



MOUNTAIN BIKING IN SQUAMISH

Social, Cultural & Economic Impacts

Larose Research & Strategy



Photo: Josh McGarel



Larose Research & Strategy
Tourism. Land Use. Labour.

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ABOUT LAROSE RESEARCH & STRATEGY

Larose Research & Strategy operates in *Tk'emlúps te Secwépemc* caretaker areas, in Kamloops, B.C., Canada. We develop research, planning, and evaluation solutions for all levels of government (federal, provincial, local, Indigenous), as well as for not-for-profit and private sector clients.

Its Principal, Peter Larose, has more than 20 years of experience in the fields of adventure tourism, natural resource management, Indigenous tourism, outdoor recreation, sustainable/regenerative tourism, labour market economics, socioeconomic impact analysis, and tourism transportation planning. For more information see www.laroseresearch.com.

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ABOUT PACIFIC ANALYTICS

Pacific Analytics focuses on the development of economic impact models (econometric, input-output, and financial models) and in undertaking regional impact assessments using a proprietary regional input-output model (RIOM) that he developed in conjunction with the BC Ministry of Transportation and later with Destination BC and which is licensed to BC STATS for their own impact assessment work. Jim continues to work with BC STATS as a consultant for all impact studies and updates the RIOM annually.

Jim Johnson, Managing Principal, has over 30 years of experience in undertaking impact assessments. He has undertaken assessments through BC, Alberta, NWT and Yukon, and has worked extensively in Jamaica, St. Kitts, Brazil, Australia, UK, and Ireland.

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1. ACKNOWLEDGMENTS

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2. CONTEXT & SUMMARY of FINDINGS

Squamish, British Columbia, Canada has been recognized for decades as one of the most spectacular outdoor recreation destinations in North America. This began with its massive granite spires commanding global attention in the 1970s and 1980s for rock climbers and mountaineers, on par with destinations such as Yosemite National Park and Joshua Tree National Park in California.

In recent years, a wealth of other outdoor recreation activities have expanded and diversified in the region, linked to the Whistler-Pemberton corridor, to boast opportunities for recreationists to participate in world-class hiking, mountaineering, XC and backcountry ski touring, motorized recreation, windsurfing / kiteboarding, and, of course, mountain biking.

Since the mid-late 1990s, mountain biking has rapidly expanded in the region, benefiting from the spectacular and varied topography, long coastal riding season, and access to major population centres with dedicated outdoor enthusiasts such as Metro Vancouver.

At present, mountain biking is one of the most prominent outdoor recreation activities for locals and visitors alike, and is now recognized one of the best – if not the best – mountain biking areas in the world, as recognized by the widely used trail app, Strava¹:

If the planet has a mountain biking capital [it is] unequivocally British Columbia. And if British Columbia has a mountain biking capital city, that city is either... Whistler or the nearby community of Squamish. Squamish is home to a staggering array of singletrack, including some of the best flow trails on Earth... roots and rock gardens dominate the natural trails, and the massive slabs of granite create stupid-steep rock rolls that will give even the most expert mountain bikers pause. The scale of the trail system here and the diversity of singletrack have to be seen to be believed!

2.1 Mountain Biking Community Benefits

The Squamish trail network is not just a source of visitor spending and economic development, but is also a core element for the health and wellbeing of residents, improving physical and mental health at a time when these can be in short supply.

As one of the youngest communities in B.C. in terms of population demographics, Squamish is also arguably one of the healthiest, with a high proportion of residents participating in healthy living associated with outdoor recreation. The report shows that many people relocate to Squamish because of the natural and cultural amenities in the area – a process known as “amenity migration.” As a town that is “hard-wired for adventure” a significant portion of recent migrants to the community moved to the area due to the easy access to world class outdoor opportunities, and the community of like-

¹ Greg Heil, Strava Stories, “Ten of the Best Mountain Bike Destinations Around the World,” August 17, 2023. <https://stories.strava.com/articles/10-of-the-best-mountain-bike-destinations-around-the-world-2023>

minded individuals who are drawn to these sacred places and the rich, diverse experiences they offer. Of the 834 resident respondents to the survey, nearly four-in-five (79%) indicated that the mountain biking trail network was a “very important” or “somewhat important” factor in their decision to move to Squamish. In addition, nearly 10% of total respondents were born in Squamish and indicated that the trails are a significant factor in their remaining in Squamish.

2.2 Mountain Biking Economic Impacts

Mountain biking is no longer a marginal economic activity in British Columbia, and Squamish is widely believed to be leading the growth in this area. According to Trailforks™ statistics, Squamish is ranked as the third best riding area in B.C., ranked behind only Whistler, one of the world’s most famous resorts attracting 3+ million visitors annually (and 55% in summer)², and Vancouver’s North Shore, which provides access to world class riding that is minutes away from a resident population of 2.5 million people.

Mountain bike visitor (tourist) spending in Squamish increased from approximately \$9.9 million in 2016 to \$26 million in 2023.³

When economic multipliers (commonly known as economic “spinoffs”) are included, this \$26 million grows to a total regional economic impact of \$31 million, and total provincial economic impact of \$44 million for mountain biking tourism in Squamish. Put into perspective, the regional economic impact (\$31 million) is the per capita equivalent of approximately \$1,300 per resident in a community of roughly 24,000 residents.

Mountain biking tourism directly supports 184 jobs in the immediate Squamish area, which corresponds to 139 Full Time Equivalents (FTEs). When economic spinoffs are included, mountain bike tourism creates an additional 45 jobs for businesses supplying products and services to mountain biking tourists in Squamish. These figures do not include employment in bicycle manufacturing companies; the employment figures are for employees of mountain biking retail outlets, guiding companies, and hospitality organizations (mostly accommodations and food & beverage). An initial estimate indicates that a minimum of 112 additional FTEs are created from bike manufacturers, technical apparel companies, and other mountain biking industry organizations not included in this study.

Tax revenues for mountain biking tourism in Squamish amount to \$8.4 million annually, including \$3.6 million to the Government of Canada, \$3.8 million to the Government of British Columbia, and \$1.0 million to the Municipality of Squamish and Squamish Lillooet Regional District (SLRD).

These figures do not include local spending on mountain biking by residents, and the most recent comparable studies in B.C. suggest that for popular riding areas with strong resident and visitor proportions of use, resident mountain biking spending is typically far in excess of visitor spending.⁴

² Tourism Whistler, “Stats and Facts,” <https://trade.whistler.com/about/stats/>.

³ Volume and economic impact estimates for this study cover a roughly six-month period, from May 2023 to October 2023. This period is estimated to produce approximately three-quarters of the total rider days in the community and over 90% of the visitor expenditures.

⁴ For example, in the popular mountain biking tourism destinations of the Fraser Valley, such as Vedder Mountain in Chilliwack and Mt. Sumas in Abbotsford, resident spending is approximately three-times more than visitor spending on mountain biking. Recognizing that visitors are not quite in the same proportions as in Squamish, and based on these proportions, it is estimated that resident spending is 1.5X to 2.0X higher than visitor spending in Squamish. For reference, see: Fraser Valley Regional District (FVRD) via Larose Research & Strategy, “Socioeconomic Impact Analysis of Outdoor

If resident spending were included, the total economic impacts of mountain biking in Squamish are estimated to be approximately 1.5X to 2.0X higher than visitor spending.

Out of the 744 valid resident responses to this question, the average resident expenditure on mountain biking purchase, parts, and maintenance was \$4,300 for 2023. Just for these 744 respondents, the total direct spending on these expense categories was \$3.2 million, with most of this spending occurring locally, due to the wealth of retail and manufacturing outlets in the community.

The key project outcomes are summarized in Table 1, below.

Table 1: Summary of Results

165 visitor intercept surveys conducted; 163 resident intercept surveys conducted	676 additional resident surveys and 189 visitor surveys completed online	98% provided recommendations on ways to further raise awareness of, and respect for the Squamish Nation's history on these lands	79% of respondents said the trails / MTB were very (43%) or somewhat (36%) important in their decision to move to Squamish
85 – the Net Promoter Score (likelihood to recommend MTB in Squamish)	112,000 rider days from May – October 2023, almost equally split between residents (55K) and visitors (57K). [Estimated ~ 150,000 rider days annually]	\$26 million in direct visitor spending in Squamish; \$31 million in total regional (SLRD) impacts; \$44 million in total economic impacts (B.C.)	184 local jobs supported annually (139 FTEs); \$8.4 million in tax revenues generated from visitor spending alone (federal: \$3.6M ; provincial: \$3.8M ; municipal: \$1.0M).

2.3 Sustainability, Regeneration, and Indigenous Reconciliation

Mountain biking can have both positive and negative impacts on efforts to promote ecological stewardship and Indigenous reconciliation. Increasingly in tourism and outdoor recreation research, literature, and planning, there has been a focus on shifting from a sustainability mindset – of essentially maintaining the status quo and limiting negative impacts, toward a more holistic “regenerative” mindset that seeks to ensure that negative human impacts on the landscape are “net positive” resulting in areas that are more ecologically resilient and socially/culturally beneficial.

A key element of this shift in mindset and actions involves placing Indigenous ecological knowledge and traditional ways of managing natural and human ecosystems at the core of land use planning and environmental management.

SORCA has a comprehensive and action-oriented Memorandum of Understanding (MOU) with its local Indigenous Nation – the Skwxwú7mesh Úxwumixw (Squamish First Nation) in their unceded lands and waters. The research in this report enhances the understanding about how mountain biking and

Indigenous traditional ecological knowledge can be aligned to manage the region's sensitive ecosystems.

This evaluation survey and report clearly demonstrate that Squamish mountain biking residents – and most visitors – strongly align with these principles of ecosystem restoration and Indigenous reconciliation.

Nearly all respondents (98%) provided specific recommendations on ways SORCA could deepen its involvement in acknowledging and honouring the local First Peoples on trails – primarily through signage, information sharing, co-hosted events, detailed cultural-historical information at trailheads and purpose-built staging points, Indigenous public art, and improving access to the outdoors for Indigenous peoples, especially youth, elders, and families.

2.4 Issues and Concerns

On the other hand, challenges and issues are inevitable outcomes whenever such globally recognized outdoor activities become widely known, and Squamish is not exempt from this outcome. The expression “being victims of your success” is appropriate in this case, where mountain biking volumes reach or exceed the local carrying capacity. Survey results show that in some of the busier riding areas and dates / times, the volume of riders are beginning to have net negative impacts on local ecosystems, resident quality of life, and the quality of the riding experience, itself.

The most prominent concerns identified, particularly by local residents for whom these issues tend to impact more than visitors, were related to the impacts of this rapid growth on crowding and congestion at trailheads, in parking / staging areas, and on the more popular trails themselves during the busiest periods. There also appear to be growing concerns amongst resident riders about occasional, but nonetheless significant impacts of activities such as rogue trail building, informal “bush camping,” parking and access challenges, and lack of trail etiquette during busiest periods.

Fortunately, there are solutions to these issues, and SORCA has been focusing on these in recent years, including advocating and actioning improved connectivity from neighbourhoods to trails, and expanding staging / parking areas. This limits the crowding and resulting pressure throughout the network.

Other mechanisms have been used to manage mountain biking capacity challenges include periodic or permanent trail closures, enhancing compliance & enforcement in trail areas, setting capacity limits, and imposing fees for certain activities to generate funds to address these issues. Perhaps even more effective are non-statutory mechanisms to address capacity management challenges and undesirable behaviours. These include amplifying and promoting Codes of Conduct supported by signage “reminders,” developing additional riding areas to lessen pressure, encouraging use of other areas through “Best of Squamish Riding” information or a “Passport” to Squamish Riding that promotes high quality trails that receive less pressure, and publishing information to cautiously discourage riding the busiest trails as a type of de-marketing. Many of these types of strategies were also recommended by respondents to the survey.

2.5 Results Comparisons (2016-2023)

This study also builds on similar research conducted in 2016, to show the evolution of mountain biking in the region. The trend analysis is truly staggering, showing a near-tripling of mountain bike visitor (tourist) spending since 2016. Since 2016 the proportion of visitors staying overnight increased slightly (+14%) and the average length of stay also increased slightly (+7%). See Table 2, below.

Table 2: Comparisons with Prior Years' Studies – Visitor Impacts

	2016	2023
Direct Visitor (Tourist) Spending	\$9.9 million	\$26 million (\$21.3 million inflation adjusted to 2016 \$\$)
Visitor % Staying Overnight	44%	50%
Average Visitor Length of Stay	5.8 nights	6.2 nights

2.6 Social and Cultural Impacts

While mountain biking is widely understood to have significant economic impacts for communities such as Squamish, the social and cultural benefits of mountain biking are perhaps less widely understood. However, as Table 3, below shows, mountain biking has tremendous social and cultural impacts on individuals and the community of Squamish. Nearly all respondents indicated that mountain biking improves physical and mental health, and provides access to trails, natural areas and outdoor recreation. It also provides economic growth and job creation, fosters inclusivity and community support, as well as enhancing awareness of the land.

Table 3: Mountain Biking Impacts on the Community

	Strongly Agree	Somewhat Agree
Mountain biking improves physical and mental health	96%	3%
Mountain biking provides access to trails, natural areas and outdoor recreation	92%	5%
Mountain biking benefits the Squamish economy through economic growth and job creation	71%	24%
Mountain biking creates an inclusive and supportive community	42%	45%
Mountain biking has taught me about the land I recreate on	27%	46%

3. RESEARCH METHODOLOGY

This study utilized a mixed methods research approach, based primarily on direct participant observation in the field, recorded over the duration of the main riding season, from May to October 2023. According to Trailforks this period represents 74% of total riding in the area, and based on travel patterns and local knowledge, and based on the extrapolation and interpretation of secondary data sources, as well as local knowledge attestations, this period is expected to represent well over 90% of tourism related economic impacts in the community from mountain biking travel.

The majority of research and analysis focused on social and economic impacts of mountain biking, including the role of mountain biking in contributing to community health and wellness, the promotion of sustainability related values toward local ecology, and the alignment of mountain biking rider values and outcomes with the local Indigenous Peoples: the Skwxwú7mesh (Squamish) First Nation.

The analysis also identifies the important role of mountain biking and other outdoor recreation activities as a key driver in amenity migration, with the majority of resident respondents indicating that mountain biking and the trail network were a primary motivator in their decision to relocate to Squamish. For resident riders who were born in the area and/or have lived in Squamish for more than 20 years, mountain biking was a key reason for remaining in the community rather than moving elsewhere.

These data were gathered through a combination of categorical questions (multiple choice, Likert variables, rank ordinal) as well as un-aided, open-ended questions to gather direct feedback without prompts or “aids.” The survey ended with a question regarding “other ways to improve mountain biking in Squamish” for which there were over 1,000 responses, ranging from on-trail infrastructure, public amenities, signage/wayfinding, more trail rating diversity (particularly on the green/blue end), enforcing trail etiquette, and others.

3.1 Sample Size and Reliability

In terms of subject analysis, the evaluation included the perspectives of 1,193 riders, including 837 resident riders and 354 visitor riders. The survey was conducted in two manners:

- Rider intercepts conducted through a random, stratified sampling program (165 visitor intercepts; 163 resident intercepts from May to October 2023);
- Self-administered surveys conducted through email/online distribution to SORCA members and the general public, as well as through QR codes at trailheads / lots / staging areas (676 resident respondents; 189 visitor respondents).

In addition, rider origins were gathered for individuals who accompanied the survey respondent when riding in a group during intercepts, which included an additional 527 riders – mostly from outside of Squamish.

Based on an evaluation of prior research conducted in mountain bike destinations across the world, it is believed that this is likely the largest community mountain biking study ever conducted. Its statistical reliability is very high, with a margin of error of +/- 2.8%, 19 times out of 20.

3.2 Scope of Analysis

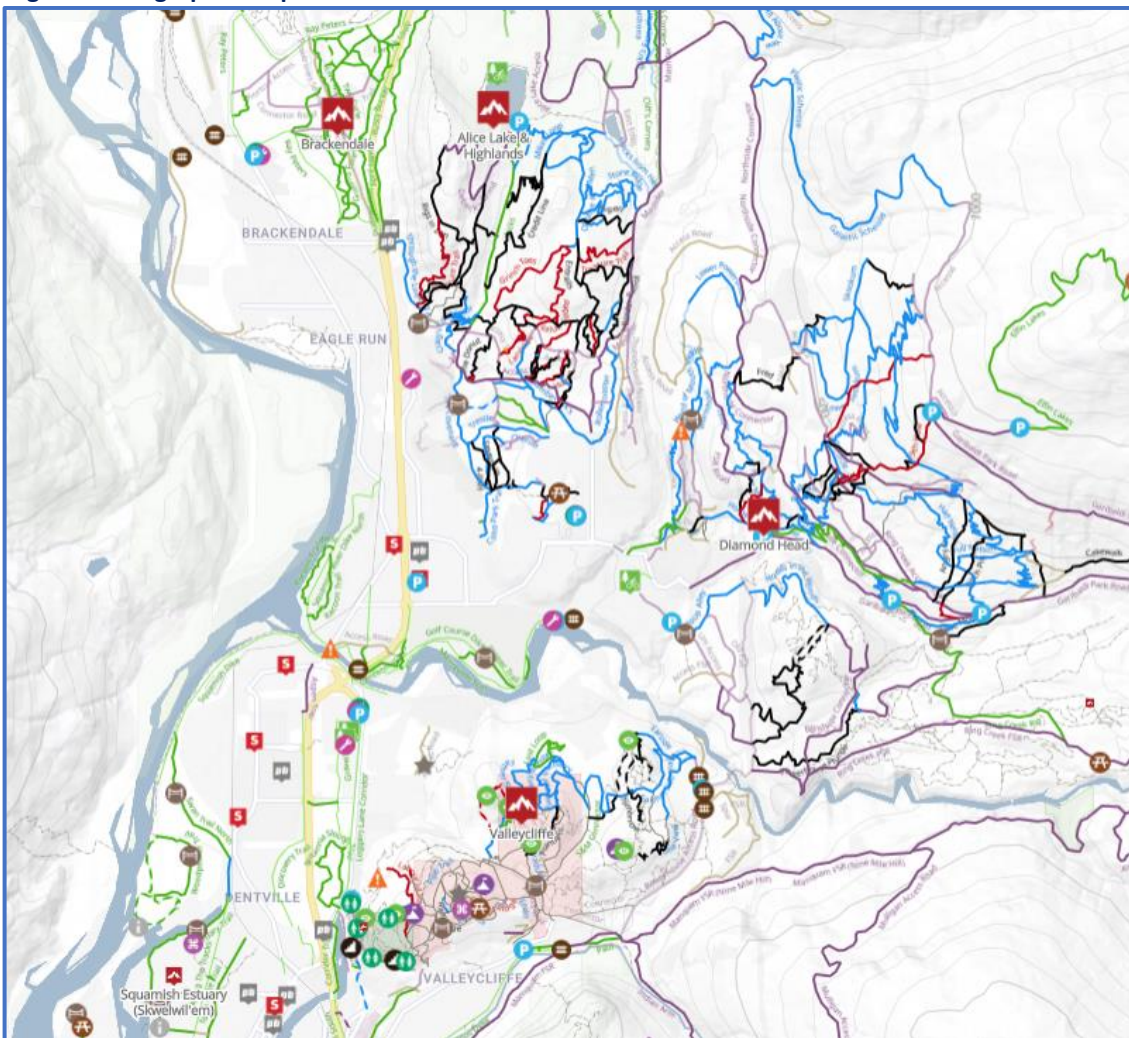
The study included all of the main types of off-road cycling, in order of frequency:

- All mountain / enduro (by far the most common riding style)
- Downhill / shuttling
- Cross country
- E-biking
- Gravel biking
- Winter fat biking

While gravel riding and winter fat biking were not directly analyzed in terms of rider characteristics, perceptions, and impacts, survey respondents identified their participation levels in these activities and this information is summarized in the report body.

The geographic scope included the main trails within the Squamish area, including Diamond Head, Alice Lake / Highlands, and Valleycliffe. The far less common riding areas – particularly for visitors but also residents – such as Cat Lake and Brackendale were not used as sampling intercept locations, due to their low levels of use, however data from visitor and resident riders who took the survey online (not on-trail) included these areas in their input. The regional map of riding areas is shown in Figure 1, below.

Figure 1: Geographic Scope of Research



Volume estimates were also compared with secondary data sources, including Trailforks and Strava, and one of the most elaborate networks of trail counters in B.C., situated at 13 locations in the area, including:

- 50 Shades of Green
- Alice Ridge Access
- Angry M
- Bottom of Legacy Climb
- Debecks Hill Access
- Half Nelson
- Jacks below 50 Shades Of Green
- Middle of Legacy Climb
- Pseudo Tsuga
- Ring Creek Rip
- Tracks from Hell
- Wonderland
- Jacks Top

While the trail counters and Trailforks data provide helpful insights into internal trends among areas, as well as some longitudinal (time series) trends on a specific trail, they cannot be relied upon for producing overall regional volume estimates in a manner that is as valid and reliable as direct observation techniques such as car counting, rider counting, and direct on-trail intercepts (face-to-face interviews).

3.3 Volume Estimates

The volume estimates produced in this report are for “rider days” for both resident riders and visitors (anyone not residing directly in Squamish). A “rider day” is the number of days that an individual rider is on-trail in Squamish. This is different than “rides” in that an individual rider may take more than one ride per day.

Volumes were established as follows:

1. Riders were counted and interviewed in precise two-hour periods at three riding areas:
 - Diamond Head (Pseudo Lot, Half Nelson Lot, Darwin Lot)
 - Alice Lake (Perth Dr, South Beach, Stump Lot)
 - Valleycliffe (Cherry Dr, Powerhouse Rd, Smokebluffs)
2. The nine specific sampling / counting locations were netted-up to the three riding areas identified above, to produce a total two-hour average daily estimate of unique riders. These data were then aggregated to produce an overall regional estimate of the average daily count of unique riders over the two-hour sampling/counting period.
3. The number of unique total riders were then extrapolated to daily averages for each riding area. Daylight (riding) hours across the season were assessed (approximately 11.8 average daylight hours over the May-October peak riding season). Trailforks time-of-day rider statistics were used to identify the distribution of riders over the daylight period. Minor manual adjustments

were made to the proportions to account for convenience sampling volume inflation and moderate weekend over-sampling.

- Based on the distribution of sampling times / rider counts, and the above data, the report estimated slightly more than 30% “capture rate” of daily riders over the six-month period. This was rounded to 30% overall.
4. Rider intercepts also inquired about the residence of other riding party members, for up to four additional members. These were then used to identify the geographic origins of all riders, not just survey respondents.

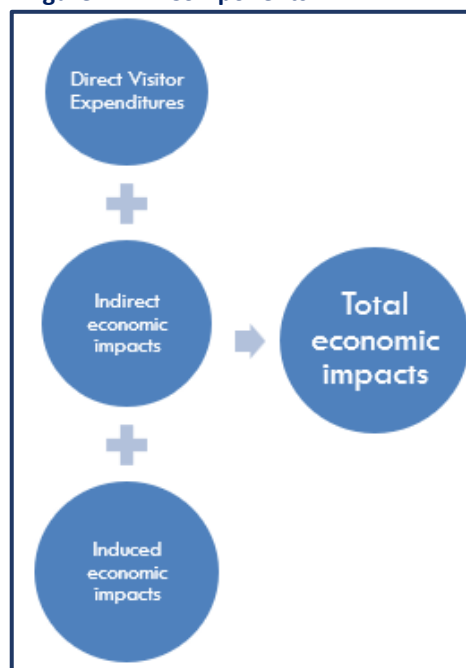
3.4 Economic Impact Modelling

Economic impact analysis is used to evaluate any type of economic activity, whether a specific project, program, or any other type of activity that creates or reduces economic value. In this report the following tourism-related economic impacts were estimated:

Direct tourist expenditures: In-market visitor expenditures, including both same-day and overnight travellers, on i) accommodations; ii) food & beverage; iii) transportation; iv) retail / services (including bike equipment and repairs/maintenance); and v) travel services.

- **Indirect economic impacts:** Expenditures by tourism and recreation businesses on business inputs, such as a restaurant purchasing financial services such as mortgages, rent, and insurance, as well as commodities such as tables, ovens, etc.
- **Induced economic impacts:** Expenditures by tourism and recreation business owners and employees in the local economy, on items such as food, entertainment, housing, etc.
- **Employment:** the number of individual people employed directly in tourism and recreation enterprises (“employment”) and the total number of Full-Time Equivalents (FTEs) in those businesses; and
- **Tax Revenues:** The total amount of taxation revenue resulting from i) Tourist consumer taxes; ii) Business income taxes; iii) Employee income taxes; and iv) Other fees/surcharges/taxes.

Figure 2: EIA Components



3.5 Pacific Analytics Economic Impact Model

The impacts of tourism spending in Squamish by mountain biking visitors are assessed using the BC Regional Input-Output Model (RIOM), the same model used by BC STATS in all its impact assessment work. Pacific Analytics developed this model and leases it to BC STATS.

Destination BC releases each year annual “Tourism Indicators” which estimates detailed direct visitor spending by the 494 I/O categories for each Tourism Region. Using comprehensive visitor surveys by Statistics Canada, these estimates are broken down for spending by international, interprovincial and domestic visitors for those staying in fixed roof accommodation, campgrounds, online providers (OLP), those visiting friends and relatives, and day visitors.

These Tourism Regional estimates are benchmarked to Destination Canada’s more aggregated estimates for the Squamish Lillooet (those data comprise six (6) different spending estimates split by international, interprovincial and domestic visitors) where the proportions of spending within the Regional District is assumed to be the same as in the Tourism Region. Thus, the proportion of “Groceries” are split among the various types of groceries that visitors purchased in the Tourism Region.

Visitor spending in Squamish follows these patterns based on the level of accommodation spending on fixed roof, campgrounds and OLP. The results are a set of vectors for international, interprovincial, and domestic spending (including day visitors) by 494 spending categories. These are run through the BC IOM to generate all impacts.

4. RIDER DEMOGRAPHICS and CHARACTERISTICS

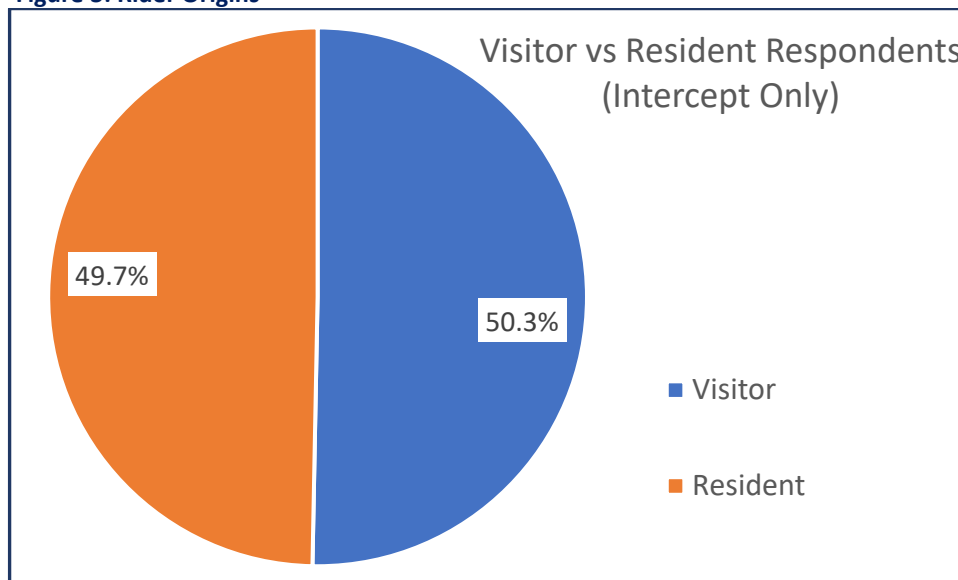
This section analyzes rider demographics, such as their residence, age, gender, riding style (ability/preference), accommodations, and other factors. The section following this discusses rider perceptions and opinions about mountain biking. But first, “the facts.”

4.1 Respondent Origins

Over the six-month period of data gathering on-trail, riders were approached by samplers at common staging areas / parking lots on a random basis, at random locations and times, randomly apportioned times of day (roughly equal mornings, afternoons, and evenings), and with a proportional mix of week days and weekends. Respondents were asked about their city and country of residence, and up to four members of the riding party’s residences were recorded.

There was almost a 50/50 split between the number of visitor riders and resident riders encountered across the 34 sampling shifts (two hours each) conducted between May and October 2023, with 165 visitor respondents who were randomly approached for the survey, and 163 resident respondents. See Figure 3, below.

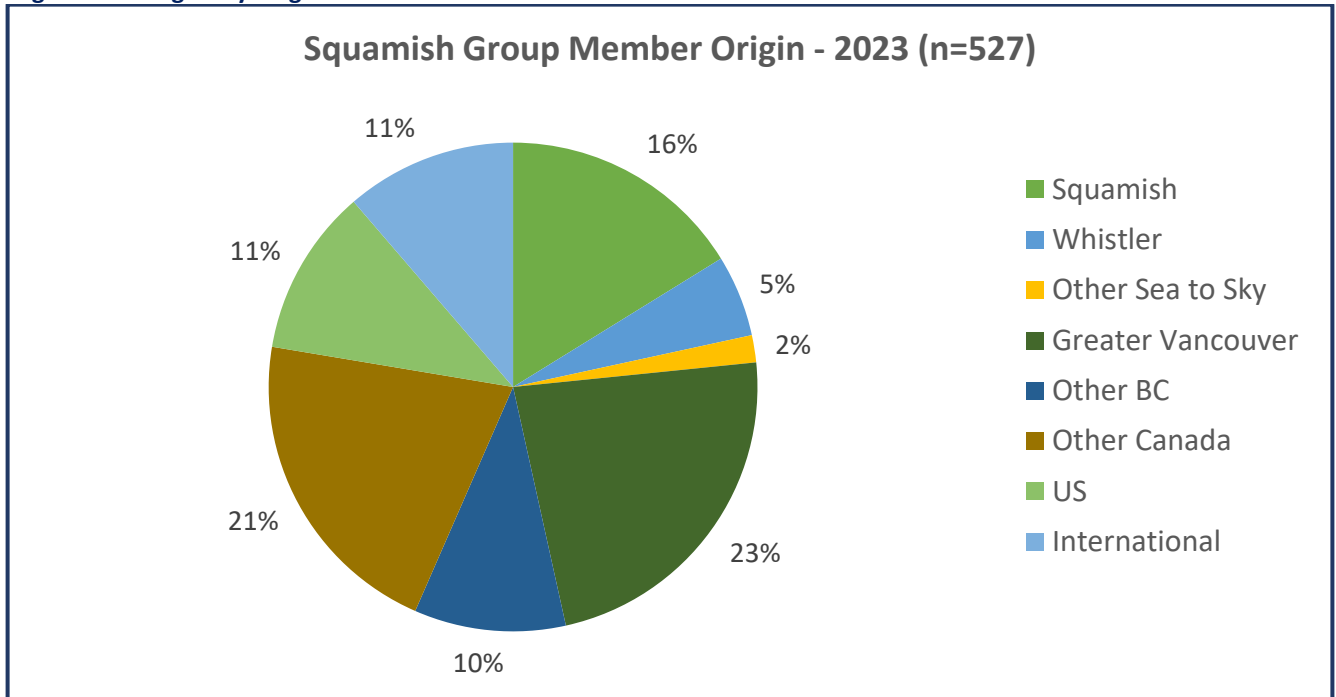
Figure 3: Rider Origins



Intercept survey respondents were also asked to identify the origins of other members of the group, for up to four individuals (for occasional very large groups, recording everyone’s origins would be too cumbersome for an intercept survey).

Of the riding party members, perhaps surprisingly, only 16% of these companions were from Squamish, with the highest proportion being from Greater Vancouver (23%) and other parts of Canada (21%). Even for Squamish riders, the most common riding partners were from outside of Squamish, suggesting that Squamish locals are willing ambassadors to guide visitors from across B.C., Canada, and around the world showcasing the incredible trails in the area. See Figure 4, below.

Figure 4: Riding Party Origins



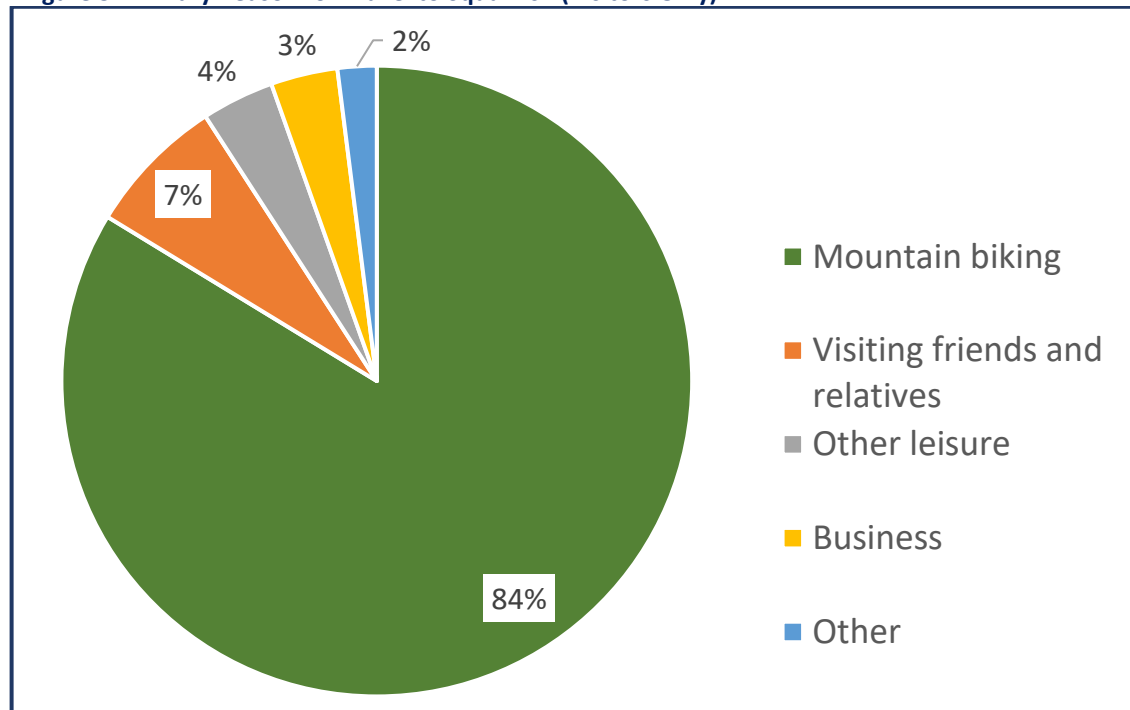
4.2 Reason for Travel to Squamish (Visitors)

Visitors to Squamish were also asked about their reason for travel to Squamish, including mountain biking, visiting friends and relatives, other leisure, business, or “other” purposes. While many visitors would have travelled to Squamish for multiple purposes, samplers were trained to probe for the main reason for travel, for example: “without the mountain biking, would you have come to visit your Mom?”

The vast majority (84%) indicated that they travelled to Squamish primarily for the mountain biking.

This is helpful for producing economic impact estimates on the value of an activity such as mountain biking, as it assists in understanding the economic impact of mountain biking tourism as the primary driver of travel and spending, as opposed to a lesser importance secondary factor that is merely coincidental with the trip, itself. See Figure 5, below.

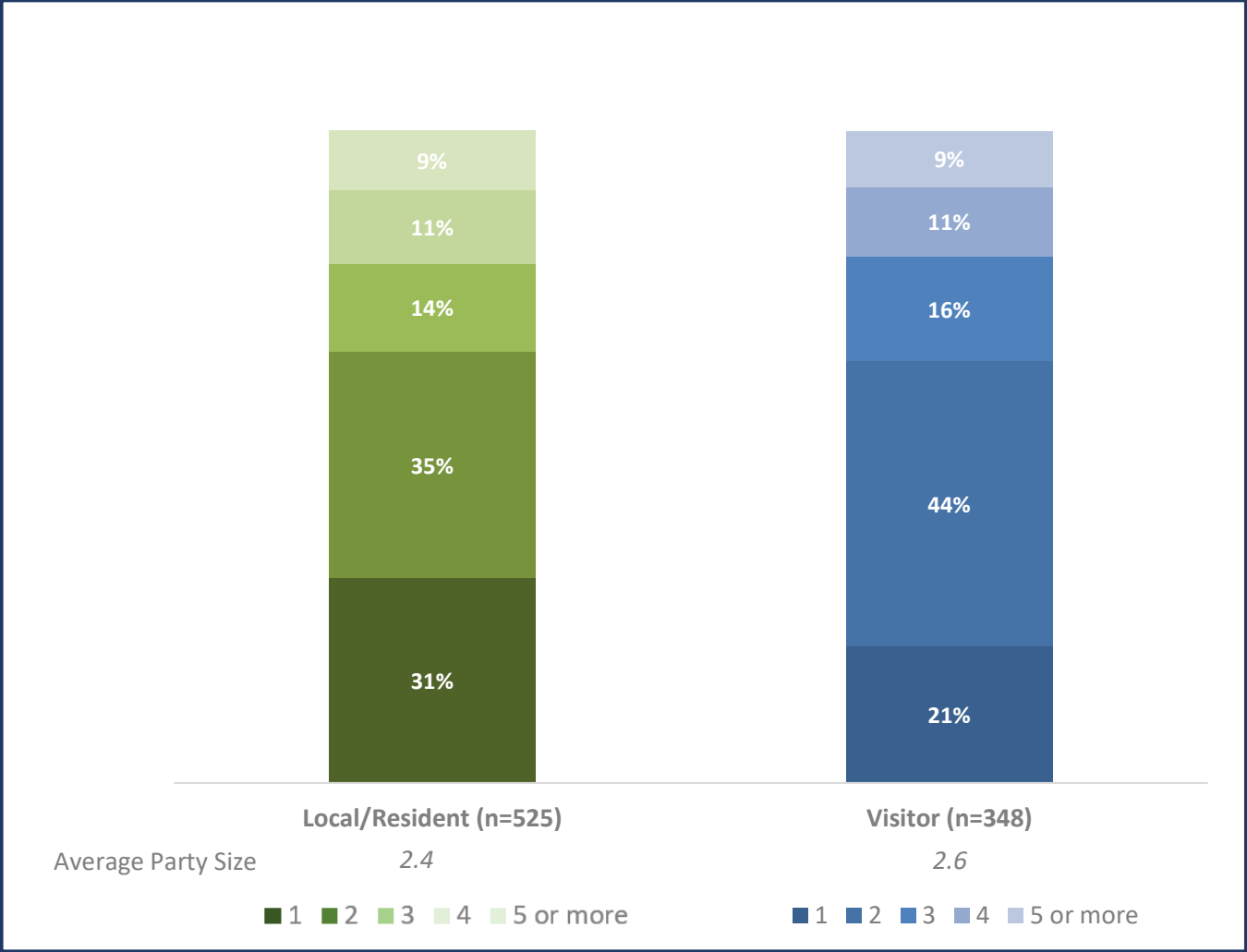
Figure 5: Primary Reason for Travel to Squamish (Visitors Only)



4.3 Riding Party Size

Riding party sizes were virtually unchanged from 2016, and reflect a common trend in travel-related demographic analysis. The breakdowns between residents and visitors are similar, however resident riders are slightly more likely to be riding alone (31% versus 21% for visitors), which is perhaps not surprising. See Figure 6, below.

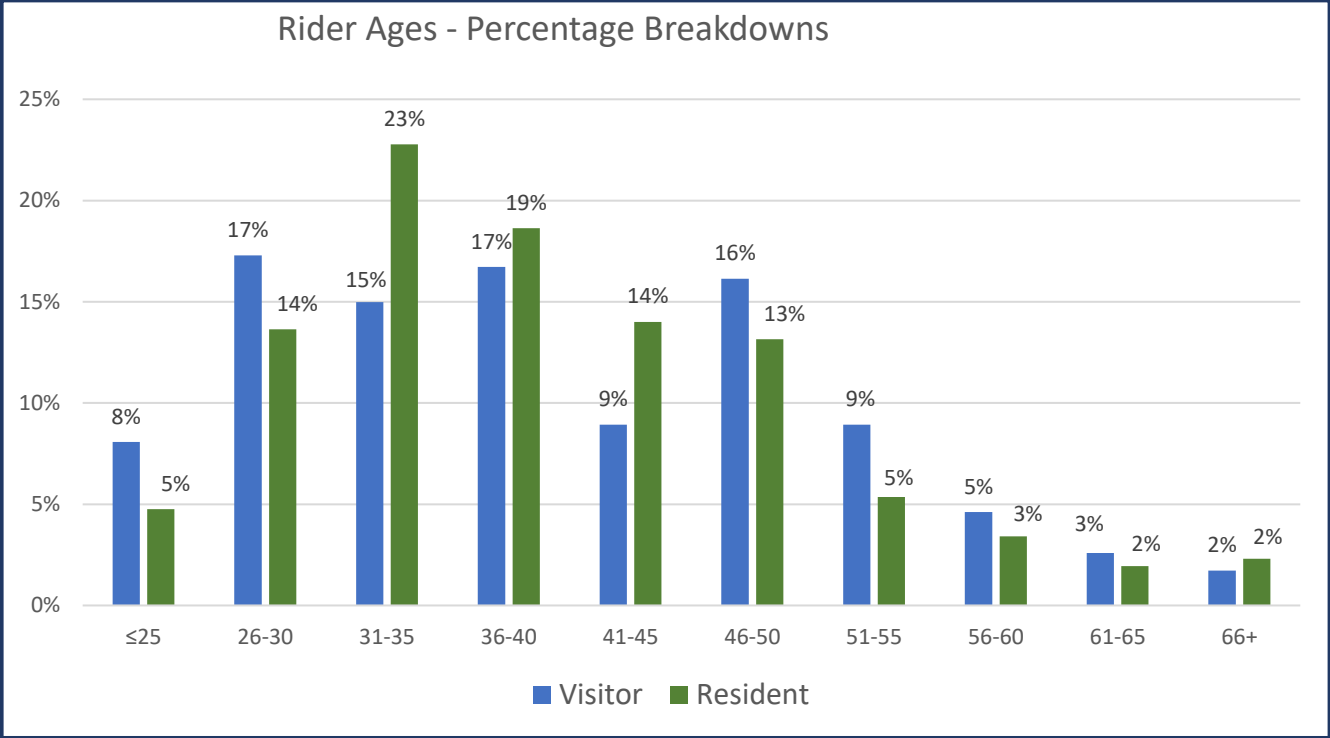
Figure 6: Resident and Visitor Riding Party Sizes



4.4 Rider Ages

The most common age cohort for visitors is 26-30 years of age and 36-40 years of age, while for residents it is the 31-35 age cohort followed by the 36-40 age cohort. It should also be noted that a high proportion of riders in Squamish are in older age cohorts, with nearly 40% of resident respondents being over the age of 40, and 44% of visitors being over the age of 40. See Figure 7, below.

Figure 7: Rider Age Breakdowns (Visitors and Residents)



4.5 Riding Party Gender

Squamish has a relatively high proportion of female riders compared with many other riding communities in British Columbia⁵, as Figures 8 and 9 below show. Female riders constitute just over one-quarter (26%) of visitor riders to Squamish, while nearly one-third (32%) of the local riding population in Squamish is female.

A variety of factors may be the cause of this, including the proliferation of female role models in the community, organized “ladies” group rides, the strong local recreation culture, population demographics, and possibly others. SORCA develops specific programming and events catered to female riders, and this is reflected in the near gender parity of its membership, with 42% of SORCA members being female.

Figure 8: Resident Rider Gender

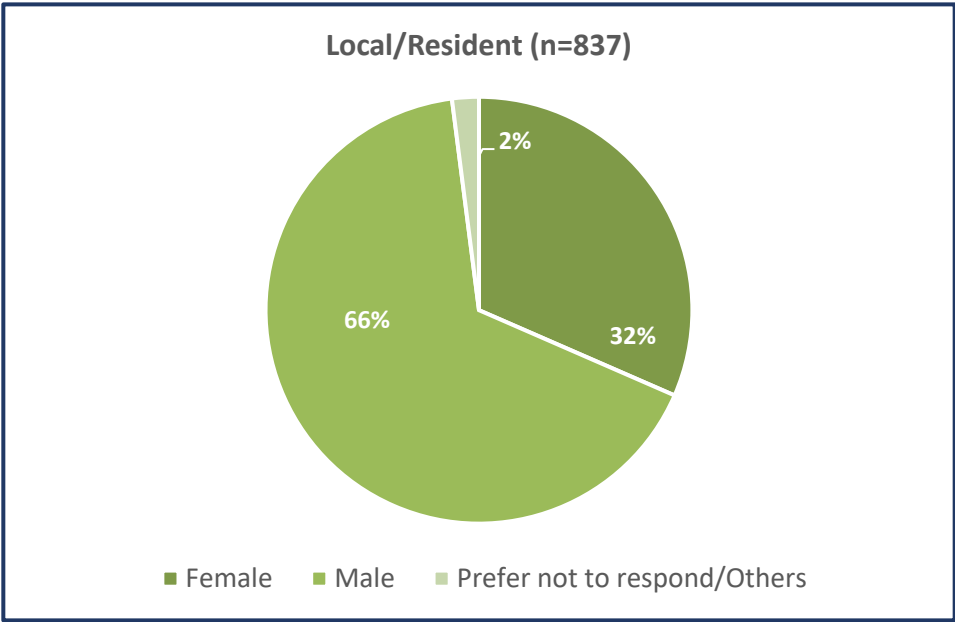
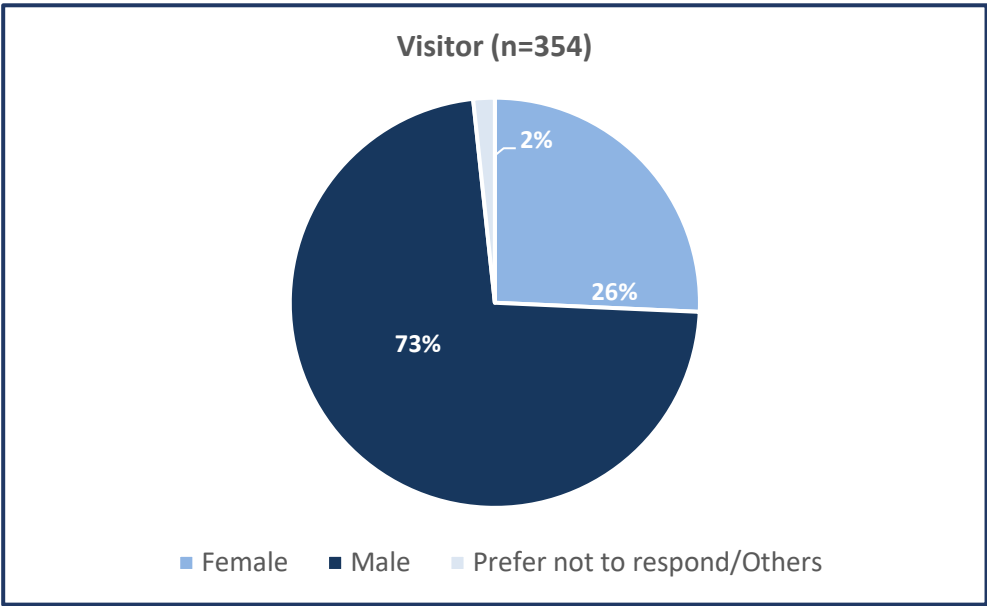


Figure 9: Visitor Rider Gender



⁵ For example, in the three main riding areas in the Fraser Valley (Abbotsford, Chilliwack, Mission) have a combined female ridership of just 18%, compared with 32% in Squamish. See FVRD “2019 Outdoor Recreation Impact Analysis in the Fraser Valley Regional District,” op. cit.

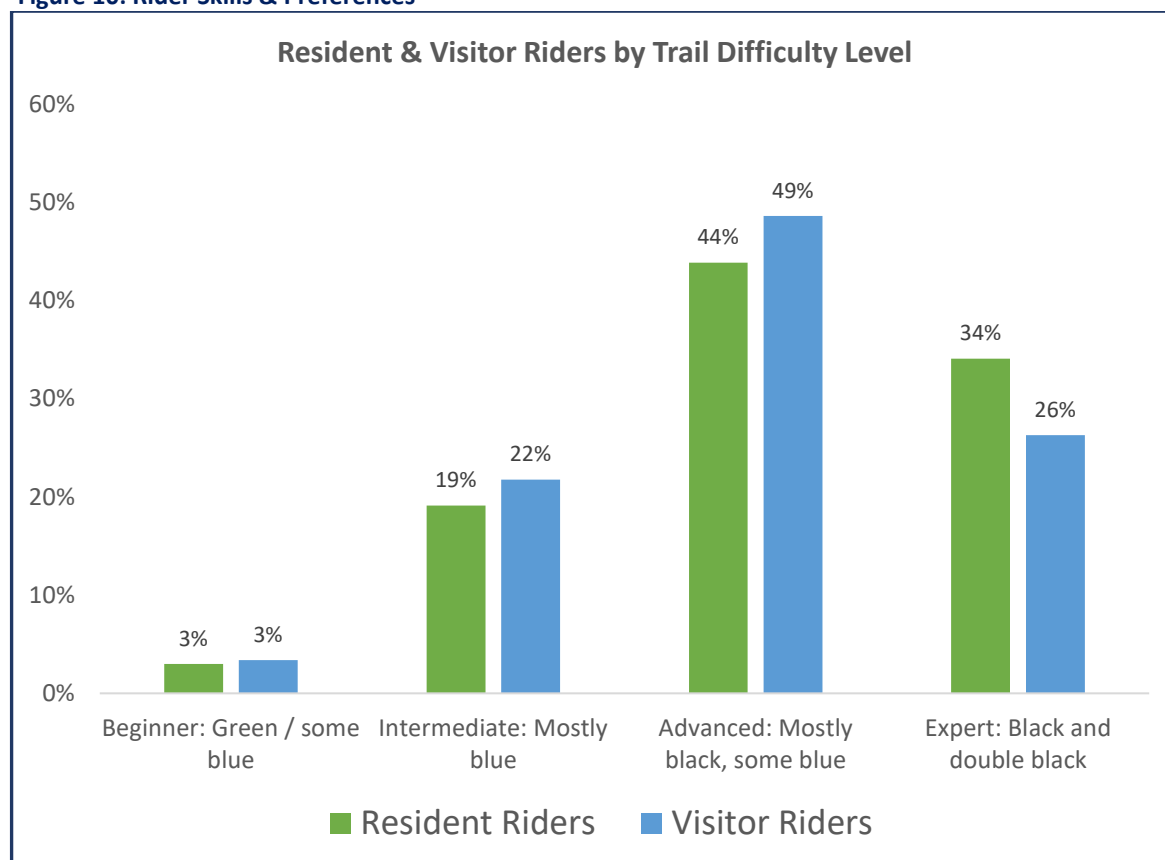
4.6 Riding Ability and Preferences: Trail Difficulty

One of the most important considerations in managing world class mountain biking destinations is matching the riding abilities (strongly positively correlated with trail preferences) with the supply of trail infrastructure to meet those needs.

Squamish is globally recognized as a “serious” mountain biking destination, with steep, featured single track accompanied by some of the most challenging rock slab riding anywhere in the world. Not surprisingly, Squamish riders tend to have higher overall skill levels than visitors to the area, particularly at the “expert” level, where more than one-third (33%) of riders attest to being in this category. This is a very high proportion of expert riders – previously mentioned studies in the Fraser Valley (18%) and Kamloops (13%) have far lower proportions of expert riders.

The final question on “other comments” demonstrated a high number of respondents indicating a desire for the area to have additional easy green/blue trails and climb trails. Examining this distribution, one wonders if the low beginner and intermediate proportions of riders are due to the lack of trails in these categories, or if the lack of trails in these categories reflect the riding population characteristics. It is likely some combination of the two, with the balance being in the middle. One consideration in this balance is that a number of respondents indicated the challenges of family riding in the area, and people under the age of 18 did not have their perspectives in this survey. See Figure 10, below.

Figure 10: Rider Skills & Preferences



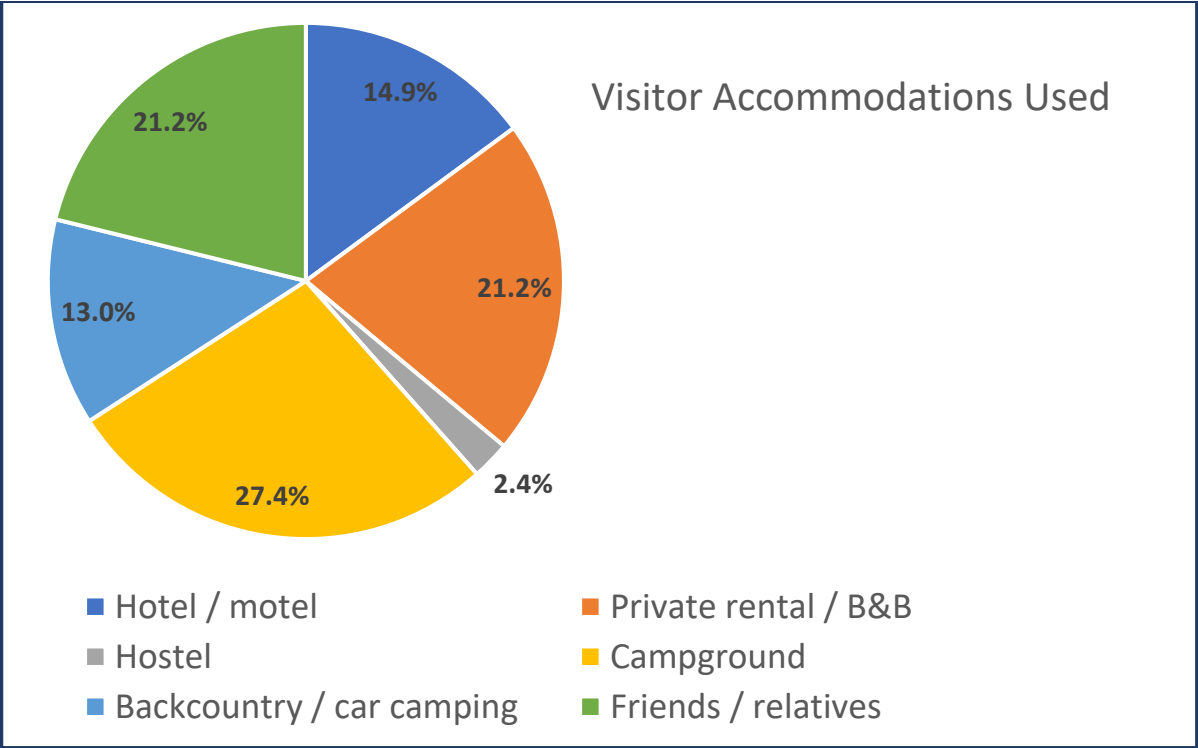
4.7 Visitor Accommodations Used

Understanding visitor accommodations is far more important in the context of this analysis than most other outdoor recreation & tourism studies, for two reasons.

First, the transition to a more regulated Airbnb / short term rental landscape will occur in May 2024 and will impact the visitor accommodation landscape in Squamish to some degree. More than one-fifth (21.2%) of mountain biking overnight visitors to Squamish used some type of short-term rental, which amounts to approximately 3,000 to 4,500 room nights between May and October. Depending on the specific exemptions and adjustments in the final provincial policy, a possibly significant proportion of these overnight visitors will need to be absorbed within the other available accommodation types.

Second, and relatedly, 13% of visitors indicated that they used unofficial backcountry “bush” or car camping outside of established campgrounds with “site hardened” areas that can withstand significant visitor volumes. For 2023, that means more than 3,000 mountain bike focused travel parties (not visitors) camped in unofficial areas. Written comments also identified this as one of the most significant sustainability-related issues in the area, as this informal camping can have significant impacts on local ecology and rider experiences, particularly if not done responsibly. Going into the peak 2024 riding season, after the new short term rental legislation comes into effect in May 2024, it will be even more important for there to be strategies in place to not only manage the current volume of informal camping and negative impacts, but also manage the increasing pressures on other accommodations (including informal camping) due to the probable reduction of short-term rental inventory. See Figure 11, below.

Figure 11: Accommodations of Travellers

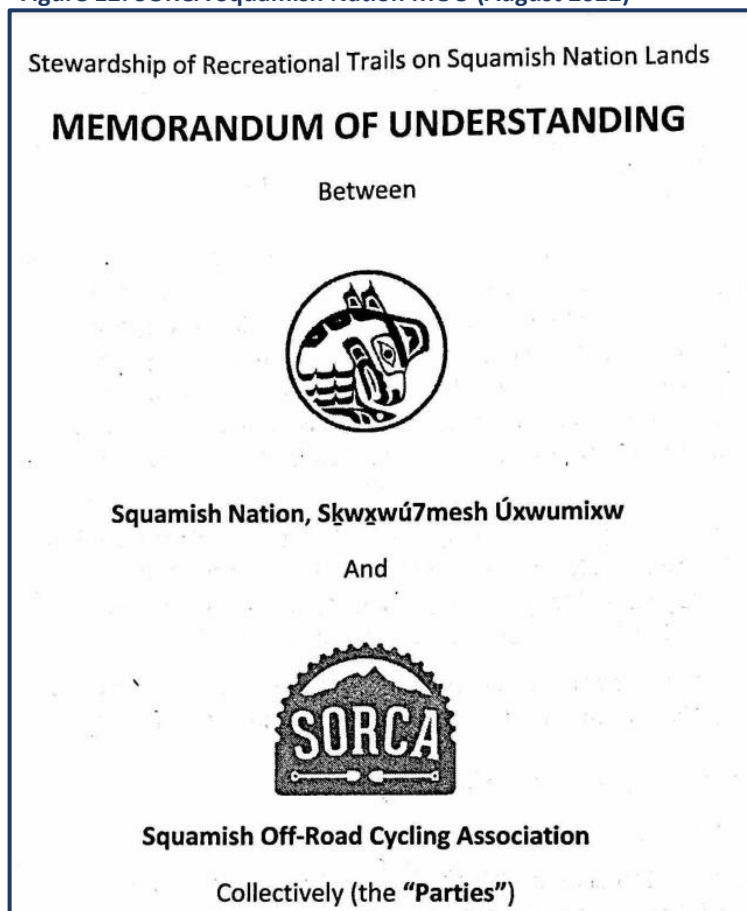


5. RIDER EXPERIENCES and PREFERENCES

This section analyses rider perceptions – their beliefs, perspectives, values, and beliefs – and as their overall experiences riding in Squamish. The section includes an Importance-Performance Analysis (IPA) which first assesses rider perspectives on desirable attributes of mountain biking destinations, in order of priority (e.g., trail maintenance, diversity, crowding, friendliness of locals, etc.) and then assesses mountain biking in Squamish against those same dimensions.

This section also includes a massive dataset of rider perspectives on ways that SORCA can enhance relationships with the local Skwxwú7mesh (Squamish) Nation. This research was guided by the Memorandum of Understanding (MOU) between SORCA and the Skwxwú7mesh Nation, which is centred on principles of collaboration and sharing, a joint commitment to stewardship, and working together “in a good way.” See Figure 12, below.

Figure 12: SORCA Squamish Nation MOU (August 2022)



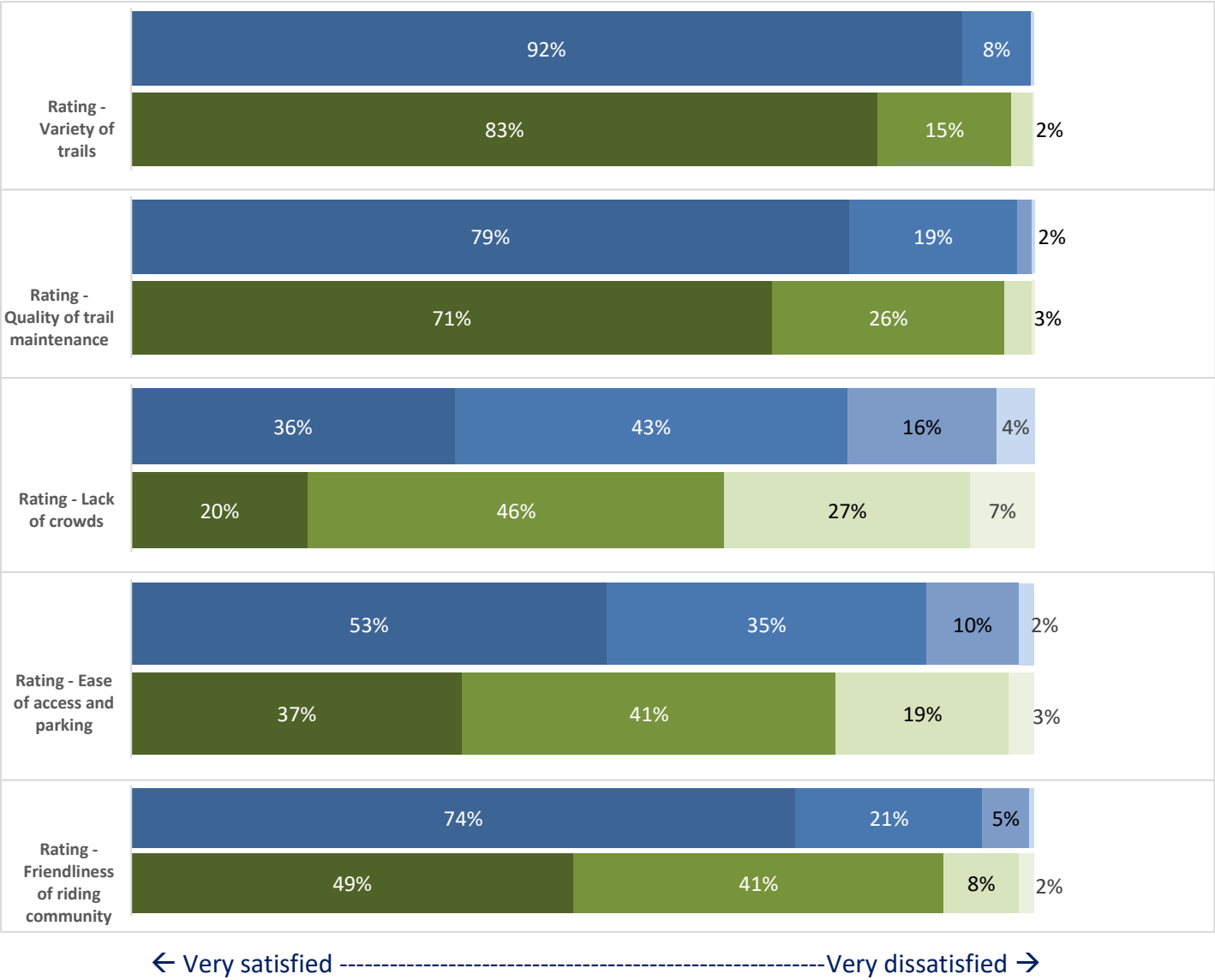
5.1 Satisfaction with Aspects of Riding in Squamish

This section analyzes visitor and resident perspectives on aspects of riding in Squamish, including variety of trails, trail maintenance, crowding, ease of access and parking, and friendliness of the local riding community.

Overall, visitors have a statistically significant higher level of satisfaction with every aspect of riding in Squamish, and an astounding 92% of them are very satisfied with the variety of Squamish trails, and the other 8% being somewhat satisfied. Reviewing rider skill levels and written comments, these are almost exclusively lower skilled riders who wish to see more green/blue trails in the area.

The highest proportion of dissatisfaction was for crowding (34% of residents and 20% of visitors dissatisfied with this), followed by ease of access & parking (22% resident and 12% visitor dissatisfaction). Both of these issues were prominently featured in written comments by respondents as well. See Figure 13, below.

Figure 13: Satisfaction with Aspects of Riding in Squamish: ■ Visitor (n=353) ■ Local/Resident



5.2 Importance-Performance Analysis (IPA)

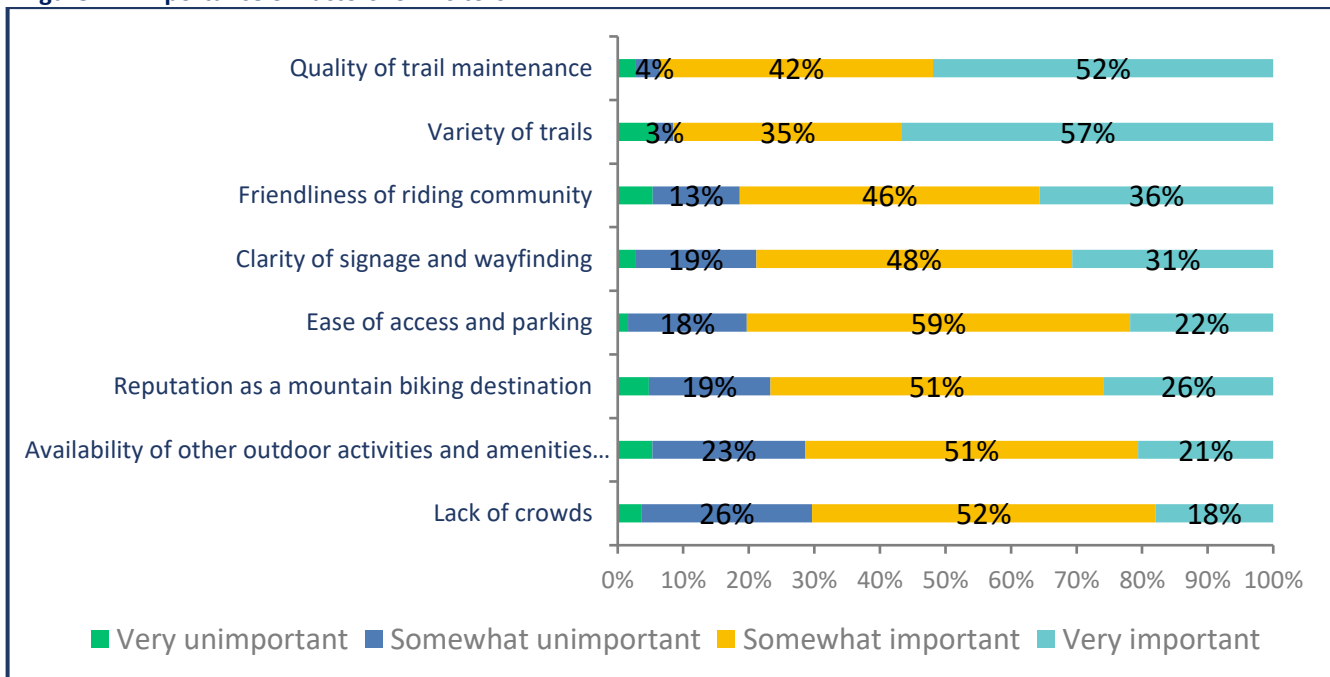
Importance Performance Analysis (IPA) is a common public perceptions research technique that can be used in a variety of contexts for public perception research: infrastructure, public policy, product analysis, and others. It is based on a two-stage series of questions that first ask respondents about the general importance of specific attributes of a product, service, or experience that are most important to them, followed by a question on their satisfaction with those same attributes.

The IPAs for visitors and residents show similar trends overall, but with some differences, which will be highlighted below.

5.2.1 Visitor – Importance

Perhaps not surprisingly, the most important factors overall for visitors (and residents, below) are the trails themselves – the quality of trail maintenance and the variety of trails. The friendliness of local riders is also an important factor for visitors, as unfriendly interactions with locals can result in a highly uncomfortable mountain biking trip. Crowding was not considered to be as important, perhaps due to the fact that visitors expect high quality mountain biking destinations like Squamish to have some crowding issues. See Figure 14, below.

Figure 14: Importance of Factors for Visitors



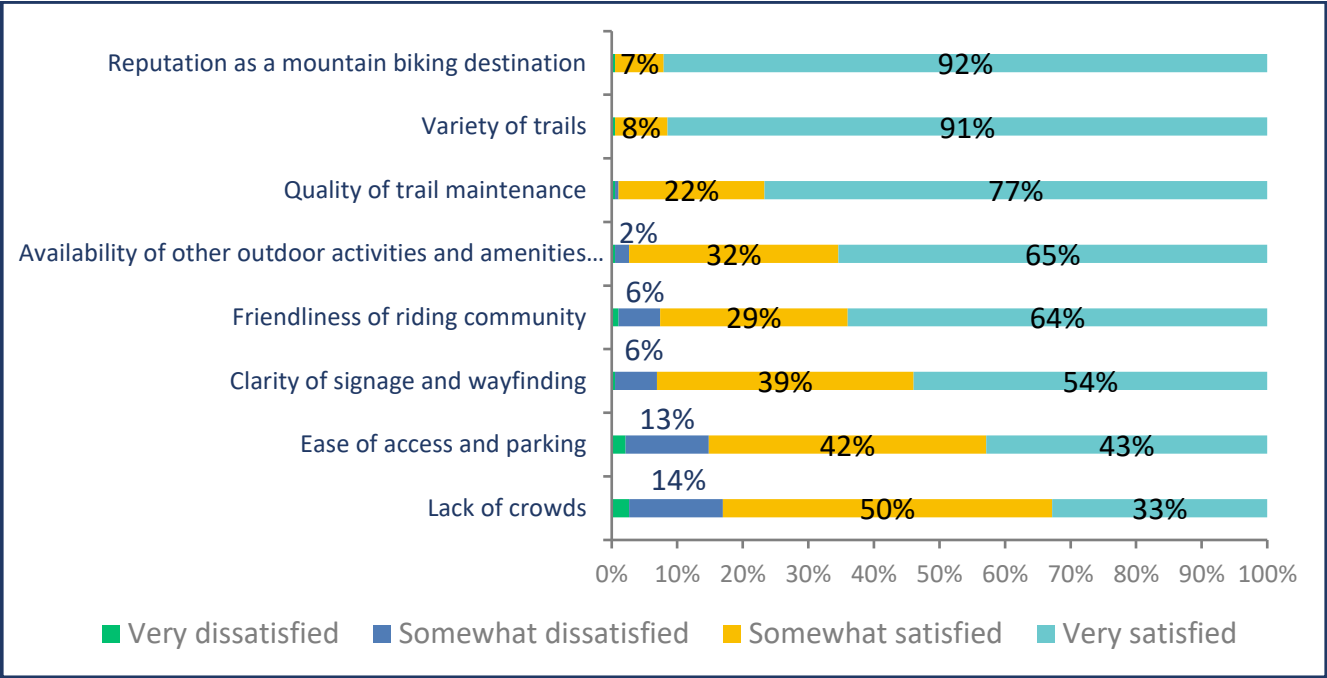
5.2.2. Visitor – Performance

The performance scores were similar to importance scores in some aspects, such as for variety of trails and quality of trail maintenance, which were two of the top-three factors in terms of Squamish performance.

However, the highest level of satisfaction was with regard to the reputation of Squamish as a world class mountain biking destination, for which 92% of visitors were very satisfied, and an additional 7% being somewhat satisfied.

On the lower end of performance from the perspective of visitors, are problems with crowding, on the trails themselves, as well as related to the ease of access and parking. Many visitors indicated that parking areas were often crowded, with no available parking, and on occasion it was unclear where riders should park for riding in specific sectors. See Figure 15, below.

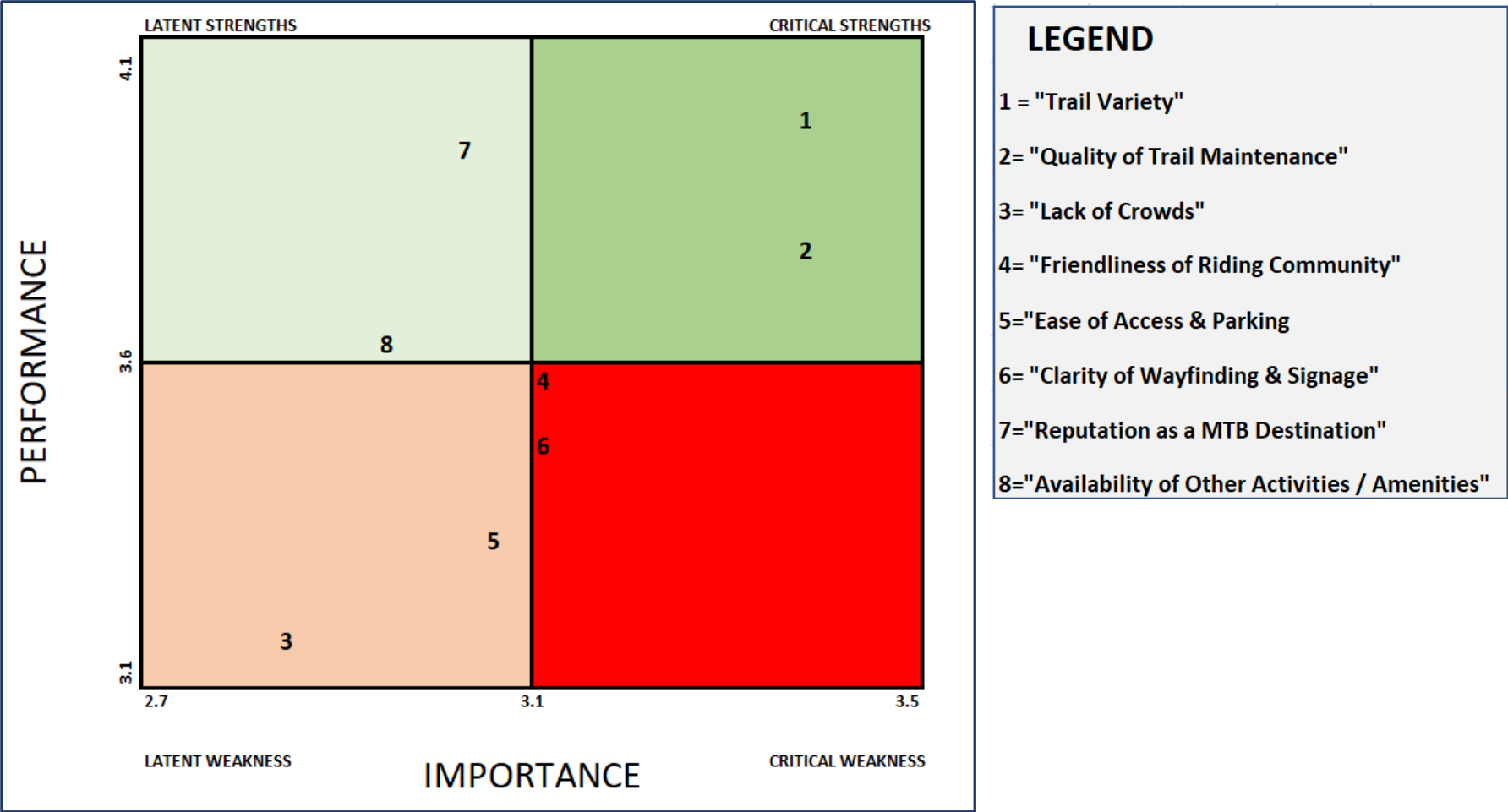
Figure 15: Visitor Satisfaction with Aspects of Riding in Squamish



5.2.3. Importance Performance Matrix – Visitors

The IPA table (below) shows some clear trends that can assist with planning. The most important quadrant to address first is the Critical Weaknesses, where the factors are considered important, and the performance is low. Squamish is perceived to have issues with the friendliness of the riding community, and with clarity of signage and wayfinding. Written comments also highlighted these themes. The lowest actual score for performance was related to crowding. Crowding is a slightly less important factor than other factors overall, but it is nonetheless still important to address particularly as it is a major cause of other satisfaction components, such as ease of access and parking. See Figure 16, below.

Figure 16: Visitor Importance Performance Analysis

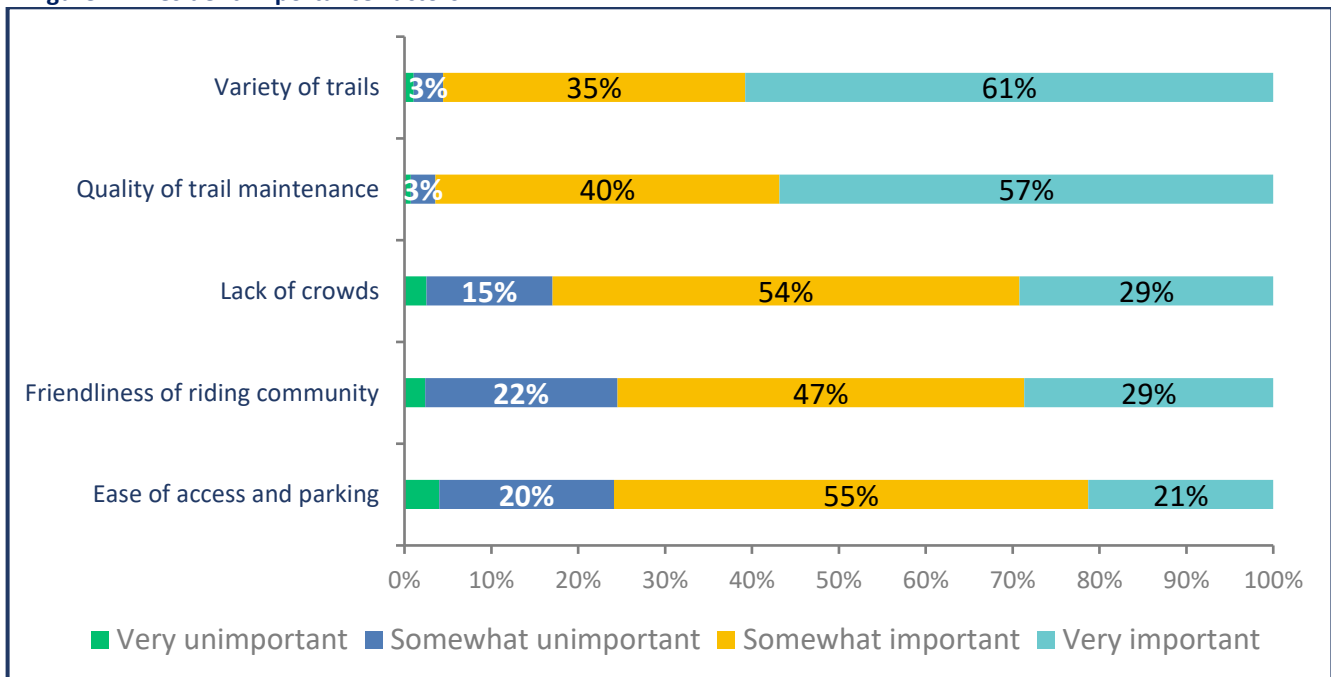


5.3. Resident Important Performance Analysis

Residents of a riding community often have different perspectives regarding the relative importance of certain factors, as well as the performance. Residents also tend to conflate importance and performance more than visitors, as long-standing issues with crowding, for example, may be perceived to be a more important factor, generally, due to its prevalence and severity over time.

Squamish resident riders identify trail variety, quality of maintenance, and crowding as their most important factors, whereas ease of access & parking is considered the least important – likely due to residents being able to navigate access and parking more easily, being aware of alternative staging areas for their desired riding sectors. The relative importance of crowding is also a middling priority for residents, perhaps also related to the fact that residents, who have higher awareness of the riding area and trail options, may be more flexible and able to ride in less busy areas, or at less busy times, to avoid the negative aspects of trail crowding. See Figure 17, below.

Figure 17: Resident Importance Factors



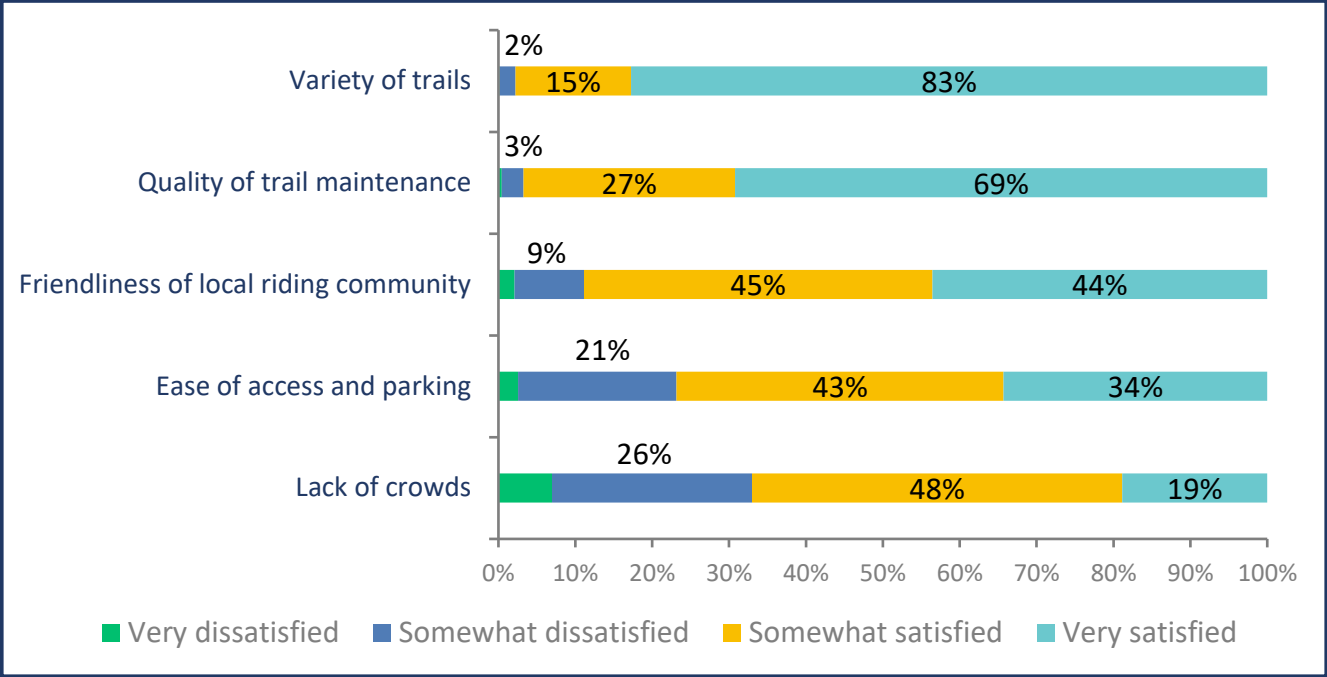
5.3.1. Resident Perspectives on MTB Performance in Squamish

Resident sentiment regarding their satisfaction of riding factors differ from visitors in terms of overall satisfaction (lower for residents) and the ranking of factor satisfaction.

While residents have generally high satisfaction level with trail variety and quality of maintenance, their satisfaction is statistically lower than visitors in these areas. The most significant differences, however, are for friendliness of the local riding community (64% of visitors very satisfied, versus only 44% of residents), as well as crowding (33% of visitors very satisfied versus only 19% of residents). Overall, crowding is the lowest satisfaction score for both residents and visitors, followed by ease of access and parking, which is a common outcome related to crowding.

This recurring theme regarding the impact of crowding on overall satisfaction levels is a key theme in this report, as it impacts the quality of trail maintenance, friendliness of locals, and ease of access & parking. See Figure 18, below.

Figure 18: Resident Satisfaction with Aspects of Riding in Squamish

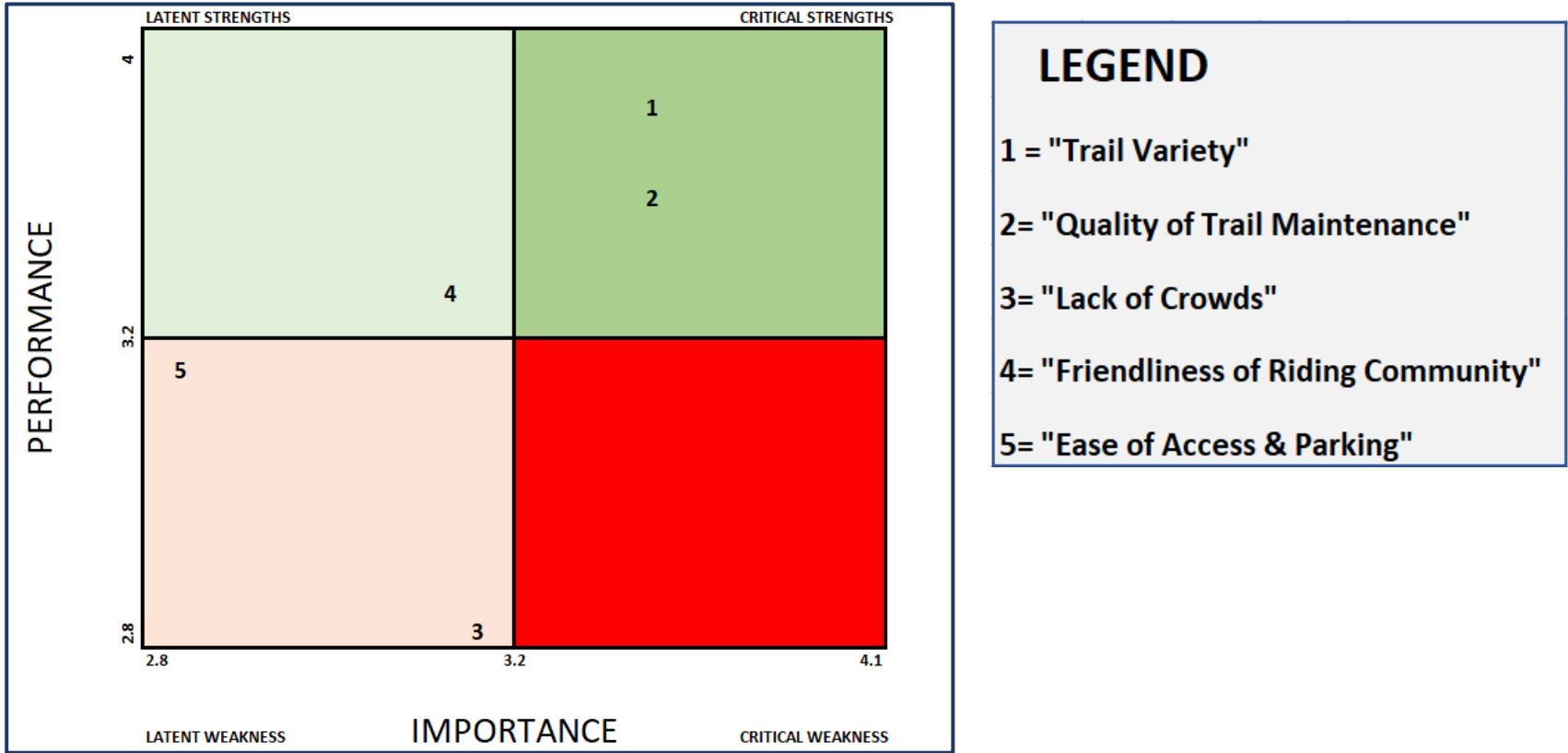


5.3.2. Resident Importance-Performance Analysis (IPA)

Residents agree with visitors that trail variety is the true competitive advantage of Squamish, being the most important factor and also the factor with the highest satisfaction score. Perhaps surprisingly, considering the number of comments that expressed concerns about trail maintenance, this factor scored the second-highest among all categories.

While crowding is technically in the “latent weakness” quadrant – meaning it is a weakness but not considered to be as high a priority, generally, it is still by far the lowest satisfaction score overall of residents, and its positioning near the “critical weakness” quadrant suggests it is by far the most important factor to be managed, from the perspectives of resident riders. Friendliness of locals and access/parking are middling in terms of performance, but friendliness of riders is a more important factor overall. Written comments from residents show that there is a growing sense that the trails and staging areas are becoming more crowded, and negative interactions among riders are growing in incidence and severity. See Figure 19, below.

Figure 19: Importance Performance Analysis Matrix – Resident Riders



5.4 Indigenous Awareness and Reconciliation

There is a growing recognition in Squamish, as well as in British Columbia and other parts of Canada, about the importance of understanding the values, interests, self-determination, and rights of local Indigenous Peoples, and working in a spirit of allyship and reconciliation to foster positive relationships between Indigenous and non-Indigenous communities.

For land-based activities such as mountain biking that can have a significant impact on local ecology and traditional land uses of Indigenous peoples (hunting, foraging, ceremonial, other), these understandings and relationships are even more critical to carefully foster.

Squamish is a recognized leader in British Columbia and around the world in this area. SORCA and the Squamish Nation can be proud of their groundbreaking Memorandum of Understanding (MOU), signed in 2022, to foster understanding, respect, and joint stewardship of the trail network lands.

To that end, a question was developed on the topic of allyship and reconciliation, to ensure that it was not leading, and was appropriately and respectfully positioned to the public for response. It was also placed near the beginning of the survey, to ensure high response rates:

“How can SORCA better educate trail users on the Indigenous history of these lands, located within the territory of the Squamish Nation.”

This question was met with overwhelming enthusiasm and creative ideas to foster allyship in the valley. This is possibly the largest compilation of mountain biker perspectives on Indigenous partnerships ever compiled, and the results are truly illuminating, with 98% of respondents providing recommendations on ways SORCA can better educate trail users about the Squamish Nation. Only 2% of respondents commented that “enough is already being done” or that “it should not be SORCA’s responsibility.”

Visitors and residents were asked the same question, with a total of 931 responses – 266 by visitors and 665 by residents. Out of the 931 comments, only 21 respondents (just over 2%) indicated that enough was being done already, or that more actions are not needed or appropriate for an organization like SORCA to address.

By far the most common recommendation was to enhance interpretative signage with the following elements being commonly specified:

- Combination of trailhead and on-trail signage.
- Leveraging the current (and popular) trailhead signs to add more Indigenous content.
- Using QR Codes and other technologies.
- Connecting with riders through social media to tell stories about the local Nation, lands – perhaps an ongoing social media / IG feature/series on reconciliation.
- Using Indigenous names / language to supplement current trail names – it was also noted by several respondents that SORCA does a better job at this already than most riding areas in B.C.
- Learn from places that have done an effective job with this – Alexandra Falls NWT, Sea-to-Sky highway pullouts, etc.
- Incorporate Indigenous “points of interest” along trail areas into trailhead maps and along wayfinding signage on-trail.

- More information about current use by local Indigenous people, such as culturally modified trees, foraging, ceremonial use.
- “Have fun” with signage – while it’s important to honour challenging histories there are also many interesting, engaging, even humorous stories that could be shared.
- Ensure any signage with Indigenous names have phonetic English language interpretation so people can more easily pronounce and remember the words correctly.

The clear second-highest recommendation category was related to the development of more public art displays by local Indigenous artists, in staging areas / parking lots, on-trail, and at scenic viewpoints near or at the top of climb trails where people will rest and be more likely to spend time to read detailed information and appreciate public art.

It was also mentioned that the Squamish Nation is famous for its wood carving art, and a small number of significant carvings would be appropriate and impressive.

Several respondents also indicated the importance of working closely with the Squamish First Nation, itself, to continue working on specific ways to enhance awareness and respect of local Indigenous Peoples’ history on these lands, as follows:

“I think the Squamish Nation could better answer that question.”

“I think this question is really best asked for the nation.”

Additional recommendation categories where more than one respondent indicated opportunities include the following:

- Ensuring riders recognize the connection between responsible ecological management and Indigenous values / needs (e.g., using leave no trace practices corresponds with Indigenous ecological values, don’t build rogue trails without permission, don’t ride off-trail...);
- More information on the SORCA website and in social media posts;
- Allyship events, on-trail and off-trail, more relationship building – frequently mentioned characteristics: a film night, potlach / potluck dinner, open mic, elder knowledge keeper talks about the land and history/culture, land acknowledgment talk by elder before cinco races;
- Engaging more directly with Squamish First Nation on trail plans, ideas, development;
- Engaging Indigenous youth in mountain biking – bike donation/access programs, guided rides, mentorship;
- One or two larger kiosks with more prominent and detailed information about the land – Alice Lake and Perth recommended as candidate areas multiple times;
- Have an elder / knowledge keeper attend a social / cinco race and give a talk;
- SORCA-managed guided trail tours / group rides with Indigenous cultural / ecological interpretation – perhaps in partnership with local educational institutions;
- Ensure the MOU with Squamish First Nation stays active – always keep connection to SFN at events, in materials, plans...;
- Work with Squamish First Nation to rename current trails that have immature / disrespectful names with Indigenous names;

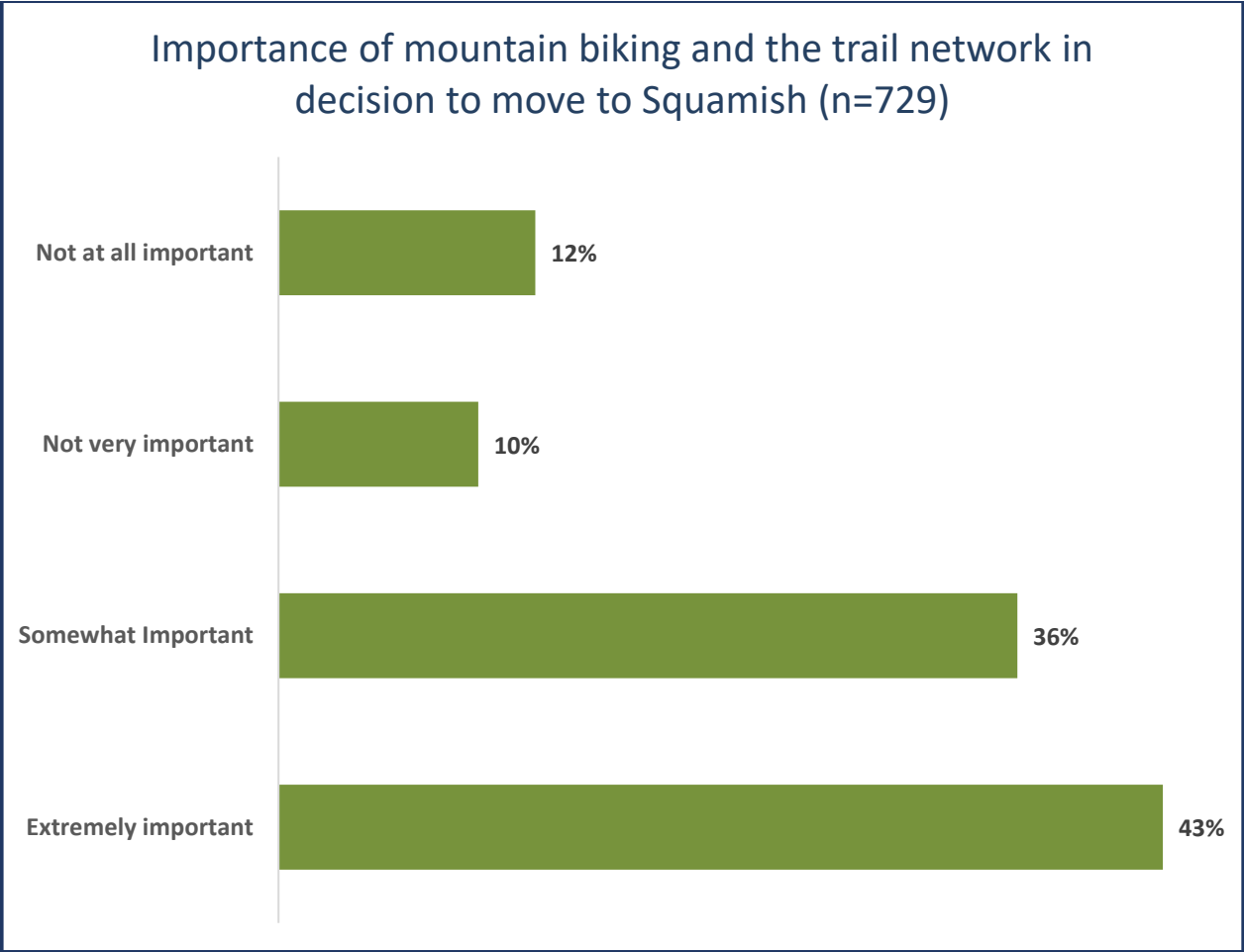
- Sponsor/support local Squamish Nation riders and then hold events where they (or someone they know) can speak about the trails that we use regularly from their perspective;
- Online information about the history of the Squamish Nation during SORCA member renewal... respondents with high scores get discounts at local MTB retailers.

5.5 Importance of Trails to Locals

Respondents were then asked the question: “How important was mountain biking and the trail network in your decision to move to Squamish?” The responses were truly staggering, particularly from an independent and objective outsider (“research etc”) perspective. Of the 729 respondents to this question for residents – online and intercept – more than three-quarters (79%) of respondents indicated that it was somewhat important (36%) or very important (43%) in their decision to move to Squamish.

As workers in the B.C. and Canadian economies transition from stable, long-term, site-specific jobs with a single employer, toward more flexible, mobile, and partial employment through longer term contracts, temporary contracts, “gigs,” and “side hustles” the attractiveness of destinations becomes paramount for resident attraction and retention. The most important factors here are typically related to the local culture of the community and access to high quality outdoor amenities for leisure and recreation. Squamish appears to be doing an exceptional job in this area, with a high proportion of young families leaving the urban Metro Vancouver area for the area, largely due to outdoor amenities. See Figure 20, below.

Figure 20: Amenity Migration due to Mountain Biking / Trails



The following written comments were reflective of general sentiments for the respondents who indicated “not at all important” or “not very important”:

- *Moved here for other reasons (often the climbing) but now are staying in Squamish because of the mountain biking.*
- *Was born in Squamish, but would have left if it was not for the mountain biking.*
- *From Squamish / been riding in Squamish for several years; concerned about rapid growth and negative impacts of the sport (bush camping, litter, crowding, attitudes)*

An additional quotation was sourced from a professional engineer Australian “expat” who moved to Squamish for the world class riding:

"Around 18 months ago, like many Australians I completed the 14,000kms(?) pilgrimage to Canada with a bike, some skis, and an IEC visa to the home of mountain-biking – the Pacific Northwest. There was never any question where I'd land when I got here, it was always going to be Squamish. The initial driver was the promise of an unrivalled trail network locally and sublime access to other zones (North Shore/Whis/Bham), however it wasn't until I arrived that I realised how this community is so connected by the shared outdoor recreation experience. Not only is almost everyone better than me biking, they're also just as passionate about it as I am. To wrap it up, the trails brought me here, now it's the community that has me working as an engineer/PM for a local contractor on the conveyor belt to PR so that I can stay.

- Lachlan O'Reilly"

5.6 Net Promoter Score (NPS) Analysis

The analysis of Net Promoter Scores (NPS) is one of the most common ways of evaluating the overall satisfaction of users with a product, service, or experience. It is used extensively by Fortune-500 companies to assess the likelihood that consumers will recommend their products to others. In an era when social media and digitally-mediated communications have become commonplace phenomena, it is more important than ever to not just evaluate satisfaction, but whether or not someone will go out of their way to recommend (or tell people to avoid) a specific product, service, or experience, such as mountain biking in Squamish.

NPS is calculated by asking a simple, standardized question of users: “How likely are you to recommend ____ to a friend or colleague?” People who respond with a 9 or a 10 out of 10 are highly likely to go out of their way to recommend something and are considered promoters. Research also shows that people who respond between 0 and 6 out of 10 are highly likely to tell others to avoid a product / service / experience and are considered detractors. Respondents giving a 7 or 8 are called passives, because they are unlikely to make a recommendation one way or the other. NPS is calculated by subtracting the percentage of detractors from the promoters.

The Squamish mountain biking Net Promoter Score is 85, overall, including visitors and residents. This is an exceptional NPS for any type of product, activity, or destination. See Figure 21, below.

Figure 21: Squamish Net Promoter Score (aggregate, all riders)

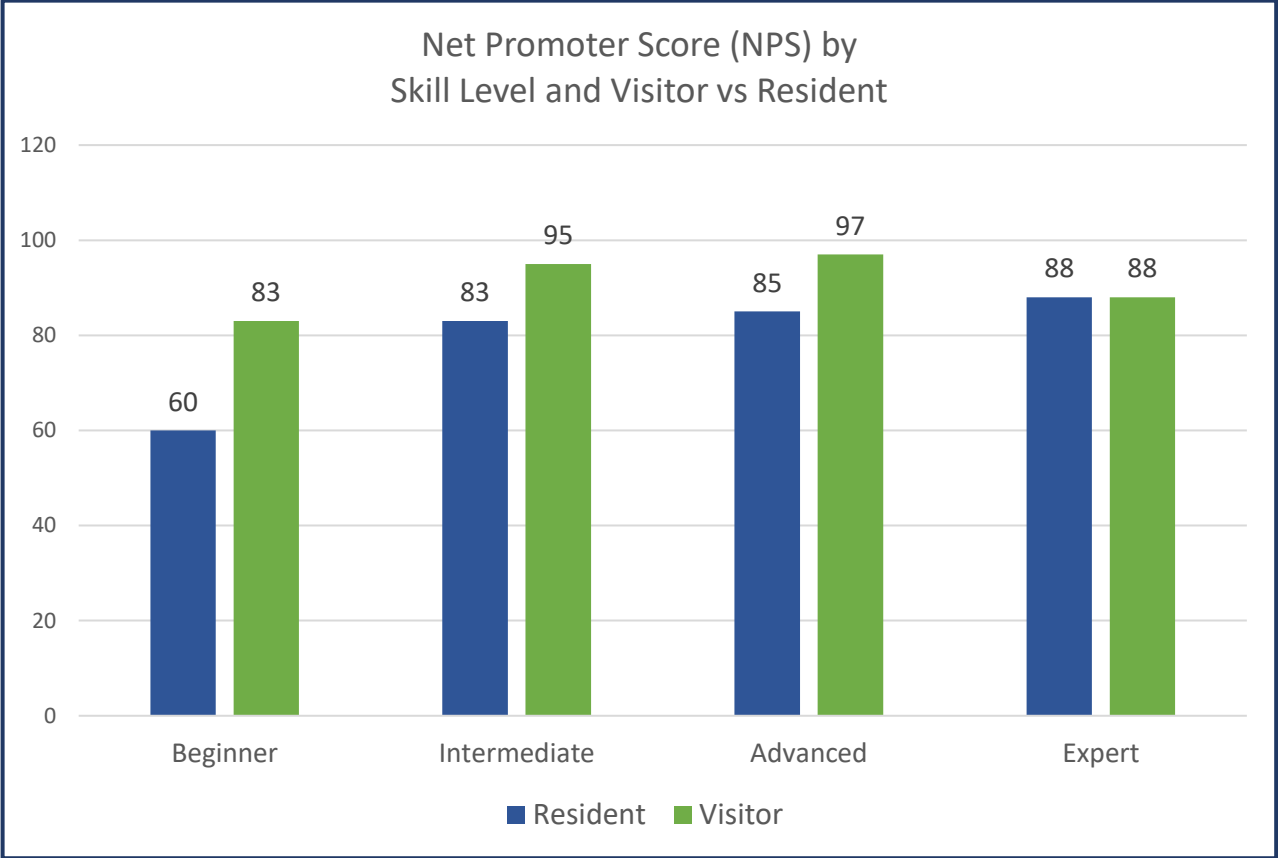
	DETRACTORS							PASSIVES		PROMOTERS		
NPS Score:	0	1	2	3	4	5	6	7	8	9	10	
Number / % of Respondents	2	0	1	0	2	7	6	30	58	61	664	NPS
	2.2%							10.6%		87.2%		85

There are also a number of factors that can influence the NPS, including how the question is asked – and in particular whether it is conducted as a part of an intercept questionnaire (face-to-face survey) or online, which intercepts producing NPSs that are eight-to-ten points higher, on average, than NPSs from an online survey.

The other consideration is that the NPS will vary between visitors and residents (visitors higher in Squamish), as well as between different rider segments: skill level, age, gender, etc. Segments were analyzed for a variety of factors, and the most significant variations in the NPS was based on whether riders were visitors or residents, and their skill levels. Intermediate and advanced mountain biking visitors to Squamish had NPSs that are nearly unheard of, at almost 100.

Residents who were experts had the highest NPS among residents, at 88. This was the only category where residents and visitors had similar scores. See Figure 22, below.

Figure 22: NPS by Skill Level and Visitor vs Resident



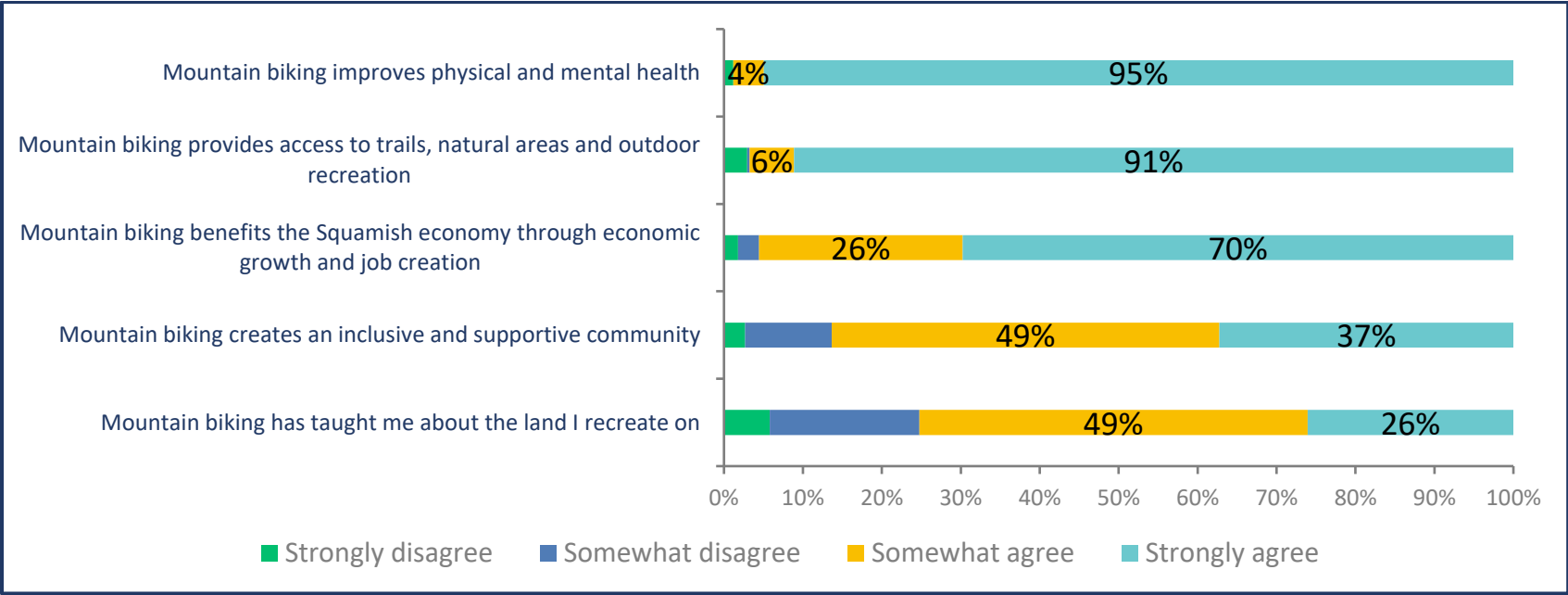
5.7 Impacts of Mountain Biking on Community Well-being

Several recent studies on mountain biking in British Columbia have been conducted in recent years, primarily focused on economic benefits to the local economy, in communities such as Kamloops, Abbotsford, Chilliwack, Golden, Rossland, Squamish, Whistler, and others.

As British Columbia grapples with unprecedented issues related to public health, wellness, Indigenous reconciliation, and a growing host of social and cultural challenges, there has been a growing understanding of the need to understand the impacts of activities beyond their economic considerations. In that context, SORCA wished to have detailed understanding of a variety of other impacts and benefits to the local community, cultures, and ecology.

The results for all of the categories of analysis were very positive, with resident riders having a high level of agreement for all statements, when combining “strongly agree” with “somewhat agree” responses. The lowest two categories are also positive, with at least three-quarters of respondents agreeing that “mountain biking creates an inclusive and supportive community” as well as that “mountain biking has taught me about the land I recreate on.” However, these are overshadowed by the near unanimous consensus about economic growth and job creation benefits of mountain biking, the positive impacts of mountain biking on physical and mental health, as well as opportunities to have “access to trails, natural areas and outdoor recreation.” See Figure 23, below.

Figure 23: Agreement-Level Statements about Mountain Biking Community Benefits



6. RIDER VOLUMES and ECONOMIC IMPACTS

To produce economic impact estimates, the volume and characteristics of mountain bike riders must first be estimated. These volume and characteristics estimates were produced through a combination of factors:

- **Direct observation of rider volumes** in nine (9) of the most common staging areas for the three most popular trail networks (Alice Lake, Diamond Head, and Valleycliffe) – the published estimates rely primarily on this method;
- **Intercept and remote surveys** (direct face-to-face “interviews” and online surveys) to determine inputs for economic impacts – including residence of respondents and riding party members, spending by riding party by expenditure component, and average number of people in riding party.
- **Vehicle counts** in the same staging areas, supported by respondent information regarding the location of the parking/staging area for the riding party’s vehicle, the number of people per vehicle, and the average time spent in these staging areas / lots;
- **Trailforks data** to identify seasonal riding trends and riding time-of-day volume trends;
- **Recreation Sites & Trails BC Trail counters** situated throughout the area.

6.1 Volume Estimates

Rider volumes were aggregated from the rider counts over two-hour periods at the three main riding areas.

Two-hour average volumes recorded in equally-apportioned morning, afternoon, and evening shifts produced the following average number of riders per two-hour sampling / counting windows:

- **Alice Lake / Garibaldi Highlands:** 78.2 avg riders / 2 hrs
- **Diamond Head:** 120.8 avg riders / 2 hrs
- **Valleycliffe:** 6.8 avg riders / 2 hrs

Trailforks publishes data on average rider volumes throughout the day for Squamish, with over 90% of the riding occurring between 9am and 9pm, annually. See Figure 25, below.

Based on precise two-hour sampling and rider counting windows, the distribution of riders over the day, and adjustments for time-of-day convenience sampling (most sampling occurred between 10am and 8pm), as well as adjustments for slight over-sampling of weekends, it was determined that approximately 30% of the total daily riders were captured, on average, over the two-hour sampling / counting windows from May to October 2023. This means that if 100 riders were counted in a two-hour period, we would estimate a daily total of 333 riders (100 riders / 0.3) for that specific day.

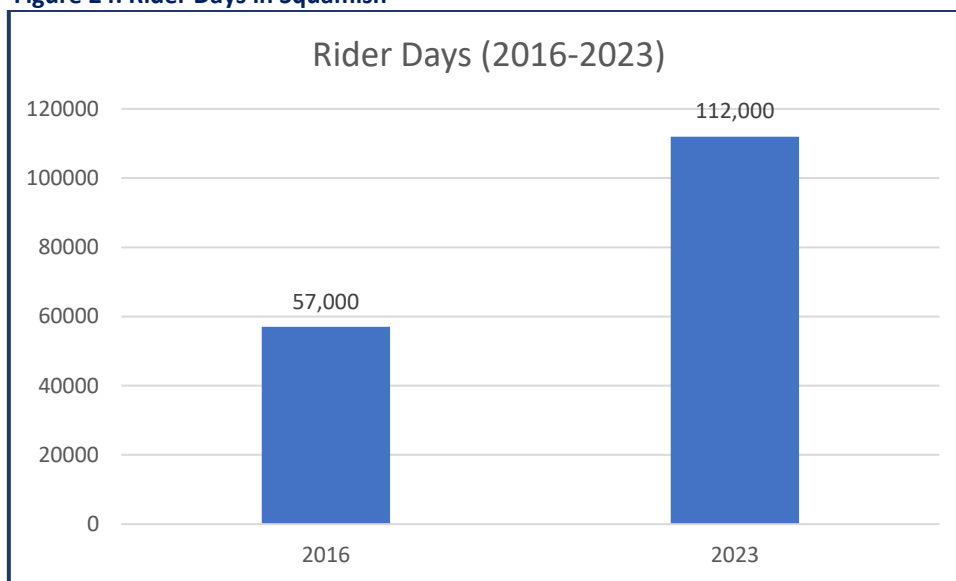
This was further discounted by 10% to account for slight over-sampling of weekends versus week days, as well as an adjustment for “convenience sampling” during the prime riding times (9am to 7pm).

It is estimated that from May 1 to October 31, 2023 there were 617 “rider days” estimated for each day, equating to 112,000 rider days in the period. Based on rider volume distributions estimated through Trailforks and SORCA trail counters, this is estimated to represent approximately three-quarters (74%) of total annual riders, and more than 90% of visitor rider volumes and expenditures.

6.2 Volume Trends (2016 to 2023)

To assess historical trends in riding volumes from the studies produced in 2016 this analysis used a type of “back-cast” to estimate prior levels from current levels. This was done because the current study uses different methods and definitions to produce the rider volume and economic impact estimates, aligned with recent mountain biking studies conducted for Chilliwack, Abbotsford, Mission, Golden, Rossland, and Kamloops. The 2016 volumes were inflation adjusted as well as adjusted for average party size and length of stay. Pacific Analytics produced a local mountain biking inflation index to enable this adjustment of prior figures to enable consistent longitudinal analysis with the current estimates. The results show that there was an approximately doubling of mountain bike rider days between 2016 and 2023. This aligns with general expectations for these data, as mountain biking has become a more formalized activity with more significant spending, beyond inflationary growth. In other words, people are taking more dedicated mountain biking trips and spending more for these experiences. See Figure 24, below.

Figure 24: Rider Days in Squamish*

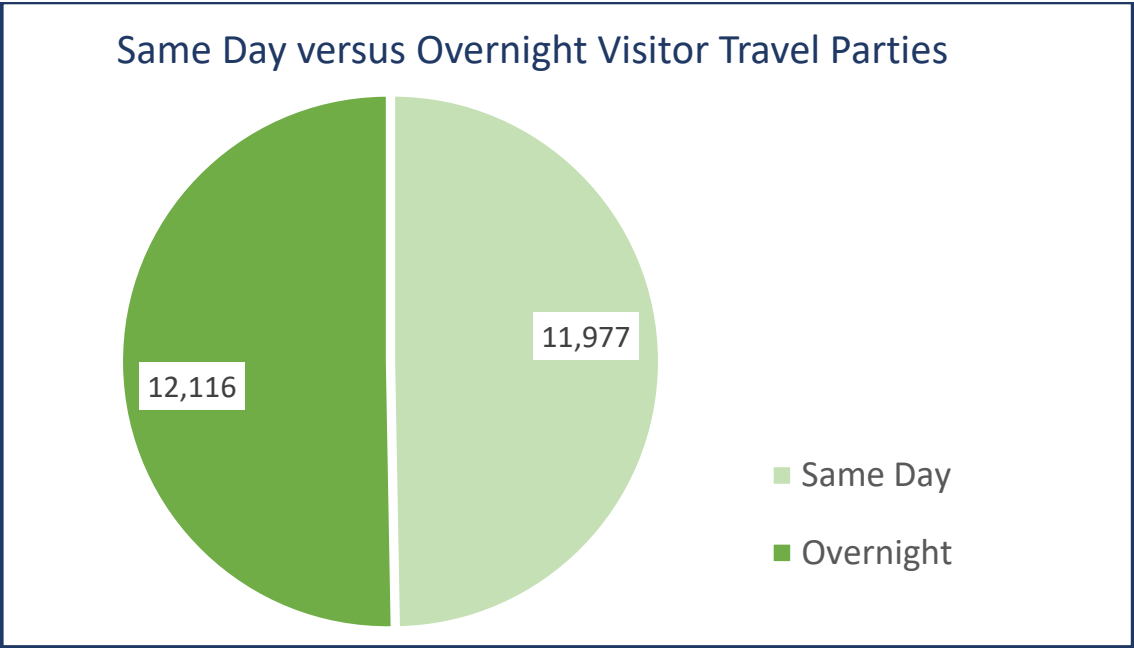


*** Note to Figure 24:** 2016 estimates were for a full year, whereas the 2023 estimates were for the six-month riding period from May – October, which represents approximately three-quarters of riding in the year.

6.3 Length of Stay in Squamish

Similar to 2016, there was almost an equal split between non-resident riders who rode for the day and returned home – primarily from Metro Vancouver, followed by Whistler and Pemberton. See Figure 25, below.

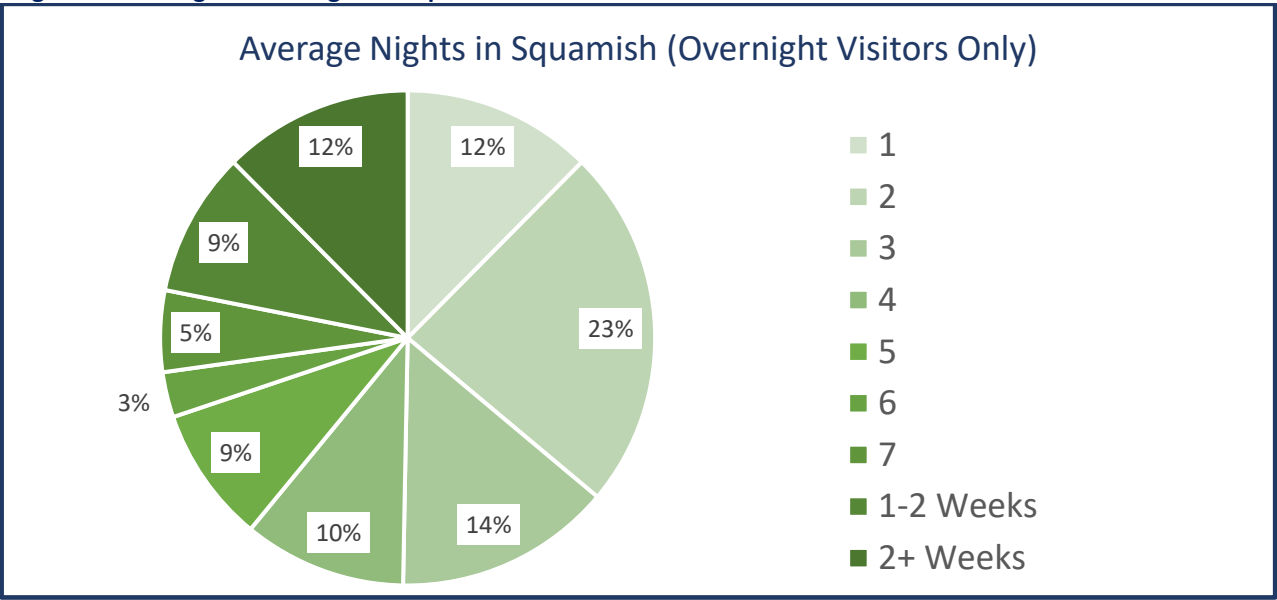
Figure 25: Same Day vs Overnight Visitor Volumes



Visitors to Squamish stayed an average of 6.2 nights, up slightly from 5.8 average nights registered in 2016.

One stand-out aspect of mountain biking visitors to Squamish is the relatively high proportion of longer-stay visitors, with 26% of riders staying at least one week in Squamish. An additional 5% of riders indicated they were staying in Squamish for more than one month, primarily for mountain biking, but statistical definitions of travellers exclude those staying more than one month in a destination, who are considered short-term residents. See Figure 26, below.

Figure 26: Average Visitor Nights in Squamish



6.4 Rider Volumes Recorded on Digital Apps (Strava, Trailforks)

The intercept survey asked riders if they were recording their rides that day, and if so, on which platform.

Of those recording their rides, visitors use Strava the most, followed by Trailforks, with 79% of recorded rides being on these two platforms. This proportion using Strava and Trailforks is even higher for Squamish residents, for whom 94% of recorded rides are on Strava and/or Trailforks. See Figure 27, below.

Trailforks data were also analysed to gain enhanced understanding of general seasonal variations in riding, as well as to provide a general secondary validation of the volume estimates produced through rider intercept counts (primarily). The distribution follows a relatively symmetrical but “non-normal” curve, meaning it does not produce a bell-shaped curve but rather, a dome-shaped curve with a gradual increase in riding (not a sharp initial increase) over the spring/summer season, followed by a roughly equal and opposite decrease in the fall/winter season. See Figure 28, below.

Figure 27: Ride Recording Platforms

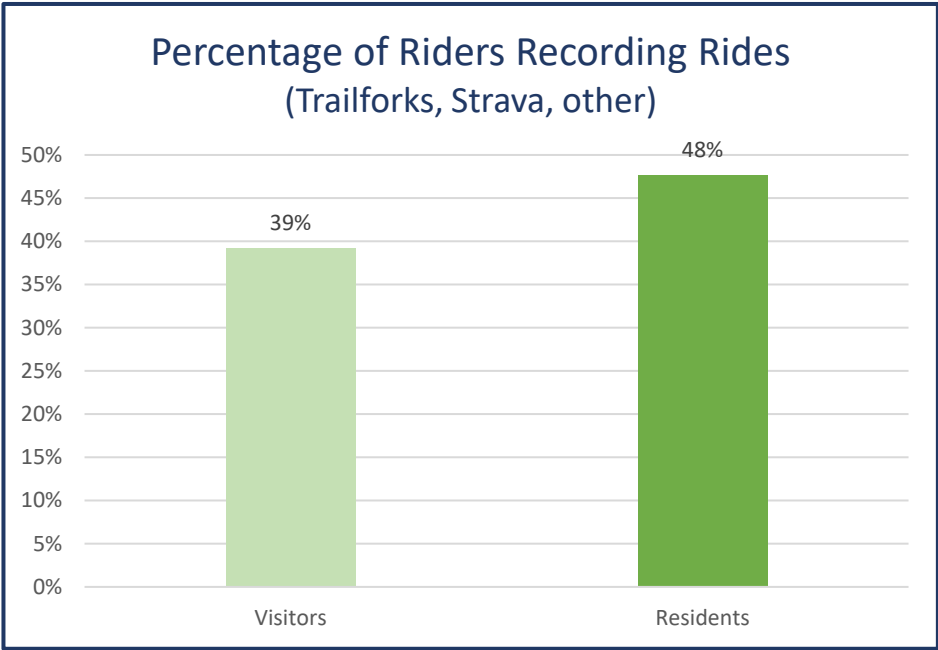
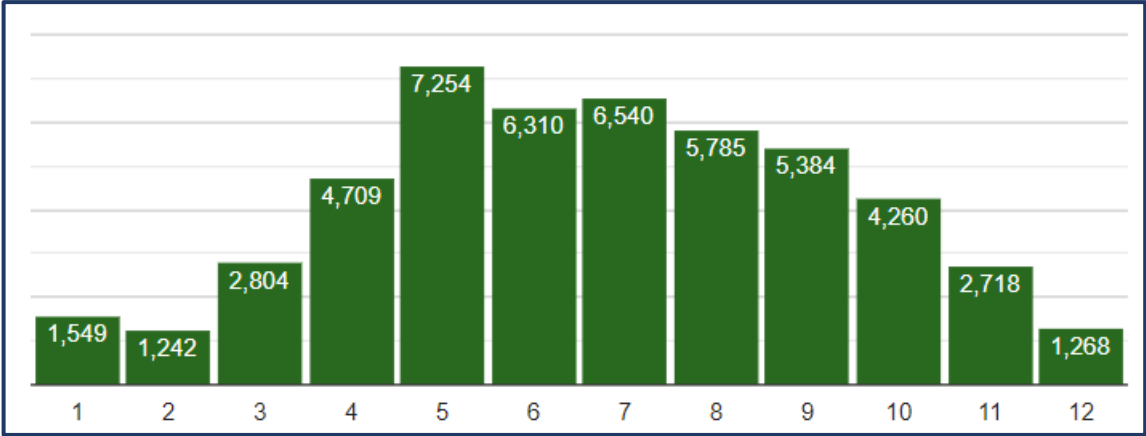


Figure 28: Distribution of Riders (Trailforks “Rides Per Month” 2023)



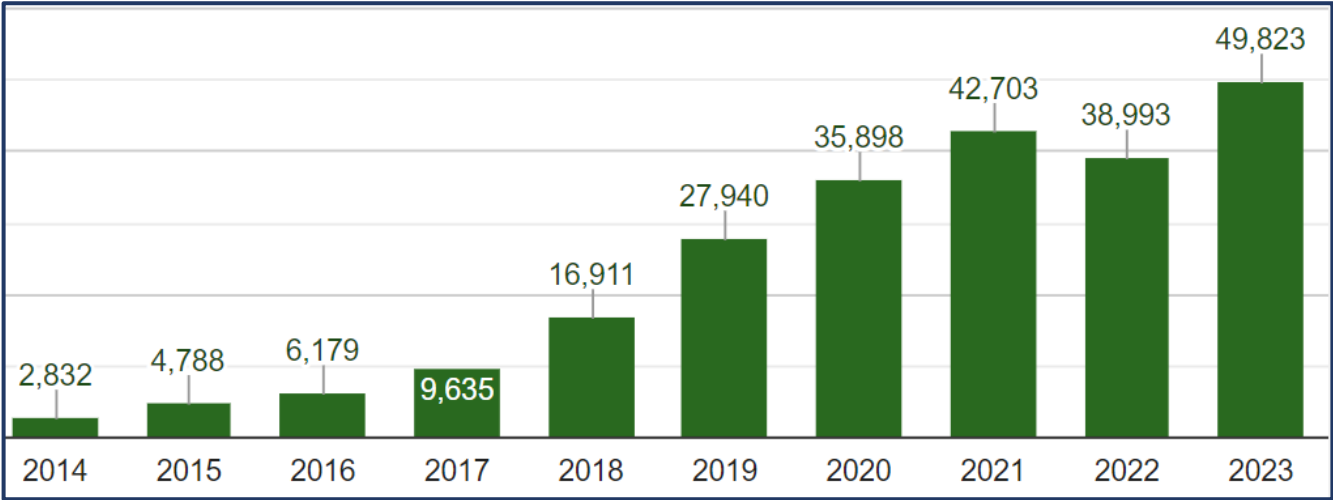
The Trailforks volume trends for “rides” provide a general validation of the observed rider estimates produced for this report, with approximately 200 to 250 “rides” being recorded per day (the monthly figures, above, divided by 30 days). With approximately 40% of respondents indicating they recorded

their ride on Trailforks or Strava (primarily), 225 recorded rides equate to approximately 560 rides per day.

However, due to the uncertainty regarding the percentage of rides recorded on Strava “pushed” through to Trailforks databases. There is also a discrepancy between a Trailforks “ride” – any time a rider gets on a bike on a trail - and a “rider day” – which is a full day in-destination and therefore more directly relevant for visitor economic impact analysis.

Annual Trailforks data also provide validation of the overall trends from 2016 to 2023. The growth recorded on Trailforks, however, shows an even more dramatic growth trend over the period, which is expected, due to the increasing use of Trailforks (and Strava) in general over the period, combined with the increase in riders. In 2016 there were 6,179 rides recorded by Trailforks (including Strava records) in Squamish, which increased to over 49,000 in 2023. See Figure 29, below.

Figure 29: Trailforks “Rides” Per Year



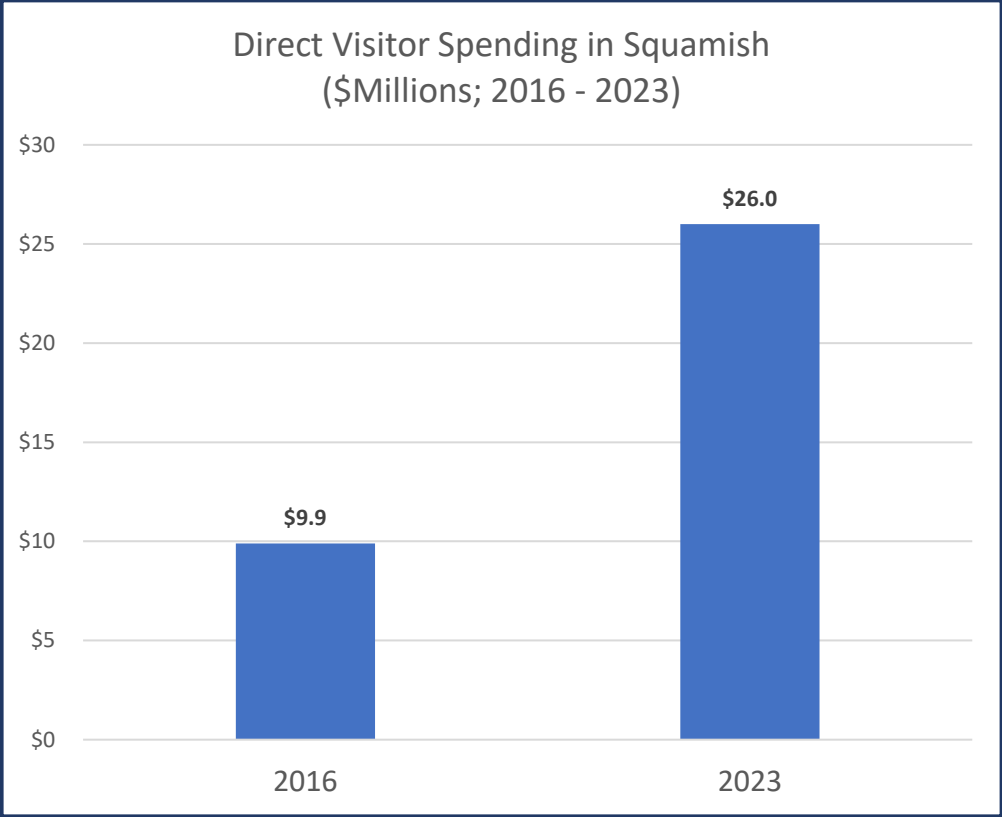
6.5 Economic Impact Analysis – Visitor Spending

Mountain biking in Squamish has witnessed dramatic growth from 2016 to 2023, in terms of rider volumes, direct visitor spending, and total economic impacts. On average, these impacts increased by 2.0X to 2.5X (or a 200% to 250% increase) from 2016 to 2023.

In 2016 there were over 57,000 rider days and this grew to 112,000 rider days in 2023, for the six-month period during which rider counts were undertaken.

Direct mountain biking visitor spending in Squamish increased from \$9.9 million in 2016 to \$26 million in 2023. It should also be noted that the 2023 figures only reflect the actual direct recorded expenditures during the six-month sampling window of the project, to limit extrapolation and unreliability of the data. See Figure 30, below.

Figure 30: Mountain Biking Visitor Spending in Squamish



6.6 Total Economic Impacts

Total economic impacts of mountain biking visitor spending include three separate components of economic output (or economic “value”).

Direct visitor expenditures are the first component of economic impacts, which includes in-market visitor expenditures on the following commodities and services: i) accommodations; ii) food & beverage; iii) transportation; iv) retail / services (including bike equipment and repairs/maintenance); and v) travel services. These direct expenditures are converted to direct economic output by removing final sales tax, as taxes and associated government spending are not classified as economic output.

Indirect economic impacts are the associated expenditures by visitor-facing businesses on their inputs, which are procured locally, regionally, provincially, nationally, or outside of Canada. These business inputs include such items as restaurants purchasing financial services, commodities such as tables and ovens, or anything else that is required to operate the business.

Induced economic impacts include expenditures by tourism and recreation business owners and employees, which can range from local commodities such as groceries or services such as local entertainment. Like indirect economic impacts, induced economics can accrue to the local region, or to any broader geographic area.

When conducting economic impact analysis, the total economic impacts (direct + indirect + induced impacts) are cumulative to a specific geography, beginning with the lowest total (gross) impacts being produced solely within the immediate area, and increasing as the commodities and services purchased in progressively more distant geographies accumulate to produce a total economic impact figure.

Figure 31: Economic Impact Analysis Components

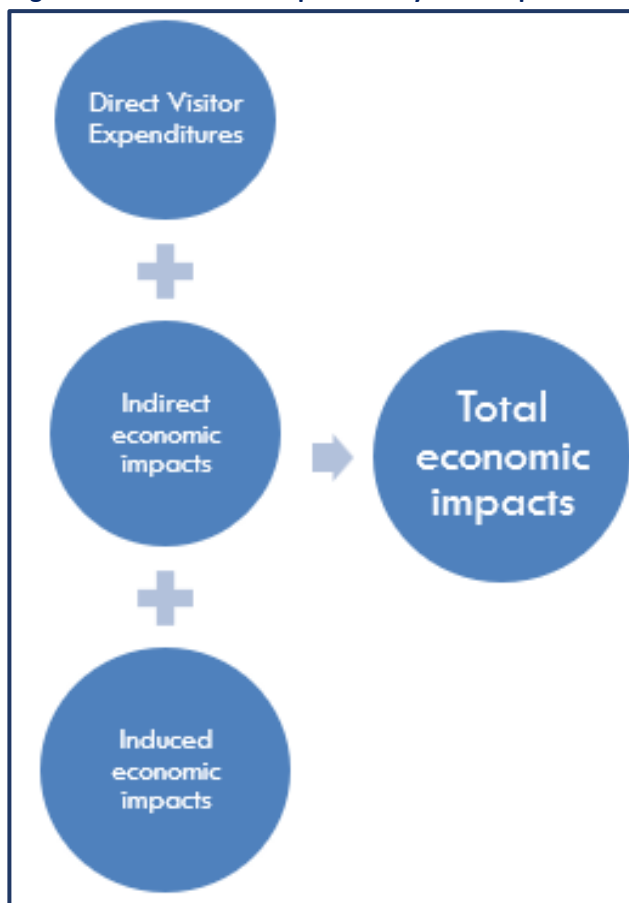
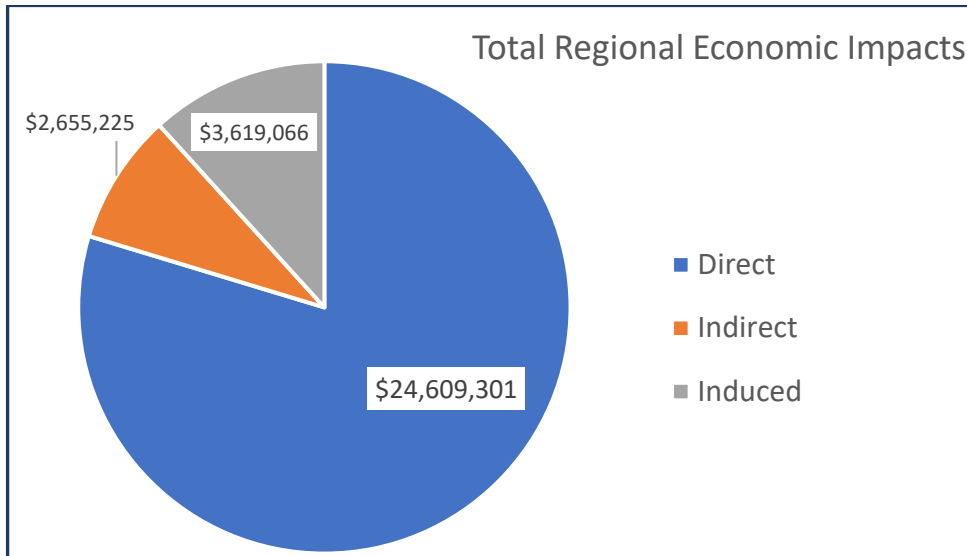
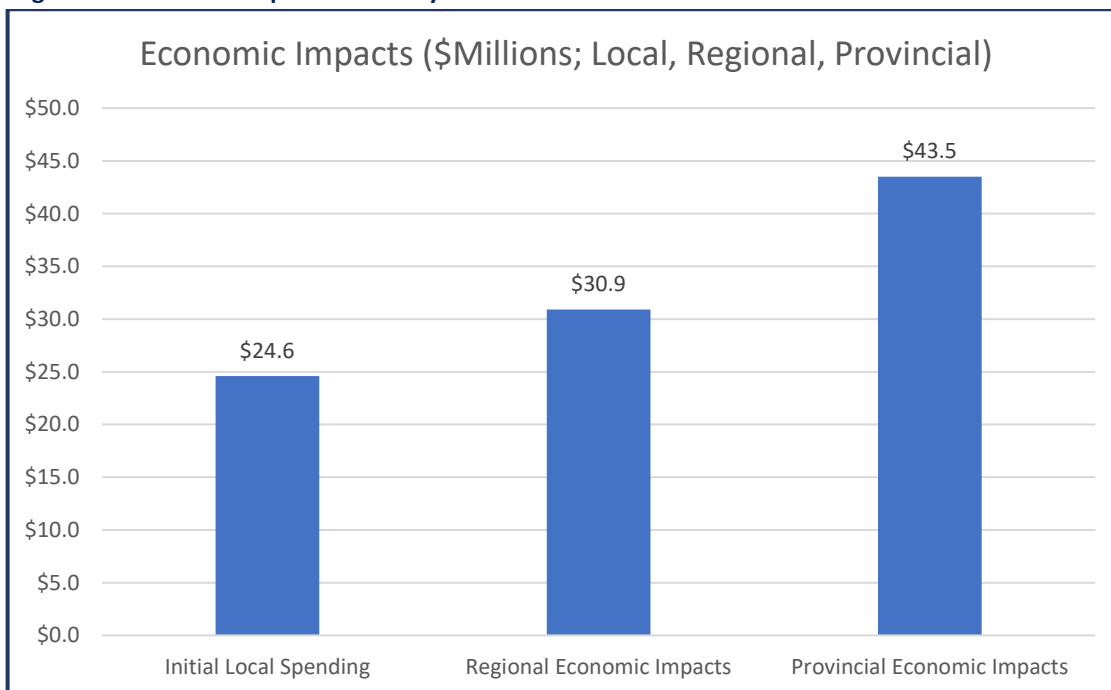


Figure 32: Economic Impacts by Type (Squamish-Lillooet Regional District)



The total economic impacts of mountain bike tourism in Squamish increase from the initial spending of mountain biking tourists to Squamish (\$24.6 million)⁶ to the regional economic impacts (\$30.9 million) and provincial economic impacts (\$43.5 million). With the majority of land management decisions being a provincial responsibility – primarily through Recreation Sites & Trails BC – this is an important consideration when identifying opportunities for rural economic development that benefit B.C. overall. See Figure 33, below.

Figure 33: Economic Impacts Summary



⁶ This figure of \$24.6 million is lower than the actual spending (\$26.0 million) because it is economic output not direct spending. Economic output removes the consumer taxes paid on purchases, which explains the \$1.4 million difference.

6.7 Additional Economic Impacts

This research also produced estimates of tax revenues and employment generated from mountain bike visitor spending in Squamish and the associated induced and indirect impacts.

It should be noted that these estimates do not include impacts for domestic commercial activities, such as mountain bike / parts manufacturing companies, technical apparel companies, mountain biking filming, and information technology. This is important to note, with Squamish being a hub for several mountain biking organizations, such as OneUp Components, 7mesh Apparel, Giant, Dharco, Specialized, Anthill Films, Commencal, and Pinkbike/Trailforks.

6.7.1 Employment

Mountain biking tourism in Squamish supports 184 jobs locally and an additional 45 jobs in other parts of B.C., for a total of 229 jobs.

Tourism based economies are often considered to be of lesser value relative to other industries such as those in the primary, manufacturing, and technology sectors, due to the prevalence of entry level positions that are seasonal and/or part-time. While this is partly true, it should also be noted that tourism economies also provide flexible employment that is often the entry point to the workforce for youth and lower skilled, under-represented labour market segments such as recent immigrants and persons with disabilities.

In addition, mountain biking tourism employment in Squamish provides a significant proportion of full-time and full-year work. This is demonstrated by the ratio of “employment” (a person in a job) and the Full Time Equivalents (FTEs) in the region. These 184 local mountain biking tourism jobs in Squamish represent 139 FTEs, or more than three-quarters (76%) of the mountain biking related employment in the Squamish region. In other words, approximately three-quarters of the employment is full-time and full-year.

Again, these figures do not include mountain bike / parts / technical apparel manufacturing companies in the region. When factoring-in bike manufacturers, technical apparel companies, and other mountain biking industry organizations this figure increases by at least an additional 112 FTEs in the community.

The following quote from Ian Dunn, Partner with Anthill Films, describes the evolution of Squamish and his company’s decision to locate in the community.

"For more than fifteen years, Anthill Films has been fortunate enough to travel the globe, capturing the world's best riders and trails. Over that time, it has been amazing to witness how awareness of Squamish has evolved. When we started, Squamish was virtually unknown; now, almost everyone we meet wants to visit. We truly live in one of the best places in the world to ride a mountain bike!"

- Ian Dunn, Anthill Films

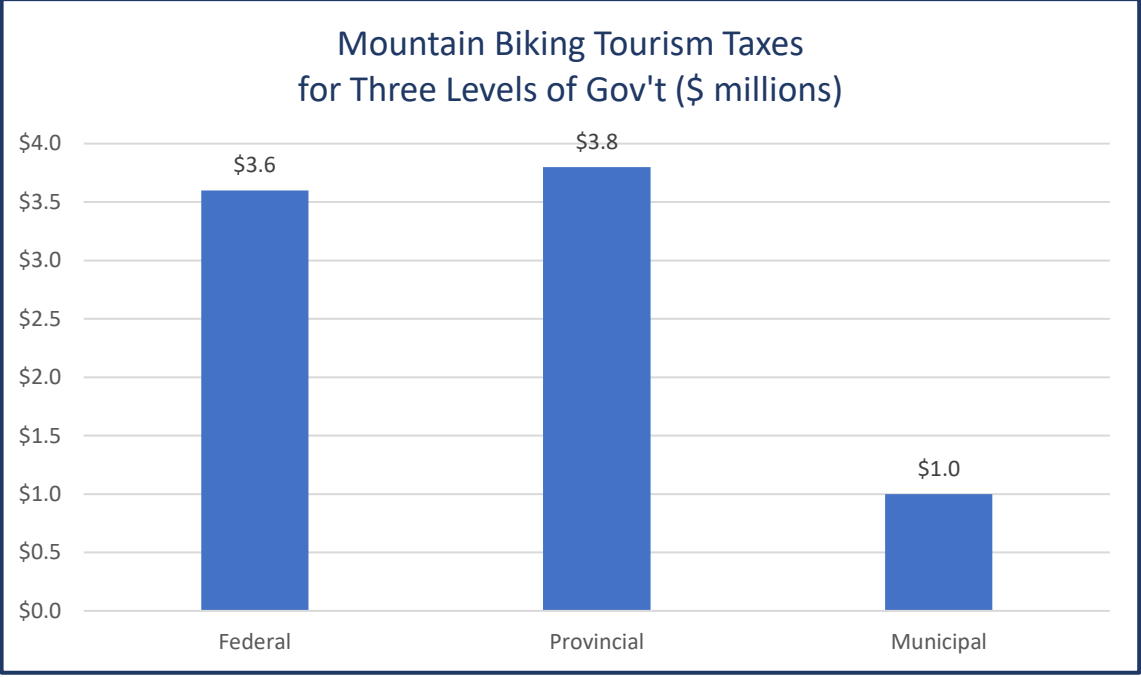
6.7.2 Taxation

Mountain biking visitors generate tax revenues for all orders of government, with total taxes estimated to be approximately \$8.4 million for 2023.

As noted above, these figures do not include taxes such as corporate or employee payroll taxes of bicycle / parts / technical apparel manufacturers.

Mountain biking tourism generated the most taxes for the Government of B.C. (\$3.8 million) followed by the Government of Canada (\$3.6 million) and municipal governments (\$1.0 million) including the District of Squamish. See Figure 34, below.

Figure 34: Mountain Bike Tourism Taxes in Squamish



The breakdown of taxes by type and level of government are summarized in detail in Table 4 (below).

Table 4: Tax Revenues by Type and Region of Accrual

	REGION: Squamish-Lillooet				REST OF BRITISH COLUMBIA				
	Direct	Indirect	Induced	REGIONAL TOTAL	Direct***	Indirect	Induced	REST OF BC TOTAL	TOTAL IMPACTS, BC
Total Taxes	\$6,327,147	\$296,658	\$552,416	\$7,176,222	\$28,724	\$571,842	\$598,253	\$1,198,819	\$8,375,041
Total Federal Taxes	\$2,627,843	\$155,264	\$263,113	\$3,046,220	\$15,563	\$281,764	\$272,451	\$569,778	\$3,615,998
<i>Total Indirect Taxes</i>	<i>\$1,549,691</i>	<i>\$9,098</i>	<i>\$73,961</i>	<i>\$1,632,749</i>	<i>\$379</i>	<i>\$22,217</i>	<i>\$89,442</i>	<i>\$112,037</i>	<i>\$1,744,787</i>
Fed Gasoline Tax	\$204,581	\$1,401	\$1,921	\$207,904	\$86	\$3,788	\$2,323	\$6,196	\$214,100
Fed Excise Duties	\$65,706	\$427	\$2,414	\$68,546	\$10	\$1,069	\$2,919	\$3,997	\$72,543
Fed Air Transport Tax	\$1,281	\$214	\$1,503	\$2,998	\$12	\$521	\$1,817	\$2,350	\$5,347
Fed Import Duties	\$34,620	\$646	\$1,501	\$36,767	\$170	\$1,527	\$1,815	\$3,512	\$40,280
GST	\$1,207,045	\$3,906	\$60,603	\$1,271,554	\$25	\$9,761	\$73,288	\$83,075	\$1,354,630
Indirect Taxes on Production	\$36,244	\$2,499	\$5,893	\$44,636	\$73	\$5,541	\$7,127	\$12,741	\$57,377
Personal Income Taxes	\$810,282	\$112,178	\$76,072	\$998,533	\$9,195	\$198,977	\$93,090	\$301,261	\$1,299,794
Corp. Income Taxes	\$267,870	\$33,989	\$113,080	\$414,938	\$5,989	\$60,571	\$89,920	\$156,480	\$571,418
Total Provincial Taxes	\$2,975,105	\$108,939	\$211,330	\$3,295,374	\$12,127	\$217,932	\$231,507	\$461,567	\$3,756,940
<i>Total Indirect Taxes</i>	<i>\$2,489,107</i>	<i>\$40,825</i>	<i>\$118,437</i>	<i>\$2,648,368</i>	<i>\$3,163</i>	<i>\$97,337</i>	<i>\$143,227</i>	<i>\$243,727</i>	<i>\$2,892,095</i>
Prov Environmental Tax	\$263,968	\$5,018	\$5,805	\$274,790	\$1,016	\$12,850	\$7,019	\$20,886	\$295,676
Prov Trading Profits Tax	\$150,657	\$1,394	\$18,617	\$170,668	\$31	\$3,451	\$22,514	\$25,996	\$196,664
Prov Gas Tax	\$626,069	\$4,852	\$6,513	\$637,434	\$304	\$12,991	\$7,876	\$21,171	\$658,605
Prov Other Tax	\$36,627	\$0	\$565	\$37,193	\$1	\$0	\$684	\$685	\$37,877
PST	\$1,178,024	\$13,446	\$48,899	\$1,240,369	\$1,339	\$32,308	\$59,134	\$92,781	\$1,333,150
Aboriginal Trading Profits	\$0	\$0	\$29	\$29	\$0	\$0	\$35	\$35	\$64
Prov. Indirect Taxes on Production	\$233,761	\$16,115	\$38,009	\$287,885	\$473	\$35,736	\$45,965	\$82,174	\$370,059
Personal Income Taxes	\$317,627	\$44,039	\$29,775	\$391,441	\$3,827	\$77,912	\$36,502	\$118,242	\$509,682
Corp. Income Taxes	\$168,372	\$24,075	\$63,118	\$255,565	\$5,137	\$42,683	\$51,778	\$99,598	\$355,163
Total Municipal/RD Taxes	\$724,200	\$32,455	\$77,973	\$834,628	\$1,034	\$72,145	\$94,294	\$167,474	\$1,002,102
Municipal Sales Tax****	\$263,473	\$694	\$3,061	\$267,227	\$103	\$1,712	\$3,701	\$5,516	\$272,743
Property, Business & Other Mun. Taxes	\$460,727	\$31,761	\$74,913	\$567,401	\$932	\$70,434	\$90,593	\$161,958	\$729,359

Notes to Table 4 (above):

*Consumer Spending includes Forward Consumer Taxes (e.g., accommodation taxes on hotel visits is included in spending). ** Domestic Output is equal to Spending minus Consumer Taxes. *** Rest of British Columbia Direct: the producer cost of goods (i.e., the cost excluding wholesale, retail and transportation margins, taxes, etc.) is measured at the factory gate. For some consumer spending those factories may be located in other regions; consumer taxes are assigned to Squamish-Lillooet. **** Municipal Sales Tax includes Accommodation MRDT taxes, municipal parking taxes, and MST on electricity.

6.7.3 Summary of Economic Impacts

This analysis of economic impacts of mountain biking tourism in Squamish shows the incredible impacts of the activity in the community of approximately 24,000 residents. Put into perspective, the \$26 million total economic impacts in the region equate to almost \$1,100 per resident of Squamish, and this does not include commercial manufacturing or other related industries that are not directly engaged in providing products or services for sale directly to mountain biking tourists. See Table 5, below.

Table 5: Summary of Results

\$26 million in direct visitor spending in Squamish;	184 jobs produced annually from mountain bike visitor spending in Squamish (139 FTEs);	\$8.4 million in tax revenues generated from visitor spending (federal: \$3.6M ; provincial: \$3.8M ; municipal: \$1.0).
\$26 million in direct visitor spending (Squamish)		
\$31 million in regional economic impacts (Squamish-Lillooet)		
\$44 million in provincial economic impacts (B.C.)		

7. WRITTEN COMMENTS (Summary)

The survey concluded with the following question for both visitor and resident respondents: “Do you have any other comments on how your mountain biking experience in Squamish could be improved?”

There were 616 written comments (called “verbatim” in original form) to this question, including 165 visitors and 451 residents.

In general, visitor comments were positive, with approximately half of respondents indicating that they are generally very pleased with Squamish mountain biking and have no further comments or recommendations. Visitor recommendations for improvements were generally aligned with those of residents, but with less detail regarding specific trails / areas requiring specific types of enhancements to trail infrastructure, maintenance, and/or amenities. The only other difference between visitor and resident responses was that visitors responded in slightly higher proportion regarding the need for enhanced trail signage. This is common for this type of research, wherein residents typically do not rely on signage for navigation due to familiarity with the local riding area.

Survey comments are summarized below by category, with select verbatims (unedited written comments) provided as examples within each category. The main categories of responses are as follows (roughly ordered by frequency / priority):

- Gaps or needs in the current trail network
- The need for enhanced trailhead amenities
- The need for enhanced rider education on trail ethics and stewardship
- General recognition and appreciation for SORCA’s work in the community
- Challenges with accessing trail networks directly from Squamish neighbourhoods

Sample verbatims are provided in the section below, organized by these categories. The full list of verbatims is in Appendix A to this report.

Gaps / Needs in Current Trail Network

- “A climbing trail from VC to SOT”
- “As a dad I think that the climbs for the youngsters are much too tough. Climbing 50 Shades is pretty much unpalatable for my son and impossible for my daughter.”
- “Better blue progression trails”
- “Bike specific trail parallel to Jacks”
- “Girlfriend would love some easier trails. In between the blue flow and blue tech stuff.”
- “I’d like to see more green and soft blue trails in areas accessible by younger kids”
- “Make a better DH training track for racers.”
- “More accessible green trails for new young riders.”
- “More beginner, green and moderate blue trails needed.”
- “More blue trails with features that are slightly harder”
- “More hard greens/medium blues likes Cardrona -- my wife wants to ride as well but is definitely not into the same risks as a lot of MTBers.”
- “More mellow trails accessible close to parking to ride with kid’s RV”
- “More progression from easy blue tech to harder black tech”
- “More alpine routes/ loops!”
- “More trails geared towards learners”

- “My kids would benefit from a trail harder than Rob’s Corner but easier than Pseudo. When you’re spoiled it’s easy to be picky!”
- “Some more blue trails would be nice, my girlfriend is at the skill level where she isn’t comfortable on blacks yet, which leaves her only a handful of trails she can enjoy”
- “Trails with “dad” jumps and drops, similar to Committed.”
- “While Squamish offers an incredible terrain with some amazing illegal trails I feel the quality of the jump trail of Squamish is a disgrace”
- “Overall the trails are epic! The one thing that would guarantee us to come back more often and also stay longer would be having more trails with both blue and black options as it allows me and my partner to ride together.”

Trailhead Amenities

- “Bike wash station at the bottom of 2-3 main mtb parking lots.”
- “Have permitted food trucks at trailhead”
- “Better infrastructure at trailheads maybe? (ie. porta potty at Half Nelson lot?)”
- “And please, please please add more toilets. There are outhouses located in all climbing trailheads and crags, we should be able to do the same for mountain biking.”
- “Improved parking. Water refill stations near trail hubs.”
- “More trash cans and toilets at trailheads to minimize human impact.”
- “Picnic tables at trailhead”
- “A cafe at the trail head, so you can stop for something to eat then keep riding.”

Enhanced Education on Riding Ethics and Stewardship

- “Advocate trail etiquette, discourage braiding”
- “Be polite to other trail users and property owners”
- “All riders need to be more respectful of other people. Especially in residential areas and at busy trailheads like Half Nelson parking. People acting like entitled dicks is the fastest way to ruin community sentiment towards mountain biking in Squamish”
- “Awareness campaigns/public education on guidelines/rules for how to park appropriately and safely use the roads (as opposed to the total chaos it can sometimes feel like)”
- “Better etiquette for those parking and pedaling on the road.”
- “Don’t set up camp in front of residential homes show some respect.”
- “Educating trail users on being good ambassadors of the sport. We now take access for granted, which during the infancy of the sport was something we never did. Respect is way down, and entitlement way up.”
- Ensuring to remind folx to be friendly, remembering it is just a sport and no one is entitled to trails and access over anyone else, and putting big efforts into education about Squamish lands and the people who have protected this region since time immemorial.
- “More education on how to build loamers that don’t destroy the environment”
- “Parking lot etiquette is non existent. Maybe some folks don’t know that residents live near by and to not camp out at the vehicle and or have tail gate parties at the end of Perth or in heavily used lots like the Psuedo lot.”
- “User education. As MTB has blown up in the last few years, there is a lack of etiquette, respect for others, understanding the history of the trails, and how fortunate we are to have access to them, and a lack of respect for the neighbourhoods that play host to the trailheads.”

Recognition and Appreciation for SORCA

- “As it is, the driving force (SORCA) is doing an amazing job keeping the trails accessible to all. I appreciate the effort of the local biking community for all they have done.”
- “Been riding here for almost 30 years. SORCA is doing some great work!”
- “SORCA DOES AN AMAZING JOB. THANK YOU VERY MUCH SORCA CREW”
- “The trails, maintenance, access and variety is unbelievable. Best place to ride hands down.”
- “I have been in town for 13 years and am super impressed with the direction SORCA is heading in re community engagement, with meaningful connection with the Squamish Nation (from an outside view) and with what seems like very thoughtful maintenance/sustainability + development of the network. Thanks SORCA!!!”
- “I think SORCA is doing an amazing job expanding, maintaining and adding variety and quality to the trails. Thanks you!”
- “I think that we are spoiled with all the trail access, maintenance, and SORCA.”
- “Squamish and SORCA go absolutely above and beyond already :) so blown away by how much this town adores this sport and puts so much passion into it!”
- “We have such a great community and SORCA is hands-down the best MTB club- I consistently use SORCA as an example for other clubs to emulate.”
- “Just keep being the awesome welcoming mountain biking community that I know and love!”
- “Squamish is biking heaven.”

Challenges with Access Trails from Squamish Neighbourhoods / Home

- “Better parking lots AND safe access from parking lots/residential houses to the trails:”
- “SORCA Ride From Home Challenge?”
- “Foster more connectivity of trails and promote cycling from home. Enough parking lots! Learn to pedal those carbon bikes!”
- “I don’t know why so many locals insist on driving to trailheads or shuttling. It makes no sense to me, it’s not even really a time benefit for most neighbourhoods. Just ride your bike from home!”
- “Advocating for more “bike to the bike ride””
- “I think there should separate “parking” from “access”. Accessible trails and trailheads could be accessed better via a bike, rather than a car, especially for those who live here. There really is no safe access to the Pseudo parking lot via bike, except on the dusty logging road, which is not very appealing.”
- “A parking lot in the industrial area, with a shuttle up so visitors don’t park all over the neighborhoods”

8. CONCLUSION

This report contains one of the largest data repositories ever on mountain biking's social, cultural, and economic impacts on a community.

The research and preliminary analysis provide SORCA and its partners in government, industry, and the non-profit sector with detailed insights on mountain biking trends, opportunities, and issues in Squamish. These comprehensive and detailed insights will be of significant benefit to the community as it addresses the many needs and opportunities identified in the analysis.

Several key themes were identified regarding mountain biking research (future needs, gaps), mountain biking planning, trails and related infrastructure development, and ongoing maintenance/management of the network.

Mountain biking rider volumes have increased in recent years to the point that the impacts of the activity have grown exponentially – primarily positive, but not without challenges.

The sector has become established as a legitimate and significant form of economic activity, contributing tens-of-millions to the local economy, providing hundreds of jobs to locals, and generating millions in tax revenues to all three levels of government.

Perhaps even more importantly, the benefits of mountain biking in Squamish are felt among diverse members of the community, including riders of varying ages, genders, riding styles, and skill levels. Mountain biking is also one of the most important sources of personal and community benefits in Squamish, including the almost unanimous consensus among resident riders (and visitors) that riding in the community has massive and under-recognized beneficial impacts on physical health, mental health, community cohesion, environmental awareness, and growing understanding of the region's First People, the Squamish Nation. SORCA is a notable reason for these widespread benefits, as it works to encourage under represented groups to be engaged in mountain biking, such as its funding of the Squamish Nation Youth Mountain Bike Program.

This rapid pace of growth is not without its challenges, however. The report has identified that specific trail and parking/staging areas can be very crowded in peak riding seasons, weekends, and times-of-day. Some of these challenges can be addressed in a number of ways, including strategies currently underway by SORCA to disperse riders, enhance parking/staging areas, encouraging more riding from home, and promoting responsible and ethical riding by its members. Additional work in these areas will be required in the coming years if the community is to continue experiencing the overwhelming benefits of such a strong and diverse mountain biking community.

APPENDIX A: SURVEY VERBATIMS

“Do you have any other comments on how the mountain biking experience in Squamish could be improved?”

Resident Verbatims

"dark blue" trails. More clarity on rating and difficulty

(1) Oppose e-bikes: the cultural and trail impacts are categorically negative. I've heard the arguments for it and I see nothing but the corporate greed of the industry having infected people to abandon cycling's core value as an athletic pursuit. I don't expect such a strong divisive position from SORCA, being an organization that tries to represent everyone (always a mistake), but I will always present this opinion when asked. (2) Oppose shuttling. The ramifications for infrastructure, trails, and other users are unacceptable for this activity. The bike park is up the road and the Shore is 35 mins away. Shuttling the Park Road, Brohm Ridge, or Slahanie should just be disallowed and shamed.

1) Add trails in the blank spaces, like around Mikis. 2) Consider adding the red rating

1) Pave Mamquam Rd/Garibaldi Park Rd (at least to Half Nelson lot, ideally to Diamond Head chain on-off area). 2) Increase parking at the popular trailheads and make regulations crystal clear. 3) Improve signage in certain confusing areas (e.g., in Valleycliffe). 4) Improve trail maintenance, especially by raking/sweeping/removing eroded/loose rocks/pebbles that don't contribute to the trails in any way. 5) Improve trail safety by making sure the landings of features are as safe as possible, including clearing immediately surrounding trees/rocks that one can crash into (e.g., trees at the end of In-N-Out mainline).

3hrs SORCA volunteer hrs required per member

A better climbing trail in the somewhere over there area. More skinnies

A blue trail option in the Alice lakes area that exits toward tantalus road (like pamplemousse, credit line). Great area to ride but not at all beginner friendly

A climbing trail from VC to SOT

A couple more black jump trails - not Double Black

A good variety of hard riding, that's what we were known for. The blue flow trails to spread out the crowds are drawing the crowds in and making it chaos

A warning sign at the top of In & Out would be good. Too many bad accidents happen because people dont scope the runout, or dont have strong brakes.

Add a climb trail at the top of Craig's up to end hole connector!

Advocate trail etiquette, discourage braiding. More availability for trail work, or ability for folks to get involved with trail maintenance. I know quite a few people that want to help out but don't know how outside of trail days. A simple mentorship program for builder-curious could be a huge help (see NSMBA's Trail Academy)

All riders be better ambassadors. Be polite to other trail users and property owners

All riders need to be more respectful of other people. Especially in residential areas and at busy trailheads like Half Nelson parking. People acting like entitled dicks is the fastest way to ruin community sentiment towards mountain biking in Squamish

All the trail builders, including myself use e-bikes, yet sorca events dont always include ebikers, this should be changed, imagine if the ebikers sudenly withdrew acces to their trails for none ebikers, not very inclusive. We used to attaned Sorca events but not anymore, they are not really inclusive. I want to support sorca but its changed and i dont really want to associate with it, as a trail builder this is annoying.

AllGreat!

Alternative down trail in p3 zone ending Psueuga parking lot

An alpine adventure trail either from elfin or brohm akin to LOTS

Another climb trail at Alice Lakes to access Rupert area from the Mashiter (without doing tracks)

As a 12+ year local, I try very hard to be friendly and approachable to visitors. That said, my experience with locals when I ride in other locations is typically much more positive than my experience with locals here. There is a known "attitude" about "my/our trails" here in Squamish which is unfortunate.

As a dad I think that the climbs for the youngsters are much too tough. Climbing 50 Shades is pretty much unpalatable for my son and impossible for my daughter. This limits the trails they can do. I get that some dads tow their kids, but I think we need some chiller climb trails and chiller kids' trails in general.

As it is, the driving force (SORCA) is doing a amazing job keeping the trails accessible to all. I appreciate the effort of the local biking community for all they have done.

As the sport continues to grow we need to recognize the importance of facilities (like WC) at trail heads in order to help maintain the land we all use.

Awareness campaigns/public education on guidelines/rules for how to park appropriately and safely use the roads (as opposed to the total chaos it can sometimes feel like)

Bathrooms at Pseudo and Half Nelson. Take a day to go to Bellingham at Galbraith for a nice example!

Be E bike inclusive

Be nice if SORCA events could serve more than 1/10th of the membership at a time.

Been riding here for almost 30 years. SORCA is doing some great work!

beer

Better "connector" trails down into town from the Alice Lake and (especially) Diamond Head zones

Better / more parking

Better "in town" multi-use paths connecting biking areas across town and between neighbourhoods.

Better access to potable water and toilets

Better blue progression trails

better etiquette for those parking and pedaling on the road. we're all bikers but some think they own the road it makes traveling in vehicles between lots dangerous for all.

better maintenance of existing trails.

Better parking lots AND safe access from parking lots/residential houses to the trails: I rode up to Diamondhead trails last week, and the commute on my bike was dangerous and entirely unpleasant due to the immense vehicle speed and volume up Skyline Drive, the Boulevard, and upper Mamquam Road: the DOS can paint all the lines they want, but when car after car is flying inches by you at 60+km/hr and large trucks blow diesel fumes, it leaves a lot to be desired. Then, when I got to the top of Mamquam past the houses, the dust I ingested from vehicles blowing by me was even more unhealthy and unpleasant. This experience made me wish I had've driven my car, but I refuse to do this given the climate crisis. Further, the lot at the bottom of legacy is too small to accommodate all the vehicles from out of town so it defies logic that me being a fit adult who enjoys climbing would drive that short distance. There should be an immediate focus from both SORCA and the DOS to create safe cycling routes from parking lots and in town to encourage people to leave their cars at home. For example, if riding with my kids I will drive to the top of Perth because I cannot safely cycle up Skyline or Perth with children in tow. Converting the gravel parking lot at Quest to a district asset with loads of parking, plus bathrooms, food trucks, bike wash station, etc., coupled with a safe off-road climbing trail from the parking lot to Legacy would be a HUGE community asset.

Better parking on Garibaldi park road, when busy you can't find spot to park let alone drive past parked cars, figure out some dust control. All zones seem have poor parking options or too small for the amount of riders showing up.

Better promotion of connectivity corridors - I love riding from home and there are plenty of ways to do this. Promote it through Social Rides or enduros/other events. SORCA Ride From Home Challenge?

Better signage

Better signage in Valleycliffe. Most locals don't like riding there because it is a bit of rabbit warren with moto trails. Otherwise I think Sorca does a great job of maintaining and slowly expanding the current network.

Better trail etiquette for newer riders. Signage to indicate rights of way on trails.

Better trail head parking

Better trail hubs with benches, kiosks and emergency info. Maps at key intersections. Skills park with progression features.

Better trail maps

better trailhead location facilities, paid for by governments and not the bike clubs. future planning to ensure the level of trails Squamish has now is replaced as developments take away trails.

Better variety of jump trails for all skill levels

Better way finding in valleycliffs, by putting up signage and wayfinding plaques etc...

Bigger Better Parking

bigger better parking

Bigger parking areas

Bike in Squamish is epic. But I would love to see more climb trail creating more access to the trail network! SORCA DOES A AMAZING JOB. THANK YOU VERY MUCH SORCA CREW

Bike specific trail parallel to Jacks

Bike wash station at the bottom of 2-3 main mtb parking lots. Open a SORCA clubhouse. Host clinics for women to teach basic bike maintenance. Know your members - maybe feature local riders in a newsletter that achieved great results in various races and competitions worldwide. Local riders go on awesome bike trips - maybe feature some stories and cool places to ride? Create a bit more sense of community amongst local riders. Teach kids (and some grown ups!) proper trail etiquette and raise awareness to pack out garbage, etc.

Bike wash station at trail heads (with water fountains)

Bike wash stations with water fountains

Biking brings 10-12 million a year into Squamish and yet Squamish has not invested wisely. Giving 60,000 a year to sorca for maintenance is ridiculous. Buy land off of Chema, Bob, or Crown to preserve our trail network. Ppl travel from all over the world to ride our slab trails and they will be gone soon and you will see a decrease in influx.

Biking is exclusive because of cost, lobby manufacturers to make biking more affordable

Bring back membership tags

Bring back the previous format of cinco's...PLZ!!!!

Bring back the XC Toonie/Cinco races.

Build another access trail to the slab area instead of always having to ride Entrails!

Build new tracks.. quit dumbing down the tracks.. stop being woke

Can't think of anything

Can't beat it

Can't really think of any. The trails, maintenance, access and variety is unbelievable. Best place to ride hands down.

Chairlift haha

Change so cinco's are just xc and ban enduro racing since it blows trails.

Continue efforts to separate motorized from non-motorized users

Could be cool to have a community bulletin board at the bottom of pseudo, for events and stuff I know everything is on gram these days but that could be cool

Creating more events for local people in the week to encourage people to ride in the week instead of weekends and leave weekends for tourists or people that don't leave in Squamish

Creative solutions to parking ie. like how GHE got opened for MTB parking

Decentralized trails. Too many trails with too few trailheads. More solid black trails

Dial back the intense culture and a bit of the attitude that it is the most important thing to Squamish since sliced bread.

Diamond head is going to need a bigger parking lot figured out in the future. Better signage at all the "Bus Stops" including medical and SAR signage with location information. Bellingham has trail signage figured out.

Diamondhead needs a jump trail. Like a-line.

Dirt bikes are more frequently getting "lost" and ending up on MTN bike trails

Don't change black/double black trails to be easier, let us improve our skills and find satisfaction in accomplishing challenging trails

Don't send out surveys with bullshit questions.

Don't set up camp in front of residential homes show some respect.

Don't allow social media on secret trails, and trails under construction to avoid damage.

Don't change hard trails to make them easier. A big part of what makes mountain biking so satisfying is working on features/obstacles and mastering them over time. When trails are changed or "dumbed down" it takes away all the satisfaction of people that worked to improve their skills and be able to ride those features, whether that's on a climb trail or descent.

Don't dumb down trails, we are given an incredible opportunity to ride here, so when there is a natural feature don't make it easier for safety reasons, make it challenging.

downhill trail parallel to Jacks for safety,

E bikes bans in some trails, keep up the work on parking so neighborhood doesn't get mad

Ease of access to trails

Easier access into Slab trails other than entrails.

Easier to make donations

Educate visitors on best off season or wet weather trails and provide more infrastructure like washrooms a trail access points.

educating trail users on being good ambassadors of the sport. We now take access for granted, which during the infancy of the sport was something we never did. Respect is way down, and entitlement way up.

Education on etiquette right of way for uphill/downhill

Embracing 1st nations participation is only hope for sports longevity. Land access wise

Encourage more use of trail hubs and active transportation to trailheads.

Ensuring the availability of emergency contact information and first aid stations could enhance safety. SORCA can promote practices such as Leave No Trace principles, responsible waste disposal, and minimizing trail erosion by educating riders on sustainable riding techniques. Creating more trails or features suitable for adaptive biking, promoting women's mountain biking initiatives, and ensuring that trailhead facilities are inclusive and accessible to everyone.

Ensuring to remind folks to be friendly, remembering it is just a sport and no one is entitled to trails and access over anyone else, and putting big efforts into education about Squamish lands and the people who have protected this region since time immemorial.

Etiquette signs at the start of major climb trails

Events and functions

Everything is amazing

Expand networks and put some work into VC!

Expanded access to parking in key trail access points. More sanctioned expert trails with a variety of features.

Few more jump trails. More regulation of tourists parking trail heads like muppets and shuttling up where they shouldn't.

Fewer people driving to trail heads.

Fill in water bars on some fire roads, and get better access to valleycliffe (one good climb trail etc...)

Find ways to support the builders who continue to develop outside the section 57 process. Make it rain more in the summer ;).

Focus on more than blue flow trails

For me it's great with mostly riding black and double black but seems there could be more intermediate trails as well as trails that are better suited for progressing

Foster more connectivity of trails and promote cycling from home. Enough parking lots! Learn to pedal those carbon bikes!

Getting better maintenance to far side, and more access to valleycliffe trailwork

Give me a bike! I couldn't justify bringing mine from NZ, so I need to buy one locally... New ones are SOOOO expensive! good job!

Great Job Sorca!

Great work and thank you

Great!

Have more infrastructure for emergencies IE. having cell reception around Dimond head in case of emergency.

have more parking

Have permitted food trucks at trailhead

Help people see that it's not so scary to do. Not everything is what people are in the bike movies, lots of beginner trails and it's easy to learn to ride

Honestly I love Squamish. Every time I go biking anywhere else I am reminded of how wicked it is here.

Honestly less tourism; maybe it's just how busy town has gotten. In 5 years it feels like things have gotten far busier and less small town feel. Haven't been here that long compared to many so I'm sure I'm part of the problem. Girlfriend would love some easier trails. In between the blue flow and blue tech stuff. Faster section 57 approval.

Honestly, a time machine. Keep influencers and media outlets away.

I don't know why so many locals insist on driving to trailheads or shuttling. It makes no sense to me, it's not even really a time benefit for most neighbourhoods. Just ride your bike from home!

I feel like the trailheads can be really hectic feeling, particularly because there are only a couple key artery trails that feed into other areas. I feel like Squamish riding can feel overly busy as everyone parks in either Diamond Head or Perth and leaves from there. If key artery access trails could be established in other areas, and commonly used, the business of the trails would subside. I also try to pedal to the trailheads, so advocating for more "bike to the bike ride" would also make parking feel less busy. Keep up the great work!

I find it is almost like an "oldboys" club.. if you do not know someone, it can be very intimidating. I asked around, until I got connected to RIDEHUB .I hired a private instructor to teach me how to ride safely. I was very fortunate to have been provided with an exceptional person

I have been in town for 13 years and am super impressed with the direction SORCA is heading in re community engagement, with meaningful connection with the Squamish Nation (from an outside view) and with what seems like very thoughtful maintenance/sustainability + development of the network. Thanks SORCA!!! And, I imagine SORCA is doing what it can to help guide any current/future relationships with the Crumpitlands owners/developers. It's obviously first and foremost a prime area for ecological diversity in Squamish, as well as an iconic area for early trails (and trials).

I love the addition of Cardrona, we could use a few more easy blue options like it. Also, always a controversial topic, but I always wonder about keeping e-bikes off designated climb trails (like the legacy climb). I'm not anti e-bike, but on single track climbs its annoying to be passed by an e-bike, often I have kids with me so pulling everyone over to let an e-bike pass is time consuming and the kids all wish they had a e-bike :). In the diamond head zone its so easy for e-bikes to access all trails by staying on double track.

I love to ride XC, so more trails of that style in the network would be lovely! Grateful I have a flexible schedule and can avoid the trails on the weekends, as they're busier than I care for these days.... Thank you and keep on doing great work, SORCA!

I seem to miss the dig days, it would be great to have more comms there. Would also be great to vote or flag trails that need work

I think it's great. Better infrastructure at trailheads maybe? (ie. porta potty at Half Nelson lot?)

I think it's well manage this way and should continue!

I think SORCA is doing an amazing job expanding, maintaining and adding variety and quality to the trails. Thank you!

I think that make a jump progression area would be awesome, just like the line of drops on diamond head

I think that we are spoiled with all the trail access, maintenance, and SORCA.

I think the increase and use of E-bikes is destroying many trail

I think the sorca socials are great. I also think the trail maintenance days have been advertised better lately.

I think there should separate "parking" from "access". Accessible trails and trailheads could be accessed better via a bike, rather than a car, especially for those who live here. There really is no safe access to the Pseudo parking lot via bike, except on the dusty logging road, which is not very appealing. I wonder if there's a way to build a better climb trail through where Squirrel Academy is? Parking, facilities like toilets, and garbage is a huge issue at trailheads as well. We need to find a better way to promote riding from home... The opening of Honor Roll and Squirrel Academy have already helped. And please please add more toilets. There are outhouses located in all climbing trailheads and crags, we should be able to do the same for mountain biking. Thanks for everything you do, I think surveys like this are important to get community feedback and improve our networks!

I thinking mountain biking and other outdoor activities are critical to the long term economic success and vibrancy of Squamish. Protecting keystone trails from development and destruction is imperative.

I wish everyone was just a bit more friendly when out on the trails.

I wish I could have ticked more riding locations in this survey as I ride all of them regularly, so I based it on yesterday's ride

I'd like to see more green and soft blue trails in areas accessible by younger kids

I'd like to see Jeff Norman out on trail more

I'd love to know how to become a trail builder to have my own projects

If people just rode their bikes more and stopped complaining about shit

I'm worried about the impact of proposed development on biking trails in Valleycliffe and Perth/Pia. These trails are a major tourism attraction, drawing visitors worldwide. We should discuss preserving these areas as nature parks for Squamish's sustainable growth through nature-based tourism.

Improve condition of Entrails, as it's such a key connector to many of the trails that make biking in Squamish what it is; another decent down to the Pseudo lot instead of having everyone end up on Pseudo

Improved parking areas, bike wash, bathrooms

Improved parking. Water refill stations near trail hubs. Consider banning e-bikes from single track climb trails.

improved skills park for all ages

Improved trail maintenance and not just on the tourist trails. Quit fixing Half Nelson

Improved trailhead/parking with toilets and garbages. More north facing trails for mid summer dry periods. Solve the silly politic problems that has been going for years at the dirt jump park being the casino.

In some places signage could be improved, some areas like Valleycliffe aren't paid much attention to.

Increase diversity, it's largely a rich white sport

Increase funding for trail maintenance. There are do many people riding now and the trails get destroyed fast.

Increase the amount of progression trails, and let people know about what we've got here!

Increase trail makers/signage

Increased trail maintenance

Infrastructure around trails- toilets!

Info & signage about riding etiquette. I think certain trails should be off limits to e-bikes.

info on where to report trail issues- also qr codes at trails to donate to trails

It is a selfish one but due to the popularity of sorca events and the need to reserve I haven't managed to attend any events this year. I miss the community being smaller and the regular gatherings.

It looks like alot of sorca's money goes towards maintaining trails that tourists ride (half nelson, pseudo, et). Would be nice to see sorca out money into trails that are ridden by more local riders

It seems like the popularity of biking and the size of the trail network have exceeded the capacity of the trail crew and volunteers, this year it seems like there are more volunteer days and more trail adoption so hopefully that starts to get a handle on maintenance. Also, the past few years has really seen an explosion of unsanctioned, unsustainable fall line trails - through education and maybe some deactivation it would be better for the long term to reign in that behaviour

It's been awesome so far

It's unparalleled-what more could we ask for?? (except a climb trail like Cumberland's Sobo No Michi ???

its great

Its great as is. Please maintain.

It's not exactly biking experience but too many mtn bike tourists drive way too fast in residential neighbourhoods. Bad for families. Bad for the image of bikers too.

Joint membership

Keep advocating for trails. I know much of the trail network is on private land or land that can be logged. It is important that bike trails remain in Squamish and that development is accommodating of these trails, as the value of land that developers try to sell is connected to the riding in my opinion.

Keep building trails and I'm happy.

Keep ensuring that trails are not dumbed down like other locations

Keep folks from finding out about Valleycliffe

Keep getting section 57's

keep it up!

Keep it up. I'm forever impressed with the continuous improvement and work being done on the trails. I feel like every time I go for a ride there is a new bridge, berm or reworked section of trail. Kudos. I think some refreshed modern signage at the trailheads and on trail that motivates people to consider donating or even buying a membership should be put up.

Keep SORCA's focus on bikes and trails! Don't get sucked into politics

Keep squamish gnarly, stop paving over what we already have to make trails "safer", we have some of the most natural terrain in the world, so lets use it!

Keep the number of seasonal races on our trails to minimum. ie. trail running races, enduros (outside of SORCA events)

Keep the xc in cinco races! And stop limiting entries. Let everyone ride. Just kick out all the non riders that mooch the beer and food at the ride afterwards.

Keep up the good job. Armoring trails is a massive plus.

Keep up the good work! Best trails around!

Keep up the great work! As an instructor I'd love to see more work like the Ring Creek Rd Drop Zone - Learning terrain close to trailheads. Potentially some learning friendly tables, rock rolls, and woodwork. But I'm sure this is in the works. You guys rock! Keep up the great work.

Keep up the great work, maybe free e-bikes for all?

Keeping signage natural. Please avoid flashy plastic signs where possible. Trail etiquette is at an all time low....maybe somehow educate. Limit commercial operations where possible. ie for profit camps, clubs and races.

Kind of a bummer you dropped the women's ride for "singles" ride

Kudos to the trail builders. Please keep posting dig days so the community knows and I know a lot would love to help

Larger pseudo parking lot

Larger trail crew to work on more maintenance projects including simple objectives like brush cutting and raking rocks from climbing trails

Less "bro" attitude of some of the trail users would be cool

Less e bikes on the climb trails

Less judgement of ebikes

Less people and less e-bikes destroying the trails (:

Less people from the city(very unlikely 😊) A parking lot in the industrial area, with a shuttle up so visitors don't park all over the neighborhoods

Less vehicle traffic up Mamquam FSR

Less wasps

Limit parking at trailheads

Love it! 😊

love the bike hubs

love the trail fairy signs!

Love the trail shelters and signage, more of that would be great. Also love the climb trails.

maintenance on main trails, such as entrails

Maintenance on some legacy old-school trails with breaking woodwork

make a better DH training track for racers.

Make Brackentail downhill only all the way to Tantalus - Make Jacks a one was accent trail and a second decent trail next to it

Make more trails! Some techy xc, some alpine traverses, some alpine descents, more drop zones

make sure we are keeping a good variety of trails

make the website easier to read

Make trail etiquette a mandatory course in order to join a club

making it easier to donate money

Maybe more activities targeting intermediate riders in smaller groups.

Maybe open up trails in some new zones? Expand around hot tuna to galactic?

Maybe some more bike wash stations for those muddy days. Hard to think of much else, y'all rock!

More \$ from district

More accessible green trails for new young riders.
 More allocation of funds towards trail maintenance, and visitor education
 More alpine trails.
 More alpine trails/ riding loops
 More areas for people to meet for carpooling.
 More beginner, green and moderate blue trails needed.
 More beginner/intermediate friendly ride arounds for Alice lake trails
 More Bike Hubs
 More bike wash stations
 more bike wash stations around
 more blue trails
 More blue trails with features that are slightly harder
 More blue variety
 More clarity of which direction trails go.
 More climb trails
 More connections that are injured/rehab, beginner and Family friendly. A green connector from corners/Miki that I could take my kids and parents to Alice Lake would be a dream. The current road is really long and uninteresting trail that is difficult to garner excitement. It would also be amazing to have a higher bridge over Mashiter to pop into the Quest Zone. Finally a descent and climb trail from Squamish Golf Course parallel machinery up to Quest and bottom of corners would be a much appreciated addition.
 More dig days! (And not during weekday 9am-5pm)
 More drop in clinics
 More easy trail, I think you work on this already!
 More education for new users on trail etiquette, more XC trails
 More education on how to build loamers that don't destroy the environment
 More emphasis to leave the car at home. Vehicle/Fsr etiquette
 more entry level trails
 More events including x country races. Biking expo!
 More float tech like in the north shore!
 More green/lower grade blue trails
 More group / shop rides. It's hard to make friends in Squamish.
 More hard greens/medium blues likes Cardrona -- my wife wants to ride as well but is definitely not into the same risks as a lot of MTBers.
 More inclusive! Squamish is turning into the gear capital of the country. Don't have a tacoma or \$10,000 bike, better luck next time
 More jumps, and a better skills park
 More kid-friendly trails & kids events
 More loamy, green trails (XC) please.
 More maintained gravel roads!!!
 More maintenance
 More maintenance especially after races on the trails
 More maintenance on less popular trails (which would intern help distribute people around the networks)
 More medical resources in town
 More mellow trails access'e close to parking to ride with kid's RV
 More no parking signs on the verge at psuedo lot that corner is getting super dangerous and busier
 More opportunities to support women in the sport (cost neutral)
 More parking
 more parking
 More parking and bike facilities

More parking. Better trail signage in valleycliffe
 More people should ride to the trails. Less e-bikes
 More progression from easy blue tech to harder black tech
 More progression places with drops/jumps.
 More progression trails
 More progression trails into the harder tech, doesn't exactly have to be flow trails, things like LOA.
 More progressive blue/black trails
 More progressive dirt jumps
 More protection for the existing trails. More alpine routes!
 More quality green & blue trails, a climb in the woods to avoid climbing under the power lines up the clear cut to the top of mikis would be nice
 More rain. I feel SORCA does an excellent job of advocating, any challenges I've indicated are just due to the vast trail network and the extreme popularity of riding in squamish
 More raking early season
 More riders =more trail maintenance required
 More riding clubs for young females
 More rigid-friendly options :P
 more signage about history and trail etiquette
 More signage at small trail intersections for new riders who don't know the way by heart. It most places it's good, but often there are intersections where I have to stop and look at Trailforks, slowing my momentum.
 more skill parks around trails
 More slabs!
 More social events and opportunities to meet other riders
 more SORCA! thanks, you rock.
 More trail crews, maintenance has been lacking during our rain season. I'd love to see better signage to inform new riders to the area.
 more trail maintenance
 More trail maintenance! - thanks for everyone's hard work.
 More trail maintenance.
 More trail maintenance. More progressive blue trails with drops.
 More trails and more trail maintaince
 More trails are always appreciated as the sport grows.
 More trails built with woodwork and optional features
 More trails for intermediate riders and XC type riding
 More trails for little kids age 6-8.
 More trails geared towards learners
 More trails on trailforks. There are hundreds that are around here that are not on trailforks.
 More trails!
 More trash cans and toilets at trailheads to minimize human impact.
 More volunteer opportunities, more signage for valleycliffe, More non bike related events, social nights start time pushed back an hour, More perks for volunteers.
 More water fill up stations.
 More wood features and trails to 100% shuttle
 More work on the less popular trails
 More XC

More XC events. Remove the lottery and mad rush for social sign ups, completely takes away from the casual nature of events and excludes certain demographics like busy Moms/Dads who cannot plan that far ahead but would love the ability to attend on short notice. I have heard this from multiple folks. These people are the members to invest in as they introduce the sport and trails to their families and spend a lot more money long term in the area. The current process prioritizes younger perhaps seasonal folk, who are likely invested in the free/cheap beer and prizes more so than growing our community in Squamish.

Mountain bikers are the least courteous group of trail users in Squamish - more education about politeness to other trail users would be excellent

Mountain biking is still not permitted on many of BC Parks trails. Bikes gain access to more remote destination faster than walking and generally, their riders are more eager to maintain trails than hikers/runners - take the Chilcotin Parks for example. Discussing the inclusion of mountain biking in BC Parks could have a positive effect on their trail systems if managed correctly.

MTB in Squamish is the best that I have ride. Not sure how to improve even more. Maybe more climb trials

Municipal funding for parking, toilets, garbage at trailheads and trail maintenance. I believe we have to opportunity to build the first municipal MTB trail crew in Canada.

My experience so far has been amazing, though I'd never be opposed to more new trails, oh and getting more people involved in the year end tour de squamish event

My wife needs easier XC type trails.

N/A

N/a

N/A

no

No

No

No

No

No

no

no

No

no comment

no comment

no comment

no comment

no comment

no comment

no comment

no comment

No comment

No comment

No e-bikes on single track climbs

No- I love biking here :)

No illegal trails

no squamish nation involvement

No you are doing a great job and are impressed every time I ride in Squamish

No, the quality of riding here is so much better from what i was used to before i cane here that I can't think of anything to improve 🍷

nope

Nope!

Nope, y'all are awesome

Not enough love for the Valleycliffe area for maintenance in relation to other areas. Should open up a larger zone south of the Mamquam

Not for me but my kids would benefit from a trail harder than Rob's corner but easier than pseudo. When your spoiled it's easy to be picky!

Not really, it's pretty sick

Nothing more in mind

Open more new areas to spend people out to reduce crowding.

Parking and maintenance on the Diamond Service Road could be better. It sees high traffic and get very degraded, quite quickly, particular in wet weather. A better food and drink location in Questb would be good.

Parking and trailhead congestion seem to be an issue. Its not a terrible problem to have but can be a pain for those living near trailheads

Parking areas at Psuedo and Perth can be a shitshow. Riders and drivers with bikes, whether shuttering or access trailheads, can be overly aggressive and bad ambassador of the sport. Long term this will impact community support if not managed.

parking improvements

Parking is definitely an issue around the trail heads. I would love to see more shred shuttle esque things to the very top of diamond head.

Parking lot etiquette is non existent. maybe some folks dont know that residents live near by and to not camp out at the vehicle and or have tail gate parties at the end of Perth or in heavily used lots like the psuedo lot.

parking lot/trailhead improvements

Parking solutions at high traffic areas

Parking, better linkage between riding zones

People are very scared about the cheeks lands, are willing to move out of Squamish if they go up, so having a bigger push against would be good.

Personally I would like to see more trails in the skookum area. It seems like the grade there is a little more manageable than the 19th hole trails, while still being technical and tight.

Perth desperately needs a parking lot. I feel bad parking there.

Perth Drive trailhead parking should potentially be expanded for pull-in parking (not parallel), and consider a pit/composting toilet

picnic tables at trailhead

please continue to promote/encourage/foster the ongoing education/development of trail maintainers, rather than tolerating "builders" who are often new and inexperienced. help them to understand/embrace the why behind incredibly important need for sustainable maintenance practices.

Please see my above comments. The local longer term community is great although I don't know what the involvement and awareness and land respect is like for that group who've moved here, with recreation in mind, is like? Do they have respect? Is there a lot of rogue trail building? I don't support that. Do they not know how to bury poop? Sorry but it's an issue for many of us. Do they build campfires everywhere? Even if doused properly and no ban, the multiple sites are still marks on the land. Leave no trace is literally no trace. We need to move through quietly on our bikes, and whoop on the downhill, then leave nature in peace. Not hang around and disturb it after dark.

Please stop spending money on unnecessary signage such as the "trail fairy" ones - they're tasteless and actually make me not want to get a SORCA pass

Porta potty at the half nelson lot!

Possibly additional mtb cleaning stations around town.

Pretty darn happy

Priority access to SORCA events for Squamish residents

Process Section 57s faster so that our amazing volunteer trail builders can get to work. And support these trail builders, don't embroil them in politics. Don't just support drama queen trail building companies... that will not be named.

Promote use of wet weather friendly trails

Protect Alice lake slab trails from future development

Protect Valleycliffe trails from north crumpit woods development. Better signs in Valleycliffe trails would more people would ride there and be my re invested in protecting the area.

Push to have residents ride their bikes to their rides rather than drive

Regrettably so many riders here now maybe more trail availability?

Retain the jank

Sadly, over the last 10 years, my experience didn't improve. In fact , it's quite the opposite. We've seen a change in the community that is not as close knit as it used to be. There's way too many people riding and it creates frustration with residents close to trails and other trail users.

Safety around parking lots, too many cars/trucks driving aggressively on mamquam fsr

Save Crumpit woods!!! Seriously, I'll probably leave Squamish once that's gone.

Save Entrails!

Save hand built xc

Signage in Valleycliffe

Signage, larger font, brighter colours. Change areas at the trailheads with bathrooms. The city of Langford recently built the Jordie Lunn Bike Park, with two pump tracks, skills area. I think Squamish should have this type of a facility, that has lights to allow for practice after the sun goes down. I would like to thank SORCA and all the volunteers for everything that they do for all of us that use these beautifully designed trails

Skills park (expand on the new drops at bottom of Meadow). More blue and black tech trails that focus on progression of features through a trail

Socials and cincos are now hard to register for. This is new this year. Unsure how we can make this better?

Socials filling up too fast, preventing participation.

Some more blue trails would be nice, my girlfriend is at the skill level where she isn't comfortable on blacks yet, which leaves her only a handful of trails she can enjoy

Some sort of warning should be at the top of In & out slab. Ive seen quite a few bad accidents from people riding it without looking, and not knowing the run out is technical. Also something about brake control would be good. All the accidents were from using too much rear brake. A simple sign would save a lot of tax/medical dollars.

Sorca are the bomb! Super appreciate all the hard work

SORCA Day Pass

SORCA Hosts on Trails

Sorca is doing a fabulous thank

SORCA is doing a great job! (that's actually what he said to put!)

Sorca is doing a great job. My main wish would be to for trails to be protected from development such as north crumpet etc

SORCA is making everything too 'blue flow' and making trials soft. Leave the jack on expert level trails and on trails people can progress on, not everything needs a manicured runout from a technical feature! Keep Squamish riding great not softer

Sorca should prioritize locals and club members over non locals and tourists. Membership first and protect Squamish don't exploit Squamish. Direct tourism to specific areas so that locals can still enjoy the goods without having low key areas overrun buy tourism.

Sorca social rides use to be fun and inclusive, now they suck, we used to go all the time and now we dont even bother trying. This is the biggest disapointmnet about squamish in the last 5 years

Speed limits going up The Manquam and Garibaldi Park roads for the peeps who ride up it instead of shuttle up it sponsored rider*

Spread out riding areas and provide parking, ensuring members can actually access sorca events, specific trails or areas for e bikes

Squamish and SORCA go absolutely above and beyond already :) so blown away by how much this town adores this sport and puts so much passion into it!

squamish enduro long course to be more inclusive, felt very focused on pros

Squamish is an incredible place with so many amazing trails. Continued expansion of current trail networks along with the creation of new ones will keep thing fresh and exciting for years to come.

Squamish mountain bikers can be very intense. It's one thing to have a passion, but some take it to far. Ebikes deserve equal access to all trails.

Squamish needs to create a parking hub with washrooms (like Cumberland).

Squamish trails and community are awesome

Squamish would benefit from a Mountain Biking Hub in between Alice Lake and Diamond Head (really challenging, I know). Look at Rotorua's one in NZ, it's a huge addition to a trail network.

Stop allowing the building of rogue trails. Those four trails that are linked on Brohm (starting with Alline Capone) are an example of how NOT to build a sustainable trail and they are a scar on the land.

Stop it. Put the town's money into team sports. Solo sports just create selfish assholes. Kids team sport NEEDS to be priority for a proper functioning society. Biking is just a pastime. It doesn't create any sort of economic impact other than for maybe 6 businesses and a few fast food restaurants. Knock down all the trails and build proper industry.

Stop land development of natural areas, that draw attention to Squamish, and help provide a balance to an ecosystem

Stop telling people how good the riding is here!

Stop the crumpet woods development, more old school trails/ maintain the ones we already have, more alpine trails

Stop with dumb questions about native land and genders

Tacoma Bros need to tone down the BRO (don't be douche, and respect women) and they also need to slow down Garibaldi Park Road, especially when it's dusty and other people are present.

Thank you for asking great questions!

Thank you to the builders

The cost is a big factor for a lot of my students. It would be nice if there was easier access to bikes for youth, similar to other sports where the teams are funded by Tim Hortons or Canadian Tire.

The local community and bike shops are great!

The loss of the Alice zone (Chema Lands) will be devastating to the riding scene. This should be rezoned and made into a park, not developed!

The mountain biking community has grown so much in Squamish that it is less friendly and cohesive. Maybe there is a way that we can all feel like we're part of the same community again?

The riding and the soul of this community has provided an experience far greater than I could have ever dreamed.

The trail facilities in Rotorua, New Zealand are incredible and greatly increased the interest in the sport. Squamish could do something similar, offering increased parking, showers, changing facilities and a bike wash station.

There are endless forest roads around. Please try and develop new areas

There seems a need to expand the SWOT trail area. If possible it would open up an even larger area thus spreading riders out even more.

They liked the source social rides

To approve the casino jump park and have it properly maintained

Toilets and Fisheye @ oneway on half Nelson road

Too many vehicles.

Tool stands

Tough when it's dry but more upkeep especially on the busy trails. Raking off rocks, smoothing out bumps or giant holes, etc. I know it's been dry and it's nearly impossible.

Trails connecting Alice Lake to Cat Lake. Good ride out to Alice Lake from Diamond Head area. More trails from top of valley added down toward Pamplemousse. A pub/patio by quest!! ...sprinklers to keep the dust down... climate adaptation baby! And: some sort of system for letting people know when it is and is not a good time to ride a particular trail (too wet, too dry, go for it, etc).

Trails for seniors

Trails should be closed when too wet to ride without damaging the trails. Trails in poor condition should be closed until repaired.

Trails that are part of big events such as the Squamish Enduro should get maintenance after those events. Example - angry is in rough shape

Trails with "dad" jumps and drops, similar to Committed.

Try to work with logging companies to retain as much canopy as possible over and near trails. Also, let's try to get Mamquam Road opened again. It's a better route for riders and the homeowners in the Highlands will appreciate the reduced traffic..

Twinning jack's trail. only bad experience this year was people ripping down it and almost hitting me.

Twinning jacks. Too many ppl going down at high speed while hikers and climbers on trail.

User education. As mtb has blown up in the last few years, there is a lack of etiquette, respect for others, understanding the history of the trails, and how fortunate we are to have access to them, and a lack of respect for the neighbourhoods that play host to the trailheads.

Washrooms at all major trailheads (looking at you half Nelson lot)

Washrooms at trailheads!!!!!!!!!!!!!! Half Nelson lot!!! Horrifying to think about the number of visitors driving up to half Nelson parking lot and there being no facility. Ew

we are good!

We could have more signage around trail heads. We could have some recommended routes labelled

we have so many high level gravity racers coming out of the area and the only sanctioned proper "DH" race training track in town is 19th, which was recently reworked but puts a rider on a downhill bike into a weird location. We really should have a high quality DH race track in town. It would also be great to see sorca's own version of a phat Wednesday to encourage the dh scene

We have such a great community and SORCA is hands-down the best MTB club- I consistently use SORCA as an example for other clubs to emulate. With that said, I think we can all do better at putting more emphasis on the fact that we recreate on indigenous land. I fully support putting a greater focus of trying to bring awareness to the history of the lands that we recreate on. Maybe one of the SORCA social events could be designated to highlight this!

We need more variety of trails including more green and blue options

We need to clear out the parking to the designated areas. I live in the highlands and weekends are crazy for street parking. People should have to pay if you live outside. More blue trails like Man Boobs and LOA. Heavier support for SORCA from visitors and tourists.

We need to provide better parking/infrastructure for visitors. We need as a club to be more involved with planning when zoning/rezoning applications are being made to council. As an example. When the golf course lands were rezoned we had a great opportunity to ask the developer to step up and provide parking with a public park that would have included public washrooms picnic tables etc for out of town riders. This would have created yet another destination staging area serving both the local and out of town guests.

We should be a destination where you can come to do many sports such as biking hiking Rick climbing we need access for wind sports also

We should convince the government to buy the Cheema lands to expand Alice Lake park so we get to keep our trails.

While I put strongly agree for the quality of trail maintenance because I appreciate how much work Sorca puts into the trails, I think there is a still a need for additional maintenance. I think this could be achieved with more volunteer dig days which I would love to be a part of. And maybe more advertisement of those dig days so I dont miss any

While Squamish offers an incredible terrain with some amazing illegal trail I feel the quality of the jump trail of Squamish is a disgrace, there is nothing close to a good jump trail , for all level, miki's ans slippery salmon are flat and poorly built , then on diamonds head the only jumps are very big gaps , to me it seems that the current trail builder involves in jump line should stay away from any jumps and a plan for a blue (crank it up) to black (aline) quality jump trail should be considered

With so many forest roads, it would be great to develop more areas

Would love to see more diversity and lowering of barriers of entry to the sport. SNYMB program is a great first step. Many people are intimidated or ostracized by the gate-keepy mentality around squamish sometimes.

Would love to see more woodwork/skills stuff incorporated into trails (like All About Yew!). Alpine trail/s would make me so happy - e.g. full descent from Elfin Lakes

Yeah, we should be guilting our riders more into contributing to trail upkeep. It takes 10 seconds to stop and move a rock off the trail and not even that is done most of the time. We also need a table at the pseudo parking lot on weekends to encourage visitors to buy a trail pass. We also need to be more careful of the trails we choose to send 200-500 riders down for races. Not all trails are equally susceptible to erosion, and we should be choosing ones that are less likely to be severely affected (eg., unrelated dead guys, Speedo- not good choices)

Yes. Crack down on influencers like Remy and Yohanne who are blowing up low key areas like the Gondola zone. Thats a sensitive zone and these selfish jerks are going to wreck it.

you guys are awesome

you need a bigger budget for a larger maintenance staff on a year round basis
You're doing a great job!

Visitor Verbatims

10/10

100 million dollar questions :(do something about the terrible traffic and never ending accidents on the sea to sky. I used to come up quite frequently but have significantly reduced my visits due to getting stuck in traffic almost 80% of the time on return to Vancouver.

A cafe at the trail head, so you can stop for something to eat then keep riding.

A few more way finding signs

access to trailheads from town

Access to water at trail heads and public washroom facilities

As the sport grows, parking lot augmentation and expansions might be necessary

Better info of closers on trails on trailforks

Better permanent toilets at trailheads, suggest link to pay by scanning

Better signage around the trail networks + maps

Better signage around valleycliffe

better skills park

Better trail maintenance

Bike valet at the Executive Suites

But some sort of sustainably sourced oil on the fire roads to prevent dust from being picked up, also speed limits on fire roads, and pit toilets at trail heads.

Coming back in 3 weeks!

Community is lacking openness, friendliness etc. used to live in Squamish and affordability, busyness and crappy attitude of locals was the main reason for leaving.

Considering Squamish is a world class riding destination, the quality of on trail signage is quite poor. Had to rely on trailforks a lot.

Continue to build up the trail network and work on keeping the parking areas available

Continue to do a great job

Could use an escalator that brings me from the bottom of Half Nelson up to the top of Bird Wire

Did I mention I couldn't get a camping spot at Alice Lake where you can literally ride into a trail network from your campsite) mid May. Despite a dozen plus spots being empty at 9:00 at night they all showed up as reserved on the website. And there is no Parks staff to be found. I realize it's provincial but presumably Squamish has some influence.

Don't let people develop land that means something to the community

Great trails, it's gotten too busy there. Some improvements on trails like Rupert are having adverse effects. New trails are exceptional.

have some more history about the trails

have some water pumps around trail heads for bottles etc

I lived in Squamish 2016-2020, trails are way busier even from 3 years ago! I used to know the secret places to park and quiet times to go. So many ppl now - maybe locals can be enticed to become better trail stewards?

More ownership from regular dog days, etc

I love it

I love it here. I would like to see more trails like Leave of Absence in terms of tech/challenging stuff with some ride around options. That really seems to be the only one like that! I love the styles of Angry Midget! Honestly, the trails are great. I trust what is on them and appreciate the signage when features are coming up! Thank you for all you do!

I think its great when communities protect the land for outdoor activities

I think you guys have got it pretty nailed

I wish I lived here

I'd love to see more collaboration with local content creators + SORCA

It's been top tier!

It's the best MTB I've even done. Trails are amazing !!!

Its already amazing

it's as good as it gets!
 Its been amazing!
 Its been amazing!
 It's perfect here!
 Just keep being the awesome welcoming mountain biking community that I know and love!
 Keep building epic trails!
 Keep doing what you doing
 Keep doing what you're doing, SORCA is doing a great job! One very minor thing, to help those not super familiar with the Squamish trail network, maybe publish a list of "we suggest" routes/ "if you like these, then try..." for a variety of abilities. eg I'm very familiar with the trails in the Ray Peter's area, and am getting more comfortable there, but don't know where to "branch out" to, to expand my horizons and challenge my skills without getting into territory I'm not able to manage.
 Keep it up! I love visiting here
 Keep the social rides going!
 Keep up the good work
 Longer trails
 love it here!! also love trailforks for it!
 Love it!
 love it. expansion of more trails please
 Love Squamish
 Love the area, and really enjoy the outdoors here
 Make sure squamish stays local and less corporate
 making sure there is ample signage on beginner trails informing better riders to be careful of people trying to learn
 Making trail marking more clear
 Mor parking areas
 More access to public guided group rides for donations. Donations could either go to sorca or squamish Nation in turn further educating the tourists.
 More affordable housing =)
 More bike parking facilities for biking around town for meals or shopping.
 More bike wash stations
 More blue XC trails
 More brew pubs, better signage off the highway to the trails.
 More camping options for mountain bikers
 More climb trails
 More climb trails, also consistent trail ratings= same on trail forks as on. the trail sign.
 More DH Trails
 More fun climb trails, with interesting challanges act...
 More green climb trails
 More indigenous integration with the community, especially at community events
 more intro trails
 More maintenance
 more official shuttling possibilities
 more parking at trail heads
 More places for big vans to park near trails, and having more accessibility for vans
 More shuttle options, more trail maintenance
 more signage for trailhead parking
 more tacos and more camping for bikers
 More trail maintenance
 more trail maintenance

More trail maintenance during dry months

More trails further down the mountain in the diamondhead riding zone, like more trails to get down that aren't just pseudos.reigpearce@gmail.com

More trails is always better. A better trail to end on than Pseudo Tsuga at lower diamondhead parking lot would be nice. Not a fan of machine built flow and it's always blown out.

More trails to spread the crowds out

Move it closer to my house ☺

MTB experience is perfect, though there should be more places to donate to SORCA trail building for guests to the area

My experience in Squamish has been great, if the information centres had some maps on Televisions or paper copy's or riding trails that would be great. They might have these but I may have missed them. I appreciate you acknowledging the land the trails are on as someone who is First Nations (Métis) I'd have it on your trail head maps only and or when you first drive into the road for the trail head.

n/a

N/A

N/A

Need more camping and amenities for bikers only- no fires, showers, wifi

Need tech vs flow requirements on TF

No

No

no

No

no

no comment

no comment

no comment

no comment

no comment

no comment

No comment

no comment

No, SORCA are nailing it.

None! It lived up to expectations. Our first trip, won't be our last.

nope

Nope - love your trails.

Nope love it here

Nope!

Not really, squamish is awesome! A skills park could be good, but I think that's already in the works

Notifications on when trail features have been changed.

One of my absolute favourite destination. The variety of trails can't be beat.

Only wish I lived closer so I could come out more often.

Out of your control, but more moist shoulder season weather would be great! It got dry & dusty so fast this year :(

Overall the trails are epic! The one thing that would guarantee us to come back more often and also stay longer would be having more trails with both blue and black options as it allows me and my partner to ride together. This allows us both to be challenged and also to enjoy seeing each others riding rather than me feeling bored on a blue or her feeling sketchy on a black trail and having to walk sections which knocks her confidence. It would also help her progress more by being able to look at black features and maybe trying one without committing to a whole trail which she finds intimidating at times.

parking spots, access to potable water, washrooms

parking spots, access to potable water, washrooms

Parking, and way finding on the trails
 paved lot/bike wash
 Perhaps more financial resources/time directed towards maintaining existing trails (especially older Squamish classics) vs less financial resources/time spent building new trails (especially machine-built).
 Perth Parking
 Progression maps with more detailed description of trails and features, especially double blacks.
 Public transportation- bus with bike carriers front and back
 rail service from vancouver to squamish
 Satisfied with how it is currently
 Should be advertised as a family destination. not only gnarly trails but so much variety for kids and so many programs
 Signs for parking
 Skills Park
 so fun
 So impressed. World class everything- terrain, dings, upkeep- awesome.
 Some more clarity on future of trails
 Squamish is biking heaven.
 Squamish is quite amazing. The trails are among the best on the planet, there are very few e-bikers. Please keep it that way! Your ability to allow amazing trails like Airplane Mode to be built is unparalleled.
 Squamish is the best, wish tri cities would have more diversity and adaptive trails
 Squamish trails rock
 Taxi and or shuttle service. For example it was hard for me to find a ride from Squamish Adventure center to my air BNB in diamond head.
 Teach the NSMBA / DNV / Metro Van how to get trails built.
 Thank you to the community, including the Tribes , trail builders, and advocates. Please keep local small, private businesses alive. We come here because it's unique and personal, not because there is amenities that resemble every other commercial areas across the continent.
 The only issue is parking but I know that you just have to arrive early on a weekend!
 The riding was incredible, everyone was friendly, and the town was beautiful!
 They think SORCA is going great
 This is our fourth year coming here from Calgary. Love it! We camp at MTN Bike Fun and just wish there was better transit options to get to destinations such as the Chief. That way we could head there for a hike while the car is used for riding. Not a big deal, but the only real suggestion we have. 😊
 This is the place to be
 Traffic congestion on StS highway is greatly reducing the amount of times I choose to ride in Squamish
 trail grading should be more specific
 Valleycliffe signage improvement, quest area parking
 very good
 Vince is the man
 Was a great experience
 Washrooms, bike wash stations, more shuttling, road improvements so far :)
 Water and tune up stations around trail hubs.
 Water at trailheads
 water available
 water stations!
 We love squamish, perhaps some better signage as to which is the climbing trail in the Alice Lake area.
 Weekly riding groups, and if they exist, more advertising. Also, I feel like a local being here for so long with work! Although I chose 1 trail for the purpose of the survey, I access the trails from all over.
 Wild flow trails
 Wish I did.
 You can make the shred shuttle more visible to tourist

you guys do an amazing job. Thanks

You guys do great work! I used to work for Evergreen in WA, so I know from experience how challenging it is to do what you do well!

You guys rock

Indigenous Awareness and Respect Verbatims

Better signage at trail heads

- include a 1 pager when people receive their membership and/or hold an event night to spread awareness or provide info on the topic

?

?

A land acknowledgment on the maps at the trail head would be good.

A sign at trail head

Add this to signage and every trail entrance

Adding informative signs at the trailheads

Adding more signs with info

All ready doing a great job ejecting!

Allowing Squamish nation to have a say in land development, creating greater accessibility to indigenous youth through scholarships, trail building mentorship a, riding mentorship a etc. Using historical place names, infographics about historical use of land and how we can contribute to respectfully caring for Squamish territory today

Ambassadorship

An area at the top of Perth, Quest and Alice Lake, set aside to display key facts relevant to the Nation and it's relationship with the land. A series of placards in a maze similar to what is seen at many holocaust memorials around the world. If not at these locations then at least Perth or Alice Lake.

An evening event would be nice, with a format similar to a film premiere maybe? Some food & drinks, followed by some talks from Squamish Nation or someone with a good knowledge and understanding of the history.

An IG series on the history of the land in Squamish

Anything at the socials/races to acknowledge that we are on the ancestral land of the Squamish Nation. Maybe revenue of a few events goes back to indigenous groups.

appropriate acknowledgement on trail signage

Art

Art

Art on Trail Maps

Art, signage, youth mountain bike team involvement in activities

artwork

Artwork

artwork at trail heads

Artwork on trails

artwork on trails, signage

Artwork/ signage

As a bike club, sorca should support local and provincial governments to expand opportunites in signage, FN trail crews and stewards.

As someone who generally attends your events I think you do a great job with this. Possibly on trail signs better acknowledgment.

At events like social rides and cinco races, the information can be shared orally or with visual presentation. Story telling was a way of passing on the culture. Some of the stories from first nations are interesting. At times the names of sites or mountains come from the stories. I have done some rafting trips with local companies and on a couple of occasions the rafting guide shared a first nations story that enriched the rafting experience.

Better information at trailheads or rest stops

Better signage, all signboards are blank.

Better signs

Better yet, good to educate on the flora and fauna in the area. I believe it's everyone's land.

Big fan of your posters on the climb trails! Something similar? Emails & social posts

bike videos with ambassador (pro bikers and Squamish first Nation)

Bring in an ambassador from the Squamish nation to speak at Sorca events.

By offering better educational info on trailforks and trail squeeze points such as Perth and multiple spots on Diamond head

By sharing the local lore and stories of the land, mountains and rivers

Carvings on the trails

Ceremony with Squamish Nation reps held when new trails are opened

Clearly label this in more places

Collaboration with the Squamish Nation: SORCA should establish a collaborative relationship with the Squamish Nation. This partnership can involve consulting with the Nation's representatives, Elders, or cultural advisors to ensure accurate and respectful representation of the history and significance of the lands. Trail signage and interpretive materials: SORCA can create trail signage and interpretive materials that provide information about the history, culture, and significance of the lands. These materials can be placed at trailheads, key viewpoints, and intersections to engage trail users and offer them an opportunity to learn about the Squamish Nation's connection to the area. Online resources and apps: SORCA can develop online resources, such as a dedicated webpage or a mobile app, where trail users can access educational content about the history of the lands. This can include interactive maps, stories, videos, and other multimedia elements to engage and educate visitors. Guided educational tours: SORCA can organize guided educational tours led by knowledgeable guides from the Squamish Nation. These tours can provide in-depth information about the history, cultural significance, and traditional land use practices of the Squamish people. Trail users can join these tours to gain a deeper understanding of the land they are exploring. Cultural events and workshops: SORCA can collaborate with the Squamish Nation to organize cultural events and workshops that allow trail users to interact with Squamish community members, learn about their traditions, and understand their deep connection to the land. This can foster mutual respect and appreciation for the Indigenous history and culture of the area. Partnerships with educational institutions: SORCA can establish partnerships with local educational institutions, such as schools and colleges, to develop educational programs that incorporate the history of the lands into their curriculum. This can help reach a broader audience and ensure that younger generations are educated about the Indigenous heritage of the area. Social media and awareness campaigns: SORCA can leverage social media platforms and launch awareness campaigns to promote the importance of respecting the history and traditions of the Squamish Nation's lands. This can involve sharing educational content, personal stories, and testimonials from Squamish Nation members to raise awareness among trail users.

Collaborative video

Colourful artwork signs on the trail
communication

Consistent advocacy at events, which is how I best have learned.

Continue to proactively exercise MOU with Squamish Nation. When nation members come to welcome groups or open events, I think it's really important to get the message out to the community that those should be considered mandatory. Don't show up to a cinco/social etc after having skipped the welcome. It's uncool! Also continue to advocate on behalf of the nation if there are areas that users shouldn't be going.

Continue with posts, have more signage on partnerships and traditional land info

Continued acknowledgement. Additional funding for indigenous rider participation.

Continuous dialogue at all in person events (socials, cincos, etc)

Cool signs?

Dedicate a trail to the nation, more education

Dedicated page on Sorca website.

Digital Content

Doing a good job already. Some on trail signage would be good. Natural wood carved etc, not printed.

Doing great

Doing land acknowledgements at events

Doing on trail, small educational stops with details along the way. Maybe some of their native stories.

Don't bother! Let's keep this organization about bikes. We have enough polarizing and pukey bs going on in the world....just do bikes and leaving the sucking up to the politicians.

Don't care

Don't necessarily know that it's their place to educate.

Don't think it's needed

Don't bother, concentrate on biking and cultural integration with biking.

Education on why it's important to know about the history. Not so much on better educating but helping people I understand the why.

Education pod at trail

Education related to membership

Educational boards at the start of trail head clusters or near shelters would be fun for adults and kids!

Educational information at the kiosks and shelters

Educational sign boards

Educational signage

Educational signage at trail heads or parking areas

Educational signage on climb trails/at trail heads

Educational signage? Something like what you would see if you were a tourist.

Educational social posts, inclusion of indigenous groups in SORCA events (thanks for the support for IWO!), signage in Squamish language in addition to english

Educational videos about the history of the lands could be nice, or little plaques at the trail head areas explaining the history.

Email Comms, Signage, Events

Email updates ("did you know?"), incorporation where it makes sense in events

Encourage Squamish nation artists to make chainsaw wood art for along the trails! It would also be cool to have trail names in the nations language

event nights

Events and fundraising

Events!

Events, short videos on social media

Events, signage with informative QR code

Everything! I think it would be interesting to know Squamish names for local trails, areas and mountains that we play in.

First Nations Trail Signs

For me it would be great to have more trail building/maintenance days with members of the squamish nation.

Getting the youth group involved in things like dig days etc...

Getting the youth mountain bike group involved

Give members of the Squamish nation the stage at sorca events

Have huge sign at each parking lot with how to say the nation's names and a brief history. Have a long bench so people can read and wait for friends

Have information boards at strategic locations, IE at the top of the steep section by the landing on the way over to half nelson, where people are more likely to take a brake if they are going too

have more engagement with things like the youth group to promote cycling.

Have more history of the lands around

Have more signs up regarding history of area in terms of First Nation use

Have plaques around town with info

Have signs acknowledging this at the main entrance points to the popular areas.

Have signs at trail heads

have such beautiful signs like at the entrance of airplane mode on top of climbs where people rest

Have visual markers on trail letting people know what territory they are in having signs at the major entrance, having a word every few months on social media

Having signs at trailheads about local Squamish Nation info, about traditional plants, uses and place names, about how lands were appropriated by Canada and info about local action towards reconciliation

Having the traditional name of the land or location posted. It could be included on every specs trail sign (ie. Angry and then below a second plaque indicating the specific First Nation name for the land the trail is on.

Heritage signage.

Historical sign posts at trail entrances and exits

History education Kiosks at the start of trailheads. Events.

History on sign boards at major intersections. During Sorca cinco after party incorporate a learning portion from local communities

History Signs

history signs

History Signs in Parking Lot

History Signs in Parking Lots

Hmm interesting one. Maybe on the trail post there is information about the history of the lands.

Hold an event or make one of the social about this, celebrating the people and the land and thanking them for the access

Host an info night, and land acknowledgement

Hosting Info Nights

I couldn't even begin to respond to this here, it you need to do a WHOLE LOT MORE. What is being done is sufficient.

I do not feel the history relevant to the trails we have that in school I do feel it important to mark or place a sign stating that this is first nation land and a thank you

I do not have enough education on the subject to have an opinion on how to administer this history to trail users.

I don't know, I, myself, need to be educated!

I don't think that's SORCA's responsibility perhaps? If SORCA wishes to be proactive perhaps including some info on signage? Maybe better integration of 1st nations riders/community in Socials?

I think the Squamish Nation could better answer that question.

I think there is plenty of acknowledgement as is.

I think this question is really best asked of the nation. Work backwards from what they think is best recognizing that some knowledge/history is sacred

I would watch videos if SORCA put them out

If they didn't ask for more acknowledgement, then we don't need to add more.

IG; signage at trailheads?

I'm not sure

Improve parking and road access, it's a gong show. Need to get that fixed before history lessens

Improved signage, indigenous trail names/riding area names

Include indigenous members on board

Include interpretive signage on trail names especially view points with 1st nations stories.

Include it on trails signs

Include signs with educational information similar to the "trail fairy" signs that would be info signs for riders to read

include small info bits in your emails

Include stories in newsletters

Include the nation in one event. Create a space for riders and community to get together.

Inclusion in events

Incorporate art features synonymous with the traditions

Incorporate more teaching, visibility and collaboration with the Nation.

Incorporate stories into the teaching.

Incorporate Squamish language into trail names

Incorporate Squamish Lil'wat Nation culture and language into alternative signage

Increase signage! Or give more awareness at socials

info @ events

Info @ events

Info and land acknowledgement on signs

info and posts on social media

info at trailhead

Info board at each zone

Info boards are trailheads or car parks

Info boards at shelters

info boards near parking lots and climbing trail rest points

Info boards on parking spots and areas of significance, showcasing what history and meaning those lands had and have for Squamish nation

Info on surtant points of significance around Squamish

Info on the website. Plaques at popular riding area locations

Info Placards

Info placards and events

Info points of interest

Info signage at key trail heads

Info signage on climb trails

Info Signs

Info Signs

Info signs of important First Nation areas. Info signs that point out special views

Info signs, points of interest, and naming trails after culturally important things

Information at map locations

Information at trail heads

Information at trail heads, website, social media

Information boards at trail heads

Information boards at trail heads / intersections

Information boards in the parking lots that are done with the help of the Nation. Perhaps with a QR code to learn more.

Information boards, signage.

Information boards. Trail names in partnership with local community. Hi

Information booths in parking lot or monthly emails

Information nights

Information on the trail board

Information packet included with membership

Information signage

Information signs

Information signs at trail head

Informational signs at trailheads, viewpoints, etc.

Informational signs, event engagement

Information Signs at trail heads. Land acknowledgements and indigenous participation at socra events, videos, etc.

Informative signage paired with view points, benches, etc. the same concept as the highway rest stops. Put the information where people will want to stop anyway. Make the signage interesting and maybe point out the local name for, and the indigenous name for local mountains or things within the view.

Informative signs and info at trailheads

Informative signs, collaborative videos

instagram posts, having interesting strava challenges that use First Nation reference points.

Integrate into events, help with programs getting Indigenous people on bikes etc. Many people from the Squamish nation have lived here their whole lives but have never gotten to see their land from a bike, this is a very expensive sport / not always inclusive

Interactive signage. Look at what NWT has done at Alexandria falls.

Interactive video on the website

Interesting signage

Interpretive signage and traditional naming of landmarks at look outs

Interpretive signage around trail heads

Interpretive signage at the beginning of trails

Interpretive signage, events that honour First Nations, INCLUDE First Nations

Interpretive signage, land acknowledgement signage

Interpretive signage. Maybe with a QR code to scan to learn more if individuals are interested

Interpretive signs at trailheads and parking areas.

Interpretive signs with land acknowledgements

Interpretive signs would be great, with maps, maybe with some history

Interpretive signs, informative presentation during membership sign up.

Interpretive signs. Better info through Trailforks trail descriptions.

intros at social rides

Involve the nation in events and the organization.

It has been great to hear from member of the Squamish Nation at recent sorca events, maybe some info boards and signage at trailheads could be cool too.

It would be great if there was a website that would showcase the indigenous, colonial, and mountain biking history of the area. Maps at the trailhead that showcase old/current boundaries of indigenous lands/parks/crown land/private lands.

It would help to have a kiosk with a bit of a history lesson

It's pretty well explained

Its fun to see and read signs with short info on them

its good how it is now

Keep politics and subjective issues out of mountain biking.

Kiosks at trailheads with information on the territory, trail names. region names in first nations languages.

Land Acknowledgement Signage

Land acknowledgements

Land acknowledgements at parking areas

Land acknowledgments at social events and digital communications

Land Acknowledgements

Large information boards at parking lots or in locations where riders rest or regroup

Large signs

Leave little info blurbs on sorca shelters

Let's keep it about bikes 🚲

literature on trail head

Little signs with information on them.

Love it when the squamish nation opened the climb trail. Lump in my throat.

Make a better information section on the website

Make a video maybe?

Make an educational film around the local First Nations

Make contributions to First nation riding programs. Invite elders to speak to members at agm

Make it a part of the apres if not already.

Make special events

making sure people have an overall level of respect on the trails.

Maybe a written article about the history of Squamish for mtbers?

Maybe add little facts at the trails heads about the lands

Maybe have pop up signs at trailheads with interesting facts

Maybe if the trail names could be translated into the traditional language that would be kind of cool

Maybe put a few stop point while going up with some educative sign

Maybe some signage at trailheads and some links to relevant sources on social media sites.

Media, more Squamish Nation lead social nights, tell the story as best you can.

Membership sign up education

More art on signs

More collaborations. Sharing more online. Today we rode hot tuna and there are lots of new CMT's near the bottom. My friends from out of town had lots of questions. It would be cool to have more notes about how the territory is used by indigenous people today.

More communication material.

More community events

More educational online content

More engaging "did you know" signage

More info boards.

More info in the trail boards

more info on social media channel of SORCA reconciliation efforts

More information at trail heads

More information on social media

More information on trail signs featuring cultural heritage relevant to trails area. 1st nation Trail names.

More information signage at trailheads

More information when getting the membership

More instagram / Facebook posts

More instagram posts

More involvement of the Squamish Nation at events and more signage on the trails.

More Nation presence at socials and events, and maybe some info panels on the trail map boards around the network.

More natural history education would be preferred. More land conservation, as many mtbers are a little destructive. I think they're everyone's land.

More Newsletters and trail signs about the territory for those non SOCRA members

More posters/signs at trail head.

More presence from the Squamish Nation at events like at the last Cinco race.

More presentation boards at the base and middle of the trails to promote education. You guys already do land acknowledgements and discussion during events but maybe including more discussion, partner more with the Squamish Nation for events. Are there volunteer oportunities that sorca and its members can participate in to benefit the squamish nation?

More signage

More signage

More signage

More signage - it's cool!

More signage and involvement.

More signage and Squamish nation people and youth involvement.

More signage around parking/Trail Hubs with QR codes to information links.

more signage at trail heads

More signage at trailheads

More signage signifying the reverence of different spots. More indigenous art/trail signs would be sweet if they were more present.

More signage, share history and language

More signage, educational/cultural events with Squamish Nation members

More signage, more advocacy eg educators posted at trailheads on busy days like weekend with literature, how to respect the area, LNT principles etc

more signage? new trail names chosen by the Nation?

more signs

More signs

More signs

More signs and land acknowledgments

More signs with fun facts and educational tidbits

More sorca apres acknowledgement

More things like the historical information on the sea to sky

More trails named with indigenous names (and help with pronunciation) would be awesome. Also, the small signs along the fire road up Diamond Head reminding everyone to join SORCA are great, might be able to add some of these types of signs in different areas with land history education (ie. fun facts).

More use of traditional names & info boards on original people

Most important would be the continued relationship building between SORCA and the SN. For trail users, more education and protection of places of importance for the Squamish Nation, if known and understood.

Most info in each trail heads

Most people know i think, not always sure what the relevance is to riding though.

n/a

N/A

N/A

N/A

N/A

N/a

N/A

Name trails better, like not immature children's names but actually first nations words or meanings or sayings.

Native language on trails

Natural artwork on trails, signage, and (re)naming trails in the native language

Natural life education (examples of what different plants were used for etc...)

Newsletter

Newsletter

no comment

no comment

no comment

No comment

no comment

no comment

no comment

No comment

No idea.

No need

No need for more

Not necessary, just want to ride

Not really interested

not sorcas job

not sure

Not sure

Not sure that should be a priority. There are more pressing issues like responsible development and proper land use that should be focused on.

Not sure think you do a good job with Squamish Nation maybe get their input

Not sure,

Not sure. Signs?

Notice boards at trail heads/parking lots

On trail events - just a portion of the riders get info from SORCA

On trail signage and displays in parking lots

On your emails give a little information, from the band that they would like us to know. History, interesting facts, did you know...

On-line

outreach to community groups

Part of the regular news letter

Partner with Squamish nation to give popular trails Squamish language names?

Add indigenous-created design-work and Squamish Nation iconography on trail signs?

Partnership agreements with the Squamish Nation. A % of profits that goes towards trails going directly towards the Nation. Support Squamish Nation youth organizations, ISLA, Indigenous Women Outdoors, and calling out entitled settler behaviour (the random and excessive building of illegal trails for example).

Pay the nation rent, put up info boards with the local history, sign places and things in the Squamish language

Perhaps more acknowledgement and education at trail heads/parking lots?

Perhaps more art and culture and history. What's has happened on the lands in years past

Perhaps signs that tell the Squamish histories of what you can see?

Pinkbike/Facebook/insta/social media articles

Place names or markers underneath trail signs could be nice. (how to pronounce those names in phonetic alphabet in brackets would also be super helpful)

Place some infographic signs around the place for us to read!

Placing strategic boards outlining the history of the Squamish Nations, just like the ones around the adventure center. There's an empty board (it's being for years) at the start of mashiter.

Placques, social media, youtube videos with history lessons presented by members of the Squamish Nation

Plaques and benches at gathering points to explain history and encourage chilling

Plates, signs with stories on trail entry

Possibly an event to go over the history of the land setup at a local bar/pub

Possibly the integration of elders coming out during a dig day or post dig day?

Poster board with information on history of first nations in the area.

Poster boards in parking areas

Posters along the trails, similar to the trail karma signs.

posting, signage

Posts at the trail head!

Presentations

Presentations/ signs

Prominent signs at trail head & on the climb.

Provide educational signage at key points of rest where people can read up on history

Public art

Publish a coffee table book on trail history including a section re Squamish nation lands

Put signs at trail heads with the Skwxwu7mesh names for the area. At major junctions, include signs telling the history of the place, making a cultural connection, or telling a traditional story.

Put up an interpretive information board at each key trail head

Put up informational signs

put up signs on trails; put info on website; offer learning sessions

Put up some history signage at trail head

Put up some signs with fun bits of information. Include traditional names of places. Make trail signs in the style of the Squamish nation (art).

QR codes

QR codes on signs

race night education

Recognition is already well done.

Reference indigenous culture/ wisdom in trail names or imagery used in sorca marketing

Relevant and educational info in Trailforks and on trail signs.

Rename trails with offensive names to something beautiful from the Squamish nation. Build new trails with more indigenous names

representation, are education at events

School lessons

Self guided interpretation projects

Self guided interpretive treasure hunts

Seminars and speaker series

Seriously. The fact this in a MTB survey is a joke. I know we ride on supposed territory of the Squamish nation. Everywhere in town I am “educated” to the history of the lands. As a small grass roots organization I strongly believe other than being respectful SORCA does not need to get involved in this arena. There are far more important issues that our volunteers can spend their time and energy on.

Share info via socials. Story boards at trail heads and hubs

Sharing information through social media

Short comments on the website

short instagram videos and posts

Short pdf / PowerPoints on history of land and at start or end of cinco races/rides

Show first nations borders on trail forks

Show the territory on maps on trailforks and posted maps

Sign boards

sign boards at parking lots. Don't forget the logging. Without the logging roads we would not have the trail system we have. It is a working forest.

Signage

Signage

Signage

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 Signage + stories (eg actual stories not like an IG story) posted on social
 Signage about Squamish nation at all the common trailheads.
 Signage along trails
 Signage and acknowledgement
 Signage and art
 Signage and continuation of the programs already in place.
 Signage and educational boards
 Signage and information
 Signage and information boards at each of the popular trail heads.
 Signage and notice during online signup to sorca.
 signage and social media
 Signage and social media posts
 Signage and social media posts
 Signage and social media to allow users to educate themselves
 signage and story telling
 signage around riding areas
 signage around trail heads
 Signage around trails
 Signage artwork
 Signage at key access points. With simple direct messages
 Signage at key junctions with big maps.
 Signage at main entrances.
 Signage at main gathering places. Welcome ceremonies at SORCA events
 Signage at parking areas,
 Signage at parking lot trail heads.
 signage at rest stops
 Signage at rest stops
 Signage at the parking lots
 Signage at the top of the trails similar to meadow of the grizzly
 signage at trail heads
 Signage at trail hubs. Indigenous art and trail names
 Signage at trailheads
 Signage at trailheads
 Signage at trailheads and parking lots
 Signage at trailheads and/or popular junctions with traditional names for the area, maybe some cool history about what was done there.
 Signage at trailheads. Social media publications.
 Signage at trails or at trailheads
 Signage detailing the history and significance to Squamish Nation people

Signage educating people on the territory, the nations relationship and teachings from the land and informing people about the relationship sorca has with the nation

Signage for Indigenous landmarks on trails would be a good start

Signage on trail - similar to the new signage at Cardrona

Signage on trail access roads like you do with membership promotion.

signage on trail heads

signage on trail heads

Signage on trail heads

Signage on trail heads

Signage on trails and stories in newsletters

Signage on trails of what used to be in the location

Signage or perhaps QR codes on trail markers that link to educational resources.

Signage or social media

Signage using traditional names/stories @ trail heads/parking.

Signage with graphics + info at rest points along the climb trails, near the Slippery Salmon hut, etc

Signage with history of land use

Signage with history..

Signage with information about FN in the area.

Signage with information, continued support for events with Squamish Nation members.

Signage with QR codes for more info

Signage with QR links to online resources. Use local athletes to create content.

Signage with Squamish names , histories, importance placed, etc

Signage, and QR codes to educational links.

Signage, Artwork

Signage, better acknowledgements on each trail sign

Signage, CTA, URLs for more info?

Signage, educational opportunities on the land

Signage, emails to sorca members, Indigenous representation at Sorca events

Signage, events

Signage, events, postings.

Signage, info boards, events

Signage, information boards, and shelters

signage, like highway

Signage, members must acknowledge the history to register.

signage, names of trails in Squamish nations language, education in squamish schools

Signage, posts on social media.

Signage, presence at socials

signage, pronunciation of Native names of trails/areas

Signage, social

signage, social media

Signage, social media videos

Signage, talks, social media

Signage. Art.

Signage. At time of buying membership. Change your name to the First Nations name (example Powell River)

Signage. POI signage eventually gets read, a dedicated campaign to educate trail users will spread this knowledge.

Signage. Possibly consultation on trail names

Signage. Stories on posts at the trail entrances.

signage/art

signage/art

signage/fundraising

Signage/multiple trail names, decided by Squamish nation members.

Signage/posters at trail shelters?

Signage/Social media posts

signage/storyboard at parking or major trailhead access

signage?

Signage?

Signage?

Signage? Is this really Sorca's job?

signage? maybe an archway that you pedal through to enter the zone with writing/carving on it to indicate this?

Signboard for notable locations, something on cedar bark harvest

Signs

Signs

Signs

Signs

signs

signs

Signs

signs

signs

Signs

signs - SORCA members need to read educational content to get membership

Signs acknowledging traditional names of riding areas or prominent landmarks.

Signs and facts and short facts

Signs and maybe even naming some trails after the territory's history?

signs around parking lots? on trails?

Signs at main trailhead with a short interesting story/legend from the Squamish nation

Signs at major trail heads. People tend to read signs on the trail.

Signs at trail head

Signs at trail heads with some Squamish Nation History

signs at trailhead

Signs at trailheads

signs in first nations language

Signs in the trailheads for people to read while waiting or when starting their ride.

Signs include info

Signs on climb trails/break spots

Signs on the climb up

Signs on trails

Signs please at the current kiosk type maps around the areas. Please include specific ways riders can respect the land through indigenous lens, consult the Squamish Nation for content? As a long time local and rider I don't barely want to go anywhere anymore, it's a zoo out there. I hate the people who camp and set up campsites in the parking areas and off the supposedly non shuttle road up to pseudo tsuga etc. I know locals do it too, with their kids no less!! I don't care if it's legal to camp on crown land... walking in with a tent is better, but driving vehicles everywhere into the back roads is disruptive to the environment, the wildlife. Maybe there should just be quiet at night.. no people. What is the history of the land are we really respecting it?

Signs posted!

Signs with info/history across trails

Signs with QR codes to website

Signs, information/history rides

Signs, Instagram, initiating indigenous leaders to speak at events, staff diversity

Signs, like in provincial parks, where folks gather, and wait... eg bottom of Pample, end of Rupert, start of Tracks.

Signs, seminars

Signs, social channels

Signs, youtube videos, fun and interactive "test" with completion rewards i.e a free beer somewhere

Signs/Art

Signs/infographics

signs?

Signs? Put the names in the indigenous language as well?

Signage in climbing areas, my kids always read all the signs.

Small information at the trailheads

Small information plaques at common rest places, at the top of climbs where people regroup.

Small story boards at the trail head or junction with some content on the names or area would be great

Social media

social media acknowledgement and education

Social media and trail signs

Social media and website

Social media platforms

Social media post with engaging facts through out the year

Social media post, newsletter, etc

social media posts

social media posts

Social media posts

Social media, QR codes on trail signs linked to further info

Social media, signage in parking lots and trailheads

Social posts

social posts and signage
 Social Posts Land signs
 Social posts?
 Social rides. Information from social media influencers.
 Socials
 Socials dedicated to First nations history
 Some history on the trail bulletin boards, or plaques at the start of popular trails, etc
 Some signage about the history at major trailheads
 some signage about the nation
 Some signage to get people interested
 Some signs perhaps?
 Some sort of signs at popular rest stops
 SORCA & First Nations rides. Short history of territory at Trailheads
 Sorca website and email
 Spend time (preface) each event (dig/walk/cinco etc) with some verbal background info.
 Sponsor/support local Squamish Nation riders and then hold events where they (or someone they know) can speak about the trails that we use regularly from their perspective
 Squamish nation designed trail signs and trailside art
 Squamish Nation logo / name on signage.
 Squamish nation names for local mountains and areas. Providing squamish youth with opportunities to mountain bike.
 Squamish needs to buy land instead of borrowing land then losing trails. Save the 60,000 you donate to trails and start buying. It's ridiculous to not invest in your own community.
 Squamish place names; plan events w/ Squamish community members; what would these lands have been before they were bike trails? Historical signage. What does the Nation want them to be now and in the future?
 Stop telling us how to pay for the trails and start telling us about the trails and the history
 Stop with these, woke, bullshit questions.
 Stories with elders to discuss the land or understand the biodiversity of the plants around the park
 Story in the Chief newspaper
 Support For Indigenous riders
 Talk more about it at socials, cincos
 Territory maps, interpretive signage and more integration with SN throughout the network
 There can be signage with information about the land.
 They already do a great job.
 They do a good job
 They do a good job
 They do a good job
 They do a good job with it so far as I can see.
 This is not true. Also it is not sorcas responsibility.
 Through existing newsletter

Through posts on social media, include Squamish nation members in the education. Have members join the sorca social to educate.

Totem poles around trails

Traditional language words on the trails.

Trail fairies signs on climb up road to pseudo always get my attention and I read them.

Trail forks history when looking at trails/areas.

Trail guide with history section

Trail head signage around the areas we ride. Like Whistler, I think a cultural centre or alike could also be beneficial. Being an art enthusiast it would be nice for an indigenous gallery.

Trail maps around town

Trail names in the First Nations language

trail names translation

Trail names, signage

Trail names, signage

Trail naming collaboration, identifying plaques with trailhead signs

Trail side signage/cultural info

trail signage

Trail signage associated with the trail name signs

trail signage boards

trail signage or QR codes on trail signs that link to area history or unique fact about the Nation

trail signage/ trail names

Trail signs

Trail signs with quick snippets of history/info on climb trails.

Trail signs. History lesson when renewing Sorca memberships. Generating a presentation and pop up quiz. Folks listen to or read about what you want to present and at the end is a quiz. They fill out the quiz. Over a certain % say 90% or better on the quiz and they receive a discount coupon to a local retailer etc.

Trailhead Kiosks

Trailhead QR codes

Trailhead signage, and email campaigns sharing history or useful info.

Trailhead signs. Encourage/ partner with Trailforks to include access to area aboriginal history - this would be relevant across NA.

U do a good job in all communications

Unique signage at trailheads, traditional trail names

Unique, engaging trail signage and media

Unknown

Unsure

Unsure

Unsure

Use indigenous language when naming trails and/ or trail areas. Have area information/ history in the shelters. Start and finish the season with opening and closing ceremonies (doesn't have to be anything too major) with Squamish Nation involved.

Using boards

Very few care.

Visible and larger signage

Wayfinding and signage at trails

Websites, videos

Welcome statue, or totem poles at trail heads.

Why does this need to be done ?

Why?

With signs posted the same way there are signs about the wildlife in the area

Wood carved welcome statue at each major trail head

Workshops and speaker series

Would be nice to see some signage throughout the trail network educating riders on the history of the land

Yes - providing more information on sorca relationship with squamish nation would be beneficial

You could leave small information signs around trailheads and sorca shelters

You do a pretty good job already.

Youth riding group inclusion with source events

Youth riding group inclusion, signage, artwork,

Youth team education sessions (for the youth team doing some maintenance sessions or somethings like that)

YouTube mountain bike history videos

Zero. It is not at all sorcas responsibility. Do other not for profits just take in on first Nation education for no reason?