

9-1-2019

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

Andy R. Dotterweich

East Tennessee State University, dotterwa@etsu.edu

Brandi M. Eveland-Sayers

East Tennessee State University, evelandsayer@etsu.edu

Follow this and additional works at: <https://dc.etsu.edu/etsu-works>

Citation Information

Dotterweich, Andy R.; and Eveland-Sayers, Brandi M. 2019. Building Community Through Mountain Biking: Blending Coopetition, Collaboration and Community. *International Physical Literacy Conference*, Umea, Sweden. <https://www.dropbox.com/sh/71x6a9rc99dg1us/>

[AADvq5jAUtoOCMd9pUGQH6w2a?dl=0&preview=B1_AnyDotterweich_BuildingCommunityThroughMountainBikingUsingCoopetition.pdf](https://www.dropbox.com/sh/71x6a9rc99dg1us/AADvq5jAUtoOCMd9pUGQH6w2a?dl=0&preview=B1_AnyDotterweich_BuildingCommunityThroughMountainBikingUsingCoopetition.pdf)

This Presentation is brought to you for free and open access by the Faculty Works at Digital Commons @ East Tennessee State University. It has been accepted for inclusion in ETSU Faculty Works by an authorized administrator of Digital Commons @ East Tennessee State University. For more information, please contact digilib@etsu.edu.

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

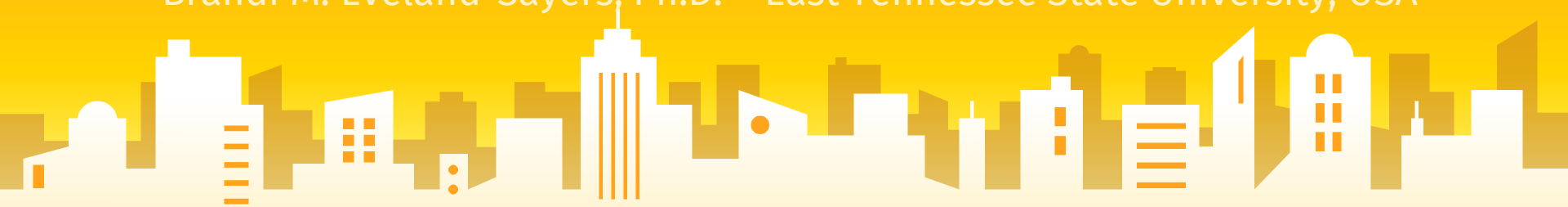


EAST TENNESSEE STATE
UNIVERSITY

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)

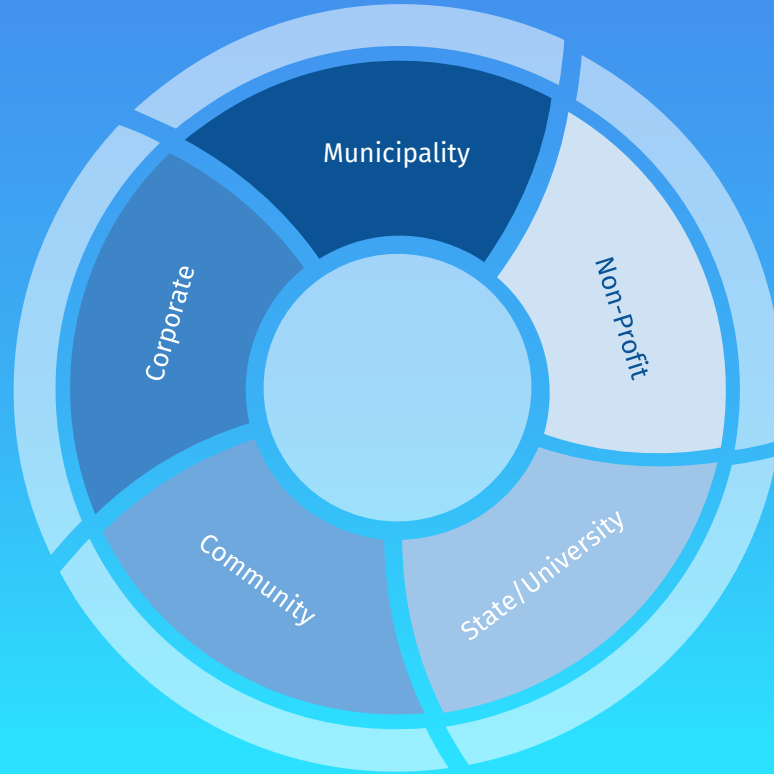
Programming

- 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

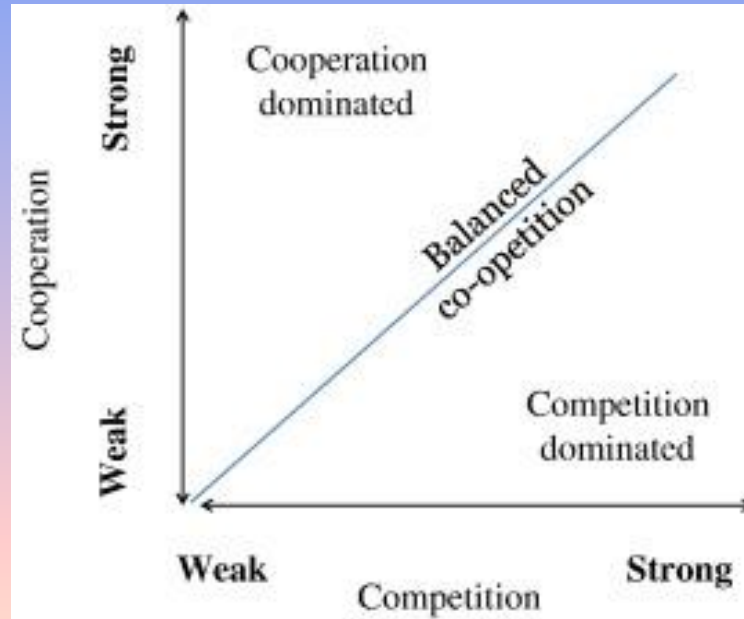
Tennessee Department of Health

- 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

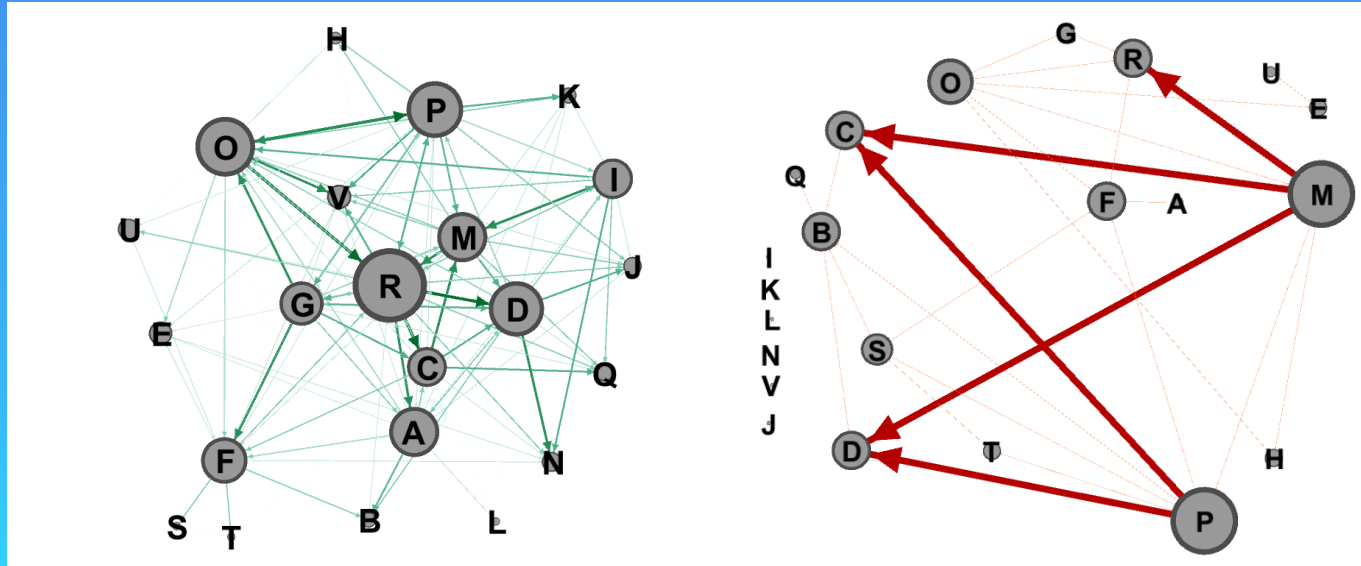


Coopetition



Lidstrom & Polsa, 2016

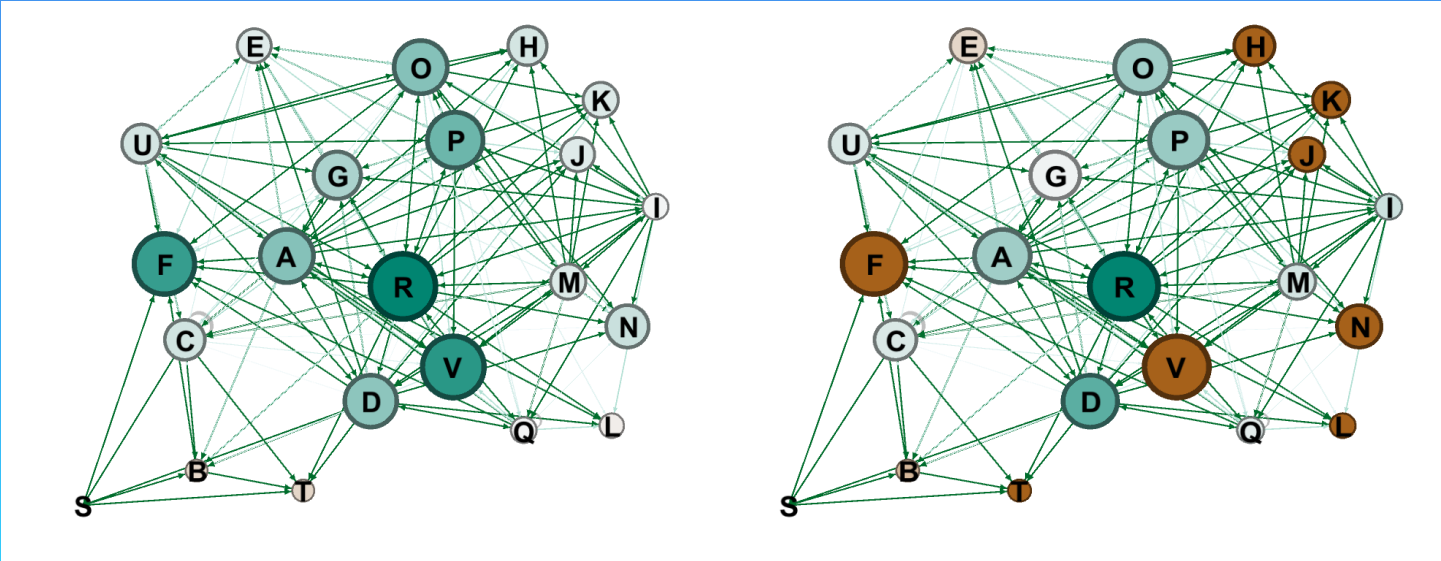
Levels of Cooperation vs. Competition



“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



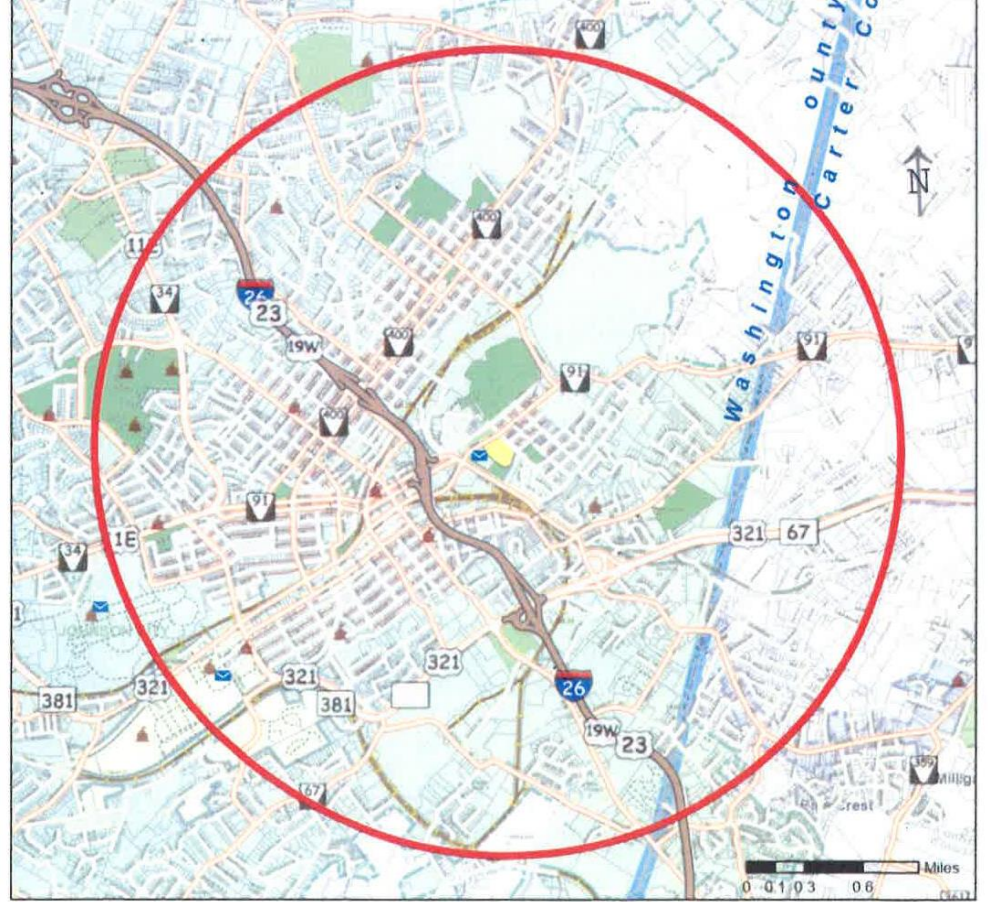
Weighted In Degree Levels of Trust

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

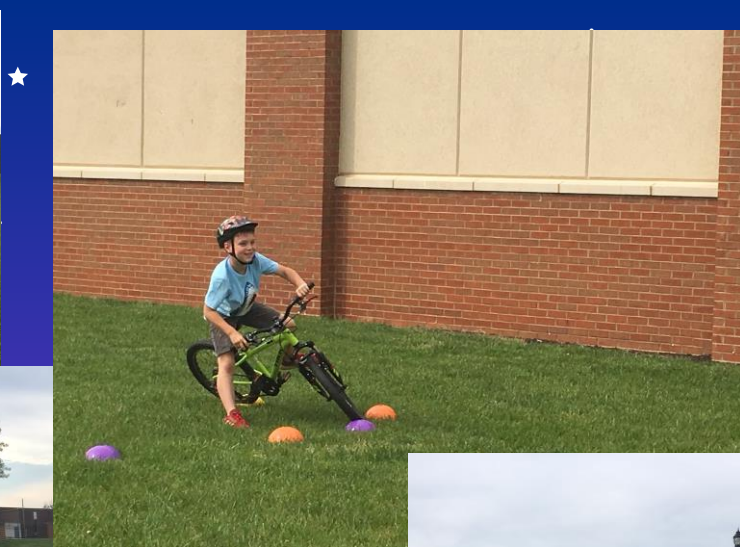
- Pumptrack
- Programming
- Existing infrastructure
 - Tweetsie Trail
 - Tannery Knobs



Programming

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



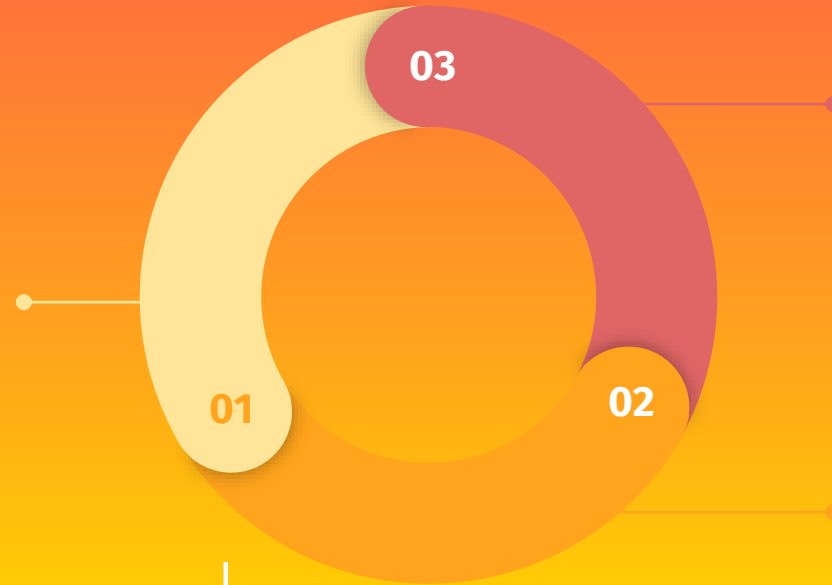


Challenges: A Rising Tide Raises all Ships



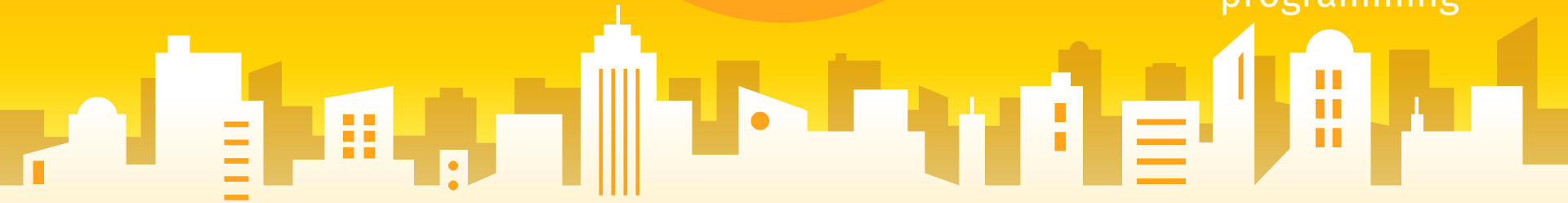
Our process now...

Continue
Coopetition
Efforts Through
Programming



Expansion of
Resources

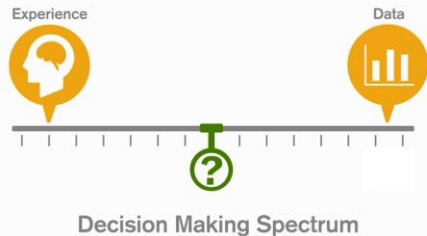
Expansion of
Community through
programming





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





EAST TENNESSEE STATE
UNIVERSITY

Tack så mycket

Thank you very much!

Any questions?

You can find us at

dotterwa@etsu.edu

And

levelandsayer@etsu.edu



References

- American Academy of Pediatrics, Committee of Sports Medicine and Fitness (2000). Intensive training and sports specialization in young athletes. *Pediatrics* 106, 154-157.
- Balyi, I., Way, R., & Higgs, C. (2013). Long-term athlete development. Champaign, IL: Human Kinetics.
- Braithwaite I, Stewart AW, et al. (2013) The Worldwide association between television viewing and obesity in children and adolescents: Cross sectional study. PLoS ONE 8(9): e74263. <https://doi.org/10.1371/journal.pone.0074263>
- Carlson, J.A., Crespo, N.C., Sallis, J.F., Paterson, R.E., & Elder, J.P. (2012). Dietary-related and physical activity-related predictors of obesity in children: A 2-year prospective study. *Childhood Obesity*, 8, 110-115.
- Center for Disease Control (2011). Youth risk behavior surveillance: United States, Morbidity and Mortality Weekly Report; 61:1-162.
- Cunningham SA, Kramer MR, & Narayan K.M. (2014). Incidence of childhood obesity in the United States. *New England Journal of Medicine*, 370, 403-411.
- Lidstrom, T. & Polsa, P. (2016). Coopetition close to the customer—A case study of a small business network. *Industrial Marketing Management*, 53, 207-215.
- Smith, N, Rundio, A. & Dotterweich A. (2019). Trust, communication, and differing acknowledgement of competition: Analysis of coopetition for stakeholders in a non-profit sport program. Presentation at North American Society for Sport Management 2019 Conference, New Orleans, Louisiana.