



# Trail Lab



## WANT TO CREATE A GREAT PLACE TO RIDE? WE CAN HELP

IMBA Trail Labs are two-day intensive workshops during which IMBA staff, trail industry experts and local stakeholders lead participants through the recipe for a model community trail system: planning, design, building, activation, promotion and measuring success. Attendees will also get a firsthand look at components of an intentional and diverse mountain bike trails community.

Individuals best-suited to attend the workshops are land managers, community officials, recreation professionals and tourism/economic development staff. This program is not intended for IMBA Chapter representatives. In addition to helping you understand the benefits of trails and the experiences desired by mountain bikers, we will provide the knowledge you need to get started making great trails happen locally and help you identify the next steps needed to bring more trails to your own backyards.

## WHAT TO EXPECT A sample schedule

### DAY ONE THEME:

#### The recipe for a model community trail system

#### PLAN IT

- Why mountain bike trails?
- What are sustainable trails?
- Visioning and community planning
- Building a dream team of experts
- Understanding the planning process
- Gaining project support and funding

#### DESIGN IT

- Developing the desired mountain biking experience
- What level of design detail is needed
- Impact of operations and maintenance in design
- Signage and risk management
- Phasing your plan

#### BUILD IT

- Finalizing the design and balancing desires with reality
- Working with volunteers and professionals
- Construction contracting
- Crafting procedural documentation
- Trail network public opening checklist

Afternoon tour of various mountain biking facilities, followed by an optional group ride and dinner on your own. (There will be no trail building.)

## DAY TWO THEME:

**If you built it, will they come?**

### ACTIVATE IT

- Creating a plan for sustainability
- Developing a programming strategy to take full advantage of the trails
- Celebrating the grand opening
- Adding natural-surface trail elements for spice
- Activating and engaging partners
- Developing new riders

### PROMOTE IT

- Getting community support for the project
- Developing maps and websites
- Hosting events, festivals and races

### MEASURE IT

- Evaluating the impact of the trail facility
- Trail counters and on-site surveys
- Tracking volunteer hours
- Data collection and management
- Using data to improve the trail system

Afternoon tour of various mountain biking facilities, followed by an afternoon interactive session where attendees will begin to draft a plan for their community's trail project while considering the six core ingredients (plan, design, build, activate, promote, measure).

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## Who We Are

IMBA Trail Solutions is the international leader in developing singletrack trails, with experience in over 500 projects in North America, South America, Europe, Scandinavia, and Asia. Our team excels at planning, design, and construction of trail systems that provide high-quality experiences for local riders and destination visitors while minimizing resource impacts and reducing required maintenance.

Our wealth of experience has allowed us to develop professional trail industry recognized guidelines for creation of sustainable and enjoyable singletrack trails. We pride ourselves on the positive experiences we have provided to the millions of active trail users around the world and in the economic independence that communities have achieved through the development of destination trail systems.

## Questions?

Go to our website, [www.imba.com/trails-for-all/trail-labs](http://www.imba.com/trails-for-all/trail-labs)

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## Publications

**GUIDELINES FOR QUALITY TRAIL EXPERIENCES,  
BUREAU OF LAND MANAGEMENT (2017)**

[www.imba.com/resource/  
guidelines-quality-trail-experience-gqte](http://www.imba.com/resource/guidelines-quality-trail-experience-gqte)

### BIKE PARKS:

IMBA's Guide to New School Trails (2014)

### MANAGING MOUNTAIN BIKING:

IMBA's Guide to Providing Great Riding (2007)

### TRAIL SOLUTIONS:

IMBA's Guide to Building Sweet Singletrack (2004)

