

Cumberland Trails Survey 2016

A report of trail user's economic impact and management preferences in the
Cumberland Region



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Introduction

In order to support diversified forms of economic and community development, rural communities are increasingly investing in recreational opportunities on nearby lands, including agri-tourism and mountain resort development. However, in communities where significant proportions of peripheral land holdings are privately owned, opportunities for recreational land access and development are restricted or threatened. The Village of Cumberland is home to a premier network of non-motorized trails developed by local users on a mix of both public and privately owned logging land. The Village recently formalized a unique land use agreement between the local mountain biking association United Riders of Cumberland (UROC), the Village council, and the private logging companies. This land use agreement allows the trails systems located on private property to be marketed and promoted for public recreation purposes. Three trail counters were used during the data collection period for this study and from July through October they counted a total of 35,031 trail users, averaging 8,757 trail users per month or approximately 292 trail users per day.

The value of Cumberland's trail network can now be wholly realized. The goal of this project was to assess the economic impact of visitors to the Cumberland region trails network and also to identify the management preferences of local users to better facilitate trails management. This project was an initiative of the Village of Cumberland and the United Riders of Cumberland with research conducted in partnership with Dr. Pete Parker from the Department of Recreation and Tourism at Vancouver Island University (VIU).

Methodology

Data was collected via an online survey tool from August 15th to October 15th. Visitor email addresses were collected at ballot stations set up at 12 participating businesses around Cumberland. Each ballot station had an informational poster and ballot box prompting visitors to record their name and email address on a ballot slip. By filling out the ballot, visitors consented to have an email sent to them inviting them to complete the online survey, hosted on the Survey Monkey platform. In addition to the ballot boxes kept at local businesses, several face to face intercepts around the village and trail heads were conducted to promote participation in the survey via a specific website that provided a link to the survey (CumberlandTrailsSurvey.com). The survey was also promoted through the Village of Cumberland's website (Cumberland.ca) and UROC's website (UnitedridersofCumberland.com) and facebook page. Upon completion of the online survey, each participant was given an opportunity to enter a contest to win a Cumberland prize package donated by local businesses.

A total of 631 surveys were completed and the results are presented below addressing the following themes:

- A description of all survey respondents
- A description of visitors originating from outside the Comox Valley, including:
 - Travel behaviors, spending patterns, and mountain biking preferences
- A description of all trails users
- An assessment of the mountain bikers using the Cumberland trails network
- Cumberland resident perceptions of their trails network

Results

Characteristics of Survey Respondents

Table 1 shows where survey respondents are coming from. Almost 75% of the respondents were from the Comox Valley Regional District (CVRD) and only 1.9% were international tourists. Of those respondents from the CVRD, almost half (46.9%) were from Cumberland.

Table 1. Place or origin of all respondents (n=628)

Residence			
	Comox Valley Regional District	463	74.5%
	Other Vancouver Island (eg. Campbell River, Nanaimo)	91	14.5%
	Other British Columbia (eg. Mainland BC)	42	6.7%
	Canada (other province than BC)	15	2.4%
	International	12	1.9%
Comox Valley Regional District Residents (n=463; 74.5%)			
	Cumberland	217	46.9%
	Courtenay	112	24.2%
	Comox	64	13.8%
	CVRD Electoral Area A (Baynes Sound – Denman/ Hornby Island)	28	6.0%
	CVRD Electoral Area C (Puntledge – Black Creek)	27	5.8%
	CVRD Electoral Area B (Lazo North)	15	3.2%

It is apparent people are attracted to Cumberland’s trails network. Table 2 shows respondent intentions to attend trails based events held in Cumberland. The majority of respondents (61.7%) stated they attended or planned to attend at least 1 locally held trails based event.

Table 2. Did you attend (or are you planning on attending) and Cumberland events? (n=566)

Event	Frequency	Percent
No plans to attend an event	217	38.3%
Perseverance Trail Run	157	27.7%
MOMAR Adventure Race	130	22.3%
12 Hours of Cumberland	124	21.9%
Cumberland Enduro	104	18.4%
Dodge City Downhill	94	16.6%
Cumberland XC	84	14.8%
The Cumby Trail Run	77	13.6%
Coal Town Classic Marathon	58	10.2%
Other	8	1.4%

Survey respondents were well educated and had above average incomes. Table 3 presents the overall socio-demographics for all survey respondents. Respondents were almost equally male and female. Most respondents (67.5%) were either in their 30's or 40's. Most respondents (75.8%) held at least a technical or college diploma. Over half of the respondents (56.7%) had household income of at least \$80,000 in 2015. The median family income in the Comox Valley in 2013 was \$72,600.

Table 3. Respondent Characteristics (n=628)

Sex	Frequency	Percent
Male	333	53.0%
Female	295	47.0%
Age		
18-29	63	10.0%
30-39	214	34.1%
40-49	210	33.4%
50-59	90	14.3%
60-69	44	7.0%
70 and over	7	1.1%
Education		
Less than high school	12	1.9%
Completed high school	42	6.7%
Some college or technical school	98	15.6%
Technical or college diploma	169	27.0%
Completed bachelor's degree	152	24.2%
Some post graduate work	33	5.3%
Completed graduate work	96	15.3%
Other	25	4.0%
Income		
Under \$20,000	19	3.2%
\$20,000-\$39,999	37	6.2%
\$40,000-\$59,999	88	14.8%
\$60,000-\$79,999	113	19.1%
\$80,000-\$99,999	98	16.5%
\$100,000-\$124,999	101	17.0%
\$125,000-\$149,999	58	9.8%
\$150,000 or more	79	13.3%

Characteristics of Visitors to Cumberland from Outside the Comox Valley

For the purposes of this study, visitors to the Cumberland region were considered those respondents who lived outside of the Comox Valley Regional District. As Table 4 shows, the average visiting group had 4.34 people from both genders, and half of the groups had someone in their 30's or 40's. There were 3 times as many male only groups as there were female only groups and male groups were larger in size. In comparison to the Sea to Sky mountain biking study (MBTC, 2006) and the Kamloops study on mountain bikers (Hood, 2007), the composition of visitors to Cumberland is older and more female. Riders in Kamloops were 76.1% male and 77% of the riders in the Sea to Sky region were male. The average group size in Cumberland was also larger than the 2.8 people found in the Sea to Sky study.

Table 4. Profile of Visitors to Cumberland Region (n=160)

Group size (n=140; Average=4.34 people)	Frequency	Percent	
1	16	11.5%	
2	51	36.5%	
3	22	15.7%	
4	19	13.6%	
5-9	25	17.8%	
10+	6	4.3%	
Gender of visitor groups (n=124)			Average # per group
Male only	44	35.5%	2.36
Female only	14	11.3%	1.87
Mixed group	66	53.2%	2.46
Age of visitor groups (n=128)			
Children under 18	16	12.3%	0.33
19-29	19	14.8%	0.37
30-39	61	47.7%	1.23
40-49	65	50.8%	1.50
50-59	25	19.5%	0.51
60-69	4	3.1%	0.09
70 and over	2	1.6%	0.02

Table 5 shows that half the visitors spent at least 2 nights in the Cumberland Region and most of their whole trip was in the Cumberland Region (70.4%), indicating it was the primary destination. More than half the visitors (54.2%) slept in Cumberland and most likely stayed in the home of a friend or relative, the campground, or at a local hostel. Less than 10% of visitors stayed at an AirBnB, bed & breakfast, resort, lodge, cabin, or cottage.

Table 5. Visitor behaviour while in the Cumberland Region (n=105)

Total nights this trip (n=138; Median=3 nights)	Frequency	Percent
0	34	28.3%
1	12	8.7%
2	30	21.7%
3-5	25	18.1%
6-9	16	11.6%
10+	16	11.6%
Nights in Cumberland region this trip (n=137; Median=2 nights)		
0	48	35.0%
1	15	10.9%
2	31	22.6%
3	22	16.1%
4-15	21	15.3%
% Time of total trip spent in Cumberland region (n=99; Average=70.4%)		
0%	10	10.1%
1-50%	25	25.3%
51-99%	9	9.1%
100%	56	56.6%
In which community did you stay the night?		
Cumberland	57	54.2%
Courtenay	23	21.9%
Comox	12	11.4%
Mount Washington	5	4.7%
Oyster River/ Black Creek	4	3.8%
Other	4	3.8%
Type of accommodation while in Cumberland region		
Home of a friend or relative	30	28.6%
Campground/ RV Park	23	21.9%
Hostel	21	20.0%
Hotel/ Motel	12	11.4%
Vacation Rental/ Guesthouse	8	7.6%
Air BnB	7	6.7%
Other	5	4.8%
Bed & Breakfast	3	2.9%
Resort/ Lodge/ Cabin/ Cottage	0	0%

Table 6 shows the level of spending by visitors to the Cumberland Region as an overall average and then teased out differences as either day trip visitors or those that spent at least 1 night in the region. The overall spending of these visitors was \$146,096 over just the 2 month data collection period. The average group spent over \$1,200 per trip and the average day tripping person spent \$81 and the average overnight visitor spent almost \$93 per day. These overnight spending values are significantly more than that found in the North Shore (\$48), Squamish (\$54), and equivalent to Whistler Valley (\$93) (MBTA, 2006).

Table 6. Riding party expenditures – Per party/ per trip (n=121)

Expense type	Total (\$146,096)	Average Group	Sameday (n=35)	Overnight (n=86)
Accommodation	\$38,945	\$321.85	\$0	\$444.13
Restaurant/ Pub/ Night Club	\$34,854	\$288.04	\$106.29	\$362.02
Groceries/ Other food & Beverage	\$16,365	\$135.24	\$58.00	\$166.69
Recreation & Entertainment	\$16,970	\$140.24	\$22.86	\$188.02
Bike Shops	\$11,540	\$95.37	\$26.00	\$123.60
Other Shopping	\$4,535	\$37.47	\$5.86	\$50.32
Own Vehicle expenses	\$8,700	\$71.90	\$21.14	\$92.56
Rental Vehicle	\$5,670	\$46.85	\$0	\$65.93
Local Transport	\$590	\$4.87	\$0	\$6.86
Other Spending	\$7,927	\$65.51	\$13.57	\$86.65
Total Per Party		\$1208.24	\$257.14	\$1586.81
Average party size		4.68	3.17	5.29
Average Nights			0	3.23
Average spending per person per day			\$81.12	\$92.87

Table 7 shows how much of the spending highlighted above took place in Cumberland. Most respondents' spending (75-100%) occurred in Cumberland. Only a fifth of respondents spent less than 25% in Cumberland.

Table 7. Percent of total trip spending in Cumberland (n=131)

63% average	Frequency	Percent
0-25%	25	19.1%
26-50%	28	21.4%
51-75%	21	16.0%
76-100%	57	43.5%

Table 8 measures how important various aspects of Cumberland were to the visitors when choosing it as their destination. The most important decision making factors were Cumberland's abundance of good trails and the variety of terrain. The least important decision making factors were shopping, and heritage and culture opportunities. Interestingly, although most visitors stay in the home of friends and family, visiting those friends and family members was not a very important factor for choosing Cumberland as place to visit.

Table 8. How important were each of the following when choosing Cumberland as a place to visit? (n=131)

Reasons for choosing Cumberland (rated 1-5)	Not at all important	-	Somewhat important	-	Very important	Rating Average
Abundance of good trails	2.3%	0.0%	3.9%	6.3%	89.1%	4.77
Variety of terrain	0.8%	1.6%	11.7%	16.4%	68.8%	4.52
Overall atmosphere of the area	0.8%	1.6%	19.5%	28.1%	50.0%	4.25
Reputation as a mountain biking destination	8.6%	1.6%	15.6%	16.4%	58.6%	4.14
Friendliness of people	5.5%	4.7%	30.5%	29.7%	28.9%	3.72
Ease of getting to destination	5.5%	7.0%	44.5%	24.2%	20.3%	3.46
The area is never crowded	9.4%	7.0%	40.6%	25.8%	17.2%	3.34
Climate and weather	11.7%	10.2%	46.1%	20.3%	10.9%	3.09
Cost of trip	14.8%	7.8%	45.3%	18.0%	14.1%	3.09
Desire to ride a specific trail	23.4%	9.4%	32.0%	14.8%	21.1%	3.01
Availability of other outdoor activities	18.8%	19.5%	28.9%	12.5%	18.0%	2.91
Opportunity to visit with family or friends	35.2%	7.0%	18.0%	15.6%	22.7%	2.83
Heritage and culture opportunities	38.3%	24.2%	26.6%	7.0%	2.3%	2.1
Shopping opportunities	42.2%	27.3%	20.3%	5.5%	3.1%	1.98

Table 9 presents the likelihood of recommending Cumberland as a destination to friends and family. This is presented as the Net Promoters Score. Visitors were asked to rate their likeliness to recommend the region they visited to their family and friends on a scale from “Very Unlikely” (0) to “Very Likely” (10). The people who rate between 0 and 6 are considered detractors, those who rate 7 or 8 are considered passives, and those who rate 9 or 10 are considered promoters. The aggregate results show that 77.1% of visitors are promoters, 13% are passives, and 9.9% are detractors. Subtracting the percentage of Detractors from the percentage of Promoters yields the Net Promoter Score, which can range from a low of -100 (if every visitor is a Detractor) to a high of 100 (if every customer is a Promoter). The aggregate Net Promoter Score for Cumberland is 67.2, which is quite high compared to other regions of Vancouver Island. A 2015 Visitor Experience Survey project conducted by VIU found the highest Net Promoter score on the Island was Tofino at 70%, whereas the Comox Valley exhibited a 54% score, Parksville/Qualicum had a 58%, Nanaimo had a 41%, and Campbell River had a 51%, among others.

Table 9. Likelihood of recommending Cumberland as a destination (n=131)

Net promotor score = 67.2	Frequency	Percent
0-6	13	9.9%
7-8	17	13.0%
9-10	101	77.1%

Table 10 profiles the importance of mountain biking as a factor for choosing to visit Cumberland and how they acquired their information about visiting Cumberland. The vast majority of respondents came to Cumberland to mountain bike (92.4%) and it was a very important reason for their visit. The average visitor is 89.1% likely to return to Cumberland specifically to go mountain biking. Most visitors were also planning on riding up at the Mount Washington Alpine Resort, Hornby Island, or Campbell River during their trip. Visitors primarily learned about Cumberland as a destination through friends & family (66.9%) or by previous experience (52.1%). Very few people use HelloBC.com, guide services, BC Ferry travel racks, or visitor centers as sources of travel information.

Table 10. Visitors mountain biking in Cumberland (n=131)

Did you come to Cumberland for mountain biking?	Frequency	Percent
Yes	121	92.4%
No	10	7.6%
How important of a factor was mountain biking? (average=88.39%)		
0-49%	9	7.5%
51-75%	9	7.5%
76-100%	102	85.0%
Likelihood of returning to Cumberland specifically to go Mountain Biking? (average=89.1%)		
0-49%	10	8.3%
51-75%	8	6.7%
76-100%	102	85.0%
Are you planning on riding in any other locations during this trip? (click all that apply) (n=58; 44.3%)		
Mount Washington Alpine Resort	31	53.5%
Hornby Island	30	51.7%
Campbell River	27	46.6%
How did you find out about Cumberland as a place to go mountain biking? (click all that apply) (n=121)		
Friends/ Family	81	66.9%
Previous experiences	63	52.1%
Internet – Trailforks	38	31.4%
Social media	34	28.1%
Internet – Pinkbike	27	22.3%
Magazine/ newspaper article	20	16.5%
Bike shop	20	16.5%
Other (please specify)	12	9.9%
Films/ videos	11	9.1%
Internet - MountainBikingBC.ca	10	8.3%
Internet – Strava	8	6.6%
Regional tourism guides/ pamphlets	6	5.0%
Guide books	5	4.1%
Internet – RideSpots.com	5	4.1%
Internet – HelloBC.com	2	1.7%
Guide service	1	0.8%
Travel rack on BC Ferries	0	0.0%
Visitor center	0	0.0%

All Cumberland Trails Users

Table 11 shows what types of outdoor recreation activities respondents use the trails for. The most common activity was mountain biking (80.3%) followed by hiking (54.8%) and running (40.7%). Users mostly navigate with paper maps (62.7%), Trailforks mobile app (57.3%), or with friends and family (54.1%). Users were also predominantly willing to donate to help with trails maintenance.

Table 11. What types of activities do you use the Cumberland trails network for? (Click all that apply) (n=558)

Outdoor recreation activity	Frequency	Percent
Mountain biking	448	80.3%
Hiking	306	54.8%
Running	227	40.7%
Bird watching / Nature Appreciation	99	17.7%
Foraging	82	14.7%
Dog Walking	15	2.7%
Walking	9	1.6%
Other (please specify)	29	5.2%
What are your sources of information for trails navigation in the Cumberland region? (Click all that apply) (n=534)		
Paper maps	335	62.7%
Trailforks App	306	57.3%
Friends or family	289	54.1%
Strava.com	145	27.2%
TrailMapps: Cumberland App	122	22.8%
Hired guide	2	0.4%
Other (please specify)	76	0.8%
Would you be willing to donate to trail maintenance in the Cumberland area? (n=532)		
Yes	472	88.7%
No	60	11.3%
Maybe	8	
I donate to the Cumberland Forest Society	8	
Already donate my time	16	

Mountain Bikers on Cumberland Trails

Table 12 presents the overall characteristics of mountain bikers using the Cumberland Trails Network. Riders in Cumberland have predominantly been riding for at least 6 years, frequently go riding, prefer all mountain/ freeride types of trails that are either More Difficult or Advanced rated trail difficulty.

Table 12. Characteristics of mountain bikers using the Cumberland Trails. (n=449)

How many years have you been mountain biking?	Frequency	Percent
0-2 years	67	15.4%
3-5 years	75	17.2%
6-10 years	95	21.9%
Over 10 years	198	45.5%
How many times have you been mountain biking in the past 30 days?		
0-5	122	27.9%
6-10	144	33.0%
11-15	103	23.5%
Over 15 times	68	15.6%
What type(s) of riding do you prefer?		
All Mountain / Freeride	257	57.1%
Cross Country	149	33.1%
Other (please specify)	22	4.9%
Downhill	18	4.0%
Double Track / Fire Roads	4	0.9%
Dirt Jumping	0	0.0%
How often do you go mountain biking for recreation?		
Almost everyday	22	4.9%
Several times a week	202	44.9%
5 to 10 times a month	166	36.9%
Less than 20 times a year	60	13.3%
What is your preferred trail difficulty level?		
<u>Easy (Green Circle):</u> Relatively smooth and flat	31	6.9%
<u>More Difficult (Blue Square):</u> Moderately challenging single track with steep slopes and/or jumps and drops	198	44.1%
<u>Advanced (Black Diamond):</u> Challenging single track with steep sections, numerous obstacles such as jumps and drops	194	43.2%
<u>Expert (Double Black Diamond):</u> Exceptional bike control skills and balance required to clear many challenging obstacles	26	5.8%

Table 13 shows how much money riders spend on expenses related to mountain biking over the past 2 years. Results indicate that almost two thirds of respondents spent at least \$2,500 on major bike expenses and between \$100 and \$1,000 on biking accessories. Riders generally spent little on guided tours, club dues, books, and magazines. In addition, almost two thirds spent at least \$500 on biking trips and 44.5% spent over \$1,000. Table 15 shows that the majority of respondents (68.15) were very willing to take an overnight mountain biking trip in the future.

Table 13. In the past 2 years, how much money have you spent on mountain biking in each category below? (n=431)

Mountain bike expenditure	\$0	\$1-49	\$50-99	\$100-499	\$500-999	\$1000-2499	\$2500 +
Major equipment including a new bike	8.3%	0.7%	1.7%	4.5%	4.7%	16.3%	63.8%
Smaller bike accessories	1.9%	3.5%	6.6%	34.5%	33.8%	15.4%	4.3%
Equipment rental	72.5%	2.8%	7.1%	15.2%	2.3%	0.3%	0.0%
Guided tours	88.6%	0.7%	1.7%	5.7%	0.7%	2.0%	0.5%
Club dues	46.6%	22.8%	21.8%	8.3%	0.5%	0.0%	0.0%
Magazines and books	52.2%	30.0%	12.4%	5.2%	0.2%	0.0%	0.0%
Mountain biking trips, including travel costs (travel fares, gas, food and lodging)	19.5%	1.9%	4.8%	12.3%	17.1%	21.9%	22.6%

Table 14. How willing are you to take an overnight mountain biking trip in the future? (n=439)

	Very Unwilling	-	Neutral	-	Very Willing	Rating Average
Willingness (rated 1-5)	4.8%	2.1%	10.9%	14.1%	68.1%	4.39

Table 15 shows what types of people riders tend to go riding with. Riders mostly ride with friends, but there are several respondents who sometimes or often go riding alone. Riders rarely or never rode with guided groups, riding clubs or as part of a fundraiser.

Table 15. How often are your mountain bike rides spent with each type of group/ride? (n=441)

Riding group style (rated 1-5)	Never	Rarely	Sometimes	Often	Always	Rating Average
I ride with friends	0.7%	8.8%	28.5%	47.2%	14.8%	3.67
I ride alone	13.9%	19.4%	30.6%	32.9%	3.2%	2.92
I ride with family members	20.0%	16.9%	27.8%	29.9%	5.5%	2.84
I participate in mountain bike races or events	39.6%	25.5%	25.5%	8.0%	1.5%	2.06
I participate in mountain bike rides for fund raisers	52.9%	27.5%	17.2%	1.7%	0.7%	1.7
I ride with a club	60.9%	18.7%	13.0%	6.9%	0.5%	1.67
I take guided mountain bike trips with a paid or volunteer leader	81.3%	13.3%	4.7%	0.7%	0.0%	1.25

Riders were asked to rate the severity of a series of trails related problems in the Cumberland network. Table 16 shows that although soil erosion was the most commonly cited problem, most people felt it was only problem on a couple trails. The least mentioned problems were people on horseback, vandalism, conflict with other types of users, and people riding off established trails.

Table 16. Have you seen any problems while using the Cumberland area Trails Network? (n=424)

Type of trails problem (rated 1-3)	Not a problem	Only a problem on a couple trails	Problem on several trails	Rating Average
Soil erosion	23.1%	56.7%	20.2%	1.97
People with motorcycles / vehicles	52.0%	38.4%	9.5%	1.58
Unsafe structures / stunts	52.4%	43.5%	4.1%	1.52
Inexperienced riders on expert trails	63.5%	31.4%	5.1%	1.42
People riding the wrong direction on 1-way trails	62.1%	34.5%	3.4%	1.41
Litter or trash on trails	69.6%	27.3%	3.1%	1.33
Bikers ignoring signs (closure, private property)	80.2%	17.6%	2.2%	1.22
People riding off established trails	80.1%	18.7%	1.2%	1.21
Conflicts with other types of trail users such as trail runners or hikers	80.8%	17.1%	2.1%	1.21
Graffiti or other vandalism	82.0%	17.5%	0.5%	1.19
People on horseback	92.3%	7.7%	0.0%	1.08

Other (Lack of clearly marked 1-way trails=18, Dog poo and behaviours=9, deteriorating bridges=6)

When asked what trails management activities should be a priority to improve the Cumberland trails network, the highest priorities were for protecting wildlife, rating trails for level of difficulty, and improving both trail maps and trailhead information. The lowest priorities were personnel enforcement, controlling the numbers of bikers on the trails, providing a changing room, and improving trailhead parking.

Table 17. What trails management activities should be a priority? (n=432)

Management activities (rated 1-3)	Low Priority	Medium Priority	High Priority	Rating Average
Protect wildlife	15.3%	36.3%	48.3%	2.33
Rate trails for level of difficulty	10.5%	48.4%	41.1%	2.31
Provide trailhead information signs	14.8%	41.8%	43.4%	2.29
Improve trail maps for the Cumberland area, including adding trail descriptions	18.4%	45.6%	36.0%	2.18
Prevent impacts to natural vegetation	18.9%	47.2%	33.9%	2.15
Prevent impacts to soils	20.0%	47.7%	32.4%	2.12
Provide safety and trail etiquette information	24.5%	48.0%	27.5%	2.03
Provide a bike washing station	42.3%	32.8%	24.9%	1.83
Improve trailhead parking	51.6%	36.4%	11.9%	1.6
Provide public changing rooms	69.9%	22.4%	7.7%	1.38
Control the number of bikers on heavy use trails	73.1%	24.1%	2.8%	1.3
Provide enforcement personnel on trails	87.4%	11.9%	0.7%	1.13

Other (Improved trail signage=22, Provide restrooms=12)

While Table 12 indicates that Cumberland riders preferred all mountain/ freeride and cross country trails, Table 18 shows those are also the types of new trails people prefer to be built. The trails of least priority to build new were double track, children oriented, and dirt jumping trail types.

Table 18. What types of new trails in Cumberland are a priority for you? (n=426)

Type of new trails (rated 1-3)	Low Priority	Medium Priority	High Priority	Rating Average
All Mountain / Freeride	5.3%	36.2%	58.5%	2.53
Cross Country	14.5%	47.7%	37.8%	2.23
Downhill	32.8%	45.4%	21.7%	1.89
Dirt Jumping	55.2%	32.8%	11.9%	1.57
Others Types (Climbing and Kids)	76.4%	17.1%	6.5%	1.3
Double Track / Fire roads	76.1%	18.8%	5.0%	1.29

Table 19 shows that most riders spend the majority of their time riding in the Middle Trail network and the least amount of time in the Upper Trail network.

Table 19. What part of the Cumberland Trails Network do you mostly ride in? (n=416)

Trails area	Frequency	Average Percent
<u>Upper Trail Network</u> : % Trails accessed from and above the Trent River Main road such as Race Rocks, Trent Canyon and Further Burger, and others such as Blockhead, Numbskulls, and Queso Grande	326	18.0%
<u>Middle Trail Network</u> : Trails accessed by Sykes Bridge including Teapot, Lower Thirsty Beaver, Vanilla, and Blue Collar; and Nikkei Mountain trails such as Rhizome, Buck Rub and Woodcutter	395	45.8%
<u>Lower Trail Network</u> : Trails below Allen Lake such as Entrails, Crafty Butcher, and Missing Link; trails in the Cumberland Community Forest such as Mama Bears and Space Nugget, and the trails in the Eastern Block such as Rapture, Top Hat and Josh	396	37.0%
I don't know the names	53	12.7%

Table 20 shows that although only half the riders are actual members of a biking group or club (31% are members of UROC), 69% of the riders are currently either volunteering or willing to volunteer with mountain biking management activities such as trails maintenance. Only 5% of the respondents have never heard of UROC. Table 21 shows respondents have a very positive perception of UROC and believe it is necessary, is working towards keeping biking safe, and is a leader in mountain biking management in British Columbia.

Table 20. Mountain biking club and volunteering participation.

Are you a member of any mountain biking groups or clubs?	Frequency	Percent
No	226	50.6%
Yes	216	48.3%
I don't know	5	1.1%
Do you currently volunteer or are you willing to volunteer with mountain bike trails network management in the Cumberland area?		
I currently volunteer to assist with mountain biking management (i.e. trail maintenance, safety)	87	20.5%
I currently do not volunteer but am willing to volunteer	206	48.5%
I am not willing or able to volunteer	91	21.4%
Other (please specify)	41	9.6%
Have you heard of the United Riders of Cumberland Association [UROC]?		
Yes	267	62.7%
Yes, I am a member	134	31.5%
No	21	4.9%
I don't know	4	0.9%

Table 21. Perceptions of United Riders of Cumberland Association [UROC]? (n=426)

Perceptions (rated 1-5)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Rating Average
Volunteer organizations such as UROC are necessary for managing mountain biking systems	2.1%	2.1%	5.9%	27.9%	62.0%	4.46
UROC is a leader in mountain biking management in British Columbia	2.1%	2.8%	34.0%	33.5%	27.6%	3.82
UROC is working toward safe mountain biking in the Cumberland area	1.2%	0.7%	16.1%	42.1%	40.0%	4.19
Other (needs better transparency, needs to hire paid staff)						15

Cumberland Residents Only

Table 22 presents the results of few questions that were only asked of Cumberland residents to assess how important the trails are to them and how to best manage their trails network. Results show the trails network is very important to them and greatly influenced new residents to move to Cumberland. When asked how to better manage their trails, respondents mostly indicated improving the signage on the trails, providing a public bike wash station, and a public bathroom/ changing room at the community recreation center parking lot.

Table 22. Cumberland Residents Characteristics (n=213)

How long have you lived in Cumberland (average 9 years)	Frequency	Percent
0-2 years	54	25.4%
2.1-5 years	45	21.1%
5.1-10 years	54	25.3%
10+ years	60	28.2%
Did access to the trails network influence your move to Cumberland		
No	60	28.2%
A bit	7	3.3%
No, but it would now	10	4.7%
Absolutely	136	63.8%
Suggestions for how to improve the trails network in Cumberland (n=125)		
Better signage on the trails	48	
Bike wash station	32	
Public washroom/ change room at parking lot	25	
Bike lanes downtown and to Comox/Courtenay	18	
Trail to the lake	12	
Maintain multi-use trails (not just for bikers)	11	
Improved accommodation access in Cumberland	5	

References

- Hood, R. (2007) Kamloops mountain biking survey: A report of rider's experience and views on mountain biking in the Kamloops Area. Thompson Rivers University: Kamloops, BC.
- Mountain Bike Tourism Association. (2006). Sea to Sky Mountain Biking Economic Impact Study. Vancouver, BC.