

Inclusion

What comes to mind when we think about inclusion? While Diversity focuses on awareness of the opportunities for riders, Inclusion encompasses individuals feeling welcomed to ride.

Ways to Invite

Before the Event

Do what you can to prepare the group by understanding the trail and riding through the eyes of the participants and what they are feeling [9]. For example, this may be the first time someone has been on a mountain bike, checking out the network, or being a participant of a group ride.

Before the group ride, set clear standards for the group:

- Define the different groups for abilities and what each ability would look like
 - Potential for a video promo - what does a beginner ride look like at the group rides
- Duration - how long will the ride be, expected start and end times
- Clothing - what do you wear mountain biking and what should you bring?
- Safety information - what are the risks and how those risks are reduced
- Encouragement - encourage new riders to give it a try, we were all new at one point!

Potential Digital Endeavors:

- Video: Ways for new riders to start mountain biking
 - [How To Be A Mountain Biker](#)
 - [Top Mistakes Every Mountain Biker Will Make](#)
- Posts:
 - What are trail recommendations for new riders?

During an Event

It is critical that during an event, individuals feel supported and included before, during, and after the ride. This will help to continuously grow the mountain biking community, invite new riders, and build a strong and inclusive community.

Tips for during an event:

- Start a conversation beforehand about riding ability, skill level, support for everyone's pace, and that it is fine to "be in the back"
- The sweep for rides should be focusing on positive reinforcement
- Redirect the conversation when an individual apologizes for their skill
- Break down what each "level" of ride means, especially the "beginner" group vs "advanced" - this can help individuals understand where they would feel the most comfortable
- Social Time - afterwards invite everyone to enjoy a cold brew or a bite to eat

Kiosk Messaging

Inclusion



Rider Etiquette

- There is a learning curve to understanding trail etiquette. It could be beneficial to have “words to ride by” posted on kiosks for new riders to understand
 - [How Not To Behave On A Ride | Mountain Bike Trail Etiquette](#)

Be kind, say hi

- [Be Nice Say Hi!: Home](#)

References

[9] [Don't Scare the Newbie! How to Take a First-Timer Mountain Biking](#)