

# 2025 MMBA Survey Outcomes

With 93% of respondents from Moab, Utah, the concerns and insights reflect the experiences of the local biking community rather than just visiting riders. This highlights the need for solutions that prioritize Moab residents, ensuring sustainable trail use, improved infrastructure, and a stronger sense of community while balancing the pressures of tourism.

## Moab Bike Community Challenges

Moab's biking community faces challenges related to trail infrastructure and maintenance, including congestion, erosion, and a lack of progressive features. Safety and accessibility concerns, especially around town and in Spanish Valley, highlight the need for better signage and dedicated bike paths. Community inclusivity remains a challenge, with difficulties in connecting different rider groups, welcoming beginners, and organizing engaging events. The impact of tourism adds pressure to trails, with overcrowding and visitor etiquette issues. Lastly, securing resources and funding for maintenance, new trails, and bike park improvements remains an ongoing struggle. Despite these challenges, there are strong opportunities for community-building and sustainable growth.

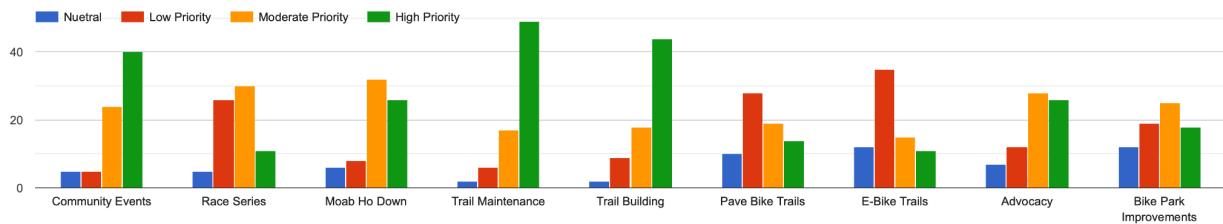
Here are five common themes that emerge from the responses:

1. **Trail Infrastructure & Maintenance** – Concerns about trail congestion, overuse, erosion, lack of jumps and progressive features, maintaining existing trails while expanding, and ensuring sustainable development.
2. **Community & Inclusivity** – Challenges in connecting different biking subgroups, making Moab welcoming for beginners, fostering a more inclusive and unified biking community, and organizing events that engage all riders.
3. **Safety & Accessibility** – Issues with biking safely around town (especially Spanish Valley), need for better signage and dedicated bike paths, conflicts between e-bikers and non-e-bikers, and concerns about road safety for cyclists.
4. **Tourism Impact** – Overcrowding of trails, visiting riders not respecting trail etiquette, balancing the needs of locals and tourists, and ensuring sustainable trail use with increasing numbers of visitors.
5. **Resources & Funding** – Budget cuts for biking initiatives, lack of free shuttle services, need for city support for bike park improvements, and challenges in securing funding for trail maintenance and new projects.

## MMBA Priorities for 2025

Based on the survey responses, the highest priorities for the MMBA in 2025 should be community events, trail maintenance, trail building, and advocacy, as these consistently received high priority ratings. Additionally, bike park improvements and paving bike trails were frequently identified as areas of importance. While race series and the Moab Ho Down had moderate support, efforts should focus on strengthening trail connectivity, infrastructure improvements, and fostering inclusivity within the biking community. Expanding and maintaining safe biking routes, particularly in high-traffic areas, also emerged as a key concern.

What should the MMBA prioritize in 2025?



Survey respondents emphasized additional priorities for MMBA, developing MTB jump and skills parks, particularly revitalizing the Spanish Valley bicycle trails. Other priorities include community cycling events, inclusive maintenance nights, and membership growth. Respondents also suggested bike swaps, advanced trail development, wooden features, group rides, and improved commuter infrastructure. Additional concerns include protecting trails from development, advocating for bicycle inclusion, and improving informational signage to clarify e-bike restrictions. There is strong support for securing tourism funding for local projects, and maintaining consistent community events throughout the year.

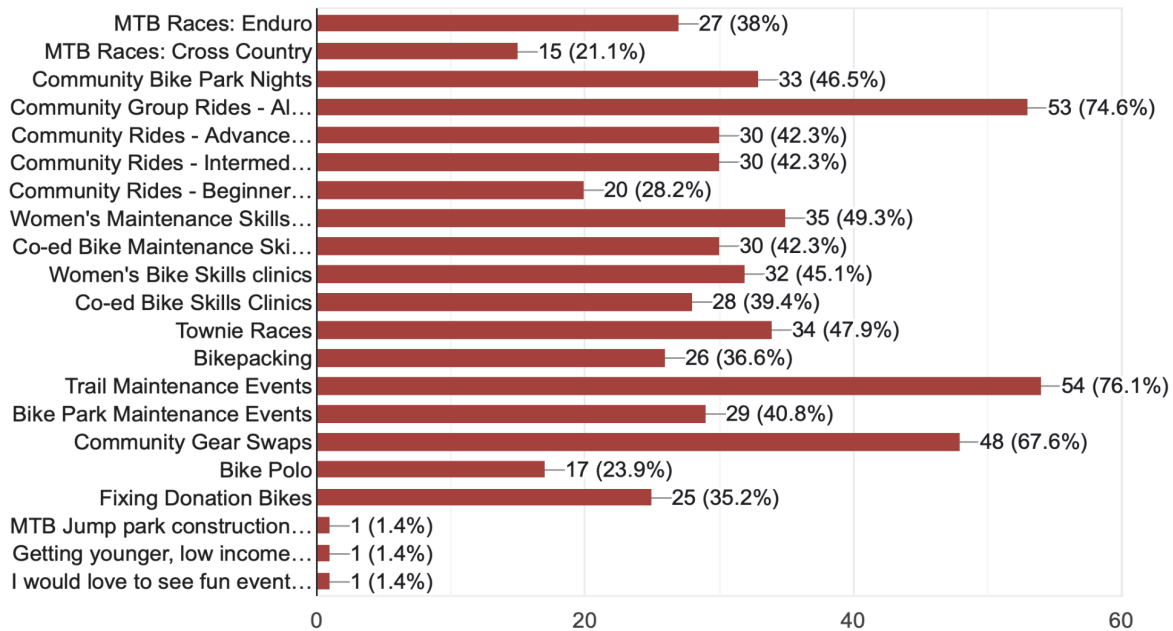
Based on survey responses, the **top five event types** MMBA should prioritize in 2025 are:

1. **Community Group Rides (All Levels)** – Encouraging inclusivity with beginner, intermediate, and advanced ride options.
2. **Trail & Bike Park Maintenance Events** – Supporting trail upkeep and development of jump parks and skills areas.
3. **MTB Races (Enduro & Cross Country)** – Continuing competitive events for experienced riders.
4. **Skills & Maintenance Clinics** – Hosting women's and co-ed bike maintenance and riding skills clinics.
5. **Community Bike Park Nights** – Social riding events to build engagement and fun riding opportunities.

Additional strong interests include Townie Races, Bikepacking, Community Gear Swaps, and Fixing Donation Bikes to expand MMBA's impact.

## What type of events would you like to see the MMBA host in 2025?

71 responses



## Understanding of Local Trail Organizations

The familiarity levels with local biking and trail organizations vary widely among respondents, with some groups being well-known and others less recognized. Grand County Active Transportation & Trails and the Moab Trail Mix Committee had the highest levels of awareness, with many respondents marking them as "Extremely Familiar" or "Very Familiar." The Motorized Trails Committee and Anonymous Bike Park had more mixed results, with a significant number of respondents being only "Slightly Familiar" or "Not Familiar" at all. Moab Trails Alliance showed moderate recognition, while Moab Community Cycles had the least familiarity among respondents. These results suggest an opportunity to enhance outreach and awareness, especially for organizations with lower recognition, to better engage the community and increase participation in local biking and trail initiatives.

The most familiar organizations based on the survey data are:

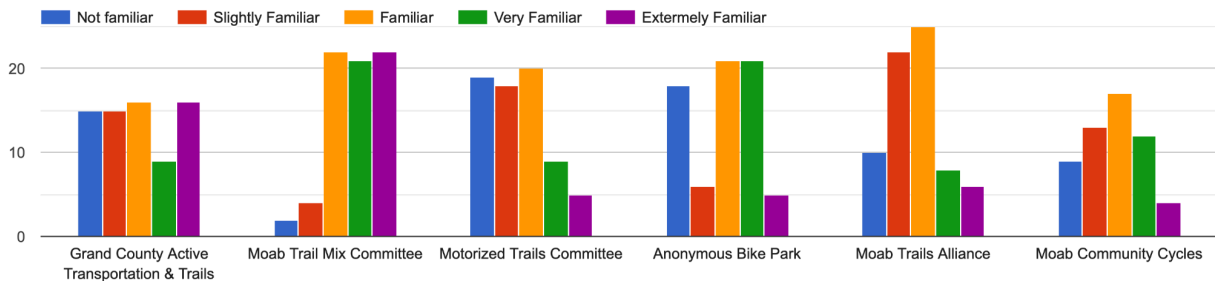
1. Grand County Active Transportation & Trails (Most often marked as "Extremely Familiar")
2. Moab Trail Mix Committee (Also frequently marked as "Extremely Familiar")

The least familiar organizations based on the data are:

1. Motorized Trails Committee (Often marked as "Not familiar" or "Slightly Familiar")
2. Anonymous Bike Park (Several "Not familiar" responses)
3. Moab Community Cycles (Several "Not familiar" responses)

The Moab Trails Alliance falls somewhere in the middle, with a mix of "Slightly Familiar" and "Familiar" ratings.

How familiar are you with the following local organizations?



Based on this familiarity data, the Moab Mountain Bike Association (MMBA) should consider the following actions:

### 1. Increase Awareness & Engagement for Lesser-Known Organizations

- Motorized Trails Committee & Anonymous Bike Park have lower familiarity. MMBA could help promote their work by featuring them in newsletters, social media, and community events.
- Partner with these groups on trail projects or advocacy efforts to boost their visibility among local riders.

### 2. Leverage Strong Relationships with Well-Known Groups

- Grand County Active Transportation & Trails & Moab Trail Mix Committee are highly familiar, meaning collaboration with them will be impactful.
- MMBA can push for stronger trail development, funding, and policy improvements by aligning with these influential organizations.

### 3. Strengthen Public Education & Outreach

- Host community workshops, trail maintenance days, and advocacy meetings to improve awareness of Moab Trails Alliance, which has mid-level familiarity.
- Use surveys and direct outreach to understand why certain organizations are less known and tailor messaging accordingly.

#### 4. Enhance Social Media & Local Communication

- Many unfamiliar organizations could benefit from MMBA featuring them in online content, spotlight posts, or collaborative events.
- Consider a "Meet the Trail Organizations" campaign highlighting what each group does and how locals can get involved.

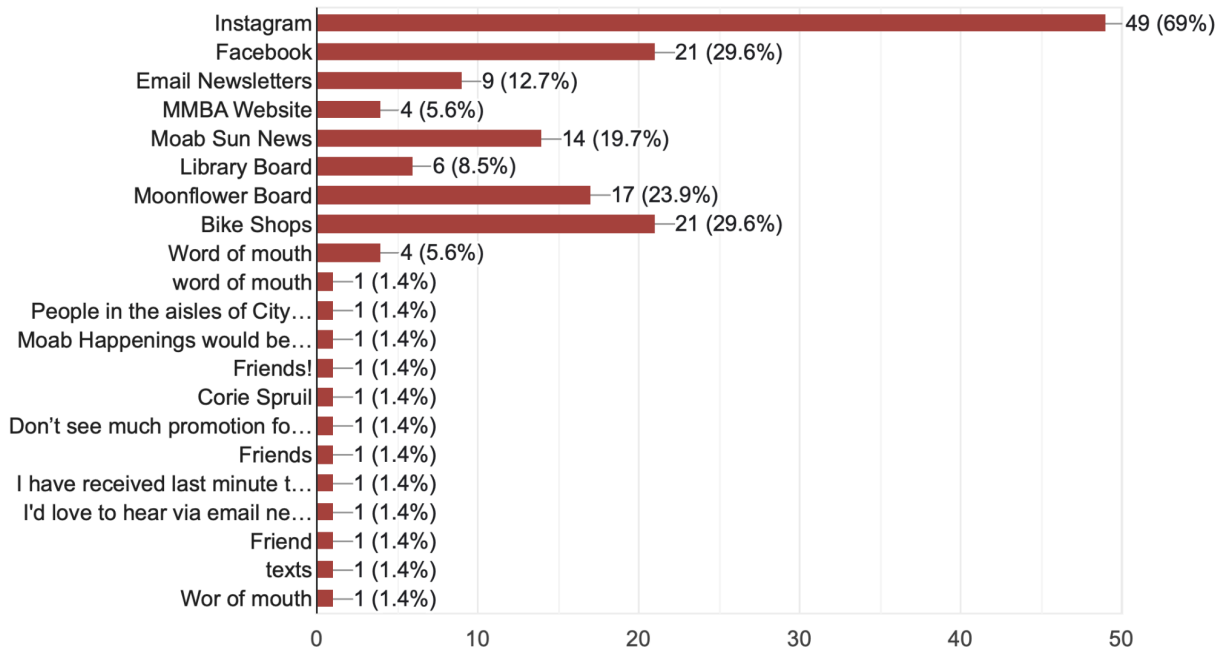
The familiarity data suggests that organizations like Grand County Active Transportation & Trails and the Moab Trail Mix Committee are well-known, presenting strong opportunities for collaboration on trail development and advocacy. However, groups such as the Motorized Trails Committee, Anonymous Bike Park and Moab Community Cycles have lower recognition, indicating a need for increased outreach and community engagement. Moab Trails Alliance falls in the mid-range, suggesting room for growth in public awareness. To strengthen connections across all organizations, MMBA should focus on educational campaigns, social media promotions, and collaborative events to highlight each group's contributions. Hosting workshops, trail workdays, and potential "Meet the Trail Organizations" initiative could help bridge gaps in familiarity, ensuring all trail groups receive the visibility and support they need to thrive.

### Advertising Community Events in Moab

The survey data indicates that Instagram is the most effective platform for reaching the community, as it was mentioned most frequently. Facebook and Bike Shops are also popular, making them valuable secondary outlets. Moab Sun News, Moonflower Board, and Email Newsletters provide additional reach, particularly for those who may not be as active on social media. Word of mouth and direct communication (texts, friends, and in-person interactions) also play a significant role. To maximize visibility, MMBA should prioritize Instagram and Facebook, while also maintaining a presence in local bike shops, Moab Sun News, and Moonflower Board. Expanding email newsletters and exploring text-based updates could further enhance engagement.

## How do you find MMBA about community events? (choose all that apply)

71 responses



MMBA recognizes the need for a centralized calendar on its website to keep the community informed about all bike-related events. This calendar will feature weekly and monthly rides, races, trail workdays, and other cycling activities, making it easy for riders of all levels to stay engaged. By providing a single, accessible platform for event information, MMBA aims to ensure that no one misses an opportunity to ride, volunteer, or connect with fellow cyclists. Whether it's group rides, advocacy meetings, skills clinics, or local biking initiatives, the MMBA website will serve as the go-to resource for everything happening in the community's cycling scene.

## Potential Membership Benefits

The Moab community identified a range of membership benefits that would encourage engagement and long-term commitment to MMBA. The top five membership benefit ideas that emerged from the feedback include:

1. **Discounts at Local Businesses** – Many respondents expressed interest in discounts at bike shops, restaurants, shuttle services, and other outdoor recreation providers.
2. **Event Perks** – Reduced or free entry to events such as the Ho Down, races, movie nights, and community gatherings was a common suggestion.

3. **Exclusive Member Swag** – Items like t-shirts, hats, stickers, or a unique annual design for a collectible piece of merch were mentioned frequently.
4. **Community and Advocacy Involvement** – Members want to feel connected through organized social events, volunteer opportunities, and a voice in trail development decisions.
5. **Shuttle and Trail Access Benefits** – Free or discounted shuttle rides and other recreation-based perks were suggested to enhance the direct benefits of membership. A discounted pass or free pass to Sand Flats was one of the benefits that some of the survey respondents requested. Sand Flats offers free passes to people who donate 4 hours of trail work or clean up at Sand Flats. MMBA feels that requesting a discounted pass/free pass from Sand Flats is not possible. The pass is very inexpensive for access to Sand Flats and the funds received by Sand Flats for a pass benefits Sand Flats directly which is extremely important for our community.

These ideas highlight a desire for both tangible rewards and opportunities to engage with the local biking community.

Additionally, MMBA needs to provide clear education and resources on the benefits of IMBA membership to ensure local riders understand the value of joining. Many community members may not be fully aware that IMBA membership directly supports trail advocacy, maintenance, and expansion efforts both nationally and locally. Additionally, members gain access to discounts on biking gear, exclusive resources, and potential insurance benefits. MMBA should highlight these perks through newsletters, social media, and events, emphasizing how a portion of membership dues directly funds Moab-area trail projects. By increasing awareness, MMBA can encourage more riders to join, strengthening the local biking community while securing crucial support for advocacy and trail development.

By incorporating member feedback, MMBA can create a membership program that not only supports trail maintenance and advocacy but also provides meaningful benefits tailored to different donor groups. Potential perks could include discounts at local bike shops, shuttle services, and restaurants, exclusive merchandise such as annual collectible designs or custom swag, and access to community events with food and entertainment. Additional incentives like free or discounted skills clinics, priority event registration, and a complimentary annual tune-up at a partner shop could further enhance the value of membership. Offering practical benefits—such as access to bike tools and workspace, a Sand Flats Recreation Area pass, or early voting on trail initiatives—could encourage deeper engagement. By listening to community input and aligning benefits with both practical needs and social incentives, MMBA can foster stronger membership participation, ensuring ongoing trail stewardship and a thriving local biking culture.

## Moab Mountain Bike Association (MMBA) 2025 Action Plan

In 2025, the Moab Mountain Bike Association (MMBA) is committed to strengthening the local biking community by addressing key challenges identified in the latest survey. With 93% of

respondents residing in Moab, the survey results emphasize the need for solutions that prioritize local riders while balancing the pressures of tourism. This action plan outlines strategic initiatives to enhance trail infrastructure, foster inclusivity, improve safety and accessibility, manage tourism impacts, and secure resources for long-term sustainability. By focusing on community-driven events, advocacy efforts, and increased collaboration with local organizations, MMBA aims to create a more connected, well-supported, and enjoyable biking experience for all.

### 1. Strengthen Trail Infrastructure & Maintenance

- Advocate for sustainable trail expansion while maintaining existing trails.
- Address erosion concerns by securing funding for improved trail maintenance.
- Develop progressive trail features such as jumps and technical lines to accommodate all skill levels.
- Work with Grand County Active Transportation & Trails and Moab Trail Mix Committee to improve signage, trail etiquette education, and long-term sustainability efforts.

### 2. Foster Community & Inclusivity

- Launch monthly group rides for all levels, including beginner-friendly rides.
- Organize inclusive maintenance nights to encourage volunteer engagement.
- Promote diversity by hosting women's and co-ed riding clinics.
- Strengthen relationships between local bike shops, schools, and community centers to introduce more locals to biking.

### 3. Improve Safety & Accessibility

- Work with the city to expand dedicated bike paths, like Spanish Valley.
- Advocate to improve signage to reduce conflicts between e-bikers and non-e-bikers.
- Advocate for safer bike-friendly road infrastructure and increased bike parking.
- Advocate to increase visibility of existing bike-friendly routes through digital maps and outreach.

### 4. Address Tourism Impact on Trails

- Advocate to implement educational campaigns to promote trail etiquette among visiting riders.
- Push for funding from tourism revenues to support trail maintenance, development and education.

### 5. Secure Resources & Funding

- Pursue grants and sponsorships for community events, bike park improvements, and new trail projects.
- Strengthen partnerships with Grand County trail organizations and Moab tourism organizations to secure long-term funding.



- Host fundraising events such as bike swaps, gear sales, and community races.
- Advocate for local government support to ensure budget allocation for biking initiatives.

## 6. Expand Community Events & Member Engagement

- Prioritize the top five event types identified in the survey:
  1. Community Group Rides (Beginner, Intermediate, Advanced)
  2. Trail & Bike Park Maintenance Events
  3. MTB Races (Enduro & Cross-Country)
  4. Skills & Maintenance Clinics
  5. Community Bike Park Nights
- Introduce additional events like bikepacking trips, townie races, gear swaps, and fix-a-bike donation days.

## 7. Increase Awareness of Local Trail Organizations

- Feature lesser-known groups (Moab Community Cycles, Motorized Trails Committee, Anonymous Bike Park) in newsletters and social media.
- Collaborate with these groups on joint trail projects, advocacy campaigns, and co-hosted events.
- Explore launching a "Meet the Trail Organizations" campaign to educate the public on the roles of each group.

## 8. Enhance Community Communication & Outreach

- Prioritize Instagram and Facebook for event promotion.
- Maintain a presence in local bike shops, Moab Sun News, and Moonflower Board.
- Expand email newsletters and text-based updates to reach a broader audience.
- Develop a centralized event calendar on the MMBA website to keep the community informed.

## 9. Develop New Membership Benefits

- Secure discounts at local businesses (bike shops, restaurants, shuttle services).
- Offer event perks such as free or reduced entry to races, movie nights, and community gatherings.
- Provide exclusive member swag like t-shirts, hats, and collectible merch.
- Increase community and advocacy involvement by giving members a voice in trail decisions.
- Establish shuttle and trail access benefits, including discounted shuttle rides.

By implementing these action items, MMBA can create a stronger, more inclusive, and well-supported biking community while ensuring Moab's trails remain sustainable and accessible for both locals and visitors.