

## 2019 HCC Member Survey – 48 Responses

Q1. Finances - HCC is a nonprofit club and currently, we have too much money in reserve. As we discussed at the AGM, we would like your suggestions as to how we can use some of these funds in our community. We would like the funds to stay local (Okotoks & Foothills) and somehow stay cycling related or sport emphasis. We'd love to hear your suggestions, please.

REPLY: The fees were set at the inaugural HCC in 2013, when there were a small number of members and no reserves. Our intention is not to keep accumulating funds nor to become a fundraiser for charity.

Our decision as executive to stop growing funds is to lower the annual fee to join HCC, to just slightly above the cost needed for the club.

Thank you for the great responses, which have been reviewed. To expend additional funds over the next few years, we will be looking into the following options, as suggested by our members:

- (1) Member Coaching Clinics
  - a. Group Rides Skills
  - b. Bike Maintenance
  - c. Nutrition – Endurance
- (2) Subsidizing an Overnight Ride or Special Event Ride
- (3) HCC Member Gifts
- (4) Donation to ReCycle Okotoks

**Q2. Communication** - Currently, we have five communication platforms that we use. Just so you know, there is a purpose to each one.

**Website** is permanent information that basically changes annually, with a few important posts for individuals who don't have social media.

**Facebook** is for information that we are okay that public sees. We create our group events there but ensure that they are marked for members only. This is how a lot of our new members find us and think we look like a really fun group of cyclists.

**Instagram** is for pretty images, highlighting rides done by the group or by individuals. Members are welcome to send us photos to post. We'd love to share more!

**Emails** are sent monthly during the season, summing up what is to come. Sometimes, there's an extra one or two in the month with a sale or

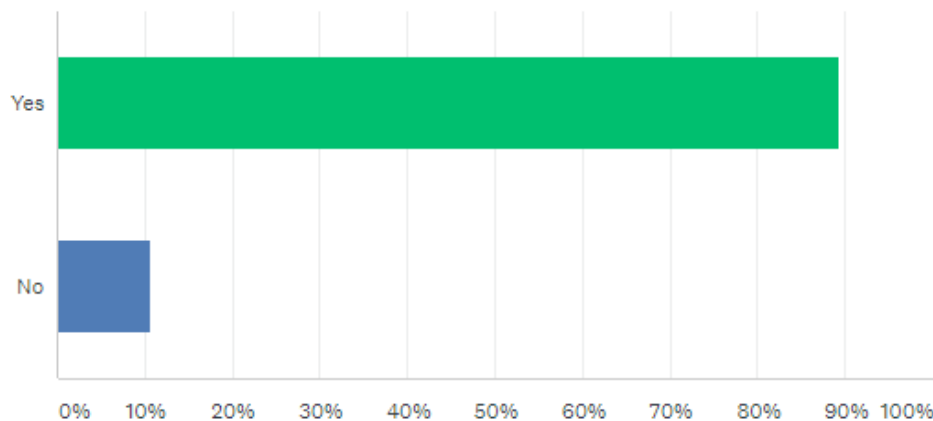
event. We try not to spam you. Some of our members are missing information because on registration, they've said NO to email communication.

**Strava** is currently most active and private to current HCC members. Each April 1st, old HCC members are removed from the group. Posts by members are allowed and events are posted here.

Currently, we are using Strava HCC group as our primary means of club communication. The rest of the platforms are being used but at least now you have an understanding of why there are five. Do you think that Strava is the best platform for communication within our club? If not, what would you suggest?

89.36% Strava

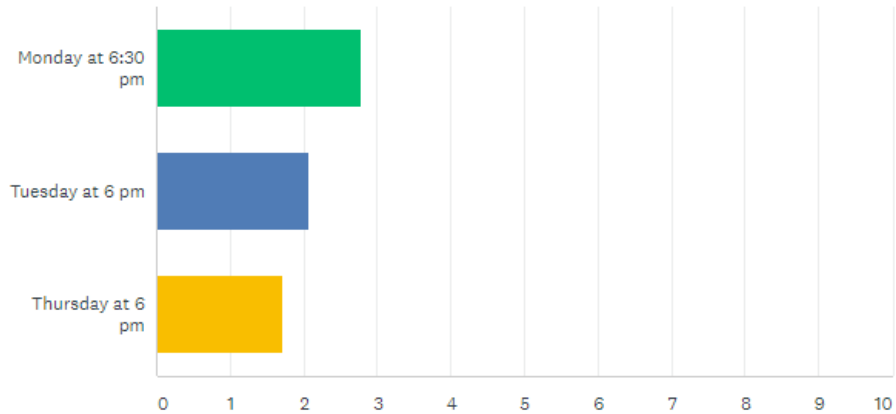
10.64% No - other



**REPLY:** 89% of you think that Strava is the best for of communication within our club. Please ensure you are a member of HCC Club on Strava and check for posts, rides and updates throughout the season. Only club members will be allowed on this private group.

All other communication platforms will stay status quo.

**Q3. Multi-Surface Ride Night** - We are wanting to incorporate an additional ride night for this group. You will need a drop bar bike (gravel/cx), clip pedals and tire size of 32mm or greater. What evening would you like for ride night? Please rank. If this does not apply to you, please click N/A.



REPLY: This one's easy...welcome MONDAY at 6:30 pm...your new Gravel Ride Night. 😊

**Q4. Club Rides** - Current club ride descriptions are posted as follows, copied from our HCC website:

Ride schedule:

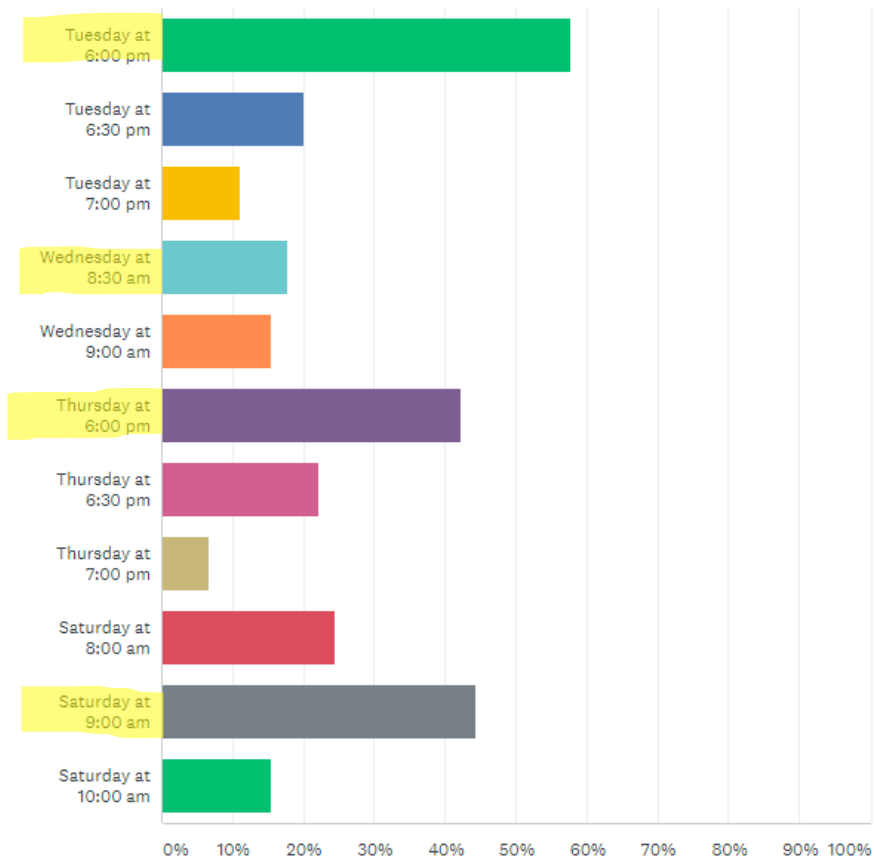
Tuesday Social Ride – 6 pm from Ridley's Cycle. Our social ride is our most popular ride group. With an average pace of 23-28 kph, no one gets drops. Use this ride to explore different roads, learn favourite routes and meet other local cyclists.

Wednesday Ride Group – 9 am from Ridley's Cycle (summer ride start 8:30 am for June & July) Pop over to the Wednesday Ride page to learn more about this group. Average pace 23 – 27 kph.

Thursday Ride, consisting of 2 pace groups – 6 pm from Ridley's Cycle. This is a great night for a different style of ride. For faster riders, enjoy your own hammer group. Time to take some KOMs, raise your heart rate and to push yourself in this group with an average pace of 30+ kpm. The second group is for everyone else who aren't able to (or don't want to) ride at 30+ kph. Still expect to work hard at your own level.

Saturday Endurance Ride – 9 am from Ridley's Cycle Early season rides begin with a 50k distance and will build through the season. Often as rides get longer, groups will split into two distances. To come out on an Saturday, please be physically able to ride for approximately 2 hours. These are the rides that we really get to explore the countryside.

Please choose your preferred times for club rides. Choose one per each day that you ride with the club.



REPLY: 2020 Ride times are as follows:

- Monday: NEW Gravel 6:30 pm
- Tuesday: Social 6:00 pm
- Wednesday: Wednesday Ride Group 8:30 am
- Thursday: Hammer Night + Other Groups 6:00 pm
- Saturday: Endurance Ride 9:00 am

**Q5. Week Night Ride Restructuring** - We want to know what you think about the week night rides. If you don't participate regularly in club rides, which ones and why not? What would need to change so you could ride with the club more frequently? If you're frustrated about the pace, group size, routes, distance, etc., please tell us about it. Traditionally, Tuesday is "no-drop" ride and Thursday is "drop" ride. What is your expectation of "no-drop" and "drop" rides? Here's your chance to tell us how to make these club rides THE BEST.

REPLY: These were really great comments and thank you for the feedback. We have started reformatting ride groups and creating several months of routes that we will be posting for Tuesday & Thursday ride nights. Our club has grown large enough to now have 3 groups, that can have 3 different paces and distances. Watch for details that will be unveiled by Kick Off Night (mid-March)

TUESDAY & THURSDAY – Group A, B & C

WEDNESDAY - Group B/C

SATURDAY - Group A/B & B/C

**Q7. Special Event Rides** - If you don't participate in special event rides, why not? Please give us suggestions about NEW special event rides we can incorporate for 2020 or what we can do improve existing special event rides.

REPLY: We will take the responses into consideration as we plan 2020 Special Event Rides. If anyone would like to lead a ride, please contact Paul ASAP.

**Q8. Making Our Rides Safer** - We have mandated tail lights on all club rides, recommend the use of front lights, ask members to respect single file, use hand gestures (not the middle finger kind) and keep pace lines short. ie. less than 8 or 9. What other mandated safety rules or recommendations would you like to see implemented for 2020?

REPLY: Believe it or not, we do have Ride Guidelines on our HCC website, but obviously they need to have more presence (currently under New Member tab). We will move them.

<http://highwoodcycling.com/blog/index.php/new-members/>

**Q9. HCC Kits** - Over the past two years, we have used Garneau for HCC Kits. If you purchased a kit and are happy with it, please tell us what you liked. If you're unhappy, please tell us what you were unsatisfied with. If this does not apply, type N/A. Please give us any other kit feedback pertaining to the brand GARNEAU.

Kit Supplier for 2020 - We are considering a switch to another supplier. If you have experience with semi or custom group orders from another company, please provide details below. At this point, Sugoi Custom is #1 for consideration, so if you've worked with them before, please let us know about your experience.

REPLY: Staying with Garneau, but bringing Fit Kit back so everyone can try on for sizing.

**Q10. Spill Your Guts** - This is your turn to share. Please add anything else you'd like to share. We welcome your comments, feedback, suggestions, etc. This is your space to share with us how we can meet your needs as a community based, member driven club. Thank you for taking the time to do this!

**REPLY:** Thank you for sharing your feedback, HCC members! The full survey is available to read on our website.