

EVERGREEN MOUNTAIN BIKE ALLIANCE

2022 IMPACT REPORT



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MAKING WASHINGTON
THE BEST PLACE
TO RIDE





A YEAR OF TRAIL OPENINGS & AWARDS

The Washington mountain bike community had a lot to celebrate in 2022: **A year of trail opening milestones, accomplishing project visions, and receiving awards** for outstanding trail work and community engagement events.

In mid-2015, Evergreen's Executive Director Glenn Glover informed me that it takes, on average, 7 years for trail projects to move from conception to opening. 2022 marked my 7th year at Evergreen, and it truly was our year of completing hard to accomplish and hard to approve projects that took the backing of our entire community to get to ribbon cutting.

We enriched communities with new trails close to home: increasing healthy outdoor activity opportunities for residents in the Puget Sound, Spokane, Wenatchee, and Snoqualmie Pass. From opening the long-awaited and highly anticipated Summit Ride Park, to a new pump track in Quincy, to cutting the ribbon on new mountain bike trails in the City of Seattle. We celebrated several projects envisioned 7 years ago or more.

We also encountered new challenges that will require our time and resources in 2023: Increased concern about recreation impacts on the land, trails at risk of being lost to development, and diversification of opinions about the type of trails we should plan for. Our work will always be challenging and we must continue to prioritize finding balance between recreation and conservation if we want to maintain our success. But we know how to do this. And, **we will continue to show that mountain biking really is the best of all trail sports.**

2022 was about overcoming hurdles and not giving up on trail visions. Our shared joy for the sport, tenacity, and ability to roll up our sleeves will no doubt actualize our vision to make WA the Best Place to Ride. We are well underway, and we are grateful for your support to make that happen.


YVONNE KRAUS

Executive Director



TRAILS



TRAIL CONSTRUCTION - MILESTONES AND AWARDS

Evergreen's 2022 trail construction season included several long-awaited and milestone projects:

- Lift-accessed downhill trails spun up at the **Summit at Snoqualmie Bike Park**,
- The **Port Gamble Ride Park** opened AND hosted Evergreen's 2022 Mountain Bike Festival,
- **Cheasty Greenspace** finally opened, a hard-fought beginner mountain bike trail destination in Seattle.

New trail construction work encompassed **67.1** miles, and Evergreen opened a remarkable **38.1** miles of new mountain bike and multi-use trails in Washington. The **Washington State Trails Coalition** took notice and presented two trail awards in recognition of our work:

- **Executive Director Yvonne Kraus** received the **2022 Washington State Trail Leader Award** for her leadership, effectiveness, and service on behalf of all Washington trail users.
- Evergreen volunteers led by Sturdy Bitch Racing received the **2022 Outstanding Trail Award** for the women-built Canyon Creek Downhill (CCDH) Trail at the Raging River State Forest.

PLANNING & DESIGN

Future trail planning and design efforts included:

- **Tennant Trailhead MTB Park**, North Bend
- **Kaiser MTB Park**, Olympia
- **Strawberry Hill Bike Park**, Bainbridge Island
- **Gold Hill/Community Forest**, Chewelah
- **Cedar Lanes Skills Park**, Auburn
- **Cheasty North Trails**, City of Seattle
- **Snoqualmie Bike Park Phase 2**, I-90 Summit
- **Jungle Hill-Wapaloosie Connector**, Colville
- **North Summit Trails**, Loup Loup/Methow
- **I-5 Colonnade Revamp**, Seattle.

And Pump Track grants plans for Cashmere, Port Townsend, and Quincy!

MAINTENANCE

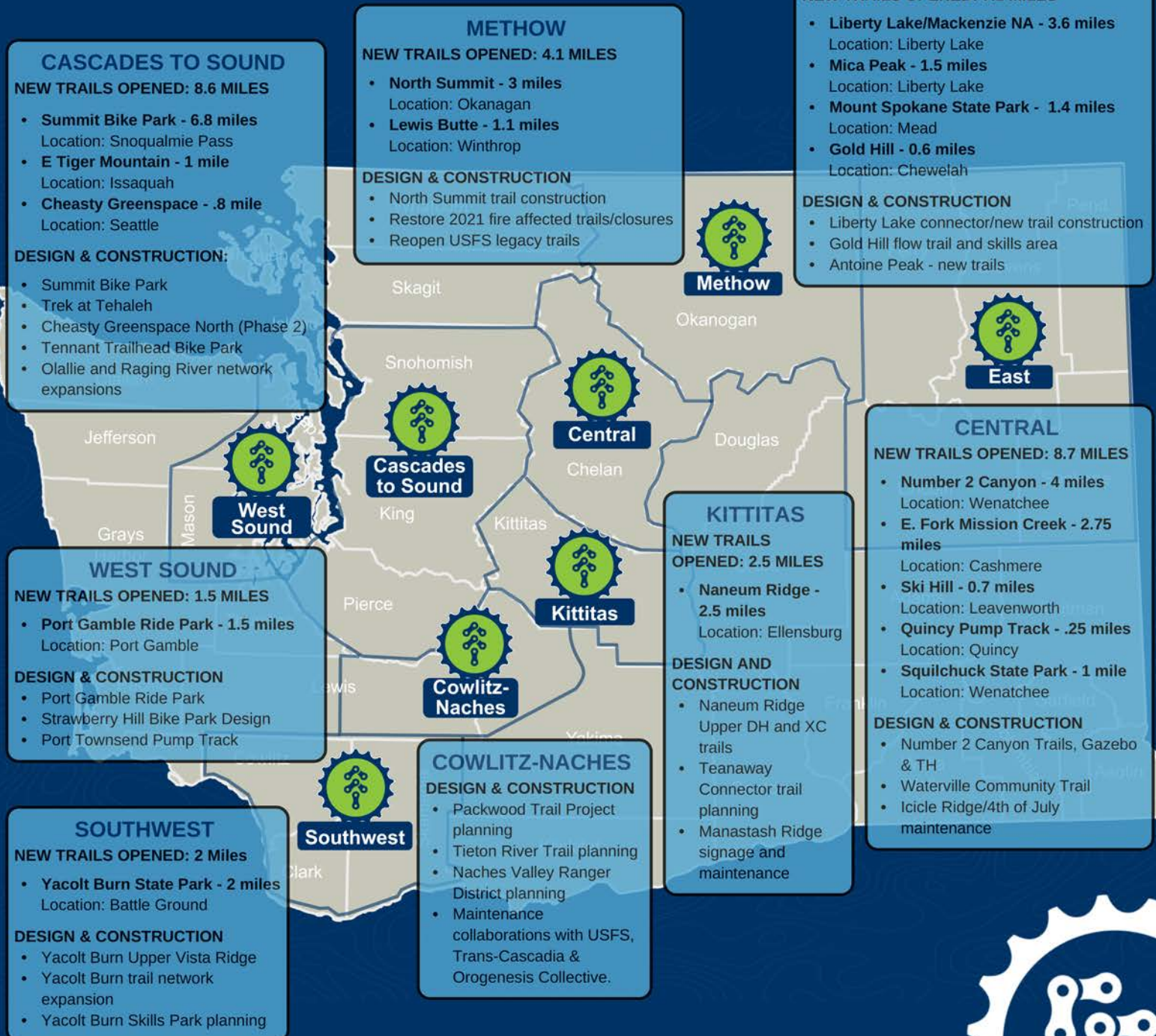
Professional trail maintenance contracts continued for: **King County Parks • Metro Parks Tacoma • City of Redmond • Chelan-Douglas Land Trust • US Forest Service at Twisp River, Chickadee, Mission Ridge and Devils Gulch • DNR at North Mountain in Darrington • State Parks at Squilchuck SP.**

New State funding supported maintenance contracts for East Tiger Mountain and Raging River State Forests. We covered **320** trail miles as part of our Recreational Trails Program and REI Volunteer Maintenance grants, and we received our first **Great American Outdoors Act** grant to address trail maintenance for the Wenatchee River Ranger District. Funded by the **Burned Area Emergency Relief Program**, we also **restored and reopened 22.6 miles of fire-affected trails at Chickadee** in the Methow Valley. 2022 was a marquee year for securing trail maintenance funds and reopening lost trails!



TRAILS

PROJECT ACCOMPLISHMENTS BY CHAPTER



VOLUNTEERS



VOLUNTEERS ARE THE HEART AND SOUL OF OUR ORGANIZATION

"Evergreen volunteers generously contribute their time to building and maintaining trails, providing quality education programs, running the organization as board members, and advocating for recreation & mountain biking access."

Brandon Lester
Volunteer Program Manager



Evergreen organizes and coordinates volunteer trail maintenance work parties to maintain, improve, and/or repair trails damaged by weather and use.

We reached 79% of goal and pre-pandemic engagement levels. Our volunteer maintenance impact lagged behind 2021 results as it was again significantly impacted by fires and IFPL restrictions, shortening our season and reducing work party opportunities and activities.

We hosted **408** volunteer work parties in national forests, state parks, state forests and community parks, and engaged **3,691** volunteers in work parties, contributing **20,330** hours of volunteer work on **320 miles** of trail. **250** hours of these trail activities were contributed by youth enrolled in our 2022 summer dirt camps.

Trail maintenance took place at trailheads, sites and trails within US National Forests, WA State and County forests, community forests, conservation areas, as well as municipal parks and open spaces

Additional non-trail volunteer hours included **836** hours contributed by **19 Board members** and **2,585** hours of classes and clinics taught by **133** volunteer instructors in the Education program.

Our total volunteer impact amounted to 23,750.75 hours, delivered by 4,114 individual volunteers. Thank you to all who helped us: on the trail, at events, and as part of our Chapter Councils and Board of Directors!!





VOLUNTEERS

VOLUNTEER IMPACT 2022



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Total Volunteer Hours
23,750

20,329

hours of trailwork...

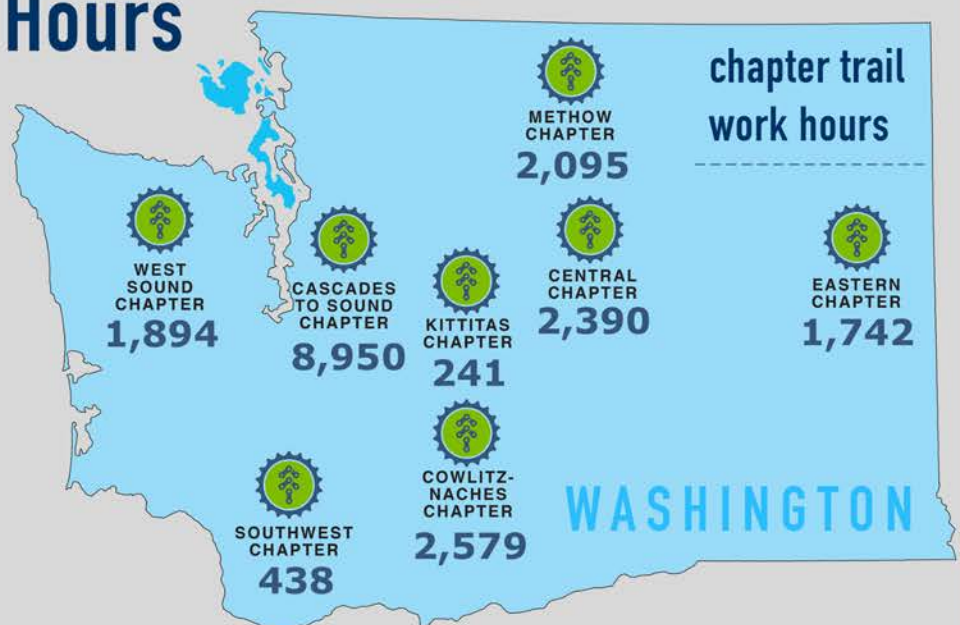


2,585

hours of education...

836+

hours from board members...



chapter trail
work hours



3,691

trail work volunteers



133

education volunteers



19

board member volunteers



MEMBERSHIP & EVENTS



WE ARE EVERGREEN.
WE ARE COMMUNITY.

9,183 MEMBERS

8 CHAPTERS

224
GROUP RIDES

5,000+
PARTICIPANTS

800+ mountain bikers joined rides.
2,000+ mountain bikers visited our
mountain bike festival.
700 riders participated in the Dirty
Dozen trail tour.

*Together, we celebrated 5,000+
mountain bikers in community
building events and rides.*





EVENTS

BUILDING TRAILS, ONE COMMUNITY AT A TIME!

Our membership reached a new high of **9,504** members in September, but dipped back down to complete the year at **9,183 active members** - 1% growth over 2021. (just over 100 members).

Purpose and intent for our events is to **build community and grow the next generation of mountain bike leaders, teachers, volunteers, and trail stewards.**

2022 was full of smiles and new friendships as our organized events and group rides re-emerged from the pandemic restrictions and chapters were able to bring back their most loved events, in person!

Ongoing diversity, equity and inclusion initiatives helped grow our community and diversify in our events and outreach, to make our sport more welcoming to underserved communities, youth, tribes, people with disabilities, and our BIPOC friends.

We increased focus on hosting women's work parties, corporate work party engagement, and adaptive riders. We also continued to foster a strong conservation ethic and sustainable behavior amongst our community members, and encourage volunteerism as well as active, engaged and healthy lifestyles.

Building Community is what we do. (For humans and dogs..)



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EDUCATION



Evergreen's Education Program serves riders of all ages, skill levels and backgrounds, and empowers them to become better riders and trail stewards

Our Education program continues to grow with new locations, more students, and diversification of our students and program offerings. 2022 was a successful year in serving riders of all ages and skill levels, from youth to seniors, from beginner to advanced, and for individuals of any gender and background.

- A total of **1,524** students engaged in our classes, clinics & camps.
- **980** youth and adults participated in our skills clinics & private lessons.
- An impressive **545 youth dirt campers** learned new skills, made friends, and grabbed a shovel on their last day of camp to help with trail maintenance.
- **56%** of our adult participants identified as women and/or non binary riders.
- **133 amazing volunteer instructors** stepped up to help us deliver classes statewide.

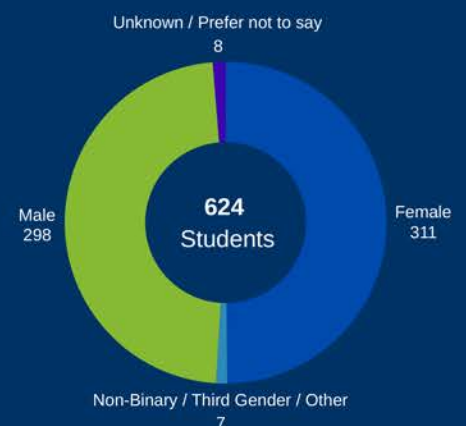
"This was his best bike camp experience ever. He felt like he received a lot of individualized instruction and attention. He said he grew more in this camp than in any other!"

- Parent of Youth Dirt Camp Participant

Participants by Class Type



Adult Skill Clinics & Private Lesson Participation



"Great instructors! Everything I learned was new to me and critical to my enjoyment and success on the bike. Also met a great group of other women in the class."

- skills clinic participant





EDUCATION

DIVERSITY & COMMUNITY

In 2022, we focused on building community partnerships. We developed custom programs and offered scholarships to expand access to youth in underserved communities.

The Central chapter received a **No Child Left Inside Grant** from the Recreation and Conservation Office and delivered **19 after-school programs for low-income youth**.

Evergreen hosted **357 students** in community partnership and scholarship programs, **awarding \$5,500 in scholarships**. This represents a **400% increase from 2021!** We worked with **8 schools and community organizations** to host classes, trail maintenance and skill building combination programs, and a “Learn to Mountain Bike” weekly series.

We look forward to continuing to build partnerships and increase diversity in access through all our educational programs, and are proud of the difference we made in our community and on the trails in 2022.

OUR COMMITMENT TO EDUCATION AND COMMUNITY GOES BEHIND OUR SKILLS CLASSES

- Our Evergreen women’s ride groups hosted an impressive **115 group-rides with 446 riders**
- We offered **6 chainsaw classes** for volunteers, serving **15 participants** in our Westsound, Central, and C2S Chapters
- We delivered **Trail Schools** at Port Gamble and Chewelah, to train and empower **40** new volunteers in trail maintenance and construction practices.

“We think, oh, mountain biking isn’t for us. But it’s an opportunity for something new and for you to broaden your activity level. You don’t know if mountain biking is for [us] if you don’t try it.”

- Congolese Integration Network partnership program participant





GIVING TRAILS A VOICE

"Evergreen was born out of a critical need to advocate for trails or risk losing access. Trails need constant support and backing from passionate recreationists to keep them funded, open, accessible, and maintained. Without advocacy, there are no trails."

We are one of the best advocates for modern and sustainable mountain bike and multi-use trail designs. Making trails welcoming to all and collaborating with trail stakeholders to find trail solutions that balance user needs, conservation and habitat protection is what we know and do best."

Yvonne Kraus, Executive Director

What do hikers, bikers, equestrians, climbers, boaters, conservationists, foragers, and public land stewards all have in common? **We care about trails!**

Evergreen's advocacy work centers on collaboration with our friends in the outdoor recreation world to plan, build and care for trails. It takes a village to bring a sustainable trail network online, and we are only successful if we plan with a lens that benefits all recreationists.

A highlight of **our effectiveness in building partnerships** this year was celebrating the opening of the Summit at Snoqualmie Bike Park alongside members from the **Mountains to Sound Greenway, American White Water, the Backcountry Horsemen of Washington, and the US Forest Service.**

We facilitated a **9 month e-MTB Advisory Committee process**, engaging non-motorized and motorized recreation stakeholders, staff from Federal, State and Municipal land management agencies, conservation organizations, as well as the mountain bike industry. While we failed to convince state agencies to adopt a majority supported e-bike strategy, we concluded the Committee Process by adopting a formal Evergreen e-MTB access recommendation.

Award winning work and trail openings are accomplished through partnerships and shaping our trail visions to mesh with the hopes of others. This is how we best benefit all user groups, protect our natural environment, and simultaneously foster and improve access to the outdoors.





2022 ADVOCACY ACTIONS

Evergreen's advocacy actions included collaboration with stakeholders and land managers, as well as planning and legislative action on the following projects and initiatives.

And as always, our work included a collaborative **Legislative Day** in Olympia as part of our partnership with the **Washington Wildlife and Recreation Coalition**, and we attended several meeting with elected officials as part of our leading role within the **Outdoor Alliance of Washington**.

- Savor Snoqualmie Action Team Meetings
- Washington Recreate Responsibly Coalition - Member
- Dept. of Fish & Wildlife Recreation Strategy - Stakeholder
- Gifford Pinchot Sustainable Trails Strategy - Member
- WA e-Bike Policy Committee - Member/Stakeholder
- RCO WA State Trails Plan Committee - Member
- NOVA Advisory Committee - Member
- Outdoor Alliance of WA - Member
- E-Bike Advocacy trip to Olympia
- E-Bike Advocacy tour with USFS staff at Mission Ridge
- North Mountain promotional outreach with SnoCo
- Tribal outreach to discuss trail planning and impacts

Advocacy meetings and site visits included feasibility discussions and issue resolution for:

- Port Gamble Skills Park jump line approvals
- GAOA Scope Negotiations & Collab with Transcascadia
- Lord Hill Trails Plan Presentation
- Strawberry Park Planning and Development
- Paradise Valley collab w. SnoCo horse council
- Bike Park presentation to DNR: Yacolt Burn Skills Park
- Pacific Northwest Trail Alliance meetings

GIVING RIDERS A VOICE!

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MOUNTAIN BIKE ALLIANCE

Take our E-Bike Survey!

Your input is needed today!
Do you ride an E-Bike?
Do you want to ride more?
Do you feel E-Bikes have a place on the trails?
We need to know.

Swipe up for survey



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2022 BOARD OF DIRECTORS



Peter Sherrill
President



Tyler Forman
Vice President



Tony Hickok
Vice President



Melinda Dupree
Secretary



Scott Bly
Treasurer



Chris Conley
Northeast



Jesse Cunningham
South Cascade



Ady Bee Lane
At Large



Joe Brown
North Cascade



Vern Boyles
Metro



Jon Phelps
Olympic



Patrick Lynch
Pilchuck



Josef Hoffman
Pinchot



Jay Manning
Board
Advisor



Juliette Kern
Metro



Greg Morris
Pinchot



Jami Balint
Southeast



2022 FINANCIAL STATEMENT

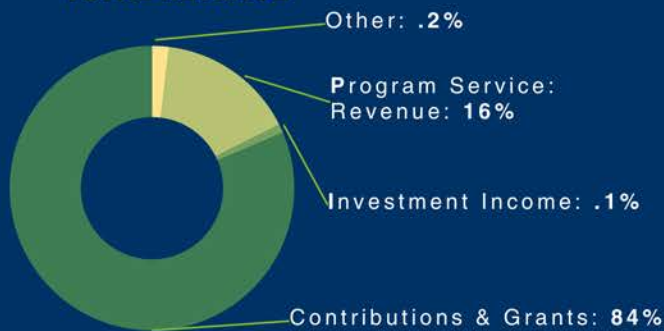


Thank you to every member and donor for your support of trails in 2022!

Your giving spirit makes our work possible, and together we are making Washington the **Best Place to Ride**.

Note: Evergreen applied for and was awarded \$376k from the Employee Retention Tax Credit (ERTC) program. This is included in our Net Income of \$428k. These financials reflect our 990 tax statement. Audited financials will be available fall 2023.

TOTAL REVENUE



REVENUE

Contributions and Grants:	\$2,843,048
Program Service Revenue:	\$546,170
Other:	\$6,278
Investment Income:	\$4,077
TOTAL REVENUE:	\$3,399,573

OPERATING EXPENSES

Program Operations:	\$2,253,670
Management & General:	\$634,881
Fundraising:	\$82,782
TOTAL OPERATING EXPENSES:	\$2,971,333

NET INCOME \$428,240

ASSETS \$2,316,457
LIABILITIES \$198,564

INCOME BY PROGRAM

Education & Registrations:	\$273,535
Fundraising & Membership:	\$1,084,566
Trail Contracts:	\$1,427,903
Advocacy:	\$5,744
Marketing & Communications:	\$110,517
Retail:	\$4,979
Other:	\$492,329
TOTAL INCOME BY PROGRAM:	\$3,399,573

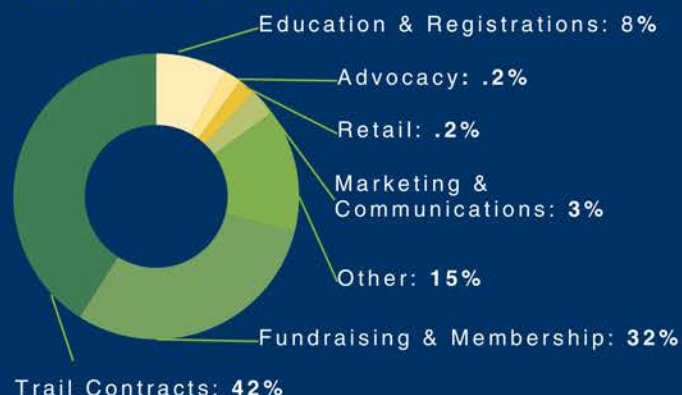
EXPENSES BY TYPE

Payroll:	\$1,968,770
Operating and Programs:	\$487,414
Professional Services:	\$250,482
Travel and Meetings:	\$146,599
Other:	\$102,107
Taxes (B&O):	\$15,962
TOTAL EXPENSES BY TYPE:	\$2,971,333

TOTAL EXPENSES



INCOME BY PROGRAM





Thank You for Supporting Trails and Good Times!



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North Bend, WA 98045
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