

# DRAFT EVERGREEN VISION 2020: *Building Trails, Partnerships, and Community*



**Comments welcome through Sept 14, 2015**

*Send to [president@evergreenmtb.org](mailto:president@evergreenmtb.org)*





# Mission & Vision

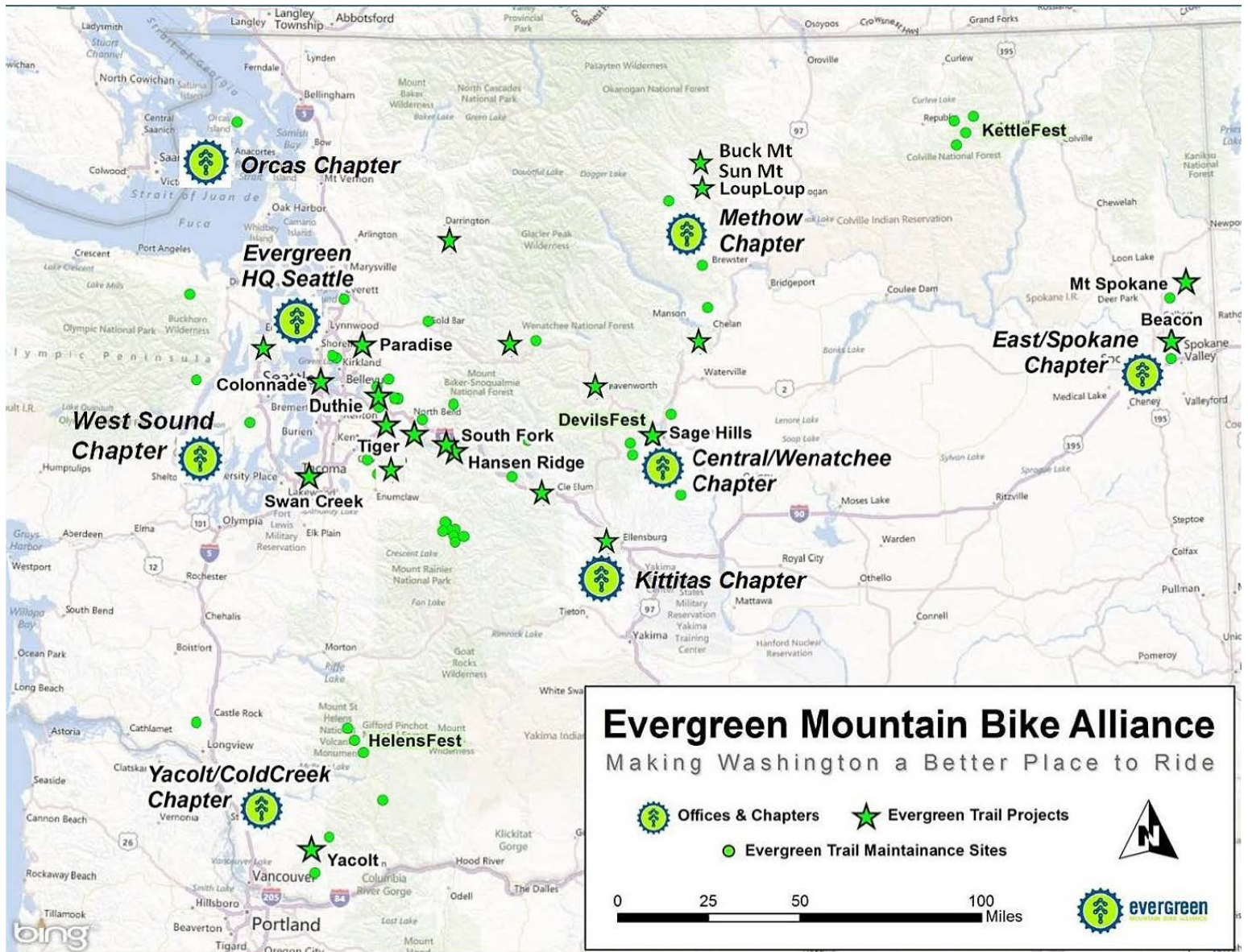


**Vision: Make Washington the premier state in the country for mountain bikers.**

**Mission: Evergreen creates and protects sustainable mountain biking opportunities in Washington.**



# About Evergreen



Founded in 1989 as a grassroots solution to preserving local trail networks from closing to mountain bikers, Evergreen became a force in the trail building and advocacy community. Today Evergreen is Washington State's largest mountain bike organization with seven chapters and thousands of followers dedicated to trail maintenance, education, advocacy and trail building. Evergreen is an important partner with public land managers across the state, contributing over 14,000 hours of volunteer labor in the past year. We combine this professional leadership of staff and board with an expansive network of dedicated volunteers ready to assemble, build, teach, lead rides, and advocate throughout the year.

# Strategy I: Enhance Mountain Bike Riding Opportunities in Washington



1. Facilitate the construction of 125 miles of trails across the state by 2020.
2. Develop a high-quality trail network by 2020 that includes:
  - Destination quality riding opportunities, networks of at least 30 miles of trails, within the Puget Sound region and in all chapter locations,
  - A variety of trail types for different types of riders – cross country, all-mountain and freeride, and for different skill levels – beginner, intermediate, advanced, and
  - A variety of conditions – urban and backcountry, forested and alpine.
3. Increase trail mileage within a 45 minute drive of every population center across the state to serve local and tourism demands, by providing:
  - After work ride trail networks with 10 miles of trails
  - Weekend ride trail networks with 20 miles of trails
  - Supportive community members who advocate and donate funds and time to support trail development and maintenance
3. Maintain 175 miles of trails and 5 mountain bike parks per year with 25,000 man hours of labor and volunteer per year.



## **Planned Projects:**

Alpine Baldy, Skykomish  
Cold Creek, Battle Ground  
DNR Lyle, Seabrook  
Echo Ridge, Chelan  
Mount Constitution, Orcas Island  
Mt Spokane, Spokane  
No 2 Canyon, Wenatchee  
North Mountain, Darrington  
Olallie State Park, North Bend  
Port Gamble Trails, Port Gamble  
Raging River, Snoqualmie  
Ski Hill, Leavenworth  
Squilchuck State Park, Wenatchee  
Swan Creek, Tacoma  
Tiger Mountain, Snoqualmie



# Strategy 2: Build a Strong Mountain Bike Community



1. Grow membership to 5,000 members.
2. Increase rides program by 7.5% per year to encourage community building, exploration of our trail system, and Evergreen pride.
3. Build a strong and inclusive mountain bike community and increase awareness of Evergreen's work by increasing participation at events and races to 10,000 people each year.
4. Increase online participation on the website and social media platforms



*Social rides are great ways to meet new riding friends.*



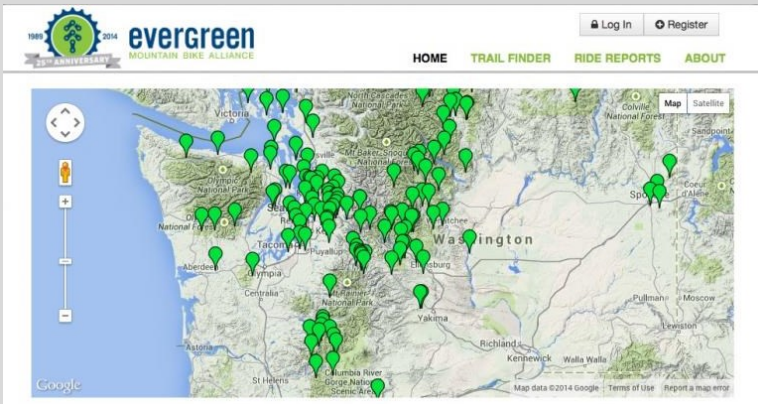
*Trail building is hard work and fun for volunteers.*



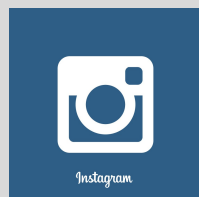
*The Evergreen Festival provides opportunities for riders of all ages to experience mountain biking and meet other riders.*

## Online Engagement

### Interactive Trail Guide



### Social Media





# Strategy 3: Educate Mountain Bicyclists



1. Engage 1,250 people per year in mountain bike skills and programs across the state, including:

- 500 women
- 425 youth, with 175 in chapters
- 200 underserved youth in the Trail Access Program
- 350 youth in summer camps

2. Teach 150 people per year trail building skills through the Evergreen Trail School Program.



*Youth classes and ride series build strength and empowerment.*



*Basic skills classes are available for ages 8 and above.*



*Advanced classes teach jumping, dropping, and high speed cornering.*



## TRAIL SCHOOL

LEARN TO BUILD TRAILS LIKE A PRO

**DATE** SAT. MARCH 14<sup>TH</sup>

**TIME** 8:00AM-4:30PM

**LOCATION** PRESTON COMMUNITY CENTER AND TIGER MOUNTAIN

### SCHEDULE

8:00 - 11:30 AM: Classroom Session - Preston Community Center  
11:30 - NOON: Lunch - Provided by North Bend Bar and Grill  
NOON: Head to East Tiger Mountain parking lot  
12:30 - 4:30 PM: Trail building on Tiger Mtn and beer from Dru Bru

**SIGN UP NOW**



# Strategy 4: Advocate for Equitable Trail Access & Riding Opportunities



1. Engage 75 people per year in Evergreen's advocacy mission through the Lobby Day and other lobbying efforts with politicians.
2. Connect 100 mountain bike enthusiasts and advocacy groups at the Washington State Mountain Bike Summit to learn about all aspects of the sport.
3. Position Evergreen to secure new projects across the state by fostering relationships with land managers and by meeting with each land manager and Evergreen stakeholders at least once a year to discuss priorities, projects and strategies to move forward.



Evergreen hosts Mountain Bike Lobby Day in Olympia



Left: Staff with Senator Cantwell, center.

Below: Central Chapter leadership receiving award from US Forest Service Partners.



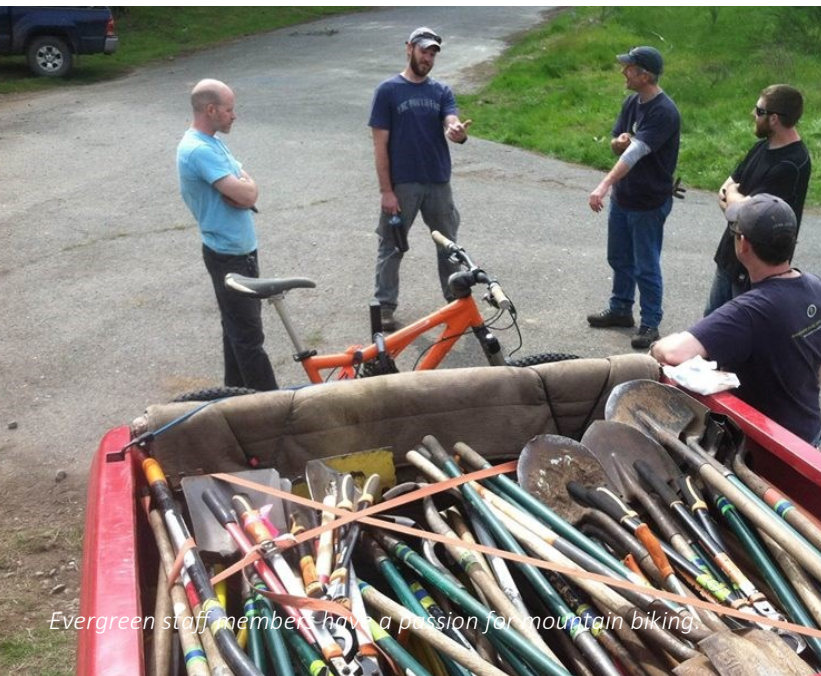
Board members advocating for mountain bike access at a Department of Natural Resources planning meeting.



# Strategy 5: Sustain



1. Increase funding from the following sources:
  - Private donations by 50% in 2015 over 2014 actuals, then 10% a year thereafter
  - Sponsorships by developing a title sponsorship program valuing \$20,000 per year by 2020 to support major programs and events
  - Events and races will generate \$50,000 per year by 2020
2. Ensure a diverse set of revenue streams such as: membership, donations, fee-for-service, grants, and sponsorships.
3. Retain highly qualified staff and limit turnover. Strive to have average tenures of 4 years or longer.



*Evergreen staff members have a passion for mountain biking.*