

**Springfield Bicycle Club
2009 Survey Results**

Indicate type of membership		
Individual	Family	Corporate
57%	43%	0

How long have you been an SBC member?			
More than 10 years	Five to ten years	Two to five years	One year or less
44%	21.4%	20.5%	14%

Reasons for joining SBC (rank in order of importance with "1" as highest) Numbers indicate number choosing this category as #1					
Interest in riding with others/group	Scheduled rides	Friends in SBC	Cycling advocacy	Participation in CCC	Interest in SBC events
36	14	14	14	9	3

Why do you ride?				
Fitness/health	Social interaction	Environmental concerns	Commuting	Team racing
66%	46%	20%	16%	4%

How much do you ride per week during the peak season?			
75 – 150 miles	Less than 75 miles	More than 150 miles	I don't keep count
47%	29%	15%	9%

How often do you ride with the SBC?				
Rarely	1 – 2 times per week	3 or more times per week	1 – 2 times per month	Never
35%	24%	15%	14%	13%

What is your average speed?					
12 – 15 mph	15 – 17 mph	17 – 20 mph	8 – 12 mph	20 mph or more	Unsure
43%	25%	21%	6%	3%	2%

If you never or infrequently ride with SBC, why don't you come to more club rides?			
Ride schedule doesn't fit my schedule	I'm concerned about getting dropped or lost	Rides are too fast	Rides are too slow
30%	13%	11%	3%
Other (43%)			
<ul style="list-style-type: none"> (9) Live out of town (8) Busy family or work schedule; other commitments 			

- (6) Don't know anybody; feel like outsider socially ("tried to participate three times, but never felt welcomed," "cliquishness in club")
- (4) Start locations too far away ("don't like to drive across town to bike ride")
- (3) Personal motivation
- (2) Rides start too late in day ("prefer early morning rides")
- (2) Too slow for animals and too fast for others
- (2) New to the club
- (1) Tend to ride longer than scheduled rides
- (1) Tired of seeing same roads every weekend
- (1) Group rides often ignores traffic laws; not good cycling example
- (1) Plan to ride more often with the club this year
- (1) Lack of information about the rides
- (1) "Too easy" or more convenient to ride by myself
- (1) Prefer mountain bike trails

What would encourage you to ride more often with the SBC?	
More rides targeting certain skill levels	19%
"New Member Rides" open to all but specifically targeting new members with leaders and cycling information to make first rides with the club more comfortable	19%
Social activity after the ride	18%
Skill clinics for novice riders	10%
Ride "buddies" matched to new members for first few rides	9%
Sweeps on rides to provide help to riders where necessary	5%
Family friendly rides	5%
Other	
<ul style="list-style-type: none"> (16) Social activity after the ride (11) More rides targeting certain skill levels (<i>please specify</i>): <ul style="list-style-type: none"> o more moderate speed rides 12-15 mph (10) o More EZ rides; rides 8-12 mph (5) o More CD rides (5); o More BC rides (2) o more "up-tempo rides"(2) o More recreational rides between EZ and AB levels (1) (10) "New Member Rides" open to all but specifically targeting new members ("at beginning of season") (7) Skill clinics for novice riders (6) Family friendly rides (3) Ride "buddies" matched to new members for first few rides (2) People to ride with so I won't get dropped; help with identifying 1-2 others that ride at my speed and have similar interests outside of cycling (2) Youth rides – local school rides; young adult rides (1) More women lead rides (1) Mountain bike rides 	

- (1) Fewer rules
- (1) Ride leaders for CD riders on the weekend ABCD rides
- (1) Sweeps on rides to provide help to riders where necessary
- (1) Provide cycling information to make first rides with the club more comfortable
- (1) Friendlier people
- (1) Training rides for longer distances
- (1) Clinics on bike maintenance
- Other (comments)
 - (5) Early morning (“especially in the summer”)
 - (3) More out-of-town rides
 - (2) Closer start locations
 - (1) Longer rides
 - (1) Rides at “[advertised] speeds.” (“C” rides – truly a “C” ride, not “B” or “A”)
 - (1) Sunday afternoon rides
 - (1) Later starts on weekend rides
 - (1) More east side starts
 - (1) Jacksonville rides

I would like more (circle one)			
Weekend rides 23%	Evening rides 13%	Daytime rides 5%	
of (write-in) miles.			
20-25 miles (19)	30-35 miles (11)	30-45 miles (5)	Less than 20 miles (3)

How would you prefer to be notified of upcoming rides? (Rank in order of preference with 1 as the highest) (listed by number of top ranking received)			
Printed newsletter	Email announcements as rides are added	Frequently updated calendar on SBC website	Posted online
51	27	12	6

Please check the appropriate box	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The days of the week and starting time of most rides are convenient to my schedule	12%	41%	28%	17%	1%
The starting location of most rides is convenient and easy to find	23%	46%	20%	9%	2%
The distances offered by most rides are appropriate for my skills	15%	51%	21%	13%	1%
The variety of multiple speeds offered on club rides is appropriate for all skill levels	15%	40%	33%	10%	3%
There is an appropriate emphasis on mileage and long rides	11%	42%	35%	11%	2%
SBC should offer more intermediate and shorter rides	17%	27%	50%	6%	
I prefer rides with a designated ride leader	24%	39%	30%	7%	
Voting for board elections is adequate and appropriate as held (those present at meeting)	17%	34%	37%	12%	1%

I would prefer SBC use a mailed in ballot	6%	11%	56%	21%	7%
I would prefer SBC use a secure online voting process	8%	14%	51%	22%	5%
The club provides adequate cycling education to its members	9%	35%	36%	15%	5%

The amount of time I've spent in the last two years volunteering for club activities (e.g., leading rides, organizing or contributing to events, serving on board) is approximately:			
0 to 5 hours	5 to 15 hours	25 hours or more	15 to 25 hours
61%	19%	14%	7%
I would volunteer more often if: <ul style="list-style-type: none"> • (4) I was asked • (3) My schedule would allow • (2) I lived closer to Springfield • (2) Had more time to contribute • (1) More members contributed • (1) I felt more involved with rides at my skill level • (1) I rode more often with friendly people • (1) There were off-road rides • (1) Schedule included earlier daytime rides • (1) Club promoted youth and family rides • (1) Club promoted community involvement activities 			

What kinds of activities would you like to see more of?								
Weekend rides	Social event rides	Over-night rides	Rides with other clubs	Out of state rides	Weeknight rides	Family events	Safety clinics	Social events w/o rides
14%	13%	9%	9%	7%	7%	4%	4%	3%

What types of information/items/changes would you like to see in the newsletter?

- (9) Newsletter is good “as is”
- (8+) Include more articles; such as:
 - (8) Rides reports/trip reviews
 - (4) new members
 - (3) Member profiles: rider of the month
 - (3) riders at various skill levels
 - (3) Gear/Product reviews
 - (2) Personal biking stories
 - (2) Safety info
 - (2) Riding/maintenance tips
 - (1) Educational in nature
 - (1) Less emphasis on club history
 - (1) [Enjoy] historical information
 - (1) volunteer profiles

- o (1) commuter profiles
- o (1) slower rider profiles
- o (1) Get newcomer to write article about first experience with group ride
- o (1) Articles by Mark Flotow
- o (1) Women-specific information
- (2) Photos
- (2) Take out ride schedule; put mileage online
- (1) Place schedule on centerfold of QR
- (1) Create “gold water bottle” for special deeds or achievements
- (1) Information about advocacy initiatives
- (1) More “for sale” items

The biggest improvement that should be made to the club and/or its programs is:

(Comments were grouped into categories)

CLUB MANAGEMENT/PRIORITIES

- (14) SBC is doing good job; well run organization; strong leadership; board doing a good job; lots of choices for activities (“Anything done by a club is usually done by a few of its members and under-appreciated”)
- (2) Set club objectives, prioritize and focus on the top 2-3
- (1) Get more involved with the community; support “bikes for kids” programs, underprivileged programs
- (1) Do more to promote bicycle commuting; put more emphasis on creating bicycle infrastructure within city.
- (1) Eliminate the monthly awards/disincentives

RIDE PROGRAM

- (4) Less emphasis on mileage and competition
- (4) Schedule more rides geared to slower speeds and/or less miles
- (3) Make the club more open and receptive to all riders
- (2) Rethink ride schedule (“very ambitious,” “too many rides with small number of people, particularly in evenings” and “spread too thin”)
- (2) Keep and find more rider leaders (especially on weekends) ; make it the responsibility of more than one person
- (2) More early morning rides
- (2) Schedule rides of 30-50 without being dropped (“not all of us can ride like the wind”)
- (2) Have good range of rides
- (1) Keep club programs “simple”
- (1) Encourage more involvement by intermediate riders; group is getting smaller
- (1) Provide mentors to help riders increase skill levels
- (1) Make it possible to find out if riders with similar skill levels will be coming to a ride
- (1) More emphasis on riding skills
- (1) Check on riders during and after the ride
- (1) More rides with map routes and leaders
- (1) Indicate if rides are competitive/non-competitive

- (1) More evening rides for the non-racer but serious rider
- (1) More scheduled rides
- (1) Fewer show and go
- (1) Schedule slower, intermediate rides on Saturdays to accommodate people who attend church on Sundays
- (1) Give ride leader ability to change routes depending on wind
- (1) Promote safe group riding techniques
- (1) Provide more youth and family rides
- (1) Provide “opt-out option” for people who don’t want names publicized in mileage chart
- (1) I really will make the effort to ride with you all more this year.

PERSONAL MILES

- (5) Don’t count personal miles; (“counting non-SBC miles seemed to be the beginning of the decline in participation” and “when we ride outside the club, that is our choice and shouldn’t count”)
- (4) Count all miles, including personal (“encourage people to ride” and “all ride miles should be considered equal”)

MEMBERSHIP SERVICES/RECRUITMENT

- (3) More social events; picnic potluck after some rides
- (2) More club promotional activities; posters, flyers in stores
- (1) Reach out to UIS students starting with the newsletter
- (1) Recruit more female members
- (1) Host annual banquet

NEW MEMBERS/NOVICE RIDERS

- (1) More rides targeting novice/new member riders
- (1) Contact new members and give them a special invitation to come out
- (1) Make an effort to get new members involved (“felt like outsider at first CCC”)
- (1) Mentor new riders

COMMUNICATIONS

- (1) Update ride schedule on the web (due to changes in weather, etc.)
- (1) Use email more to communicate

CCC

- (2) CCC is a superior ride (“I have recruited friends from other states to come ride it”)