



Building Community to Preserve Outdoor Recreation

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About NEMBA

The New England Mountain Bike Association is a 501c3 non profit advocacy/educational org. We are a member based, volunteer centric community of cyclists committed to creating epic riding experiences, preserving open space, and guiding the future of mountain biking in New England.

- 34 Chapters in 5 states (CT, RI, MA, ME, NH)
- Over 10,000 members throughout the region
- Celebrated 35 Years in 2022



About CT NEMBA

- Six (6) Chapters in Connecticut
 - Central CT NEMBA
 - NW CT NEMBA
 - Housatonic Valley NEMBA
 - SECT NEMBA
 - Fairfield County NEMBA
 - Quiet Corner NEMBA



The Lay of the Land

With the continued growth of mountain biking and outdoor recreation, we are encountering more and more opportunities to address “legacy” trails throughout our communities.

We define “legacy” as trails that have been built over a period of time and have become sustained by the user groups. In most instances these are built without specific permission from the land manager and/or on a handshake deal that changes with time and people

Our goal is always to build a community that works to preserve the trails



The Lay of the Land – Where do we start?

- Land management – who's land is this?
- Diverse user groups – who is using this space?
- What's the goal – what do we want for the space?



Build a Team

- Build a small, solid team of committed people with the right skill sets
- Project management, fundraising, marketing/promotion, community connection
- Lots of people will say they want to help... hold them to it or let them go
- Clearly defined goals



Build a Coalition – All user groups

- Be nice, engage, ask questions
- Spread the word, talk about your goals
- Local businesses
- Local influence
- Get on the same page. Collaborate, compromise



Coalition meets Land Manager

- Be nice, engage, ask questions
- Know the process = submissions, permissions, etc
- All users represented
- Collaborate, compromise
- Patience



Build The Stoke

- Managing the team and project
- Make it fun – throw a party
- Fundraising
- Clear communication on various platforms
 - Tell the story
 - Look pro – website, socials, design



Community Outcomes

- Community gathering
- New connections and friendships
- Trust and collaborative partner/relationship with user groups, land managers, States, Parks & Rec.

