



Boulder Mountainbike Alliance

2021 MEMBER SURVEY & TRACKER

JULY-AUGUST 2021

GUIDING LEADERS WITH SMARTER RESEARCH >> EXPLORATION & DATA >> INSIGHTS

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BUSINESS CONTEXT

BUSINESS CONTEXT

A membership online survey was conducted in 2016 and has been conducted again (with changes) in 2021.

How the organization changed since 2016:

- The organization lost Steve Watts an ED in 2018 and Wendy became president and then became paid staff in 2019. Our board of directors has completely turned over since 2016. We also hired a new second staff person in 2021 - Trails Program Director.
- Our membership has increased from 750 to 950 members in the last 5 years. We don't know if/how the make-up of our membership changed with 200 more members.

What is happening now that created the need to survey members again:

- We are getting pressure from some members to show support for e-bikes. Before we do anything, we'd like to know how our members feel about e-bikes.
- And in researching this topic we looked at the 2016 survey and realized that our members would like to have their voices heard at least annually.
- We have 2 paid staff and we want to make sure we are directing them well.

BUSINESS QUESTIONS

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- **Membership Composition & Changes:** Is our membership more diverse in age, ability, gender, race or geographic location? (We are taking specific actions to be more diverse with BIPOC, Latinx and Pride group rides starting this year). How are they interacting with BMA? Just membership/donor, group rides, skills, trail building, Brute squad, bike patrol, business partner, website like trail conditions. Hypotheses: Membership is slightly more diverse.
- **BMA Brand & Communications:** We have invested more than ever before in communication (email/social media) in the last 2 years, how did it change our membership make-up. Does it impact how our members feel about what we are doing? Do our members feel like they know what BMA does? Hypotheses: we don't have a base line? Maybe more familiar with our brand. Hypotheses: ???
- **Investments Outside of Boulder:** We have started investing resources in a bike optimized downhill trail system in Black Hawk. How do our members feel about spending money an hour from downtown Boulder? How far are you willing to travel on a regular basis to mountain bike? How will we ask this question(s)? Want to make sure it's not either/or - we are still working on city and county trails. Maybe ask what trails do you ride the most, what's the farthest you'd go on a work day. "where do you ride?" How do you feel about BMA collaborating with other mountain bike organizations? Hypotheses: Many people would still prefer to see new/better trails close to Boulder that they can ride to from their homes but will drive an hour to a good trail system
- **E-bikes:** Do you own an e-mountain bike or are you planning to purchase one in the next year? Hypothesis: no idea??? What trails do you ride / plan to ride? Do you want BMA to advocate for e-mountain bike access on trails? If you are in favor, what is your top reason for? If you are not, what is your top reason against? Hypothesis is that we will get a split of 50 percent for (e-bikes are bikes, bikes are fun!) and 50 percent against (they have motors! it's cheating! bikes will lose current access!).
- **Growing Membership:** Are you a member? If not, would you become a member? BMA pays \$12/membership for IMBA to process our memberships. Would you be more likely to become a member if we were not associated with IMBA? How do you feel about IMBA? Hypothesis: 90% don't care

A decorative graphic consisting of a black crosshair centered on a white background. The vertical bar of the crosshair is composed of four colored segments: a thin green bar on the left, a wider light green bar, a wider blue bar, and a thin orange bar on the right. The horizontal bar of the crosshair is solid black. The word 'METHODOLOGY' is written in white, bold, uppercase letters across the center of the black horizontal bar.

METHODOLOGY

METHODOLOGY

The second wave of the BMA Membership Survey was conducted online from July 22nd to August 9th, 2021.

- The first wave of the study was conducted in 2016 from December 30th to January 25th, 2016.
- This year, the email invitation and reminders were sent from BMA to BMA's mailing list of current members and affiliates, including: non-member participants, past members, donors, and board members.
- The incentive was entry into a random drawing for a chance to win a \$100 gift certificate to University Bicycles (3 Winners).
- In 2021, response to the survey and full participation is higher than in 2016. This year, N=484 completed the survey in full.

PARTICIPATION	2021	2016	2021-2016
# Completed the Survey	484	399	+85

- The increase in participation may be from: more members in 2021, conducting the survey during the summer, having more time during Covid, BMA promoting the survey in a better way, BMA sending the email invitation, a higher incentive (+\$50), and other factors (such as changes in sentiment or more interest in topical issues).
- If we assume those who took the survey are representative of BMA's database of current members and affiliates, the margin of error is +/- 4% at the 95% Confidence Level.
- This year the report is based on completed surveys only and includes statistical differences of 2021 minus 2016 at the 95% Confidence Level (% Difference = % in 2021 - % in 2016).

Please note that this report shows % Differences and does NOT report % Change (% of %).



DETAILED FINDINGS



WHO WE HEARD FROM

2021 RESPONDENT PROFILE SUMMARY

In 2021, BMA survey respondents are primarily white males, age 30-59, who are married with high incomes, living in and around Boulder. They are advanced or intermediate skill level, and MTB at least once a week. Most are BMA Members.

GENDER	
Male	75%
Female	24%
AGE	
Under 30	5%
30 to 39	17%
40 to 49	29%
50 to 59	35%
60+	14%
Average Age	49
ETHNICITY	
White/Caucasian	84%
Hispanic/Latino	5%
Asian	3%
American Indian/Alaska	1%
Black/African American	1%
Other	1%
No Answer	10%

INCOME	
Less than \$50K	7%
\$50,000 to \$74,999	7%
\$75,000 to \$99,999	8%
\$100,000 to 149,999	19%
\$150,000+	38%
Prefer not to answer	20%
Average Income	\$119,448
HOUSEHOLD	
Spouse or Significant other	75%
Young child (Under Age 6)	8%
Youth (Age 6-12)	18%
Teenager (Age 13-17)	16%
Adult family member (Age 18+)	13%
Other adult/ Roommate	6%
No one else, I live alone	12%

SKILL LEVEL	
Pro	4%
Advanced	51%
Intermediate	36%
Beginner	9%
MTB RIDE FREQUENCY	
Almost every day	12%
A few times a week	50%
Once a week	19%
Every 2-3 weeks	11%
1X Month or less	7%
ZIP CODES	
80304	14%
80305	11%
80301	10%
80027	8%
80303	7%
80302	6%
80503	6%
80026	5%

BMA AFFILIATION	
Member	71%
Donor	10%
Board Member	1%
Mountain Bike Patrol	6%
Ride Leader	4%
Business Partner	2%
Trail Boss	2%
Skills Instructor	1%
Social Event Assistant	1%
Vendor/ Client	0.2%
Administrative	0.2%
Other	6%
Non-Member Participant*	18%
None	6%

2021 AFFILIATION WITH BMA VS. 2016

Compared to 2016, proportionally fewer select “Member”, and fewer Donors and Board Members took the survey. Likewise, respondents are affiliated with BMA in fewer ways *during the second year of the Covid-19 pandemic.

- Proportionally, response is down from those selecting Member by -11%, Donors by -5%, and Board Members by -2%.
- *This year we added a new affiliation of “Non-Member Participant” and it received 18% of responses (N=96).
- Those with 2+ roles in BMA dropped -11% from 31% to 20%.

CURRENT WAYS AFFILIATED WITH BMA	2021 (N=483)		2016 (N=399)		2021 -2016
	%	N=	%	N=	
Member	71%	345	82% [^]	327	-11%
Donor	10%	46	15% [^]	61	-6%
Board Member	1%	3	3% [^]	10	-2%
Mountain Bike Patrol	6%	29	9%	35	-3%
Ride Leader	4%	18	6%	23	-2%
Business Partner	2%	11	4%	15	-1%
Trail Boss	2%	10	2%	6	+1%
Skills Instructor	1%	6	1%	2	+1%
Social Event Assistant	1%	4	2%	9	-1%
Vendor/ Client	0.2%	1	0%	0	+0.2%
Administrative	0.2%	1	1%	3	-1%
Other	6%	28	17% [^]	69	-11%
Non-Member Participant*	18%	89	NA	NA	-
None	6%	29	5%	18	+1%

NUMBER OF WAYS AFFILIATED WITH BMA	2021	2016	
0	6%	5%	+1%
1	74% [^]	64%	+10%
2+	20%	31% [^]	-11%

Q1. What ways are you currently involved with BMA?
Select all that apply. [^]Significantly greater at 95% CL

2021 DEMOGRAPHICS VS. 2016

Compared to 2016, more respondents are age 50+ with incomes \$150K+. Fewer are white, married, or have young children.

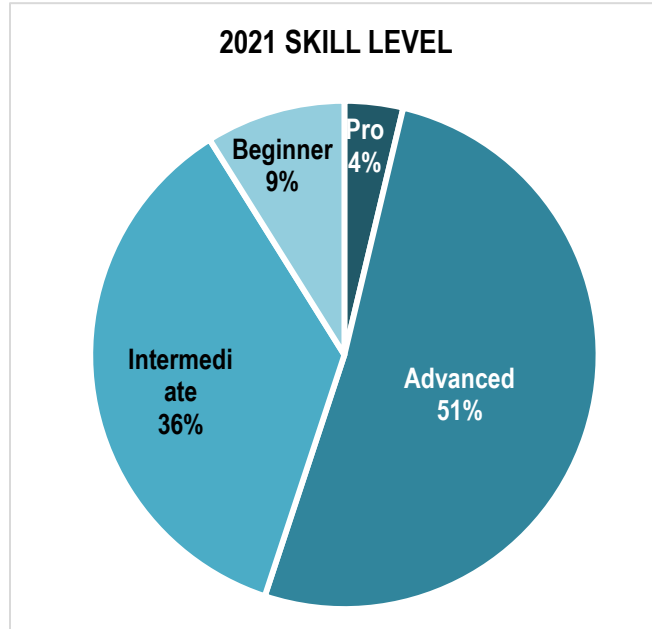
	2021	2016	2021-2016
GENDER			
Male	75%	79%	-4%
Female	24%	21%	+4%
AGE			
Under 30	5%	6%	-1%
30 to 39	17%	24% [^]	-7%
40 to 49	29%	39% [^]	-10%
50 to 59	35% [^]	24%	+11%
60+	14% [^]	7%	+6%
Average Age	49	45	+4 YEARS
ETHNICITY			
White/Caucasian	84%	88% [^]	-5%
Hispanic/Latino	5%	2%	+2%
Asian	3% [^]	1%	+2%
American Indian/Alaska	1%	1%	0%
Black/African American	1%	1%	0%
Other	1%	1%	0%
No Answer	10%	8%	+2%

	2021	2016	2021-2016
INCOME			
Less than \$50K	7%	9%	-2%
\$50,000 to \$74,999	7%	11% [^]	-4%
\$75,000 to \$99,999	8%	10%	-1%
\$100,000 to 149,999	19%	26% [^]	-7%
\$150,000+	38% [^]	30%	+8%
Prefer not to answer	20%	16%	+5%
Average Income	\$119,448	\$112,982	+\$6,466
HOUSEHOLD			
Spouse or Significant other	75%	89% [^]	-14%
Young child (Under Age 6)	8%	18% [^]	-10%
Youth (Age 6-12)	18%	23%	-5%
Teenager (Age 13-17)	16%	14%	+2%
Adult family member (Age 18+)	13% [^]	9%	+5%
Other adult/ Roommate	6%	7%	0%
No one else, I live alone	12%	15%	-3%

Q39. Are you... Q40. What is your age? Q41. Who lives with you in your household? Select all that apply. Q42. What was your total household income before taxes in 2020 (including family members and significant others that contributed to a combined income)? Q43. Which ethnic group(s) do you identify with? Select all that apply. 2021 (N=438), 2016 (N=399) [^]Significantly greater at 95% CL

2021 SKILL LEVEL VS. 2016

In 2021, over half of respondents are Advanced riders (51%) and 36% are Intermediate. Compared to 2016, fewer are Advanced this year and more are Intermediate level.

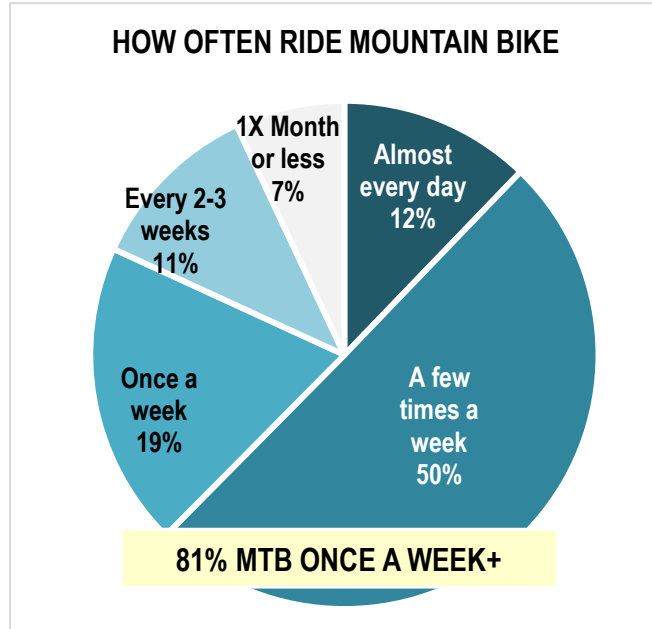


	2021	2016	2021-2016
SKILL LEVEL			
Professional (Well, you know...)	4%	5%	-2%
Advanced (Lower Bitterbrush, High Country trails)	51%	61% [^]	-10%
Intermediate (Antelope, Nelson Loop, Picture Rock)	36% [^]	27%	+9%
Beginner (Valmont & Marshall Mesa)	9%	6%	+3%

Q37. Which best describes your mountain biking skill level? Select only one. 2021 (N=438), 2016 (N=399) [^]Significantly greater at 95% CL

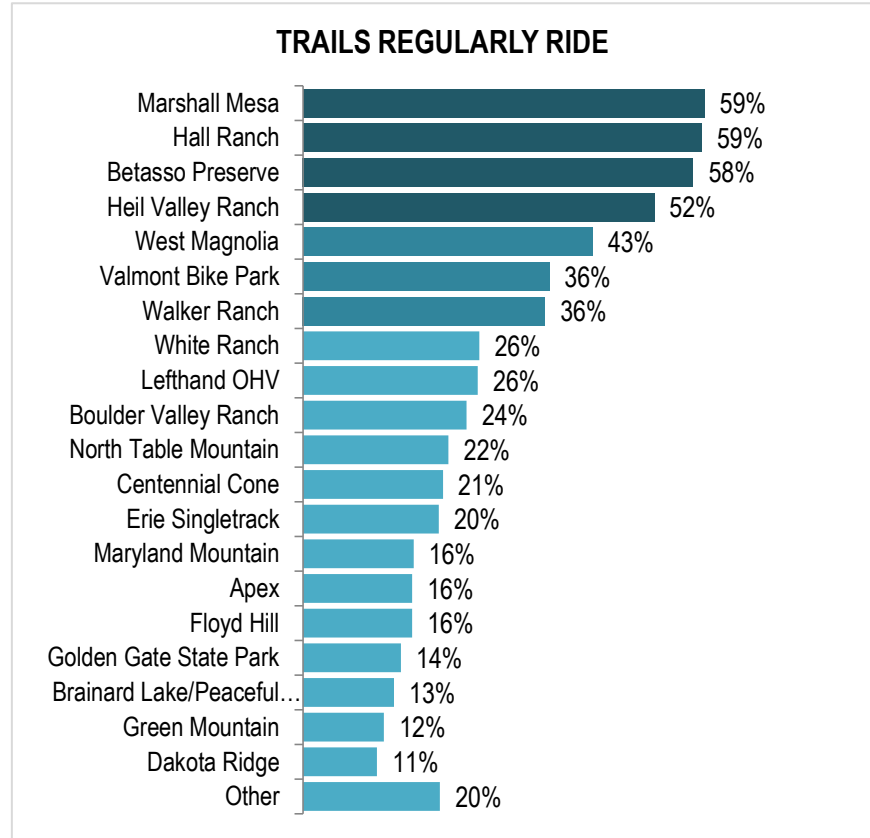
2021 HOW OFTEN MTB & REGULAR TRAILS

The majority (81%) ride at least once a week, and regularly ride MM, Hall, Betasso, and Heil (52%-59%).



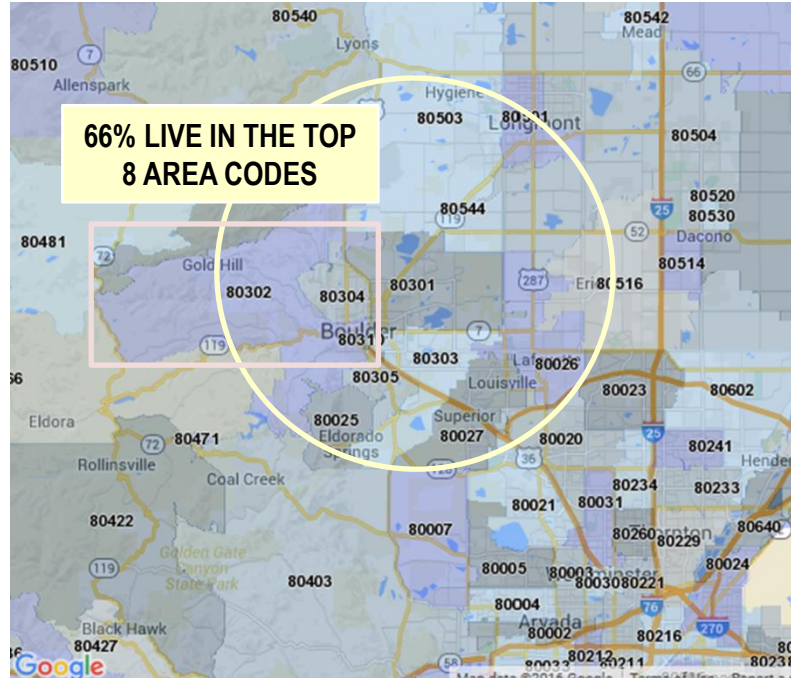
Q15. How often do you mountain bike?

Q16. Which trails do you regularly ride? Select all that apply. (N=483)



2021 ZIP CODES VS. 2016

Two-thirds of respondents live in 8 area codes in and around Boulder. This year fewer are from NoBo and west of Boulder.

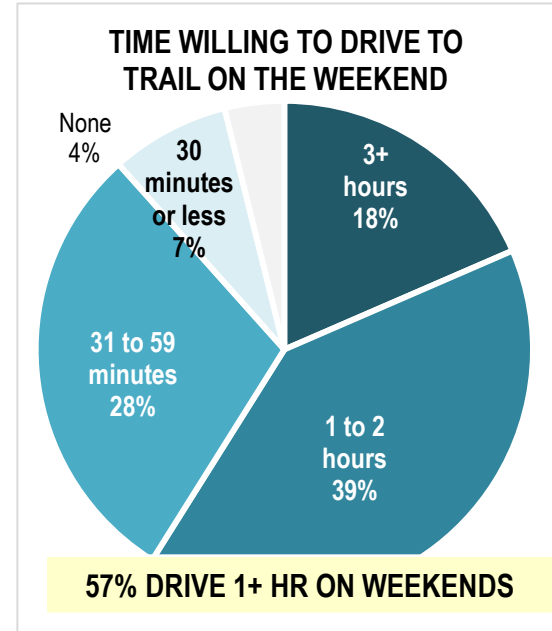
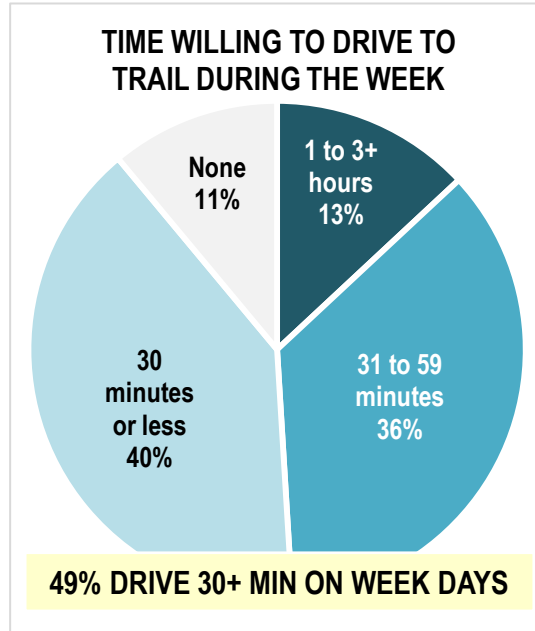
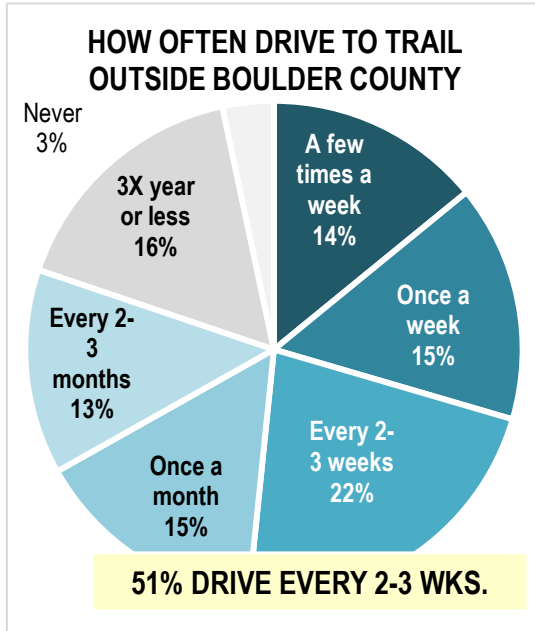


Q38. What is your zip-code? [TEXT BOX]

ZIP CODES	2021	2016	2021-2016
80304	14%	21% [^]	-8%
80305	11%	12%	-1%
80301	10%	11%	-1%
80027	8%	8%	0%
80303	7%	5%	+1%
80302	6%	10% [^]	-4%
80503	6%	4%	+2%
80026	5%	5%	-1%
80516	3%	5%	-2%
80504	3%	2%	+1%
80501	2%	2%	0%
80540	2%	2%	0%
80466	2%	1%	+1%
80021	1%	1%	+1%
80403	1% [^]	0%	+1%
80020	1%	1%	0%
80004	1%	0%	+1%
80220	1%	1%	+1%
80209	1%	0%	+1%
80234	1%	0%	0%
80401	1%	1%	0%
80513	1%	0%	0%

2021 DRIVING TO TRAILS

Driving to MTB trails is common. Half make a drive every 2-3 weeks. Half are willing to drive over 30 minutes to trails on weekdays, and most (60%) would drive an hour or more on the weekends.



Q17. How often do you DRIVE to a trail to mountain bike outside of Boulder County? Select only one.

Q18. During the week (Monday-Friday) how far are you willing to drive to mountain bike? Select only one.

Q19. On the weekend (Saturday-Sunday) how far are you willing to drive to mountain bike? Select only one. (N=483)

A decorative graphic consisting of a black crosshair centered on a white background. The vertical bar of the crosshair is composed of four colored segments: a thin green bar, a wider light green bar, a wider blue bar, and a wider orange bar. The horizontal bar is solid black. The word "PARTICIPATION" is written in white, bold, uppercase letters across the center of the black horizontal bar.

PARTICIPATION

2021 BMA ACTIVITY PARTICIPATION VS. 2016

Activity participation in 2021 is on par with 2016, with 66% participating in at least one type of BMA activity in the past 2-3 years.

- New activities added this year:
Advocacy is 24%, Diversity Group Ride is 2%, and Teen Ride is 0.2%

This year fewer participated in Social Events, while more did Skills Courses, Trails & Ales Rides, and Gurlz Rides.

- Social Events dropped from 30% to 23% as expected during Covid.
- Skills Course participation grew the most at +10%, from 5% to 15%.
- Both Trails & Ales Ride and Gurlz Ride grew by +4% each.

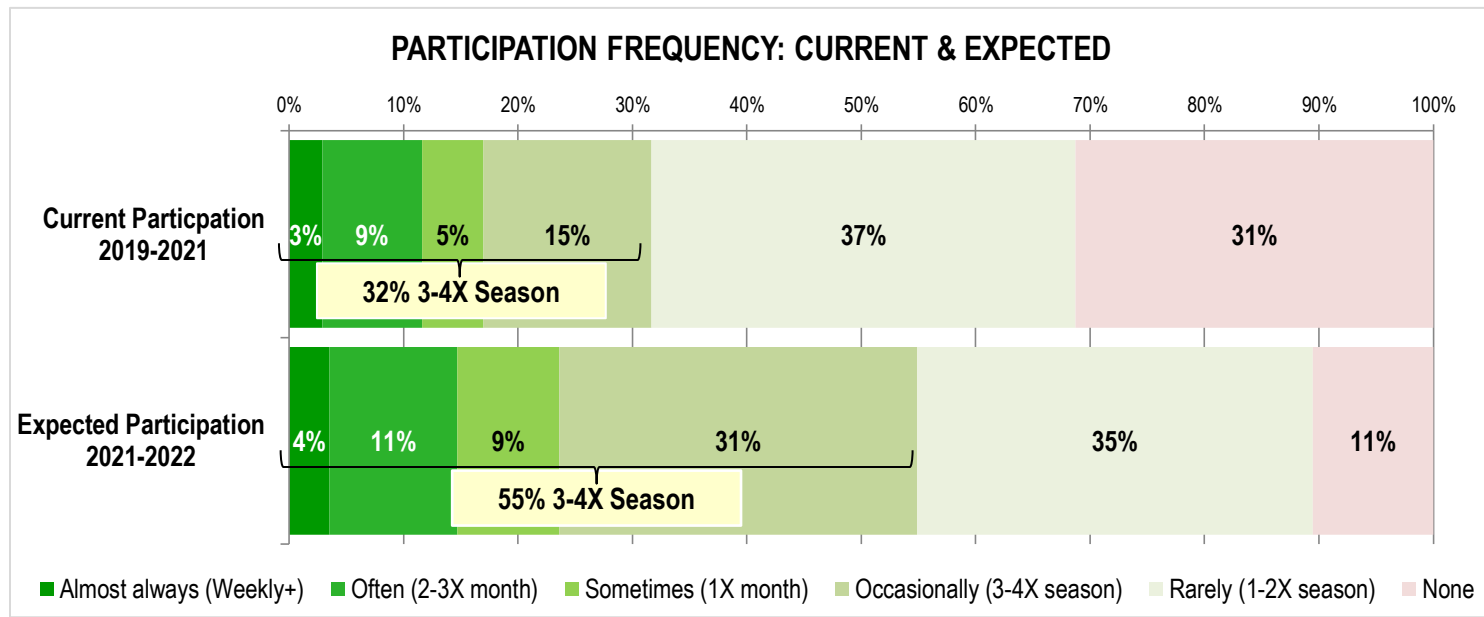
BMA ACTIVITIES	2021 IN PAST 2-3 YEARS	2016 IN PAST YEAR	2021 -2016
Trail Building/ Maintenance	26%	25%	+1%
Advocacy*	24%	NA	-
Social Event	23%	30% ^	-7%
Skills Course	15% ^	5%	+10%
Trails & Ales Ride	12% ^	8%	+4%
Gurlz Ride	8% ^	4%	+4%
Mountain Bike Patrol	7%	9%	-2%
Knobby Monday Beginner's Ride	7%	5%	+2%
Brute Squad	5%	4%	+1%
Diversity Group Ride*	2%	NA	-
Teen Ride*	0.2%	NA	-
Other	5%	8%	-3%
None	34%	38%	-4%
NET PARTICIPATED IN ANY BMA ACTIVITY	66%	62%	+4%

NUMBER OF ACTIVITIES	2021	2016	
0	34%	38%	-4%
1	30%	30%	0%
2+	36%	32%	+3%

Q2. Which BMA activities have you participated in the past 2-3 years (2019-2021)? Select all that apply. 2021 (N=438), 2016 (N=399) ^Significantly greater at 95% CL

2021 PARTICIPATION FREQUENCY

Currently, 32% participate at least 3-4X times a season, 37% join in 1-2X a season, and 31% have not participated. Most expect to participate the same or more in the future, with 55% wanting to participate at least 3-4X a season.



Q3. How often have you participated with BMA in the past 2-3 years (2019-2021)? Q4. How often do you EXPECT to participate with BMA in 2021-2022? (N=483)

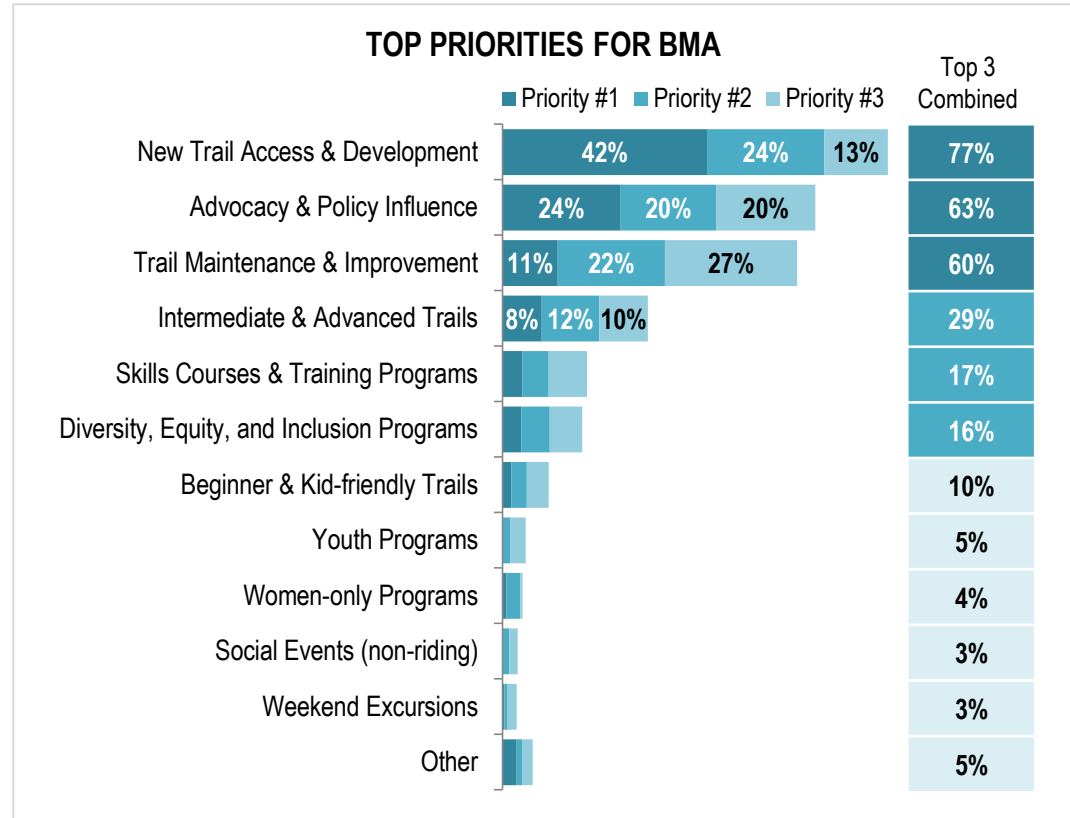


BMA PRIORITIES & REACH

2021 TOP PRIORITIES

The Top 3 Priorities wanted for BMA are New Trail Access & Development, Advocacy & Policy Influence, and Trail Maintenance & Improvement.

- However, preference is split across these three priorities, with only 42% selecting New Trail Access as the #1 priority, but 77% selecting it as one of their top 3.
- Additionally, combined, nearly 30% want Intermediate & Advanced Trails, 17% want Skills/Training, and 16% want Inclusion Programs to be top priorities.



Q5. In your opinion, which should be BMA's TOP 3 PRIORITIES? Select priority #1, #2, and #3 from the drop down menus below. (N=483)

2021 TOP PRIORITIES IN THEIR WORDS

MORE TRAILS, NEW TRAILS, VARIETY OF DIFFICULTY, LOCAL TRAILS

- Advocate for continued trail access and for new trails. Please stay away from Rocky Flats which is controversial in terms of health risk.
- Expanding trail systems close to Boulder
- Trail expansion and access in Boulder open space areas- nearest city center and lower front range.
- Maintaining technical nature of technical trails. Not machining out the same beginner trails in mountainous or otherwise naturally rugged areas
- Boulder County has a sore lack of trails, the trails we do have are overcrowded and under maintained and aren't well configured to reduce user conflicts

ETIQUETTE, MIXED TRAIL USE, IMPROVE RELATIONS WITH OTHER TRAIL USERS

- “Fighting for equal rights to trails. We are one of the largest user groups and we are treated as less.”
- “Improving cyclist-community relations. I see so many rude and careless mountain bikers on the trails; that, in my opinion, is the greatest threat to mountain biking in our community.”
- “Biker only trail days on some of the more popular hiker/biker trails. Directional days at popular loops so that on certain days everyone has to enjoy the flow in the same direction. Directions should switch to appease those that favor a particular direction.”

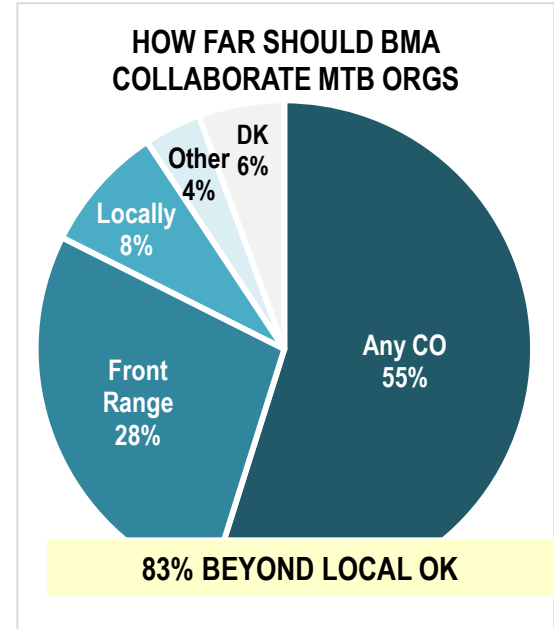
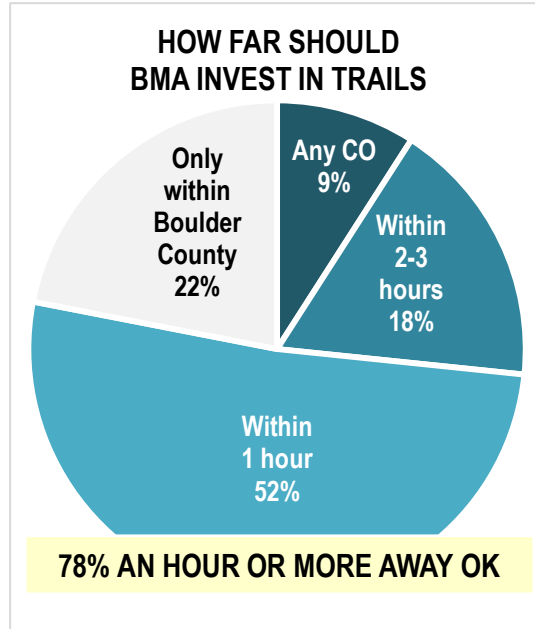
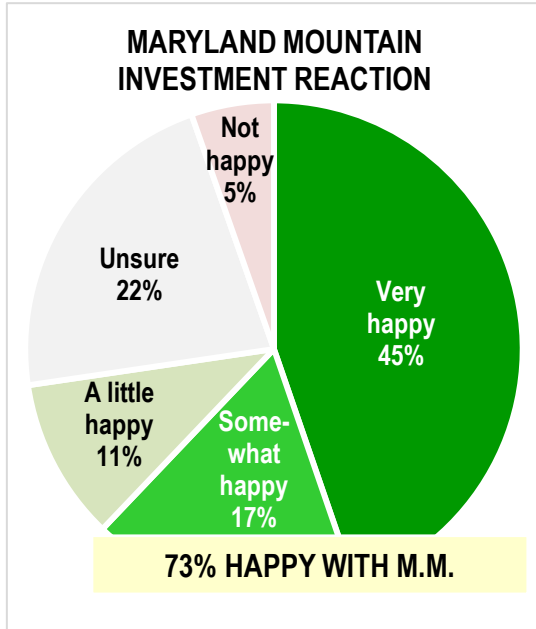
PROMOTION OF MTB, INCLUSION OF NEW TYPES OF RIDERS, SKILL GROWTH

- To encourage as many people as possible to experience fun on a bike while educating those same people so everyone can enjoy the trails. Help those who enjoy biking to become better, passionate bikers so they can in turn foster more bikers.
- Making mountain biking and boulder cycling in general less white/more inclusive. I'm sick of everyone looking like me. Expanding access to mountain biking and these amazing trails benefits everyone.

Q8. In your own words, what should be BMA's top priorities?

2021 BMA REACH

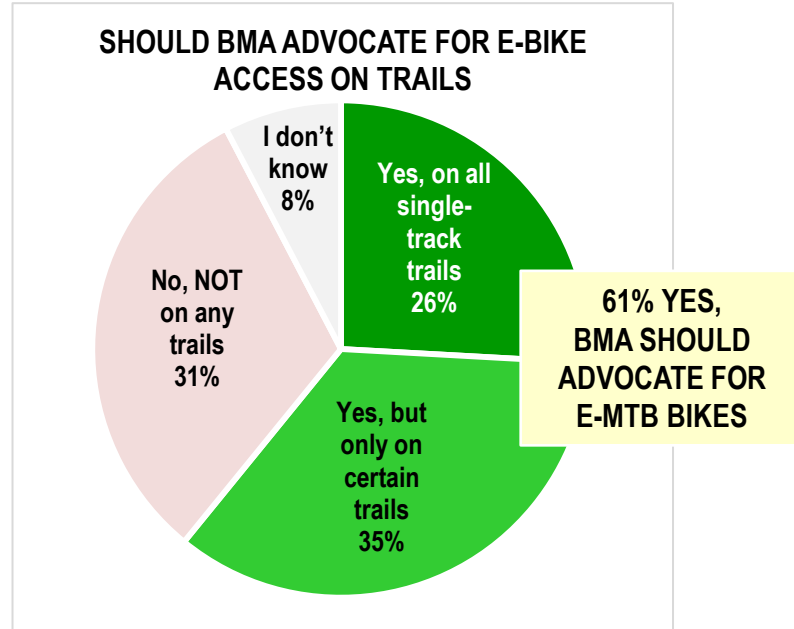
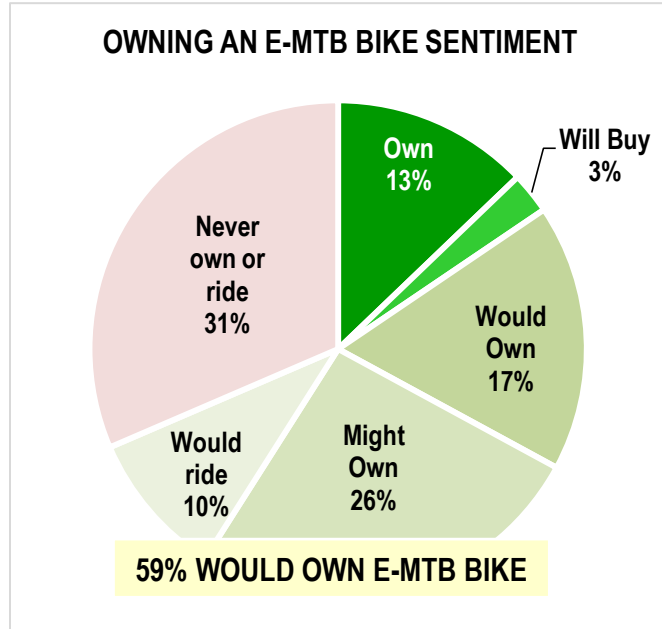
This year, the majority are happy with BMA's investment in Maryland Mountain (73%). The majority are okay with BMA trail investments outside of Boulder County (78%), and 83% support collaboration with orgs outside of the local area.



Q20. As you may or may not be aware, BMA has started investing resources in Maryland Mountain, a bike optimized downhill trail system in Black Hawk. Which best describes your reaction to this investment? Select only one. Q22. In your opinion, how far should BMA's trail investments extend? Select only one. Q23. In your opinion, how far should BMA collaborations with mountain bike organizations extend outside of Boulder County? Select only one. (N=483)

2021 E-MOUNTAIN BIKES

In 2021, feelings about e-mountain bikes are mixed, but skew positive. Many (59%) would own an e-MTB bike and 61% say BMA should advocate for e-bikes on trails. However, 26% are for all trails and 35% are for designated trails.



Q24. Which best describes your feelings towards OWNING an e-mountain bike? Select only one. *Answers modified to fit chart.
Q25. In your opinion, should BMA advocate for e-mountain bike access on trails? Select only one. (N=483)

E-BIKE REASONS

YES, SUPPORT ON ALL TRAILS

- E-bikes allow people with physical limitations on trails
- E-bikes do NOT harm trails more than other types of bikes or riders
- E-Bike are fun!

“E-Bikes on trails are so similar to regular bikes on trails. They keep people biking, which brings more people into the mountain bike circle. E-bikers as a whole are just as polite (and rude) as other bikers. Just more capable going up hill”

YES, BUT ON DESIGNATED TRAILS

- Only on wide, beginner trails
- Not on single-track trails
- Trails are too crowded for e-bikes, e-bikes cause erosion, e-bike riders are not skilled enough for technical terrain and uphill

“I have no issue with e-bikes on trails that they are suited for. Trails with strong technical terrain should be off limits to e-bikes. The main reason is, most e-bike riders I've seen do not have the technical skills to ride that terrain. I've seen that too many times.”

NO, NOT ON ANY TRAILS

- E-bikes are dangerous, too fast
- E-bike riders are not MTB riders, rude and obnoxious
- E-bikes add to problems to already crowded trails and erosion

“e-bikes are going to cause destruction and chaos. A rider riding an e-bike is not going to be considerate of someone going slowly and want to pass, which means they will use their e-power to ride around people and obstacles. e-bikes are motorcycles, not bikes.”

Q26. Please share: What are the reasons BMA SHOULD advocate for e-bikes on trails?

Q27. Which types of trails should allow e-bikes and which trails should not? Please include trail names and descriptions as examples for each.

Q28. Please share: What are the reasons BMA should NOT advocate for e-bikes on trails?

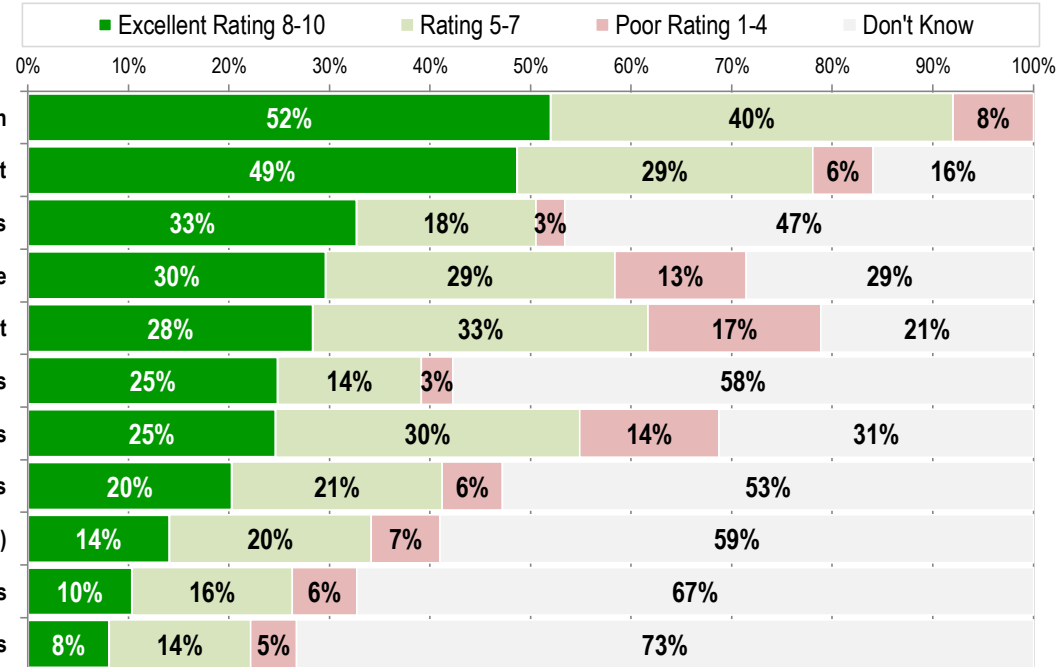


SATISFACTION

2021 SATISFACTION RATINGS

**SATISFACTION WITH
BMA IS MIXED**

2021 SATISFACTION WITH DON'T KNOW RESPONSES



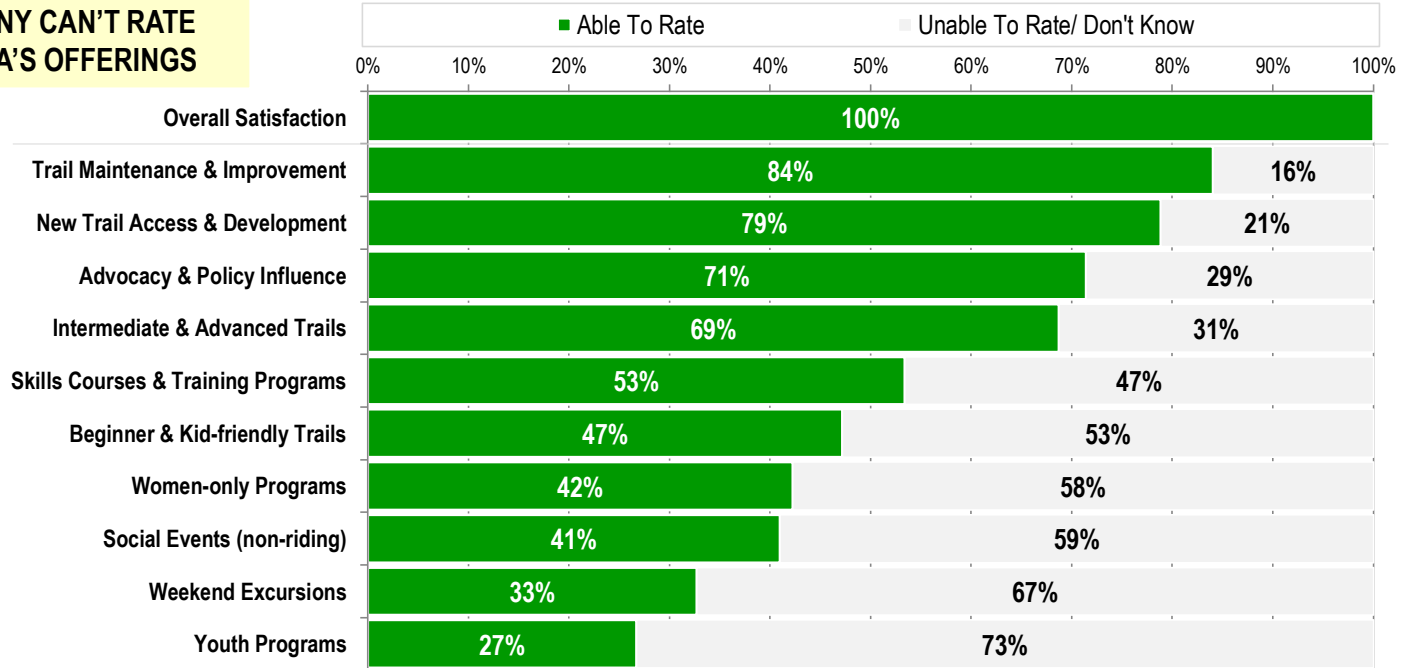
Q9. In your opinion, how well is BMA currently doing with each activity?

Rate each BMA activity on a scale from 1 to 10 with 1 meaning "Poorly" and 10 meaning "Excellent". If you don't know, select 'DK' (N=483)

2021 ABILITY TO RATE SATISFACTION

**MANY CAN'T RATE
BMA'S OFFERINGS**

ABLE TO RATE SATISFACTION VS. DON'T KNOW



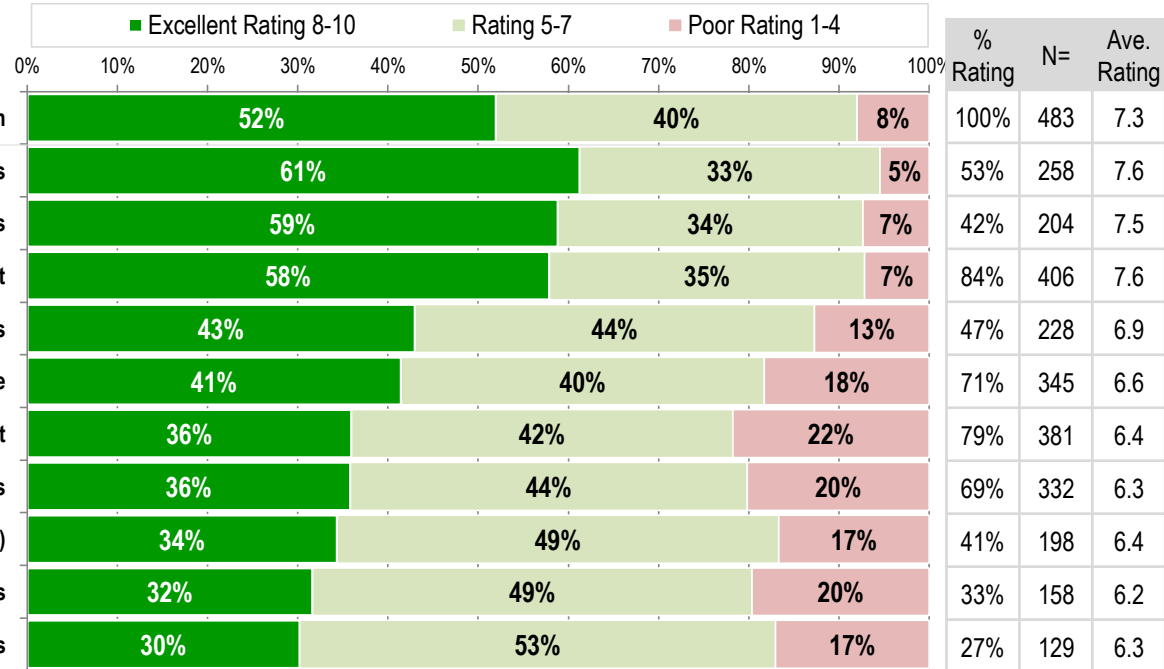
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2021 SATISFACTION RATINGS

BMA HAS WORK TO DO TO GROW SATISFACTION

2021 SATISFACTION WITHOUT DON'T KNOW RESPONSES

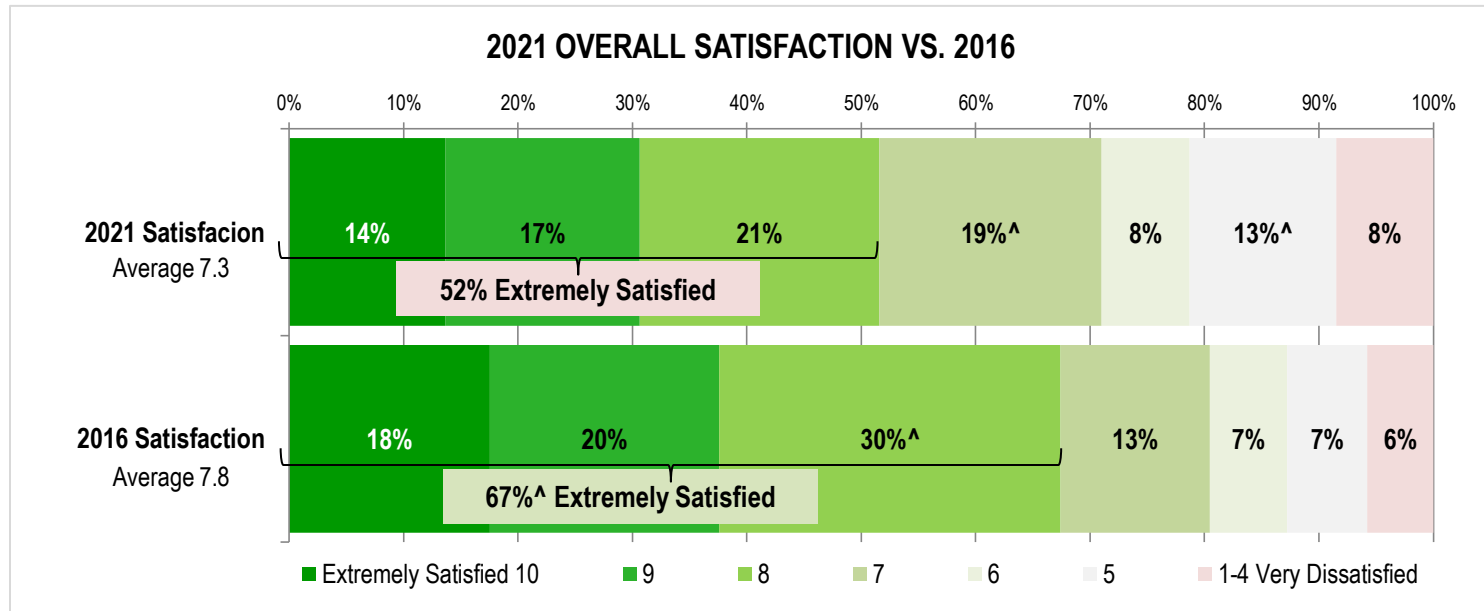


Q9. In your opinion, how well is BMA currently doing with each activity?

Rate each BMA activity on a scale from 1 to 10 with 1 meaning "Poorly" and 10 meaning "Excellent". If you don't know, select 'DK'.

2021 OVERALL SATISFACTION VS. 2016

This year, 52% are extremely satisfied with BMA Overall, rating an 8, 9 or 10. Average satisfaction score is 7.3. Compared to 2016, 15% fewer are extremely satisfied as more rate a BMA a 5 or 7.



Q11. Overall, how satisfied are you with BMA? Rate your satisfaction from 1="Very Dissatisfied" to 10 ="Extremely Satisfied". 2021 (N=483), 2016 (N=399) [^]Significantly greater at 95% CL

2021 ABILITY TO RATE & AVE. VS. 2016

In 2021, fewer were able to rate Advocacy and Social Events, and across offerings average satisfaction remained at par.

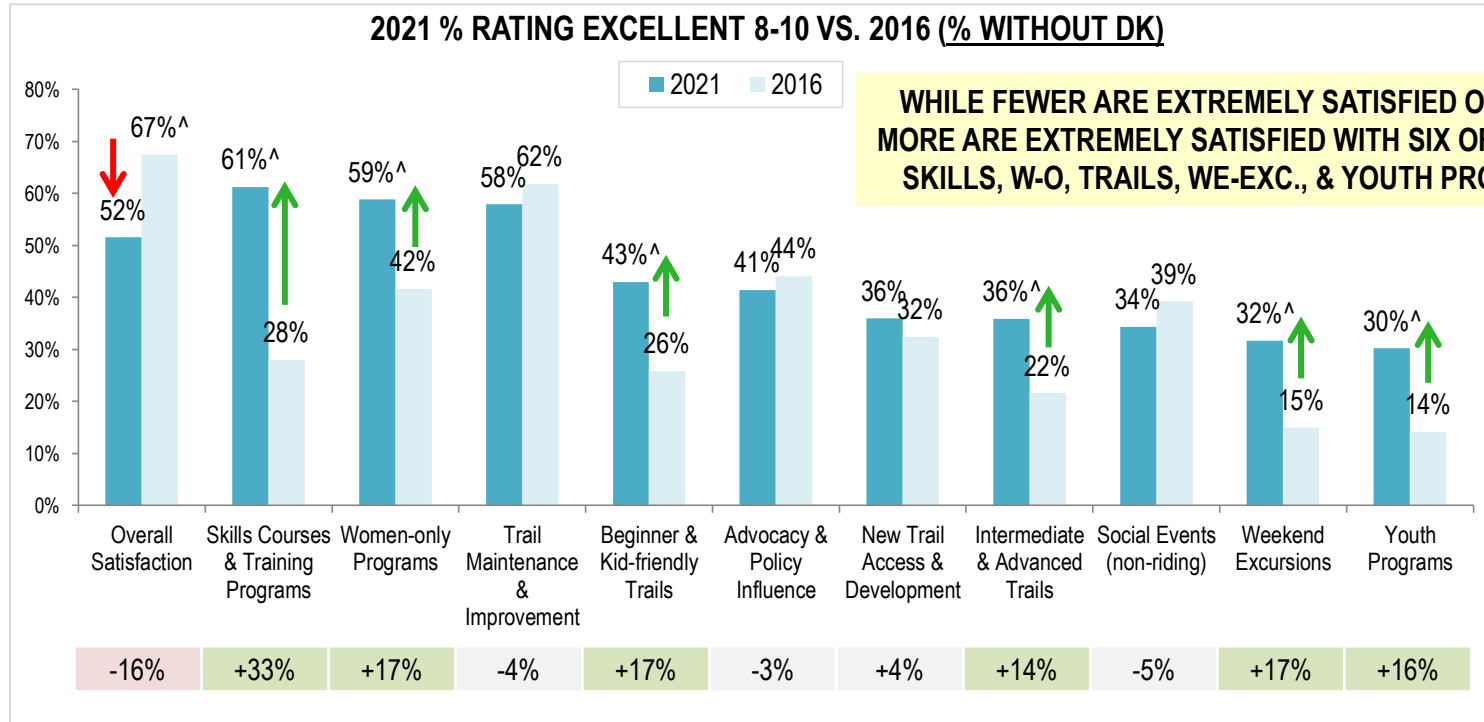
ABLE TO RATE SATISFACTION	2021	2016	2021-2016
Trail Maintenance & Improvement	84%	88%	-4%
New Trail Access & Development	79%	83%	-5%
Advocacy & Policy Influence	71%	83% ^	-12%
Intermediate & Advanced Trails	69%	70%	-1%
Skills Courses & Training Programs	53%	48%	+5%
Beginner & Kid-friendly Trails	47%	45%	+3%
Women-only Programs	42%	36%	+6%
Social Events (non-riding)	41%	61% ^	-20%
Weekend Excursions	33%	30%	+3%
Youth Programs	27%	30%	-3%

AVERAGE SATISFACTION	2021	2016	2021-2016
Skills Courses & Training Programs	7.6	6.4	+1.2
Trail Maintenance & Improvement	7.6	7.7	-0.1
Women-only Programs	7.5	6.9	+0.6
Beginner & Kid-friendly Trails	6.9	6.2	+0.7
Advocacy & Policy Influence	6.6	7.0	-0.3
Social Events (non-riding)	6.4	6.8	-0.4
New Trail Access & Development	6.4	6.4	-0.1
Youth Programs	6.3	5.4	+0.9
Intermediate & Advanced Trails	6.3	5.6	+0.7
Weekend Excursions	6.2	5.4	+0.8

Q9. In your opinion, how well is BMA currently doing with each activity?

Rate each BMA activity on a scale from 1 to 10 with 1 meaning "Poorly" and 10 meaning "Excellent". If you don't know, select 'DK'. ^Significantly greater at 95% CL

2021 RATING EXCELLENT 8-10 VS. 2016

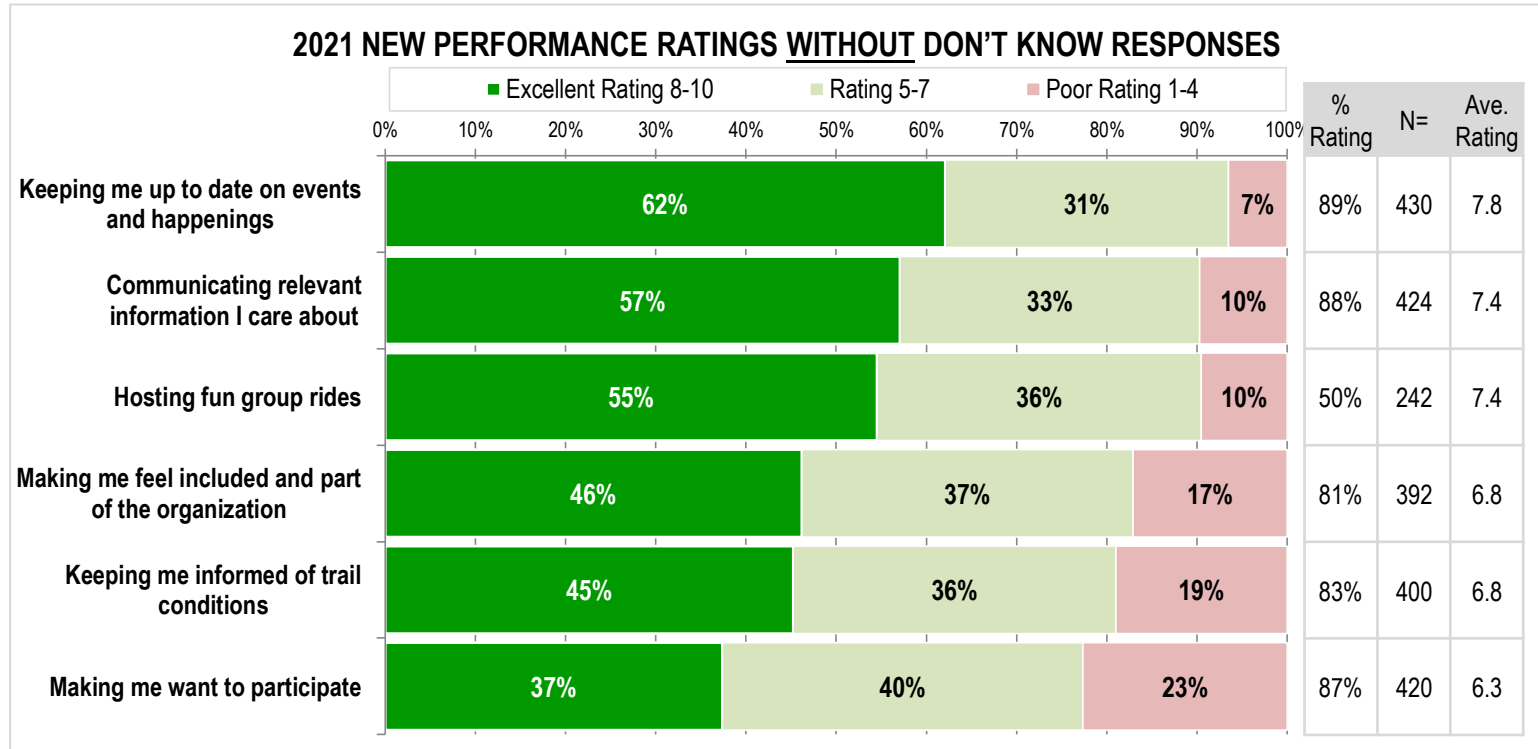


Q9. In your opinion, how well is BMA currently doing with each activity?

Rate each BMA activity on a scale from 1 to 10 with 1 meaning "Poorly" and 10 meaning "Excellent". If you don't know, select 'DK'. [^]Significantly greater at 95% CL

2021 HOW IS BMA DOING AT...

BMA HAS WORK TO DO
TO GROW SATISFACTION



Q10. How well is BMA currently doing at ...? Rate on a scale from 1 to 10 with 1 meaning "Poorly" and 10 meaning "Excellent". If you don't know, select 'DK'.

REASON HAPPY WITH BMA

BMA RECEIVES HIGH PRAISE FOR NEW TRAIL DEVELOPMENT, LOCAL REPRESENTATION, ADVOCACY, COMMUNICATION, TENACITY, INCLUSION, AND HARD WORK...

- “I understand how difficult it is to get approval from other entities in Boulder for new trails for mountain bikers. So, I admire and appreciate BMA's dedication to advocacy and new trails, especially when an initiative fails. BMA doesn't give up.”
- “BMA has done a good job with emerging from the pandemic with a strong focus to show community support in the areas they advocate in by hosting trail maintenance days on the Maryland Mtn trails they helped build. Continuing to support the networks they advocate for goes a long way for the communities to buy into additional trail developments seeing the support BMA can offer.”
- “Everyone I've met and heard from is both passionate and realistic about BMAs role in the area and is still willing to work hard to improve mountain biking in Boulder/Boulder County. Over the last 20 years there have been wonderful improvements in access in Boulder. I'm really happy to see BMA working with groups outside of Boulder County as an example of what could be accomplished with a less hostile political environment (e.g., Maryland Mountain.)”
- “I just started mountain biking this year and the skills clinics and group rides have been great for me to get out there. All the skills clinic instructors and ride guides have been fabulous.”
- “No doubt BMA has always faced headwinds dealing with Boulder's NIMBY crowd. Battles have been won & lost yet we keep fighting the good fight. Proud of that and how the organization has evolved over the years to become inclusive and more modernized with communication and action.”
- “The communication and visibility of efforts have improved in the last couple years.”
- “You are trying your best. BMA puts in a lot of effort into trying to please everyone, but that is an impossible task.”

Q12. In your own words, what are the reasons you are SATISFIED with BMA? SEE ALL OPEN-ENDED RESPONSES

REASONS UNHAPPY WITH BMA

BMA IS CRITICIZED FOR PERCEPTIONS OF NOT FIGHTING HARD ENOUGH FOR MORE TRAILS, FAVORING ONE GROUP OVER ANOTHER, NOT INCLUSIVE, BAD REPUTATION, LIMITED OPTIONS TO JOIN IN OR TOO BIG GROUPS, LACK OF INFORMATION

- “Honestly I don't think BMA does a good job working with Boulder county. Emailing them over and over doesn't help very much. I and people I know at Boulder County have the perception that BMA is just a bunch of "dude bros" that just care about riding.”
- “I attended a planning meeting a few years ago in Ned for the West Mag non-motorized trails project and was interested in volunteering with whatever I could help with on the trail building side. I guess my help wasn't needed because nobody ever followed up with me, ever. And yes, they had my contact information. Maybe I just wasn't part of the BMA inner circle or something. Rather disappointing I must say.”
- “I would like to join some group rides and/or skills clinics, but the times never seem to fit my schedule. Weeknights and full-days on the weekend are difficult for a lot of folks with kids. Some shorter (2-3 hr) group rides on the weekends at various times would be nice. My wife would like to join some of the women's rides or women's skills clinics, but they always seem to fill up too fast.”
- “I'd like to see more ride activity in between advanced beginner, intermediate and advanced. Seems like we go from beginner to advanced rather quickly. Not enough alt groups (eg B and C). How about a senior ride? Full cycle is now offering a senior road ride on tuesdays; how about a mtb option? Boulder is so full of expert, high speed riders- can we find something more inclusive?”
- “Is there a board? What is the board doing? Why are there no reports? Is there a president? What is the president doing? Why are there no reports? We need a monthly membership newspaper/newsletter. BMA needs to "train" candidates for OSBT and POSAC. What is BMA's goal for the next 3, 5, 10 years? Does anybody know?”
- “Not sure we've done enough, Boulder should be a mtb mecca and hub of progressive trails yet places like Bentonville, Copper Harbor and others have blown us away. Not the fault of BMA directly of course, but we need to keep pushing and fighting the good fight.”

Q13. What reasons, if any, are you DISSATISFIED with BMA? Please share candidly. SEE ALL OPEN-ENDED RESPONSES

SUGGESTIONS FOR BMA

SUGGESTIONS ARE AROUND FIGHTING SMARTER, MORE COLLABORATION, MORE INCLUSION AND FRIENDLY-TONE, MORE COMMUNITY ENGAGEMENT, USING VOLUNTEERS MORE OFTEN, MORE TECHNICAL TRAILS, & MORE COMMUNICATION

- “I think the BMA needs to change the tone. I don't believe that being the aggressor is serving us well. I think that many of the patterns of communication between mountain bikers and older generation and deeply embedded in the history of this area. With grace and empathy I believe we could change the conversation.”
- “I would love to see more trail building projects with BMA teaming up with CoMBA. Lots of good stuff coming out of the Maryland Mountain project and great to see the two groups working together. Maybe the same could happen with NATO in Ned. Seems like some progress has been made there but it still seems like the two groups work independently on the West Mag stuff.”
- “I would love to see some more advocacy for advanced trails or optional advanced sections of trails (a lines). Boulder's trails are rather calm and while that's great for the broader community it would be awesome to slap a little more gnar in the terrain.”
- “Maybe a little more clarity in news letter about policies (advocacy for preserving what we do have and how to improve) and how the general membership can help. Maybe more weekend ridesmaybe more skills clinics on the trails.....maybe working towards building more trails.....maybe a better system to update trail conditions if possible (aka, it just rained, should I do something else or is the trail dry).”
- “More diversity and inclusion work would be great. More collaborative, thoughtful work with the communities you're building trail in/around.”
- “More opportunities to help with trail maintenance and group rides that embrace all skill levels.”
- “Your communication over the past few years concerning what each member can do to influence policy has been valuable. Let's increase that thought process and work ever harder to mobilize this group for meaningful progress!”

Q14.What suggestions, if any, do you have for BMA to improve in 2021 and beyond? SEE ALL OPEN-ENDED RESPONSES

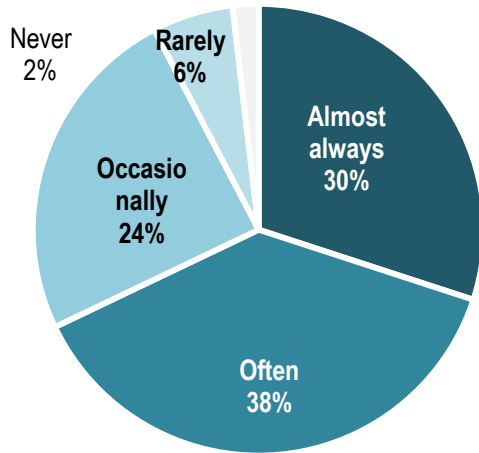
A decorative graphic consisting of a black crosshair centered on a white background. The vertical bar of the crosshair is composed of four colored segments: a thin green bar, a wider light green bar, a wider blue bar, and a thin orange bar. The horizontal bar is solid black. The word "ENGAGEMENT" is written in white, bold, uppercase letters across the center of the black horizontal bar.

ENGAGEMENT

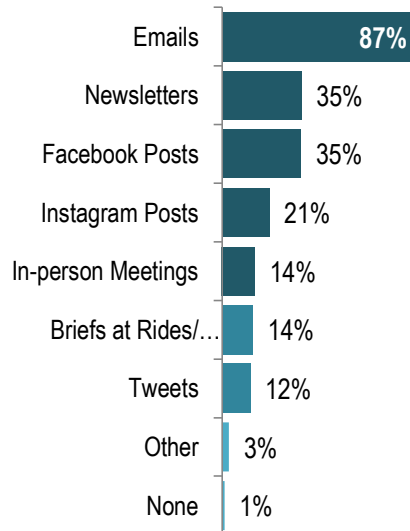
2021 BMA COMMUNICATIONS

Most respondents are reading BMA Communications often+ (68%). Email is the preferred communication format for 87%. A variety of topics are desired by the majority, from trail conditions and maps to advocacy updates and event calendars.

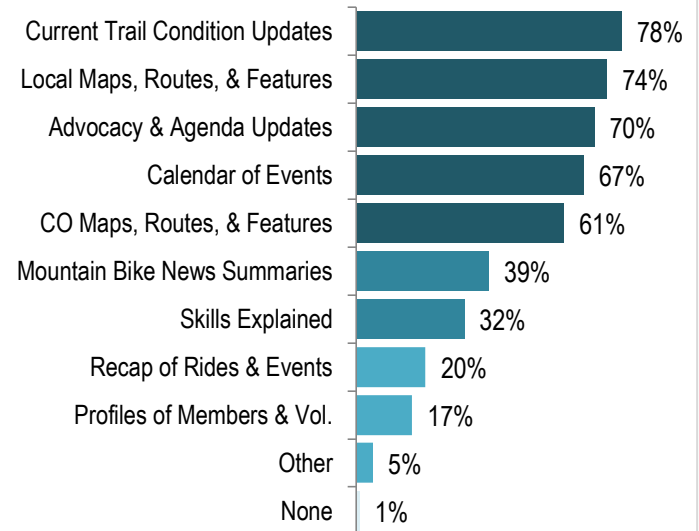
HOW OFTEN READ BMA COMMUNICATIONS



HOW WANT TO RECEIVE



TOPICS WANT FROM BMA



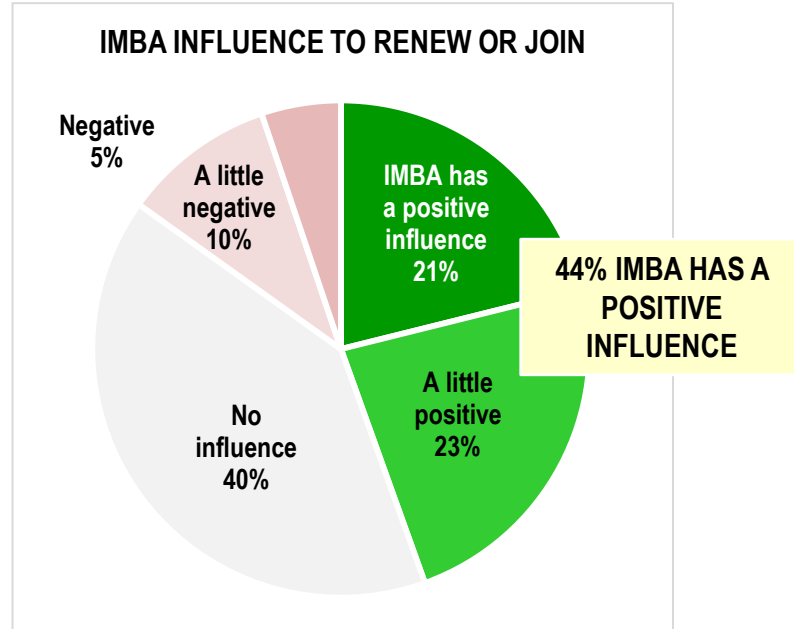
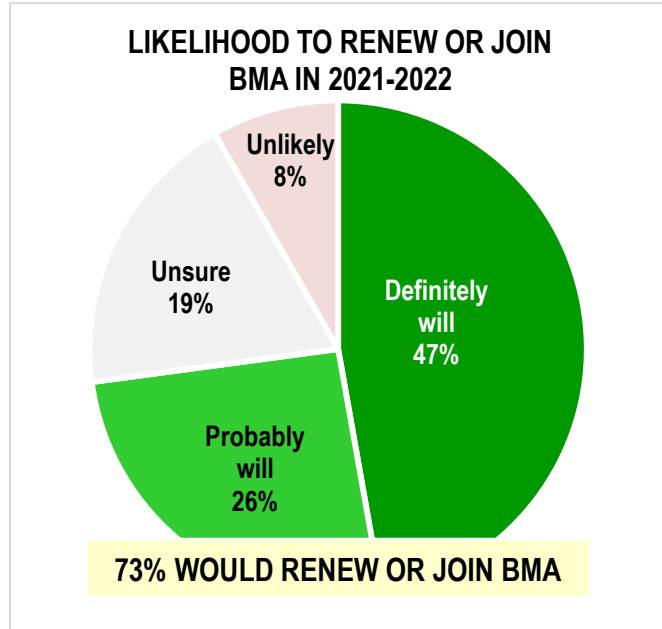
Q29. How often do you read communications from BMA?

Q31. How would you like to receive BMA communications? Select all that apply.

Q30. What topics would you like BMA to communicate about? Select all that apply.(N=483)

2021 RENEWAL & IMBA INFLUENCE

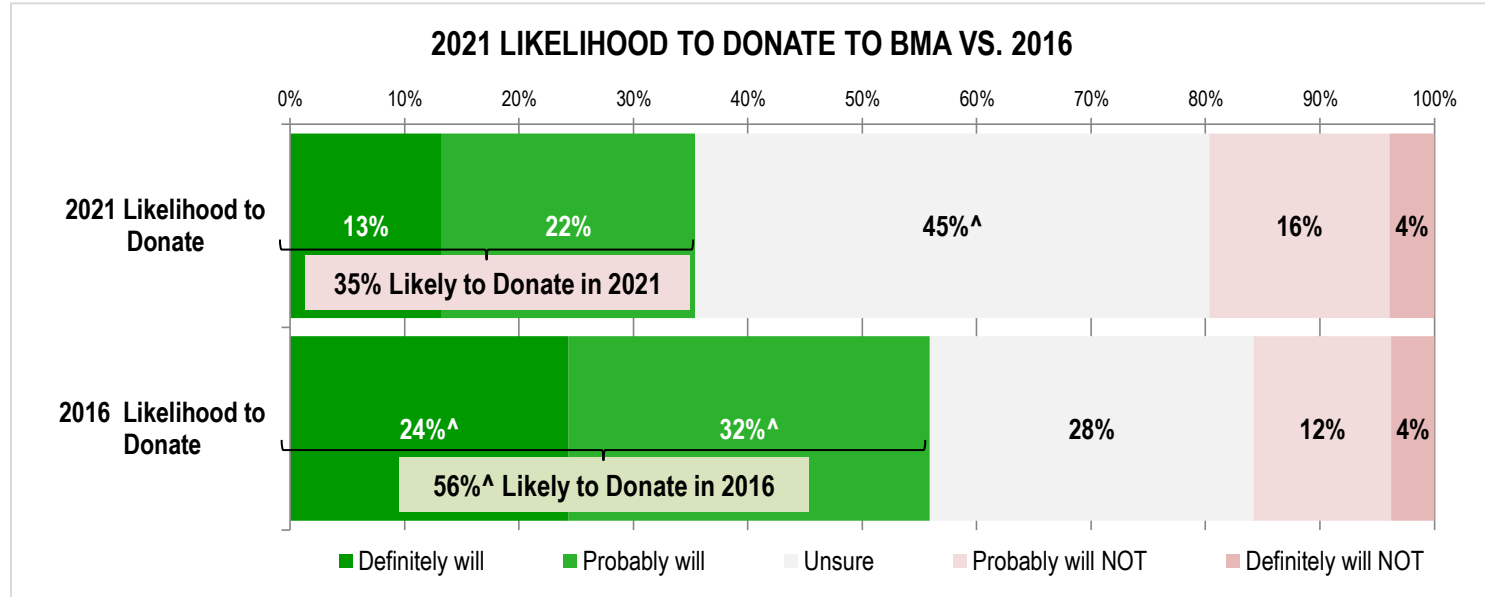
In 2021, likelihood to renew or join BMA is moderately high at 73%. BMA has 19% of those unsure to still win over. The influence of IMBA is mixed. For 44% IMBA has a positive influence and 40% for IMBA has no influence.



Q32. How likely are you to renew your membership or join BMA in 2021-2022? BMA membership is \$39/year or \$5/month, with the option to give more. *Answers modified to fit chart.
Q34. BMA currently pays \$12 of each member's fees to IMBA. What influence does BMA's relationship with IMBA have on your likelihood to join or renew BMA?(N=483)

2021 LIKELIHOOD TO DONATE TO BMA VS. 2016

This year, likelihood to donate to BMA dropped from 56% to 35%. Instead, 17% more are unsure.



QQ35. BMA will continue to depend on personal donations (in any amount) and Business Partner donations (starting at \$500) to accomplish goals and growth in 2021. Donations help BMA with expenses for essential administration staff, facilities, tools, and more. The organization still faces challenges to win the grant support used in the past, so donor support is essential. How likely are you to donate directly to BMA in 2021? Select only one. 2021 (N=483), 2016 (N=399) ^Significantly greater at 95% CL

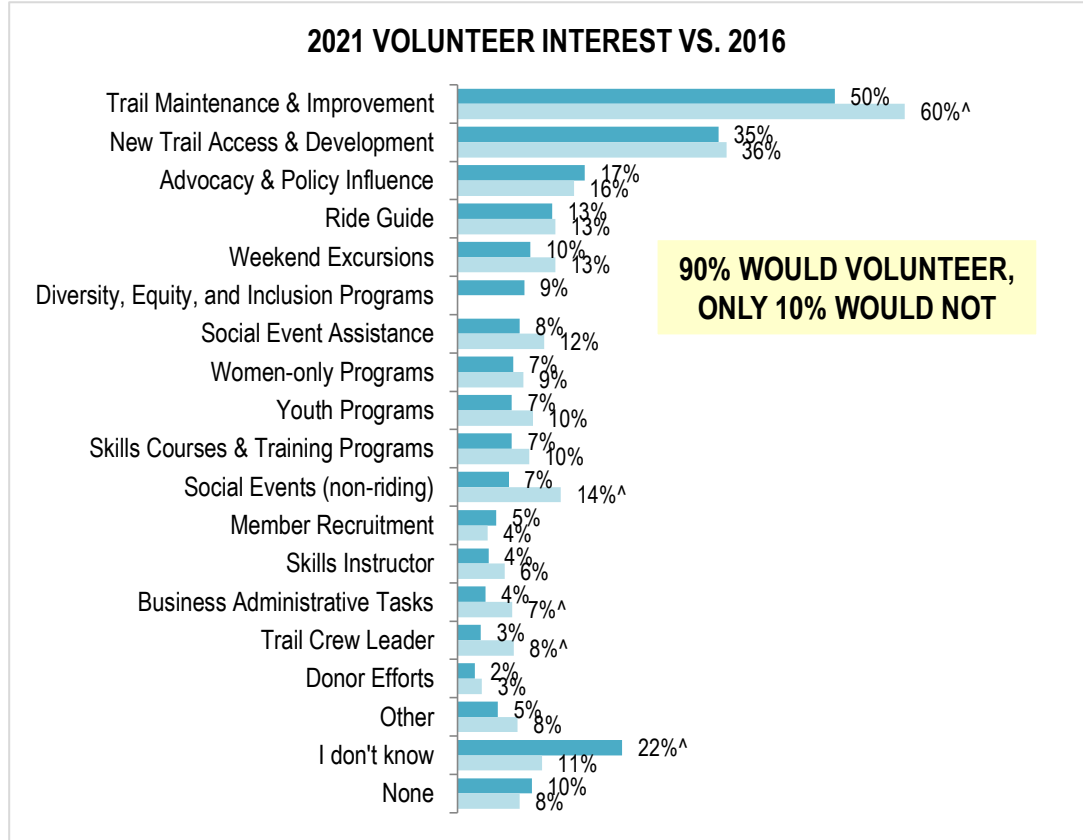
2021 VOLUNTEER INTEREST VS. 2016

Nearly all respondents (90%) are willing to volunteer in 2021. Trail Maintenance and New Trail Development are the top ways to want to volunteer this year.

- Compared to 2016, more don't know how they would volunteer (22%).
- Fewer selected Trail Maint. (-10%), Social Events (-7%), Business Admin (-3%), and Trail Crew Leader (-5%).

Q36. BMA also relies on the generosity and time of volunteers. Which ways, if any, are you interested in volunteering or contributing to BMA in 2021-2022? Select all that apply.

^Significantly greater at 95% CL





SUMMARY & RECOS

EXECUTIVE SUMMARY

Q: HOW HAS THE MEMBERSHIP & THOSE AFFILIATED WITH BMA CHANGED?

A: DEMOGRAPHIC CHANGE IS MIXED.

- Assuming those who took the survey are reflective of BMA's audience of members and affiliates, as a whole they became less diverse on age and income (more 50+ with \$150,000+), but more diverse in ethnicity (fewer white), more singles, and more intermediate skill level.

Q: HOW HAS COMMUNICATION IMPACTED MEMBERSHIP?

A: COMMUNICATIONS ARE HAVING A POSITIVE IMPACT. INVESTMENT IS PAYING OFF, BUT NEED TO GROW SATISFACTION.

- Communications are read often+ by 68% and communication measures are rated relatively higher than other offerings from BMA. However, only 37% to 62% are extremely satisfied with BMA communication and engagement measures.

Q: WHAT IS THE SENTIMENT AROUND INVESTMENTS OUTSIDE OF BOULDER?

A: INVESTING OUTSIDE OF BOULDER IS OKAY!

- Most are happy with BMA's investment in Maryland Mountain (73%). Half are driving to trails every 2-3 weeks, half are willing to drive 30+ minutes to trails during the week, and 57% are willing to drive an hour or more to trails on the weekends.

Q: WHAT IS THE SENTIMENT AROUND E-BIKES?

A: E-BIKE FEELINGS ARE MIXED, BUT ONLY A MINORITY DISLIKE THEM. BMA SHOULD CONSIDER ADVOCATING SMARTLY.

- Only 31% are against e-bikes, while 61% say BMA should advocate for e-bikes on trails. However, of those who want BMA to advocate, 26% are for e-bikes on ALL trails and 35% are for e-bikes on designated trails only.

Q: WHAT IS LIKELIHOOD TO JOIN OR RENEW WITH BMA?

A: MEMBERSHIP IS LIKELY TO GROW OR REMAIN FLAT, BUT BMA NEEDS TO GROW RETENTION MEASURES.

- Likelihood to renew or join BMA is moderately high at 73%. BMA has to win over 19% who are unsure. Overall satisfaction and likelihood to donate both dropped since 2016, although satisfaction increased across six offerings and few rate BMA poorly.

SUMMARY OF FINDINGS

WHO WE HEARD FROM IN 2021

- In 2021, BMA survey respondents are primarily white males, age 30-59, who are married with high incomes, living in and around Boulder. They are advanced or intermediate skill level, and MTB at least once a week. Most are BMA Members (71%).
- Compared to 2016, proportionally fewer select “Member”, and fewer Donors and Board Members took the survey. Likewise, respondents are affiliated with BMA in fewer ways in 2021 (the second year of the Covid-19 pandemic).
- Compared to 2016, more respondents are age 50+ with incomes \$150K+. Fewer are white, married, or have young children.
- Over half of respondents are Advanced riders (51%) and 36% are Intermediate. Compared to 2016, fewer are Advanced this year and more are Intermediate level.
- The majority (81%) ride at least once a week, and regularly ride MM, Hall, Betasso, and Heil (52%-59%).
- Two-thirds of respondents live in 8 area codes in and around Boulder. This year fewer are from NoBo and west of Boulder.
- Driving to MTB trails is common. Half make a drive every 2-3 weeks. Half are willing to drive over 30 minutes to trails on weekdays, and most (60%) would drive an hour or more on the weekends.

PARTICIPATION

- Activity participation in 2021 is on par with 2016, with 66% participating in at least one type of BMA activity in the past 2-3 years.
- Currently, 32% participate at least 3-4X times a season, 37% join in 1-2X a season, and 31% have not participated. Most expect to participate the same or more in the future, with 55% wanting to participate at least 3-4X a season.

SUMMARY OF FINDINGS

BMA PRIORITIES, REACH REACTIONS, & E-BIKES

- The Top 3 Priorities wanted for BMA are New Trail Access & Development (77%), Advocacy & Policy Influence (63%), and Trail Maintenance & Improvement. (60%). However, there is mixed priority across these top three.
- This year, the majority are happy with BMA's investment in Maryland Mountain (73%). The majority are okay with BMA trail investments outside of Boulder County (78%), and 83% support collaboration with organizations outside of the local area.
- Feelings about e-mountain bikes are mixed, but skew positive. Many (59%) would own an e-MTB bike and 61% say BMA should advocate for e-bikes on trails. However, 26% are for e-bikes on all trails and 35% are for e-bikes on designated trails only.

SATISFACTION

- Satisfaction with BMA Overall and by offering is mixed and only moderate, and many are unable to rate BMA offerings.
- This year, 52% are extremely satisfied with BMA Overall, rating an 8, 9 or 10. Average satisfaction score is 7.3. Compared to 2016, -15% fewer are extremely satisfied as more rate a BMA a 5 or 7.
- However, while fewer are extremely satisfied overall, among those that can rate the offerings, average satisfaction remained at par with 2016, and more are extremely satisfied with six offerings: Skills Courses, Women-Only programs, Beginner trails and Intermediate/Advanced trails, Weekend Excursions, and Youth programs.
- New performance rating are also mixed and moderate with only 37% to 62% extremely satisfied with feeling "BMA makes them want to participate" and "BMA keeps them up-to-date on events and happenings".

SUMMARY OF FINDINGS

ENGAGEMENT, LIKELIHOOD TO RENEW /JOIN & DONATE. VOLUNTEER INTEREST

- Most respondents are reading BMA Communications often+ (68%). Email is the preferred communication format for 87%. A variety of topics are desired by the majority, from trail conditions and maps to advocacy updates and event calendars (61%-78%).
- In 2021, likelihood to renew or join BMA is moderately high at 73%. BMA has 19% of those unsure to still win over. The influence of IMBA is mixed. For 44% IMBA has a positive influence and 40% for IMBA has no influence.
- Likelihood to donate to BMA dropped from 56% in 2016 to 35% in 2021. This year, 45% (+17% more) are unsure.
- Nearly all respondents (90%) are willing to volunteer in 2021. Trail Maintenance and New Trail Development are the top ways to want to volunteer this year.

KEY TAKEAWAYS

- You are doing good work! BMA is appreciated. Keep up the hard work and keep fighting the good fight!
- MTB riders really just want more trails, and they are okay with having to drive to them if they have to. Keep investing in trails outside of Boulder and keep collaborating with other organizations in Colorado.
- The investment in more communication is paying off, and they want more, more, more!
- There is work to be done to grow satisfaction and engagement measures to 80%+ Extremely Satisfied.
- There is work to be done to secure membership joining, renewal, and donation.
- There is a need for more inclusion and more ways to make everyone feel like they belong (beyond ethnic and gender diversity). Groups want to be catered to individually, but also to be mixed with their opposites, such as: beginners & advanced skill levels, younger & older, singles & families, larger groups & smaller groups, morning groups & evening groups, etc.
- Some feel that the past aggressive posture does now work well for advocacy and that BMA has a bad reputation. There is a desire for more collaboration and friendliness.
- There is a need for etiquette and to get along better with other trail users. Many are worried about how MTB riders are perceived by the community and other trail users.
- Members and affiliates WANT to be put to work for BMA (90% want to volunteer)! Give them more jobs to do. Make everyone feel more needed and a part of the organization.
- Continue to survey and interview members.