Outstanding Local Trail Crew Award

This award recognizes the trail association or local trail crew that has created the greatest impact during the Take Care of Your Trails campaign month of May. It celebrates groups that go beyond maintenance alone, demonstrating strong community engagement, inclusivity, and a lasting commitment to trail stewardship.

What do we mean by impact? The following criteria will be used to evaluate candidates:

- The number of volunteers participating throughout the campaign month, showing strong community involvement and boots on the ground
- Organizing regular trail maintenance days, not only during the campaign but throughout the year
- Effective communication and engagement with the local community and key stakeholders
- Promoting positive riding culture and sharing the Take Care of Your Trails message across different channels
- Creating an inclusive and welcoming environment for all members of the mountain bike community

We encourage all trail crews to share their stories. If you are active on social media, be sure to tag IMBA Europe in your dig day events. If not, please send us your story along with photos so we can highlight and showcase your work.

Inclusivity is a key part of this award. It means making your club or association accessible and welcoming to a wide range of people. This can go beyond traditional groups and include initiatives such as working with youth programs or supporting individuals dealing with challenges such as anxiety or depression. If you are running or have previously delivered a project focused on inclusivity, we encourage you to get in touch so we can consider it as part of your nomination.

Evaluation Criteria

The Outstanding Local Trail Crew Award will be determined based on the following criteria:

- **Volunteer participation**
  The total number of volunteers involved throughout the campaign month, reflecting strong local engagement and community support.

- **Frequency of trail maintenance activities**
  The number and consistency of dig days or maintenance sessions, both during the campaign and as part of ongoing efforts.

- **Quality of community engagement**
  How effectively the crew communicates with and involves local riders, residents, and stakeholders.

- **Promotion of trail stewardship**
  Efforts to spread the Take Care of Your Trails message and encourage responsible trail use through events, outreach, and communication channels.

- **Inclusivity and accessibility**
  Creating a welcoming environment for a diverse range of participants, including underrepresented or non-traditional groups within the MTB community.

- **Impact and legacy**
  The tangible difference made on the trails and within the community, as well as the potential for long-term positive impact.