



Mountain Bike Community Profile

City of Kelowna Parks Division,
Regional District of Central Okanagan
and BC Parks



Mountain Bike Community Profile

1. Objectives
2. Consultation
3. Research
4. Recommendations

1. Objectives





Objectives

Mountain Bike Community Profile objectives:

- Conduct research and identify key issues
- Determine the demographics of the local mountain bike community
- Identify what kinds of mountain bike facilities are in demand
- Determine the expectations of the public regarding the role of local government
- Identify partnership opportunities



Definitions

There are two broad classifications of Mountain Biking: Trail Riding and Freestyle.

Trail Riding consists of three sub-groups:

- 1. Cross country***
- 2. Downhill***
- 3. Free-riding***

Freestyle also consists of three sub-groups:

- 1. Dirt jumping***
- 2. Skills / trials***
- 3. Street / urban***

2. Consultation





Consultation

- Four information gathering workshops :

1. Local government staff
2. Other government stakeholders
3. Mountain bike community (youth)
4. Mountain bike community (adult)





Consultation

- On-line Mountain Bike Participant Survey posted on the City of Kelowna website
- Interviews of other communities with mountain biking facilities

3. Research





Mountain Bike Community Survey Results

The on-line survey is not considered to be statistically valid,
none-the-less provides valuable information.



Survey Responses by Postal Code

Downtown Kelowna / Old Glenmore / Pandosy	136
South Kelowna / Mission	136
North Glenmore	101
Rutland	87
Westbank	40
Westside Road / Casa Loma / Lakeview Heights	37
Black Mountain / Joe Riche	23
South Okanagan	20
Winfield / Lake Country	15
Penticton	2
<i>Others</i>	39
<i>None Given</i>	<u>2</u>
TOTAL	651



Mountain Bike Community

Top five mountain bike areas visited by local riders:

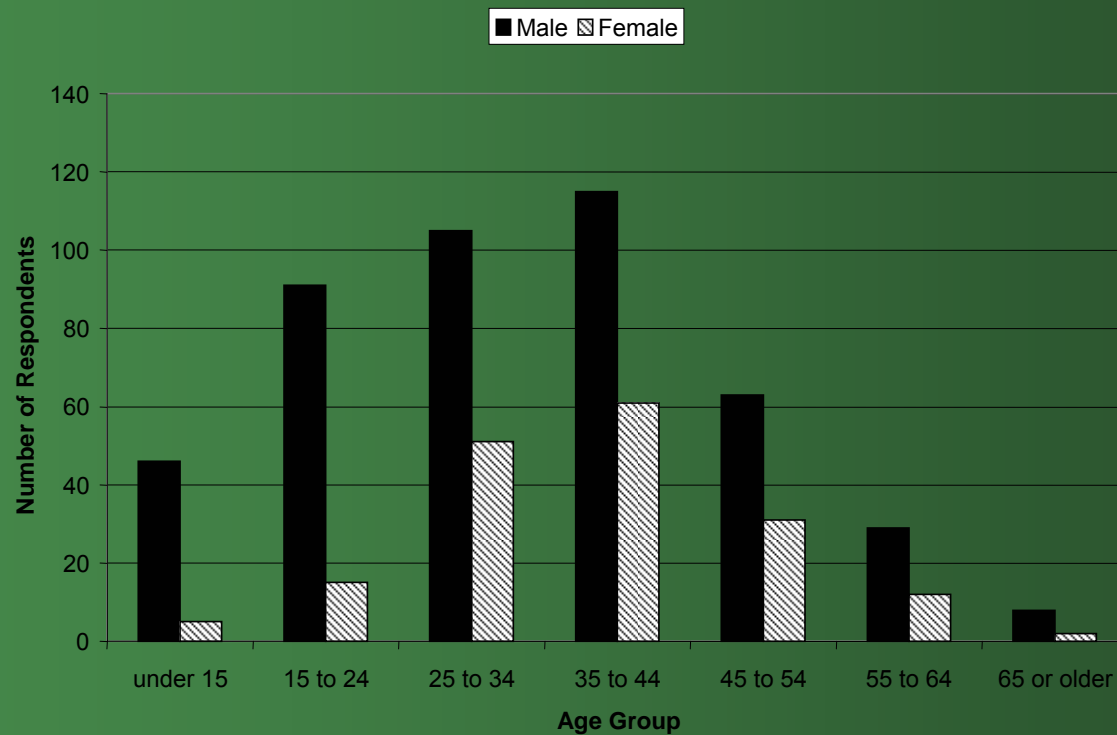
	<u># of responses</u>
Knox Mountain	308
Myra-Bellevue / Crawford	287
Mission Greenway	258
Gillard	237
Powers Creek	192



Mountain Bike Community

1. Fewer females (28%) than males (72%) responded.

Respondents' Gender by Age Groups





Mountain Bike Community

2. Younger riders prefer downhill & free riding.
Middle-age riders prefer cross country
Older cyclists prefer touring and pathways.
3. +50% mountain bikers cycle 1 or 2 times per week.
4. Main Issues:
 - development of new trails;
 - maintenance & protection of existing trails



Mountain Bike Community

5. For most, mountain biking is a three season sport.
6. Saturdays & Sundays are the most popular days for biking.
7. Over 50% of local mountain bikers consider themselves to have an intermediate skill level, with 24% advanced, 14% beginner and 9% extreme
8. Leading Reasons for Mountain Biking:
 - 'Fun/Enjoyment' & 'Health/Fitness'



Mountain Bike Community

9. Over 80% of respondents rate biking in Kelowna as good or very good.

10. 76% of respondents claim they mountain bike outside of Kelowna at least a few times a year.

6% claim they mountain bike outside the area 5 + times / month.



Mountain Bike Community

11. 80+% feel that the provision of bike facilities is “important” or “very important.”

< 2% of the respondents feel it is “not important.”

12. Predominant sources of information for mountain bikers:

word-of-mouth and local bike shops.



Mountain Bike Community

13. Willingness to pay for improved services:

Not willing to pay a fee – 28%

Willing to pay a fee - 72%

(Willing to pay more than \$40 – 22%

Willing to pay between \$ 1 and \$20 – 33%

Willing to pay between \$21 and \$40 – 17%)

Importance of Mountain Bike Facilities





Importance of Mountain Bike Facilities

- The recent Ipsos Reid survey identified cycling/biking as the 7th highest type of physical activity that Kelowna residents regularly participate in.
- This ranking was higher than:
golfing, hockey, volleyball & martial arts.

Demand for Mountain Bike Facilities





Demand for Mountain Bike Facilities

Desired Mountain Bike Facilities, as identified at the Community Workshops

Youth Responses

Skills parks (dirt jumps)

Indoor foam pit

Slope style course

Downhill race course

Adult Responses

Skills park

Trails for entry level riders

Long loop trails

Cross country trails

“Marquee” or signature trails

Epic trails

Connecting trails with access through residential areas

Destination Tourism





Destination Tourism

- B.C. ranked first in the world for mountain biking facilities by IMBA .

(International Mountain Biking Association)

- \$10.3 million generated from non-local riders in 3.5 months (June 4 – September 17, 2006) for the Whistler, Squamish, North Shore Corridor.

(Sea to Sky Mountain Biking Economic Impact Study, Mountain Bike Tourism Association)



Destination Tourism

- BC Parks estimates that Myra-Bellevue Park and the KVR will attract 100,000 visitors in 2008, and 250,000 in the next 10 years.
- Mountain bikers travel to race, vacation and to experience epic riding.
- Mountain bikers like a variety of terrain and new scenery to explore.



Destination Tourism

- World class unsanctioned free ride mountain biking already exists in near Kelowna.

The Gillard area, between Myra-Bellevue and Okanagan Mountain Parks, and below the KVR has already spawned three renowned free riders.

Potential development on this crown land could threaten the Gillard trail network.



Destination Tourism

If we satisfy the infrastructure required to attract Mountain Bike Tourism, we have already satisfied the local mountain biking community requirements.

This creates a win / win situation.

Role of Local Government





Role of Local Government

- Advocate trail alignments within new developments
- Land acquisition
- Planning and trail development
- Liability and risk management
- Trail monitoring and maintenance
- Enforcement of trail standards and bylaws
- Environmental education

Role of Mountain Bike Club(s)





Role of Mountain Bike Club(s)

- Represent all mountain biking disciplines, (downhill, free ride, cross country, skills / trials)
- Assist with trail development, maintenance & stewardship.
- Assist with enforcement of trail use procedures
- Act as an “advisory committee” to the planning process and provide input
- Access grants not typically available to government agencies
- Coordinate and host events

Partnership Opportunities





Partnership Opportunities

Partnerships will be essential to expand mountain biking infrastructure in the Central Okanagan.

Potential Partners include:

- Kelowna Mountain Bike Club
- Friends of the South Slopes (FOSS)
- Bike Shops / Retailers
- Tour Operators / Outfitters
- Service Clubs
- Tourism Kelowna
- Private Sector Business
- International Mountain Biking Association (IMBA)
- Western Canada Mountain Bike Tourism Association (MBTA)

4. Recommendations





Recommendations

1. The City of Kelowna, the Regional District of Central Okanagan, and BC Parks should continue with the development of a Mountain Bike Strategy.
 - 1a. The Mountain Bike Strategy should consider including additional partners such as:
 - The District Municipality of the Westside
 - The Ministry of Tourism, Sport & the Arts
 - Other communities within the Regional District (i.e., Peachland & Lake Country)



Recommendations

- 1b. Subject to budget approval, conduct an economic impact study of mountain biking in the Central Okanagan.

- 1c. As part of the Mountain Bike Strategy determine priorities, costs and present a funding plan to local government officials for approval.



Recommendations

- 1d. Continue the development of facilities for 90% of all mountain bikers and provide for a natural progression of skills as riders mature and their interests change.

Increasing opportunities for active youth should be the initial focus, i.e., pending budget approval, design and implementation of a Bike Skills / Dirt Jump Park



Recommendations

- 1e. As part of the Mountain Bike Strategy develop a **sanctioned mountain bike trail network**, providing facilities for all trail user groups (mountain bikers, hikers, equestrians, etc.)
- 1f. A guideline of **no net loss of trails** should be followed during the approval and permitting process required for new developments. This could become a policy as we learn more.

Off-road trails need to be addressed in **area structure plans** prepared by the developer.

Access agreements with private landowners should be considered.



Recommendations

- 1g. A Trail Coordination Committee should be encouraged consisting of representation from all trail user groups, local government(s), stakeholders and land managers.
- 1h. As part of the Mountain Bike Strategy consider jointly funding, between all levels of government, the position of a qualified Trail Coordinator at the regional government level.
- 1i. Consider developing a partnership with Sport Kelowna to assist in focusing on the economic development potential of mountain biking.



Recommendations

- 1j. Develop partnership opportunities with community organizations, businesses and agencies.
- 1k. Consider developing an advertising and marketing plan in partnership with Kelowna Tourism to promote mountain biking facilities.
- 1l. Encourage re-development of the Kelowna Mountain Bike Club.



Recommendations

2. Kelowna Mountain Bike Club(s), Parks Recreation and Culture, and community programming should consider coordinating and promoting a community mountain bike event (e.g., fat tire festival) to increase the awareness of mountain biking.
3. Provide a coordinated approach and sharing of resources by developing partnerships with the International Mountain Bike Association (IMBA) and the Western Canada Mountain Bike Tourism Association (MBTA).



Next Steps

- Upon approval of Council, forward the Council Report and Mountain Biking Community Profile final report by Fay Baker, to the Regional District for their review.
- Complete and adopt a Mountain Bike Strategy in 2008 as approved in the current budget.
- Locate and design and Skills Park Master Plan, subject to budget approval.
- Prepare a trail standards manual including construction, maintenance and signage standards, as a future initiative.



Thank you!