



Ride Leader Meeting

23 July 2017

Welcome

Special welcome to new Ride Leaders

(since spring meeting)

Jimi Boulet

Elizabeth Smith

Albert Fiedler

Ruslan Yakushev

Marlene Druker

Domingo Sandoval

James Bunts

Somu Perianayagam

Aaron Taht

Agenda

- Rides Committee priorities for 2017
- Free Group Rides statistics and initiative update
- Exceptional Ride Leader recognition
- Questions

RC Priorities for 2017

01

Increase ridership

02

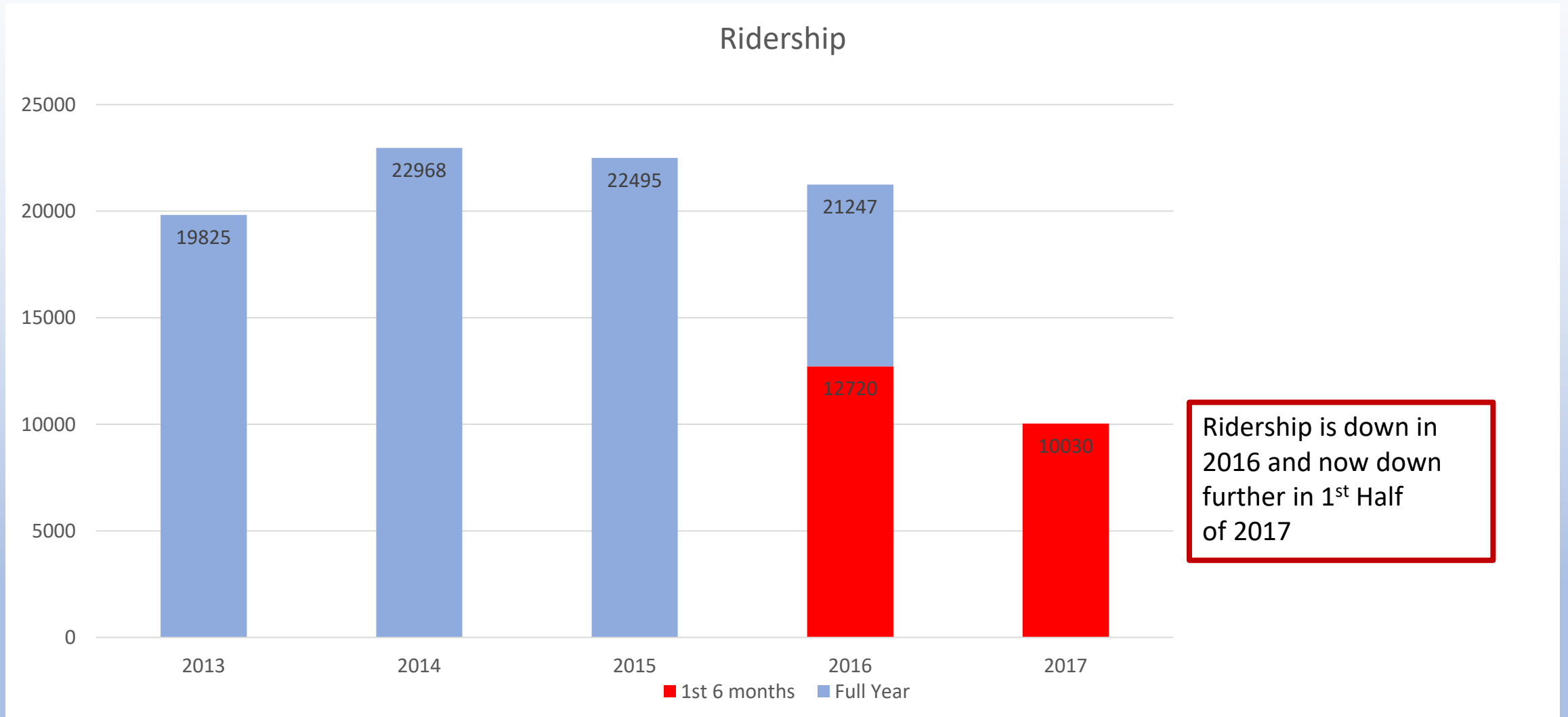
Increase and
strengthen ride
leader base

03

Enhance safety

01 Increase Ridership

Statistics



01 Increase Ridership

Other statistics

- Rides posted in 1st half of 2017 were 1,397; same as for 2016
- Completed rides - down 8%
- Riders per completed ride - down 14%
- OTS rides posted increased 24% over 2016 while FDRs are down
- Slower pace rides posted increased by 4% over 2016; good trend

Conclusion: Rider pool from which we recruit Ride Leaders is decreasing and not refreshing with new riders.

Must attract more new-to-Cascade riders and riders at the slower paces

01 Increase Ridership

Actions in process

- Good results from Get On Your Bike rides for new riders
Need more RLs to post; send email to cbcrides for help
- Meetup posting now up to about 75% of CBC postings
Use the link on your ride-approved email
- Bike shop initiative to give FGR information/discounted membership to new bike buyers – ready to expand to your LBS
 - Instructions in RL resources
 - Read and sign-up before contacting bike shop
 - Then, pick up packets from Stacey
- FGR Posters printed and available for posting at bike shops, gyms, libraries, community centers, coffee shops, etc. Contact Stacey
- Process to connect with first time registered riders with invitation to join and do more similar rides – still in development

02 Increase and strengthen ride leader base

Statistics – as of June 30, 2017

- RL certified – increased to 331; + 6 from 2016

However, 15 RLs have no post or lead credit in last 12 months

Would have been dropped except for 2017 grace period due to increased credit requirements

More realistic number is 316, down 9 from 2016

- 187 RLs have not posted a ride
- 89 RLs have no lead or post credits
- 15% of the RLs have posted 80% of rides

02 Increase and strengthen ride leader base

Actions in process

- Rider feedback email survey test completed; will be sending anonymous data to posting RL
- RL Code of Conduct and RL Responsibilities updated.
Please review – in Ride Leader Resources in your account
- RideWithGPS and ride posting classes held; will continue
- Review and update RL incentives – for 2018; in process

02 Increase and strengthen ride leader base

Recognition of Exceptional Ride Leaders

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Recognition of Exceptional Ride Leaders

Support FGR objectives of rides for new riders	Significant contributions to FGR program	Service on RC or CTS.SC
Marge Evans		
Jackie Klakken		
Dawn McGinty		
Andy Williams		
Tiffany Chappell Withington		
Cheryl Funkhouser		

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Recognition of Exceptional Ride Leaders

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Marge Evans	Paul Soreff	
Jackie Klakken	Mike Upsall	
Dawn McGinty	Txomin Barturen	
Andy Williams	Loretta Goetsch	
Tiffany Chappell Withington		
Cheryl Funkhouser		

02 Increase and strengthen ride leader base

Recognition of Exceptional Ride Leaders

Support FGR objectives of rides for new riders	Significant contributions to FGR program	Service on RC or CTS.SC
Marge Evans	Paul Soreff	Rob Latino
Jackie Klakken	Mike Upsall	Brenda Ross
Dawn McGinty	Txomin Barturen	Dave Mattson
Andy Williams	Loretta Goetsch	
Tiffany Chappell Withington		
Cheryl Funkhouser		

03 Enhance safety

Statistics and actions in process

For 1st half of 2017 compared to 2016:

- Number of incidents up 8 to 32
- Incidents per rider up nearly 70% reflecting the fewer number of riders in 2017

Actions in process:

- Review and rewrite reporting criteria and report form – will be online in RL resources in August
- Database of incidents available in resources in August
- Analysis of 2017 data and lessons learned to be reviewed at July RC meeting

Caution riders to drink appropriately and not overexert in heat

Summary

Post	Post more rides, particularly at slower paces and welcoming to newer riders
Attract	Attract more riders to FGR thru use of Meetup, social media and personal contact with riders
Recruit	Recruit Ride Leader candidates



Questions

Feedback welcome by email to cbcrides@cascade.org

#FreeGroupRides

FREE GROUP RIDES

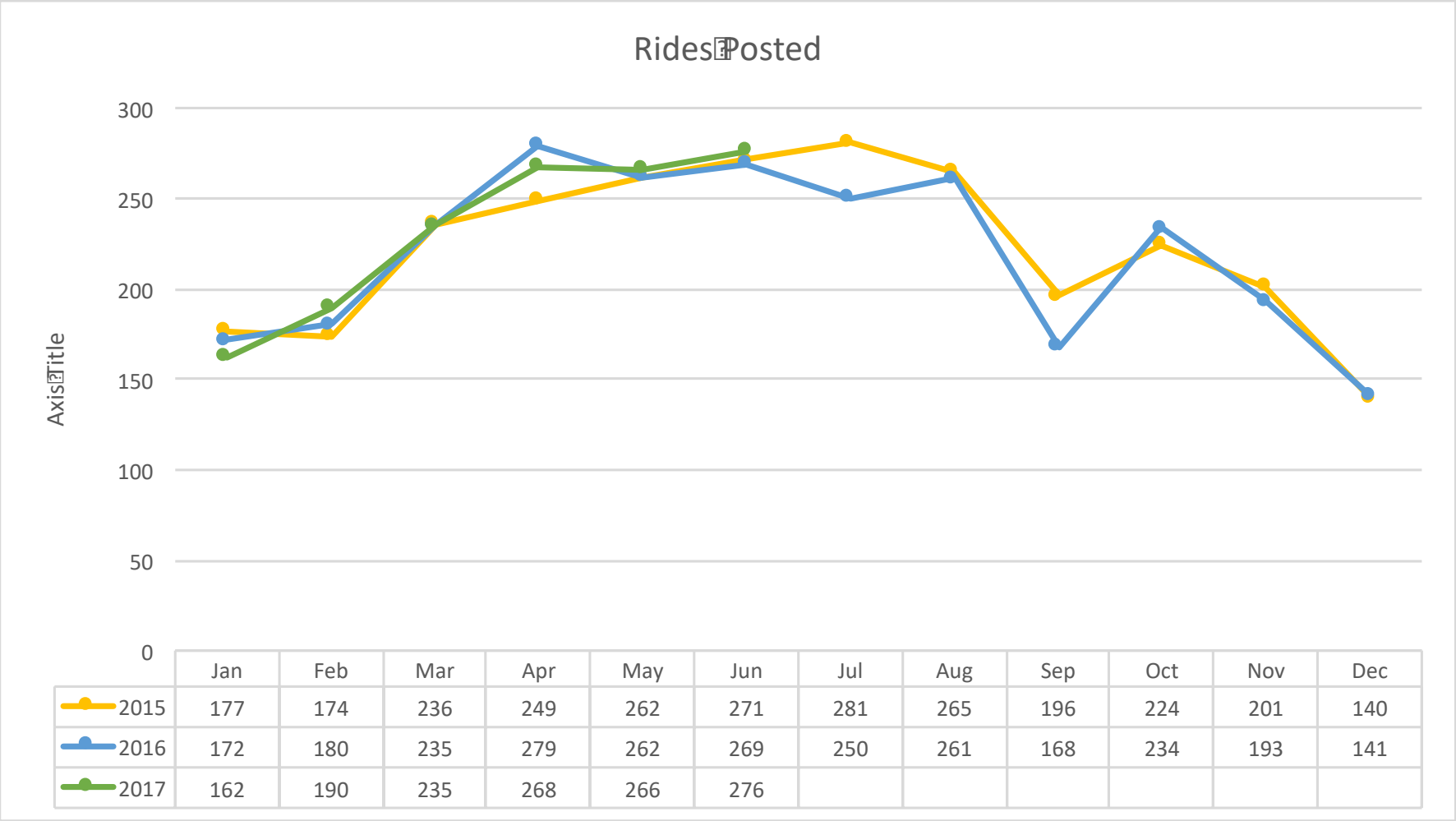


ALL FUN
ALL YEAR LONG
ALL TYPES OF RIDES
ALL STYLES OF RIDERS

Join us!
cascade.org/FreeGroupRides



Backup slides



2017 requirements to remain certified

- New policy for 2017 is:
 - Ride Leader must earn at least 4 **incentive points** within last 12 months to remain certified:
 - Post FDR **1**
 - Lead/sweep credit for FDR **1**
 - Lead/sweep/float OTS/CTS **1.5**
 - OTS/CTS Ride or Series Director **1**
 - OTS/CTS Start Line Admin **0.5**
- Within 2017, you have up to 6 months more to earn 4 points from your last credit
- RC will consider requests for exemptions

Survey in November – results indicated 4 incentive point requirement within 12 months would be acceptable