



## 2017 Member's Survey

Thank you to all the members who found a free moment or two back in October to fill out our annual survey. I'm very impressed with the effort you put into filling in the comment boxes.

This is a chance for the members to let the Board know what we are doing well, what we can improve on, and where the focus should change for the coming year.

The Board's focus over the past couple years has been on developing multiple reason for people to join the Club. The first takeaway from the survey is that everyone is enjoying the new lineup of activities that the Club provides.

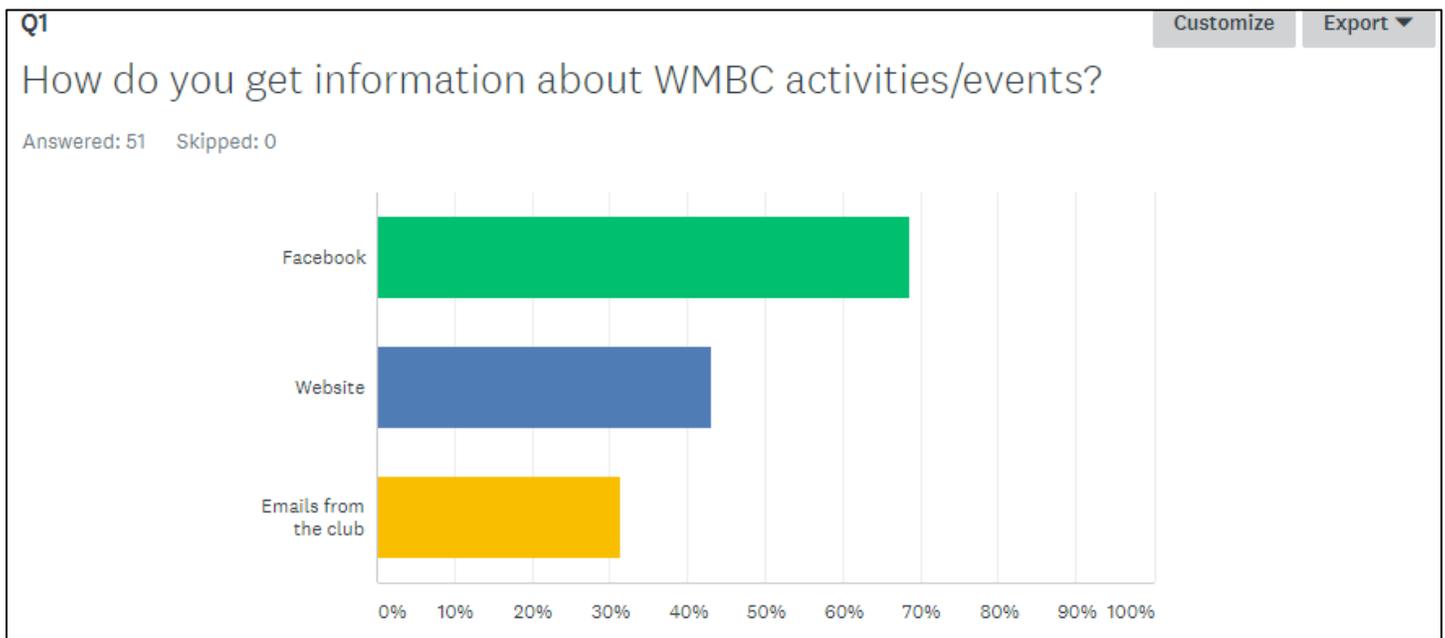
The second take way from the survey is that we need to figure how to deliver the activities everyone loves and maintain/develop the Naughton trail system at the same time.

With a new year, there are new challenges. We can do this with the help of our members as many hands makes the load light.

Below are the results of the survey and all your great comments.

Enjoy the read,

Rusty



Comments:

- Other members
- Fellow members
- Group rides/social events

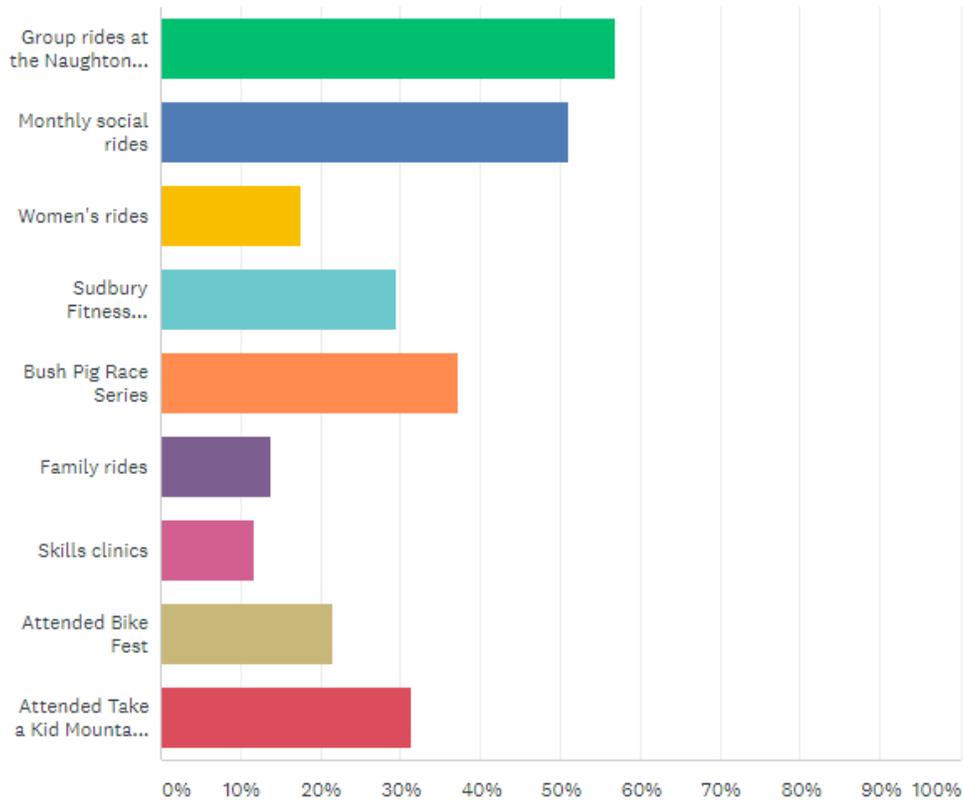
Q2

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How did you participate in the WMBC activities during the 2017 season?  
(Please select all that apply).

Answered: 51 Skipped: 0



Comments:

- Attended mostly as a parent - didn't have time to get out to group rides - or when I could it was rained out.
- solo rides
- I went on my own with the kids a few times
- just had time for fun ride on Wednesday nights.
- Volunteered at Take a Kid Mountain Biking Day.
- Work parties
- Helped out with skills clinic

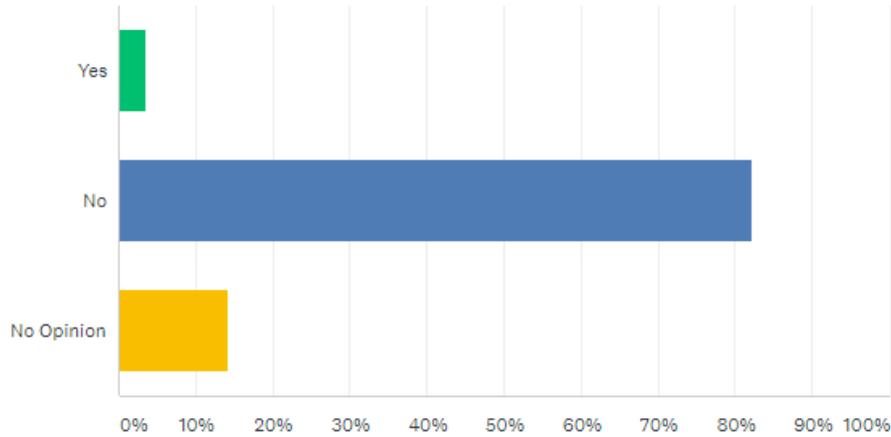
Q3

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Are there any events that you don't like / do not feel should continue?

Answered: 28 Skipped: 0



#### Comments

- Keep up the amazing work.
- I love all events!
- I like them all....they are a way for members to connect with each other through a positive, healthy and enjoyable pastime - biking.
- Don't continue the skills clinics

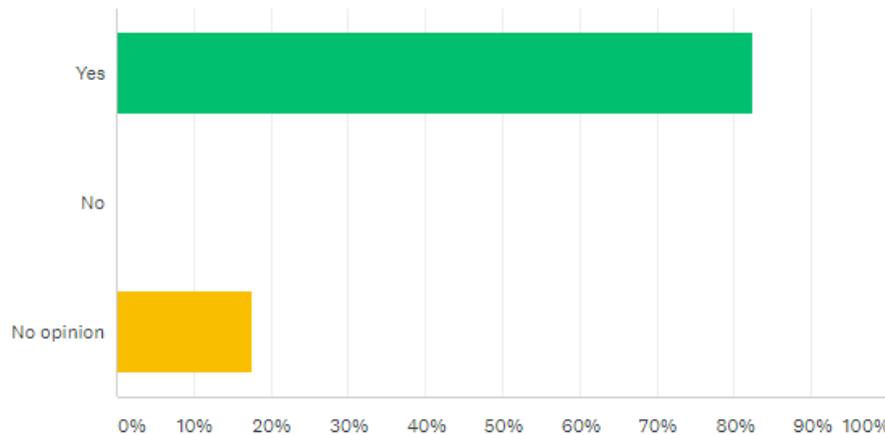
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## Do you like that our Social Rides are sponsored by businesses?

Answered: 51 Skipped: 0



### Comments

- It would be nice to know why rides are sponsored...e.g. Pay leaders, etc. (Editor – to cover the cost of the food and prizes)
- It's unfortunate those businesses aren't given the proper recognition.
- It's nice to see community involvement.
- Some businesses really interacted with participants while some did not nearly as much
- I like that the businesses chosen are bike-related business or businesses where its employees and or owner(s) are club members/riders - shows much support for the club and riding.
- Having trial bikes was the best idea!!
- This helps generate interest and promotes the club and mountain biking.
- I would also be happy without the sponsors. It's really great to see so many riders together, I think it really helps us to realize that there really are more than the dozen who show up for the group rides. I think it helps foster a good sense of community and if appetizers and door prizes is what it takes to build that then I think it's worth it.

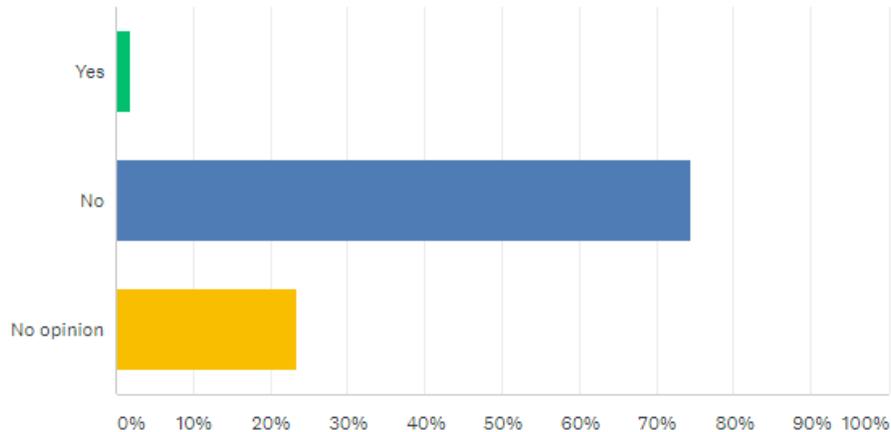
Q5

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Do you feel that the WMBC is too focussed on sponsorships?

Answered: 51 Skipped: 0



#### Comments

- Seems to me less grassroots as it used to be.
- Focused in the wrong ways
- Not all. In this day and age you need all the support (financial/community) you can get to be successful and encourage both membership & ridership

Q6

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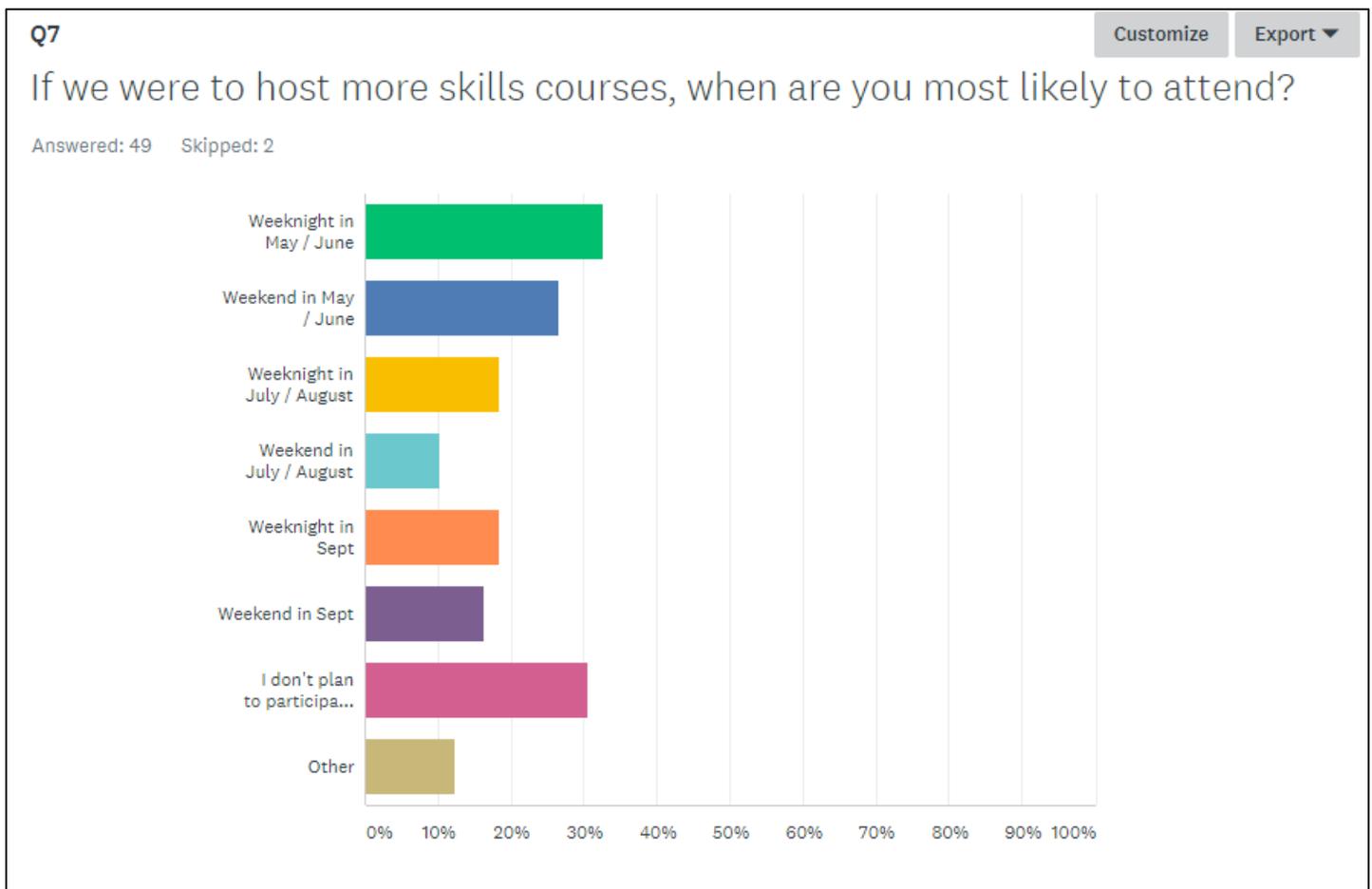
If you are not already volunteering with the WMBC, how could we attract you to become a volunteer?

Answered: 18 Skipped: 33

#### Comments

- It's not that I didn't want to volunteer, the dates just didn't fit into my schedule. Hopefully, I could help next year! :)
- The only way I could help out is if child care was provided - plan on helping more when the kids are older.
- Already volunteer
- Just knowing what is needed for volunteering.
- Send me an email
- it's up to me to clear schedule
- I can only dedicate a few hours a week to volunteering and have decided that my skills are better suited to volunteering at Laurentian Nordic than WMBC. If they cease finding my skills useful, I will use the freed up time to contribute to trail construction/maintenance at WMBC.
- Flexible with time, at present timing hasn't worked out but if I could just show up when I was available and do things required say from a list of things to do for example. I realize this is probably impractical.
- No opinion. Could it be an option to approach High School students and see if they are interested in volunteering for their required hours?
- I will likely add volunteer hours as my children get older/more independent.

- Maybe send out an appeal at the beginning of the year, outlining events, etc when volunteers are needed. The advance notice would help me to carve out time in my calendar to volunteer at an activity. I tend to lose sight on all the events until they are approaching. By then, I've usually committed my time.
- I will volunteer when I don't have little kids. Time volunteering is time not riding
- Sadly, I just don't have time but am SO thankful for the dedicated volunteers who do give their time.
- having a car... I would love to help but it's too far :(
- Hold a big trail building day - have a BBQ and start fixing and building trails. At the top of my list is improving Long Road. It's one of the most used trails in the upper section and it's constantly wet. And when it's not, it's still less than stellar. I'd love to see lots of lumber over the wet and gnarly spots through the 2 middle sections. Long, continuous bridges look great in promo photos and have a way of attracting visitors. I'd be the first to sign up to volunteer to build it if we could make that happen.
- More strategic planning, a better schedule of events, the inclusion of members in the brainstorming beforehand.

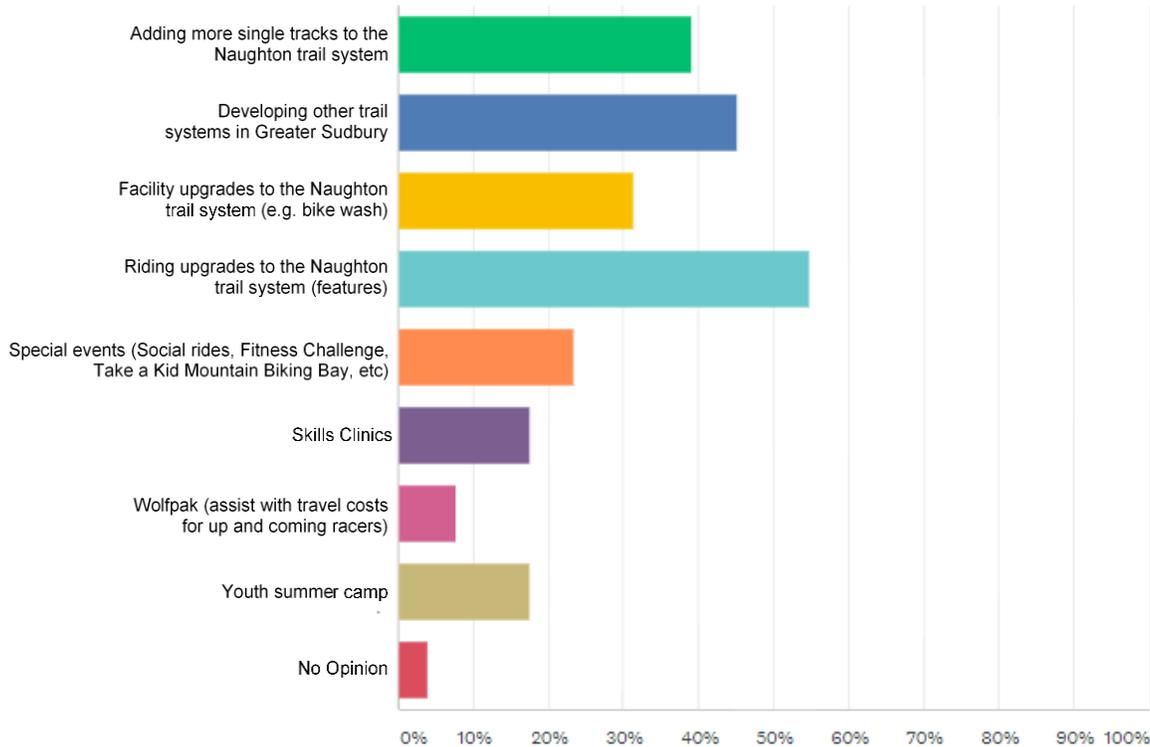


#### Comments

- Anytime that suits the organizers.
- I would love to attend with the kids but I can't predict which time is better. We are busy with sports 12 months a year. I hope we can attend the skills next season.
- tough question....it would depend on my shift schedule at work and my holiday schedule
- I work shift work and am in a busy community-oriented job. Weekends in September would best suit me as I can get the time off easier than early-mid summer
- The trails are a bit far from home, after work, so weekends are better, and as weekends in the summer seem to book up fast, I'd say spring/fall are the better times for me.
- Would be interested in "really advanced" skills.

Volunteers within Club provides many activities and events for members. The Club is now of a size that funding is available to develop other areas. If more volunteers come forward, where do you feel the Club should focus their efforts

Answered: 51 Skipped: 0



## Comments

- All of the above are great ideas along with rental opportunities on site to encourage new/non-riders to give it a try with the right bike.
- Cyclocross features in or near the main field would be nice from August through November, e.g. a long sand pit, and barriers. These could complement already-existing features that are great for 'cross: Some of the smoother lower trails, e.g. Ferns, are similar to the single track sections of 'cross races. Some of the steeper slopes around could be used to practice run-ups. The field can be used for practicing cornering on grass 'Cross is becoming mainstream, and attracts racers from both mountain and road disciplines as a fall sport. O-Cup events run September - November, so August would be good to have these features to start practicing skills. The club might also want to consider the Bush Pig series, or other context, to hold a 'cross race in the fall. 'Cross races can be run using a 'cross bike, but mountain bikes are generally allowed, so it can be accessible to a wide audience. The chaos of 'cross races also primes them for fun and festivity - e.g. racing in Hallowe'en costumes, etc. Lots of fun.
- Bi-Weekly race series. The Bush Big Open was a great addition this year.
- I really enjoyed the Bush Pig Open series. I would like for this to continue. It would be nice to have a specific skills are within the trails, where there are bridges, small jumps, berms to work just on skills.
- Would love to see a proper race program...practices, coaching etc..
- Tough to say without knowing more about your demographics - I think the existing network of trails is great, and if there's any opportunity to expand elsewhere in Sudbury, that would be amazing (though out of all of your

proposed options, that would likely require the greatest resources). Building your user base through youth camp/social events could help promote sustainability through on-going membership fees (and volunteers). Wolfpack sponsorship could help in a similar way (in addition to the branding/credibility this group provides to Naughton trails outside of Sudbury), but I'm not sure if their current funding model is inadequate.

- A bike wash station would be great, and I'd love to see more skinnies and features. I'd also love to be involved with developing new riding areas.
- Definitely not paying for the Wolfpak. That suggestion offends me and if it happens I would discontinue my membership. Racing is a choice and shouldn't be subsidized by the club.
- Consider the current state of trails prior to adding new trails. There are trails that require significant maintenance (wet throughout the entire summer) and this should be considered prior to cutting new trails. The club dollars should primarily be for trail maintenance and development and this should be part of a strategic plan. Budgets should be created at the beginning of the year and shared with members. The AGM should provide a breakdown of budgeted funds and actual funds. Additional money should always be funneled back into trail building, maintenance, marketing and advertising.

Q9

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Please share any feedback or comments that you have for the Board of Directors that you would like us to be aware of when making future decisions on behalf of the WMBC.

Answered: 21 Skipped: 30

## Comments

- I really enjoy being a member. I like it the way it is. Even though I've been biking for a few years now, I still consider myself a beginner. Therefore, I would like the club to accommodate beginners a little more...but it's not necessary... I manage to follow the group... I just prefer more beginner sessions.
- to build up the sport, consider adopting the LTAD in order to build programming.
- Awesome job! THANK YOU for your dedication and all your hard work! Much appreciated.
- Perhaps knowing of upcoming meetings.
- WMBC has done a wonderful job creating and maintaining great trails with a wide range of difficulty for the beginner to expert riders. Thank-you!
- I believe the club does an excellent job and I would contribute but have a young family so time is an issue.
- Thanks for conducting the survey
- WMBC is well run, enjoy the trails, varying skill levels
- Rusty and the team do an amazing job on the trails. I appreciate their dedication and efforts.
- 1. The club should have a strategic plan with short and long term goals, activities and methods to evaluate progress. There are various components of the club and there should be a plan in place that would only need to be tweaked on a yearly basis. For example: trail building and maintenance; advertising and marketing; event planning; and evaluation and monitoring to track progress and report back to the members. This would provide more direction and instill confidence that the board is working towards a consistent goal. 2. The AGM should be the venue to report on the financials and results of the prior year, not a planning session. There should also be a year-end report shared that would include all of this information (financials, participation in events, trail changes etc). Communication is key and allows members the ability to see where their money is going and in turn they become more invested in the overall goal. 3. Meeting with members to qualify the results of surveys and talk about the future of the club and trail should be considered and would help motivate volunteers. 4. Release the results of this survey for transparency.

- First of all, I'd like to say that I appreciate all the hard work that goes into running the club. I suppose I represent a different mindset than the club has been catering to the past couple years - the most important thing for me is the trails. Everything else is secondary. As the club has matured the trails seem to have taken a backseat to races, skills events, take a kid mountain biking days and so on. But at the heart of the facility is still the trails. The key to successful maintenance and construction of trails is communication of the plan and schedule and recruiting a team of volunteers to help. I can assume that the board feels the burden of trail building and maintenance falls squarely on them. As a member I can tell you that I wish I had more involvement with the planning and scheduling of trail designs and features and their place within the big picture. Unfortunately I do not feel that my voice has a chance of being heard because the bigger trail decisions are discussed only among the board and the maintenance decisions are made on the fly. I think a meeting to inform and solicit opinions of interested members of upcoming additions and improvements to the trails would be well received and help amass a crew to perform the work. Lately, since so few have stepped up to help, the progress has halted completely. In fact, if the decisions were made openly and communicated well (with map updates in advance to show trail layout intent and photos of the about-to-be improved trail segments), members would feel empowered and would be far more likely to engage in trail days. I've got tools and ambition but the last couple years have left me scratching my head as to how I can help make a meaningful contribution at Naughton. The most recent trail days have seemed impromptu with no communication of the big picture. I've got ideas for the trails at Naughton but there isn't a forum for my suggestions to be heard. Please, let's make a change to the way the maintenance and building gets planned and communicated.
- Thank you for the non-stop dedication
- No concerns or complaints. I had a fantastic riding season, only wish that I had been able to come out and help with trail work. It just conflicted with other things every time.
- This was my first year using the Naughton trails, and I was very impressed. I was introduced through the monthly social rides, became a member, and was able to make it out for one group ride. Despite a complete lack of experience, fitness, and rockin' 5" wide tires, your volunteers took the time to show me the trails without hesitation and judgement. Thanks, and you'll likely have a member for life.
- I am from Timmins and made the trip up for the Sudbury Fitness Challenge. I competed as well as my 3 year old son on his balance bike. The event was really well organized and really special for my son. Every kid received a medal and it brought him lots of joy. His first ever bike race. We are definitely coming back in 2018 and telling more people about it. It's unfortunate we don't have a club in Timmins.
- keep up the great work
- Thanks for making the trails a great place to ride
- I am proud to be a member of WMBC and promote the club in the biking community locally and outside of Sudbury. Rusty & Rob are two men who among others within the club have made it a great mountain bike club to be a part of. Their instruction of techniques, patience and involvement in the club have had an impact on my riding abilities and confidence. I can say that my riding over the past 2yrs has improved greatly from the Sunday group rides (techniques learned), so much so that I feel comfortable riding single track trails anywhere in Ontario. I look forward to another great riding season with WMBC in 2018. I would like to see WMBC apparel for members such as Coolmax T-shirts, bike shorts and riding jerseys that aren't specific to Wolfpak Racing.
- The volunteers work tirelessly to develop & maintain the trails and to hold events. A big thanks goes out to all the volunteers. Shout out to the leaders of the women's rides who are welcoming & giving of their time to share a love a mountain biking with others.
- I was excited that you were offering NCCP level training and I just couldn't make it work due to other commitments. I know you didn't have enough to run and I feel bad about that.