



Northern
Forest
Center

LIVE THE NEW
FOREST FUTURE

Survey Results & Discussion



**RIDE WITH
GRATITUDE™**

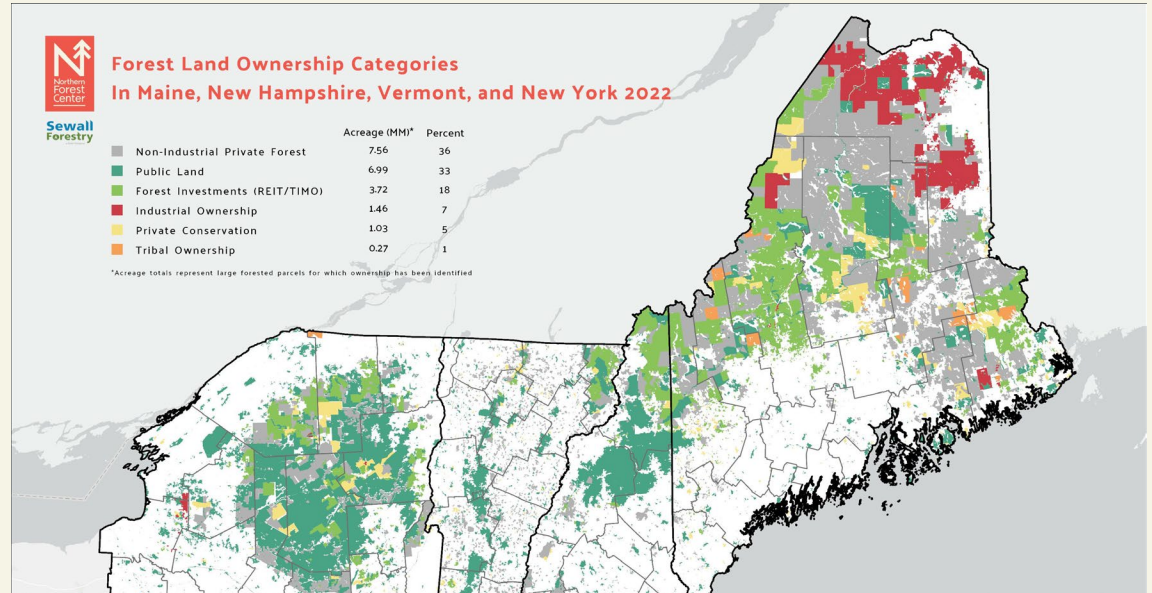


The Northern Forest Center is a **regional innovation and investment partner creating rural vibrancy** by connecting people, economy and the forest landscape.

🚲 Bike Borderlands



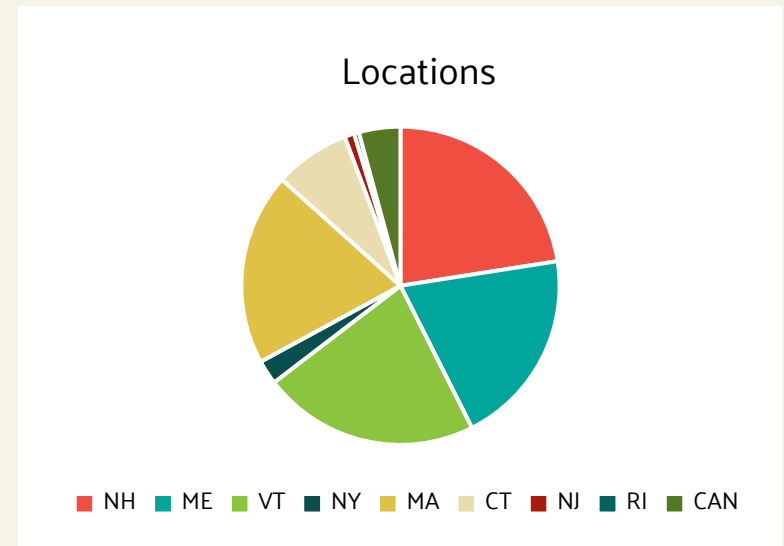
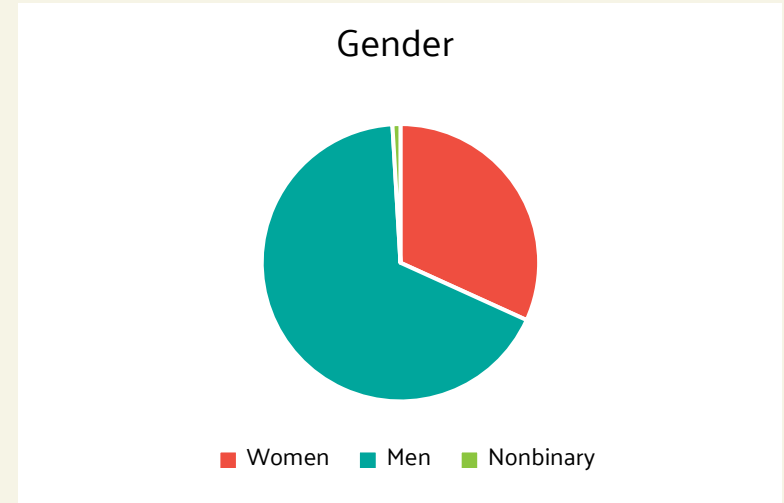
Why Does Etiquette Matter?



Can you imagine what would have happened if the KT closure had started a regional trend?

⤴ Etiquette Survey

- Open Nov 20 – Dec 22, 2023
- 514 respondents, 432 complete responses
- Average age: 52
- 84% ride at least weekly



Perceptions of Mountain Bikers

Most mountain bikers practice good trail etiquette and are good ambassadors.

- A few “bad apples” that ruin it for everyone
- Young riders need more education on etiquette
- People who are “strava-ing” are not as respectful
- “Macho”/ “Aggro”/ “Entitled” / “asshats”
- E-bike rules are not followed by all
- “For the most part though, riders seem very friendly, welcoming, and seem to be good ambassadors to the sport.”

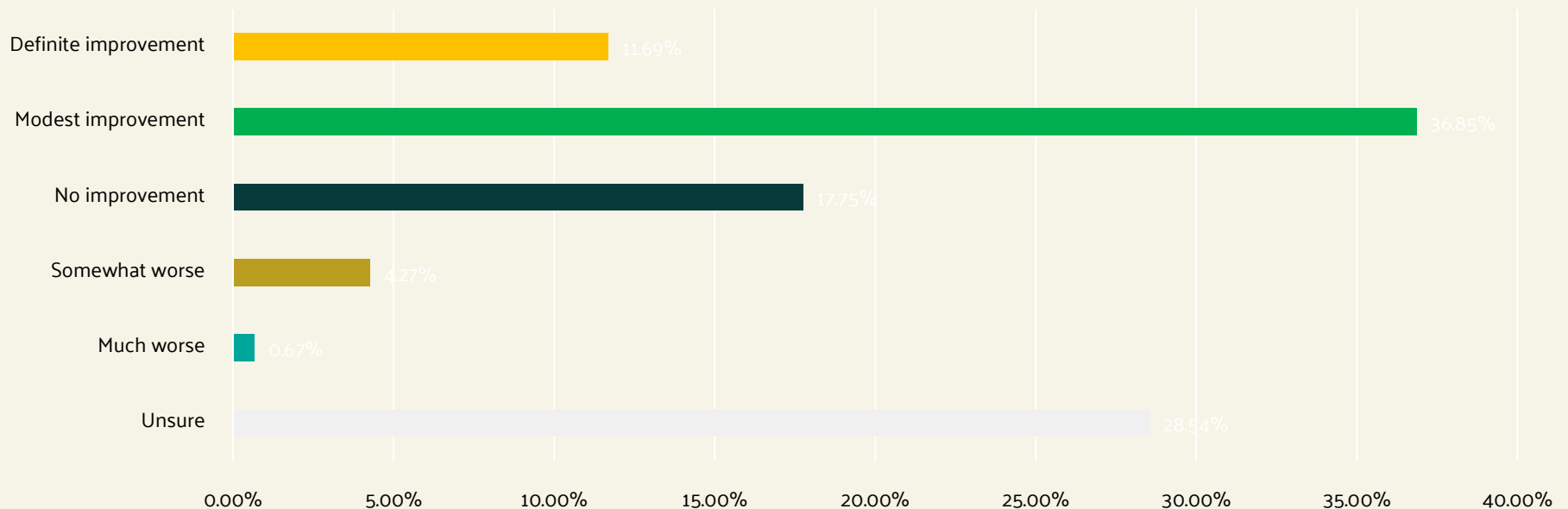




Observations of Improvement

49% of respondents noticed improvement!

Q5+8 In the past 2 years, have you noticed a difference in how mountain bikers behave while riding, at trailheads, in community, etc.?



⚡ Ride With Gratitude



www.RideWithGratitude.org

How RWG Shows Up



bikeborderlands



Ride with Gratitude matters to me because I appreciate the tremendously large amount of work all the people involved with creating these trails systems have put in! And I appreciate the code of conduct to keep the trails and areas surrounding the trails accessible, safe, and sustainable.

-Matt



Some of Our Partners



saratoga
PLAN

Preserving Land and Nature

The Great Outdoors



RIDERS
OUTPOST
BY OUTDOOR GEAR EXCHANGE



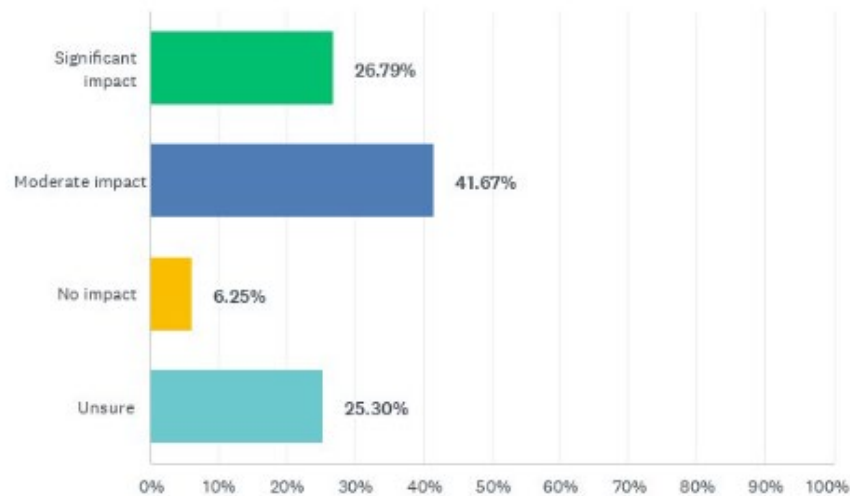
Memphremagog Trails – Newport, VT
Ascutney Trails Association – Brownsville, VT
Ascutney Outdoors – Brownsville, VT
Victory Hill Sector – Victory, VT
Katahdin Area Trails – Millinocket, ME
Caledonia Trail Collaborative – St. Johnsbury, VT
Stowe Trails Partnership – Stowe, VT
Moosehead Outdoor Alliance – Greenville, ME
Falmouth Land Trust- Falmouth, ME

Campaign Effectiveness

Is RWG effective? 68% say YES!

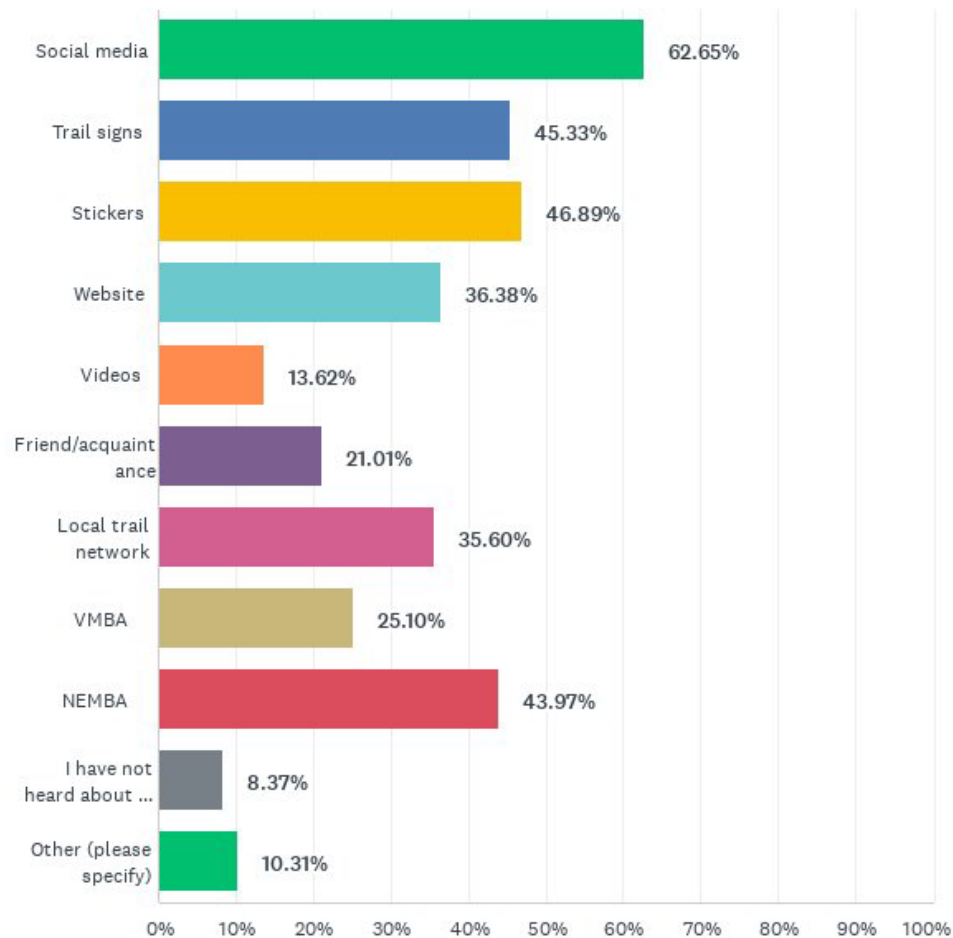
68% of respondents that have taken the RWG pledge say that it has had a positive impact.

Q4 Would you say that Ride With Gratitude has made a positive influence on the mountain bike community?



📈 Ride With Gratitude Awareness

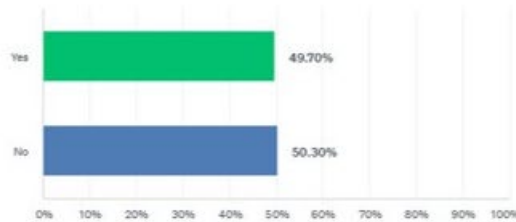
Q2 Have you heard of the Ride with Gratitude initiative? If so, where have you heard about or seen it? Select all that apply.



⤴ Pledge Impact

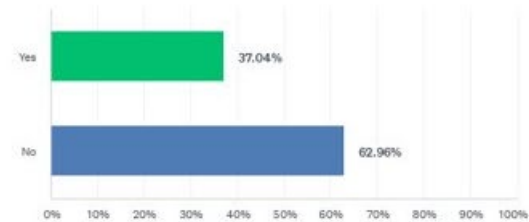
Pledge takers were 13% more likely to change behavior than non-pledge takers.

Q6 In the past 2 years, have you noticed any changes to your own behavior?



Taken the RWG Pledge

Q9 In the past 2 years, have you noticed any changes to your own behavior?



Not Taken the RWG Pledge

How to Ride With Gratitude

What people are doing:

- More friendly, wave to others
- Give directions
- Yield to other users, hikers, dog walkers
- Not short-cutting trails
- Check conditions report before going out
- Stop and pull over for equestrians
- Respecting other's property
- Riding on lesser-used trails
- Slowing down, maintaining control
- Stay off wet trails

“I am much more considerate to hikers. I used to casually ride by them; now I come to a stop, make sure they see me, get permission to pass by safely. I am more cognizant about staying in control and being a good steward for the sport.”

⬆️ Our Next Steps



- Outreach and resources for young/new riders
- Engage more trail systems
- More RWG in French
- More education on e-bikes
- Celebrate “newbies” who need help learning the sport
- Share specific ways people can RWG
- Promote inclusivity
- More educational videos
- Diverse ambassadors

⤴ What Supporters Can Do

- All riders can **Be the Example**
- Take the pledge
- Increase education about what good mountain bike etiquette looks like:
 - Signage
 - Social media
 - Websites
 - Use in group rides, events, etc.
- Share our social media posts and create your own with #ridewithgratitude
- **Become a Ride With Gratitude partner:** contact jfox@northernforest.org





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