



**Hello CCCMB Community,**

## **CCCMB is a success story - and it's time for our next chapter.**

Almost 40 years ago, a small group of visionary riders founded CCCMB with a clear mission: protect trail access for mountain bikers at a time when that was genuinely at risk and lead the way in trail building and stewardship. And we've made real progress.

Today, trail access is strong. We've built and maintained miles of sustainable trails that are enjoyed by thousands of people. Cities and agencies now invest in dedicated trail crews and systems.

## **It's time to broaden our appeal.**

Over the decades, CCCMB has evolved with our community. Mountain bikers started CCCMB to address the potential loss of access at Montana de Oro but for years we've partnered with hikers, runners, and equestrians to protect and expand trail access across the Central Coast. We've always been about trail access for everyone. Now it's time for our name to reflect that.

The board of directors recently voted to pursue a name change and adopt a new one that better represents who we are today, and where we're headed next. We've outgrown "Central Coast Concerned Mountain Bikers." It captured the founding mission but does not communicate how we've evolved.

A refreshed identity will help us:

- Clearly communicate that we are about trails for everyone
- Reflect the positive spirit of the organization
- Attract new volunteers, members, and fresh energy
- Strengthen fundraising, partnerships, and community support
- Make it easier for people to immediately understand who we are and what we do

**What Now?**

First, this is not about changing our mission. We will keep doing what we've been doing. This effort is about appealing to a wider audience of trail users and potential volunteers so we can thrive for the next 40 years.

Second, we want **your voice** in this process. Please:

1. [Complete this short survey](#) to share your thoughts and ideas for the new name.
2. Stay tuned! Members of CCCMB will be asked to vote on the new name. And we'll keep you posted about the transition.

We are proud of where we came from — and excited about where we're going. Here's to the next 40 years of trails, stewardship, and community.

### Your CCCMB Team

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