

One Wheel at a Time

Building a mountain bike trail system through partnerships to boost economic development, youth opportunities, and build community

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SORP Abstract

This presentation shares a case study of the Iron Hills Trail System developed by the Cedar City Bureau of Land Management in partnership with the International Mountain Bike Association, the Dixie Mountain Bike Association, Southern Utah University, American Conservation Experience, Cedar City, Cedar City Brianhead Tourism, and many others. In 2014, a Salt Lake Tribune article announced a public meeting inviting mountain bikers to help plan a trail system in Cedar City's foothills. The invitation was simple, please come help us figure out which trails to build first. Mountain bikers and community members showed up and gave input, but what occurred over the next three years was more than trails. Through partnerships and community involvement, the trails have brought divergent groups together creating opportunities for youth involvement (through youth conservation crews and a mountain bike racing club), community building (through public input session, volunteer opportunities and trailhead dedication ceremonies), and economic development (through races and mountain biking visitors). Many recreation planners promise these results. This presentation will share a compelling story showing how a community can go from a few mountain bike trails to hosting 1,200 riders and their fans for the Utah High School Cycling League's State Championship

Presentation Overview

- I. Introduction to Iron Mountain Trail System
- II. The Need
- III. Our Process
- IV. The results
 - A. Community
 - B. Youth Opportunities
 - C. Economic Development
 - D. Momentum
- V. Lessons Learned



I. Introduction: Let's go for a ride.

II. The Need (2014)

Rogue mountain bike construction

- Quality control

Connect to developed city trail

IMBA influence

- Steep terrain
- 100 miles

Recreation Corridor

- Expand mountain bike in summer season (too hot in St. George)



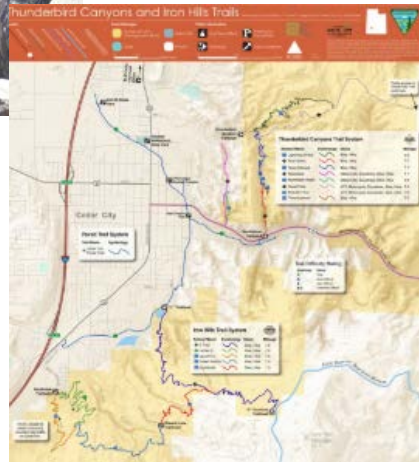
Rusty Slade, MTBProject.com

III. Process

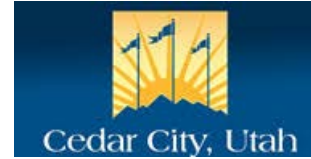
1. Identify and defining the need
2. Consult with IMBA
 - Zones (Downhill Flow, Traditional BC)
 - Conceptual map
 - Develop the experience for each trail
3. Public Meetings
4. Encourage Dixie Mountain Bike Trails Association
5. Working with Cedar City (changing hearts and minds)
 - Change the use (shooting to mountain biking)
 - Partnering
6. Building
7. Getting on the Map



IV. Results: 4 years later



- A Trail System
 - Thunderbird Gardens
 - Shurtz Canyon
 - Southview
- A Community
- Youth Development
- Economic Development



Community through Partnerships



Cedar City and Brian Head Tourism

SUU



Cedar City

IMBA

DMBTA

ACE



State Parks

Iron County Government

Gov Office of Outdoor Recreation

Dixie National Forest



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION



Utah Governor's Office of Economic Development

OFFICE OF OUTDOOR RECREATION



Greens Lake Trailhead

Total Cost of Trail: \$84,610.00 (Approx: \$6.75 per FT) 12,500 feet built

Actual Cost \$77,000 (\$6.15 per FT)

BLM Contribution of total cost	(91%)
DMBTA Contribution of total cost	(3%)
USFS Contribution of total cost	(5%)
ACE Contribution of total cost	(.05%)
Utah State Parks of total cost	(.05%)

\$60,000 Paid Trail Solutions (IMBA)-Design & Build
\$7,500 Paid BLM Saw Crew and Trail Work
\$8,500 IIC Paid Crew
\$1,000 ACE Paid Crew
\$2,610 DMBTA Donated Volunteer Labor
\$4,000 Forest Service Trail Cat Donation
\$500 Utah State Parks Trail Cat Donation
\$500 ACE Volunteer Labor Donated

11-15-2016
6-DMBTA Volunteers
180 Feet

11-12-2016
7 IIC Crew Members
10 DMBTA Volunteers
2950 Feet

11-10-2016
7 ACE Crew Members
2 BLM
500 Feet

11-8-2016
6-DMBTA Volunteers
550 Feet

11-8-2016
5 IIC Crew Members
1 BLM
420 Feet

11-10-2016
5 IIC Crew Members
1 BLM
450 Feet

11-6-2016
6-DMBTA Volunteers
1 IMBA
400 Feet

11-5-2016
5 IIC Crew Members
8 DMBTA Volunteers
2500 Feet

11-4-2016
4 BLM Employees
875 feet

11-29-2018
5 IIC Crew Members
3 DMBTA Volunteers
1500 Feet

11-24-2016
13 DMBTA Volunteers
2200 Feet

Legend



Trailhead

Trail Finishers Crew

ACE/BLM

BLM

DMBTA

IC/BLM

IC/DMBTA

Trails

Lava Flow

Lichen II

Youth Opportunities

Internships - Career Path

Trail Building - on going, now an opportunity for skill development

Middle/High School Mountain Bike Team: Iron Giants Mountain Bike Team



Economic Development

City Council diversifying

ROI

- Average visitor spends \$131/day leading to an estimated \$589,500 in direct economic impact in the last year.

NICA (1500 riders)

- 17% increase in lodging from previous year

Momentum – the I-15 Mountain Bike Corridor



Lessons Learned

- Finding a Mac (social influencer, connected private citizen)
- Different models of trail development with an end result
 - Pirates at Three Peaks - rogue mentality
- BLM planning process
- Volunteer association vision and momentum
- Public involvement in a short period of time
 - Name trails
 - Mark up maps
 - Local input
- Where you can put a trail - tie into broader skill and vision sets
- Expect and ebb and flow for participation
- Interests differ and people match to their participation
- Be willing to be persistent and share your vision
 - Many visits to the City Council
- User shift from Thunderbird Garden



In Review

We hope you have a greater understanding of what it took to use partnerships to build the Iron Mountain Trails System

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