



Oregon
Mountain
Biking
Coalition

**THERE ARE
620,000
OF US.**

**PEOPLE OF ALL AGES & BACKGROUNDS ENJOY THE
MANY BENEFITS OF CYCLING OFFROAD IN OREGON.**

(Bergerson, 2018)



Oregon
Mountain
Biking
Coalition

15%

**OF OREGONIANS
MOUNTAIN BIKE
EVERY YEAR.**

AND IT'S CONTAGIOUS.

(Bergerson, 2018)



**MOUNTAIN BIKING
SAVES OREGON**

\$26 MILLION

**ANNUALLY IN HEALTH
CARE COSTS.**



**Oregon
Mountain
Biking
Coalition**

(Rosenberger, 2018)



**EVERY \$1 SPENT
ON TRAILS LED TO
\$2.94 IN DIRECT
MEDICAL BENEFIT.**



**Oregon
Mountain
Biking
Coalition**

A Cost-Benefit Analysis of Physical Activity Using Bike/Pedestrian Trails, Wang, G., et al., (2004)



**LAND ADJACENT TO
A GREENBELT IN SALEM,
OREGON, WAS FOUND
TO BE WORTH ABOUT**

**\$1,200 AN
ACRE MORE**

THAN LAND ONLY 1,000 FEET AWAY.

Brabec, E. (1992) "On the value of open spaces," Scenic America, Technical Information Series, Vol. 1, No. 2

**OM
BC**

**Oregon
Mountain
Biking
Coalition**

**A 2004 STUDY BY THE
NATIONAL ASSOCIATION OF
HOMEBUILDERS FOUND THAT**

**TRAILS ARE THE
2ND MOST IMPORTANT
COMMUNITY AMENITY**

THAT POTENTIAL HOMEOWNERS LOOK FOR.



**Oregon
Mountain
Biking
Coalition**

**OAKRIDGE,
A SMALL TOWN OF 3,200,
SEES 35,000 MOUNTAIN BIKERS
EACH YEAR THAT SPEND**

**\$2.3-\$4.9
MILLION**



**Oregon
Mountain
Biking
Coalition**

A photograph of three mountain bikers riding on a dirt trail through a forest. The image is overlaid with a semi-transparent green filter. The bikers are wearing helmets and are in motion, leaning forward on their handlebars. The background shows dense trees and foliage.

**ON AVERAGE,
MOUNTAIN BIKERS DROP**

\$491

FOR A WEEKEND TRIP.



**Oregon
Mountain
Biking
Coalition**

**ALL TOLD,
OUTDOOR RECREATION
IN OREGON GENERATES**

**\$16.4
BILLION**

EVERY YEAR.



**Oregon
Mountain
Biking
Coalition**

Outdoor Industry Association (2017)

BICYCLE TOURISM ALONE FEEDS

**\$400
MILLION**

**INTO OREGON'S ECONOMY.
(THAT'S A LOT.)**

Dean Runyan Associates (2012) The Economic Significance of Bicycle-Related Travel in Oregon



**Oregon
Mountain
Biking
Coalition**


RESEARCH SHOWS A LINK BETWEEN

HEALTH & ACADEMIC SUCCESS.



**Oregon
Mountain
Biking
Coalition**

ADHD Bike Program Final Report, Wilson/Kennedy, The Specialized Foundation (2013)



**ESTABLISHING
HEALTHY BEHAVIORS
DURING CHILDHOOD
IS EASIER**

**AND MORE EFFECTIVE
THAN TRYING TO CHANGE
UNHEALTHY BEHAVIORS
DURING ADULTHOOD.**



**Oregon
Mountain
Biking
Coalition**

ADHD Bike Program Final Report, Wilson/Kennedy, The Specialized Foundation (2013)



Oregon
Mountain
Biking
Coalition

**VOLUNTEER-LED
EFFORTS HAVE BUILT**

**19 OFFROAD
CYCLING
ORGANIZATIONS
AROUND THE STATE.**



**IN 2017, OREGON MOUNTAIN
BIKERS CONTRIBUTED**

28,066 HOURS

OF VOLUNTEER LABOR ON PUBLIC LANDS

WHICH IS VALUED AT OVER \$1 MILLION.



**Oregon
Mountain
Biking
Coalition**