

Here are some generic talking points, thinking strategically about how you use these talking points and to what context they are used within.

Economic Benefits:

- IMBA works on access issues to have a right to ride bicycles on public lands. We want to make sure trails stay open to mountain biking.
- Contributes \$133 billion annually to the U.S. economy
- Supports nearly 1.1 million jobs across the U.S.
- Generates \$17.7 billion in annual federal and state tax revenue
- Produces \$53.1 billion annually in retail sales and services
- Nearly 40 million Americans participate in mountain biking
- Bicycling is a sustainable, quiet, low-impact activity and a viable economic development option for many communities.
- Access to community trails can increase property values and improve quality of life for local residents.

Health Benefits:

- Bicycling gets youth involved in outdoor activities at a young age and improves their stewardship of public lands.
- More than 65 percent of Americans are overweight or obese, now is the time to encourage cycling and build trails for recreation.
- Off-road cycling offers Americans a healthy exercise opportunity and a connection to the natural environment, both of which tie directly into the goals and values of America's Great Outdoors and the First Lady's Let's Move Campaign.
- According to the Outdoor Industry Foundation, bicycling is the number-one gateway activity that gets kids outside and interested in outdoor activities.

Volunteer Efforts:

- IMBA members are conservationists contributing one million hours annually to protecting the environment through sustainable trail construction.
- The IMBA U.S. network conducts more than 3,000 trail projects annually that build and maintain 23,000 miles of trails, most of them multi-use.
- Developing a comprehensive strategy to use volunteers and partners effectively plays an overwhelming important role in trail
- trail maintenance.

Conservation Topics:

- IMBA members care about public land protection, conserving our natural environment and protecting the places we play.
- Mountain bikers strongly believe in protecting our natural resources and keeping the land around our trails free from poorly planned resource extraction or development.

- IMBA supports some Wilderness as one tool of land protection but since bicycling is not allowed in Wilderness areas we ask that areas with significant bicycling trails be protected with “Companion Designations.”
- Recreation scientists say that mountain biking’s impacts are roughly equivalent to hiking and less than equestrian use– a conclusion that has been confirmed by the National Park Service.
- Mountain bikers want to see the forests and mountains where we ride protected in their natural state, with clean air and clean water.

Plan revisions:

- The plan should include a trail planning Objective that will allow for a purposefully designed trail system, including bicycles.
- The expanded mountain biking opportunities created by the plan would enhance the park’s recreational opportunities.

Conflict/Resolutions:

- Biking and hiking are compatible uses, especially on well-designed trails.