-Ended Responses: Key Themes

Respondents who rated their overall satisfaction with NSMBA (average score: 8/10) were invited to explain their rating in 1–2 sentences. Roughly 430 riders did so. The comments are overwhelmingly positive but consistently constructive — most pair praise with a specific ask. The themes below capture the recurring patterns, ordered by how frequently they appear.

The headline tension: near-universal praise for trail maintenance, paired with a widespread feeling that the sanctioned network has not grown enough to keep pace with demand.

Themes — Strengths & the Central Ask

1. Trail maintenance is the standout strength. By a wide margin the most common comment — “well maintained,” praise for the “trail fairies,” and gratitude for trail condition. For many respondents it is the single reason they are members and the basis for their high scores.

2. Demand for new trails is the dominant criticism. Even very satisfied riders qualify their score with “but we need more new trails.” Many note the sanctioned network has barely grown in a decade while ridership and population surged, comparing the Shore unfavourably to Squamish, Whistler, Pemberton and the Fraser Valley.

3. Advocacy is valued, but the land-manager constraint looms large. Respondents credit NSMBA’s advocacy while acknowledging how hard it is to work with Metro Vancouver, DNV and BC Parks. Opinion splits between “navigating an impossible job well” and wanting a bolder posture; several want clearer evidence of tangible advocacy outcomes.

Themes — Trust, Direction & Recovery

4. Perceived politicization / DEI focus is polarizing. A persistent minority feels NSMBA drifted into DEI, Indigenous and “social justice” topics and should refocus on core trail work; a smaller group wants more inclusion and accessibility. Notably, many critics also welcome an apparent “pivot back to basics” over the past year.

5. Leadership controversy, with a clear sense of recovery. Many reference last year’s “drama” — the former ED’s remarks, the AGM, board incidents and New Normal. The common arc is “trust was damaged, but the org is back on track,” with repeated praise for new ED Cynthia Young and improved engagement.

6. Handling of unsanctioned trails — especially New Normal. The decommissioning of well-built unsanctioned trails is a frequent, pointed grievance. Many argue NSMBA should advocate to sanction quality existing trails rather than tear them down; a smaller group wants a firmer crackdown for forest health.

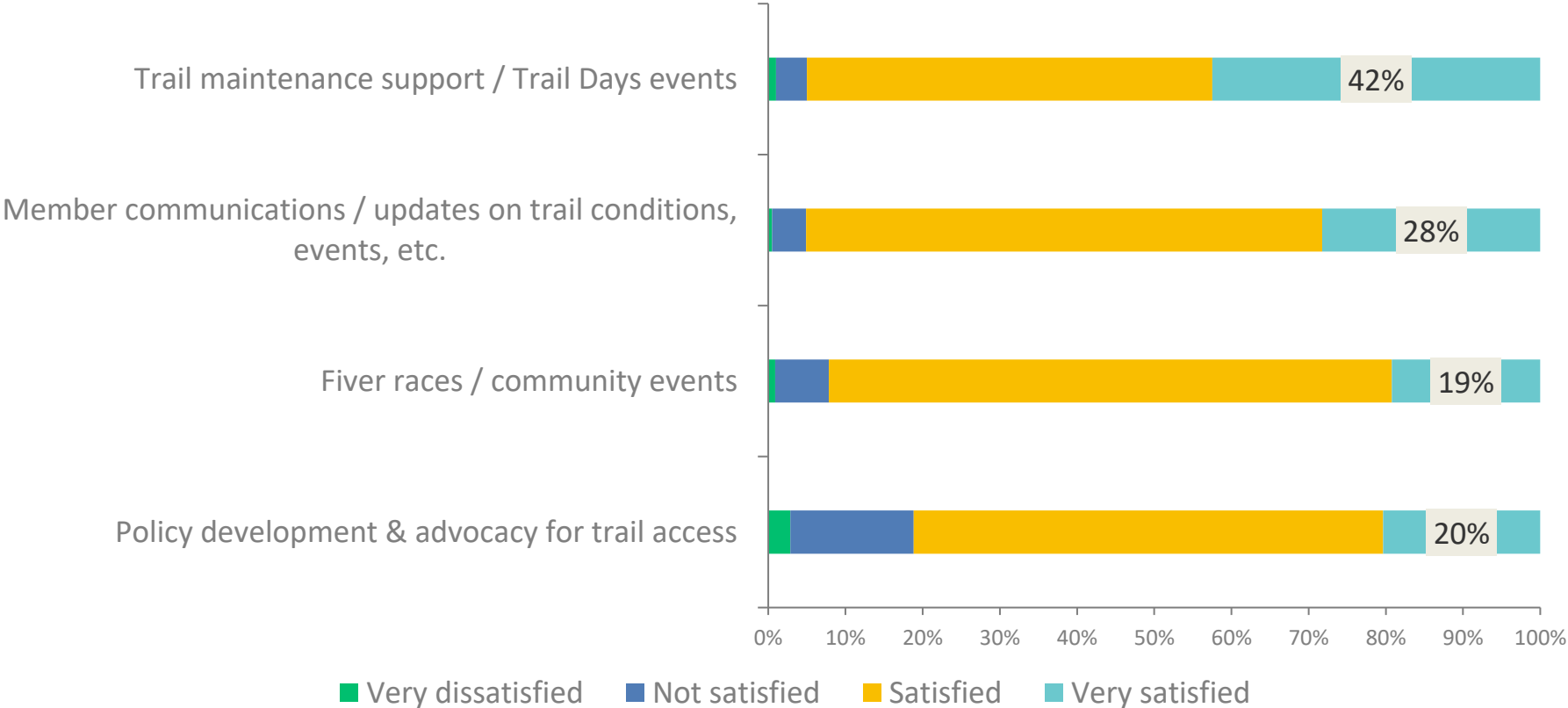
Themes — Trail Character, Comms & Tensions

7. “Dumbing down” of technical trails. A meaningful contingent of advanced riders objects to trails being smoothed, armoured or bermed toward a “bike-park” feel, losing natural and technical character (Espresso and other classics cited). This sits in direct tension with requests for more beginner and family terrain.

8. Communications are strong; events are mixed. Email updates, social media, trail-condition info and trailhead QR codes draw frequent praise. Fivers are well-liked as fun, non-competitive community builders; recurring asks are for social/group rides, a proper XC race, and the return of the Women’s and family Fivers.

Cross-cutting tension: riders pull in opposite directions on trail difficulty (preserve tech vs. add beginner/family terrain) and on unsanctioned trails (sanction them vs. crack down). No single fix satisfies everyone — a tension several respondents acknowledge themselves.

NSMBA receives most of its operating revenues from memberships, grants, and donations. How satisfied are you with the following service areas of NSMBA in the past year?



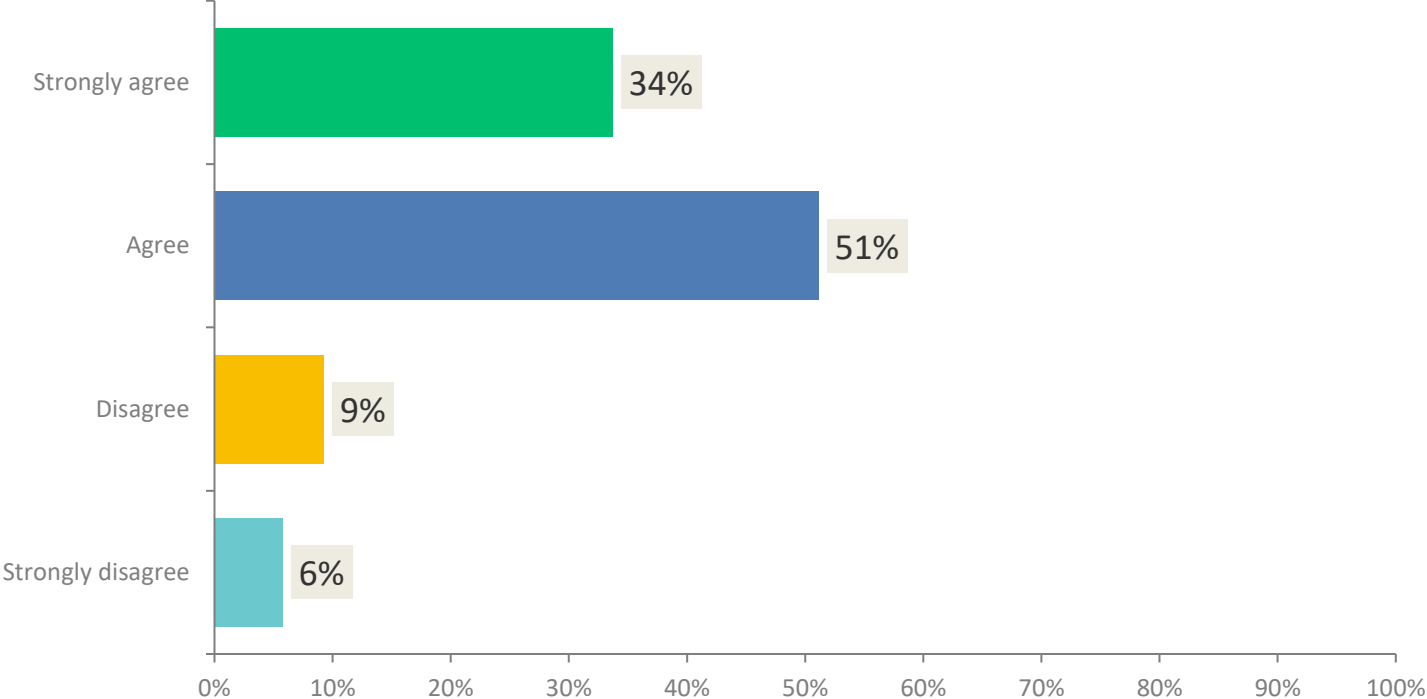
Key Findings — Service Area Satisfaction

Satisfaction is highest with trail maintenance support and Trail Days (weighted average of 3.4/4) and lowest for policy and advocacy work (3.0/4) but the spread between the two is small.

A notable finding is that 19% expressed dissatisfaction with advocacy, wishing NSMBA to be more vocal and aggressive with trail managers regarding the need for new trail development.

Trail maintenance shows the strongest alignment between importance and satisfaction, with high scores in both categories. **This is one of the most important findings in this entire study**, suggesting that NSMBA is effectively focusing on the topics that are most important to the majority of its members and stakeholders.

What is your level of agreement with the following statement: "I trust NSMBA to represent trail users' interests effectively."



Key Findings — Trust in NSMBA

NSMBA enjoys broad trust: 85% of respondents agree or strongly agree that it represents trail users' interests effectively. However, 15% disagreement (including 6% strong disagreement) is non-trivial for a member organization, particularly given the advocacy gap surfaced in Q10. Maintaining and growing this trust appears closely tied to demonstrating advocacy outcomes more visibly.

Respondents giving lower scores on this question were the same as those with low satisfaction in Q8 (older, male, expert riders...)

Why members trust NSMBA (the supportive majority)

A few reasons recur again and again:

"By riders, for riders." The single most common justification. Members trust the organization because they believe the board, staff, and volunteers are themselves riders who understand the community and share its values. Comments like "the executive committee are riders," "by riders, for riders," and "NSMBA are riders themselves" appear repeatedly.

Empathy for a hard, constrained job. Many respondents explicitly recognize that NSMBA operates in a tough position between rider desires and risk-averse land managers (DNR, Metro Vancouver). They credit the association with professional, collaborative land-manager relationships and frame compromise as unavoidable rather than as failure. Several note the holdup on new trails is at the municipal level, not NSMBA.

"Who else would?" A defensive but very common form of trust — there's no viable alternative, and an organized group is better than lone advocates. Several said this almost verbatim.

Visible work and communication. Track record over ~30 years, community outreach, social media, newsletters, email updates, trail days, and the fact that trails stay open and maintained.

Why some members are skeptical (the dissenting minority)

The criticism is not monolithic — it splits into several distinct and sometimes *opposing* groups:

"Trail users" vs. mountain bikers. A recurring semantic objection: NSMBA is a mountain bike organization, so several respondents question whether it represents *all* trail users (hikers, runners, equestrians) at all — and a few feel it shouldn't try to, or that non-bikers (who don't pay membership) get too much priority.

Advanced/expert riders feel abandoned. One of the loudest critical themes. These members feel NSMBA now caters to beginners, e-bikes, and low-skill riders "at the expense of preserving heritage," cites the loss of old-school gnarly/black trails, B-lines on hard trails, and trail armoring, and warns the Shore is becoming a "has-been" area eclipsed by Squamish and Cumberland.

Beginner/accessibility advocates — the opposite view. A countervailing group wants *more* green trails, family-friendly options, "trail highways," and support for adaptive and senior riders, arguing NSMBA over-indexes on black/double-black terrain.

Not aggressive enough. A cluster feels NSMBA is too deferential — described variously as a "lap dog of the DNV," caving to landowners, and not pushing hard enough for new trails or for sanctioning existing unsanctioned trails.

Why some members are skeptical (the dissenting minority – cont'd)

Mission drift into social/political issues. Several respondents feel the association has been "sidetracked" by Indigenous relations, gender, or LGBTQ advocacy that they see as outside its mandate — and at least one says they'll withdraw financial support unless it returns to trail building only.

Resource allocation. A few feel too much goes to administration/grants and not enough to maintenance and building.

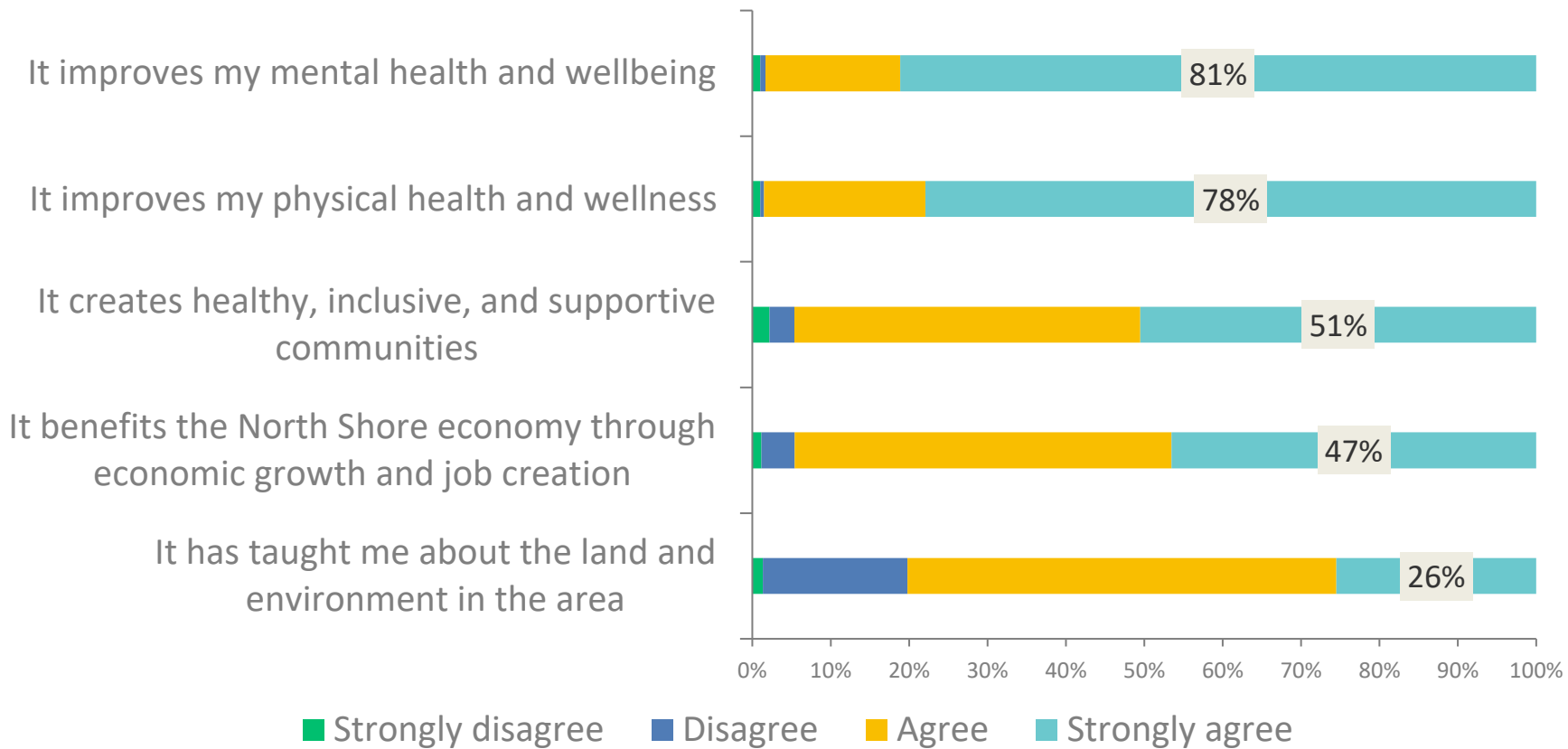
The cross-cutting "rebuilding trust" narrative

This is worth flagging separately because it shows up across both camps. A meaningful number of comments reference a trust-damaging period roughly a year ago — repeatedly named as the "**New Normal**" **decommissioning / Seymour unsanctioned-trail closures (around Jan 2025)** — and the organization's handling of it. The notable pattern is that many of these same people describe trust as *now recovering*: "more than I did a year ago," "improving though," "rebuilding member trust — lots of positive signs," and several crediting new leadership (the incoming president is mentioned positively).

Recurring survey-design feedback

Multiple respondents asked for a "**Not sure**" / "**N/A**" / **neutral option**, saying they were forced into Agree or Disagree when they genuinely didn't know enough to judge. Worth noting since it likely inflates both the "Agree" and "Disagree" buckets with people who'd have preferred to abstain.

What is your level of agreement with the following statements about mountain biking on the North Shore

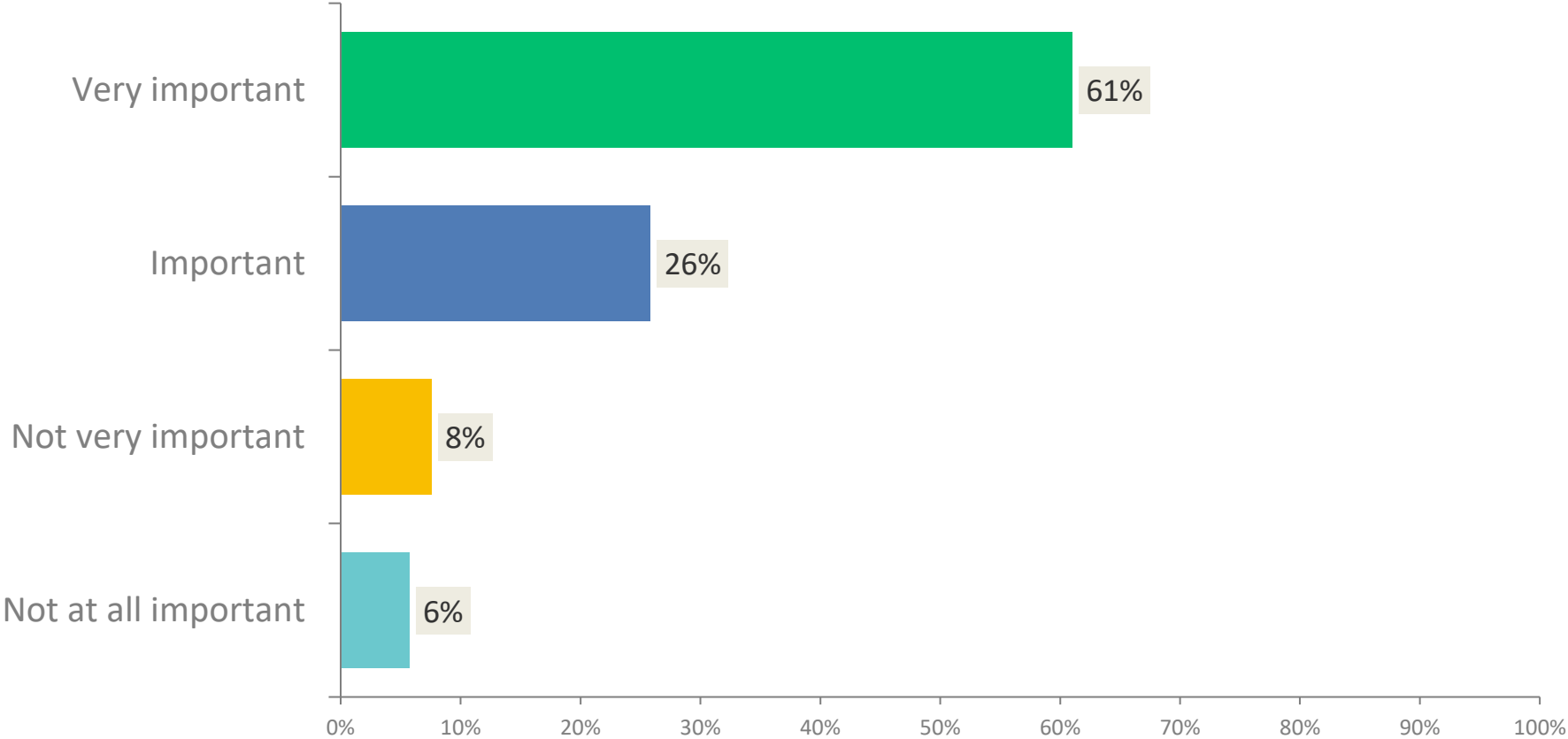


Key Findings — Statements About MTB on the North Shore

Respondents overwhelmingly link mountain biking to personal wellbeing — mental health (3.78) and physical health (3.75) score near-universal agreement, with over 75% strongly agreeing on each. This is a growing area of interest, research, and advocacy related to outdoor recreation, with a resurgent appreciation for “benefits beyond the economic” becoming an important consideration in modern public policy discussions.

Community-building (3.4/4) and economic benefits (3.4/4) earn similar broad agreement. The lowest-scoring statement, 'taught me about the land and environment' (3.0/4), still earns 80% agreement, but the lower score suggests an opportunity for NSMBA to deepen environmental education content.

How important was mountain biking and the trail networks in your decision to live on the North Shore or in Metro Vancouver?



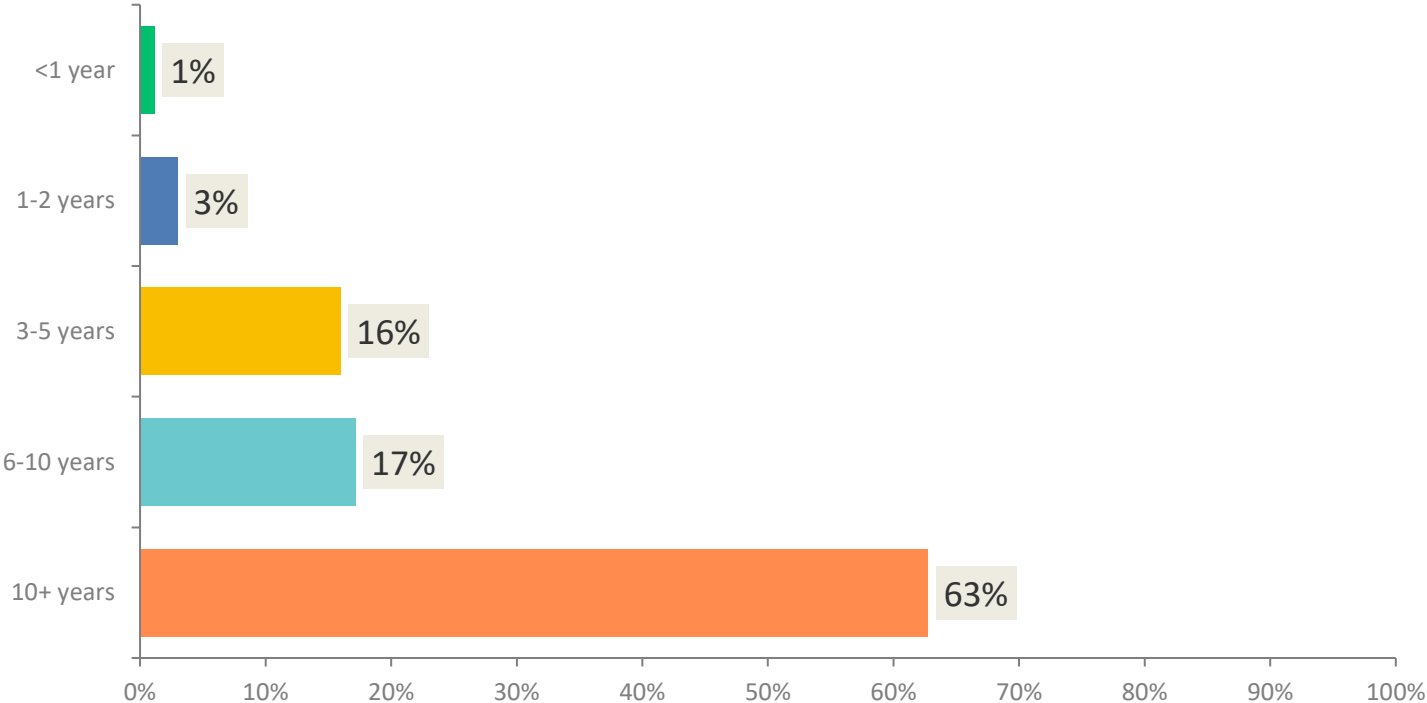
Key Findings — MTB's Role in Location Decisions

For 87% of respondents, mountain biking and trail networks played a meaningful role in their decision to live in the North Shore or Metro Vancouver — and for 61% it was 'very important.'

This is a striking data point from a regional economic and quality-of-life standpoint: the trail system is not merely recreational infrastructure but a material driver of residential location decisions. Similar to health related impacts of outdoor recreation becoming a more prominent area of research and policy development, the “amenity migration” value of outdoor recreation is only beginning to become properly understood, valued, and factored-in to public policy decisions related to recreation policy support and investment. “Great places to play are great places to live and work.”

How long have you been using the North Shore trails?

Answered: 601 Skipped: 4



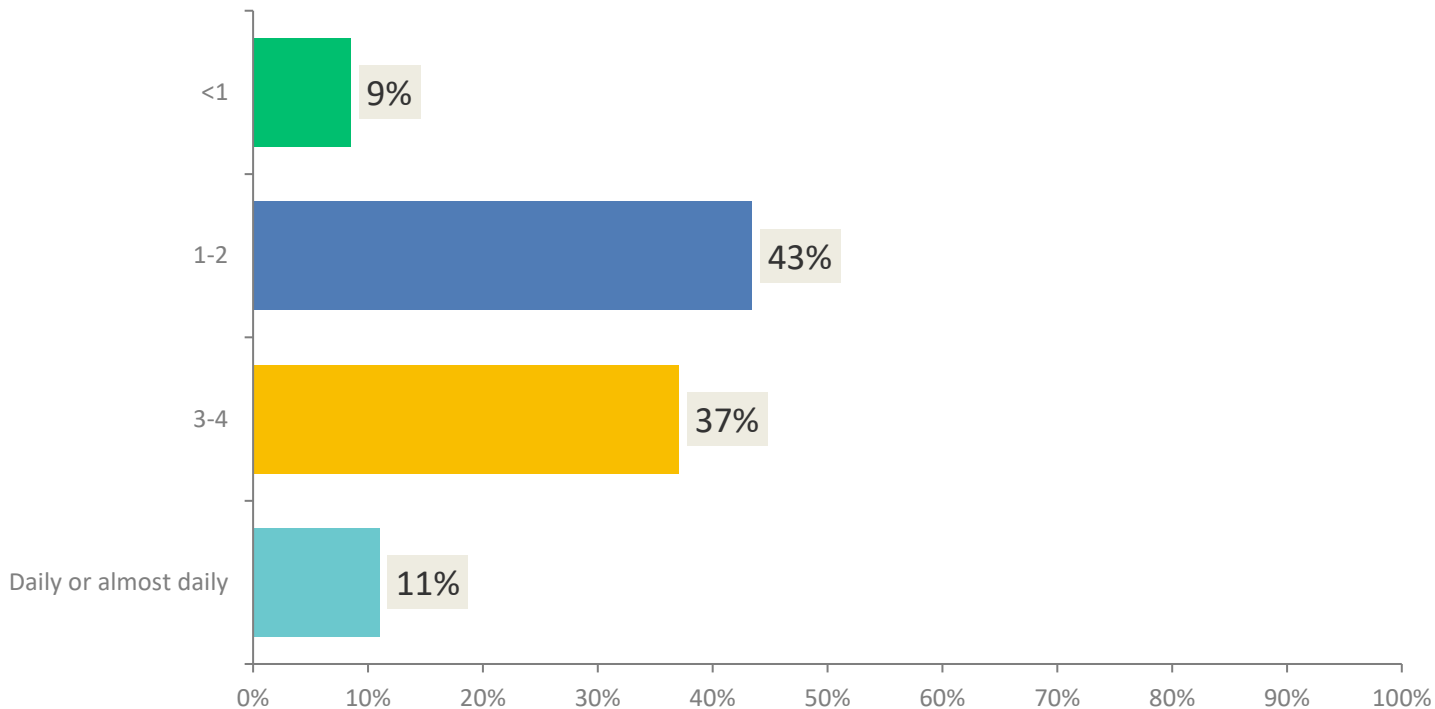
Key Findings — Years Using North Shore Trails

The respondent base is deeply rooted in the trail system — 63% have ridden North Shore trails for over 10 years and 80% for 6+ years, while only 4% are newcomers under 2 years.

Combined with high skill levels (Q4) and high riding frequency (Q15), this means the survey reflects the views of an experienced, invested user base whose perspectives weight heavily on legacy trails. The priorities of newer riders, particularly around progression terrain, may be somewhat under-represented in the results.

During a typical week, how many times do you ride (anywhere)

Answered: 599 Skipped: 6

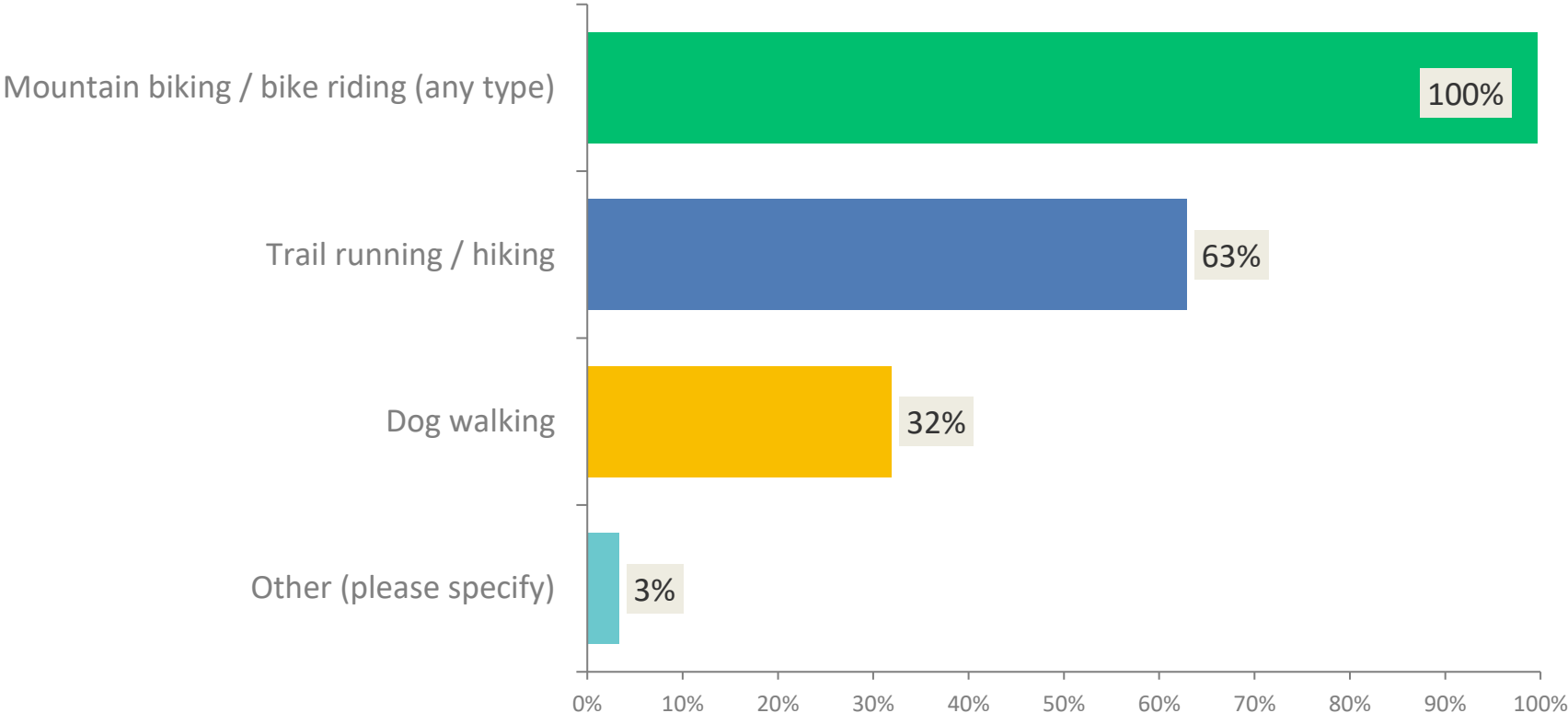


Key Findings — Weekly Riding Frequency

Mountain biking is a highly regular activity for respondents — 91% ride at least weekly, and nearly half (48%) ride three or more times per week. Only 9% ride less than weekly.

This high-frequency usage underscores the intensity of demand on the trail network and reinforces the priority respondents place on trail maintenance and reliability seen throughout Q7, Q20, and Q39.

What types of activities do you participate in while using North Shore trails?

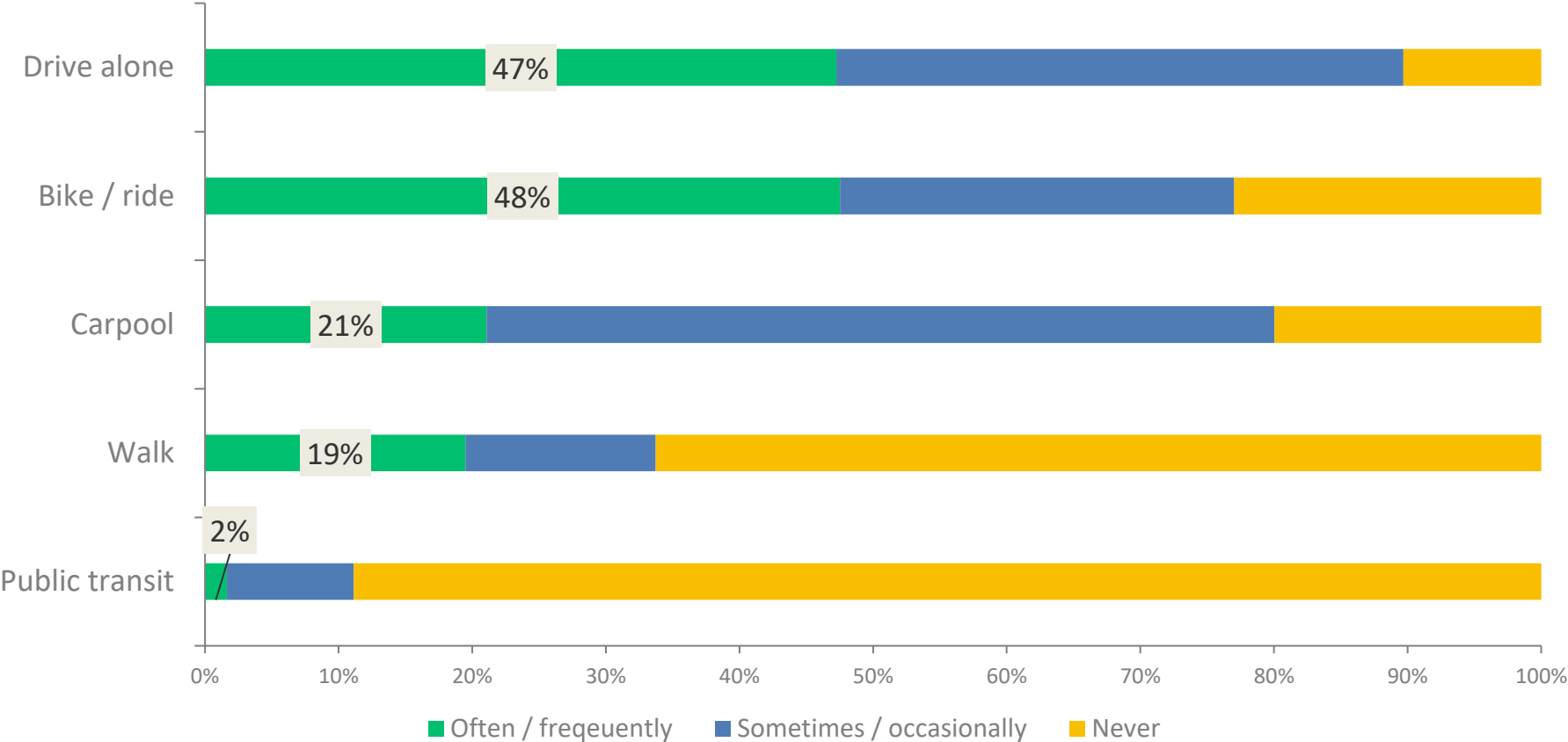


Key Findings — Trail Activities

While all respondents mountain bike, 63% also use the trails for running or hiking and 32% for dog walking — meaning a typical respondent participates in roughly two trail activities.

This multi-use pattern reinforces that respondents experience the trail system as a shared outdoor recreation resource, not bike-exclusive. It also helps explain the mixed views on multi-use trail development in Q21–Q23, where respondents tend to multi-use elsewhere but not on the most technical riding areas.

What are your usual modes of transportation to/from the trails?

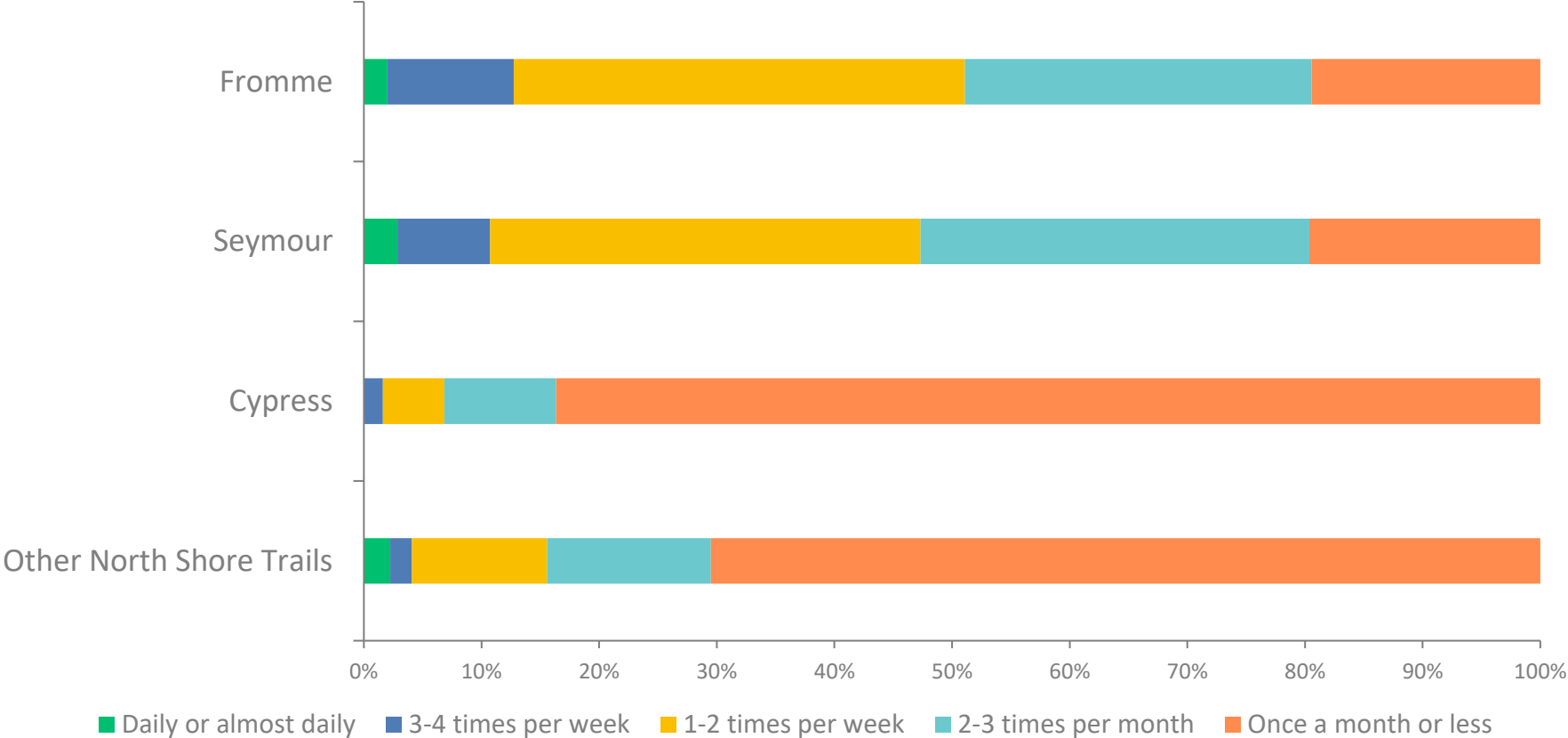


Key Findings — Transportation to Trails

Driving alone and biking to the trailhead are the two dominant modes (each at roughly 47% often/frequently), with carpooling commonly used 'sometimes' (59%). Public transit is essentially a non-factor — 89% never use it — which aligns with the low priority placed on improved transit links in Q39 (1.95/4 weighted score).

The strong bike-in rate is notable: nearly half of respondents regularly arrive under their own power, reflecting both proximity (Q37) and the local nature of the riding base (Q2). This is nonetheless a very high proportion of users compared to any similar research study on trail systems in B.C. This is a result worth celebrating and building upon.

In a typical riding year, how often do you ride each of the following trail networks?

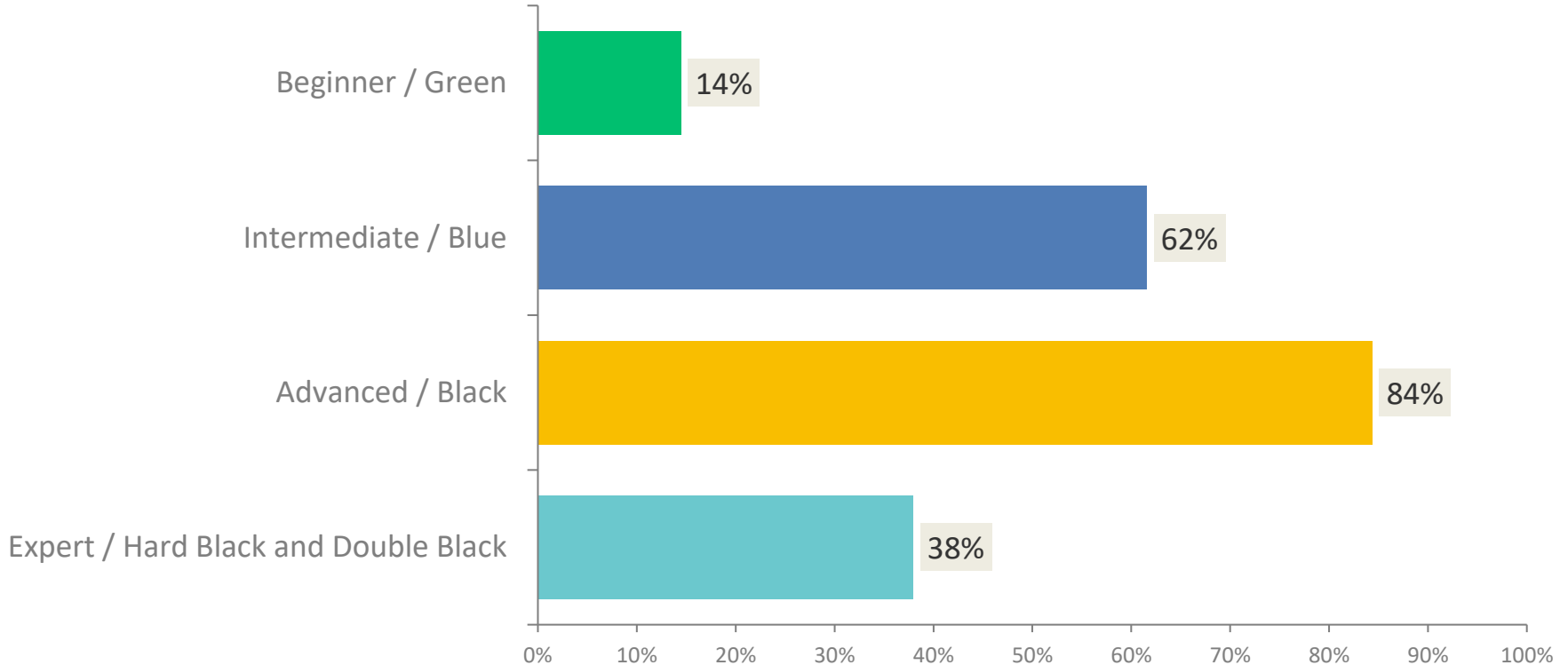


Key Findings — Frequency by Trail Network

Fromme and Seymour are the workhorse networks, each ridden weekly or more often by roughly half of respondents (51% Fromme, 47% Seymour).

Cypress is a clear outlier — 84% ride it monthly or less, and zero respondents ride it daily — confirming its more peripheral role in the system. This usage disparity has direct implications for resource allocation: Fromme and Seymour should likely command the majority of maintenance and development investment, *ceteris paribus* (all things equal).

What difficulty of trails do you "typically" choose to ride on the North Shore? Select all that apply.



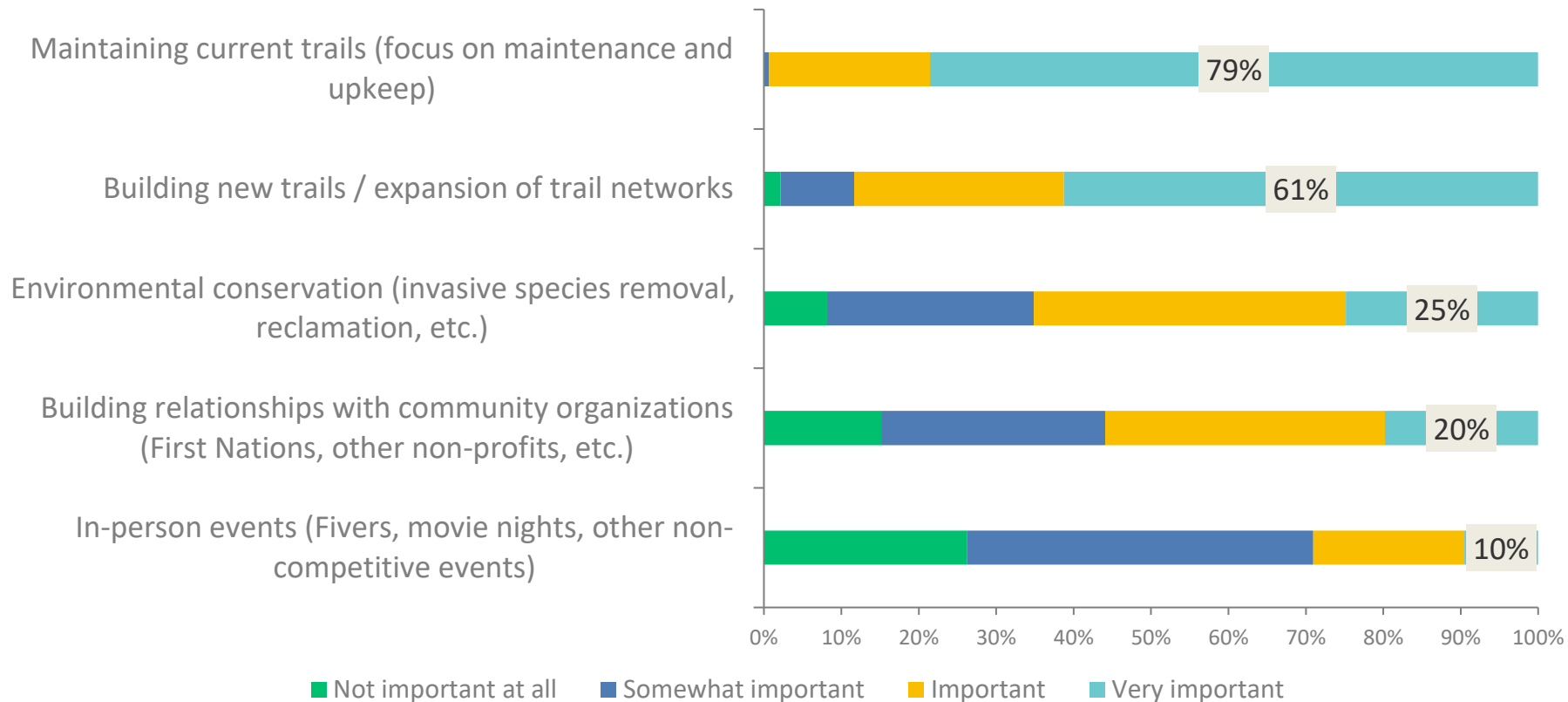
Key Findings — Trail Difficulty Typically Ridden

Advanced (black) trails dominate as the typical choice for 84% of riders, with intermediate blues a strong secondary (62%) and expert/double black still common at 38%. Beginner green trails see only 14% usage. This pattern — where most riders use multiple difficulty levels with a heavy black-trail focus — is consistent with the high self-reported skill level in Q4, and explains why 'advanced technical' and 'intermediate flow' consistently rank as the highest-priority trail development types across all three mountains in Q21–Q23.

It should also be noted that the beginner/green and intermediate/blue trail preferences far exceed the availability of these trails in the North Shore's three mail trail networks. **This is also one of the most important findings in this research.**

Please rate the following NSMBA initiatives in terms of their relative importance to you.

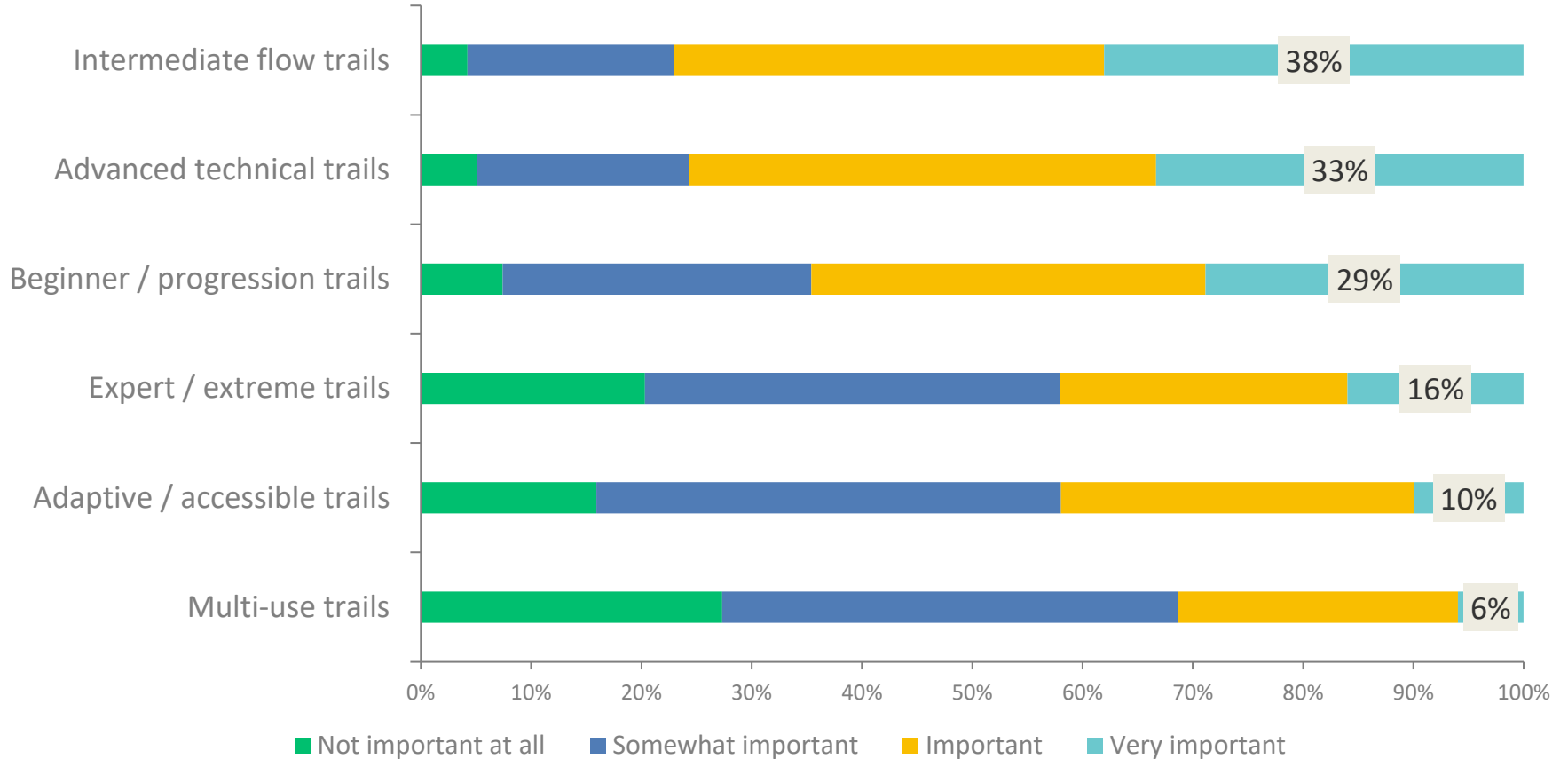
Answered: 601 Skipped: 4



Key Findings — NSMBA Initiative Importance

Maintenance of existing trails is by far the highest priority (3.8/4, with 79% rating it 'very important'), comfortably ahead of new trail construction (3.5/4). Environmental conservation (2.8) and partnerships (2.6) sit in the middle tier, while in-person events come in last (2.1) — mirroring the pattern in Q7. The clear message: members prioritize protecting and extending the physical trail asset over programmatic or social activities.

What type of trails should the NSMBA focus on developing / advocating for on Mt. Fromme?

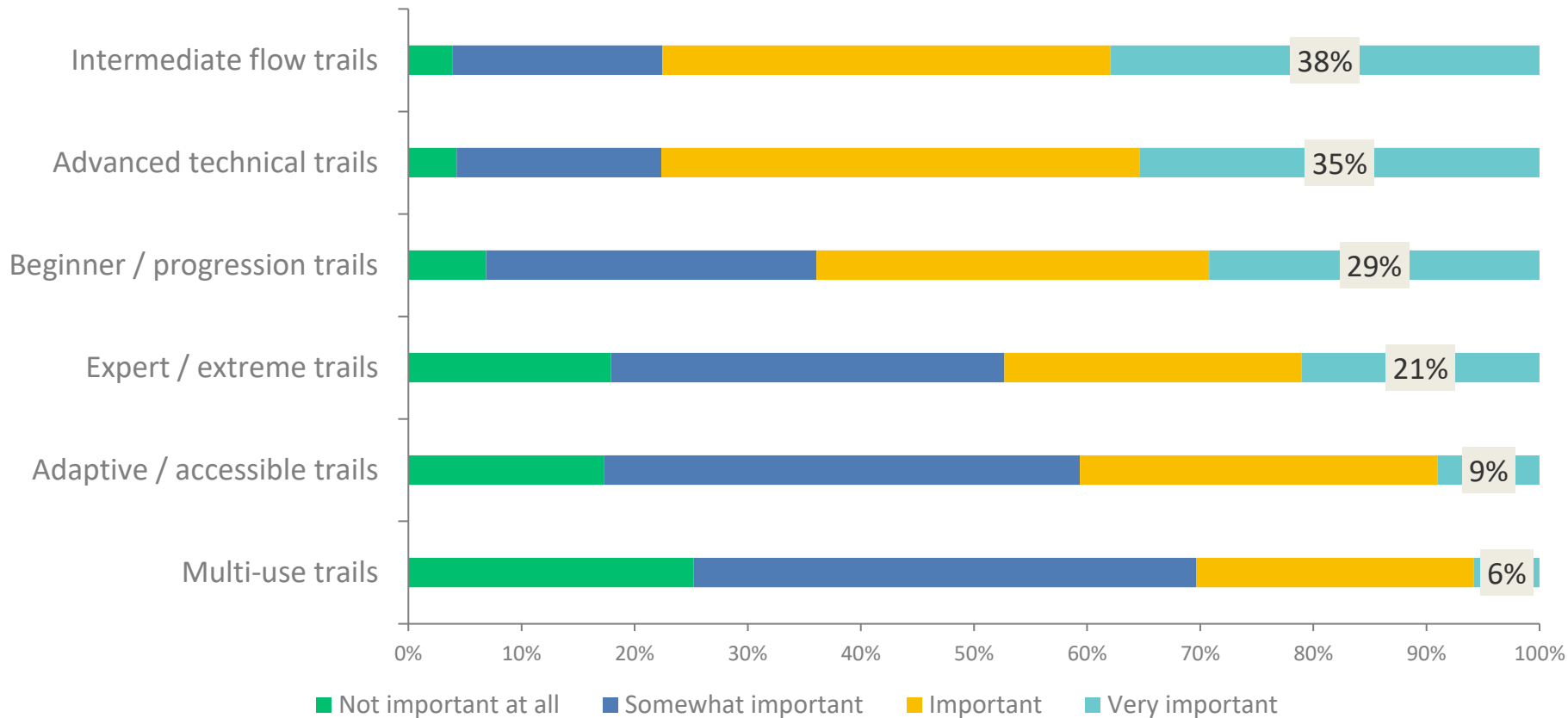


Key Findings — Trail Focus on Mt. Fromme

For Fromme, respondents want development weighted toward intermediate flow (3.1/4) and advanced technical trails (3.0/4), with beginner/progression a close third (2.9/4). Expert/extreme (2.4), adaptive/accessible (2.4), and multi-use (2.1) trail types are notably lower priority.

The narrow gap between the top three suggests Fromme is seen as a balanced network where development across multiple skill tiers — particularly the middle-to-advanced range — is welcomed.

What type of trails should the NSMBA focus on developing / advocating for on Mt. Seymour?

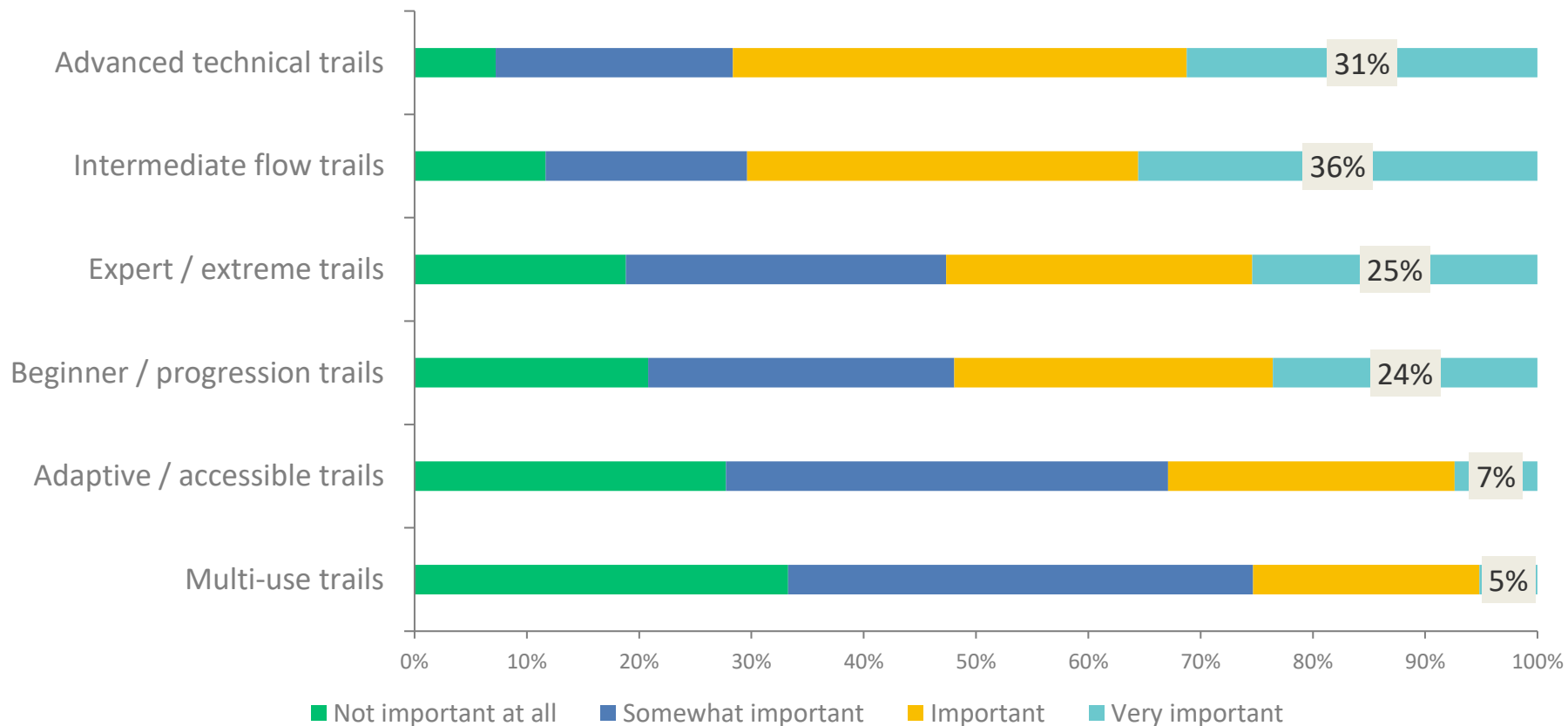


Key Findings — Trail Focus on Mt. Seymour

Seymour priorities closely mirror Fromme — intermediate flow (3.1/4) and advanced technical (3.1) lead, followed by beginner/progression (2.9).

One slight distinction is that Seymour respondents rate expert/extreme trails slightly higher (2.5 vs. Fromme's 2.4), suggesting Seymour is more strongly identified with the extreme end of the difficulty spectrum. As with Fromme, multi-use trails are the lowest priority at 2.1 / 4.

What type of trails should the NSMBA focus on developing / advocating for on Cypress?



Key Findings — Trail Focus on Cypress

Cypress priorities differ subtly from the other two mountains — advanced technical narrowly edges out intermediate flow (2.96 vs. 2.94), and expert/extreme (2.59) outranks beginner/progression (2.55).

The higher skip rate (43 respondents) reflects Cypress's lower usage seen in Q18, but the rank order suggests those who do ride Cypress are seeking a technically demanding experience. Multi-use trails again finish last across all three mountains.

[NOTE: THREE SIGNIFICANT FIGURES WERE USED TO DEMONSTRATE SLIGHT, BUT STATISTICALLY INSIGNIFICANT DIFFERENCES BETWEEN RESPONSE OPTIONS]

What is the single most important thing NSMBA should focus on in its trail strategy for the next five years?

This open-ended question provided respondents with the opportunity to provide “un-aided” input to NSMBA on where it should focus its limited resources in the next five years to support trail related experiences on the North Shore.

Open-ended questions like this are often skipped by respondents to surveys of this nature, particularly when positioned toward the end of the survey as this one. This was not the case. A total of 454 respondents took the time to provide thoughtful commentary on the future of trails on the North Shore.

Key themes are summarized on the following pages.



north shore
mountain bike
association
nsmba

What is the single most important thing NSMBA should focus on in its trail strategy for the next five years?

- 1. Expanding the trail network / building new trails** By far the most frequent response. Many riders want growth in the total number of sanctioned trails, often citing comparisons to Squamish, congestion on existing trails, and a growing user base that the current network can't support. Several specifically want expansion on Fromme, Seymour, and Cypress, plus connector trails linking the three mountains.
- 2. Maintaining and rehabbing existing trails** A close second. Strong sentiment that upkeep of the current network matters as much as (or more than) new builds, including rejuvenating older, run-down legacy trails rather than always cutting new ones. Frequently paired with concern that new trails shouldn't come at the expense of letting existing ones fall apart.
- 3. Beginner/intermediate trails and rider progression** A very large cluster wants more green/blue, flow, and progression-oriented trails. Riders repeatedly note the difficult gap between entry-level trails (Bobsled, Empress Bypass) and the next tier, and say they have to take new riders to Squamish to learn. Includes calls for kid-friendly trails and dedicated learning/skills zones.
- 4. Land manager relationships, advocacy, and a clear approval process** Many emphasize building/maintaining relationships with land managers (Metro Vancouver, DNV, First Nations) and establishing a repeatable, transparent framework for getting new trails sanctioned, rather than the current ad hoc situation.
- 5. Sanctioning existing unsanctioned ("rogue"/"grey-area") trails** A distinct recurring ask: formally adopt well-built, heavily-ridden unofficial trails (John Beer, John Queer, New Normal, Darkside of Seymour, etc.) to reduce environmental and legal risk.
- 6. Preserving access, technical heritage, and protecting against development** Two related strands: defending land access from residential development, and protecting the Shore's technical/tech-trail legacy. Some explicitly push back against "dumbing down" trails by converting tech lines to flow.
- 7. E-bikes, environmental sustainability, and capacity/infrastructure** Growing concern about e-bike impacts (trail wear, climb-trail conflicts, regulation), environmental footprint of building, and supporting infrastructure strained by user growth — parking, signage, toilets, and crowd management. A smaller but notable theme: long-term funding and membership growth.

What is the single most important thing NSMBA should focus on in its trail strategy for the next five years?

Sample Verbatims — Top 3 Themes

Theme 1: Expanding the network / new trails

"Network build-out. The networks have become so anemic that it's now the exception to ride a sanctioned trail (other than climbers)"

"Build more trails. Current trails are very busy...especially on Seymour. Build higher up the mountain!"

"More trails! We could be more competitive with Squamish. Lol"

"Building a few new notable trails (not just connectors) that will elevate the shore again"

Theme 2: Maintaining / rehabbing existing trails

"Trail maintenance, network expansion/revamping (we don't need a ton of new trails, but rebuilding older more run-down trails feels just as new as a brand new trail - eg. Ned's revamp)"

"That's a tough one. Maybe maintaining the current trail networks. New trails would be nice, but not if all the others are falling apart."

"Ensuring maintenance of the existing trail network to keep riders on sanctioned trails. If the sanctioned trails are super fun then there's less reason to seek alternate routes."

"Old trail rejuvenation. Example, Jerry Rig, this is a line that could be rejuvenated to expand network without cutting new trails."

Theme 3: Beginner/intermediate trails and progression

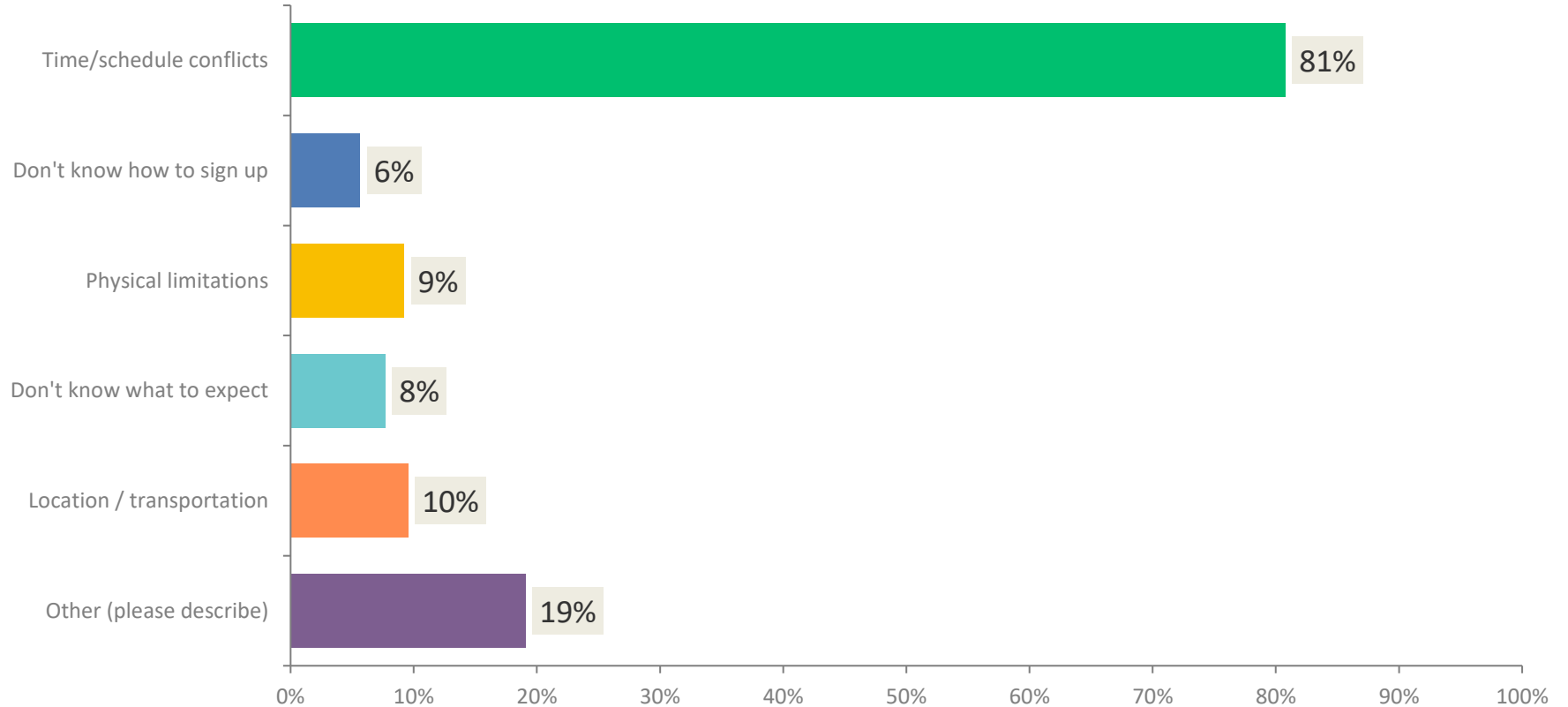
"Addressing the gaps between progression for new riders. The jump from something like Bobsled to Espresso or Empress to John Deere... is quite substantial."

"There aren't enough beginner/intermediate trails; too much black/double-black/expert trails and people get bored with beginner/intermediate, then hurt themselves"

"Even as an advanced rider, I do not feel that there are enough beginner trails on the shore. There are about 2 or 3 trails that may be appropriate for new riders and they get old fast."

"I find it very difficult to introduce beginners to mountain biking on the north shore... We could do with 3-4 more trails like bobsled on Fromme."

What prevents you from participating more in trail days? Select all that apply.

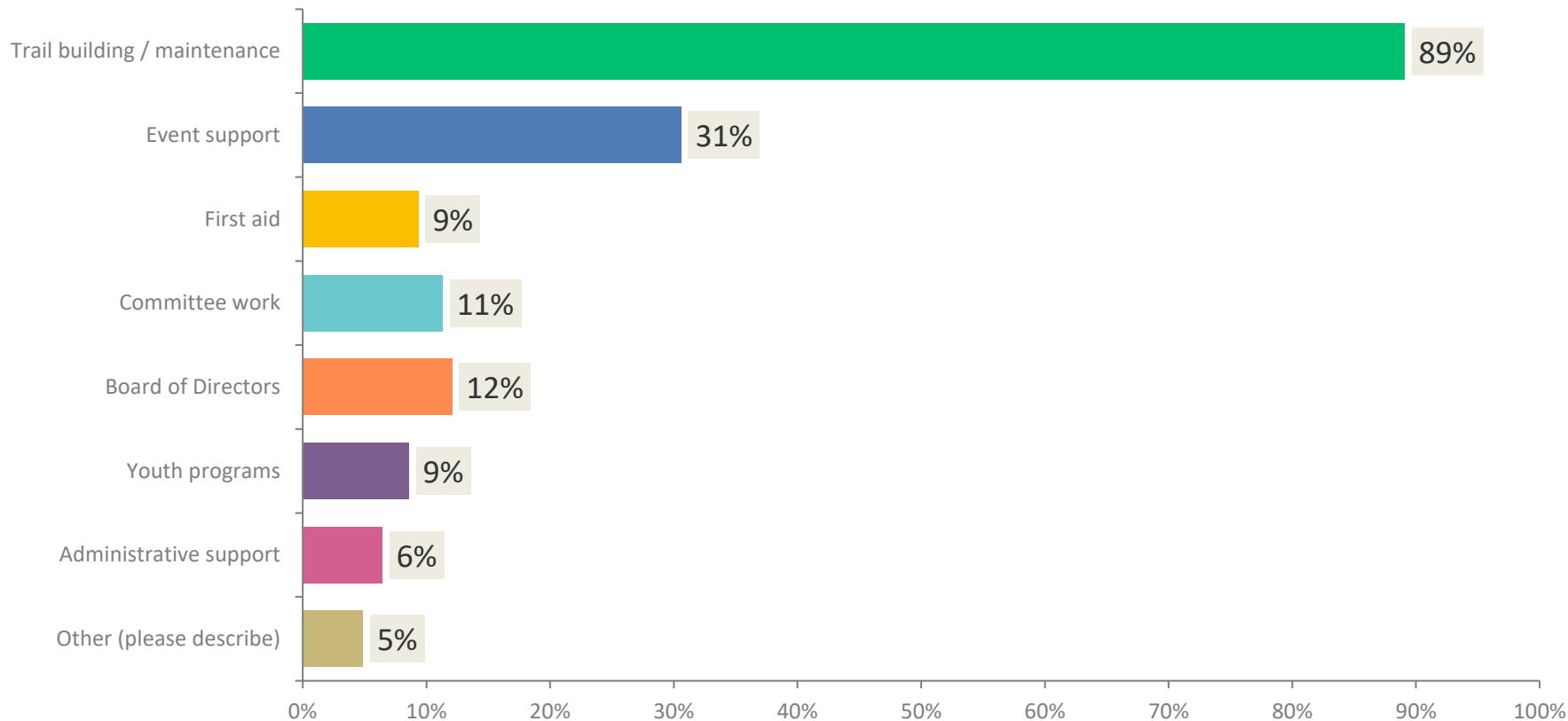


Key Findings — Barriers to Trail Day Participation

Time and schedule conflicts overwhelmingly drive non-participation in trail days (81%), dwarfing all other barriers. Information barriers ('don't know how to sign up' 6%, 'don't know what to expect' 8%) and logistical/physical barriers (~9% each) are relatively minor.

This points clearly to scheduling flexibility — different days, times, or shorter shifts — rather than communication or accessibility improvements, as the primary lever for boosting trail day turnout.

Which of the following NSMBA volunteer opportunities would you be interested in supporting? Select all that apply.

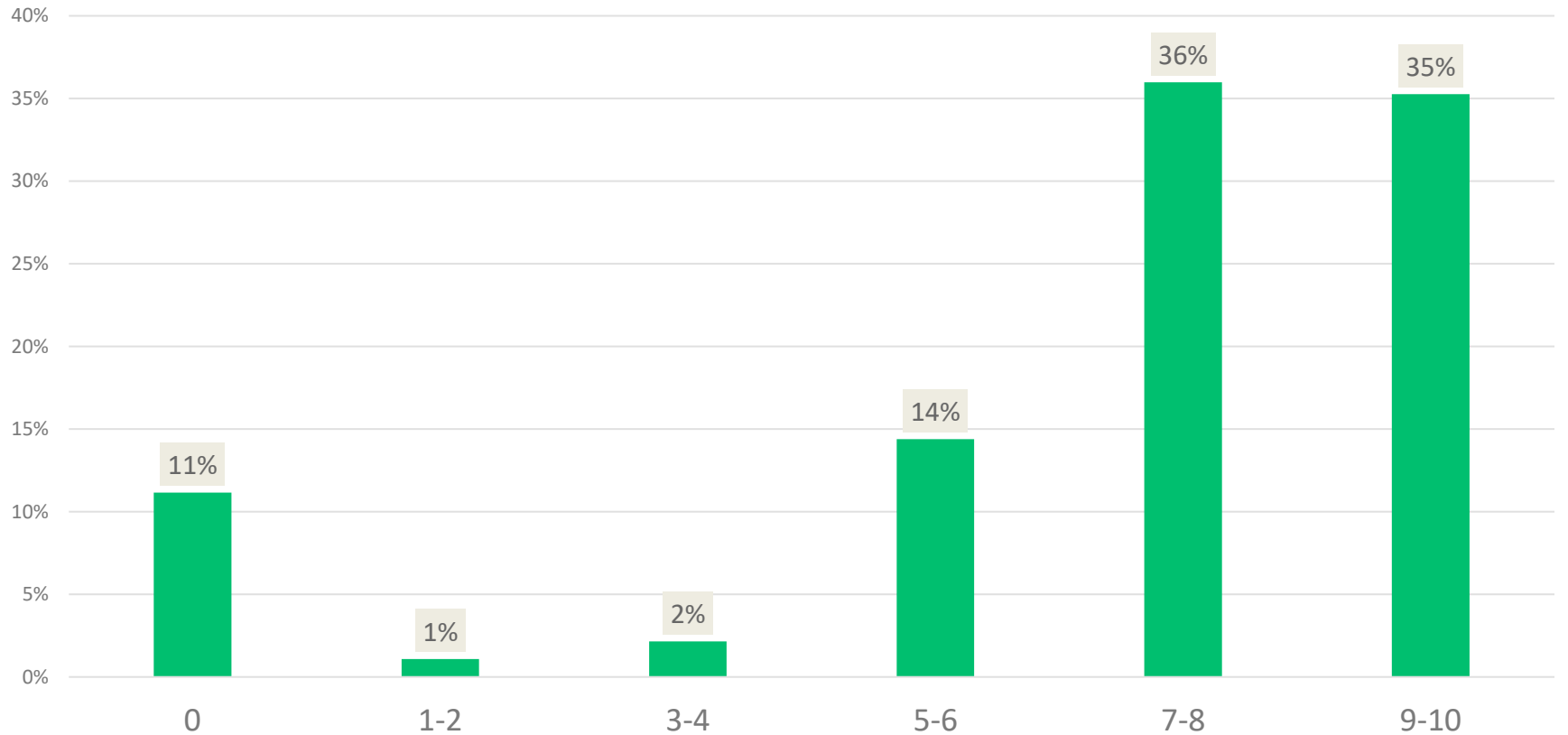


Key Findings — Volunteer Interests

Volunteer interest is heavily concentrated in trail building and maintenance (89%) — by a wide margin the most desired contribution — with event support (31%) a distant second.

Governance roles (board 12%, committee 11%) draw modest interest, while skilled or supporting roles (first aid 9%, youth 9%, admin 6%) are weakest. This mirrors the broader picture in Q7 and Q20: members want to get their hands dirty on the trails, not behind a desk or at events.

*How satisfied are you with NSMBA events
on a scale of 0 to 10?*



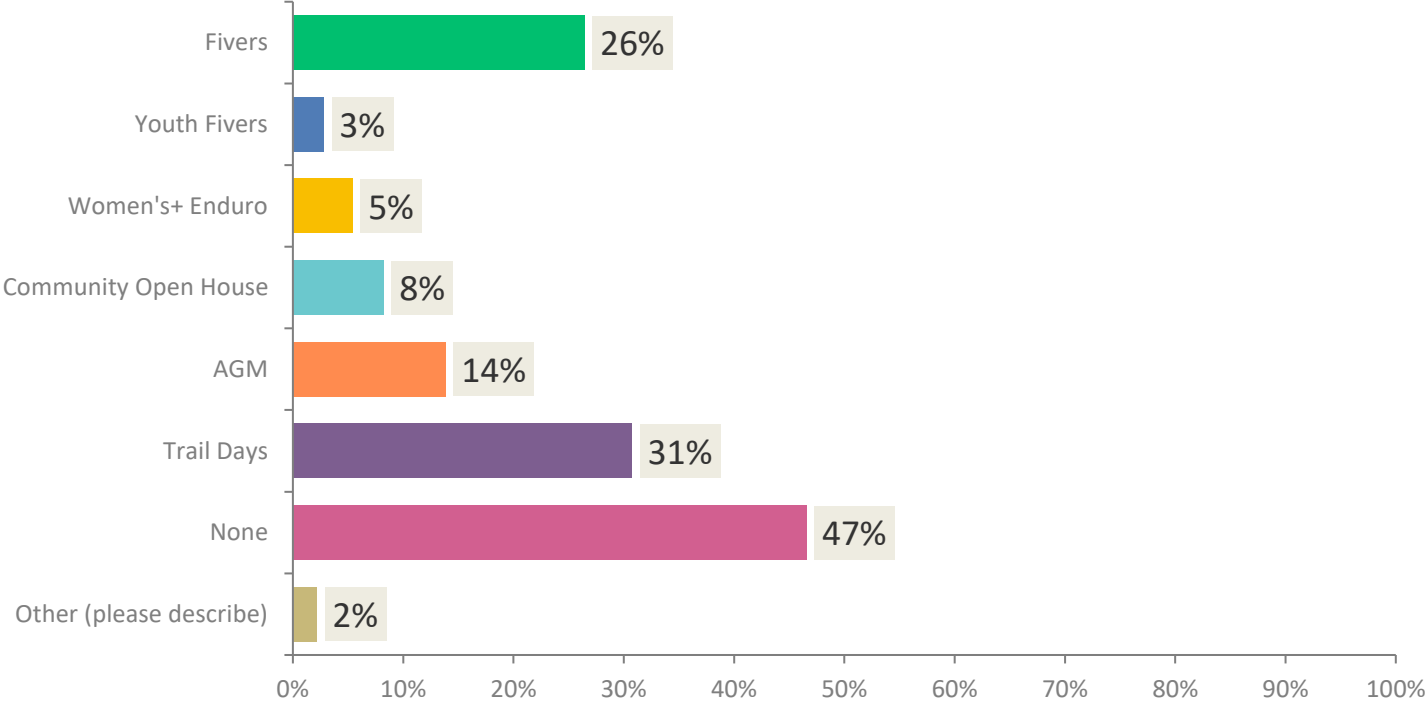
Key Findings — Satisfaction with NSMBA Events

NSMBA events show high satisfaction levels among respondents, with the most common responses being equally split between “7 to 8 out of 10” and “9 to 10 out of 10.”

The “median” or middle-point response is 8 out of 10, and the “mode” (most common response) is also 8 out of 10.

With the average satisfaction score of events being slightly lower than the overall NSMBA satisfaction score (Q8: 8) and the communications score (Q31: 8), this suggests events are a relative weak point compared with other categories of analysis, despite showing overall strong scores. Combined with the low importance placed on events in Q7 and Q20, this confirms events are not a clear priority or strength of members. These results reflect broad distributions, however, and it should be noted that events are a high priority for an important segment of members.

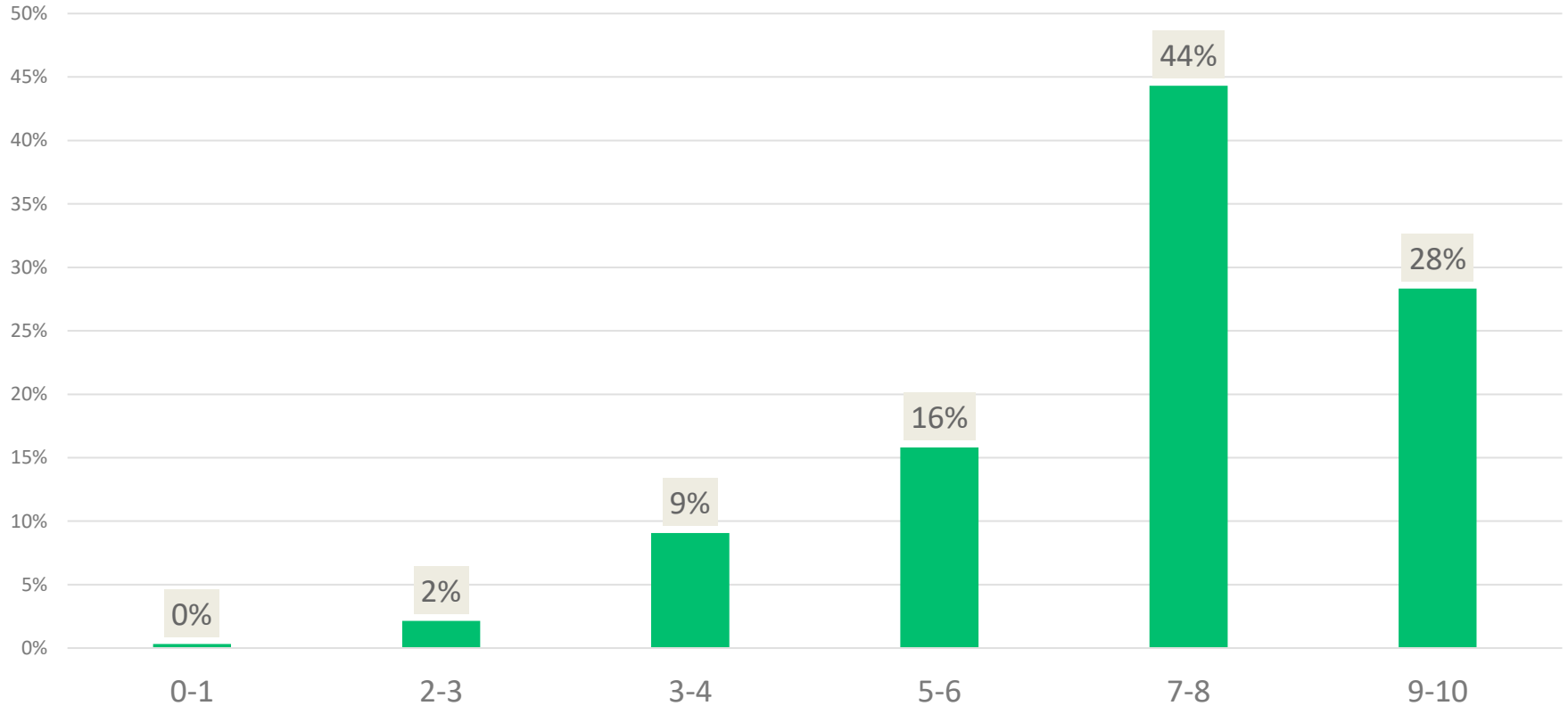
Which NSMBA events did you participate in during the 2025/26 season? Select all that apply.



Key Findings — Event Participation in 2025/26

Nearly half of respondents (47%) attended no NSMBA events during the 2025/26 season, with Trail Days (31%) and Fivers (26%) leading among those who did participate. The high non-participation rate, paired with the much larger membership share (76% in Q1), confirms that for most members NSMBA participation is about funding and trail access rather than event attendance. Smaller events such as Women's+ Enduro (5%) and Youth Fivers (3%) attract focused audiences, suggesting they are filling identifiable demographic niches.

On a scale of 0-10 how effective do you think NSMBA's communications channels are?

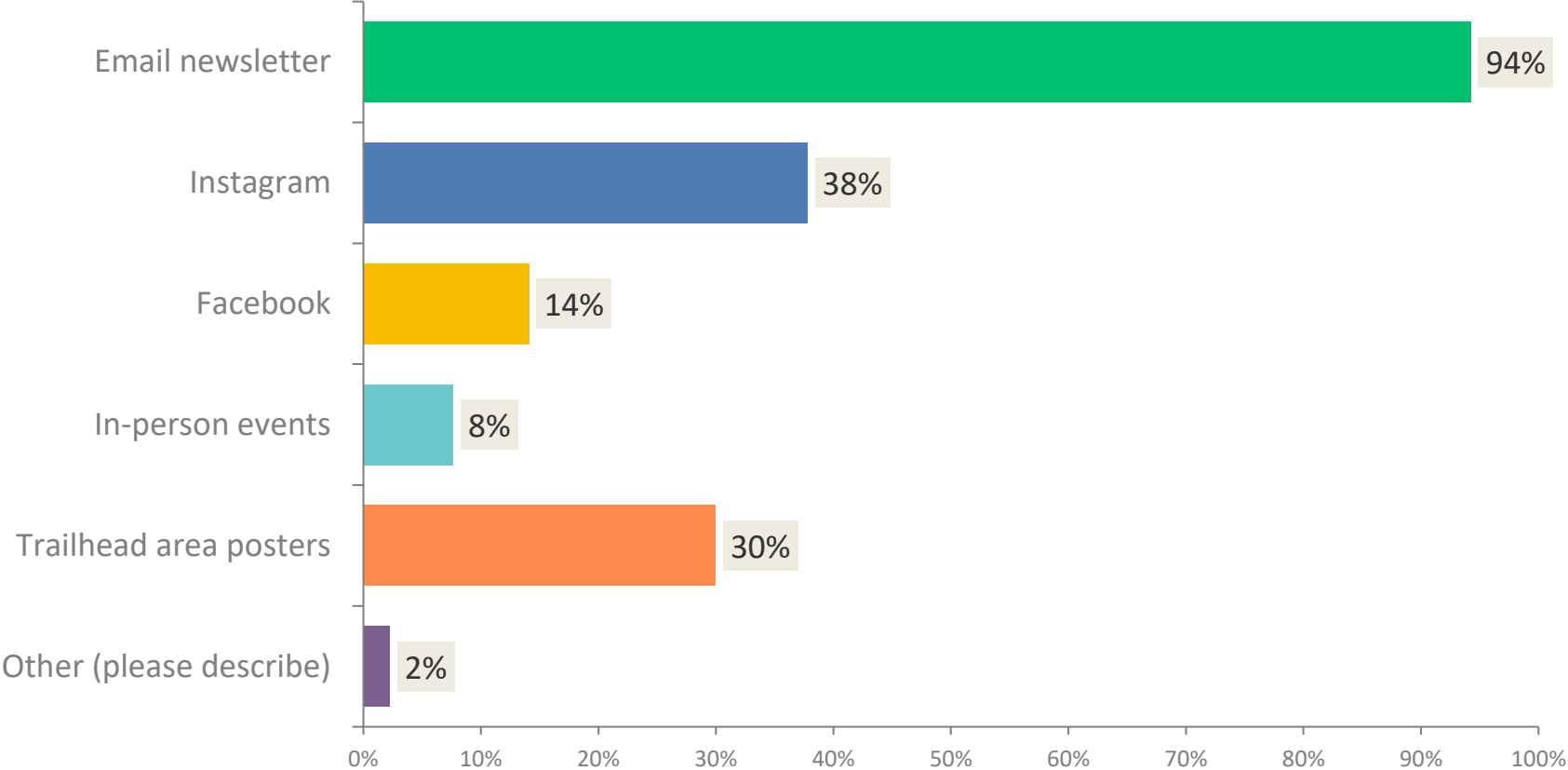


Key Findings — Communication Channel Effectiveness

Respondents rate NSMBA's communication channels at an average of 8 out of 10 — matching the overall satisfaction score in Q8. This is a strong result, reinforcing that the organization's outreach is reaching members effectively.

The score is also consistent with the relatively modest priority members place on communications in Q7 (3.0/4) — members find communications fine, but they aren't a primary reason for joining.

What are your preferred methods of receiving NSMBA updates and information? Select all that apply.

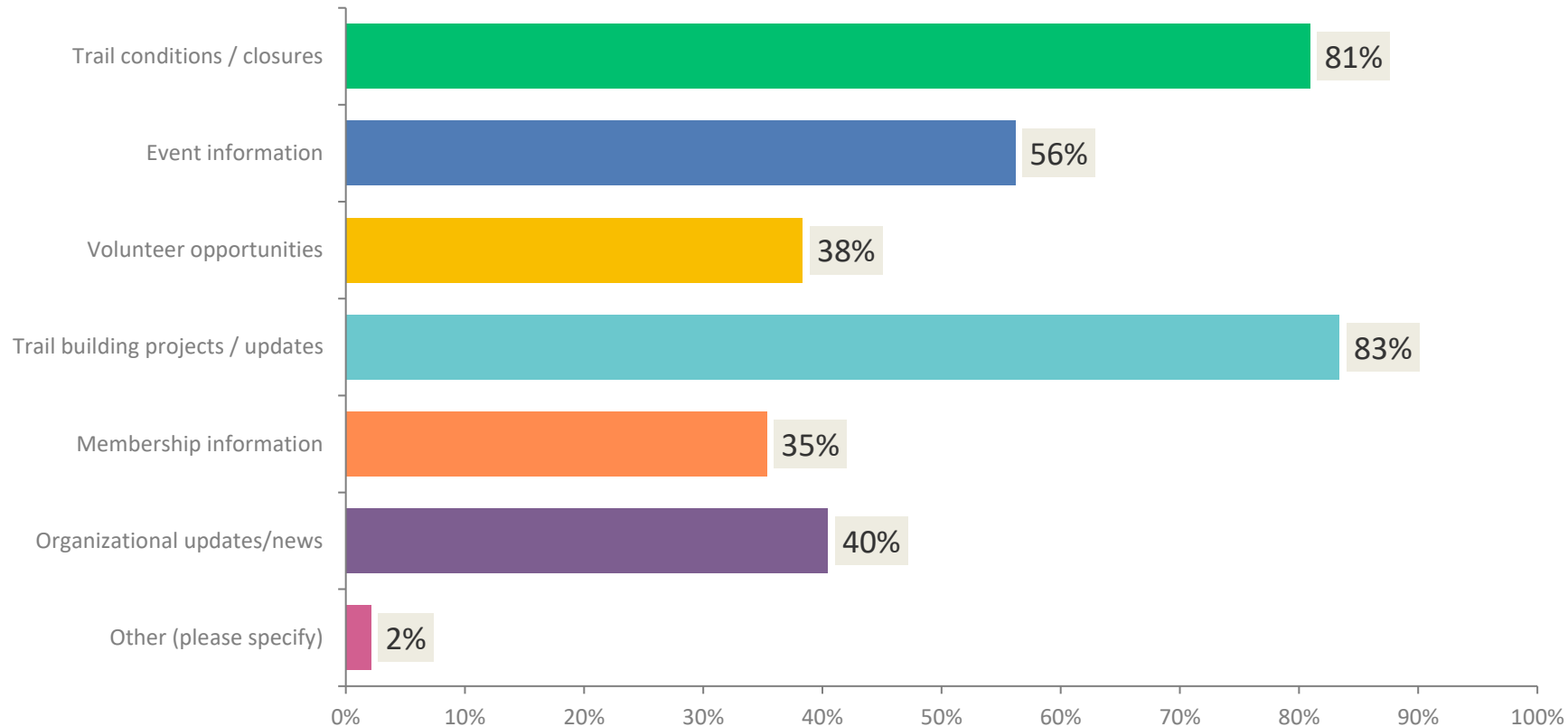


Key Findings — Preferred Update Methods

Email newsletter is the overwhelmingly preferred channel at 94%, indicating it should remain NSMBA's primary communication backbone. Instagram (38%) and trailhead-area posters (30%) form a clear second tier — the latter notably strong as a physical, on-site channel — while Facebook lags significantly at 14%.

In-person events as an information channel (8%) confirm the broader pattern that events are not central to most members' relationship with NSMBA.

What type of information do you look for on our channels? Select all that apply.

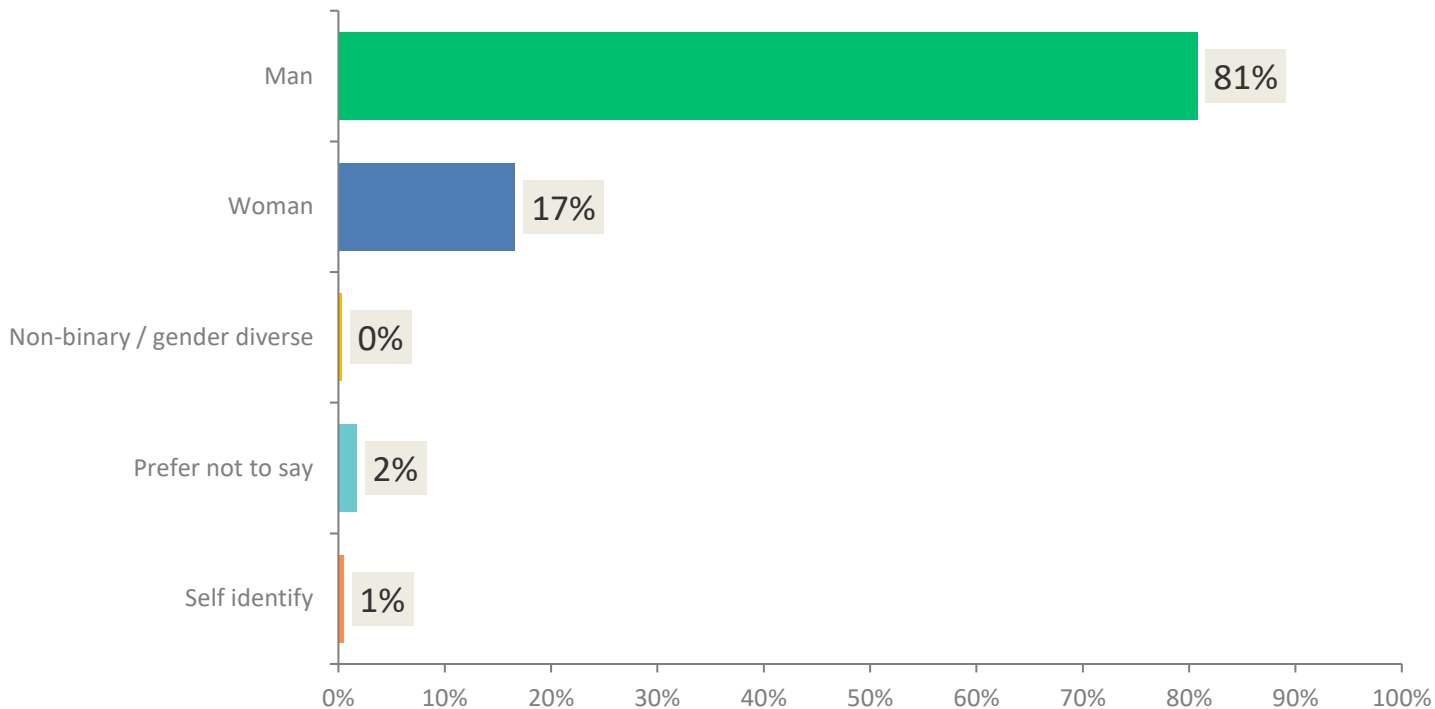


Key Findings — Information Sought on Channels

The two clear information priorities are trail building projects/updates (83%) and trail conditions/closures (81%) — both rooted in trail access and project visibility. Event information (56%) ranks third, with organizational news and volunteer/membership information trailing in the 35–40% range.

The strong demand for project updates suggests members want greater transparency on NSMBA's trail work — an area that, if better communicated, could also lift the advocacy satisfaction scores from Q10.

What gender do you identify as?

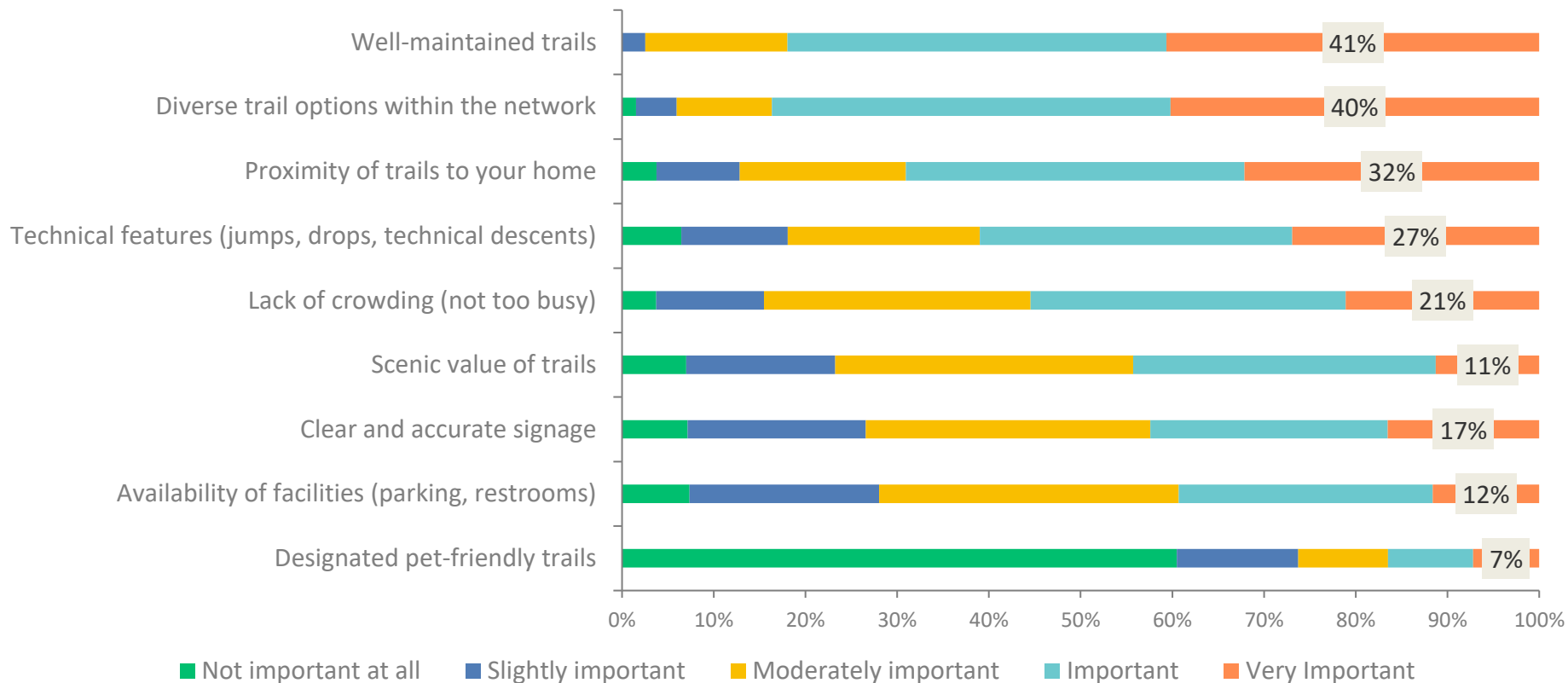


Key Findings — Gender

The respondent base is heavily male (81%), with women representing 17% and gender-diverse riders under 1%. While this reflects historical demographics of mountain biking, it represents a substantial gender gap that organizations are increasingly targeting through programs like the Women's+ Enduro (attended by 5% of respondents per Q30). Continued investment in such programs is supported by the demographic imbalance evident here.

Q37: In general when choosing a riding destination, how important are the following factors in your decision?

Answered: 589 Skipped: 16



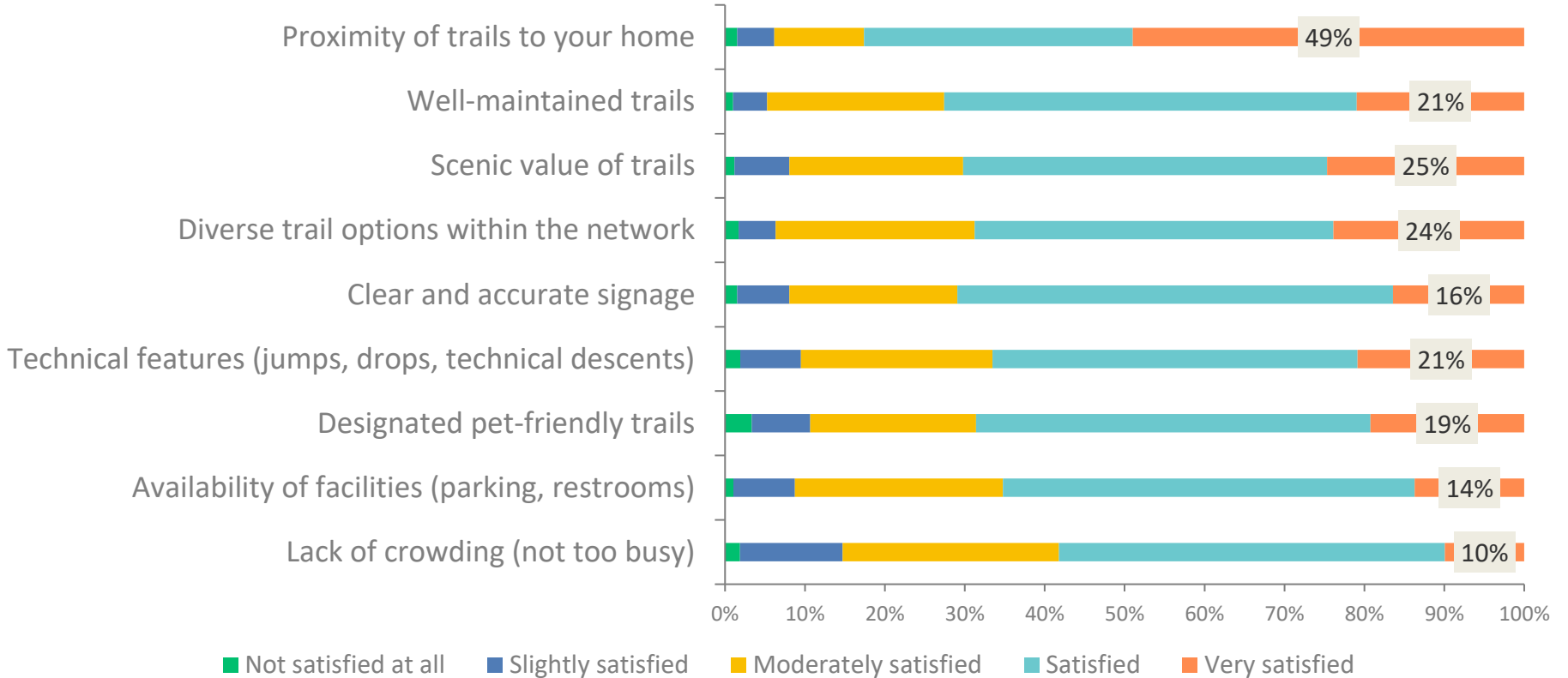
Key Findings — Importance of Destination Factors

Well-maintained trails (4.20 / 5) and diverse trail options (4.16 / 5) are essentially tied as the most important factors when choosing where to ride, followed by proximity to home (3.85 / 5). Technical features (3.63 / 5) and lack of crowding (3.57 / 5) form a clear next tier.

Pet-friendly designations rank last (1.90, with 60% rating them 'not important at all') — a clear signal of low rider demand for dedicated dog-friendly infrastructure.

Now, for the same factors, how SATISFIED are you when riding on the North Shore overall?

Answered: 588 Skipped: 17



Key Findings — Satisfaction with Same Factors on the North Shore

Proximity is the area of greatest satisfaction (4.2 / 5, exceeding its importance score), reflecting the trail system's location-driven appeal for residents. Well-maintained trails (3.9 satisfaction vs. 4.2 importance) and diverse options (3.9 vs. 4.2) show modest gaps where importance exceeds satisfaction — these are the priority areas to address.

Lack of crowding shows the largest experiential weakness with only 10% rating it 'very satisfied,' pointing to congestion as an emerging issue.

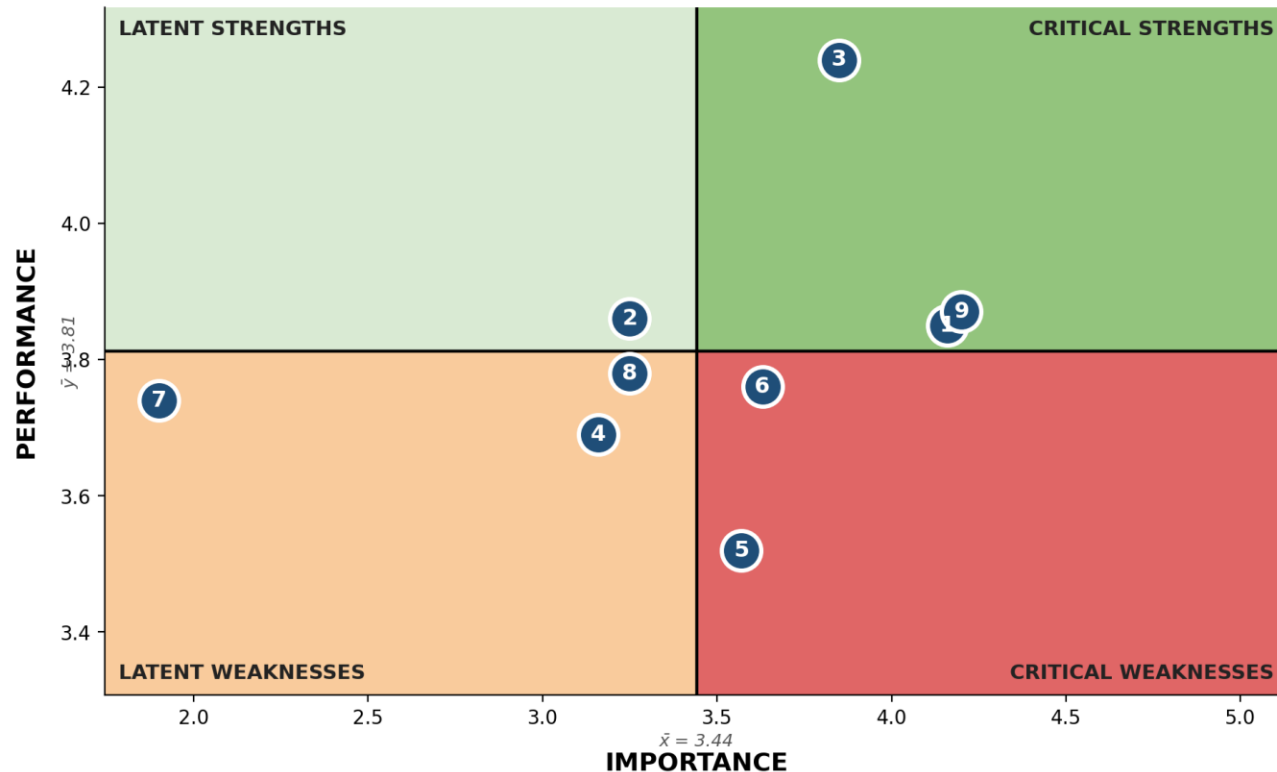
North Shore MTB — Importance-Performance Analysis

Based on rider survey weighted-average scores (Importance vs. Satisfaction with North Shore)

#	Factor	Importance	Performance	Quadrant
1	Trail Variety	4.16	3.85	Critical Strength
2	Scenic Value	3.25	3.86	Latent Strength
3	Proximity to Home	3.85	4.24	Critical Strength
4	Facilities (Parking/Restrooms)	3.16	3.69	Latent Weakness
5	Lack of Crowding	3.57	3.52	Critical Weakness
6	Technical Features	3.63	3.76	Critical Weakness
7	Pet-Friendly Trails	1.90	3.74	Latent Weakness
8	Clear Signage	3.25	3.78	Latent Weakness
9	Well-Maintained Trails	4.20	3.87	Critical Strength
MEAN (quadrant divider)		3.44	3.81	

QUADRANT MEANING	
Critical Strengths	High Importance / High Performance — keep doing well
Latent Strengths	Low Importance / High Performance — possibly over-invested
Critical Weaknesses	High Importance / Low Performance — FIX URGENTLY
Latent Weaknesses	Low Importance / Low Performance — low priority

Importance-Performance Analysis: North Shore MTB



- 1 = Trail Variety
- 2 = Scenic Value
- 3 = Proximity to Home

- 4 = Facilities (Parking/Restrooms)
- 5 = Lack of Crowding
- 6 = Technical Features

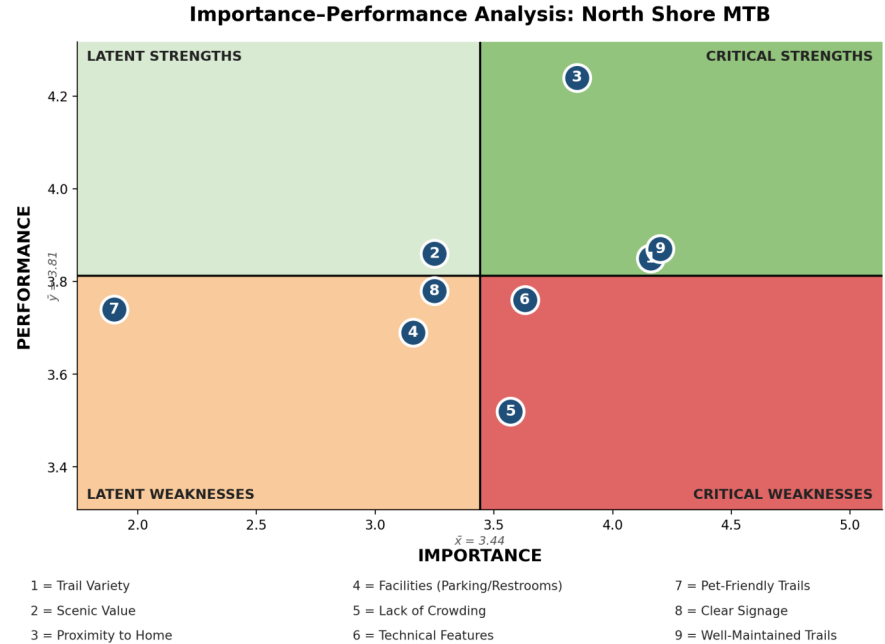
- 7 = Pet-Friendly Trails
- 8 = Clear Signage
- 9 = Well-Maintained Trails

How to read this chart

- The vertical line is the mean importance score; the horizontal line is the mean performance score.
- Top-right (CRITICAL STRENGTHS): factors riders care about most that the North Shore delivers on — keep these strong.
- Top-left (LATENT STRENGTHS): you perform well here but riders don't weight these heavily — possible over-investment.
- Bottom-right (CRITICAL WEAKNESSES): high importance but weak performance — these are priority improvement areas.
- Bottom-left (LATENT WEAKNESSES): low importance and low performance — lowest priority.

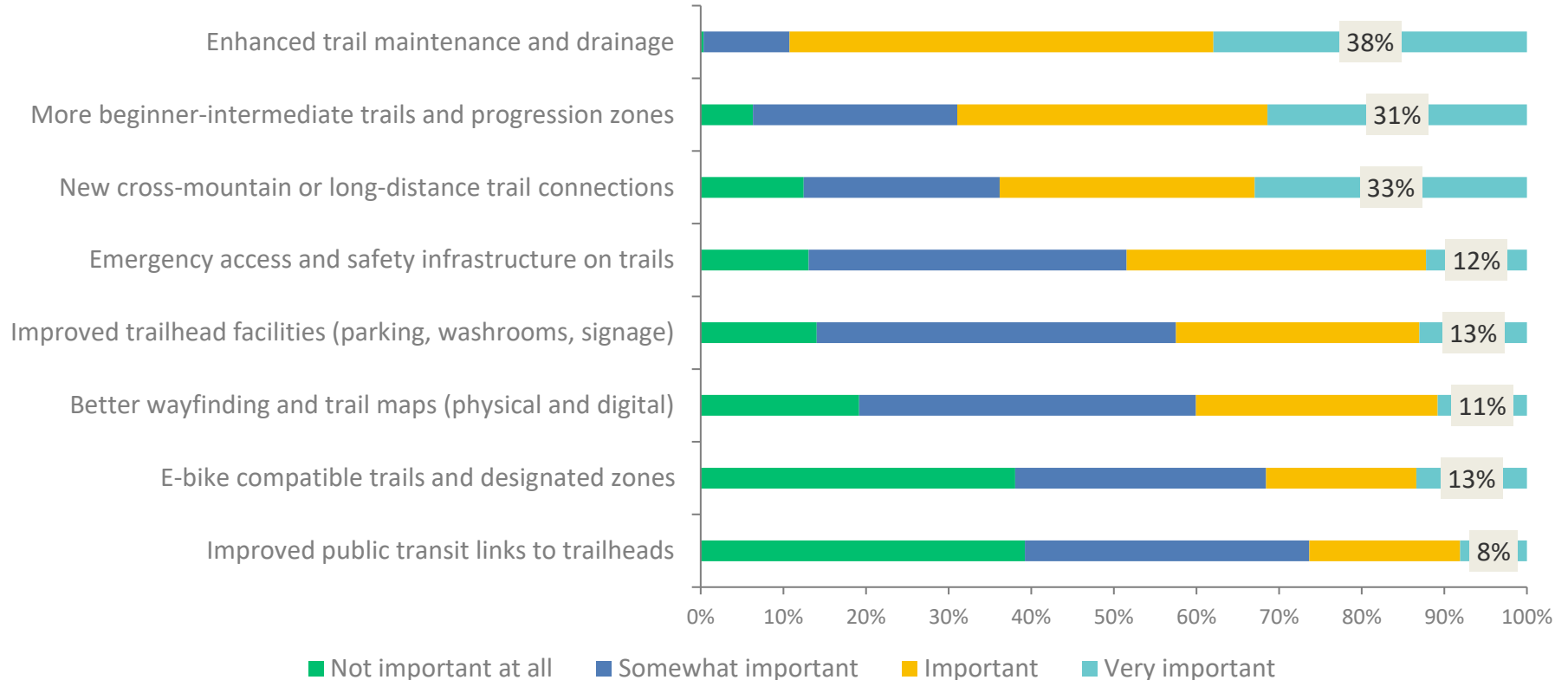
The big finding is that **Lack of Crowding (5)** and **Technical Features (6)** sit in the Critical Weakness quadrant — riders weight them above average in importance, but they're scoring below average on satisfaction. Those are the priority improvement areas. Meanwhile **Trail Variety, Proximity to Home, and Well-Maintained Trails** are the Critical Strengths to protect.

Pet-Friendly Trails (7) is an outlier at the far left — its importance score is dragged down by the 60% who marked it "Not important at all," so it lands as a Latent Weakness despite a respectable satisfaction score. Worth interpreting separately from the rest.



Thinking about the future of North Shore trails, how important are the following infrastructure priorities?

Answered: 588 Skipped: 17



Key Findings — Future Infrastructure Priorities

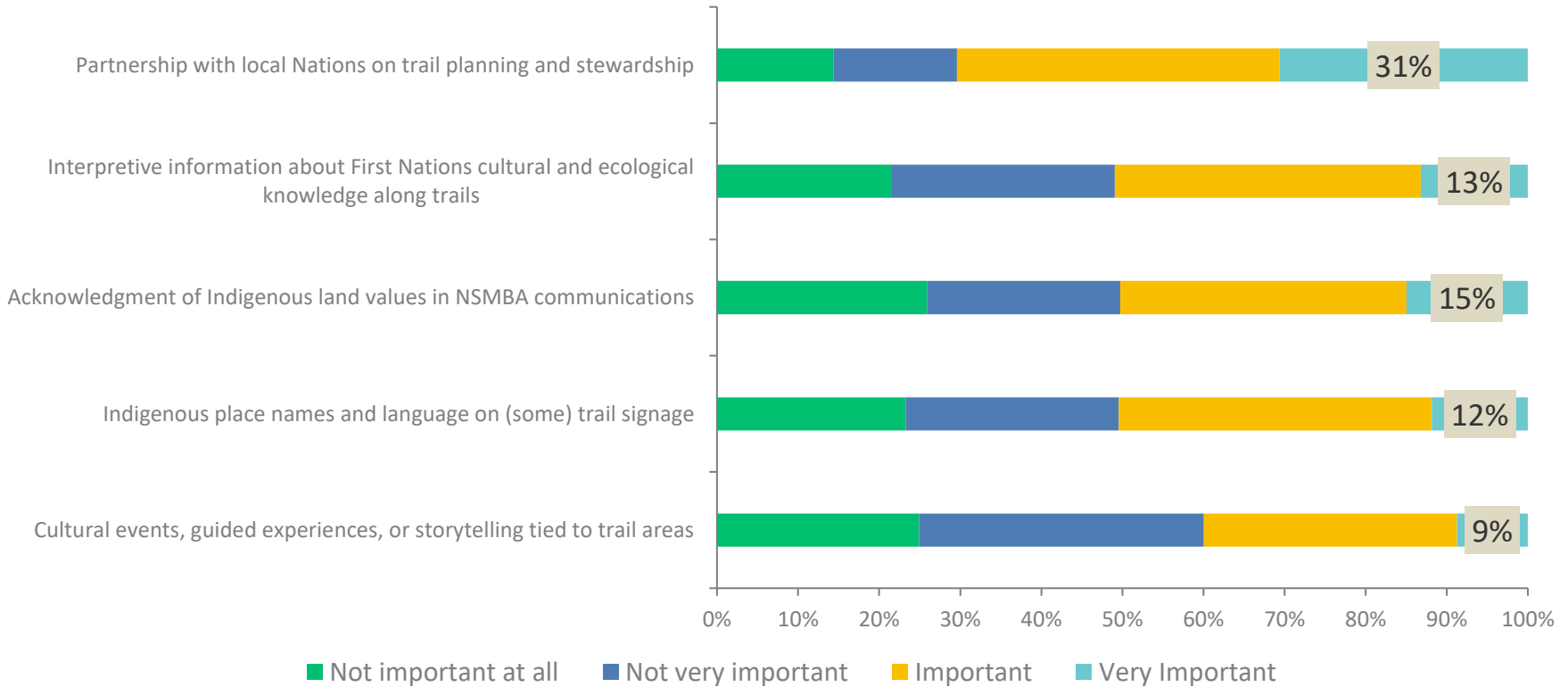
Enhanced trail maintenance and drainage (3.3 / 4) is the clear top infrastructure priority, with more beginner-intermediate progression trails (2.9 / 4) and cross-mountain connections (2.8) forming a strong second tier.

E-bike compatible infrastructure (2.1 / 4) and improved public transit (2.0 / 4) sit at the bottom — despite e-MTB representing 20% of riding styles in Q3, suggesting that while many respondents ride e-bikes, dedicated infrastructure for them is not seen as a priority.

The overall message: invest in the existing system before expanding it.

All trails on the North Shore are located within the unceded territories of the Squamish and Tsleil-Waututh Nations. What are some ways that you think NSMBA should explore to help share Indigenous culture and history in trail areas.

Answered: 579 Skipped: 26



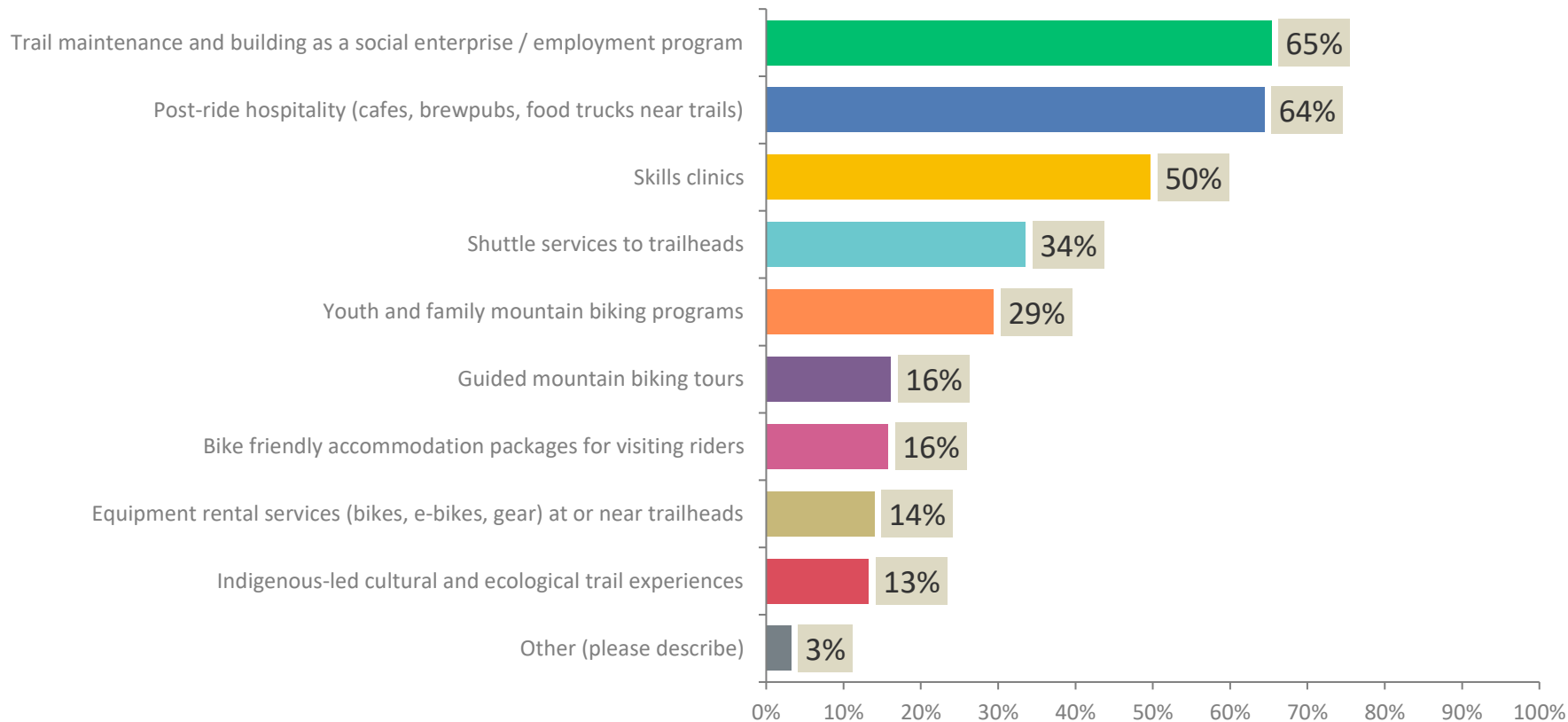
Key Findings — Sharing Indigenous Culture

Direct partnership with local Nations on trail planning and stewardship (weighted average 2.9 / 4) is the most strongly supported approach, well ahead of all other options — suggesting respondents prefer substantive operational engagement over symbolic gestures.

Interpretive information, acknowledgments, and Indigenous place names cluster in the middle (2.39–2.43), while cultural events and storytelling (2.24) rank lowest.

Notably, most options fall below 2.5, with 14–26% rating each 'not important at all,' indicating a meaningful minority is resistant — a dynamic NSMBA will need to navigate carefully. These segments also closely reflect the respondent profiles of those who gave NSMBA low satisfaction scores overall.

What type of business or economic opportunities related to North Shore mountain biking would you like to see (further) developed? Select the TOP THREE opportunities.



Key Findings — Business & Economic Opportunities

Two opportunities stand out as nearly tied leaders: trail maintenance as a social enterprise/employment program (65%) and post-ride hospitality such as cafes, brewpubs, and food trucks (64%) — appealing simultaneously to the desire to fund trail work and to enhance the post-ride experience.

Skills clinics (50%) form a strong third pillar. Tourist-oriented options (guided tours, accommodation packages, rentals) cluster around 14–16%, reflecting the local-rider survey base, while Indigenous-led experiences (13%) align with the moderate appetite for Indigenous engagement seen in Q40.