



evergreen
MOUNTAIN BIKE ALLIANCE

EVERGREEN VISION 2020:

**BUILDING TRAILS,
PARTNERSHIPS,
& COMMUNITY**



MISSION & VISION

MISSION CREATE AND PROTECT SUSTAINABLE MOUNTAIN BIKING OPPORTUNITIES IN WASHINGTON.

VISION MAKE WASHINGTON THE PREMIER STATE IN THE COUNTRY FOR MOUNTAIN BIKERS.



ABOUT EVERGREEN

The Evergreen Mountain Bike Alliance (Evergreen) was founded in 1989 as a grassroots solution to preserving local trail networks from closing to mountain bikers.

Today, Evergreen has become a force in the trail building and advocacy community, as the nation's largest statewide mountain bike organization with seven chapters and thousands of followers dedicated to trail maintenance, education, advocacy and trail building.

Evergreen is an important partner to public land managers across the state, contributing over 17,000 hours of volunteer labor in 2016.

We combine professional leadership of our staff and board with an expansive network of dedicated volunteers ready to assemble, build, teach, lead rides, and advocate for trails throughout the year.



Enhance Mountain Bike Riding Opportunities in Washington

- A1.** Facilitate the construction of 100 miles of new mountain bike trails across the state by 2020.
- A2.** Develop a high-quality trail network by 2020 that includes:
 - a. Quality destination riding opportunities, including a connected network of at least 30 miles of new trails within the Puget Sound region;
 - b. Comprehensive trail networks in all chapter locations;
 - c. A variety of trail types for multiple riding styles including cross country, all-mountain and freeride trails.
 - d. A variety of trail types for multiple skill levels – beginner, intermediate, and advanced, as well as pilot ADA accessible trails; and
 - e. Diverse trail locations and conditions – urban, frontcountry, backcountry, forested, and alpine.
- A3.** Add 10 miles of trail within chapter regions to serve local and tourism demands.
- A4.** Build and/or maintain mountain bike educational facilities that are designed for progressive skill building including:
 - a. Five bike parks
 - b. Eight other facilities such as pump tracks or dirt jumps.
- A5.** Develop and support an engaged volunteer trail maintenance network statewide, with volunteers contributing 25,000 hours of labor per year by 2020.

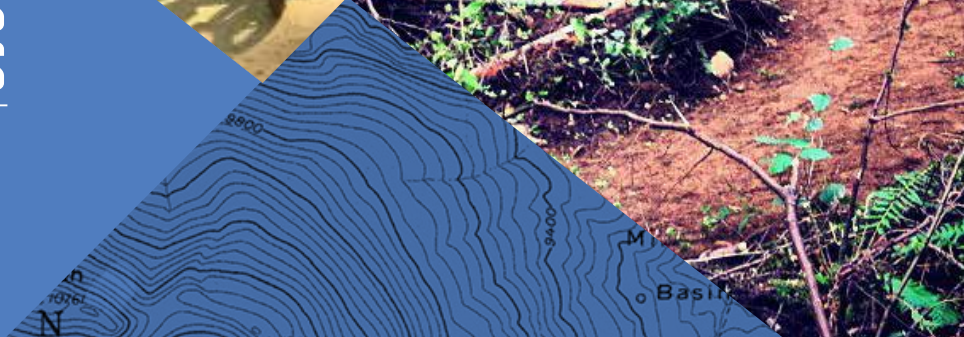
**100 MILES
OF NEW TRAIL**

**DIVERSE LOCATIONS
AND CONDITIONS
FOR ALL SKILL LEVELS**

ENGAGE VOLUNTEERS IN
TRAIL MAINTENANCE WITH
25,000 HOURS STATEWIDE

10 MILES OF
NEW TRAIL
IN EACH
CHAPTER

BUILD & MAINTAIN 5 BIKE
PARKS AND 8 PUMP TRACKS
OR DIRT JUMPS



STRATEGY B.

Build a Strong Mountain Bike Community

B1. Grow membership to 5,000 members.

B2. Increase organized rides by 10% per year to encourage community building, exploration of our trail system, and Evergreen pride.

B3. Build a strong and inclusive mountain bike community and increase awareness of Evergreen's work by increasing annual participation at events to 10,000 by 2020.

B4. Increase online participation via the website, social media platforms, and electronic newsletter readership by 20 percent each year to a total of 29,800 followers by 2020.

B5. Maintain a minimum of 175 miles of trails per year.



**GROW TO
5,000 MEMBERS**

MAINTAIN 175 MILES OF TRAILS

INCREASE ORGANIZED RIDE PARTICIPATION BY 10%

10,000 EVENT PARTICIPANTS

20% INCREASE IN ONLINE PARTICIPATION

FOLLOW
EVERGREENMTB



Educate Mountain Bicyclists in Washington State

C1. Develop a diverse education program including mountain bike skills and instructor certifications to engage mountain bike riders of all skills and ages across the state by engaging:

- a. 1,250 people per year across the state, including:
 - i. 500 women
 - ii. 425 youth, with 175 in chapters
 - iii. 200 underserved youth in the Trail Access Program
- b. 350 youth in summer camps
- c. 150 people per year through the Evergreen Trail School Program.

C2. Continue to partner with other trail and outdoor organizations to educate mountain bikers and other trail users on trail etiquette and other trail use and maintenance issues.

EDUCATE
1,250 PEOPLE
INCLUDING:

425 | **500**
YOUTH | WOMEN
200
UNDERSERVED
YOUTH



“ Partner with other trail and outdoor organizations to educate users on trail etiquette. ”



STRATEGY D.

Advocate for Equitable Trail Access & Riding Opportunities in Washington State

- D1.** Engage members state-wide through lobby day and/or other engagement efforts with politicians and land managers.
- D2.** Host a Washington State Mountain Bike Summit.

- D3.** 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.



Organizational Sustainability

- E1.** Meet or exceed annual fundraising goals for the organization statewide.
- E2.** Ensure a diverse set of revenue streams including: membership, donations, public and private fee-for-service contracts, grants, events, and sponsorships.
- E3.** Retain highly qualified staff and limit turnover. Strive to have average tenures of 4 years or longer.
- E4.** Develop an organizational model for chapters that ensures financial and program sustainability.

“Organizational sustainability is paramount to strengthening our chapters and delivering world class mountain bike trails throughout the State.”

-Yvonne Kraus
Evergreen Executive Director

