

MTB Industry Leads

The outdoor recreation industry stood by IMBA during 2020, and stepped up with wide ranging support! Teamwork, great ideas, employee volunteer time, charitable cash commitments, awesome product, promotional support, advocacy voice and more. More than 40 brands are actively involved nationally. REI, Shimano, Jenson USA, SRAM, Quality Bicycle Products, YETI, Pivot and Patagonia are among the leaders in our family of businesses. Many thanks to every single company involved nationally and locally. You get it and you act for all mountain bikers.

Photo by Sterling Lorence

Create



IMBA Trail Solutions (TS), adapted to the challenges of working during the pandemic, and while following state and federal guidelines, was able to complete 36 new miles of trail. Communities have seen an explosion of riders in areas where TS has had a planning, design, build influence, like Standing Boy in Georgia, Tannery knobs in Tennessee, Cedar City in Utah, and Millinocket, Maine. These areas provide a spectrum of trails that gets more people of varying skill levels out enjoying trails. 50 active planning and design jobs resulting in 600-900 new miles of trail were being planned and designed by the end of 2020, 7 of those being Trail Accelerator grant projects, resulting in 140-180 miles of trail. Two "firsts" to celebrate in 2020: First mountain bike trail in the oldest National Park - Hot Springs National Park and TS conducted the first fully online Trail Building School through a series of webinars.

Despite impacts from the COVID-19 pandemic, our organization was able to raise the private capital needed to complete the project at a time of limited public funds. We completed construction in the fall of 2020 and it couldn't have come at a better time to support so many local residents who needed outdoor spaces to keep a sense of stability, gratitude, and optimism in uncertain times. As winter fell, the trails have remained a very popular and valuable asset to our community. Beyond the resulting trail system, the Trail Accelerator Grant has shown our community the value of plans and planning. Municipalities have shown very positive support in funding the planning of additional future projects in the region.



JED Olson, Executive Director
ORA Trails www.ORAtrails.org
LaCrosse, Wisconsin



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IMBA Local Partners, land managers, and numerous community organizations, united with us around important projects in 2020. There are some real visionaries and Trail Champions in communities everywhere that we're proud to support and call friends. And, there are thousands of extraordinary trail stewards that have worked the dirt to support riding as the trail use demand went sky high last year. They're all inspirations!



Dave Wiens
Executive Director
IMBA

Photo by Meyvn

Access

IMBA worked closely with Members of Congress, outdoor business, and local mountain bike organizations to craft and introduce the Bonneville Shoreline Trail Advancement Act. The legislation - a first for IMBA - is mountain bike specific and advances mountain biking along the Salt Lake Valley and the Central Wasatch range in Utah. It's quite a moment when you have our national leaders discussing the importance of mountain biking in the halls of Congress. With more people looking to recreate safely outdoors and trails seeing up to 400% more usage than prior to 2020, the IMBA Government Affairs Team worked even harder to solidify our influence and reestablish ourselves as experts in a number of policy areas that affect mountain biking, trails, and access. Below are a list of just a few highlights of our efforts in 2020:

- 12 bills advanced in Congress
- 15,378 letters to Washington
- 80 California advocates attended online policy workshops
- Iconic Slickrock Trail in Moab, UT, protected from oil and gas lease
- DOI Agency eMTB comments: In addition to working closely with the Bureau of Land Management in writing their new rule regarding eMTBs, we developed highly detailed comments to the draft rule which influenced the final document.
- US Forest Service comments: The USFS also addressed the question of e-bikes and eMTBs on federal land, and once again we led the effort and lent our expertise to address a host of issues. Our detailed comments were widely distributed amongst other mountain bike organizations and used as a basis for other's comments.
- California Advocacy Workshops: For safer legislative training and networking with advocates during COVID, we successfully developed virtual workshops that provided participants with the knowledge and tools to be effective, then discussed real world examples and how to apply these new skills.



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Our mission is to make biking better for everyone. Partnering with IMBA is a natural extension of our work to help improve trails, access and safety for mountain bikers nationwide. We've worked with IMBA for nearly twenty years, and we admire their decades-long efforts to make mountain biking better and more accessible. We look forward to continuing our work together toward a better future for biking and bike riders.

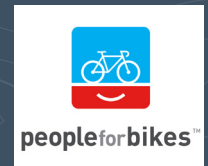


Jenn Dice
President and CEO
PeopleForBikes



Partnership

This year saw the renewal of an important partnership with PeopleForBikes. Dating back to 2001, the partnership has long been focused on advocacy efforts for preserving and supporting access to public lands. PeopleForBikes provided financial support in 2020 for the Trail Accelerator Grant program. New for 2021 will be a focus on collaboration with PeopleForBikes' Community Grant Program with IMBA providing bike park grant recipients with technical assistance, educational books and the opportunity to attend an IMBA Trail Lab.



IMBA believes in the development of more trails, particularly for young riders. The National Interscholastic Cycling Association (NICA) teams need venues and practice trails. IMBA was thrilled to formalize a partnership with NICA focused on creating mountain bike infrastructure to support growth in youth mountain biking. An important component of this growth will be working to provide equity in access to programming and the trails. IMBA and NICA made tremendous progress in 2020 on pilot community projects designed to accomplish and model this goal for communities nationwide.



more
trails close
 to
 home



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