

CORBA 2019

**SINGLETRACK COMMUNITY
SURVEY**

WHAT ARE OUR GOALS WITH THIS SURVEY?

- ▶ Give a voice to our trails community
- ▶ Learn what our members and trail users are thinking, what they like & don't like, what they want
- ▶ Determine what CORBA is doing well & what we can be doing better
- ▶ Plan our direction for 2019 and beyond

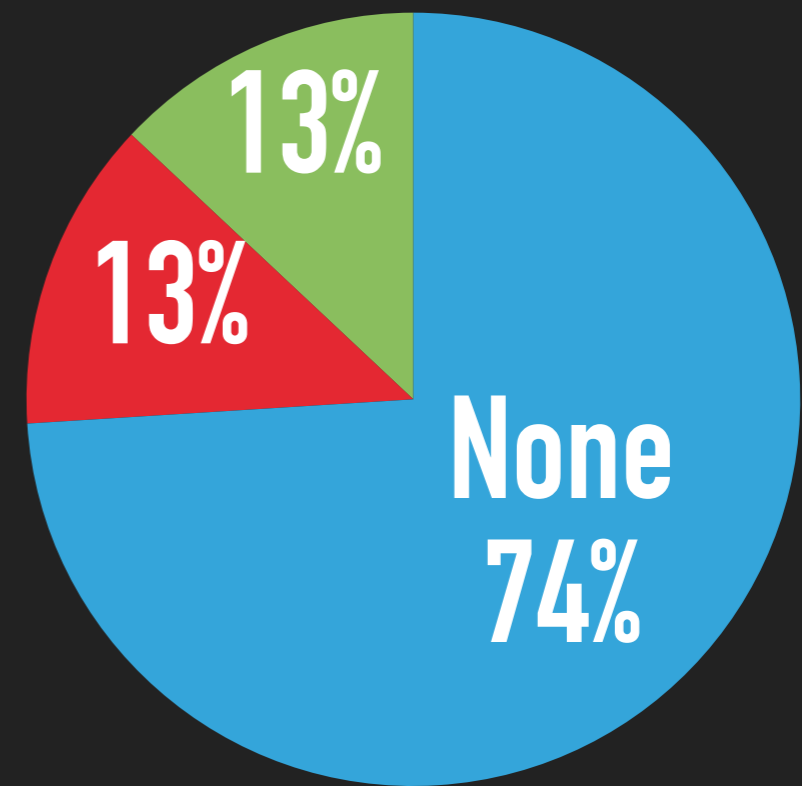
WHO DID WE HEAR FROM?

- ▶ 229 people participated
- ▶ 85% mountain bike, 35% trail run, 2% neither
- ▶ 33% female, 66% male
- ▶ Fairly equal age distribution
- ▶ 59% Eau Claire County, 25% Chippewa, 7% Barron, 5% Dunn

VOLUNTEERING WITH TRAIL WORK

- ▶ In the past year, how many times did you participate as a TRAIL WORK volunteer with CORBA?

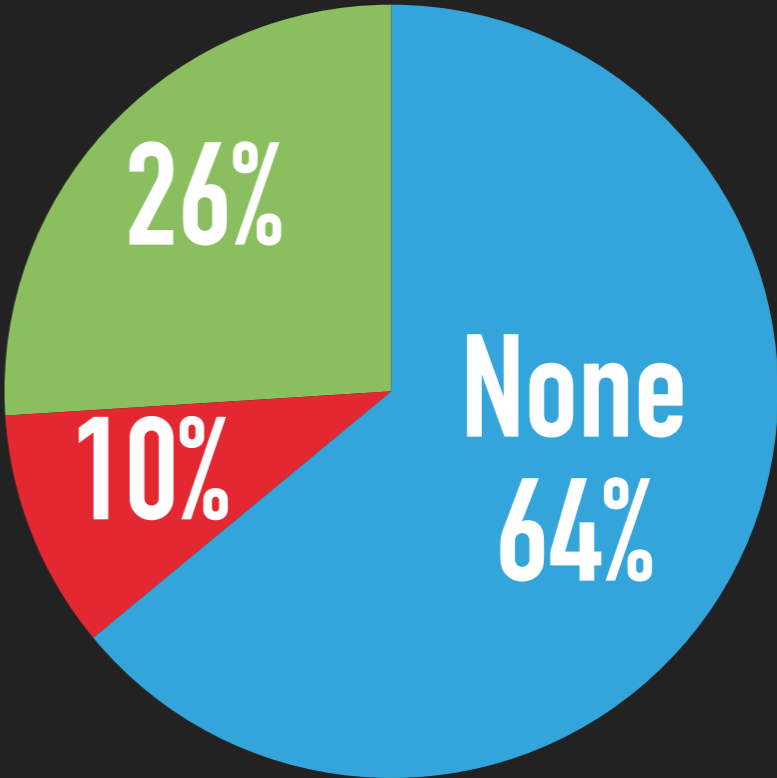
- None
- 3 times or more
- 1 or 2 times



VOLUNTEERING AT EVENTS

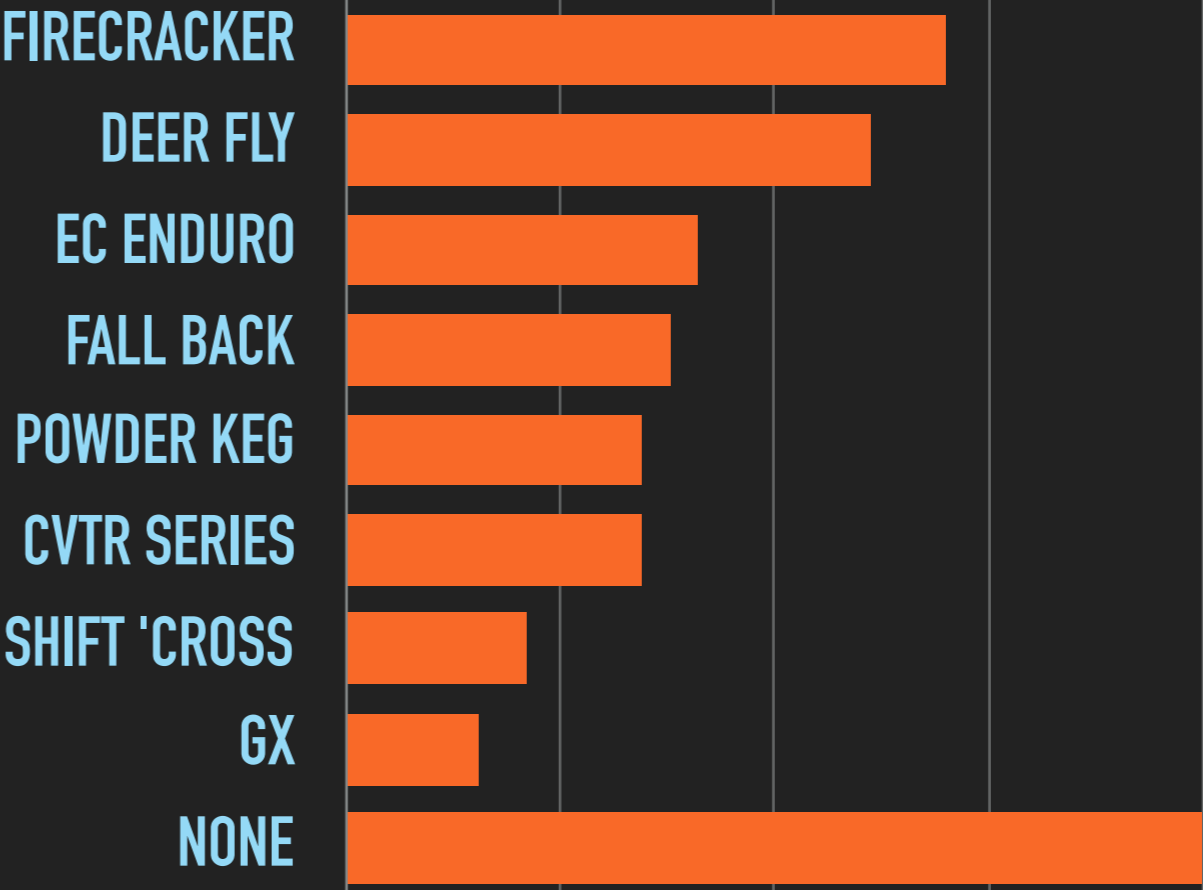
▶ In the past year, how many times did you participate as an EVENT volunteer with CORBA?

- None
- 3 times or more
- 1 or 2 times



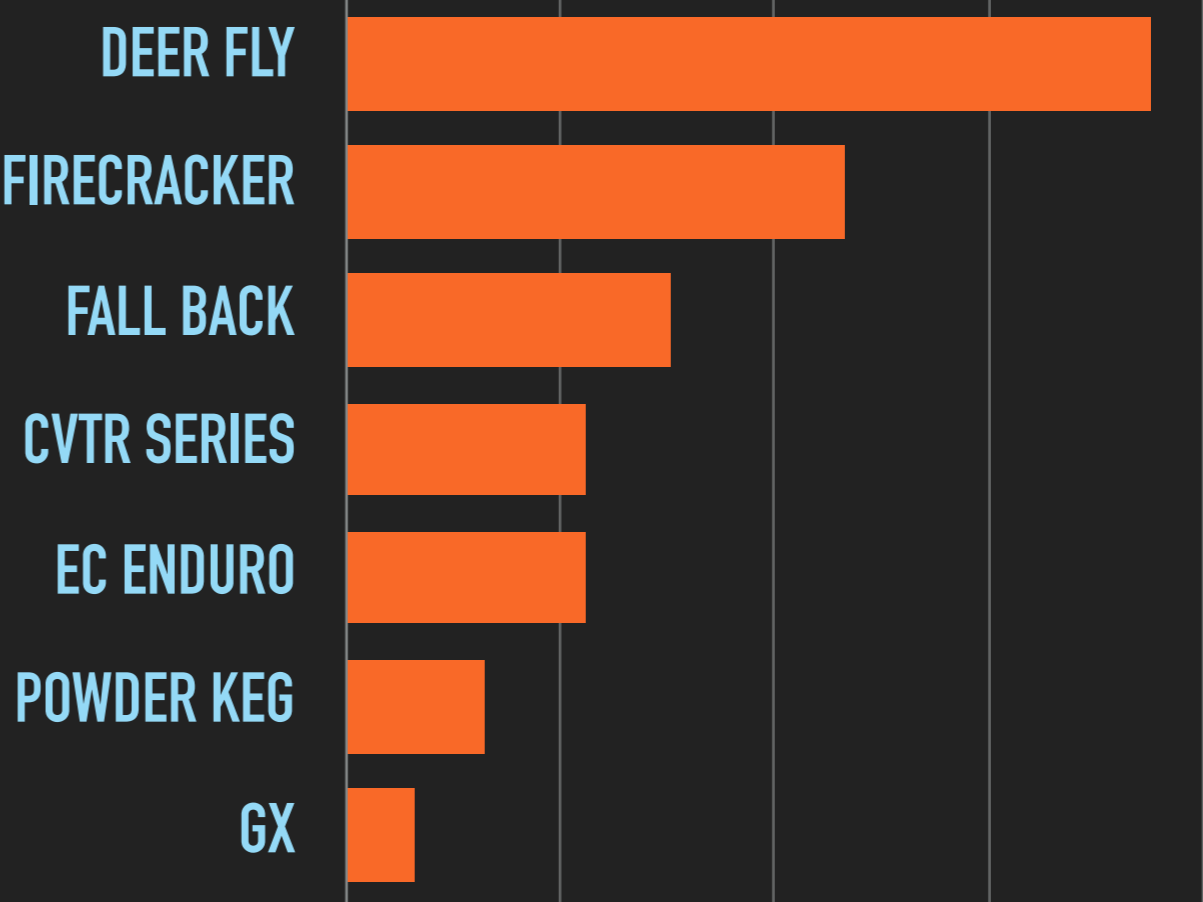
LOCAL RACE PARTICIPATION

▶ In the past two years, which local trail races have you participated in?



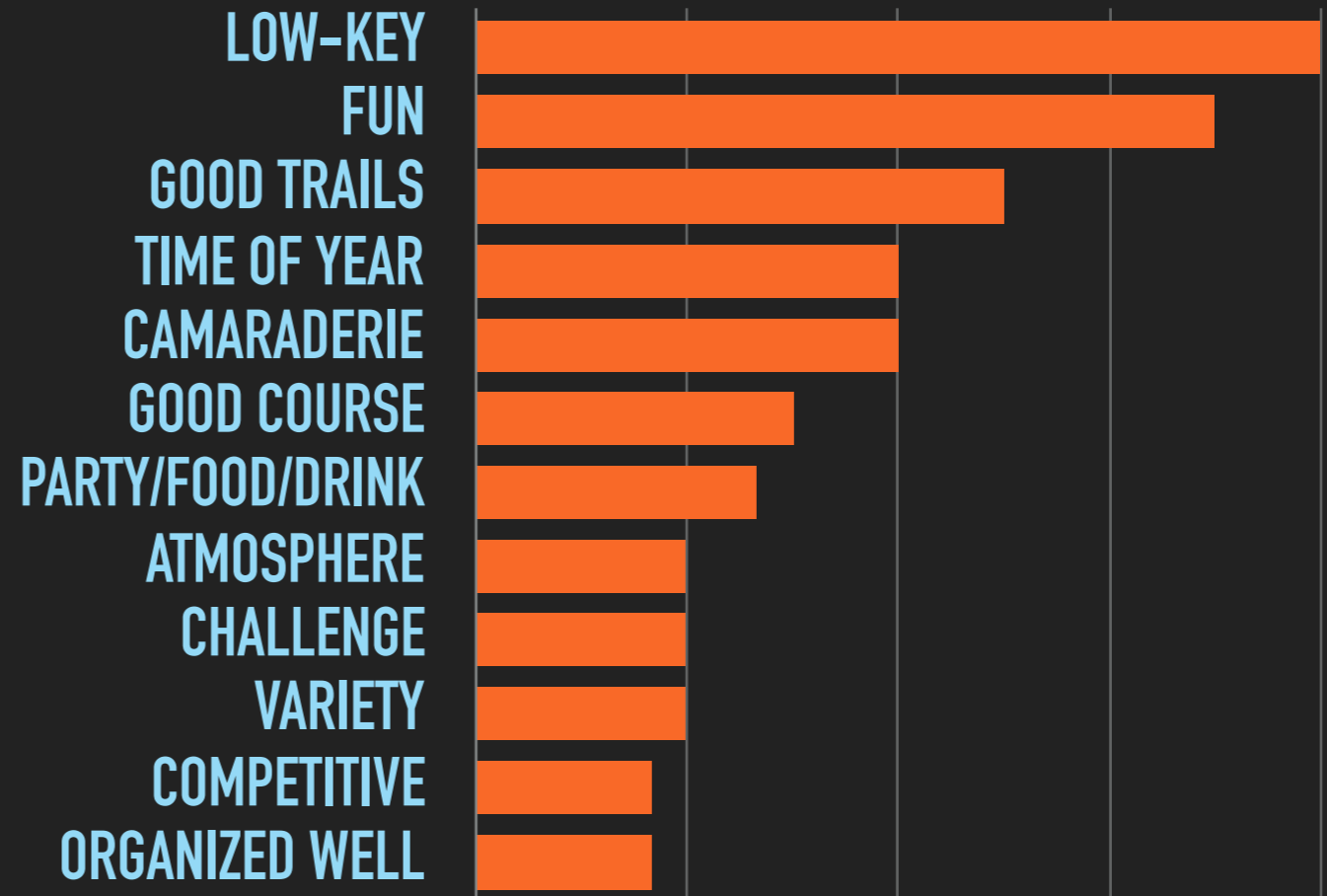
FAVORITE RACES

▶ Of the races you participated in, which was your favorite?



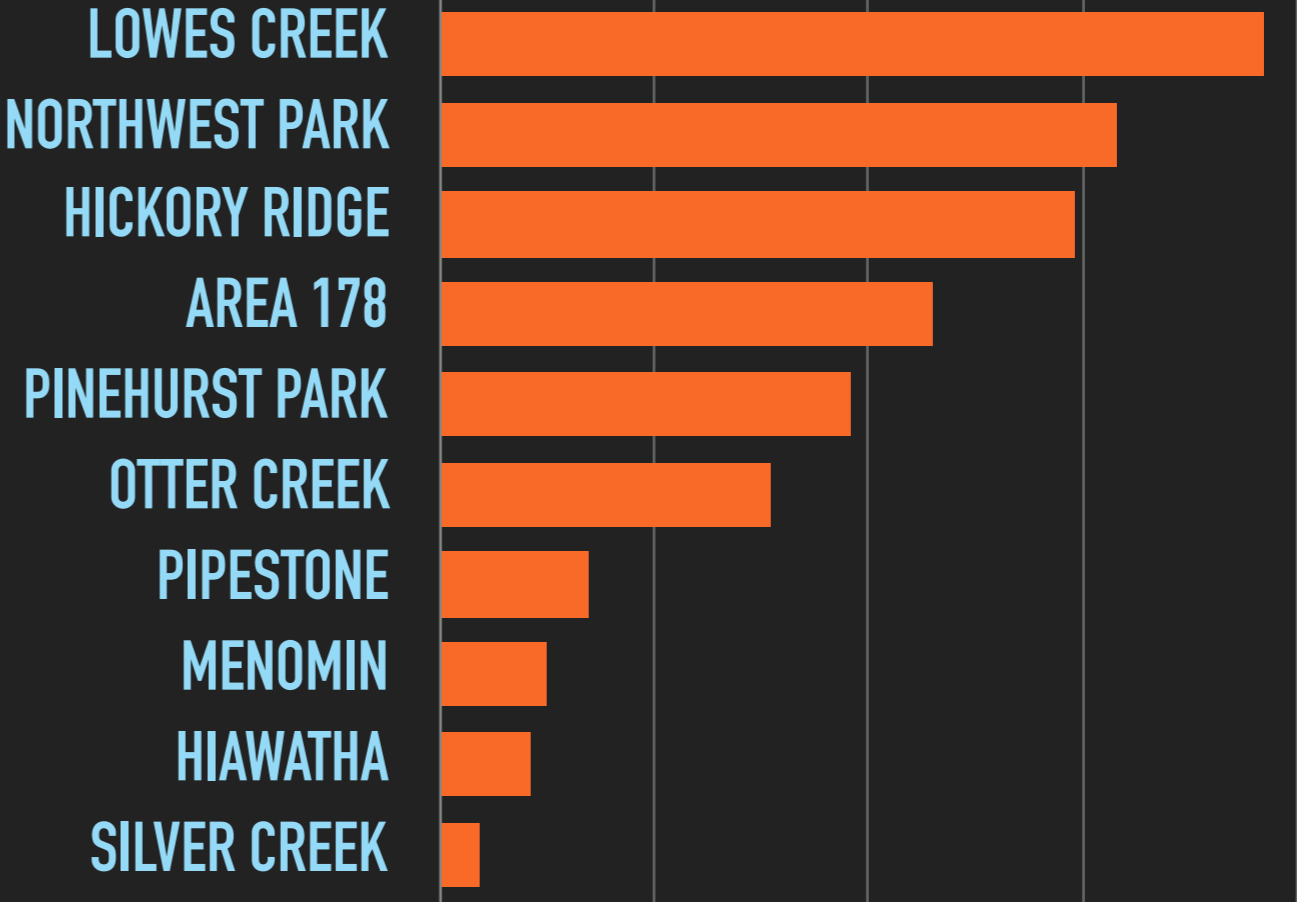
WHAT MAKES A GREAT RACE?

- ▶ Why did you choose a particular race as your favorite?



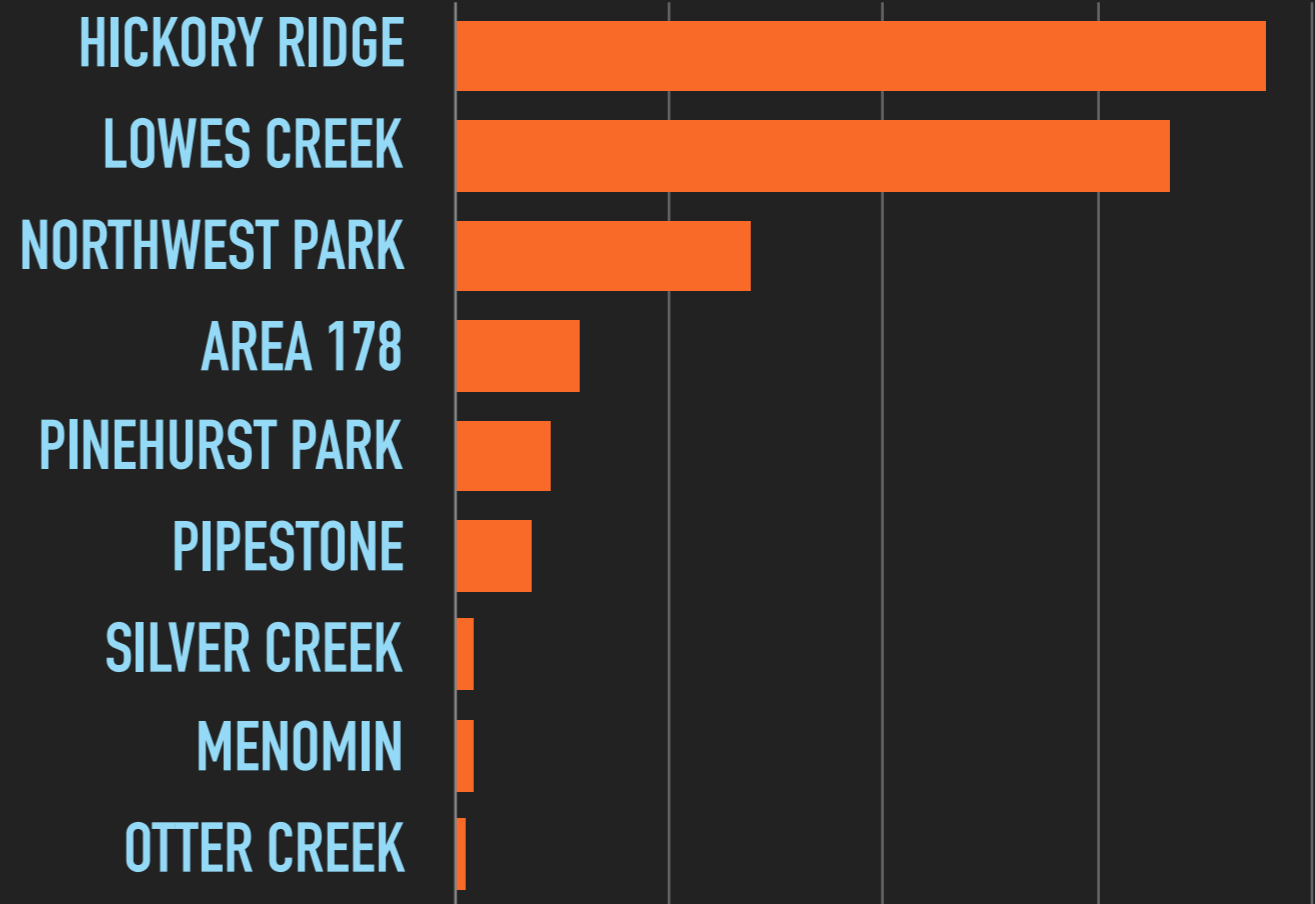
LOCAL TRAIL SYSTEM USE

▶ Which local trail systems have you used in the past year?



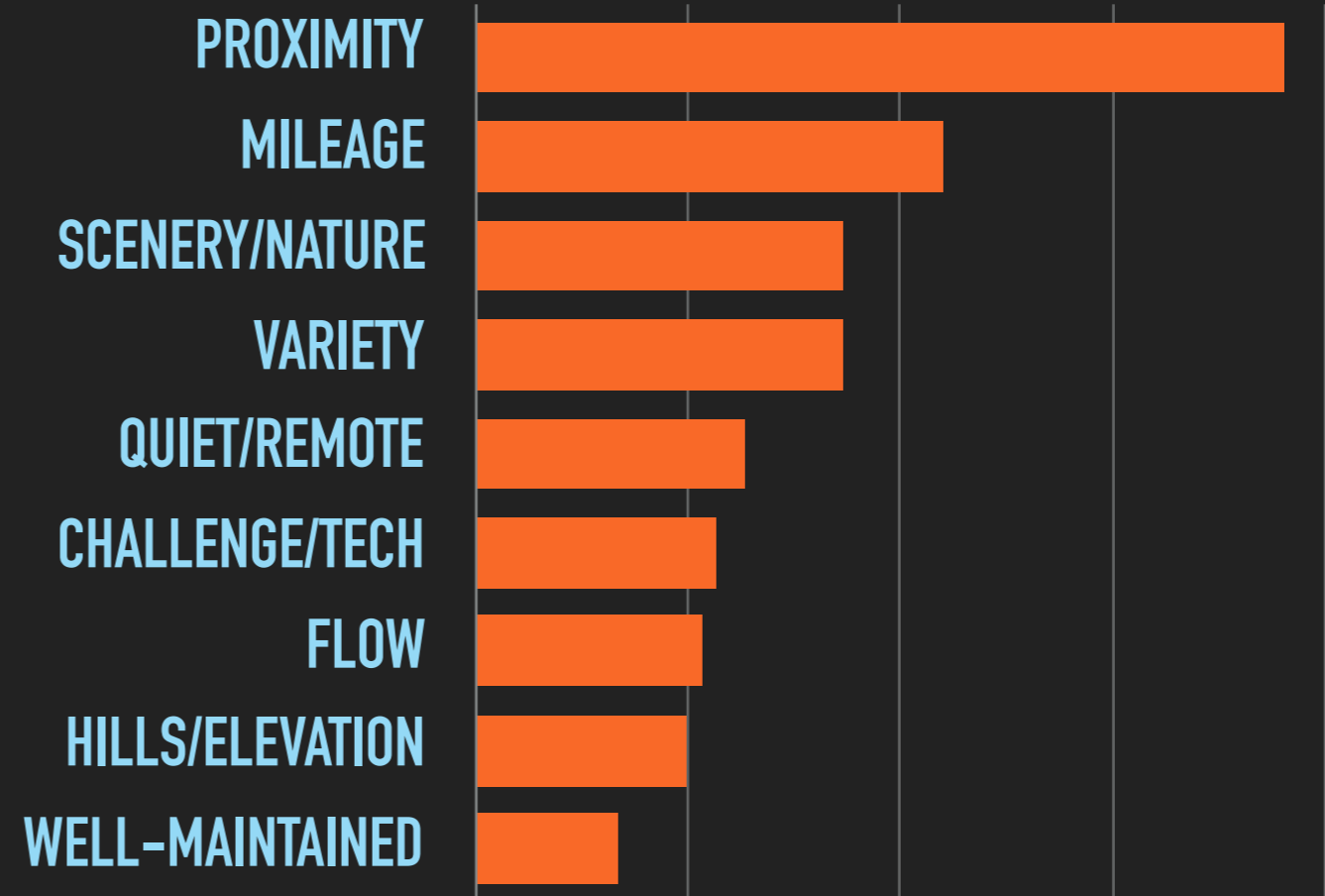
FAVORITE TRAIL SYSTEMS

- ▶ Of the trail systems you use, which is your favorite?



WHAT MAKES A GREAT TRAIL SYSTEM?

- ▶ Why did you choose a particular trail system as your favorite?

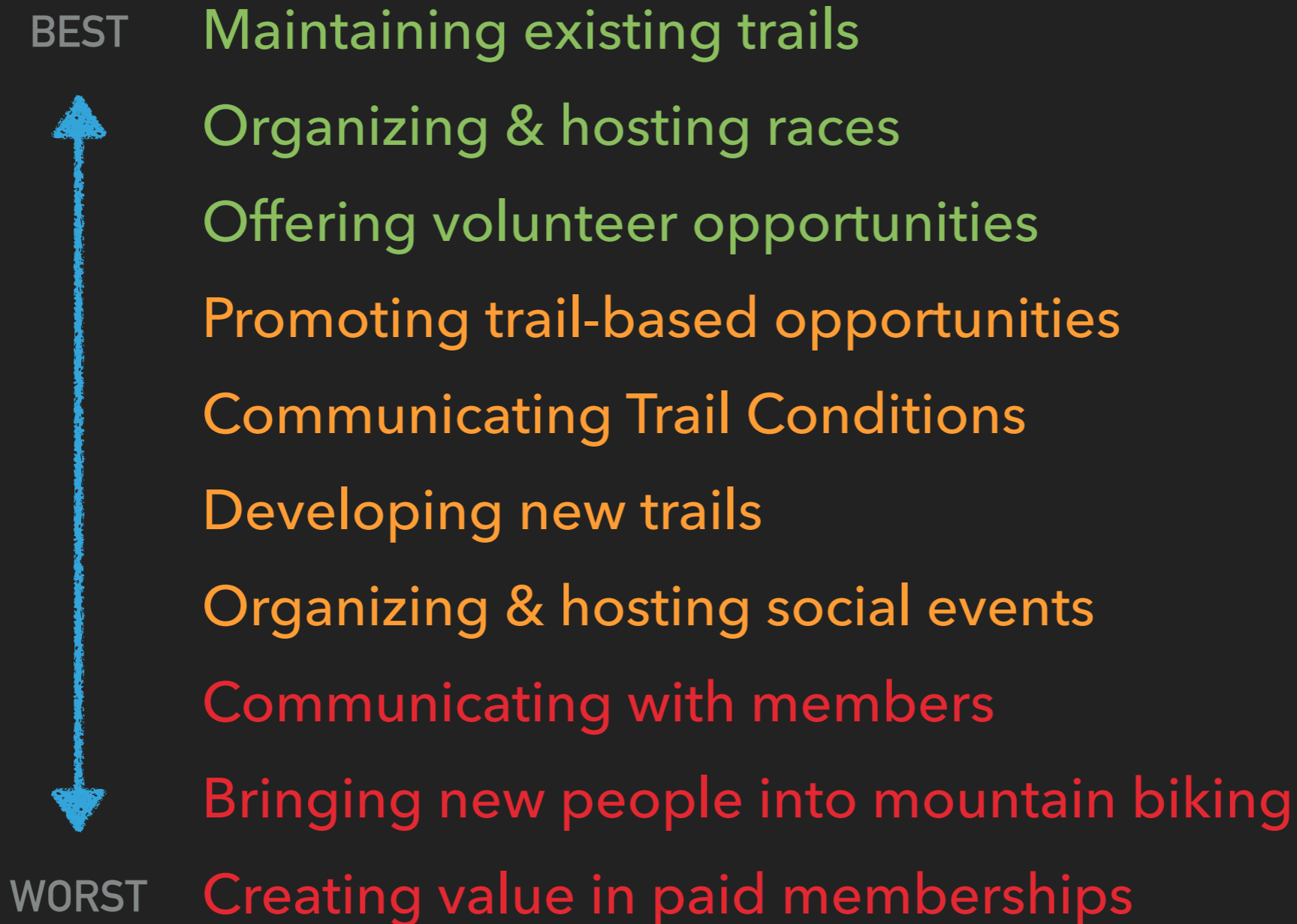


CORBA WEB SITE USE

- ▶ What features of the CORBA web site have you used in the past year?



RATE CORBA'S PERFORMANCE IN KEY AREAS



CORBA MEMBERSHIP NUMBERS

- ▶ 34% of those who took the survey are CORBA members
- ▶ Of those who are not members, 15% used to be
- ▶ 40% of those who identify mainly as mountain bikers are CORBA members
- ▶ 16% of those who identify mainly as trail runners are CORBA members

REASONS TO BE MEMBERS

- ▶ Current members, briefly list two reasons why you choose to be a CORBA member



WHY NON-MEMBERS AREN'T MEMBERS

- ▶ Non-members, briefly list two reasons why you choose not to join or renew



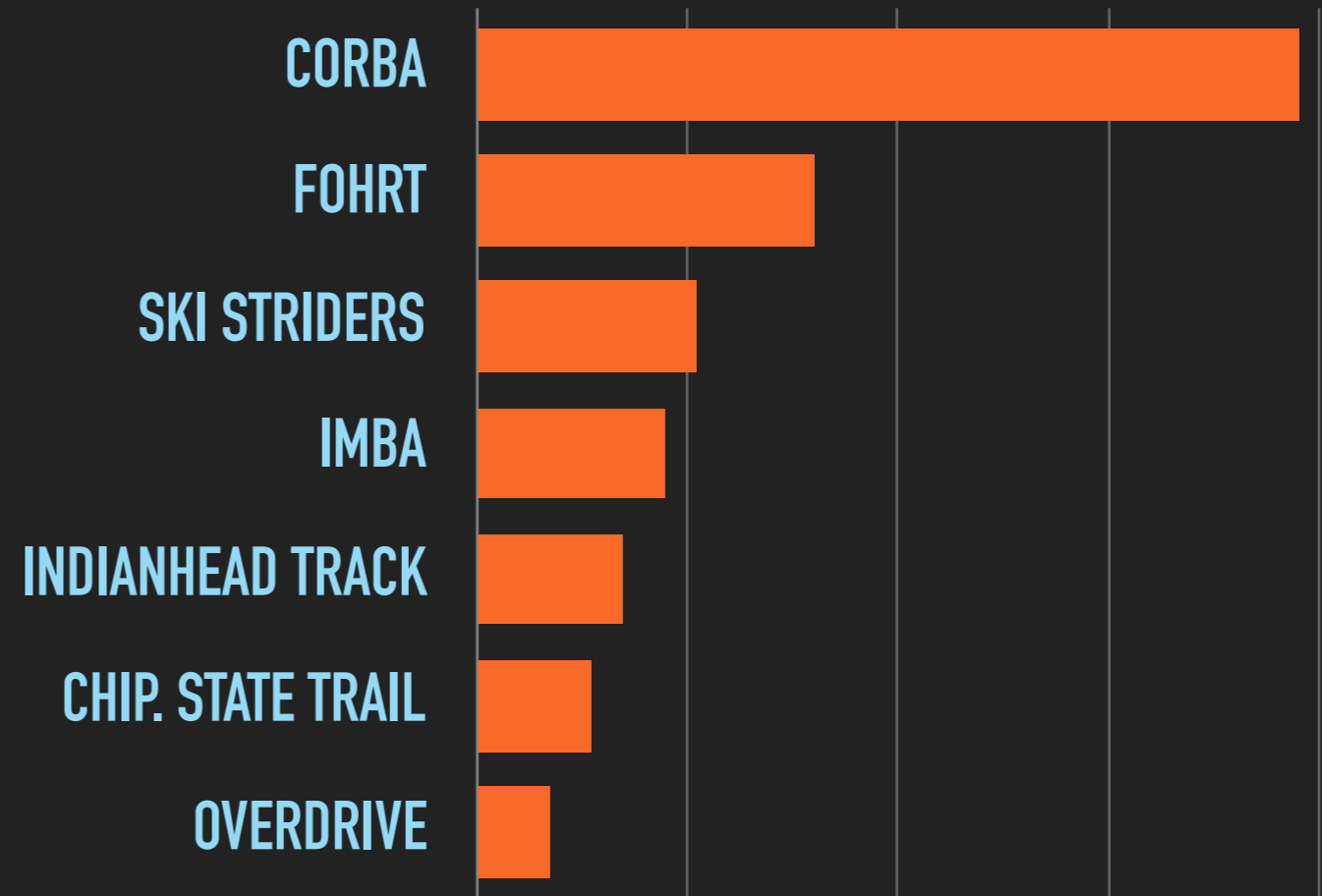
ADDING VALUE TO MEMBERSHIP

- ▶ Briefly list two ways value could be added to the COBRA membership



SILENT SPORT ORGANIZATION PARTICIPATION

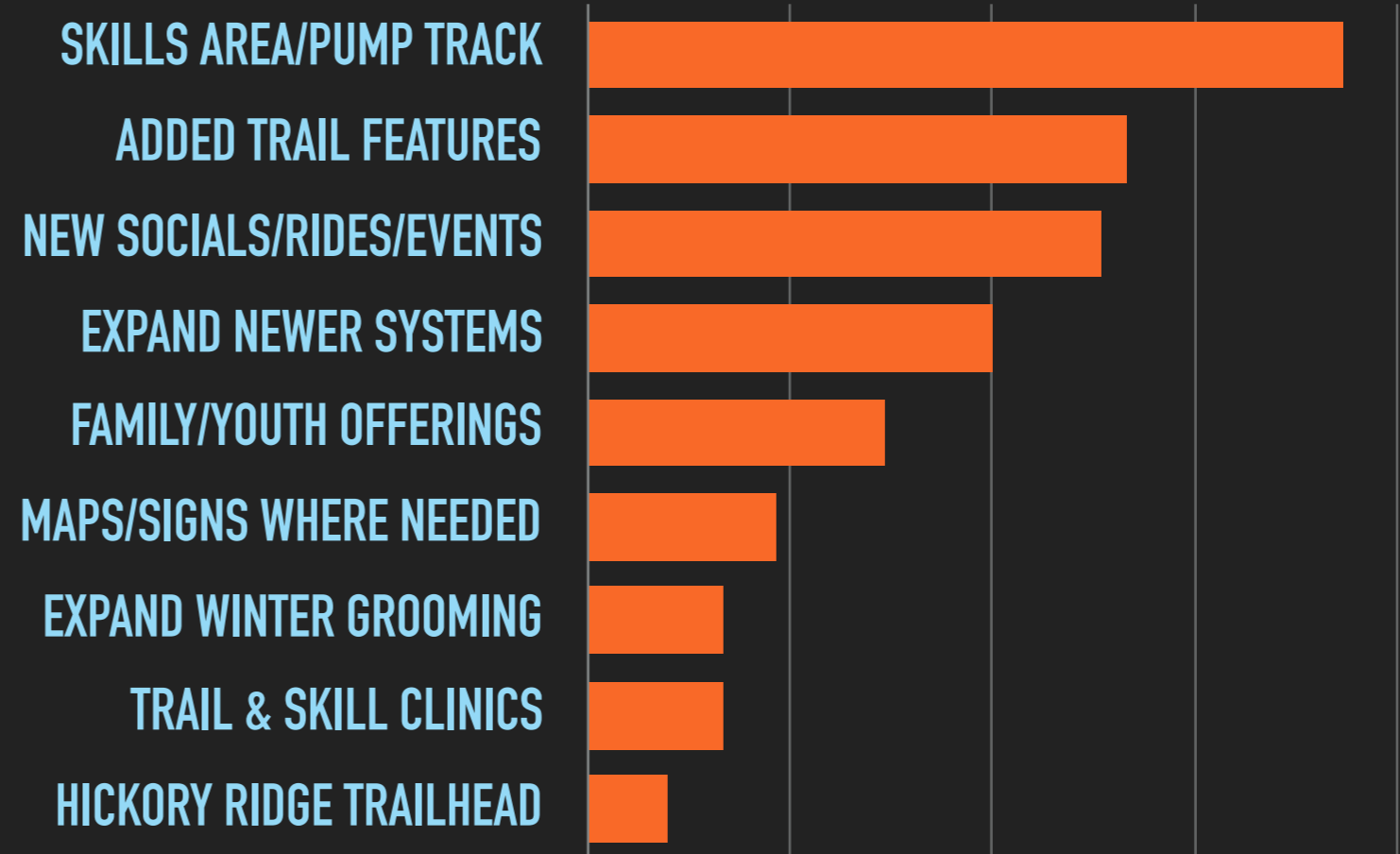
- ▶ Which local silent sport organizations have you been a *paid* member of sometime in the past two years?



*Names above refer to CORBA, Friends of Hickory Ridge Trails, Eau Claire Ski Striders, International Mountain Bicycling Association, Indianhead Track Club, Friends of the Chippewa River State Trail, and Overdrive Cycling

2019 PROJECTS

- ▶ Briefly list two projects or initiatives that you would like to see CORBA take on in 2019



WHAT HAVE WE LEARNED?

- ▶ Inclusivity is important, with regard to all user groups, all trail systems, all counties, & all skill levels, ages & genders.
- ▶ People want opportunities to do stuff with fellow trail users, & low-key, fun activities are where it's at.
- ▶ Young people & families are becoming a larger & more important part of our community.
- ▶ There's a lot of potential volunteers, trail builders, & members out there that could someday be convinced to get involved but haven't yet.
- ▶ CORBA's strengths are its trails & races, but there's room to improve when it comes to communication & building new interest in trailbuilding, trail-based activities, & the organization itself.

THANK YOU!

Here in the Chippewa Valley, we've built a strong **community** around our local trails. There's a lot to be **proud** of, and there's room to **grow**. *However*, we need more **people** to help make it happen. We can't rely solely on a handful of **volunteer** board members and trail system leaders. Please, consider getting more **involved**. Become a member, volunteer at trail days, organize a social ride, spearhead a project, donate your talents.

Let's make 2019 an **awesome** year on Chippewa Valley trails!