"RIDE THE RIDGE"

Photo by Frances Proc

Photo by BLMBA

RIDE THE RIDGE

TRMBA

TUMBLER RIDGE MOUNTAIN BIKE ASSOCIATION

TUMBLERRIDGEMBA@GMAIL.COM

TRMBA STRATEGIC PLAN

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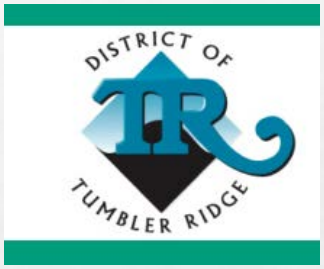
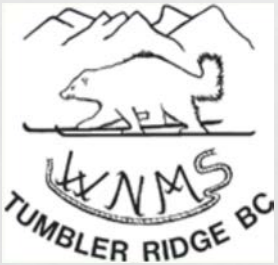
WORKING TOWARDS BUILDING PARTNERSHIPS WITH THESE LOCAL ORGANIZATIONS





WOLVERINE NORDIC & MOUNTAIN SOCIETY

PEACE RIVER REGIONAL DISTRICT

DISTRICT OF TUMBLER RIDGE

TUMBLER RIDGE GEOPARK

TUMBLER RIDGE SEARCH AND RESCUE

LOCAL FIRST NATIONS GROUPS

GRIZZLY VALLEY ATV CLUB

TUMBLER RIDGE CHAMBER OF COMMERCE

SCHOOL DISTRICT 59

LIONS CLUB

BC AMBULANCE

TUMBLER RIDGE FIRE DEPARTMENT

AND MORE ...

INTRODUCTION TO TRMBA

“The vision of TRMBA is to contribute to a vibrant mountain biking community and a world-class biking destination here in Tumbler Ridge”

We envision Tumbler Ridge, British Columbia will featuring a series of world-class mountain biking trails, ranging from a beginner-level trail around Quality Lake to challenging cross-country trails and exhilarating downhill trails from the summit of the Tumbler Ridge Mountain. An accessible pump track and skills park in town location as well for all ages.

HISTORY:

TUMBLER RIDGE MOUNTAIN BIKING ASSOCIATION (TRMBA) IS A NON PROFIT SOCIETY ESTABLISHED IN 2018, WHICH IS GOVERNED BY A 9-MEMBER BOARD OF (MOUNTAIN BIKE ENTHUSIAST) AND DIRECTORS. THE CLUB ORIGINATED WITH A DREAM OF CREATING WORLD-CLASS MOUNTAIN BIKE TRAILS IN THE TUMBLER RIDGE AREA WHEN A FEW LOCALS HAD A DREAM TO BRING RIDING TO THE BEAUTIFUL TUMBLER RIDGE AREA. WE ARE PASSIONATE ABOUT ALL FORMS OF CYCLING AND WANT TO CREATE AN ENVIRONMENT FOR THE WHOLE FAMILY TO ENJOY! OTHER BIKING COMMUNITIES HAVE GAINED SUBSTANTIALLY FROM THE IMPACT THAT THIS SPORT BRINGS. IT ALSO CREATES A PRIDE THAT IS ALREADY FELT HERE IN TUMBLER RIDGE BUT CAN ADD TO OUR AMAZING COMMUNITY.

THE PURPOSE OF THE SOCIETY IS TO:

- ADVOCATE FOR, ENHANCE, SUPPORT, DEVELOP AND PRESERVE MOUNTAIN BIKING TRAIL OPPORTUNITIES FOR LOCAL AND TOURIST USERS;
- PROVIDE LAND MANAGEMENT SOLUTIONS AND/OR RECOMMENDATIONS TO OTHER INTERESTED GROUPS;
- CREATE AND IMPLEMENT BICYCLING EDUCATION AND OTHER RELATED OPPORTUNITIES AND EVENTS FOR TRAIL USERS OF ALL AGES AND ABILITIES.
- TRMBA COMMITS TO BUILDING SAFE, SUSTAINABLE TRAILS. TRMBA IS CONFIDENT THAT THE TRAIL SYSTEM WILL BE ECONOMICALLY AND SOCIALLY BENEFICIAL TO THE REGION. THE DIRECTORS OF TRMBA ARE COMMITTED TO MAINTAIN ANY TRAIL CONSTRUCTED.

Photo by Curtis Miedzinski

DEVELOPMENT OF TRAILS

PLAN AREA

LOCATED JUST 4 KM FROM THE HEART OF DOWNTOWN TUMBLER RIDGE, THE PARKING LOT LOCATION WILL BE THE "HUB" OF MOUNTAIN BIKING FOR THE TUMBLER RIDGE MOUNTAIN AND QUALITY LAKE TRAIL. THE TUMBLER RIDGE DOWNHILL MOUNTAIN BIKE PARK WILL BE A SHORT 3 KM RIDE FROM THE SKILLS PARK AND PUMP TRACK AREA WHICH IS EASILY ACCESSED BY THE RESIDENTS OF TUMBLER RIDGE.

AFTER EXTENSIVE RESEARCH TRMBA WILL ONLY HIRE A WORLD LEADER IN MOUNTAIN BIKE TRAIL DESIGN, DEVELOPMENT, AND CONSTRUCTION AND UTILIZE THE LOCAL BUSINESSES AND CONTRACTORS.

TRMBA WILL BE CONTINUALLY LOOKING FOR MEANS AND FUNDING TO DEVELOP NEW TRAIL, MAINTAIN EXISTING TRAIL AND IMPROVE THE RIDING AREA. IN ORDER TO MAKE THE RIDING EXPERIENCE IN THE AREA UNFORGETTABLE, TRMBA'S LONG TERM GOAL IS TO BUILD A TOTAL OF ~ ROUGHLY 60+ KILOMETRES OF TRAIL IN THE AREA. THE MAJORITY OF NEW TRAIL WILL BE DESIGNED TO CREATE LINKAGES AND ALTERNATE LINES FOR EXISTING TRAILS. ADDITION OF AN "UP TRACK" (TO FACILITATE RIDING AND HIKING TO THE TOP OF THE TUMBLER RIDGE MOUNTAIN). AS WELL WE HOPE TO WORK WITH OUR PARTNERS TO FINISH THE CHRIS LEGGIT'S TRAIL AND MAKE IT MORE FAMILY FRIENDLY.

TUMBLER RIDGE CAN OFFER A MOUNTAIN BIKERS DREAM OF ENDLESS RIDING OPPORTUNITIES FROM THE POSSIBILITY OF LONG SCENIC CROSS COUNTRY RIDING, TO THE ADRENALINE JUNKIES DOWNHILL TRAILS & THE POSSIBILITY OF ALPINE RIDING.

TUMBLER RIDGE CAN OFFER THE BEST OF ALL TYPES OF RIDING AND BECOME A WORLD CLASS MOUNTAIN BIKING DESTINATION.

DEVELOPMENT OF TRAILS CONTINUED

TRAIL STANDARDS

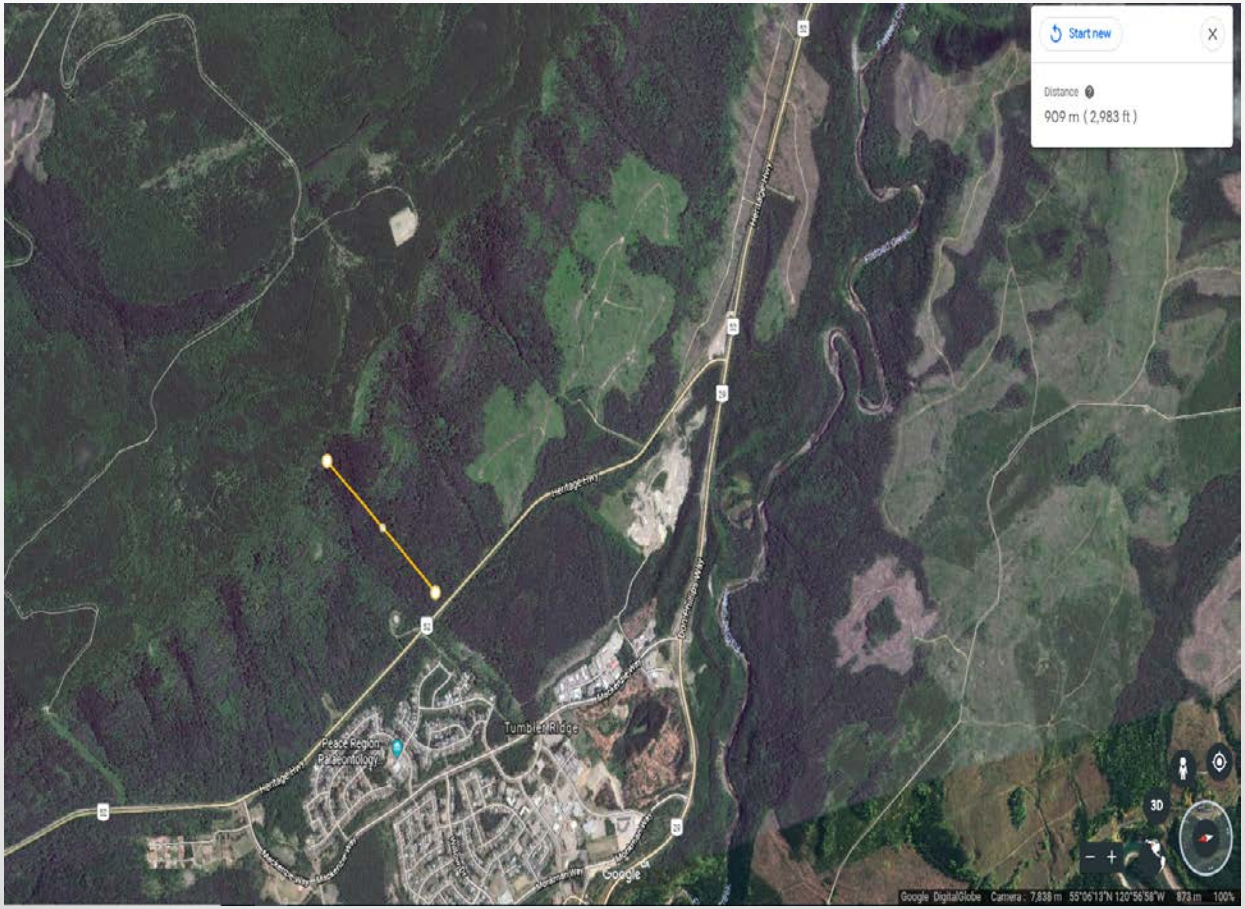
TRMBA UNDER A PARTNERSHIP AGREEMENT WITH RECREATION SITES AND TRAILS BC (THE AGREEMENT IS IN PROGRESS AT THIS POINT). WILL CONSTRUCT TRAILS AS PER THE AGREEMENT AND ACCORDANCE TO *INTERNATIONAL MOUNTAIN BIKING ASSOCIATION OF CANADA TRAIL STANDARDS* . THE AREA WILL BE MANAGED WITH A "LIGHT HAND ON THE LAND" APPROACH AND BE RESPECTFUL OF OTHER TENURE HOLDERS. TRAILS AND TECHNICAL FEATURES WILL BE CONSTRUCTED IN A SAFE AND SUSTAINABLE MANNER. MOTORIZED ACCESS WILL NOT BE PERMITTED ON THE BIKE TRAILS TO PRESERVE THE TRAILS.

Photo by Curtis Miedzinski

APPLICATIONS FOR NEW TRAIL

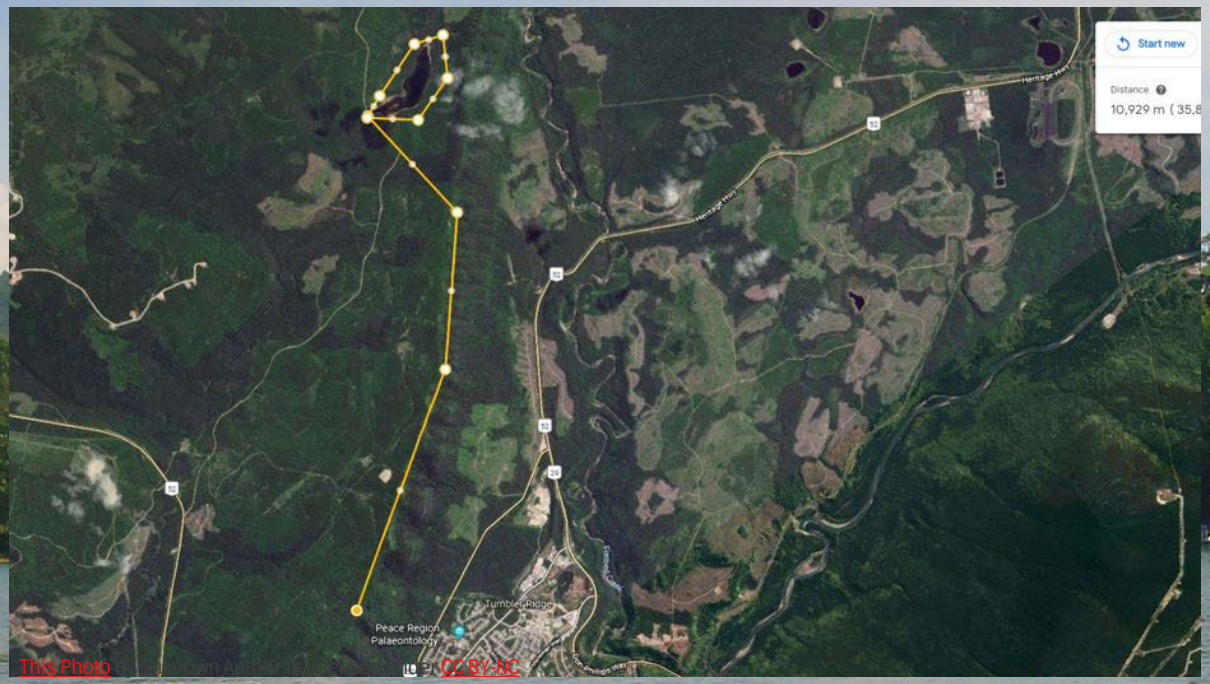
NEW TRAIL DEVELOPMENTS AND PROJECTS WILL BE SUBJECT TO AVAILABLE FUNDING.

CURRENTLY THERE ARE NO PLANS FOR USER FEES ON ACCESSING TRAILS AND FACILITIES. EVENTS ARE ENVISIONED WHICH WILL LIKELY INVOLVE EVENT REGISTRATION FEES. THE RIDE THE RIDGE BIKE FESTIVAL, RIDING CAMPS, WEEKEND CLINICS AND OTHER RELATED EVENTS WILL LIKELY INVOLVE A COST GENERATING FEE STRUCTURE TO MEET THE MINIMUM ANNUAL INSURANCE FEE PLUS ONGOING MAINTENANCE COSTS. TRMBA WILL ENSURE THAT THE MANAGEMENT OF BOTH ESTABLISHED AND NEW TRAILS IS SUSTAINABLE.



PROPOSED LOCATION OF TRAILS

- THE DOWNHILL TRAILS WILL BE DESIGNED TO WORK WITH THE LANDSCAPE AND EXISTING TRAILS TO MINIMIZE IMPACT OF THE RUGGED WILDERNESS OF OUR BEAUTIFUL AREA. THE BALD SPOT TRAIL IS NOTED IN YELLOW ON THIS MAP.



QUALITY LAKE LOOP TRAIL

REGIONAL & LOCAL ECONOMIC IMPACTS

BUSINESS OPPORTUNITIES

BIKE SHOP, RESTAURANTS, HOTELS, CAMPGROUNDS, GROCERY STORES, TOUR OPERATORS

HEALTH CARE COST SAVINGS

BIKING INCREASES OVERALL HEALTH AND REDUCES RISK OF CHRONIC DISEASES FOR COMMUNITIES

ATTRACTION & RETENTION OF FAMILIES

AFFORDABLE RECREATION OPTION FOR FAMILIES

TOURISM

ADDITIONAL TOURISM DRAW FOR THE REGION, MUNICIPALITY AND THE GEOPARK. GROWTH OF OTHER TOURISM INDUSTRIES IN TR

COMMUNITY PRIDE

GROWTH OF STRONG PRIDE FOR COMMUNITY BUILT AND FUNDED BIKING REGION

ATTRACTION & RETENTION OF WORKING PROFESSIONALS

WORK LIFE BALANCE FOR PROFESSIONALS TO WORK AND PLAY

Photos by Trent Ernst - Location: Tumbler Ridge

SIGNAGE

TRMBA WILL ADOPT THE TUMBLER RIDGE BRANDING THEME FOR ALL SIGNAGE WITH APPROVAL FROM THE DISTRICT AND GEOPARK

- TRAIL MAPS WILL BE FOUND AT ALL SITE TRAIL KIOSKS, THE VISITORS CENTRE, LOCAL HOTELS, LOCAL GAS STATION, AND ONLINE AT THE TRMBA WEBSITE. SIGNS INDICATING THE LOCATION OF THE BIKING AREA WILL BE FOUND THROUGHOUT TOWN.
- MOUNTAIN BIKE SAFETY, ETIQUETTE AND DIRECTIONAL SIGNS WILL BE INSTALLED ON MAJOR KIOSKS AND AT ALL PARKING AREAS. SIGNS DESCRIBING THE TRAIL DIFFICULTY RATINGS WILL ALSO BE POSTED ON THE KIOSKS AND AT TRAIL HEAD TO ENSURE POTENTIAL RIDERS UNDERSTAND THE TRAIL RATING SYSTEM PRIOR TO EMBARKING ON THE TRAILS.
- TRAIL DIFFICULTY RATINGS WILL FOLLOW THE STANDARDS FAMILIAR TO THE PUBLIC, THAT ARE USED BY BC BIKE PARKS, MODELLED AFTER DOWNHILL SKI RUNS: GREEN CIRCLE (BEGINNER), BLUE SQUARE (INTERMEDIATE), AND BLACK DIAMOND (EXPERT) ARE PART OF ALL TRAILHEAD SIGNS. TRAIL DIFFICULTY SIGNS WILL BE INSTALLED AT ALL POINTS WHERE TRAILS SPLIT INDICATING WHICH DIRECTION IS WHAT LEVEL OF DIFFICULTY. “YOU ARE HERE” LOCATOR MAPS WILL BE INSTALLED WHERE NECESSARY.
- IF A CLOSURE OF THE AREA IS REQUIRED DUE TO FIRE HAZARD OR OTHER NATURAL DISASTERS, SIGNAGE ON ALL INFORMATION KIOSKS WILL BE CLEARLY POSTED. SPOT CHECKS WILL BE CONDUCTED BY TRMBA TO ENSURE THE CLOSURE IS BEING FOLLOWED.
- DURING CONSTRUCTION OF NEW TRAIL, A “TRAIL CLOSED” SIGN WILL BE POSTED AT THE POINT OF COMMENCEMENT OF THE TRAIL AND WILL REMAIN IN PLACE UNTIL THE TRAIL IS COMPLETED AND SAFE TO RIDE. THOSE TRAILS WILL REMAIN OFF ALL MAPS AND INFORMATIONAL SIGNAGE UNTIL COMPLETION.

Photo by Mona Lowther

MAINTENANCE

TRAIL INSPECTIONS

- ALL TECHNICAL FEATURES AND TRAILS WILL BE INSPECTED ANNUALLY IN THE SPRING. ALL HAZARDS WILL BE REMEDIATED IN A TIMELY MANNER. TRMBA CLUB MEMBERS WILL CONDUCT INSPECTIONS CONCURRENT WITH WEEKLY RIDES. MARKERS WILL BE USED TO NAME/IDENTIFY TRAIL FEATURES (BRIDGES, TECHNICAL TERRAIN FEATURES, BOARDWALKS. ANY ISSUES IDENTIFIED WILL BE REPORTED AND SCHEDULED FOR MAINTENANCE. SAFETY ISSUES THAT ARE IDENTIFIED WILL BE MARKED, OR TRAIL FEATURES MAY BE CLOSED/DEACTIVATED UNTIL THE PROBLEM CAN BE CORRECTED.

- TRMBA WILL COMMIT FUNDING TOWARDS TRAIL MAINTENANCE, AND PLANS TO USE THIS FUNDING TO CONTRACT PROFESSIONAL TRAIL BUILDING COMPANIES ANNUALLY FOR MAINTENANCE AND IMPROVEMENTS . THIS FUNDING WILL BE GENERATED FROM EVENTS, MEMBERSHIPS AND REQUESTS FOR GRANT-IN-AID FUNDING.

VOLUNTEER WORK BEES

- TRMBA WILL UTILIZE WORK BEES TO MAINTAIN TRAILS, BRIDGES AND TECHNICAL TRAIL FEATURES IN THE AREA. APPLICABLE SAFETY GEAR WILL BE USED WHEN REQUIRED, AND ALL WORKS WILL BE CARRIED OUT IN THE SAFEST MANNER POSSIBLE.

4 YEAR PROJECTION

Year 1 (funding dependant)

- TRMBA WILL CONTRACT A WORLD CLASS PROFESSIONAL MOUNTAIN BIKE TRAIL BUILDING COMPANY TO COMPLETE A TRAIL DEVELOPMENT PLAN FOR TUMBLER RIDGE. ROUGH ESTIMATE OF $15,000 - $25,000 COST
- **PUMP TRACK** – PROJECTED (PENDING DISTRICT OF TUMBLER RIDGE APPROVAL) PROPOSED TRAILS THAT ARE NOT COMPLETED IN THE ONE-YEAR PLAN WILL BE CARRIED OVER TO THE 2 OR 3-YEAR PLAN. IT SHOULD BE NOTED THAT THE LOCATION/LENGTH OF TRAILS ARE ESTIMATES BASED ON TOPOGRAPHICAL MAPS. EXACT LOCATION/LENGTH WILL BE DETERMINED AFTER THE RECONNAISSANCE/LAYOUT PLAN. IS DONE ON THE GROUND. GENERALLY, ON-THE-GROUND LAYOUT OR MAPPING IS NOT DONE UNTIL FUNDING IS SECURED. ROUGH ESTIMATE OF $20,000 - $50,000
- **FINISH AND REFURBISH CHRIS LEGGETT'S TRAIL AND LINKING TO INTERRUPTIVE TRAIL** (PENDING DISTRICT OF TUMBLER RIDGE APPROVAL) ROUGH ESTIMATE OF $4000
- IMPLEMENTATION OF SIGNAGE. ROUGH ESTIMATE OF $5000
- DEVELOPMENT OF TRMBA WEBSITE. ROUGH ESTIMATE OF $4000
- UP TRAIL (EASY GRADE ASSESS TO TOP OF TUMBLER RIDGE). ROUGH ESTIMATE OF $210,000
- GREEN RATED 3 KM (BEGINNER) DOWNHILL TRAIL. ROUGH ESTIMATE OF $210,000
- BLUE 3 KM (INTERMEDIATE) RATED DOWNHILL TRAIL. ROUGH ESTIMATE OF $210,000

YEAR 2 & 3

(FUNDING DEPENDANT)

EXPANSION TO SKILLS PARK AREA

- EXTENSION TO THE PUMP TRACK AREA, BY ADDING SKILLS PARK AND DIRT JUMPS. ROUGH ESTIMATE $20,000

QUALITY LAKE LOOP EXPANSION

- THIS TRAIL WILL CONSIST OF BOARDWALKS FOR SKILL LEVELS THE WHOLE FAMILY CAN RIDE WITH TECHNICAL AREAS. WITH THE PARKS AND RECREATION PROPOSED CAMPSITES BEING INSTALLED AT QUALITY LAKE THE MOUNTAIN BIKERS HAVE THE OPTION TO CAMP IN A MORE REMOTE SETTING. THE LAKE TRAIL WILL BE A 4 KM GREEN (BEGINNER) TRAIL FOR THE WHOLE FAMILY THAT CONNECTS TO THE RIDGE TRAIL (EXISTING QUALITY LAKE TRAIL) WHICH WILL PROVIDE A MORE “WILDERNESS” SETTING TO LEAD BIKERS TO THE DOWNHILL TRAILS. ROUGH ESTIMATE OF $350,000

DOWNHILL TRAILS

- BLACK DIAMOND 3 KM TRAIL (ADVANCED). ROUGH ESTIMATE OF $210,000 FOR EACH TRAIL
- BLACK DIAMOND 3 KM (ADVANCED) TRAIL
- BLUE 3 KM (INTERMEDIATE) TRAIL
- GREEN 3 KM (EASY) TRAIL

YEAR 4

(FUNDING DEPENDANT)

THE CONSTRUCTION OF 5 MORE TRAILS, 2 GREEN (EASY), 2 BLUE (INTERMEDIATE), 1 BLACK DIAMOND (ADVANCE). ROUGH ESTIMATE $210,000 FOR EACH TRAIL, THE XC LONG LOOP TRAIL ROUGH ESTIMATE OF $700,000

- GREEN 3 KM TRAIL (EASY)
- GREEN 3 KM TRAIL (EASY)
- BLUE 3 KM TRAIL (INTERMEDIATE)
- BLUE 3 KM TRAIL (INTERMEDIATE)
- BLACK DIAMOND 3 KM TRAIL (ADVANCE)
- LONG XC LOOP TRAIL 15 KM

YEAR 1 2019	YEAR 2-3 2020 - 2021	YEAR 4 2022
PUMP TRACK	QUALITY LAKE LOOP EXPANSION TRAIL	2 GREEN (EASY) TRAILS
FINISH CHRIS LEGGIT'S TRAIL	2 BLACK DIAMOND (ADVANCED) DOWN HILL TRAIL	2 BLUE (INTERMEDIATE) TRAILS
UP TRAIL	1 BLUE (INTERMEDIATE) DOWN HILL TRAIL	1 BLACK (ADVANCED) TRAIL
1 GREEN (EASY) DOWN HILL TRAIL	1 GREEN (EASY) DOWN HILL TRAIL	1 LONG XC TRAIL
1 BLUE (INTERMEDIATE) DOWN HILL TRAIL		

PLAN MITIGATION

IF CONSTRUCTION OR FUNDING RESTRAINTS CAUSE DELAY IN TIMELINES, FURTHER DEVELOPMENT WILL BE POSTPONED BY ONE YEAR AS NEEDED.

SAFETY AWARENESS

1

Like most sports Mountain Biking can be a risky activity. Personal injury can occur while riding a mountain bike and the TRMBA has developed several strategies to minimize the effect of those injuries. Emergency Access Points will be marked in the field (signs and high-visibility markers) and marked on maps to indicate the best location for medical services (EMS) or search and rescue to access specific areas of trail. TRMBA will meet with the local Fire, Ambulance and Search and Rescue teams to discuss emergency access plans and routes. The majority of TRMBA board members and coaches will have taken the Wilderness First Aid course.

2

Access routes will be brushed annually or when required to provide clear emergency access routes in the event evacuations are required. All trailhead kiosks will include a clearly marked sign that contains the phone numbers for local emergency services. All sections of trail that are identified as difficult or trail features that are of notable risk are indicated with standardized warning signs. The recreation site and bike park are free for public access; however, no trail bike patrol is offered by the TRMBA. Risk management signage on kiosks indicates the assumption of risk and trail safety to the public, as well as trail use etiquette and emergency services contact information. Kiosks will also be used to post additional safety information (ex bear awareness) related to trail usage.

3

There is cell phone coverage in most of the bike park area.

4

TRMBA will maintain the appropriate General Liability Insurance as required.

5

TRMBA will use bike camps, clinics, and events such as “Open House” forums to educate the public in trail construction, maintenance, promotion, and stewardship of the Tumbler Ridge Mountain trail network. Involving youth in trail construction and maintenance functions promotes a sense of “ownership” in the trails. The existence and development of a variety of trails for every skill level is essential for the continued growth of mountain biking in our region. In addition to providing an attractive enticement to visitors to Tumbler Ridge, a challenging trail network serves to provide a dynamic alternative to the increasingly sedentary (and electronic) amusements favoured by some youth today.

STRATEGIES TO GROW THE SPORT AND CREATE FUNDING

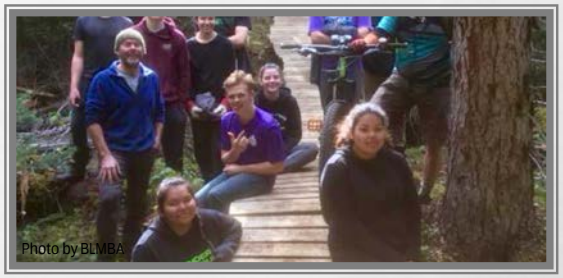
WE PLAN TO JOIN FORCES TO OFFER THESE EVENTS WITH LOCAL GROUPS SUCH AS THE GEOPARK, WNMS OR THE HIGH SCHOOL.

BIKE CAMPS / CLINICS

TRMBA WILL CONDUCT ANNUAL BIKE CAMPS DURING. CLASSES WILL BE AVAILABLE FOR YOUTH, AS WELL AS ADULT. LESSONS ON RIDING TECHNIQUE, SAFETY, FITNESS AND BIKE MAINTENANCE WILL BE REGULAR FEATURES. THE IMPORTANCE OF PROPER SIZED BIKES AND PROPER FITTING HELMETS IS EMPHASIZED. SOME YOUTH UPON COMPLETION OF BIKE CAMP VOLUNTEER BY ASSISTING COACHES WITH THE YOUNGER CLASSES IN BIKE CAMP, WHICH PROVIDES INVALUABLE EXPERIENCE FOR THESE YOUTHS.

ANNUAL EVENTS

TRMBA WILL HOST AN ANNUAL FAMILY EVENT WHICH WILL UTILIZE THE PUMP TRACK, DOWN HILL TRAILS AND CROSS COUNTRY TRAILS. WE PLAN TO PARTNER WITH OTHER LOCAL GROUPS AND ORGANIZATIONS TO HOST AND RUN THESE EVENTS.



HIGH SCHOOL PROGRAMS

WITH PLANS TO PARTNER WITH THE LOCAL SCHOOL DISTRICT, TUMBLER RIDGE SEARCH AND RESCUE AND THE COMMUNITY FOREST TO CREATE AND OPERATE A WORK EXPERIENCE PROGRAM FOR THE HIGH SCHOOL STUDENTS. UNDER THE SUPERVISION OF THE TRMBA EXECUTIVES, MEMBERS OF THE LOCAL HIGH SCHOOL TO LEARN HOW TO DESIGN, PLAN AND CONSTRUCT NEW TRAILS AND TRAIL STRUCTURES. ADDITION OF THESE FEATURES ENHANCES THE RIDING EXPERIENCE MAKING THE AREA AN INCREASINGLY DESIRABLE RIDING DESTINATION. MORE IMPORTANTLY, THE PROGRAM TEACHES IMPORTANT SKILLS AND DEVELOPS WORK ETHIC.

MEMBERSHIP DEVELOPMENT

TRMBA will maintain an open and transparent governance structure that facilitates and encourages participation and partnership. TRMBA will communicate with its membership and the public through the annual general meeting, the TRMBA webpage, Facebook, Instagram, email notices, and postings on main kiosks.

WEBPAGE, SOCIAL MEDIA & EMAIL

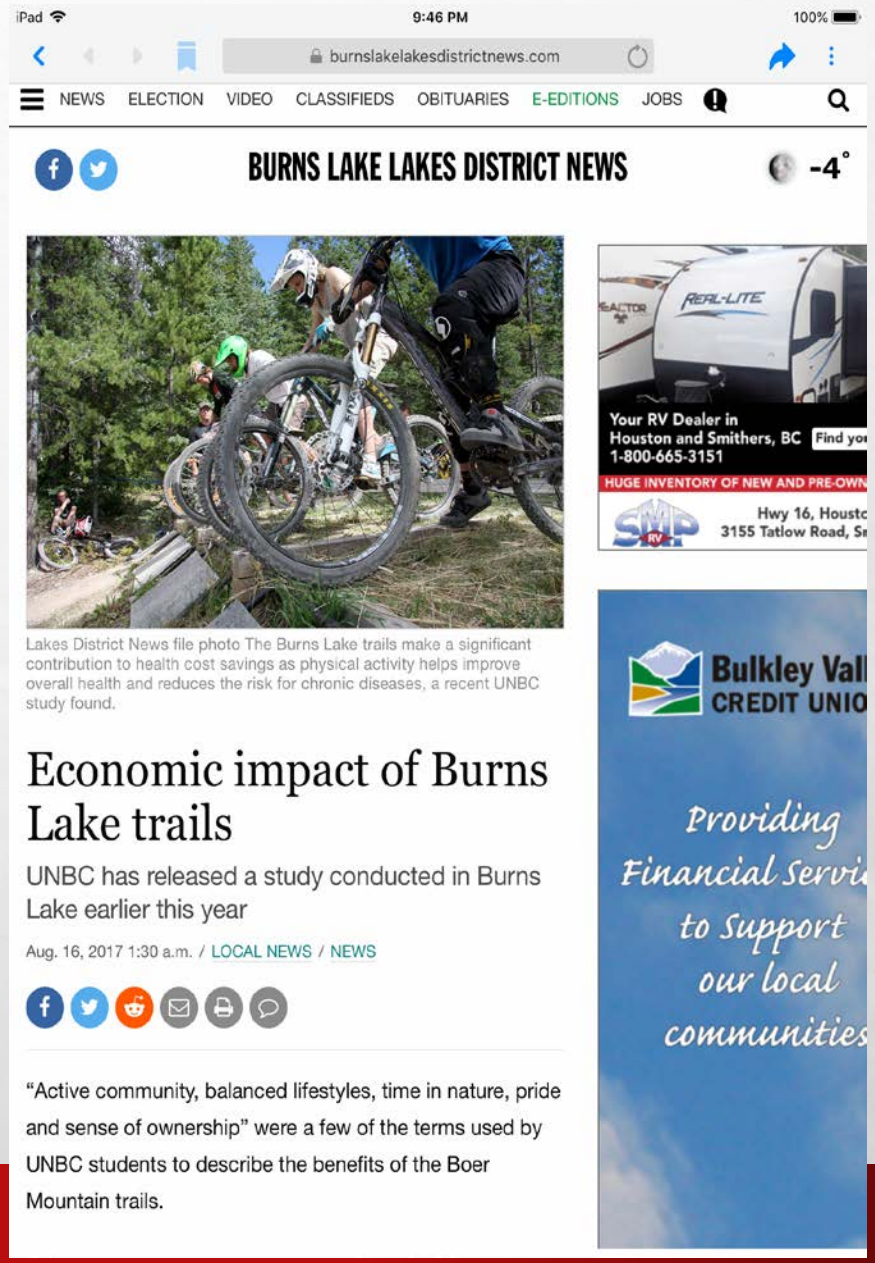
TRMBA WILL MAINTAIN A WEBPAGE AND UTILIZE *FACEBOOK* AND INSTAGRAM ACCOUNTS AND EMAIL MEMBERS WITH VALUABLE INFORMATION ABOUT THE CLUB AND ITS ACTIVITIES. TRAIL INFORMATION SUCH AS TRAIL NAME, LENGTH, DIFFICULTY AND STATUS (“OPEN” OR “CLOSED”) IS ALSO INCLUDED. FEEDBACK ON THE TRAIL SYSTEM, EVENTS AND OTHER ITEMS WILL BE WELCOME THROUGH A “COMMENTS” SECTION.

ANNUAL GENERAL MEETING

TRMBA WILL HOLD A PUBLIC ANNUAL GENERAL MEETING. AT THIS TIME, THE BOARD OF DIRECTORS IS ELECTED, FINANCIAL REPORT PRESENTED, AND COMMENTS RECEIVED FROM THE GENERAL MEMBERSHIP AND PUBLIC.

TRMBA may hold “Open House” style meetings to promote the club, the sport and the trail system as desired. TRMBA may also participate in trades fairs or other similar promotional events as available, and as funding permits.

RESEARCH / ECONOMIC IMPACT STUDY



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Last week, UNBC's research methods in outdoor recreation and tourism class released the results of a study conducted earlier this year in Burns Lake. The study assessed the economic and social impact of mountain biking development in Burns Lake.

Among the findings are the direct economic benefits of the trails, including the opening of Burnt Bikes and the increased clientele for restaurants, grocery stores and hotels from visitors coming to the trails. However, the study does not present specific numbers on these economic benefits.

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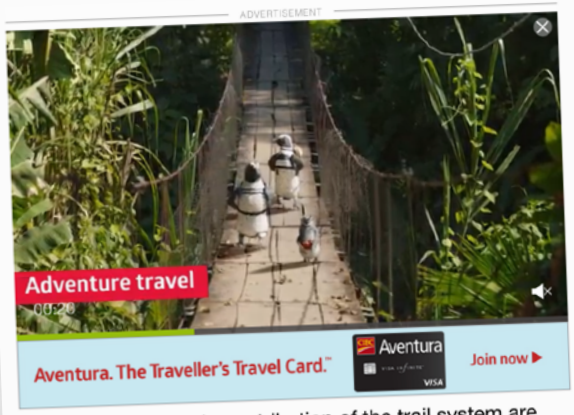

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new career

Black Press Me

The largest economic contribution of the trail system are the expenditures associated with design, construction and maintenance of the trail network. Over the course of the development of the trails, the Burns Lake Mountain Biking Association (BLMBA) has received almost $2 million in both cash and in-kind donations from various stakeholders.

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In addition, the trails make a significant contribution to health cost savings, as physical activity helps improve overall health and reduces the risk for chronic diseases. The annual medical cost savings are estimated at $1500 annually for those who exercise regularly, doubling that amount for those over the age of 65, according to the study.

This results in an estimation of total health care cost savings for BLMBA members of $147,375 each year. And given that the trail network serves many more community members, as well as tourists, this number could be significantly higher.

As part of the research, UNBC students conducted face-to-face interviews and an online survey with BLMBA members. One of the main ideas raised by locals was the notion of community pride.

"Many users and members are incredibly proud of the area that they created as a community," says the study.

The trails also provide youth with the opportunity for cross-generational learning. Many of the youth who have been students in bike camps, are now taking on the roles of leading the programs and becoming mentors to other youth and children.

Furthermore, the trails are noted as being a key attractant for individuals to stay in the community. Tourists are also staying in Burns Lake because of the accessible camping near the recreation site.

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"People are no longer passing through," says the study.

Volunteers – the "beating heart" of the Burns Lake trails

The volunteer hours that have contributed to the building and maintenance of the trails at the Boer Mountain Recreation Site have played a critical role in its success, according to the UNBC study.

Since its inception, a total of almost 20,000 volunteer hours have been recorded for Burns Lake Mountain Biking Association (BLMBA) members, equating to a value just under of $300,000. Other organizations such as the Burns Lake Fire Attack crew have also donated a substantial amount of labour to the development of the trail network.

Study participants recognized how critical volunteering has been for the trails.

"The benefits were noted not just in the tangible result of building and maintaining the trails but perhaps more importantly in building pride, community cohesion, developing new friendships and a sense of ownership," says the study. "Future maintenance and upkeep of the trail system will strongly depend on the continued support of these many volunteers."

Guy Epkens-Shaffer, BLMBA president, said the UNBC research will assist the organization with grant applications since BLMBA will be able to present quantitative information to funding agencies and local governments.

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newsroom@ldnews.net

CYCLING FOR HEALTH AND FITNESS

IT ONLY TAKES 2 TO 4 HOURS A WEEK TO ACHIEVE A GENERAL IMPROVEMENT TO YOUR HEALTH.

CYCLING IS: LOW IMPACT – IT CAUSES LESS STRAIN AND INJURIES THAN MOST OTHER FORMS OF EXERCISE.

A GOOD MUSCLE WORKOUT – CYCLING USES ALL OF THE MAJOR MUSCLE GROUPS AS YOU PEDAL.

EASY – UNLIKE SOME OTHER SPORTS, CYCLING DOES NOT REQUIRE HIGH LEVELS OF PHYSICAL SKILL. MOST PEOPLE KNOW HOW TO RIDE A BIKE AND, ONCE YOU LEARN, YOU DON'T FORGET.

GOOD FOR STRENGTH AND STAMINA – CYCLING INCREASES STAMINA, STRENGTH AND AEROBIC FITNESS.

AS INTENSE AS YOU WANT – CYCLING CAN BE DONE AT VERY LOW INTENSITY TO BEGIN WITH, IF RECOVERING FROM INJURY OR ILLNESS, BUT CAN BE BUILT UP TO A DEMANDING PHYSICAL WORKOUT.

A FUN WAY TO GET FIT – THE ADVENTURE AND BUZZ YOU GET FROM COASTING DOWN HILLS AND BEING OUTDOORS MEANS YOU ARE MORE LIKELY TO CONTINUE TO CYCLE REGULARLY, COMPARED TO OTHER PHYSICAL ACTIVITIES THAT KEEP YOU INDOORS OR REQUIRE SPECIAL TIMES OR PLACES.

TIME-EFFICIENT – AS A MODE OF TRANSPORT, CYCLING REPLACES SEDENTARY (SITTING) TIME SPENT DRIVING MOTOR VEHICLES OR USING TRAMS, TRAINS OR BUSES WITH HEALTHY EXERCISE.