



evergreen
MOUNTAIN BIKE ALLIANCE

2025 Strategic Plan

Building Trails,
Partnerships and
Community



Prepared by the Evergreen Mountain
Bike Alliance Board of Directors
Adopted July, 2021

Our Mission

TO CREATE, MAINTAIN AND PROTECT SUSTAINABLE MOUNTAIN BIKING OPPORTUNITIES IN WASHINGTON.

Our Vision

TO MAKE WASHINGTON THE BEST PLACE TO RIDE!

Why We Do This

TO BUILD HEALTHY AND VIBRANT COMMUNITIES THROUGH MOUNTAIN BIKING.

Plan Development

Evergreen Mountain Bike Alliance (Evergreen) developed this plan through a period of transition and significant growth in the sport of mountain biking. **This document will guide our work through 2025, informing our actions and decisions.** The specific focus areas provide the framework for the development of annual plans that include performance metrics, goals and objectives set by the statewide Board of Directors and chapter leadership. These annual plans will establish measures of success and accountability for our staff, volunteers, and membership to ensure we achieve our mission to create, maintain and protect sustainable mountain biking opportunities in Washington State.

We believe it is critical to our mission to recruit and retain high-quality professional staff and volunteers throughout our organization. Collaboration between our statewide network of chapter volunteers, our paid staff and community leaders is essential for us to be successful. We are committed to trail building and maintenance, as well as teaching, leading and advocating for mountain bikers across the state. We do all of this in pursuit of our vision of making Washington the Best Place to Ride.

Many thanks to our Statewide Board, Chapter leadership and members for putting forth the energy and resources to develop the 2025 Strategic Plan. This plan provides the framework for Evergreen to maintain a solid organizational structure and supports our ongoing adventure to make Washington the best place in the nation to ride a mountain bike!



About Evergreen

Created in 1989 as the BBTC (Backcountry Bicycle Trails Club), **Evergreen started as a grassroots group of local riders whose trail networks were threatened or closing because of maintenance issues or land manager concerns.** Initially oriented primarily towards backcountry trail advocacy, the organization expanded from primarily advocacy to include trail maintenance, trail-building, volunteerism, rider education and creating high-quality trail networks close to community centers.

Evergreen is the largest statewide mountain bike organization in the United States, with eight chapters and over 8,000 members as of 2021. Our membership and chapters continue to gain strength as more and more riders get involved each year.

Over the last 30 years, our work has shifted from reactive to proactive action—geared towards building positive, collaborative, equitable and inclusive relationships with communities, Federal and State agencies, landowners, land managers (public & private), environmental organizations, and other trail user groups – to ensure continued access as well as increase quality, variety and mileage of mountain bike trails throughout the state.

Evergreen has become a key recreation planning and implementation partner to land managers, typically contributing over 30,000 hours of volunteer labor annually. **Our proven ability to plan, support, build and maintain sustainable trails makes us a valuable and respected partner when it comes time to negotiate for trails and access.**

The Washington State mountain bike community has grown and become stronger through our dedication to creating opportunities for riders to connect with other riders, share experiences, explore trails, improve skills and build trails together around the state. **We now have hundreds of miles of open and rideable trails all over the state and hundreds of new riders and families entering the sport each year.**

Diversity, Equity and Inclusivity

Create opportunities and a more welcoming mountain bike community.

We recognize and acknowledge the lack of diversity in our membership and the sport of mountain biking. To change this, Evergreen formed a Diversity Equity and Inclusivity (DEI) Committee in July 2020.

The DEI Committee's purpose is to identify and address DEI concerns within our programs, communications and events. We strive to become an example for others by making mountain biking a more welcoming space for ALL.

We are committed within our chapters and regions to address locally relevant concerns to make organization-wide progress across all strategic pillars and functional areas (Operations, Trails, Volunteerism, Advocacy, Education, Marketing and Communications).



evergreen
MOUNTAIN BIKE ALLIANCE

The DEI Logo will be used in our communications and marketing to promote specific programs and initiatives linked to our DEI work, and to recognize, support and celebrate the diverse make up of our community of riders.



TRAILS

The sport of mountain biking saw unprecedented growth in 2020.

Trails and trailheads have been inundated by existing, and new riders and riders returning to the sport. Significantly increased ridership additional pressure on busy routes and create a greater need for more diverse, complete and progressive trail systems.

As bike technology evolves so should we.

Our sport is evolving and constantly changing. The popularity of e-bikes, coupled with an increasing demand for trails open to adaptive trail bikes, are creating new challenges, user conflict, more opportunities for collaboration and a need for more advocacy.

To serve all mountain bikers, we must create access for e-bike use and adaptive riders. While at the same time we must make the sport more accessible to all riders through the development of more front-country trails and ride opportunities within communities.

Unprecedented growth, new user patterns, new technologies and new trails also demand an increased focus on maintenance efforts. We must increase collaboration with local communities, State and Federal land managers and our non-motorized trail recreation partners to get the work done.



TRAILS...

Objective 1: Create a variety of trails that are accessible and enjoyable for riders of all skill levels, types and backgrounds.

Continue to facilitate the construction of new mountain bike trails, trail networks, ride parks and trail connections within all chapters. We will work to bring trails and trailheads closer to more communities to provide convenient access, reduce commute needs, and reduce parking and traffic pressures at trailheads and on access roads.

Improve trail diversity for riders of all disciplines (XC, FR, DH, e-bike, adaptive), ability, and skill levels. We will do this by refurbishing existing trails developing diverse new trails, and advocating for more trails that are accessible to e-bike and adaptive riders. Our trail development advocacy will focus on options for beginners, progression, rugged natural descents, challenging climbs and lower elevation winter rides. We will identify underserved communities that could benefit from, and have the opportunity for, development of new trails, pump tracks or other ride resources to create a positive community hub of activity.

Look beyond 2025 for new unique objectives and advocate for riding opportunities. We will strive for visionary projects, such as a hut-to-hut backcountry bike-touring trail network, locations for new "town to ridge" trails and long-distance front-to-back country riding routes. This work must be considerate of the impact of climate change and reduce our sport's footprint through innovation, connectivity, creativity, and natural resource conservation and protection.

TRAILS...

Objective 2: Grow our trail maintenance resources and capabilities to ensure all our chapters can provide Washington mountain bikers with a high-quality riding experience.

Maintain a high standard and priority for trail maintenance across all chapters. We will craft and implement strategies to increase volunteer maintenance hours and collaboration with other trail maintenance organizations. Pilot a trail adoption program and increase multi-day work party events on remote backcountry trails to meet the growing need for trail maintenance.



COMMUNITY

Our community is our greatest strength!

The growing popularity of mountain biking has increased the need to improve our communication and outreach to inform new riders about the legacy of our work. **We must foster an open, welcoming and inclusive mountain biking community for ALL riders regardless of culture, race, religion, age, gender, sexual orientation, physical or mental limitation or bicycle type.**

The Evergreen membership base does amazing things for the mountain biking community in Washington. Higher membership numbers demonstrate that riders want to be involved and add weight to our work. We must connect with riders through events, group rides, celebrations and volunteer work parties to build community connections and strengthen our voice. Our community is our greatest strength.

#RIDERPOWERED



COMMUNITY...

Objective: Build and maintain a strong, inclusive and accessible mountain bike community for all types of riders.

Build a strong and inclusive community by offering more organized ride programs, increased advocacy for e-bike and adaptive bike users and seek out new community events to build new and more diverse community partnerships and connections in all chapters.

Remove barriers to mountain biking to diversify our community and membership. We will welcome new perspectives on the sport, strengthen the influence of BIPOC riders and work to make Evergreen more reflective of the people in Washington State. We will seek out and welcome more diversity in our members, staff, board, chapter councils, instructors, coaches, volunteers and trail crew.

Seek chapter guidance to better understand the unique local challenges and communities better. We will develop custom programs to respond to local socio-economic conditions and be more effective at removing barriers to our sport statewide.



Evergreen believes a strong organization innovates, educates, informs and empowers its community. We will seek to expand the reach of our online channels and platforms by creating, publishing and curating content reflective of the diversity of our membership and riders in Washington state. We will actively seek and welcome feedback from the community to better serve and advocate for all mountain bikers in Washington State.

Education

Evergreen has established its education program to be one of the primary sources of rider development in Washington. With the increase in ridership, our programs must adjust and expand to meet the demand of a more extensive and more diverse riding community. Our education must go beyond just riding skills and include advocacy, trail maintenance, trail ethics and rider awareness.



Education...

Objective: Empower and inspire riders, increase rider safety, build advocacy, and create an understanding of trail stewardship through innovative and inclusive education programs.

Build a more robust and comprehensive statewide education program for mountain bike riders of all skill levels, ages, and backgrounds to meet the growing need. Education resources will include on-the-bike skill-building camps, ride clinics, bike maintenance clinics, multi-use trail etiquette information, and “Trail Schools” for trail building and maintenance.

Provide education programs for underrepresented groups. Our program will foster a more diverse community within our sport, including women, BIPOC riders, LGBTQ+, marginalized youth, economically disadvantaged families and persons with disabilities.

Ensure education clinics and camps continue to be welcoming spaces for youth and adults. We will diversify our teaching staff and provide education opportunities to new and underrepresented groups. We aim to grow the overall annual scholarship participation dramatically.

Increase trail stewardship by offering trail building classes across the state to educate riders on sustainable trail design, trail building, and maintenance. Chapters will assist in educating riders on how to best engage in work parties, be courteous on the trail and become effective advocates for the sport.

Sustain a cohort of high-quality, skilled educators to support an exceptional education program. Focus on coach and instructor satisfaction and retention, build a financially sustainable education model that adequately compensates certified and trained coaches, and develop and recruit dedicated volunteer instructors.

Advocacy

Evergreen has been the voice of mountain bikers in Washington state for 30 years. We will continue to play this role.

Challenges to our sport continue to threaten access. The introduction of new bike technologies has required additional effort to educate and inform land managers, legislators, other user groups and the public to foster consensus and collaboration.

Increased ridership will put additional pressures on existing trails and trailheads, requiring continued advocacy focused on mountain bike infrastructure development and maintenance.

We've come a long way since our humble beginnings in 1989, and we will never stop advocating.

Advocacy...

Objective 1: Advocate on behalf of all mountain bikers before state and local governments and land managers to increase equitable trail access for all riders.

Evergreen can create a space for the community to innovate and take mountain bike advocacy in Washington to the next level with radical ideas and breakthrough solutions.

Ensure the people we represent have an opportunity to engage directly with elected officials (state and local), land managers and other recreation advocacy groups. We will look for new and increased opportunities to enable such engagement.

Work to ensure continued access for mountain biking on multi-use natural surface trails, advocating for no net loss of trails and appropriate adoption of pedal-assist e-bikes. We must work diligently and strategically to do this without risking the loss of current mountain bike access on existing multi-use trail systems.

Objective 2: Promote mountain biking to communities to ensure residents and businesses can tap into the benefits provided by the sport.



Seek opportunities to conduct an economic assessment, likely through a partnership with a government or private entity, to measure the impact of mountain biking on community health and local economies.

Sustainability

Sustainability has many meanings for an organization like Evergreen: financial, organizational, social and environmental. To make the best use of the resources available to us and work most effectively towards our mission, we must take steps to ensure a strong organization and protect the natural world within which we work, live and play.

Mountain biking depends on access to public lands and protection of the beautiful natural areas that envelop the trails we ride on

We must prioritize protecting these places.

Sustainability...

Objective: Refine our organizational capabilities, ensure financial health, develop a diverse community and staff, and improve our environmental practices at the statewide, chapter and program levels.

To remain strong financially and operationally, we must invest in and strengthen our fundraising, accounting, and legal capabilities. We will do this via the development of in-house capabilities and through third-party support. We will actively protect our revenue stream, control costs and reduce risk. We will continue to mature our business and focus on legal, financial and organizational development strategies to ensure a strong financial position that withstands unexpected events and threats to our long-term sustainability.

To remain strong technologically, we will increase investment in our technical stack to better support efficient and compliant management of membership services, fundraising, volunteers, programs and events. We will do so in a way that balances staff efficiency with our supporters' experience and engagement across all platforms.

To remain strong socially, we will work diligently to develop a more inclusive, welcoming, and safe mountain bike community for ALL. We will work to diversify our membership, volunteer base, staff and board. Inclusive hiring practices and an open and welcoming organizational culture with competitive compensation and benefits packages will attract and retain high-quality staff. We will develop and implement succession plans for key positions to ensure organizational knowledge is complete and transferred effectively.

To protect the environment, we will reduce our organization's environmental impact. We will adopt environmental and climate goals and implement strategies specific to operations, events, trail building practices, project locations and trailhead amenities. We will encourage alternative options for transportation to mountain biking locations and advocate for increased community-level trail connections to increase direct bike-trail access from homes and reduce car trips and trailhead parking pressures.

Tell us what you think

#RiderPowered by over 8,000 supporters and always open to guidance from our members, donors and interested stakeholders to improve our trails, programs, and advocacy to maximize our impact across the state.

Contact us anytime to provide feedback. Send your ideas to help make our 2025 goals and objectives a reality and what we can do in your community to make Washington the Best Place to Ride.

Contact us here: questions@evergreenmtb.org

We look forward to enjoying the trails with you and celebrating the results of our collective commitment to the sport of mountain biking.

Thank you for your support.



evergreen
MOUNTAIN BIKE ALLIANCE

249 Main Ave S.
STE 107-188
North Bend, WA 98045

www.evergreenmtb.org