

# **Whistler Recreational Cycling Plan**

**December 2006**



# Whistler Recreational Cycling Plan

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## **EXECUTIVE SUMMARY**

Cycling is one of the many outdoor pursuits enjoyed by Whistler's active residents and visitors. The Valley Trail network offers a riding experience for cyclists of all ages. Hundreds of kilometres of local trails provide mountain biking opportunities and challenges for riders of every ability level. The Whistler Mountain Bike Park is pushing the limits of the sport. The Whistler Recreational Cycling Plan examines several key aspects of recreational cycling, including cycling trails, cycling tourism and economic development, services provided to cyclists, and the needs of the local cycling community.

### **Cycling Trails**

Whistler has more than 300 km of public off-road cycling trails, comprising: 35 km of paved Valley Trail linking commercial centres, parks and neighbourhoods; 160 km of singletrack, ranging from easy to expert; and 120 km of doubletrack, some smooth and flat, some steep and demanding.

There are more than seventy named trails within riding distance of Whistler Village, including A River Runs Through It, Kill Me Thrill Me, Comfortably Numb and the Flank Trail. Lost Lake Park has a 30-kilometre network of single and double track trails with a riding experience for everyone. The first section of the Sea-to-Sky Trail has been built south of Function Junction. The Whistler Mountain Bike Park has earned a reputation as one of the top lift-serviced mountain biking facilities in the world.

A planning model was developed to evaluate the amount, type and general location of trails that will satisfy the riding needs of visitors and Whistler residents. The Cycling Trails Master Plan provides a vision of what Whistler's cycling trails network could look like by the year 2020, and will guide annual trail development activities.

### **Cycling Tourism and Economic Development**

Cycling is a thriving summer activity in Whistler: thousands of summer visitors enjoy cycling the Valley Trail and Lost Lake Park; festivals and events bring additional visitors; Whistler Mountain Bike Park visits have increased by more than 400% over the past five years.

Mountain biking is having a measurable impact on the summer economy of the resort. The Crankworx Freeride Mountain Bike Festival has evolved into a full nine-day event and brought more than twenty thousand incremental visitors to the resort. Whistler recently hosted a major mountain biking conference, attended by more than four hundred delegates representing seventeen countries. An economic impact study of mountain biking in Corridor communities was conducted during the summer of 2006. Preliminary results show that Whistler's network of cycling trails, the Bike Park and the Crankworx festival generated a combined direct spending of more than \$30 million.

However, awareness of Whistler's extensive system of public singletrack and doubletrack mountain biking trails is somewhat limited. Through promotion of this exceptional product, there is potential to attract additional destination visitors to ride the cross-country trail network.

### **Services For Cyclists**

Services available to visiting and local cyclists include accommodation, retail, rental and repairs, guided tours, instruction in biking skills, bicycle storage, transportation, and parking. There is a growing awareness of the needs of visitors and residents who cycle, and the business community has responded with innovative products and services.

A variety of maps are available, but visitors and residents often have difficulty navigating their way to and around the popular trails. Web based maps and trail descriptions are a common offering of many other North American destination biking areas, but such information is limited for those planning a trip to Whistler.

Trailhead and en-route signage is improving, particularly through the recent efforts of the Whistler Off Road Cycling Association (WORCA) and the Municipality. Further improvements will assist riders unfamiliar with the trail systems.

### **Whistler's Cycling Community**

Cycling is becoming entrenched in Whistler's active, outdoor-oriented culture. A recent province-wide survey that showed Whistler residents are more physically active and participate in cycling more often than residents of other BC communities.

The off-road cycling interests of the community are ably represented by WORCA. Founded in 1989, the club has grown to eleven hundred members. The organization is engaged in cycling advocacy, community-building group rides, informal competitions, skill development clinics, trail maintenance, youth programs and an annual bike swap. Weekly Loonie races are strongly supported by local business and attract hundreds of riders.

Other initiatives make for a strong and growing cycling community: Wild Willies weekly rides introduce community members to mountain biking; the Whistler Cycling Club encourages road cycling with weekly group rides; and the Whistler Cycling Committee involves a number of community stakeholders in cycling planning and decision making.

### **Development of the Recreational Cycling Plan**

The Whistler Cycling Committee and the Resort Municipality of Whistler have previously developed a cycling planning process to help guide the future of both recreational and transportation cycling in Whistler. The planning process is driven by the community vision, priorities and strategies of *Whistler 2020 – Moving Toward a Sustainable Future*.

In the preparation of the Recreational Cycling Plan, a **Cycling Vision** for the community was articulated, imagining how cycling in Whistler could look and feel in the future. The **Current Reality** of recreational cycling was examined and opportunities to move toward the vision were identified. Finally, **Actions** have been proposed as specific steps to move forward.

# 1. INTRODUCTION

“Whistler is Recreation” is a popular slogan that reflects the active nature of this mountain community. Residents enjoy energetic, outdoor-oriented lifestyles; visitors partake in the many activities that the resort community has to offer. A growing number of residents and visitors include cycling as a primary summer recreational activity, and mountain biking has become a vital component of the resort economy. This Recreational Cycling Plan will provide guidance to the development of facilities, services and programs to meet the needs of those who cycle in Whistler.

Off-road cycling has long been a part of Whistler since the sport of mountain biking evolved in the early 1980s. The 35 kilometre paved Valley Trail network is the result of early visionaries who realized that a trail system linking neighbourhoods, parks and commercial centres would provide a valuable recreational and transportation amenity. The extensive network of gravel and natural-surface trails has evolved through the trail-building and advocacy efforts of the local mountain biking community and the Resort Municipality of Whistler (RMOW).

There are currently more than three hundred kilometres of public cycling trails, including singletrack experiences that are uniquely Whistler. The Whistler Mountain Bike Park, with its more than two hundred kilometres of trails, is acclaimed as the premier lift-serviced biking facility on the continent. Construction of the first phase of the Sea-to-Sky Trail commenced in the summer of 2006.

Diverse mountain biking experiences and high-energy biking events attract a growing number of summer visitors to the resort. Local races, enthusiastically supported by the business community, attract hundreds of riders. The importance of cycling to the community was acknowledged in 2004 when Council adopted the Whistler Cycling Policy, which supports recreational cycling as an economic driver of the resort and a contributor to the well being of Whistler residents.

The Recreational Cycling Plan is guided by the community priorities and strategies of *Whistler 2020 – Moving Toward a Sustainable Future*, Whistler’s community-wide strategic plan. The Whistler Cycling Committee, a multi-stakeholder group representing the RMOW, the Whistler Off Road Cycling Association (WORCA), Whistler Blackcomb, Tourism Whistler, and community members, has developed the Plan (Appendix 1).

The Recreational Cycling Plan is one of several cycling action plans identified in the Whistler Cycling Planning Process, which articulates a vision, goals and objectives for all cycling activities in Whistler. A separate Transportation Cycling Plan addresses the use of the bicycle as a means of transportation in Whistler.



## **2. RMOW MANAGEMENT OF PLAN**

### **Scope of Plan**

The intent of this plan is to provide a community-wide vision of recreational cycling and an action plan to move toward that vision. The plan will guide the RMOW capital and operating expenditures on cycling infrastructure, events and programs. It will also inform the planning of other stakeholders, including WORCA, Tourism Whistler, Whistler Blackcomb, Whistler Chamber of Commerce, individual businesses and community organizations.

### **Exclusion**

This plan does not include transportation cycling, the subject of a separate Transportation Cycling Plan.

### **Key Assumptions**

- RMOW will continue to lead the development and implementation of this initiative
- RMOW actions will be guided by the Whistler Cycling Policy (Appendix 2)
- The Whistler Cycling Committee will guide and monitor the implementation of cycling actions and will periodically update the plan
- A Whistler Cycling Coalition may evolve to provide a more independent voice to cycling interests in Whistler

### **Delivery Strategy**

- The RMOW will implement its cycling actions through its five-year financial planning process
- Other organizations will implement their actions through their budget processes
- Progress on actions will be reported by the Whistler Cycling Committee

### **Key Deliverables**

- Recreational cycling vision
- Action plan, indicating implementing organizations and timing
- Recreational cycling indicators to measure progress toward the vision. (The indicators are included in the *Whistler Cycling Policy Implementation Strategy* document.)

### **Community Engagement**

- More than twenty individuals directly contributed to the development of the cycling plans, including representatives of WORCA, Tourism Whistler, Whistler Blackcomb, the Whistler Chamber of Commerce, the Western Canada Mountain Bike Tourism Association, local bike shops, seniors, local riders and several RMOW departments
- The Whistler Cycling Committee made a presentation to Council on September 18, 2006 to report on the status of the cycling plans and advise of the scheduled open house
- A public open house was held on October 5, 2006 at Spruce Grove Field House, with more than eighty attendees

- The draft plans have been posted on the RMOW website since October 12, 2006
- There were a number of articles in both local newspapers regarding the draft cycling plans and opportunities for feedback
- More than 120 individual feedback forms or written comments were received and considered in the preparation of the final cycling plans

### **Impact on Current Operations**

Existing RMOW capital and operating funds currently allocated to cycling will be re-directed to activities included in this plan. Full implementation of this plan may require additional funding and resources.

### **Risk Analysis**

- Financial Risk:** Low – New cycling facilities will be built based on the trail riding preferences of residents and visitors
- Performance Risk:** Low – Cycling trails will be built and maintained in accordance with the Whistler Trail Standards
- Hazard Risk:** Low – New cycling trails will be built to proven standards, and will include appropriate signage advising riders of riding features
- Strategic Risk:** Low – Cycling is a proven and growing summer offering for both residents and visitors.

### **Opportunities**

Recreational cycling Whistler has become a major summer activity for residents and a popular offering for visitors: visits to the Whistler Mountain Bike Park have increased by more than 400% over the past five years; Whistler's network of off-road trails is becoming more widely recognized; the Crankworx festival has grown to a full nine-day event. As Whistler mountain biking gains further international recognition, there are additional opportunities for growth in economic benefits to the resort.

### **Progress Tracking**

Recreational cycling indicators will be developed to measure progress toward the recreational cycling vision. Progress toward the cycling indicators may also be reflected in Whistler 2020 core and strategy indicators.

### **Financial Implications**

Funding for cycling infrastructure and trail maintenance have been included in recent RMOW budgets. An increase in the length of trails and the number of riders may require additional funding for municipal and contract trail maintenance. If Whistler's cycling product attracts additional destination visitors, economic benefits to the resort community will be realized, including increased hotel tax revenue to the RMOW.

### **Linkages to Whistler 2020**

Cycling is strongly linked to Whistler 2020 and the five priorities of Enriching Community Life, Enhancing the Resort Experience, Protecting the Environment, Ensuring Economic Viability, and Partnering for Success. In addition, cycling supports the Descriptions of Success of the following Whistler 2020 strategies: Recreation & Leisure, Transportation, Visitor Experience, Health & Social, Natural Areas, Economic, Resident Affordability, and Built Environment.



### 3. RECREATIONAL CYCLING VISION

Imagine cycling in Whistler in the year 2020. The Whistler Cycling Planning Process articulated a vision, goals and objectives for all cycling activities in Whistler. Considering the recreational cycling objectives, along with the Descriptions of Success from relevant Whistler 2020 Strategies, this Recreational Cycling Vision was developed.

Whistler  
2020 Priority

Enriching  
Community  
Life

#### **Goal 1: Local trails and community plans and programs facilitate cycling by residents**

- i. Community members are passionate about cycling and motivate others to share in the enjoyment of local trails
- ii. Cycling promotes a sense of community and contributes to the health and well-being of residents
- iii. The recreational cycling trail network is incorporated into all neighbourhoods
- iv. A range of recreational cycling trails is available in proximity to all neighbourhoods
- v. Local cycling organizations actively represent the interests of community members
- vi. A strong coalition of community stakeholders support and develop the cycling vision
- vii. A variety of programs encourage cycling and skill development by residents of all ages
- viii. Employment and business opportunities exist in the local cycling industry

Enhancing  
the Resort  
Experience

#### **Goal 2: The resort community promotes and supports cycling**

- i. The resort community collaborates to welcome visitors with bikes, providing secure bike storage and assisting visitors in the planning of their cycling activities
- ii. Maps and trail descriptions provide riders with the information necessary to enjoy the full range of Whistler cycling experiences
- iii. Cycling route signage guides cyclists throughout the network of trails
- iv. Transportation companies make it easy for visitors to bring bikes to the resort
- v. The resort community and local riders assist visitors in learning about sustainable trails, appropriate stewardship practices and rider etiquette

Enhancing  
the Resort  
Experience

#### **Goal 3: Whistler maintains its reputation as a premier cycling destination by offering high quality trails and events**

- i. Cycling is deeply entrenched in Whistler's infrastructure and culture
- ii. There are a sufficient variety of cycling trails so that a high quality recreational experience is available to riders of all ages and abilities
- iii. Local and visiting riders are continually inspired by distinctive trails that feature Whistler's Coast Mountain environment
- iv. Destination visitors stay for extended periods to ride the diverse network of trails
- v. The Whistler network of cycling trails connects with regional trails
- vi. Legacy trails from the 2010 Winter Games have made a significant contribution to the regional trail network
- vii. The Whistler Mountain Bike Park continues to maintain its position as the world's premier lift-serviced mountain biking facility
- viii. The resort community stages successful, highly respected events, festivals and competitions that maintain Whistler's reputation as a premier cycling destination

Protecting  
the  
Environment

**Goal 4: Transportation cycling contributes to the protection of the environment and the liveability of the community**

Protecting  
the  
Environment

**Goal 5: Local cycling trails highlight Whistler's natural environment without compromising its values**

- i. Whistler has earned a reputation for building and maintaining sustainable trails, where high value is given to the integrity of natural ecosystems
- ii. Residents and visitors ride in a manner that protects environmental values and the quality of the recreational experience
- iii. Inappropriate trails have been deactivated to reduce soil erosion and reduce potential habitat fragmentation
- iv. Signage allows cyclists to learn about Whistler's natural and historical attractions and communicates trail stewardship practices

Ensuring  
Economic  
Viability

**Goal 6: Cycling contributes to the long-term economic health of the resort**

- i. The resort community is recognized globally for mountain biking tourism, demonstrating leadership and innovation in its offerings
- ii. Products, services and employment in the cycling sector contribute to the strength and stability of the local economy
- iii. The full impact of cycling on the local and regional economy is well understood
- iv. Mountain biking is communicated as one of Whistler's key products, accessible by everyone
- v. Destination cyclists have become an important component of summer and shoulder seasons, accounting for an increasingly higher proportion of room nights
- vi. The resort community continues to improve its understanding (travel patterns, demographics, spending, etc.) of destination cycling tourists
- vii. Whistler promotes its cycling opportunities through a wide variety of communications

Partnering  
for  
Success

**Goal 7: Residents, businesses and government cooperate to develop the Sea-to-Sky region as the mountain biking capital of Canada**

- i. Community members, cycling organizations, businesses, government and corridor partners collaborate to achieve the cycling vision, through direct funding, information sharing, strategic alliances, shared marketing and sponsorship
- ii. Cyclists share trails with other users, and conflicts are resolved in a collaborative manner
- iii. Local mountain biking expertise is shared externally (conferences, trade shows, etc.), growing the sport and promoting Whistler's successes
- iv. High quality programs assist in the prevention of mountain biking injuries
- v. Advanced medical facilities, knowledgeable staff and widely accepted standards exist to treat the injuries resulting from bicycle riding

## 4. CURRENT REALITY AND PROPOSED ACTIONS

What is the “current reality” of recreational cycling in Whistler? For each of the cycling goals, the following summarizes where we are today compared to our Recreational Cycling Vision. Subcommittees of the Whistler Cycling Committee were formed to explore three specific aspects of cycling in Whistler: Cycling Tourism/Economic Contribution, Cyclist/Guest Services, and Trails Planning. For each cycling goal and topic area, **Key Opportunities** were identified to assist in the planning of actions. Finally, for each cycling goal, participants suggested **Proposed Actions** to move toward the Vision.

### 4.1 *Goal 1: Local trails and community plans and programs facilitate cycling by residents*

Enriching  
Community  
Life

#### 4.1.1 Trails for Residents

Cycling is a healthy recreational activity and Whistler residents are most likely to ride if there are trails near to where they live. In a 2002 recreational cycling survey, two-thirds of Whistler residents who responded indicated that the ability to ride to a trailhead was important to them. The survey also showed that Whistler residents generally prefer trails of higher technical difficulty than do destination visitors. (See Appendix 7 for a complete summary of 2002 Recreational Cycling Survey results.)

A Trails Analysis Model (more fully discussed in Section 4.3.1 and Appendix 4) was developed as a tool to evaluate whether there are sufficient trails in proximity to Whistler neighbourhoods to meet the riding needs of residents and visitors. Application of the model based on the population of *residents*, shows that Whistler Village has fewer Class 3 (more difficult) and Class 4 (most difficult) trails, and Whistler Creek has fewer Class 2 (easy) and Class 3 trails, relative to other neighbourhoods. Currently there are no Class 2 trails in the Emerald or Alpine areas (See graphs “Trails for Residents in Appendix 4.)

#### **Key Opportunities**

- Incorporate connections to the Valley Trail and existing cross-country trails in proposed new neighbourhoods, including Rainbow and the Athlete Village
- Explore opportunities to provide additional Class 3 and 4 trails in the Whistler Village area, additional Class 2 and 3 trails in the Whistler Creek area, and Class 2 trails in the Emerald and Alpine areas
- Clarify the trail riding preferences of local riders

#### 4.1.2 Community Participation

Cycling is an important activity for many permanent and seasonal Whistler residents. A recreation and physical fitness survey conducted by Ipsos Reid<sup>1</sup> showed that Whistler residents participate in physical activities more often and for longer durations than do residents of other BC communities. Residents of Whistler selected cycling as a regular physical activity twice as often as residents of other communities. The health benefits of

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<sup>1</sup> Ipsos Reid Public Affairs, Recreation and Physical Fitness Survey, February 2006

exercise are well known and cycling can provide enjoyable opportunities for all ages, helping to combat youth obesity and assisting seniors in remaining active.

The cycling interests of the community are ably represented by WORCA. Founded in 1989, the club has grown to eleven hundred members, and is one of the largest cycling clubs in North America. The organization is engaged in cycling advocacy, community-building group rides, informal competitions, skill development clinics, youth programs and trail maintenance activities.

Newcomers to Whistler may not have the skills, knowledge or equipment to ride the local trails. To encourage riders, a local bike shop organizes weekly non-competitive rides where adults can develop mountain biking skills in a social and supportive environment. WORCA, in conjunction with local business sponsors, organizes weekly Loonie races on local trails and recreational freeride races in the Bike Park. These fun events have been extremely successful, attracting up to several hundred riders. They provide a social atmosphere, while developing competitive racers and promoting safe and sustainable use of the trails. Whistler residents have a passion for mountain biking and are inclusive in sharing their enthusiasm with others.

There are a variety of other youth and adult programs that offer biking skill development at a reasonable price for locals. WORCA has improved the affordability of mountain biking by sponsoring an annual bike swap (with proceeds going to fund youth programs) and by partnering with Whistler Blackcomb to offer Bike Park pass discounts for members.

### **Key Opportunities**

- Continue to provide Community Enrichment Grants to WORCA in support of trail maintenance, cycling advocacy, and youth development activities
- Continue to provide programs to engage resident and seasonal youth/young adults in cycling

### **Proposed Actions in Support of Goal 1**

<b>ID#</b>	<b>Action</b>	<b>Year</b>	<b>Lead Org.</b>	<b>Assisting Orgs.</b>
1	Conduct surveys to improve knowledge of riding preferences and riding frequency of local riders	2007 and Longer-Term	RMOW	WORCA
2	Continue to provide Community Enrichment Grants to WORCA in support of trail maintenance, cycling advocacy, and youth development activities	2007	WORCA	RMOW
3	Provide support to WORCA to expand on the success of its annual bike swap	2007	WORCA	
4	Develop cycling injury prevention programs	2007	WB	WORCA RMOW

## 4.2 *Goal 2: The resort community promotes and supports cycling*

### 4.2.1 **Services for Cycling Visitors**

Visitors to Whistler who cycle (both those who come to the resort to ride, and those who discover the cycling opportunities after arrival) are offered a variety of services, including: accommodation, retail, rental and repairs, guided tours, instruction in biking skills, bicycle storage, transportation, and parking. Visitors will find a bicycle to be a great asset in the resort community, whether they bring their own bikes or rent at one of the many rental shops. Cycling can provide an enjoyable recreational experience while satisfying many transportation needs. One can cycle safely to all parks and commercial centres, reducing traffic congestion and avoiding parking concerns.

The accommodation sector is vital to creating a “bike friendly” atmosphere, and there is a wide variation in the facilities and services offered. Secure storage is essential, but ski storage rooms may not meet the security expectations of guests with expensive bikes. Casual cyclists may not understand the range of available cycling opportunities and will appreciate hotel staff with knowledge of Whistler’s cycling product.

Bicycles can be rented at a number of locations throughout the resort. A variety of bicycle types are available, from those suitable for the Valley Trail to freeride mountain bikes for use in the Bike Park. Trailers and trail-a-bikes can be rented by those with small children.

All cyclists require bicycle parking when they are using resort services such as retail, food and beverage, etc. For short term parking (less than two hours) Whistler has bike racks located throughout the Village, commercial centres, parks, schools and community facilities. Use of a bike rack, however, requires a secure lock, which can be heavy and awkward to carry for recreational riders. Standard bike racks are not meant for longer periods of parking, and they may not provide adequate security for expensive bikes. Whistler Blackcomb recently introduced its Garbanzo Bike Valet service that provides daytime or overnight secure storage at a reasonable price.

Visitors unfamiliar with the cycling opportunities in Whistler may seek suggestions from bike shop staff, hotel front desk workers, tourist information providers, Village Hosts and others. The cycling advice offered by these front line staff may vary widely, depending on their cycling interests, the training they have received and the information resources available to them. Visitors provided with inadequate or inappropriate cycling information may not fully enjoy their Whistler experience and are less likely to return.

#### **Key Opportunities**

- Establish and promote a standard for “bike friendly” accommodation
- Provide cycling product information materials and training to front line staff
- Determine if the service expectations of cycling visitors have been satisfied
- Provide additional bike racks in commercial and public areas, especially those outside of Whistler Village
- Increase chances to introduce visitors to Whistler’s trails by riding with locals (e.g. Wild Willies rides, Loonie races)

#### **4.2.2 Cycling Maps and Trail Descriptions**

There are a variety of trail maps, both free and for sale, which identify the Valley Trail and the cross-country trails in the Whistler area. The locally published Whistler Mountain Bike Guide has maps and trail descriptions, and is available free of charge at local bike shops. A 1:30,000 topographic map showing all cycling and hiking trails in the Whistler area is available for sale. The RMOW has larger scale maps of the Valley Trail, Lost Lake Park and the Interpretive Forest trails on its website. Tourism Whistler produces a street map of Whistler showing the Valley Trail, and Whistler Blackcomb produces a free map of the Bike Park. Descriptions of some popular trails are offered for a fee on commercial websites.

Cycling information resources available to front line staff are limited, and a brief description of Whistler's entire cycling product would be helpful in orienting visitors to the opportunities. There are several tear-off maps of Whistler Village, but these are of little use to cyclists. Most cycling visitors (other than Bike Park riders) confine their riding to the Valley Trail and the Lost Lake gravel roads. A simple map and information about this trail network would suffice for those wanting an outdoor experience without the technical and physical challenges of the cross-country trails.

Potential visitors frequently use the Internet to research travel destinations and plan their activities. Several websites provide information about cycling in Whistler. The Whistler Blackcomb website has comprehensive pages on the Bike Park ([whistlerbike.com](http://whistlerbike.com)). The WORCA website ([WORCA.com](http://WORCA.com)) provides information for the Whistler mountain biking community. Tourism BC has recently upgraded their website to highlight mountain biking in Whistler ([hellobc.com](http://hellobc.com)). Other websites, including those of hotels and tourism associations, provide limited and sometimes inaccurate information about cycling opportunities. There is currently no website with a comprehensive map of mountain biking trails in the Whistler area. A review of websites for other North American resorts shows that some provide considerable cycling information. As an example, [utahmountainbiking.com](http://utahmountainbiking.com) has trail descriptions, trail photographs, videos, printable maps and other resources for potential visitors.

The Whistler area has great road cycling that will get even better with the completion of upgrades to the Sea-to-Sky Highway. Local road cycling opportunities are featured on [whistlercycling.ca](http://whistlercycling.ca), and the Tourism BC website has a page on road cycling. However, visitor information materials and other Internet resources make little mention of Whistler's road cycling product.

#### **Key Opportunities**

- Determine information needs of the range of cyclists, then develop and market the materials (entrepreneurial opportunity)
- Provide printed maps for the most popular cycling trails (Valley Trail and Lost Lake Park). Offer free of charge, but provide opportunities to donate to WORCA for trail maintenance.
- Encourage links to Whistler mountain biking websites
- Develop comprehensive website with Whistler's cycling opportunities, including maps, videos, trail descriptions, bike shops, signature trails and epic rides
- Research the maps and trail descriptions available in other cycling areas

#### **4.2.3 Trail Signage and Trailhead Facilities**

The Valley Trail network is Whistler's most widely used trail system and is the first choice of the many cycling visitors who prefer to ride on paved trails. The Valley Trail to the west of Highway 99 is continuous, has map kiosks at strategic locations and is easy to follow. However, many visitors find the Valley Trail through Lost Lake Park more difficult to follow. Accessing the Valley Trail system from Whistler Village can also be challenging.

Whistler's single and doubletrack trails have some good examples of trailhead and en-route signage, yet these are not consistently applied across the network. The Flank Trail has map kiosks located at trailheads and intermediate signs indicating distances to trailheads. The Bike Park has excellent signage indicating trail difficulty and emergency information. The Whistler Trail Standards manual has trail signage guidelines for route maps and profiles, trail difficulty levels, descriptions of technical features, and other route specific information. Examples have been installed at some popular trailheads (e.g. River Runs Through It) and key points along the routes. Signage on mountain biking trails performs a vital safety and risk management function by informing riders of trail difficulty levels and riding options.

The Emerald Forest trails have examples of signs that convey a message about riding practices that reduce environmental impacts. Further signage promoting trail stewardship and proper riding ethics would help to educate both local and visiting riders.

##### **Key Opportunities**

- Provide trailhead and en-route signs on cross-country cycling trails
- Improve en-route signage on the Valley Trail, including distance markers
- Provide way-finding maps at trail intersections in Lost Lake Park
- Provide Valley Trail and road signs directing riders to cross-country trailheads
- Provide signs promoting riding etiquette and trail stewardship practices

#### **4.2.4 Transportation of Bicycles**

For cyclists with their own bike, transportation to the resort is important. The various airlines serving Vancouver have a variety of policies related to bicycle transportation. Both Greyhound and Perimeter buses transport bicycles from Vancouver, and there are transportation services for day visitors to the Bike Park. Greyhound is investigating the feasibility of offering a dedicated scheduled service between downtown Vancouver and the Bike Park. Once in the resort bicycles can be transported free of charge on all Whistler Transit buses.

##### **Key Opportunities**

- Enhance bicycle transportation opportunities for Bike Park day users
- Improve convenience of long haul transportation of bicycles to Whistler, including both air and ground transport



## Proposed Actions in Support of Goal 2

ID#	Action	Year	Lead Org.	Assisting Orgs.
5	Educate business community in optimizing of mountain biking opportunities	2007	Chamber	RMOW
6	Prepare a tear-way map of the Lost Lake Park Trails	2007	RMOW	TW
7	Prepare and distribute to front line workers an information package on Whistler cycling opportunities	2007	Chamber	TW RMOW
8	Develop individual maps for "signature" trails and make available on website	2007 and Longer-Term	WORCA	TW
9	Expand web information on cross country cycling opportunities in Whistler	2007	TW	WORCA RMOW WB
10	Work with Lower Mainland bike shops regarding bike transport	2007	RMOW	WB NSMBA WORCA
11	Educate accommodation industry regarding bike storage needs	2007	RMOW	TW Chamber
12	Work with Greyhound on the bike trailer project	2007	RMOW	TW WB
13	Provide signage directing riders from the Village to the Valley Trail	2007	RMOW	
14	Ensure all "signature" trails have standard trailhead signs	2007 and Longer-Term	WORCA	RMOW
15	Approach map company to produce topographic map.	Longer-Term	RMOW	
16	Improve Valley Trail signage consistent with proposed Sea-to-Sky trail signs	Longer-Term	RMOW	
17	Provide signage with maps at key intersections on Lost Lake Park trails	Longer-Term	RMOW	
18	Provide "share-the-trail" information	Longer-Term	RMOW	
19	Prepare a tear-way map of the Valley Trail system	2007	TW	RMOW
20	Create an information package on road cycling	2007 and Longer-Term	TW	Bike Shops
21	Survey visitors about their cycling experience	2007 and Longer-Term	TW	



ID#	Action	Year	Lead Org.	Assisting Orgs.
22	Provide secure, short-term bike storage	2006 and Longer-Term	WB	Chamber TW
23	Develop a list of “epic” rides and feature on website	Longer-Term	TW	
24	Develop a suggested riding itinerary for each skill class, depending on length of stay	Longer-Term	TW	
25	Improve signage of mountain bike trails in Whistler	2007	WORCA	RMOW
51	Publicize opportunities for visitors to ride with locals	2007	WORCA Wild Willies	
52	Provide more bike racks at commercial/public locations	2007	RMOW	Intrawest
53	Work with airlines to facilitate transportation of bicycles to Whistler	Longer-Term	TW	
54	Work with transportation providers to facilitate transportation of bicycles to Whistler	Longer-Term	RMOW	TW

### 4.3 *Goal 3: Whistler maintains its reputation as a premier cycling destination by offering high quality trails and events*

Enhancing  
the Resort  
Experience

#### 4.3.1 Network of cycling trails

##### Current Situation

Whistler has more than 300 km of public off-road cycling trails, comprising: 35 km of paved Valley Trail linking commercial centres, parks, neighbourhoods and trailheads; 160 km of singletrack, ranging from easy to expert; 120 km of doubletrack, some smooth and flat, some steep and demanding. The trail system includes more than seventy named trails within easy riding distance of Whistler Village, and has a riding experience for everyone.

Some of the true signature trails are: A River Runs Through It (a huge favourite that includes a succession of obstacles, ramps and drops); Kill Me Thrill Me (a combination of steep climbs, rock descents, twisty switchbacks and great views); Comfortably Numb (a Whistler epic, with more than 20 kilometres of classic singletrack and alpine vistas); and the Flank Trail (40 kilometres of climbs and descents, in a wilderness setting with incredible views). Located nearby to Whistler Village is Lost Lake Park with its 30-kilometre network of single and doubletrack trails that can bring a smile to the face and improve the skills of every rider.

Adjacent to the Village parking lots is a dirt jump park and two areas to develop bike-handling skills on technical features such as logs, bridges, ladders, drops, and other obstacles that may be encountered on the local trail system.

#### What Trails do Riders Want?

What do resident and visiting cyclists like to ride? A survey of recreational riders was conducted in the summer of 2002 to determine trail preferences and riding habits of residents and visitors. Survey respondents were asked to state what types of trails they prefer to ride, ranging from Class 1 (paved Valley Trail ) to Class 5 (expert unlimited). An analysis of trail preferences was carried out for each of three groups of riders: Sea-to-Sky Corridor residents, Regional Visitors (BC and Washington State) and Destination Visitors. (See Appendix 7 for a summary of survey results.)

Residents and visitors are most likely to use trails that are within easy riding distance of where they live or are staying. A Trails Analysis Model was developed as a tool to analyze whether there are sufficient length and appropriate types of trails in proximity to Whistler neighbourhoods to meet the riding needs of residents who live there and visitors who are staying in those neighbourhoods. (The model considers all Whistler bed units to be included in one of five neighbourhoods: Emerald Estates, Alpine Meadows, Whistler Village, Whistler Creek and Function Junction. See Appendix 4 for a full description of the model.)

The model indicates the potential need for additional trail in the following areas:

Emerald:	Class 2 (easy)
Alpine:	Class 2 (easy), Class 3 (more difficult) and Class 4 (most difficult)
Whistler Village:	Class 1 (easiest), Class 2 (easy), Class 3 (more difficult), Class 4 (most difficult) and Class 5 (expert unlimited)
Whistler Creek:	Class 2 (easy), Class 3 (more difficult) and Class 4 (most difficult)

The success of a trail network is not just having trails of the appropriate length and technical difficulty available to riders – it is also about the *character* of the trails. Are riders exhilarated by the riding experience? Does the rider feel a rhythm or flow to the trail? Do riders want to ride the trail again and again? Do they tell their friends about it? Does the trail create memories by incorporating viewpoints and interesting landforms? Does the rider feel a sense of accomplishment by actually reaching a destination? Positive responses to the above questions will likely indicate a successful trail.

Local and visiting riders possess a range of technical skills and physical endurance. A larger number of riders will be able to enjoy a trail if there are options, e.g. a Class 3 option around a Class 4 technical feature. Such options allow more people to enjoy a trail, allow riders of different abilities to ride together and encourage riders to use the trail repeatedly, as their riding skills improve. Taking advantage of multiple options of the same trail, sometimes as part of “stacked loops”, can optimize use of the available land.

A variation of this technique is to add “bail-out” or escape trails from longer trails, allowing opportunities for a variety of shorter rides. Connecting two trail systems together is another

way of providing additional riding opportunities, while minimizing the amount of new trail. This will offer longer, more interesting rides to users of either trail system.

#### Trails Master Plan for the Future

A draft master plan for the development of cycling trails has been prepared (Appendix 3), based on the application of the Trails Analysis Model, the ecological values of the Protected Areas Network, the goal of providing a variety of riding experiences, and the opportunities presented by the local landscape. The master plan identifies a number of potential new or upgraded trails, ranging from Valley Trail additions to Class 4 technical singletrack. The construction timeline will be based on the availability of resources (funding and trail builders) and the changing needs of the resort community. Some of the planned trails are actually re-builds of existing trails, similar to what has been done in Lost Lake over the past several years. Re-building of an existing trail (as opposed to building a new trail) has the advantage of creating a riding amenity that will be used by more residents and visitors, while cleaning up braided or poorly constructed trails.

The draft master plan addresses the need for trails in each Whistler neighbourhood. It also addresses the desire by riders of all levels to reach a destination. To that end an attempt has been made to provide for long distance rides of a consistent skill class. A low elevation Class 2 trail from Emerald to Stonebridge is proposed for the West side of the Valley. On the east side a mid elevation “flank trail” is proposed to link existing roads and trails for a Class 3 riding experience from Function Junction to Whistler Village. At a Class 4 level, a link from the Blackcomb Benchlands area to Comfortably Numb is proposed. A Class 3 riding experience in the alpine is proposed, perhaps in the Whistler Blackcomb Controlled Recreation Area.

To provide skill progression opportunities for children and lesser skilled riders, a skill development/adventure area is suggested to supplement the existing facilities. It could be a combination skills park, singletrack trail and a bike version of the “Arthur’s Castle” area on Blackcomb – an area with lots of variety and fun without any of the difficulty and ‘danger’ of our more technical trails. A location near Whistler Village or near a major park would be ideal.

The RMOW has demonstrated leadership as a municipal government by embracing the planning, construction and maintenance of sustainable mountain biking trails. The innovative, multi-use trails in Lost Lake Park provide recreation and skill progression opportunities to residents and visitors alike. Many other Whistler area cycling trails, however, were built on private or Crown land and lack secure tenure or legal authorization, meaning that their future as a recreational resource is not assured. A recent initiative by the Ministry of Tourism, Sport and the Arts (MTSA) may offer an opportunity to gain legal standing for trails located on Crown land. The master plan also recommends actions to secure long-term access to existing trails.

#### **Key Opportunities**

- Provide additional Class 2 trails in the Emerald neighbourhood area, additional Class 2, 3 and 4 trails in the Alpine area, additional Class 1, 2, 3 and 4 trails in the Whistler Village area, and additional Class 2, 3 and 4 trails in the Whistler Creek area

- Develop trails to introduce riders to singletrack, without technical feature. The transition from Tin Pants to “Zappa” trails can be difficult for lesser skilled riders.
- Conduct research to improve knowledge of cycling visitor riding preferences. Provide opportunities for visitors give feedback on their riding experiences.
- Inventory and prioritize views, topographic features and natural history opportunities for use in trail development
- Investigate the creation of riding experiences in the alpine terrain of the Whistler area
- Investigate the creation of a larger mountain biking skill development area
- Exploit opportunities to fund/build new trails in conjunction with the land development process
- Secure legal standing for existing trails located on Crown land
- Identify key trails on non-crown land and embed trail rights-of-way in the Trails Master Plan and the Official Community Plan for future acquisition

#### **4.3.2 Connections to Regional Trails**

Further development of regional trails will increase riding opportunities for Whistler residents and visitors. A master planning process for the Sea-to-Sky Trail is currently under way, and will eventually result in a multi-use trail from Squamish to D’Arcy. The trail is generally planned to have a two-metre wide gravel surface and moderate grades. One of the first sections of this trail was built in the summer of 2006, extending south from Whistler’s landfill (future site of the Athlete Village and residential neighbourhood). As the Sea-to-Sky Trail is extended north and south of Whistler there is potential for creating connections or loops with other trails, resulting in a variety of riding options. Additional trailheads and related facilities may be required.

The development of the Callaghan Nordic Centre for the 2010 Olympic and Paralympic Winter Games offers another regional opportunity to improve Whistler’s riding product. The Nordic Centre will be a world-class cross-country ski facility in the winter and has potential for sustainable summer recreational activities, including mountain biking. Recreational cycling trails should link the facility to trails at the south end of Whistler, including the Sea-to-Sky Trail.

#### **Key Opportunities**

- Identify specific connections for the Sea-to-Sky Trail at the north end of Whistler
- Investigate the mountain biking potential of the Callaghan Nordic Centre and legacy trails. Consider alternative to the existing Flank Trail from Function Junction to the Nordic Centre.
- Provide safe cycling access to the Nordic Centre from Highway 99
- Explore funding opportunities from the Provincial government for regional trail development

#### **4.3.3 Whistler Mountain Bike Park**

The Whistler Mountain Bike Park has earned a reputation as one of the top lift-serviced mountain biking facilities in the world. It attracts the elite of the sport and has gained considerable media attention to mountain biking in Whistler. The Park has a 1200 m vertical drop and more than forty trails, offering over 200 km of descending trails with something

for every level of rider. Annual visits have increased by more than 400% over the past five years, with nearly one hundred thousand visits in 2006. The Magic Park was added in 2005 to provide beginner trails in a separate, non-intimidating environment. Bike Park expansion in 2006 included unguided access to the Roundhouse, additional trails and an “Air Dome” training facility. To build on the success of the Bike Park, Whistler Blackcomb has recently formed the company Gravity Logic to assist businesses in the planning, development and operation of lift-assisted biking facilities in other locations.

The Bike Park also provides a recreational amenity to residents, and complements the local trails. The existence of the Bike Park may discourage riders from building unauthorized trails.

#### **Key Opportunities**

- Ensure open dialogue and planning for trails within the Whistler Blackcomb Controlled Recreation Area (CRA), including Northwest Passage Trail and others
- Provide a broad range of Bike Park riding experiences for all levels of riders
- Investigate connections from the Bike Park to create opportunities for mid to high elevation (alpine) cross-country riding experiences

#### **4.3.4 Road cycling**

While the Whistler area is best known for mountain biking, there are also a range of experiences available for road cyclists. The on-going improvements to the Sea-to-Sky Highway will provide a paved shoulder from Squamish to Whistler. The ride to Pemberton and on to nearby Pemberton Meadows is popular with many corridor residents. The classic 160 km Whistler-Darcy round trip features climbs and views to inspire the most experienced road cyclist. For the truly adventurous the Duffy Lake Road can challenge the strongest climbers. Within Whistler, Alta Lake Road and higher elevation neighbourhoods provide training opportunities for the thriving local road cycling community.

The paved highway shoulder is an important resource to all who ride on Highway 99, whether they are dedicated road cyclists or commuting workers in Whistler. The Transportation Cycling Plan addresses safety, signage and shoulder-width issues within Whistler, and the Sea-to-Sky Highway improvements should provide a consistent paved shoulder south to Squamish. A consistent paved shoulder could enhance the riding experience north toward Pemberton.

#### **Key Opportunities**

- Maintain (sweep) the highway shoulder to ensure the enjoyment and safety of road cycling
- Provide “share the road” signage on Highway 99 and along municipal roadways
- Create an inventory of local and regional road cycling opportunities and promote as an offering for visitors

#### **4.3.5 Festivals, Events, Competitions, Conferences**

Over the past twenty years, Whistler has hosted a number of cycling events and competitions. These have attracted cycling visitors, added excitement to the resort, enhanced Whistler’s reputation as a mountain biking destination, and have provided the

cycling community with an opportunity to display the local cycling product. Mountain biking competitions have attracted international competitors and have stimulated the development of local athletes.

The Crankworx Freeride Mountain Bike Festival has evolved into a nine-day event, commencing with the Canada Cup cross-country and downhill races on the first weekend. The rest of the week featured freeride competitions, demonstrations, an industry expo, outdoor music and international media attention. The community supports the festival with dozens of volunteers. More than fifty thousand visitors attended one or more Crankworx events in 2006, including an estimated 15,000 at the Saturday evening Slopestyle competition. It is estimated that Crankworx generated more than twenty thousand incremental visitors to the resort.

Whistler's mountain biking success has been acknowledged with the International Mountain Bicycling Association (IMBA) holding its 2006 Summit, combined with the World Mountain Bike Conference. This event brought more than four hundred trail building and mountain biking tourism experts from seventeen countries to share experiences and enjoy the local riding. Also in 2006, the British Columbia high school mountain biking championships were held in Whistler for the first time. This event attracted more than four hundred riders, and their families, to a competition on the local trails. The 2005 and 2006 Red Bull Elevation BMX dirt jumping competitions brought excitement and media attention. Other mountain biking competitions are staged throughout the summer, some attracting national and regional riders, and others primarily involving corridor residents.

### Key Opportunities

- Engage the entire resort community in the promotion and staging of Crankworx and provide more opportunities for active participation
- Explore the feasibility of staging additional cycling competitions and events
- Leverage exposure gained from 2010 Olympic and Paralympic Winter Games

### Proposed Actions in Support of Goal 3

ID#	Action	Year	Lead Org.	Assisting Orgs.
26	Execute research to determine the type of trails/events that will drive cycling visitors	2007	MBTA	WB TW
27	Engage business community to leverage Crankworx events	2007	TW	Events Whistler
28	Explore (determine infrastructure needs) of staging high profile cycling events at the Callaghan Nordic Centre	2007 and Longer- Term	Whistler Cycling Committee	
29	Explore potential of hosting World Cup cycling events	Longer- Term	Events Whistler	
30	Develop inventory of all cycling events/clinics/camps	2007	RMOW	TW WB
31	Provide "bail-out" points on long trails	Longer- Term	RMOW	WORCA

ID#	Action	Year	Lead Org.	Assisting Orgs.
32	Perform research at Crankworx	2006 and Longer-Term	TW	Events Whistler
33	Leverage cycling product to attract additional visitors	2007 and Longer-Term	TW	WB
34	Survey visitors to improve knowledge of their riding preferences	2007 and Longer-Term	TW	
35	Survey Bike Park users to improve knowledge of their riding preferences	2007 and Longer-Term	WB	
36	Create a five-year capital plan for new trails and major trail upgrades based on the Trails Master Plan	2007	RMOW	WORCA
37	Secure tenure on existing trails located on Crown land	Longer-Term	RMOW	WORCA
38	Identify key trails on non-crown land and embed trail rights-of-way in the Trails Master Plan and the Official Community Plan for future acquisition	Longer-Term	RMOW	
39	Inventory Whistler area road cycling opportunities and promote as a tourism product	Longer-Term	Whistler Cycling Club	TW
55	Add fat tire criterium or other high visibility events to Crankworx	2007	Events Whistler	

#### 4.4 *Goal 4: Transportation cycling contributes to the protection of the environment and the liveability of the community*

Protecting  
the  
Environment

This goal is fully addressed in the Transportation Cycling Plan.

#### 4.5 *Goal 5: Local cycling trails highlight Whistler's natural environment without compromising its values*

Protecting  
the  
Environment

##### 4.5.1 Interpretive and Trail Stewardship Signage

The Whistler area has numerous natural, scenic and historical features that may be of interest to residents and visitors using the Valley Trail and other local trails. Visitors want (and expect) to be provided with learning opportunities as they explore. Interpretive signs provide information about fragile ecosystems and how people interact with the natural environment. There are some exceptional interpretive signs along the Valley Trail that identify landscape features, heritage sites, local flora and fauna, and natural processes. A few signs have been placed in the Emerald Forest that highlight appropriate trail stewardship practices.



### Key Opportunities

- Enhance the riding experience and provide learning opportunities for visitors and residents by installing signs featuring the Whistler area's numerous natural and historical attractions
- Install signs to promote trail stewardship practices and feature the efforts of local trail builders

#### 4.5.2 Construction and Maintenance of Sustainable Trails

*What is a sustainable trail? A sustainable trail balances many elements. It has very little impact on the environment, resists erosion through proper design, construction, and maintenance, and blends with the surrounding area. A sustainable trail also appeals to and serves a variety of users, adding an important element of recreation to the community.<sup>2</sup>*

Whistler is demonstrating leadership in the planning, design, construction and maintenance of sustainable trails. The Whistler Trail Standards manual, published in 2003, is recognized throughout North America. The standards are used for trails built by the Municipality, the volunteer sector and in the Whistler Mountain Bike Park. Whistler is developing a Protected Areas Network (PAN) document that identifies sensitive and important ecosystems and connecting corridors and establishes measures to protect them. The location and type of new trails will conform to the PAN requirements.

Even a well-constructed trail location will require regular maintenance, especially if it is highly used, located in an environmentally sensitive area or has man-made technical trail features. Extensive trail maintenance is carried out by WORCA with funding from the RMOW (through the Community Enrichment Program), grants from community foundations, fundraising activities, as well as regular volunteer days and evenings throughout the season. The cooperative relationship between the RMOW and WORCA was formalized in 2003 with an Environmental Partnership Agreement. Trail maintenance within RMOW controlled lands is performed by municipal crews. As Whistler's cross-country trails attract more visitors, the maintenance requirements will increase if the quality of the riding experience is to be ensured. Additional maintenance will require more resources, including funds and trained trail builders.

There may be existing trails where the level of effort required maintaining the trail may not be justified based on its environmental sensitivity and recreational values. In such a case, a trail deactivation process may be considered, involving consultation with the community.

### Key Opportunities

- Continue to provide consistent funding for WORCA's trail maintenance activities
- Explore new sources of funding for trail maintenance
- Update the Whistler Trail Standards to include new trail building knowledge and final Protected Areas Network document
- Install signs to promote trail stewardship practices and feature the efforts of local trail builders
- Consider the deactivation and rehabilitation of unsustainable trails

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<sup>2</sup> International Mountain Bicycling Association (IMBA), Trail Solutions: IMBA's Guide to Building Sweet Singletrack, P.55.



## Proposed Actions in Support of Goal 5

ID#	Action	Year	Lead Org.	Assisting Orgs.
40	Assess existing underutilized or unsustainable trails for potential re-development or closure	Longer-Term	RMOW	WORCA
41	Incorporate views on bike trails	Longer-Term	RMOW	WORCA
42	Provide more interpretive signage along trails	Longer-Term	RMOW	WORCA
56	Develop "Whistler" trail etiquette/stewardship guidelines	2007	RMOW	WORCA
57	Work with WORCA to increase fund raising for trail maintenance.	2007	WORCA	

## 4.6 Goal 6: Cycling contributes to the long-term economic health of the resort

### Ensuring Economic Viability

### 4.6.1 Marketing and Promotion of the Cycling Product

Cycling is an important and growing summer tourism product for Whistler, with the success of the Whistler Mountain Bike Park, the popularity of the Valley Trail system to visitors, and the increasing recognition of the cross-country cycling network. The Tourism Whistler Summer 2004 Visitor Survey showed that thirty-one percent of visitors participated in some type of cycling activity, the majority riding on the Valley Trail. Fourteen percent of visitors participated in mountain biking, either in the Bike Park or on the Whistler area trails (or both). The average length of stay for mountain bikers (5.1 nights) was slightly higher than average, however, and they are less likely to stay in paid accommodation. The majority of mountain bikers are young (age 25 to 34) and male (64%).

The Whistler's Mountain Bike Park is very well promoted, having an excellent website and receiving much media attention. The websites of tourism organizations, hotels and tour guiding companies feature the Bike Park. Some of the websites also mention the Valley Trail system. The cross-country network has been given little publicity outside of the Sea-to-Sky corridor, although a few trails receive considerable attention for innovation (Comfortably Numb was recently recognized as an "Epic Trail" by IMBA). Road cycling on Highway 99 is gaining popularity but is not communicated as a tourism product. In early 2006 significant improvements were made to the mountain biking web pages of both Tourism BC and Tourism Whistler, featuring Whistler's cross-country opportunities.

### Key Opportunities

- Conduct research to improve understanding of the potential markets for destination cycling visitors
- Attract new visitors to the resort for the specific purpose of cycling
- Consider cycling vacation packages, including accommodation, Bike Park passes, trail information, etc.

- Expand the demographics of visitors who participate in cycling
- Improve web resources to convey Whistler's full cycling product
- Broaden marketing of the Bike Park to highlight a range of trail types and riding experiences
- Leverage off Bike Park success to market to riders in all markets (regional, mid-haul, long haul, international)
- Leverage 2010 Winter Games media attention to communicate Whistler's summer product, including cycling
- Promote the road cycling tourism opportunities of the Sea-to-Sky region to the north of Whistler

#### **4.6.2 Economic Impact of Cycling**

The importance of cycling to Whistler's economy has been growing: there are more than twenty shops providing bicycle rentals, retail and repair services; the Bike Park had nearly one hundred thousand visits in 2006; Crankworx has become a major resort-wide event; there are several cycling guide service operators, and summer days see thousands of riders on the Valley Trail and the cross-country trail network.

However, until recently, there had been no measure of the impact of cycling on Whistler's economy, making it difficult for businesses to justify investment in cycling infrastructure and expenditures on marketing of Whistler's cycling product. During the summer of 2006 the Western Canada Mountain Bike Tourism Association (MBTA), in conjunction with North Shore, Squamish and Whistler stakeholders, and the Ministry of Tourism, Sports and the Arts, conducted a study into the economic impact of mountain biking on the Sea-to-Sky corridor. Preliminary results show that Whistler's network of cycling trails, the Whistler Mountain Bike Park and the Crankworx Freeride Mountain Bike Festival generated a combined direct spending of more than \$30 million. Reports will be generated for Whistler, Squamish and the North Shore, recognizing the growing significance of mountain biking to the entire region.

#### **Key Opportunities**

- Use the 2006 economic impact study results as a guide for business planning and as a baseline for future assessments

#### **4.6.3 Employment and Business Opportunities**

The growth of Whistler's cycling product has stimulated employment and business opportunities related to cycling. Current job titles include retail/rental business owner/employee, service technician, venue manager, event producer, tour operator, guide, instructor, trail builder, photographer and professional athlete. As the sector grows and matures there are likely to be progressive, higher paying positions that will encourage talented people to remain in Whistler and contribute to the continued success of cycling. Whistler's spirit of entrepreneurship and innovation will exploit further opportunities.

#### **Key Opportunities**

- Develop and promote Whistler's world-class local expertise in trail building, freeride guiding, teaching biking skills, event and conference organizing

- Ensure skilled and capable trail builders work in the community
- Explore new business opportunities in the provision of secure bike storage and the transportation of bikes to the resort

### Proposed Actions in Support of Goal 6

ID#	Action	Year	Lead Org.	Assisting Orgs.
43	Perform economic impact study of mountain bike tourism in the Sea-to-Sky corridor (North Shore to Whistler)	2006	MBTA	WB TW RMOW
44	Create a marketing committee to promote mountain biking tourism	2007	TW	WORCA WB RMOW MBTA
45	Secure grants for the marketing of Whistler's "cycling product"	2007	RMOW	TW WB
46	Analyze TAMS (Travel Activities and Motivation Survey) specific to mountain bikers	2007	TW	
47	Expand marketing around Whistler's complete cycling offerings	Longer-Term	TW	

## 4.7 *Goal 7: Residents, businesses and government cooperate to develop the Sea-to-Sky region as the mountain biking capital of Canada*

Partnering  
for  
Success

### 4.7.1 Collaboration with Local, Corridor, Regional and Provincial Partners

Realization of Whistler's cycling vision will require the continued cooperation of individuals, organizations and all levels of government. The Whistler Cycling Committee, a multi-stakeholder forum, has developed Whistler's cycling vision and the resort community is moving toward its implementation. Cycling committee members have actively represented cycling interests on Whistler 2020 task forces. WORCA, with its large membership and expertise, provides a strong voice for the local cycling community. Events Whistler, a partnership between the RMOW, Tourism Whistler and Whistler Blackcomb, is active in the organization and production of cycling events. The RMOW is participating on the Sea-to-Sky Trail steering committee and other regional initiatives. Organizations in Whistler have joined the Western Canada Mountain Bike Tourism Association, a non-profit organization to promote cycling tourism in the Sea-to-Sky region and throughout British Columbia.

#### Key Opportunities

- Further engage the Whistler business community in moving toward the cycling vision
- Continue to work with Sea-to-Sky Corridor partners to promote cycling tourism
- Work with Provincial agencies to secure legitimate mountain biking usage of trails
- Develop a code of conduct for trail use, including trail sharing guidelines

#### 4.7.2 Sharing Success Externally

The Whistler resort community openly shares its expertise in sustainable trails by the wide distribution of the Whistler Trail Standards and through participation at conferences and trade shows. Whistler Blackcomb shares its lift-assisted bike park knowledge through the new company Gravity Logic, who sponsored a forum in September 2006 to further share their experience. The Whistler community's contributions (and WORCA in particular) have been by acknowledged with the opportunity to host the 2006 IMBA Summit/World Mountain Biking Conference.

##### Key Opportunities

- Explore opportunities to increase local and external exposure of Whistler's sustainable trail planning and construction practices
- Share Whistler's trail planning process and trail building experiences (e.g. Lost Lake Park trail system) with other municipalities, clubs, etc. to grow mountain biking in BC

#### Proposed Actions in Support of Goal 7

ID#	Action	Year	Lead Org.	Assisting Orgs.
48	Identify potential entrepreneurial opportunities re cycling	2007 and Longer-Term	Chamber	RMOW
49	Leverage partnerships of proposed economic impact study to collaborate on mountain bike tourism in the Corridor and throughout BC	Longer-Term	MBTA	
50	Offer trail building schools in the Sea-to-Sky Corridor	Longer-Term	WORCA	RMOW

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## **Appendix 1                      List of Participants**

### **Participating Organizations**

Thanks to the organizations and stakeholder groups who contributed to this plan.

- Local bicycle shops
- Local riders and racers
- Resort planners
- RMOW Staff
- Seniors
- Tourism Whistler
- Western Canada Mountain Bike Tourism Association (MBTA)
- Whistler 2020
- Whistler Blackcomb
- Whistler Off Road Cycling Association (WORCA)

### **Participating Individuals**

Special thanks to the individuals who contributed their personal time, energy and passion for cycling to the development of this plan.

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- Mieke Prummel
- Frank Savage
- Randy Symons
- Jimmy Young







## COUNCIL POLICY

POLICY NUMBER:	I-II	DATE OF RESOLUTION:	DECEMBER 6, 2004
<b>WHISTLER CYCLING POLICY</b>			

## 1. SCOPE OF POLICY

This policy guides municipal staff in the integration of the bicycle into transportation, recreation and development planning.

## 2. OBJECTIVES

Cycling benefits Whistler's environment, its economy, the health of its people, the resort experience, and society at large. It is the goal of the Resort Municipality of Whistler to integrate cycling into the lives of residents and visitors by providing safe, accessible and convenient transportation cycling routes and facilities. The RMOW will also encourage and support environmentally responsible recreational cycling as an economic driver of the resort community and a contributor to the well being of Whistler residents.

## 3. GUIDING PRINCIPLES

- 3.1 Specific provisions for cyclists will be made on new and upgraded municipal roadways. Exceptions to this requirement will be subject to the evaluation process described below.
- 3.2 Valley Trail connections will be extended to new and redeveloped neighbourhoods and commercial developments subject to the evaluation process.
- 3.3 Appropriate bicycle end-of-trip facilities will be provided at municipal buildings and parks. The RMOW will encourage the provision of appropriate end-of-trip facilities in development permit re-zoning developments such as commercial and residential buildings.
- 3.4 Municipal roads and paved bicycle paths will be maintained to enable cyclists to use the facilities safely and conveniently within our financial framework.
- 3.5 The RMOW will work in conjunction with the Ministry of Transportation in the planning and implementation of cycling improvements to Highway 99.
- 3.6 Recreational cycling trails will be provided for the benefit of residents and visitors. The RMOW will work cooperatively with the private and volunteer sectors to build and

maintain recreational trails to Whistler Trail Standards, Environmental and Technical Trail Features.

- 3.7 Recreational cycling contributes to the economic well being of the resort. The RMOW will support cycling tourism and events that are deemed to be in the interest of the resort community.
- 3.8 The RMOW will consult with local cycling stakeholders in the planning and promotion of transportation and recreational cycling routes, trails, facilities and programs. The Whistler Cycling Committee, the Whistler Off Road Cycling Association and other cycling advocacy groups will advise on cycling issues and provide feedback on the effectiveness of the Cycling Policy.
- 3.9 The capital and operating costs of implementing the Cycling Policy for RMOW facilities will be managed within normal RMOW business practices and annual budgeting and financial planning processes.
- 3.10 This Cycling Policy and other cycling plans will be reviewed on a regular basis, in consultation with cycling stakeholders.
- 3.11 Exceptions to this policy will be subject to a detailed evaluation of the as outlined in Best Practices.

#### **4. BEST PRACTICES**

In the application of the Cycling Policy RMOW staff will give careful consideration to cycling in the planning, design, construction and operation of all new and upgraded municipal roads, paved trails, buildings and facilities. Occasionally, after a detailed staff evaluation, it may be concluded that specific provisions for cycling are not feasible on a route or in a facility. Provisions for cycling may be excluded for the following reasons:

- 4.1 There may not be a feasible way to ensure cyclist safety when using the route. For example, a cliff face along the edge of a road may make it impossible to build a facility wide enough to share the road safely.
- 4.2 The volume of automobile traffic on a route may be sufficiently low that the safety of cyclists is not compromised and separate facilities may not be necessary. This exception might apply to a street within a residential neighbourhood.
- 4.3 The cost to accommodate cyclists may be too high given the number of users.
- 4.4 An existing Provincial Law or Municipal bylaw specifically prohibits cycling along that route.
- 4.5 Cycling is not in the greater public interest. This may include situations where the changes necessary to accommodate cyclists could damage environmentally sensitive sites or infringe onto archeological aboriginal sites such as culturally modified trees.

Certified Correct:

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Brenda Sims, Municipal Clerk

## **Appendix 3**

## **Cycling Trails Master Plan**

### **Goal**

Develop a long-term vision for what Whistler's network of cycling trails could look like by the year 2020, that will guide annual trail development activities. The Master Plan is based on the application of the Trails Analysis Model, the ecological values of the Protected Areas Network, the goal of providing a variety of riding experiences, the opportunities presented by the local landscape, the comments/suggestions/preferences of the Whistler cycling community, and the riding needs/preferences of visitors.

### **Trails Planning Principles**

1. Provide Class 1 - 4 trails in proximity to all neighbourhoods, considering the riding preferences of both residents and visitors
2. Provide "skill progression" opportunities for riders of all ages and abilities
3. Provide networks of Class 1 (Valley Trail), Class 2 (easy) and Class 3 (more difficult) trails to natural and developed destinations
4. Respect ecological values as represented by the Protected Areas Network document (currently under development)
5. Develop Whistler's cycling trail network to attract visitors
6. Investigate the creation of riding experiences in the alpine terrain of the Whistler area
7. Include scenic viewpoints and natural landforms (e.g. rock features) in the routing of trails
8. Maximize use of existing trails by creating links, networks and loops
9. Satisfy a portion of the need for additional trails by re-building existing trails (where possible) to take best advantage of landscape and minimize environmental impacts
10. Design trails for specific use by cyclists, but recognize that all trails are multi-use and are to be shared with pedestrian users
11. Identify opportunities for new trails using existing disturbed areas and corridors
12. Evaluate existing unsustainable and underutilized trails for possible deactivation and rehabilitation
13. Utilize the trail placement guidelines and construction standards from the Whistler Trail Standards
14. Support the community values, priorities and strategies of Whistler 2020
15. Where practicable, preserve the "nature and feel" of existing trail networks when performing trail rehabilitation or constructing new trails
16. Consider the construction of two-way trails as a means of providing riding experiences, while minimizing landscape impacts
17. Obtain legal standing for existing and new trails to ensure their long-term usage
18. Ensure that every planned new cycling trail has a maintenance plan to provide a high quality riding experience and protect ecological values.

### **Cycling Trails Master Plan Map**

The map of existing and potential new cycling trails provides a vision of what Whistler's cycling trail network might look like by the year 2020. This map will be periodically updated as new trail development opportunities emerge or changes in rider preferences are identified.

**Inventory of Whistler Cycling Trails and Potential New Trails**

The file Trail Planning Model V6.xls (see Appendix 4) has a worksheet entitled Trail Inventory. For existing trails the worksheet provides a number of characteristics, including technical difficulty level, length, location, ownership, legal status and condition. For potential new trails the information includes technical difficulty, length, location, network contribution, and proximity to ecologically sensitive areas.

## Appendix 4

## Trails Analysis Model

### Goal

Provide an analytical tool to evaluate the amount, type and general location of Whistler cycling trails that will satisfy the riding needs of visitors and Whistler residents.

### Specific Objective

Calculate the “ideal” length of each difficulty level of trail within each of five areas that will meet the riding needs of Corridor Residents, Regional Visitors and Destination Visitors. Identify gaps between ideal and actual trail lengths.

### Model Description

Note: The Trails Analysis Model uses the Excel file *Trail Planning Model.xls* and its five worksheets, *Trail Inventory*, *Neighbourhoods*, *Visitor Profile*, *Graphs* and *Analysis*. In the explanation that follows, the worksheet names will be referenced.

1. Five polygons are used, including non-overlapping neighbourhoods and trails within five km of neighbourhood centres. The neighbourhoods are Emerald, Alpine, Whistler Village, Whistler Creek and Function. (see 1:30,000 map)
2. Total length of trail within each polygon is associated with the neighbourhood
3. Regional trails, outside of the five neighbourhoods polygons, are included and are classified as either North of Emerald or South of Function. Only trails within Local Resource Use Plan (LRUP) boundaries are included, except parts of a few “Whistler Classics” (Cheakamus Lake trail, Black Tusk Microwave route, trail from 16 Mile Creek to Soo Valley) outside of the LRUP are also included.
4. Trail difficulty levels (Class 1 – 5) are as defined in the Whistler Trail Standards, 2003. (Trail difficulty definitions are shown in Appendix 6.) Individual trails may have more than one level of technical difficulty, either on a geographic or a percentage basis. The physical difficulty level of each trail (A – Easy, B – Moderate, C – Strenuous) is shown in *Trail Inventory* but is not part of the model.
5. Doubletrack trails are those used primarily for mountain biking and limited off-road vehicle traffic. Active forest roads with frequent use by passenger vehicles, such as the Eastside and Westside mains and the roads in the Callaghan Valley, are not included. Doubletrack trails are included in the inventory as either Class 2 or 3, based on % grade, traction and surface features.
6. Three user groups have been defined: Corridor Residents (Squamish to Pemberton), Regional Visitors (BC and Washington State) and Destination Visitors (mid haul, long haul and international). The riding preference, based on technical difficulty, of each group has been determined from the 2002 Recreational Cycling Survey. (See *Analysis*, Tables 2 – 4 for percentage of each user group preferring each class of trail. If new rider profile information is available, the data could be changed manually in the tables.)
7. The Tourism Whistler Summer 2004 Visitor Survey has been used to identify the numbers and origin of visitors. The model uses the average number of visitors

during the peak summer month (July). (See *Visitor Profile*, Table 4). When the results of the 2005 Visitor Survey are available, the model may be updated.

8. Residents and visitors are distributed over the total bed units at build-out based on the RMOW 2003 Accommodation Land Use Inventory (see *Visitor Profile*, Table 7 and summarized in Table 5). Additional bed units for planned employee housing neighbourhoods (Rainbow and Cheakamus South) are also included.
9. The model will be used to estimate the length of each type of trail (Class 1 – 5) in each of the five neighbourhoods to satisfy the riding needs of the riders in that neighbourhood. *Visitor Profile*, Table 11 and 12 shows participation, length of ride and rider density assumptions for various rider groups. Table 9 shows the rides per month generated for each group and Table 10 shows the length of trail required by each class of rider.
10. The model can be used to evaluate the sufficiency of trails in the entire Whistler region, based on the total trail lengths and total summer population of residents and visitors.
11. Table 8 shows the resulting rides of each difficulty class generated per month in each of the five neighbourhoods.
12. Table 14 calculates the kilometres of trail required (per month) by multiplying the number of monthly rides (Table 8) times the length of trail required by each rider.
13. Table 15 shows the length of each class of trail within each neighbourhood from *Trail Inventory*.
14. Table 16 calculates the amount of trail needed as the difference between the existing (Table 15) and the ideal amount (Table 14). Table 16 identifies where additional trails might be considered.
15. The graphs in Figures 2 – 7, show the data from Tables 14 and 15.
16. The trail planning model has the ability to include or not include trails within the Whistler Mountain Bike Park (using a cell on the *Visitor Profile* worksheet).
17. On the next page model results (Figures 2 – 7) are attached for all users; on the following page model results are shown considering the population of residents only in each Whistler neighbourhood.

#### Trail Technical Difficulty Classes

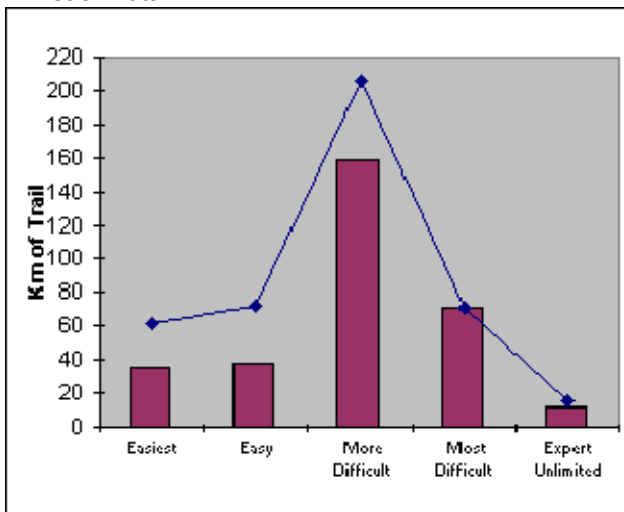
<input type="checkbox"/>	<b>Class 1</b>	○	<b>Easiest</b>	Valley Trail. Fairly flat, wide and paved. Suitable for all first time riders.
<input type="checkbox"/>	<b>Class 2</b>	●	<b>Easy</b>	Gentle climbs and easily avoidable obstacles such as rocks and roots.
<input type="checkbox"/>	<b>Class 3</b>	■	<b>More Difficult</b>	Steep slopes and/or obstacles, possibly on narrow trails with poor traction. Requires riding experience and some fitness.
<input type="checkbox"/>	<b>Class 4</b>	◆	<b>Most Difficult</b>	A mixture of long steep climbs, loose trails surfaces, numerous difficult obstacles to avoid or jump over, drop-offs and sharp corners. Some sections are definitely easier to walk.
<input type="checkbox"/>	<b>Class 5</b>	◆◆	<b>Expert Unlimited</b>	Trials skills essential to clear many challenging obstacles. High risk level.



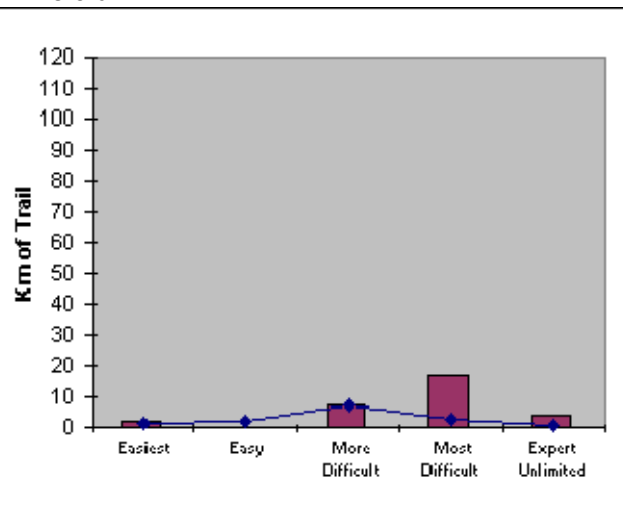
## Trails for All Users (Residents and Visitors)

Bar: Actual length of trail, km. Line: Ideal length of trail, km. Based on all users.

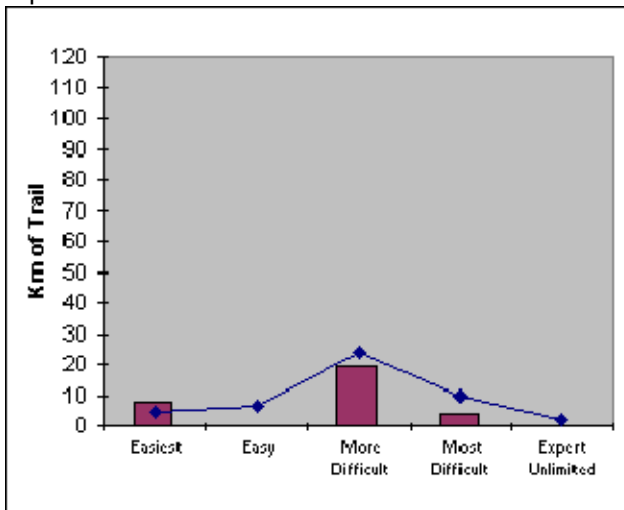
Whistler Total



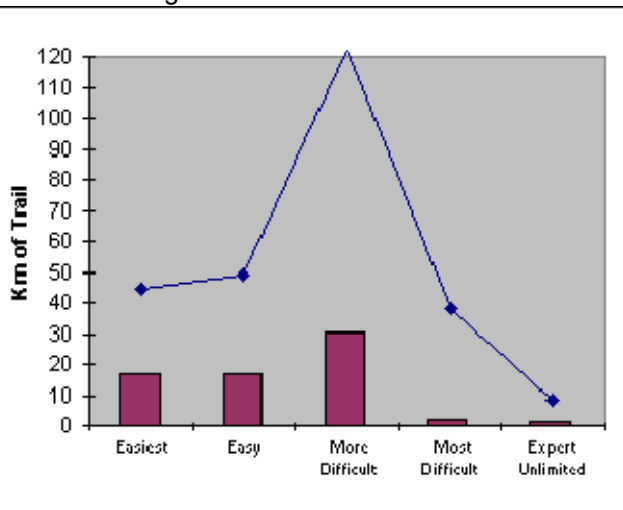
Emerald



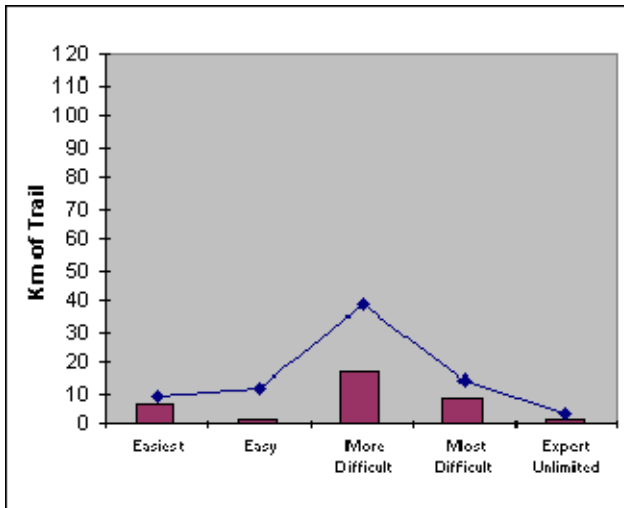
Alpine



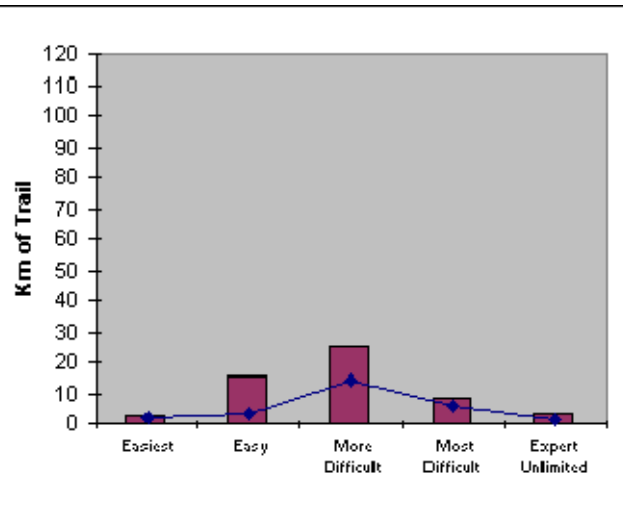
Whistler Village



Whistler Creek



Function Junction

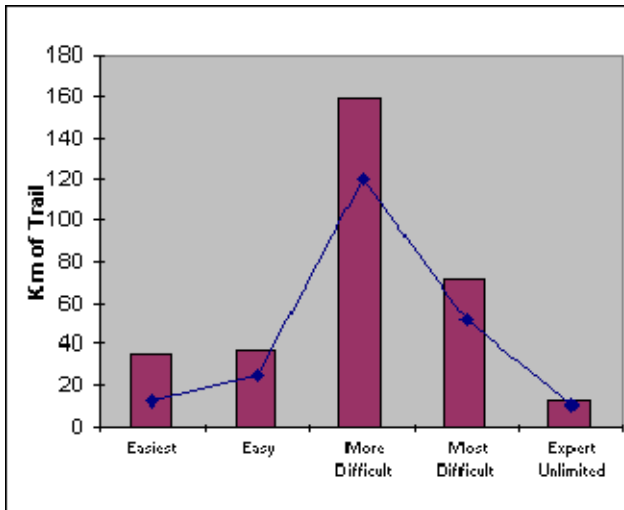




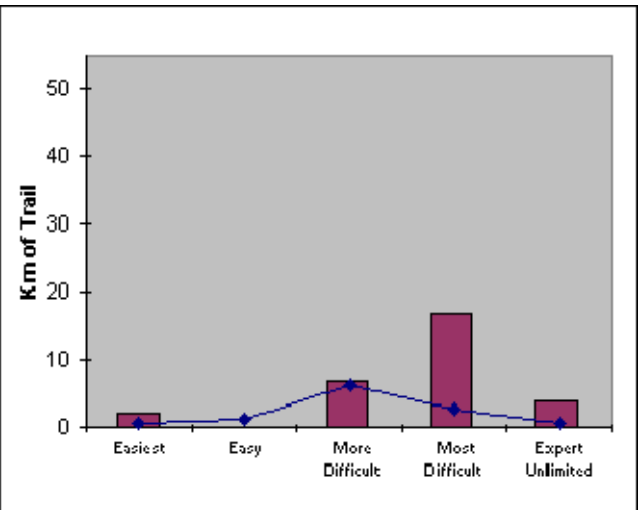
## Trails for Residents

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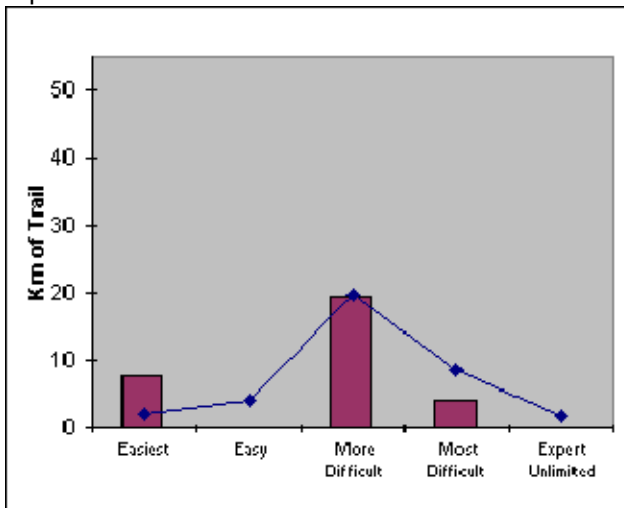
Whistler Total



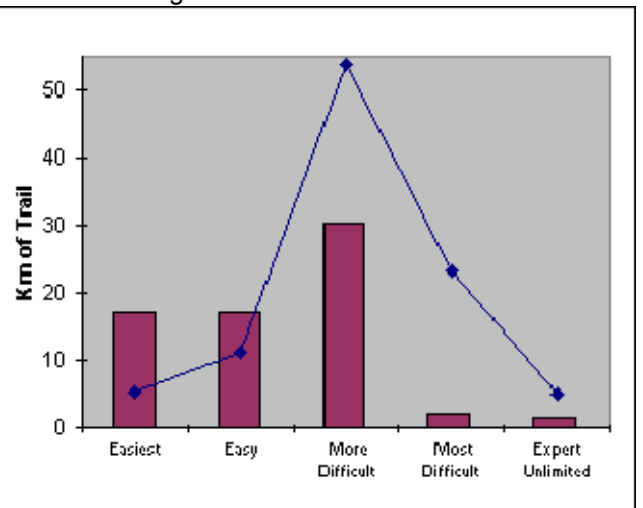
Emerald



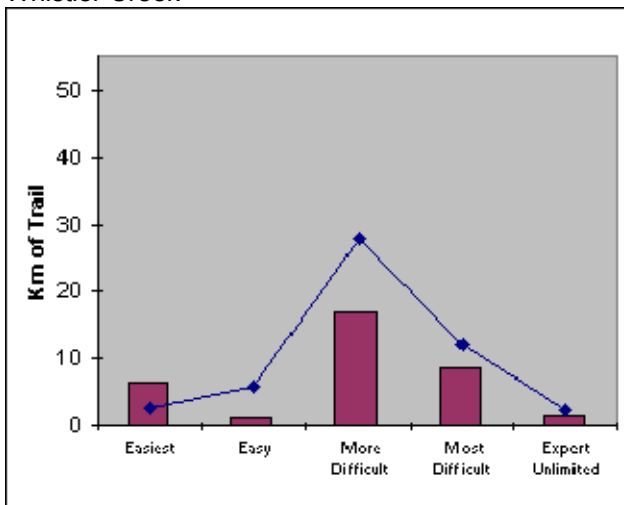
Alpine



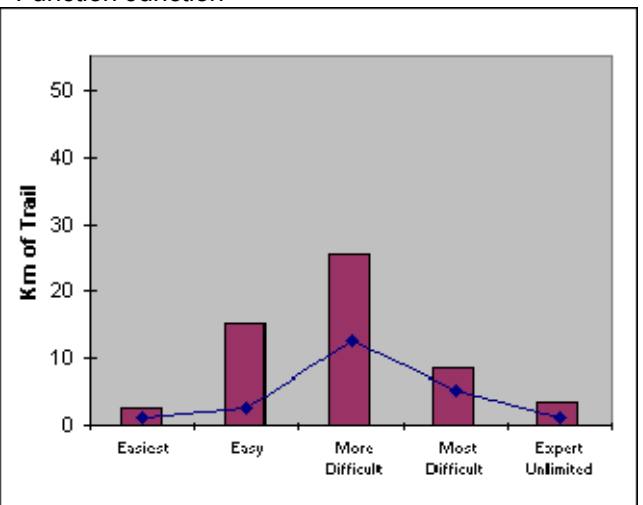
Whistler Village



Whistler Creek



Function Junction



## Appendix 5

## Proposed Recreational Cycling Actions

ID#	Action	Description/Rationale	Proposed Year	Lead Org	Assisting Org	Whistler 2020 Action
1	Conduct surveys to improve knowledge of riding preferences and riding frequency of local riders	The latest data on the riding preferences of cycling trail users is the 2002 Recreational Cycling Survey. As rider preferences change over time, this information should be updated periodically.	2007 and Longer-Term	RMOW	WORCA	
2	Continue to provide Community Enrichment Grants to WORCA in support of trail maintenance, cycling advocacy, and youth development activities	Funding to WORCA is highly leveraged through its use of volunteers	2007	WORCA	RMOW	
3	Provide support to WORCA to expand on the success of its annual bike swap	The WORCA bike swap, held each spring, raises money for community programs and makes participation in mountain biking more affordable to residents	2007	WORCA		
4	Develop cycling injury prevention programs	Many cycling injuries are preventable through a combination of skills, attitudes and equipment	2007	WB	WORCA RMOW	
5	Educate business community in optimizing of mountain biking opportunities	Consider incentives and packages for bikers (package Bike Park Pass ticket and breakfast with accommodation). Consider IMBA Summit speaker for June Chamber of commerce luncheon. "Bike Friendly" theme for Crankworx.	2007	Chamber	RMOW	
6	Prepare a tear-way map of the Lost Lake Park Trails	The Lost Lake Park trail map has been updated and posted on the RMOW website. This map will be useful to most cycling visitors and many resident riders. The map should be available for distribution at bike shops, info centres, hotels, etc.	2007	RMOW	TW	

ID#	Action	Description/Rationale	Proposed Year	Lead Org	Assisting Org	Whistler 2020 Action
7	Prepare and distribute to front line workers an information package on Whistler cycling opportunities	Package will include maps, descriptions, websites, and other cycling resources. Information will be categorized as to type of rider (family, Bike Park, XC trail). Front line workers include hotel, info centres, retail, Village Hosts. Promote and educate about cycling options in Whistler, including options for those of all ability and experience levels. Package should include information about Bike Valet service and opportunities to ride with locals.	2007	Chamber	RMOW TW	#502 R&L TF
8	Develop individual maps for "signature" trails and make available on website	These could be easily developed and reproduced, sold for a nominal amount and still make some money for WORCA (or offer by donation).. Other mountain biking areas produce individual maps.	2007 and Longer-Term	WORCA	TW	
9	Expand web information on cross country cycling opportunities in Whistler	Increase access to cycling information and promote Whistler's cycling options. Summer recreation options such as cycling can be better promoted and information made available to visitors and residents. Existing websites are lacking information. TW will promote mountain biking opportunities on its whistler.com website. Trail maps and descriptions will allow prospective visitors to plan their rides.	2007	TW	WORCA RMOW WB	#493 R&L TF
10	Work with Lower Mainland bike shops regarding bike transport	Many Lower Mainland riders drive for the day to visit the Bike Park. This would be a service to riders and a sustainability initiative	2007	RMOW	WB NSMBA WORCA	
11	Educate accommodation industry regarding bike storage needs	Show them the economic advantage of serving the cycling visitors. Give them guidelines for storage facilities. Consider having a municipal requirement when doing major renovations. Consider a standard for "Bike Friendly" accommodation similar to <a href="http://www.ItalyBikeHotels.it">www.ItalyBikeHotels.it</a> .	2007	RMOW	TW Chamber	
12	Work with Greyhound on the bike trailer project	Many Lower Mainland riders drive for the day to visit the Bike Park. This would be a service to riders and a sustainability initiative	2007	RMOW	TW WB	

ID#	Action	Description/Rationale	Proposed Year	Lead Org	Assisting Org	Whistler 2020 Action
13	Provide signage directing riders from the Village to the Valley Trail	Many visiting riders are primarily interested in riding the Valley Trail, but it can be confusing to access from the Village. Distinctive signage (see GS 12) could be provided. Alternatively, pavement markings could be used.	2007	RMOW		
14	Ensure all "signature" trails have standard trailhead signs	A standard for trailhead signs is included in the Whistler Trail Standards. Whistler's feature trails have many first-time visitors who would find the information useful.	2007 and Longer-Term	WORCA	RMOW	
15	Approach map company to produce topographic map.	TerraPro will likely not be updating their map. RMOW owns some of the information. Could be a business opportunity for someone to produce a water-proof map with additional trail information. (see Sun Valley map as example)	Longer-Term	RMOW		
16	Improve Valley Trail signage consistent with proposed Sea-to-Sky trail signs	RMOW (Kevin McFarlane) has a package from the S2S trail committee. This will be used for the S2S sections of the VT and variation might be used for other parts.	Longer-Term	RMOW		
17	Provide signage with maps at key intersections on Lost Lake Park trails	Tin Pants, Molly Hogan and the Chris Markle singletrack all are frequented by riders who can become lost. Small maps at key intersections could direct riders/walkers to the Village. Consider sponsorship, such as "adopt-a-trail"	Longer-Term	RMOW		
18	Provide "share-the-trail" information	Visiting riders (and some locals!) may not appreciate the riding practices that can make busy trails safe and enjoyable for all. The message should be refined and shown on signs and maps.	Longer-Term	RMOW		
19	Prepare a tear-way map of the Valley Trail system	This would be useful to most VT riding visitors. Could show parks, riding distances, share-the-trail information. Include trailhead information on the back. Should be available on the web. Consider making available to donation WORCA trail maintenance fund.	2007	TW	RMOW	
20	Create an information package on road cycling	Develop a one-page fact sheet about road cycling opportunities in the Whistler area. Classic rides, training areas, resources available.	2007 and Longer-Term	TW	Bike Shops	

ID#	Action	Description/Rationale	Proposed Year	Lead Org	Assisting Org	Whistler 2020 Action
21	Survey visitors about their cycling experience	In-resort survey of visitors to determine whether their cycling expectations had been met. Will help focus improvements for the next year.	2007 and Longer-Term	TW		
22	Provide secure, short-term bike storage	Will focus on short-term (24 hour or less) storage for visitors (not local commuters). Should be close to Bike Park. Similar to store-a-ski. How serious is the theft problem? A "bait bike" with tracking devices, as done in Vancouver, should be considered. (Note: Whistler Blackcomb introduced their "Bike Valet" service in June 2006. It was not well utilized. Further efforts should be made to publicize the service and work with the accommodation sector.)	2006 and Longer-Term	WB	Chamber TW	
23	Develop a list of "epic" rides and feature on website	Destination riders would be attracted by the prospect of big rides, such as the Flank Trail and Comfortably Numb. Web resources will allow them to plan their visit	Longer-Term	TW		
24	Develop a suggested riding itinerary for each skill class, depending on length of stay	Destination riders would see the diversity of rides available for all skill levels and might plan an extended stay	Longer-Term	TW		
25	Improve signage of mountain bike trails in Whistler	Build and maintain signs for cycling trails to enhance use for local and visiting riders. Trailhead and en-route signs should be built to guidelines in Whistler (RMOW) Trail Standards. Whistler has excellent cycling trails that are not necessarily easy to find. Maps are available yet can be hard to interpret. Trailhead signs could be in a central staging area, such as Emerald or West Side, rather than at each individual trail head. Signs could include local "trail etiquette". (see also Action 56)	2007	WORCA	RMOW	#501 R&L TF
26	Execute research to determine the type of trails/events that will drive cycling visitors	Primary research will be done "in-market" to target potential visitors who ride. Research should be done in summer so that respondents will provide responses about riding. Tourism BC can help.	2007	MBTA	WB TW	

ID#	Action	Description/Rationale	Proposed Year	Lead Org	Assisting Org	Whistler 2020 Action
27	Engage business community to leverage Crankworx events	Create resort-wide initiative where businesses market their products and services using the identification with Crankworx	2007	TW	Events Whistler	
28	Explore (determine infrastructure needs) to stage high profile cycling events at the Callaghan Nordic Centre	Even though the cycling use will not begin until after the 2010 Games, this action must begin in early 2006 if there are any opportunities to influence the design and construction of the venues	2007 and Longer-Term	Whistler Cycling Committee		
29	Explore potential of hosting World Cup cycling events		Longer-Term	Events Whistler		
30	Develop inventory of all cycling events/clinics/camps	Identify details of each event and program. Then individual cycling activities can be marketed as part of a larger product.	2007	RMOW	TW WB	
31	Provide "bail-out" points on long trails	Long trails such as Comfortably Numb and parts of the Flank Trail require that you ride the entire trail once past a critical point. Intermediate bail out points would provide a safety feature and would encourage more riders to use the trail. Bail out should be at the same or lower skill level than the main trail. Signage should advise of the location of the alternative trail.	Longer-Term	RMOW	WORCA	
32	Perform research at Crankworx	Determine the demographics, participation in activities, travel motivations, etc. of those in the resort during the festival	2006 and Longer-Term	TW	Events Whistler	
33	Leverage cycling product to attract additional visitors	Individual websites and marketing efforts should feature the full cycling product available in Whistler. Consider "packages" including accommodation, Bike Park pass, etc.	2007 and Longer-Term	TW	WB	
34	Survey visitors to improve knowledge of their riding preferences	The latest data on the riding preferences of cycling trail users is the 2002 Recreational Cycling Survey. As rider preferences change over time, this information should be updated periodically.	2007 and Longer-Term	TW		

ID#	Action	Description/Rationale	Proposed Year	Lead Org	Assisting Org	Whistler 2020 Action
35	Survey Bike Park users to improve knowledge of their riding preferences	The latest data on the riding preferences of cycling trail users is the 2002 Recreational Cycling Survey. As rider preferences change over time, this information should be updated periodically.	2007 and Longer-Term	WB		
36	Create a five-year capital plan for new trails and major trail upgrades based on the Trails Master Plan	The capital plan will establish priorities for trail construction projects that will meet the riding needs of both residents and visitors	2007	RMOW	WORCA	
37	Secure tenure on existing trails located on Crown land	A process is under development by MOTSA to grant rights to trails located within the Squamish Forest District	Longer-Term	RMOW	WORCA	
38	Identify key trails on non-crown land and embed trail rights-of-way in the Trails Master Plan and the Official Community Plan for future acquisition	There are several key trail links in the Master Plan located on undeveloped private land	Longer-Term	RMOW		
39	Inventory Whistler area road cycling opportunities and promote as a tourism product	Whistler and the Sea-to-Sky region have numerous road cycling opportunities, especially with the Highway 99 upgrade. This potential tourism product has not been promoted. Focus on area north of Whistler, at least until Highway 99 upgrades are complete. Consider "Slow Food Sunday" as biking event for visitors.	Longer-Term	Whistler Cycling Club	TW	
40	Assess existing underutilized or unsustainable trails for potential re-development or closure	Some Whistler area trails are infrequently used and maintained. These may be sources of erosion and sedimentation to water courses	Longer-Term	RMOW	WORCA	
41	Incorporate views on bike trails	Provide viewpoints on trails so that riders can appreciate the area. Encourage riders to take a break and enjoy the experience.	Longer-Term	RMOW	WORCA	
42	Provide more interpretive signage along trails	First Nations heritage and local heritage (e.g. Trainwreck) could be featured. Surveys show that visitors enjoy learning opportunities. . Focus primarily on Valley Trail and Lost Lake Park.	Longer-Term	RMOW		

ID#	Action	Description/Rationale	Proposed Year	Lead Org	Assisting Org	Whistler 2020 Action
43	Perform economic impact study of mountain bike tourism in the Sea-to-Sky corridor (North Shore to Whistler)	A study has been proposed for the North Shore, Squamish and Whistler. North Shore and Whistler stakeholders have signed an agreement to participate	2006	MBTA	WB TW RMOW	
44	Create a marketing committee to promote mountain biking tourism	Develop a marketing approach and business plan that promotes Whistler's world-class and diverse mountain biking opportunities. Enhanced presence of Whistler mountain biking options, including increased focus on regional partnerships with North Shore, Squamish, Pemberton and Western Canada mountain biking associations.	2007	TW	WORCA WB RMOW MBTA	#496 R&L TF
45	Secure grants for the marketing of Whistler's "cycling product"	Whistler's "cycling product" includes riding opportunities and services for all ages, abilities and interests.	2007	RMOW	TW WB	
46	Analyze TAMS (Travel Activities and Motivation Survey) specific to mountain bikers		2007	TW		
47	Expand marketing around Whistler's complete cycling offerings		Longer-Term	TW		
48	Identify potential entrepreneurial opportunities re cycling	Provide long term business development opportunities. Identify the opportunities and then assist businesses or individuals to develop, Could be the responsibility of a future Economic Development Office.	2007 and Longer-Term	Chamber	RMOW	
49	Leverage partnerships of proposed economic impact study to collaborate on mountain bike tourism in the Corridor and throughout BC		Longer-Term	MBTA		
50	Offer trail building schools in the Sea-to-Sky Corridor	Local expertise in the building of sustainable trails could be shared with others in the Corridor to improve the tourism product	Longer-Term	WORCA	RMOW	



ID#	Action	Description/Rationale	Proposed Year	Lead Org	Assisting Org	Whistler 2020 Action
51	Publicize opportunities for visitors to ride with locals	Some visitors would enjoy the experience of the Loonie races or the Wild Willies rides. In past Crankworx events there have been orientation rides on cross-country trails. These opportunities could be expanded and better publicized so that more visitors could participate. This experience might encourage visitors to stay longer or visit again in the future.	2007	WORCA Wild Willies		
52	Provide more bike racks at commercial/public locations	The RMOW provides bike racks for short term parking in the Village, parks and municipal locations. Other locations (Creekside) may not have bike parking in convenient locations.	2007	RMOW	Intrawest	
53	Work with airlines to facilitate transportation of bicycles to Whistler	Airlines with North American flights to YVR do not necessarily make it convenient and economical for visitors to bring their own bikes. If the Corridor is to be recognized as a biking destination, seamless travel is important.	Longer-Term	TW		
54	Work with transportation providers to facilitate transportation of bicycles to Whistler	Transportation of bikes from YVR and other Lower Mainland locations can be inconvenient and costly. If the Corridor is to be recognized as a biking destination, seamless travel is important.	Longer-Term	RMOW	TW	
55	Add fat tire criterium or other high visibility events to Crankworx	In past years a fat tire criterium was staged as part of a biking event. This brought considerable animation to the Village and was enjoyed by visitors. Also consider fun events such as a "cruiser bike criterium."	2007	Events Whistler		
56	Develop "Whistler" trail etiquette/stewardship guidelines	IMBA "Rules of the Trail" could be supplemented to produce guidelines for riding in Whistler. These would address trail stewardship practices and trail sharing recommendations. The guidelines could be available on maps and at trailheads.	2007	RMOW	WORCA	
57	Work with WORCA to increase fund raising for trail maintenance.	Local and visiting riders might respond to additional opportunities to donate money for maintaining the trails. Several ideas have been mentioned, including donation boxes at bike shops and Loonie races, donation of Nesters points to WORCA events, etc.	2007	WORCA		

## Appendix 6

## Detailed Current Reality

This section describes details of today's current situation regarding recreational cycling. It is supplemental to the current reality information provided in Section 4 and is organized in the same manner.

### ***Goal 1: Local trails and community plans and programs facilitate cycling by residents***

Enriching  
Community  
Life

#### **1.1 Trails for Residents**

(See Appendix 4, Trails Analysis Model. Graphs "Trails for Residents")

#### **1.2 Community Participation**

Camps, Clinics and Skill Development Offerings (see also WORCA)

Kids Mountain Bike Adventure Programs - Daily, 2-Day and 3-Day Camps

STORMBC youth camps

Spokeswomen Mountain Bike Camps

Richie Schley Freeride Camps

Summer Gravity Camps

Daily Mountain Bike Clinics

Weekly Wild Willies rides

DFX Freeride Club

Sugoi Dirt Series

Whistler Off-Road Cycling Association (WORCA)

Eleven hundred member local cycling advocacy and trail planning organization

Maintains hundreds of kilometres of trails to the highest environmental standards

Sustainable trail building expertise

Youth programs 2006

- Youth "Toonie Race" – 42 attendees
- Youth camps (5-day) – 48 attendees

Annual bike swap - \$10,000 earned for youth and other programs

Weekly Loonie Races

- 21 Thursday evening races (April through September)
- 4556 total attendees for an average of 217 attendees per race (maximum 357)

Phat Tire Wednesdays downhill races

- Organized in the Bike Park by Whistler Blackcomb
- 85 - 100 attendees for each race, bring many new members to WORCA

Local Competitions (see also WORCA)

West Side Wheel-up

Samurai of Singletrack

Cheakamus Challenge

Joyride Huckfest

## Goal 2: The resort community promotes and supports cycling

### Enhancing the Resort Experience

### 2.1 Services for Cycling Visitors

Services include: accommodation, retail, rental and repairs, guided tours, instruction in biking skills, bicycle storage, transportation, and parking

### 2.2 Cycling Maps and Trail Descriptions

**Table 1 List of Maps and Cycling Route Descriptions**

Resource	Distribution	Content
TerraPro Map, 2004	Local bike shops, book store - \$12.95	1:30,000 topographic map trails in the Whistler region; 1:25,000 map of Squamish trails, including technical difficulty ratings
Pique Magazine Mountain Bike Guide	Local bike shops – free	Route map of trails in the immediate Whistler area, showing technical difficulty rating and recommended trail direction; a copy of a detailed Lost Lake trail map is included; the Guide also includes trail descriptions and general information for Whistler area riding
Lost Lake Trail Map	Available on RMOW website Included in Pique Magazine Mountain Bike Guide	Detailed Lost Lake Park trail map and Valley Trail map, updated in 2006 and available on RMOW website
Whistler Blackcomb Whistler Mountain Bike Park Map	Village locations – free Available on internet at Whistler Blackcomb website	Map of Bike Park trails showing technical difficulty ratings and ticket prices
Sky Corp Maps Hiking Trails Map	Flatsheet available at Village locations – free Available on internet at <a href="http://skycorpmaps.com">skycorpmaps.com</a>	Useful map for walking in the Village. Could be misleading to hikers and cyclists.
Tourism Whistler Village and Valley Map	Village locations - free	Useful map for cyclists on Valley Trail
Cross Country Connection	Village Locations – free Available on internet at <a href="http://crosscountryconnection.bc.ca">crosscountryconnection.bc.ca</a> website	Useful map for cyclists in Lost Lake area
Commercial websites	Various	Trail descriptions, some charging a fee
Guidebooks	Various	Maps and trail descriptions

### 2.3 Trail Signage and Trailhead Facilities

Updated map kiosks installed on the Valley Trail network in 2006.

### 2.4 Transportation of Bicycles

Perimeter (excerpt from <http://www.perimeterbus.com/express.html>)

*Bikes will only be accepted if in a box or bag. you must advise Perimeter at the time of booking if you are bringing a bike, otherwise your bike will be carried on a space availability basis. One bike per passenger. Please see our Rates page for current handling charges.*

### *Bike Handling Charges*

*Prior to April 15, 2006*

- *FREE when booking round trip passage*
- *\$25.00 when booking one way passage only*

*Effective April 15, 2006*

- *\$25.00 return, when booking a round trip passage*
- *\$25.00 each way, when booking one way passage only*

Greyhound (excerpt from [http://www.greyhound.ca/en/travel\\_information/baggage.shtml](http://www.greyhound.ca/en/travel_information/baggage.shtml))

*Bicycles in Baggage Service: Bicycles are always considered freight and must be boxed. Bicycle boxes are available from Greyhound Courier Express at selected terminals for \$10 each (plus GST). The bike will be shipped as freight. You will be charged the weight of the bike, plus 35 percent oversize charge and GST. The bike will travel on the same bus as the passenger only if space allows. (For an extra \$3.00 the shipper can request a "Travels With Passenger" form. This means the bike will travel on the same schedule as the passenger.) Bicycles are carried unboxed on the following routes, subject to space, and no "Travel With" charge is applied:*

- *Vancouver - Whistler (\$10 charge)*
- *Vancouver - Squamish/Garibaldi (\$5 charge)*

## ***Goal 3: Whistler maintains its reputation as a premier cycling destination by offering high quality trails and events***

Enhancing  
the Resort  
Experience

### **3.1 Network of Cycling Trails**

#### **Existing off-road cycling trail network**

An inventory of Whistler's off-road cycling trails was collected for use in the Trails Analysis Model (Appendix 4). The following is a summary of the highlights of this network:

Summary of trail types

35 km paved Valley Trail linking commercial centres, parks, neighbourhoods and trailheads

160 km of singletrack, ranging from easy to expert

120 km of double track, some smooth and flat, some steep and gnarly

Whistler has more than seventy named trails within easy riding distance of Whistler Village, with trails for all skill levels:

Class 1 (Easiest) – 35 km

Class 2 (Easy) – 40 km

Class 3 (More difficult) – 160 km

Class 4 (Most difficult) – 70 km

Class 5 (Expert unlimited) – 10 km

Signature trails include:

A River Runs Through It – A huge favourite that includes a succession of obstacles, ramps and drops

Kill Me Thrill Me – A combination of steep climbs, rock descents, twisty switchbacks and great views

Comfortably Numb – The Whistler Epic, with more than 20 kilometres classic singletrack and alpine vistas

Flank Trail – 40 kilometres of climbs and descents, in a wilderness setting with incredible views

Lost Lake Park Trails – Located adjacent to Whistler Village, the 30 kilometre network of single and doubletrack trails will provide enjoyment and improve the skills of every rider

Skill development areas located next to the Village parking lots

Dirt jump park (BMX jump park)

Two areas to develop bike handling skills on technical features such as logs, bridges, ladders, drops, and other obstacles that may be encountered on the local trail system.

The jump park and both skills areas have been updated in 2005/06.

### **Considerations in the development of successful trails**

In the development of new recreational cycling trails the Whistler Cycling Committee agreed that the following should be considered:

a. Location of Trails

- Proximity to residential neighbourhoods
- Proximity to visitor accommodation
- Ability to ride to trailhead within reasonable time (say 10 minutes) so that driving is not necessary

b. Difficulty level

- How much of each level? (1 – 5)
- Also need to consider physical rating

c. Length of trails of each difficulty level

d. Trail character – this is the key to developing new trails

- Destinations – actually get somewhere
- Views
- Riding “experience”
- Unique to Whistler
- Interpretive features
- Riding features
- Use of natural terrain
- Sense of accomplishment
- Sense of fun/joy/enjoyment
- Sense have having been somewhere
- Flow of the riding experience
- Trail options

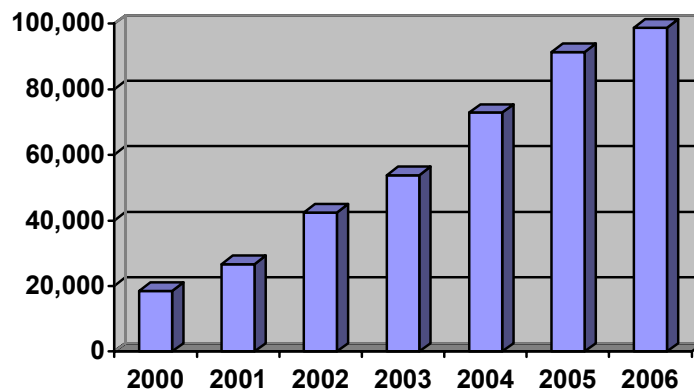
Offer easier or more difficult options on the same trail. This will allow riders of different abilities to ride the same trail, with each taking the variation that they prefer at the time. Also allows a rider to ride the same trail many times, being able to ride new parts as ability progresses. This may save on the number of trails required. A single trail can meet the needs of many riders. e.g. blue trail with black options.

- Endurance options
  - In addition to difficulty options, discussed above, riders can choose how much of a given trail they ride, e.g. Young Lust as an option to Comfortably Numb
- Loops (see also endurance options above)
- Epic trails
- e. Connectivity
  - Link existing trails to make epics
  - Connectivity to existing trails – create loops
  - Connectivity to planned regional trails
- f. Do we need new trails?
  - Can we justify them environmentally?
  - Can we add variations to existing trails to provide experience to more riders?
- g. Drive room nights
  - Trails that will appeal to a large number of visitors. What do they want? Are there any riding profiles of destination cross-country riders?
- h. Do we need Level 5 trails?
  - Rogue trail builders will build them anyway so we may not need to build them. They are a very small part of the riding population and the Bike Park provides much of the experience they are looking for without the need for them to ride uphill to the trailhead.
  - Community input required on the building of additional Class 5 trails
- i. Construction cost vs. maintenance cost.
  - Don't overbuild. Build to a reasonable standard and go back later and upgrade those parts that show wear.
- j. Protected Areas Network (PAN) constraints
- k. Property ownership constraints and land tenure
- l. Conformance to the Recreational Cycling Vision
  - Make certain we are providing the trails that move us toward the Vision

### 3.2 Connections to Regional Trails

### 3.3 Whistler Mountain Bike Park

**Figure 1 Whistler Mountain Bike Park Visits**



### 3.4 Road cycling

The following description of road cycling in the Whistler area has recently been added to the Tourism BC activity website. (<http://www.hellobc.com/en-CA/SightsActivitiesEvents/AirLandActivities/Cycling/Whistler>)

#### Whistler to D’Arcy

*If the gruelling climbs on the Whistler to D’Arcy route don’t take your breath away, the views certainly will! It’s classic Coast Mountain bicycle touring all the way: mountains, rivers, creeks and deep-green forest. The first portion of the route runs on Highway 99, which has wide shoulders for the most part. A few stretches have no shoulder at all, so exercise caution.*

*The Whistler to D’Arcy route starts in Whistler, runs north to the town of Pemberton and then veers east, to the community of Mount Currie. From there, it turns onto the D’Arcy-Anderson Lake Road, which runs alongside the Birkenhead River in a narrow valley. The road climbs 300 m (985 ft) to Pemberton Pass and then descends to D’Arcy, a tiny village that sits on the shore of Anderson Lake. The best time for cycling from Whistler to D’Arcy is May through September.*

*A word or two on your excursion:*

- *Rated: difficult*
- *Approximate time required: 1 – 2 days, depending on skill level*

### 3.5 Festivals, Events, Competitions, Conferences

**Table 2 Mountain Biking Festivals, Events and Competitions**

Year	Festival/Event/Competition	Event/Visitor Data
2006	IMBA Summit/World Mountain Bike Conference	400+ delegates from 17 countries
	BC High School MTB Championships	400 riders, plus families
	Crankworx	Visitor Estimates: 216,000 Average room nights: up 32% from same time in 2005 Bike Park visits: over 12,500 Average stay: 6.6 nights Slopestyle attendance: estimated at 15,000 Incremental visitors: more than 20,000
	Canada Cup (during Crankworx)	
	Red Bull Elevation BMX Dirt Jump Competition	
	Cheakamus Challenge	
2005	“Month of Pain”	
	Crankworx	Visitor Estimates: 109,362 Average room nights: 15,905 Bike Park visits: over 8,000 Average stay: 4 nights Accredited media: more than 100 Slopestyle attendance: estimated at 12,000
	Red Bull Elevation BMX Dirt Jump Competition	
	24 hours of Adrenalin – world solo championships	
	Cheakamus Challenge	

Year	Festival/Event/Competition	Event/Visitor Data
2004	Crankworx	
	24 hours of Adrenalin	
	Cheakamus Challenge	
2003	Gravity Festival	
	National Mountain Bike Championships	
	24 hours of Adrenalin	
	Cheakamus Challenge	
Previous	Summer Session	
	X-Terra (2000)	

### **Mountain Biking Competitions held in Whistler**

2006 BC High School Championships

Canada Cup bike races

Weekly Loonie Races

Bi-monthly Phat Tire Wednesdays downhill races

Crud to Mud ski/board/bike race

24 Hours of Adrenalin

West Side Wheel-up

Samurai of Singletrack

Cheakamus Challenge

Sea to Summit Race

Joyride Huckfest

Red Bull Elevation BMX Dirt Jump Competition

### ***Goal 4: Transportation cycling contributes to the protection of the environment and the liveability of the community***

Protecting  
the  
Environment

This goal is fully addressed in the Transportation Cycling Plan.

### ***Goal 5: Local cycling trails highlight Whistler's natural environment without compromising its values***

Protecting  
the  
Environment

#### **5.1 Interpretive and Trail Stewardship Signage**

#### **5.2 Sustainable Trails Construction and Maintenance**



## ***Goal 6: Cycling contributes to the long-term economic health of the resort***

### **6.1 Marketing and Promotion of the Cycling Product**

### **6.2 Economic Impact of Cycling**

The Western Canada Mountain Bike Tourism Association conducted an economic impact study of mountain biking in the North Shore to Whistler corridor during the summer of 2006. A detailed report will be available in early 2007. Preliminary results show that Whistler's network of cycling trails, the Whistler Mountain Bike Park and the Crankworx Freeride Mountain Bike Festival generated a combined direct spending of more than \$30 million.

### **6.3 Employment and Business Opportunities**

#### **Business and employment opportunities currently available in the resort include:**

- Retail/rental business owner - More than twenty sales, rental and repair shops
- Tour operator business owner - Many Whistler based operators provide local and regional bike tour and guiding services
- Event producer
- Activity providers (e.g. Bike Park)
- Venue management
- Retail/rental sales
- Service/repair technicians
- Trail guides/instructors
- Professional riders/athletes
- Map/guidebook producers
- Photographers
- Trail builders
- Transportation providers for riders and bikes

## ***Goal 7: Residents, businesses and government cooperate to develop the Sea-to-Sky region as the mountain biking capital of Canada***

### **7.1 Collaboration with Corridor, Regional and Provincial Partners**

### **7.2 Sharing Success Externally**

Whistler Blackcomb shares its lift-assisted bike park knowledge through the new company Gravity Logic, who sponsored a forum in September 2006 to further share their experience. The Whistler community's contributions to mountain biking (and WORCA in particular) have been by acknowledged with the opportunity to host the 2006 IMBA Summit/World Mountain Biking Conference

## Appendix 7

## 2002 Recreational Cycling Survey Results

### Introduction

During the summer of 2002 recreational cycling survey was conducted, using random sampling within Whistler or by completing a questionnaire on the Whistler Cycling website. A total of 449 individuals responded to the survey.

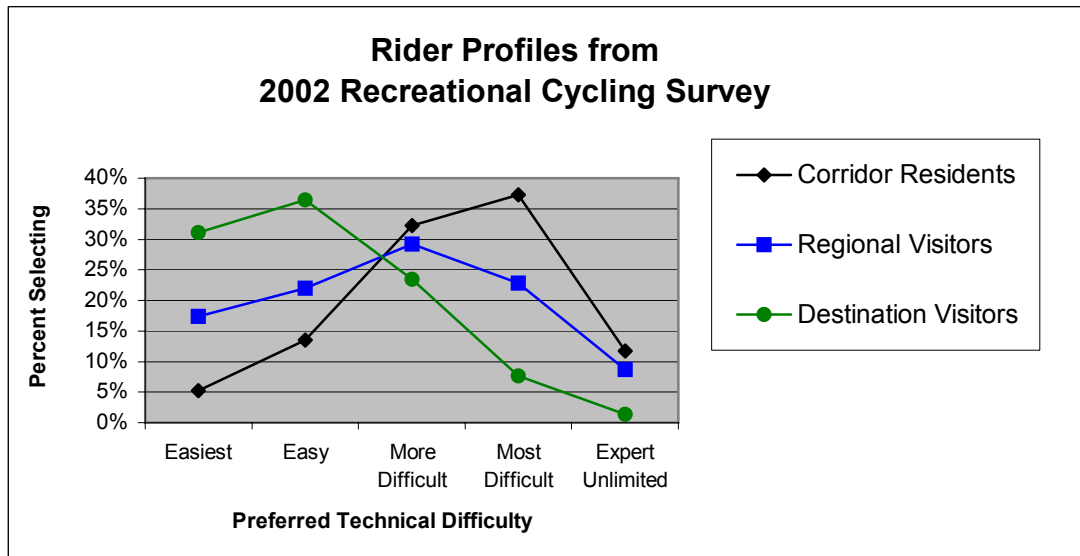
### Survey Responses

1. Please rate each factor below that influences your decision to ride a particular trail on a given day.

	Important	Not Important
Views	41.0%	31.2%
Weather	57.1%	18.7%
Lift access	18.1%	73.4%
Trailhead facilities	34.0%	47.4%
Ease of way finding	55.7%	20.4%
Distance/duration	68.6%	11.6%
Complete a loop ride	56.3%	17.0%
Trail surface quality	62.3%	18.1%
Your physical fitness	74.0%	10.0%
Trail grade/steepness	72.7%	10.7%
General trail ambiance/character	72.6%	8.1%
Shuttle to a riding area	18.0%	72.6%
Connectivity to other trails	63.0%	18.0%
Difficulty/technical challenges	72.6%	12.2%
Trail destination(s) (i.e: lakes, etc.)	52.4%	20.4%
Ability to ride to trailhead as opposed to driving	69.9%	16.2%

2. What type of mountain bike trails do you prefer to ride? Check all that apply

	Corridor Residents	Regional Visitors (BC & WA)	Destination Visitors (all other locations)
Class 1	5.2 %	17.3 %	31.1 %
Class 2	13.5 %	22.0 %	36.5 %
Class 3	32.3 %	29.2 %	23.4 %
Class 4	37.2 %	22.8 %	7.7 %
Class 5	11.7 %	8.7 %	1.4 %



## Trail Difficulty Rating

### Class 1 - Easiest

- Valley Trail. Fairly flat, wide and paved. Suitable for all users.

### Class 2 - Easy

- Gentle climbs and easily avoidable obstacles such as rocks, roots and pot-holes

### Class 3 - More Difficult

- Challenging riding with steep slopes and/or obstacles, possibly on a narrow trail with poor traction. Requires riding experience

### Class 4 - Most Difficult

- A mixture of long steep climbs, loose trail surfaces, numerous difficult obstacles to avoid or jump over, drop-offs and sharp corners. Some sections are definitely easier to walk

### Class 5 - Expert Unlimited

- Exceptional bike control skills and balance essential to clear many challenging obstacles. High-risk level. Only a handful of riders will enjoy these rides

## 3. If you could direct the building of mountain bike trails in the Whistler area, what would you build?

	Corridor Residents	Regional Visitors (BC & WA)	Destination Visitors (all other locations)
Class 1	21 %	17 %	13 %
Class 2	17 %	21 %	43 %
Class 3	29 %	31 %	27 %
Class 4	23 %	21 %	12 %
Class 5	10 %	10 %	5 %

4. **Where would you build these or other trails? Are there places you would like to be able to ride? (A total of 191 individuals responded to the question.)**

Zone	Number of Responses	% of Responses
Zone 1 (West Side)	43	22.5%
Zone 2 (Interpretive Forest)	31	16.2%
Zone 3 (Nordic/Creekside)	21	11.0%
Zone 4 (Village)	46	24.1%
Zone 5 (Green Lake)	38	19.9%
Zone 6 (Emerald Estates)	18	9.4%
North to Pemberton	17	8.9%
South to Squamish	6	3.1%

5. **Many of the existing trails in the Whistler area are unsecured (I.e. on private property or crown land). Which are the five most important trails to secure access to ?**

Trail or Zone	Difficulty Rating	No. 1	Top 2	Top 3	Zone
13 (Kill Me Thrill Me)	◆	74	105	123	Zone 5 (Green Lake)
4 (Cut yer Bars)	◆	35	53	72	Zone 1 (West Side)
12 (Green Lake Loop)	■	18	33	54	Zone 5 (Green Lake)
1 (Bob's Rebob)	■	15	20	23	Zone 1 (West Side)
8 (Train Wreck)	◆	13	41	61	Zone 2 (Interpretive Forest)
22 (Shit Happens)	◆	12	31	51	Zone 6 (Emerald Estates)
7 (Mel's Dilemma)	■	10	19	27	Zone 1 (West Side)
2 (Billy Epic)	◆	7	11	15	Zone 1 (West Side)
6 (Industrial Disease)	◆◆	7	19	26	Zone 1 (West Side)
10 (Rolo Coaster)	■	7	8	9	Zone 4 (Village)
16 (Kyber Pass)	◆	6	17	33	Zone 3 (Nordic/Creekside)
19 (Big Kahuna)	◆	6	16	25	Zone 6 (Emerald Estates)
23 (Snakes and Ladders)	■	3	5	11	Zone 6 (Emerald Estates)
Zone 5 (Green Lake)		3	4	6	Zone 5 (Green Lake)
5 (Expo Trail)	■	2	12	13	Zone 1 (West Side)
14 (Babylon by Bike)	◆	2	4	12	Zone 3 (Nordic/Creekside)
20 (No Girlie Men)	◆	2	4	7	Zone 6 (Emerald Estates)
Zone 1 (West Side)		2	4	5	Zone 1 (West Side)
3 (Cat Scratch Fever)	◆	1	3	5	Zone 1 (West Side)
21 (Section 102)	◆	1	5	8	Zone 6 (Emerald Estates)
Zone 2 (Interpretive Forest)		1	3	4	Zone 2 (Interpretive Forest)
Zone 6 (Emerald Estates)		1	3	3	Zone 6 (Emerald Estates)
9 (Trash)	■		6	15	Zone 2 (Interpretive Forest)
11 (Roam in the Loam)	■		6	7	Zone 4 (Village)
15 (B.C., Boyd's Trail)	◆		1	2	Zone 3 (Nordic/Creekside)
17 (Ride don't Slide)	■		2	7	Zone 3 (Nordic/Creekside)
18 (Tunnel Vision)	■		10	25	Zone 3 (Nordic/Creekside)
Zone 3 (Nordic/Creekside)			0	1	Zone 3 (Nordic/Creekside)
Zone 4 (Village)			0	0	Zone 4 (Village)

**6. Rank what you think are the three most important trailhead facilities**

	Bike wash stations	Toilets/ Outhouses	Map boards/ notice boards	Drinking fountains	Garbage/ recycling facilities	Vehicle parking	Bus stop
No. 1 Facility	5%	21%	53%	12%	9%	6%	2%
Top two	8%	47%	75%	27%	23%	17%	5%
Top three	12%	67%	85%	53%	36%	33%	9%

**7. In your opinion what are 3 things that could be done to improve mountain biking in Whistler?**

Themes identified in responses:

Maps  
Signage  
Trail maintenance  
Festivals/events  
More trails – intermediate, especially

**8. Five years from now where would you like to see mountain biking in Whistler?**

Themes identified in responses:

Increase profile/recognition/promotion of Whistler mountain biking  
More trails  
Secure the existing trails

**9. How often do you mountain bike?**

	All Riders	Corridor	BC and WA	Other Locations
< once per year	5%	2%	10%	2%
Once per year	21%	0%	17%	68%
Twice per year	11%	0%	20%	20%
Twice per month	9%	3%	23%	1%
Once per week	6%	4%	13%	1%
Twice per week	4%	6%	2%	1%
> three times per week	44%	83%	15%	8%

**10. Length of typical mountain bike ride**

	All Riders	Corridor	BC and WA	Other Locations
Less than one hour	4%	3%	6%	5%
1 - 3 hours	75%	80%	57%	86%
3+ hours	21%	17%	36%	10%

## 11. What is your primary residence?

	Number of Responses	% of Responses
Whistler	177	39.9%
Squamish	2	0.5%
Pemberton	23	5.2%
Lower Mainland	92	20.7%
Other BC	10	2.3%
Other Canada	12	2.7%
Washington	40	9.0%
Oregon	3	0.7%
California	8	1.8%
Other USA	25	5.6%
Overseas	52	11.7%

## 13.a Mountain biking experience level

	All Riders	Corridor	BC and WA	Other Locations
No experience	5%	3%	11%	1%
Beginner	17%	5%	11%	48%
Intermediate	40%	38%	44%	40%
Expert	31%	44%	28%	11%
Unlimited	7%	10%	6%	0%

## 14.a Gender

	All Riders	Corridor	BC and WA	Other Locations
Male	67%	67%	75%	57%
Female	33%	33%	25%	43%

## 14.b Age

	All Riders	Corridor	BC and WA	Other Locations
No response	4%	2%	9%	1%
12 & under	8%	2%	9%	20%
13 to 19	12%	2%	25%	13%
20 to 24	5%	4%	5%	5%
25 to 34	28%	41%	22%	11%
35 to 44	24%	28%	15%	31%
45 to 54	14%	13%	14%	17%
55 to 64	3%	6%	1%	1%
65+	0%	0%	1%	0%