

4	27%
5 or more	10%

Three appears to be the median number of bikes owned; compared to 2016, fewer owned only one and fewer people owned at least five bikes.

What kind of bikes do you own?

Mountain bike	63%
Touring bike	53%
Road bike	53%
Fat bike	37%
Commuting/utility bike	33%
Gravel bike	8%
Electric bike	2%
Other	4%

Discussion: Fat bike ownership almost doubled from 20 to 37% over the last three years. Road bike and commuting bikes were somewhat down in ownership but touring bikes increased. Gravel bike was not a separate category in the survey but several people reported owning one. Electric bikes are still uncommon locally.

When, Where, and Why Do We Ride:

How often do you ride in the Spring?

<Once per month.	4%
1-2 times per month.	16%
Once a week.	10%
Two times per week.	22%
Three times per week.	25%
Four or more times per week.	22%

How often do you ride in the Summer?

<Once per month.	0%
1-2 times per month.	6%
Once a week.	8%
Two times per week.	14%
Three times per week.	22%
Four or more times per week.	49%

How often do you ride in the Fall?

<Once per month.	0%
1-2 times per month.	12%
Once a week.	12%

Two times per week.	22%
Three times per week.	20%
Four or more times per week.	33%

How often do you ride in the Winter?

<Once per month.	48%
1-2 times per month.	8%
Once a week.	8%
Two times per week.	13%
Three times per week.	10%
Four or more times per week.	13%

Due to rounding, percentages may not total 100%. Not surprisingly, Summer is the peak riding season and Winter sees the fewest rides. Despite this, 44% report riding at least once a week in Winter, an increase from 23% in 2016.

Where do you ride?

Highways	57%
Secondary roads and streets (paved)	90%
Gravel roads	61%
Bike paths and non-technical trails	69%
Single-track	39%
Groomed winter trails	39%
Other (included lake ice and personally maintained trails)	10%

The biggest increase was riding on groomed winter trails with smaller increases for gravel road and bike paths.

Purposes of your rides (all that apply)?

Health and fitness	100%
Social	60%
Transportation (commuting and errands)	49%
Family activity	20%
Competitive training and racing	25%
Fun (written-in answer)	10%

Transportation biking was up a little, family activity was down a little, and there was a spontaneous write-in endorsement of biking for fun.

Membership and Event Participation:

How long have you been a member?

One year or less.	18%
Two to four years.	57 %
Five years or more	25%

Which of these organized events have your participated in within the last three years?

Superior Vistas Tour	45%
Madeline Island Family Tour	20%
Washburn Fall Rides (Fall Color Tour/Spolka Ride)	18%
Bike Across the Bay	14%
Brownstone Mtn Bike Festival	8%
Other	10%

Which informal events have you participated in within the last three years?

Java rides	22%
Fat Bike Safari Rides	37%
Mason Area Rides	16%
Ashland Casual Group Rides	14%
Mt Ashwabay Off-Road Rides	18%
Other	6%

Have you volunteered at a NCCA event?

30 responses out of 48 (it is not clear how many answered yes versus no, but here are the full comments)

No

no

BAB, Brownstone, Madeline Island, Bike rodeos, annual meeting,

Database coordinator (Guess who??)

You name it baby !

Superior Vistas, Madeline Island Ride, Washburn Fall Rides, Bike Across the Bay, Brownstone.

Bike Across the Bay

not yet

Bike Across the Bay, Superior Vistas, Board member

none

Fat Bike race at Ashwabay and Bike across the bay and Vista tour

Superior Vista

Superior Vista Tour

Not yet, but will be volunteering at the Bike across the Bay.

Bike across the bay

Not yet

Bike Across the Bay, Brownstone

Superior vistas tour

many

Madeline Island Ride, bike Across the Bay
 Bike Across Bay, Madeline Family Ride, Brownstone
 Yes Brownstone Mt. Bike Race and Superior Vista rides

Personal interest in NCCA activities and initiatives.

12 activities/initiatives were rated as being not interested, neutral, interested, or very interested. These are listed in rank order of most popular based on the combined total rating as either interested or very interested.

Advocacy for paved shoulders and signage for road biking routes	88%
NCCA awarding grants to financially support area cycling initiatives	83%
Development of bike paths (examples Washburn/Ashland Trail and Ashland City)	82%
Development of other infrastructure (bike repair stands, racks, lanes, and shared use routes)	80%
Non-winter group rides	65%
Organized non-winter tours (for example, Superior Vista Tour)	61%
Educational activities	59%
Social events (Examples, meal, picnic, etc.)	59%
Developing off-road trails (example Mt. Ashwabay trails)	51%
Family biking activities	47%
Winter fat bike trail grooming	31%
Winter bike group rides/races	31%

Other events/initiatives you are very interested in? 3 responses

Casual, non-competitive, small group rides

area 4-5 day tours

Keeping Nordic trails well groomed and building relationships between bikers and skiers!

NCCA Communication, Overall Rating, and Suggestions for Improvement:

How often do you visit the NCCA Website?

More than once weekly.	2%
Weekly.	8%

Monthly.	12%
Occasionally.	35%
Seldom or never.	43%

How often to you visit the NCCA Facebook page?

In 2016, there was a separate question about Facebook, but this appears to have been left off inadvertently this year.

What other ways to you gain information about the NCCA and its activities? (check all that apply)

Email communications	81%
Annual Meeting	41%
Printed newsletter	35%
News Media	25%
Brochures/literature	25%
Facebook	10%
Personal communication	10%
Other social media	4%

Members who responded to the survey are not frequent users of social media, at least to obtain information about the NCCA. Updates by email communication, print sources, and direct contact were the most common ways to gain NCCA information.

How would you rate how the NCCA is doing?

Poor	0%
Fair	2%
Good	35%
Very Good	45%
Excellent	18%

63% rated the NCCA as doing a very good or excellent job (compared to 57% in 2016). 20 members offered suggestions about how the NCCA can improve:

More organizational development. Better planning

Prioritize. Select no more than 3 events & initiatives to focus on each year.

I'd like to see us offer randonneuring type events and affiliate with RUSA

Hmmm. How much time do we have ?

Continue to support bike routes in and between communities (like Ashland-Washburn route)

I'd like to see development of greenways in the area, especially a non-motorized, paved trail between Ashland and Washburn. It would be great if NCCA could work with the two local governments and counties on grant applications and other funding to make this happen.

Expand your area. I'm an old and slow guy who lives in Iron Rive and would enjoy some company on some of my rides in the woods. Iron River is full of 4-wheelers not bicycles. Good luck.

I think NCCA is doing a great job, it's just that I live in the Hurley area so I don't participate in many events due to distance

I get the feeling technology is lacking in getting the word out at times.

I think for its size NCCA has a very relevant presence in the community. Possibly it could grow its capacity more through expanding regional visibility by targeting MN riders more (who often travel here to ride now, but are an expanding and dynamic demographic that could bring even more business and energy to our area), and expand grant seeking efforts.

I think you are doing a huge amount all ready, very organized and doing a wonderful job at getting bike events trails ect in our community.

continue to provide more youth oriented activities for young bikers

I would welcome more communication, particularly for folks not on FB.

Decide what's important and do that well. Not everything.

More Communication via internet About group activities and weekly rides

Continue building on the good things you are doing!

Better organization/handling of administrative tasks. Centralize administration better.

Alot of the public does not know about NCCA or what the group does

I really just want to affirm the work that has already been done and how amazing it has been to have a group like NCCA here to advocate for cyclists! Thank you for all you do. The only thing I can think of for getting better is having a specific ways to advertise events in this area.

The last question relates to our current NCCA goals. As part of our non-profit status we are reviewing and considering revising our mission and goals. What would you change or add, if anything, to these goals listed: 1. To improve existing trails and bike routes. 2. to develop new trails and routes in the North Coast Wisconsin region. 3. To provide safe bike routes for riders of all ages and skill levels. 4. To work in cooperation with local governments to develop safe biking lanes and trails. 5. To network with other biking groups. 6. To encourage those who cycle in our region to join the NCCA and help us achieve these goals. Please list your suggestions, if any, below: (25 comments)

all five

NCCA's goals reflect its overall mission of biking advocacy. Kudos.

Nice goals

Still thinking. Will let you know.

Promote sustainability through cycling.

The goals are great as they are!

We live outside the area but follow and pay the membership fee. We hope to join in on more rides this year and are hopefully closer in the next few years.

I like all of the goals already put in place

These are all good goals, particularly trail development. I've seen what collaborative trail development has done for many communities across the country. A lot of good effort has already been made locally, but there is potential here to further expand riding opportunities for all types of cyclists and create sustainable positive economic outcomes for the Bay/Peninsula communities.

safe bike routes and bike lanes

To teach safe biking, cycling awareness, and "cycle safe street sense." Bloomington, Indiana, has an amazing cooperative program that addresses this and uses opportunities like the farmer's market to reach out to folks and talk to them about how to be not only safe riders but cycle-conscious drivers. The program gives out a lot of good freebies at the market as well, from bumper stickers to reflective wear.

Establish Bayfield County as a cycling destination. Have maps of bike routes at various locations. Have signs up for public artesian wells or other local interest places. Have bike shops offer on the road support for breakdowns. Put in wider shoulders and eliminate the shoulder rumble strips, especially on narrow shoulders.

These goals are all about bike routes. OK, but NCCA seems to be more about getting people on bikes, and you are doing that well.

To encourage cycling, in general, as an activity--individual or family. If that connects with NCCA, that's good; if not, it's still OK.

sounds fine as is

Great!

David Paulson

1 & 2 can probably be combined in some capacity. "to improve upon existing and develop new trails and routes in the North Coast Wisconsin region." 4 is also redundant and similar to 1 & 2, and actually more describes the method by which you plan to improve and build. Probably not necessary. 6 seems a little

silly, like it's simply saying our goal is to self propagate in order to achieve the real goals, which once again is more of a method by which to achieve goals rather than the goals themselves.

1,2

Limit goals to 3-4 so that they can be easily worked on and achieved.

Not sure if this fits as a goal, but perhaps adding an educational goal (for things like helmet use, safe biking in traffic, bike maintenance)

Encourage bike tourism

All the above goals seem very appropriate.