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### Building Community Through Mountain Biking: Blending Coopetition, Collaboration and Community

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## Building Community Through Mountain Biking: Blending Coopetition, Collaboration and Community

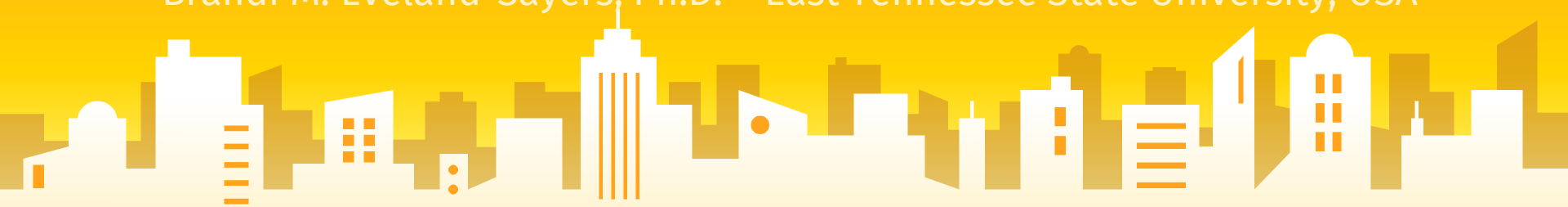


EAST TENNESSEE STATE  
UNIVERSITY

# Building Community Through Mountain Biking:

Blending Coopetition, Collaboration and Community

Andy R. Dotterweich, Ph.D.—East Tennessee State University, USA  
Brandi M. Eveland-Sayers, Ph.D. —East Tennessee State University, USA



“

*If you build it, they [sic] will  
come.*

*-Ray Kinsella (Kevin Costner, Field of Dreams)*



# Barriers

## Health

- Physical Inactivity
  - Don't meet MVPA standards (CDC ,2011)
  - Increased screen time (Braithwaite, Steward, et al., 2013)
  - Less recess (American Academy of Pediatrics, 2013)
- Obesity
  - Prevalence-Nearly 1/3 overweight (Cunningham, Kramer, & Narayan, 2014)
  - Poor Diets (Carlson, Crespo, Sallis, et al., 2012)

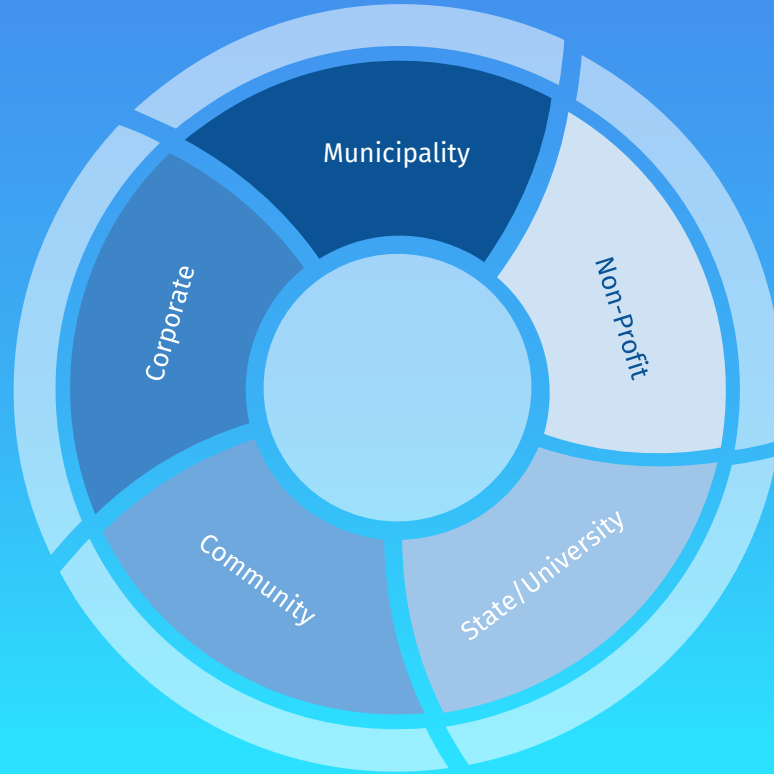
## Programming

- Poor training (Balyi, Way, & Higgs, 2013)
  - Adult programs superimposed on kids
  - Preparation geared toward winning
  - Lack of fundamental movement skills ; few teaching proper sport skills, if at all
- Poor Communication/Lack of Integration (Balyi, Way, & Higgs, 2013)
  - Education, Recreation, Sport and Health agencies do not communicate
  - Emphasis is on compartmentalization-- Territorial

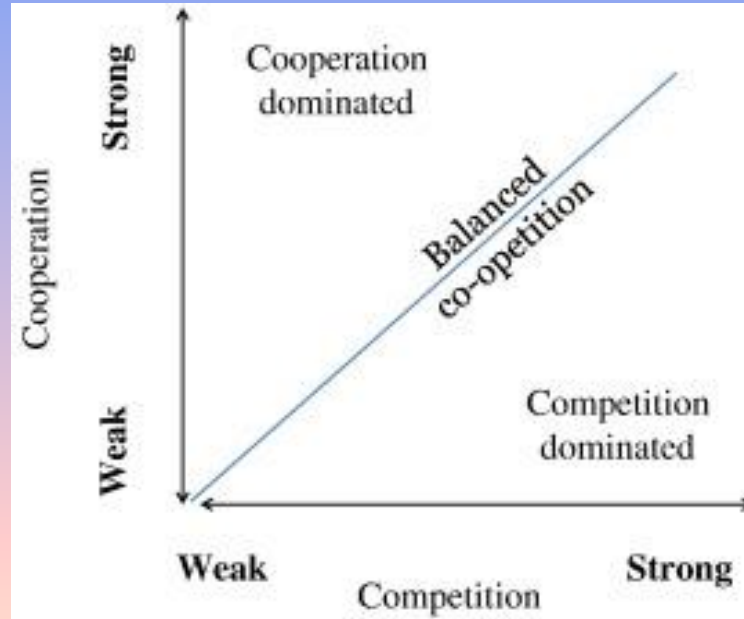
# Tennessee Department of Health

- Healthy Active Built Environment Grant
  - Purpose is “to fund communities to plan, develop, implement and assess sustainable projects and programs to increase access to safe and publicly-accessible opportunities for physical activity for a diverse group of users, including those who live, visit, work, play, worship and learn in the community.”

# Let the People Come Together



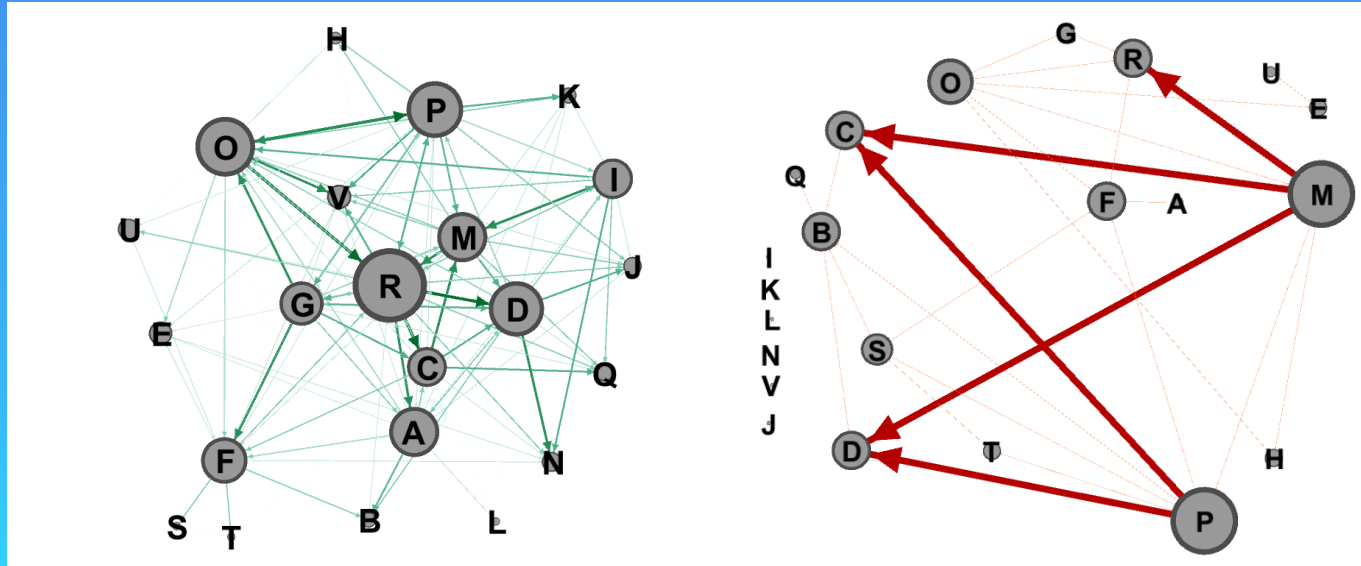
# Coopetition



Lidstrom & Polsa, 2016



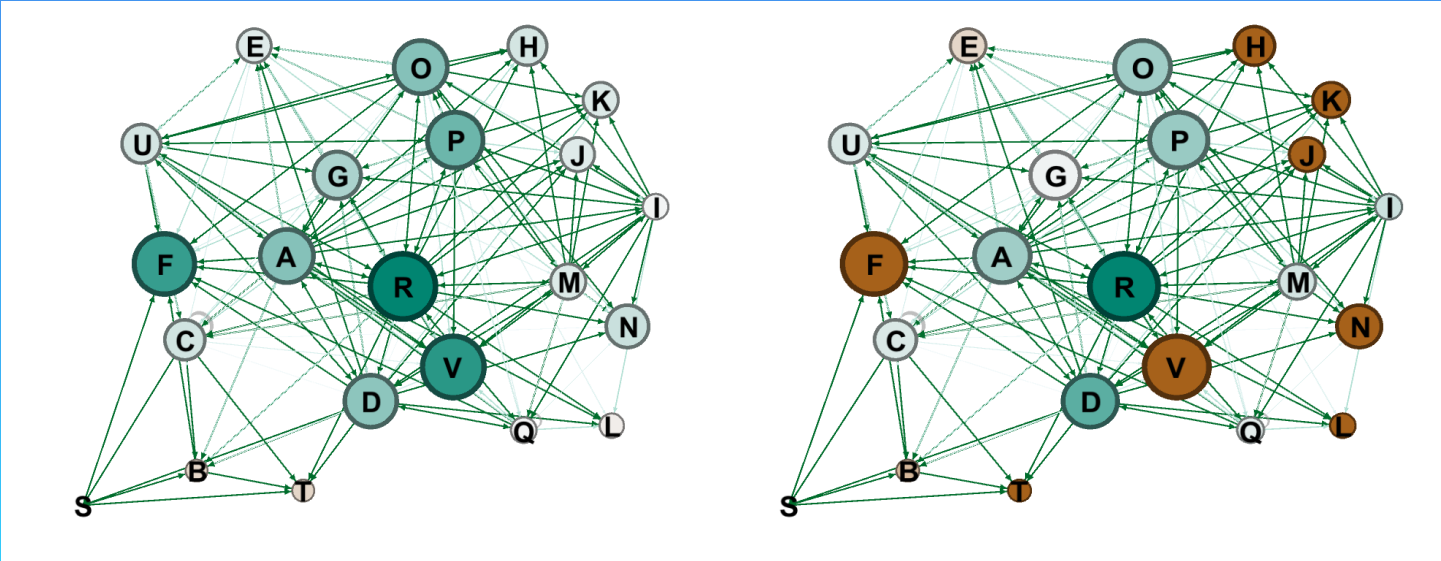
# Levels of Cooperation vs. Competition



“We don't compete. We all provide important aspects to youth mountain biking that benefit and grow youth mountain biking in the area”

Smith, Rundio, & Dotterweich (2019)

# Levels of Trust



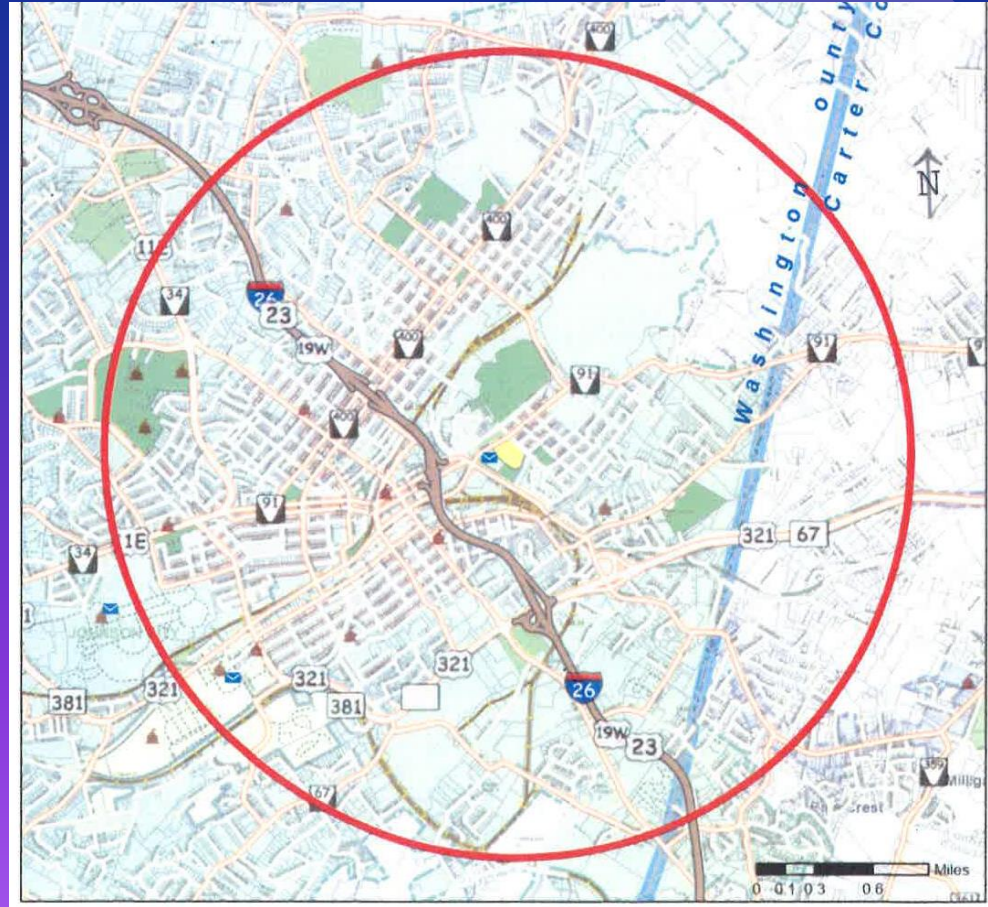
Weighted In Degree Levels of Trust

Weighted Out Degree Levels of Trust

Smith, Rundio, & Dotterweich (2019)

# Memorial Park Community Center 2-mile Radius

- Appx. 6,500 youth Age 0-19



# TANNERY KNOBS

MOUNTAIN BIKE PARK | JOHNSON CITY, TN

# Mountain Biking

**TANNERY KNOBS**  
MOUNTAIN BIKE PARK | JOHNSON CITY, TN

**TRAIL INFORMATION**

1 Breakfast Club	Easy	0.6 Miles	Blue/Black
2 Blue Flow	More Difficult	0.9 Miles	Blue/Gray
3 Mountain Express	More Difficult	0.8 Miles	Blue/Gray
4 Churn	More Difficult	0.7 Miles	Black/Blue
5 Express	More Difficult	0.8 Miles	Black/Blue
6 Passer's Club	More Difficult	0.4 Miles	Blue/Gray
7 Cumberland Trace	More Difficult	0.3 Miles	Blue/Gray
Total: 5.1 Miles			

Bike Traffic Direction: Skills Area: RidgeTop Trailhead: Parking: Trail Hubs:

**RIDE AT YOUR OWN RISK**  
Mountain Biking and Trail Use can be hazardous. Make Wise Choices. Injuries can happen. Wear a helmet!

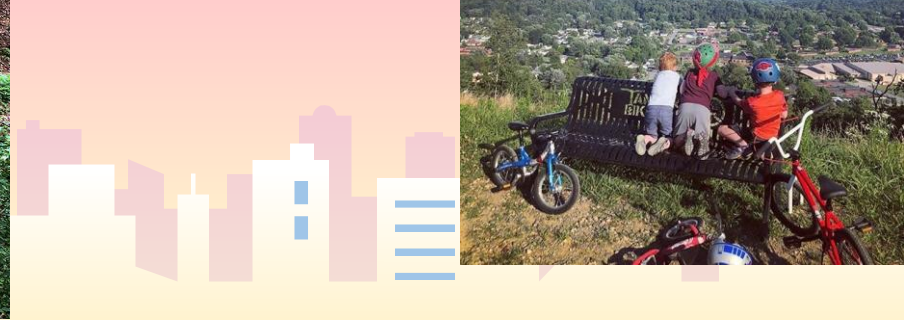
**RIDE SAFELY WITHIN YOUR ABILITY**  
Many of the trails require advanced mountain bike skills. Maintain in control at all times.

**LOOK BEFORE YOU JUMP**  
This trail network contains both natural and man-made terrain which changes constantly due to weather, use, and maintenance. Do not ride or jump blindly.

**RESPECT EACH OTHER AND SHARE THE TRAIL**  
Respect the land, wildlife, and other guests. Watch out for each other and stay clear of landing areas.

**BE AWARE OF YOUR SURROUNDINGS**  
Pay attention to the weather, dress appropriately, and carry plenty of water.

WEAR A HELMET



# BIKING RESOURCES



# Scope of Project

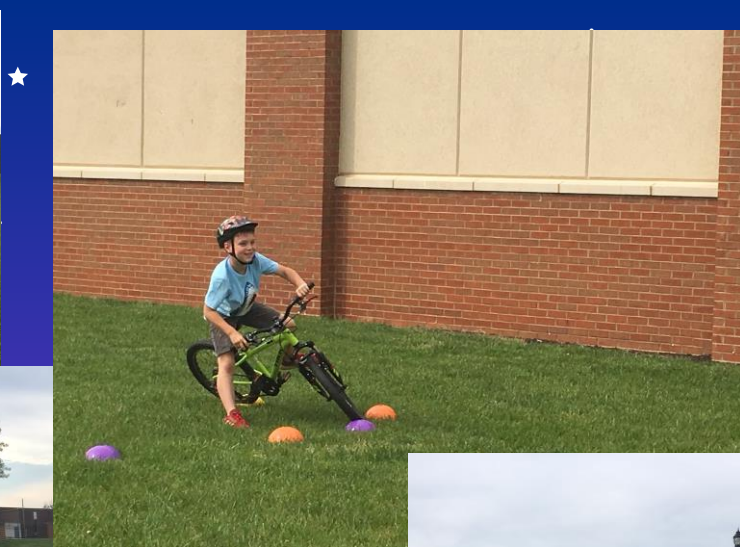
- Pumptrack
- Programming
- Existing infrastructure
  - Tweetsie Trail
  - Tannery Knobs



# Programming

- Introductory M.B. Skills
  - Sort of....
- Teach and model pro-social and positive values
- Address both recreational and competitive pathways







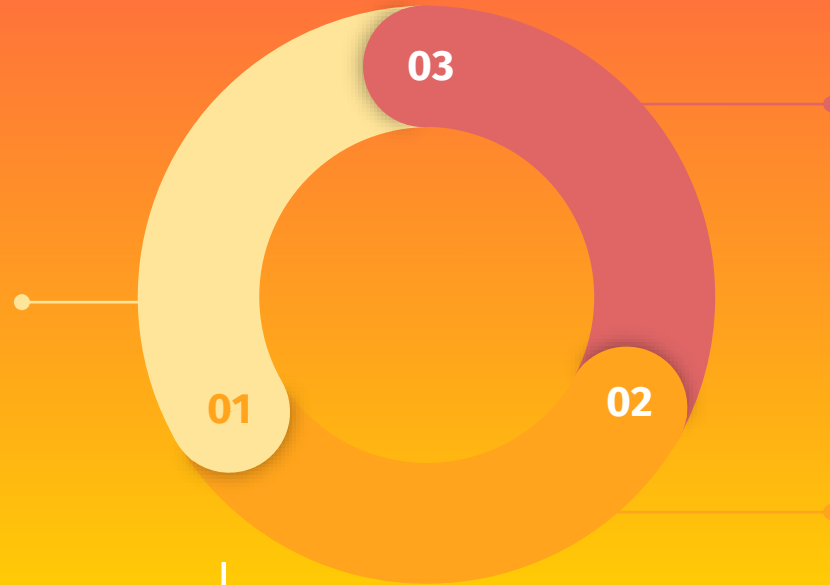


# Challenges: A Rising Tide Raises all Ships



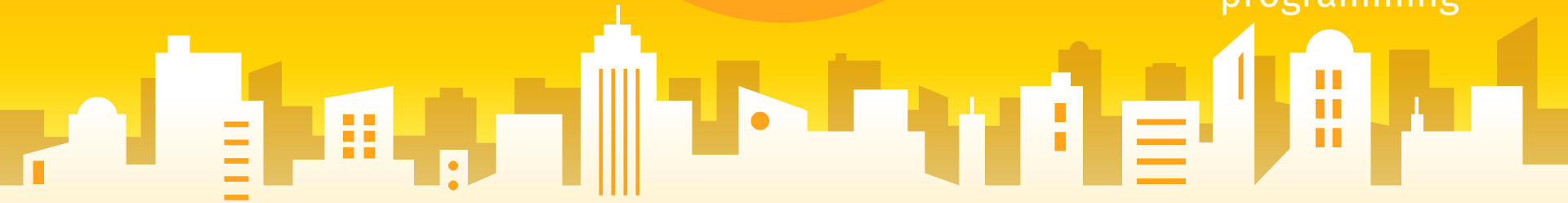
# Our process now...

Continue  
Coopetition  
Efforts Through  
Programming



Expansion of  
Resources

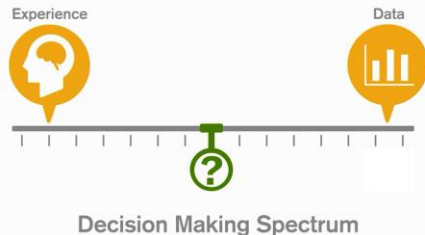
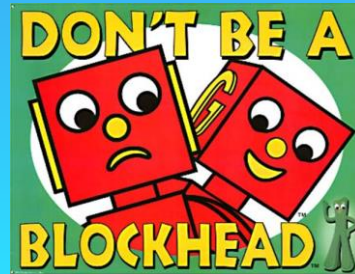
Expansion of  
Community through  
programming





# What you can do...

- Find Money and/or resources
- Find allies, competitors and other stakeholders and be cooperative
- Create or find good programming
- Make data informed decisions





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# Tack så mycket

## Thank you very much!

**Any questions?**

You can find us at

[dotterwa@etsu.edu](mailto:dotterwa@etsu.edu)

**And**

[levelandsayer@etsu.edu](mailto:levelandsayer@etsu.edu)

# References

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