

# YOUR OPINION COUNTS – 2008 SCENIC SCHUYLKILL CENTURY POST-RIDE SURVEY RESULTS

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1. How satisfied were you with your overall experience?				
Extremely	Very	Somewhat	Not Very	Not at all
40.0%	50.7%	7.8%	1.1%	0.4%

2. Overall, how organized did the SSC appear to you?				
Extremely	Very	Somewhat	Not Very	Not at all
41.1%	49.6%	7.4%	1.1%	0.4%

3. How often have you participated in the SSC?			
Almost Every Year	Most Years	Occasionally	My First Time
12.5%	14.8%	13.7%	59.0%

4. Are you likely to return next year?	
Yes	No
95.2%	4.8%

5. How did you hear of our ride? Check all that apply.					
BCP newsletter, website, or email group	Another club's newsletter, website, or email group	Literature distributed at another event	Literature from a bike shop or store	Email	Other
54.6%	11.2%	10.8%	14.5%	10.8%	20.4%

### Comments/suggestions on publicizing the SSC.

Did not get a lot of feedback regarding publicizing the event. Since we do not accept any sponsorship money, we do not have large advertising budget. Consequently, our publicity is geared towards the use of people-power. For example, we distributed 20,000 Philadelphia Bicycling Weekend postcards (a joint SSC and Bike Philly promotion) to bike shops and cycling events. We will consider suggestions such as producing posters and placing listings in local paper and website calendars.

6. How satisfied were you with registration (pre-registration and day of the event registration/check-in)?				
Extremely	Very	Somewhat	Not Very	Not at all
54.1%	38.1%	6.2%	1.2%	0.4%

### Comments/Suggestions

The vast majority of participants were very or extremely satisfied with the registration process. Most commented that registration was "very fast, easy, painless." However, as our event grows we will increasingly have more participants who are from out of town and/or are doing the event for the first time. We realize that we can improve our communication to those not familiar with the area or the ride. Here are some of 2009 improvements:

- § Our confirmation will provide more detail regarding directions, routes, and other items, plus it will be sent earlier.
- § Our registration volunteers will be more informed about ride details.
- § We will distribute a "mini guide" at registration that can be carried on the ride. It will provide basic route information, SAG phone numbers, rest stop information and such.
- § We will have an "information" table where we can answer everyone's day of the ride questions.

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### 7. How satisfied were you with the food and drinks (breakfast, rest stops and pizza bash)? If you rode the Century, any comments on the Church rest stop?

Extremely	Very	Somewhat	Not Very	Not at all
54.1%	38.1%	6.2%	1.2%	0.4%

#### Comments/Suggestions (please be specific - breakfast, rest stop (which one), or pizza bash)

The breakfast, rest stops and pizza bash were all extremely well received. Some of the constructive feedback that we have addressed includes:

- § Some said they did not know that there was food and drink at the first rest stop. We will make this more obvious.
- § Some said that the 40 mile rest stop (Ft. Washington State Park) did not have food or volunteers, which is true, as it was intended as only offering restroom facilities. This year all of the distances, except 25 miles, will be returning to the first rest stop (Cedar Grove) as they head back to Philly.

### 8. How satisfied were you with the cue sheet, route markings, signs. If you rode the Century, was the "mini" cue sheet helpful?

Extremely	Very	Somewhat	Not Very	Not at all
23.7%	43.5%	24.1%	5.5%	3.2%

#### Comments/Suggestions

While most thought the cue sheets and markings were done well (less than 10% were unsatisfied), we understand that this is an area with room for improvement. We understand that not everyone knows the area, and we need to ensure that everyone is able to confidently ride without taking the wrong route. Some comments regarding your feedback:

- § Some thought we needed more signage on the course. We are taking a serious look at areas that may warrant signs where there were none. However, we are limited in three respects:
  - 1) Our budget to purchase signs is limited because we do not accept any sponsorship money,
  - 2) Being an all volunteer event, it is difficult to provide the staffing to place a tremendous amount of signs out on the course in the morning and pick them up in the evening.
  - 3) Some areas prohibit us from using signs and/or marking roads. We've decreased this by not using Valley Forge National Historic Park and the Lower Perkiomen and Schuylkill River trails this year.
- § We need to be clearer on the cue sheets describing the route in areas that prohibit road markings and use more signs when allowed.
- § We will increase the signage and road markings where our routes diverge.
- § We will increase the number of markings prior to/after each turn and where the route continues straight.
- § A number of participants inquired about having the cue sheet (and perhaps a GPS version) available on-line. We have been reluctant to do this because we do a last minute check regarding new construction and closures, but we realize that it is a popular request. We will now provide a link for this as part of our ride confirmation.

### 9. How satisfied were you with the route you rode? If you've rode the Century before, any comments regarding our shortening the route a few miles before the Church rest stop.

Extremely	Very	Somewhat	Not Very	Not at all
29.0%	58.7%	9.5%	2.8%	0.0%

#### Comments/Suggestions (please mention which route )

While the routes were very well received, we did receive a good deal of feedback. Some thoughts on your comments:

- § One of the most frequent comments we heard was about heavily trafficked roads. We've changed most of our return routes to Philly to be on as few trafficked roads as possible, and still have a highly scenic ride.
- § Another popular comment was about the use of the Perkiomen and Schuylkill River trail. Our new return routes for the Metric and Full Centuries will no longer use these trails. For those who appreciated the ease of returning on the Schuylkill River Trail, our new return is generally rolling hills, with no major climbs. See the route section of our webpages for a description of the new routes.
- § Some said our ride was hillier than expected. We'll be more descriptive regarding the hills on all routes.

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§ Many do not like the return through Manayunk. Unfortunately, our routes do not lend themselves to a different return route.

### 10. How satisfied were you with SAG and mechanical support?

Extremely	Very	Somewhat	Not Very	Not at all
34.1%	50.2%	13.3%	1.9%	0.5%

#### Comments/Suggestions

While virtually no one was dissatisfied with SAG or mechanical support, as most who either needed SAG or mechanical assistance (we had a very high incidence of flat tires in 2008) thought it was both helpful and responsive, we have made some changes that will make SAG and mechanical support even better:

- § The Metric and Full Century routes will not return on the Perkiomen or Schuylkill River trails, eliminating miles without SAG coverage.
- § Our new return routes will be circular routes (from one rest stop to the next and back). This will enable SAG to be organized in three self-contained sections, ensuring more consistent coverage in every area.
- § The new Metric and Full Century return routes will join the 40 mile route on its return, ensuring better SAG coverage for those riding the 40 mile route.
- § We will ensure that the SAG vehicles are clearly marked.
- § We will consider stationing mechanical support at the furthest Full Century rest stop.

### 11. How satisfied were you with our volunteers?

Extremely	Very	Somewhat	Not Very	Not at all
60.9%	36.7%	2.0%	0.4%	0.0%

#### Comments/Suggestions

97.6% either Extremely or Very Satisfied says it all, not much room for improvement.

### 12. How satisfied were you with this year's gifts (socks and reflective safety band)?

Extremely	Very	Somewhat	Not Very	Not at all
29.8%	40.0%	22.8%	2.8%	4.7%

#### Comments/Suggestions (suggestions for next year are welcome)

While this is a category that will never have a consensus of opinion, the majority of people appreciated not receiving yet another T-shirt. We've had a non-T-shirt gift for many years, and will continue to do so as long as most people continue to prefer that.

### 13. If you accessed our website for information or to register, how satisfied were you with your experience?

Extremely	Very	Somewhat	Not Very	Not at all
31.9%	50.4%	14.2%	2.6%	0.9%

#### Comments/Suggestions

While most people were quite satisfied with the website, we did receive some constructive comments. Items we can work on include:

- § Present the Bicycle Weekend option in a clearer manner.
- § Add various links such as a map and directions to the start area.

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### 14. What do you think of the Philadelphia Bicycling Weekend concept (Scenic Schuylkill Century on Saturday and Bike Philly on Sunday)?

Excellent	Very Good	Good	Not Good	Bad	Unaware
39.9%	27.3%	21.3%	7.9%	0.8%	2.8%

#### Comments/Suggestions

Most people looked favorably upon the Philadelphia Bicycling Weekend concept. Almost 1/3 of our pre-registered riders signed up for both rides, plus we had a larger number of participants than usual who came in from out-of-town.

We had a very wide range of comments and suggestions:

- § Some thought the rides should be on separate weekends. We strongly feel that having both rides on the same weekend is the best promotion of cycling in Philadelphia. Separate weekends would probably dilute the effect.
- § Some suggested scheduling the Century on a Sunday. Unfortunately, Sunday is the only day of the week that streets can be closed for Bike Philly.
- § Many thought it was good for the serious cyclist who can do their own thing on Saturday and ride with the family on Sunday, or a cycling weekend for those from out-of-town.

### 15. Please give us feedback on anything that we may not have asked.

The feedback he received here were generally items already covered in other areas, from constructive suggestions to expressions of thanks to the club and its volunteers. Its quotes like the following that give us the motivation to produce the best event we can.

*First, thanks for everything that you do. I am new to BCP this year and I have been very impressed with what you provide for the cycling public in Philly. I know it is a volunteer organization and I very much appreciate the passion and dedication that members have to making BCP work. While the Century was my first ride with the group it was a great interaction and made me want to take additional rides with the club. The volunteers were very freindly and helpful. The fact that you are asking for specific feedback on what you did well and how you can make things better speaks volumes for what you are trying to do with the BCP. Keep up the great work!!*

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