

nysbra

Increased Ridership

Ideas to increase ridership & participation across the state

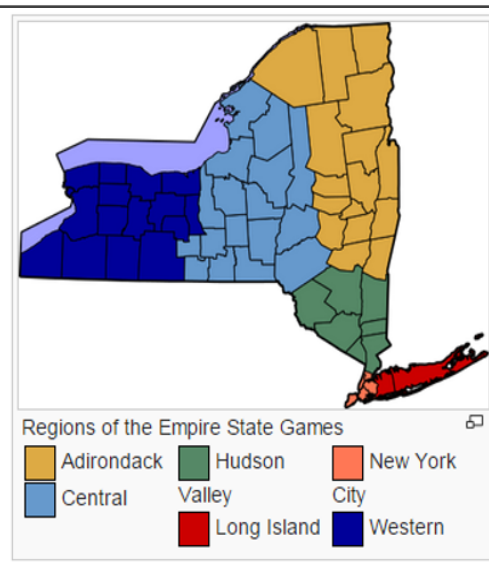
Subcommittee Formed

- Subcommittee formed at Q4 2015 meeting.
- Boundaries:
 1. A (very) rough budget of \$7k of increased revenue over 2015 that could be spent in 2016
 2. Affect ridership numbers from the USAC membership database

Background

- In New York State there are less than 3000 licensed racers (2784 in 2015)
 - Greater than 40% of those are in NYC
- That leaves less than 1800 for upstate races to try to attract
- The below numbers include ALL racers/officials - inactive, low active, CX, TT, Official, and track only

Region	2014 Licensed Riders	% of total
New York City	1310	43%
Western	440	14%
Hudson Valley	428	14%
Central	333	11%
Long Island	267	9%
Adirondack	276	9%
Total	3054	



Overview of Ideas

- Increasing Focus on Junior Programs
 - Long Term time frame(5-7 year)
- Community Outreach
 - Mid to Short Term (1-5 years)
- Officials Program
 - Mid Term.

Juniors

Creation of NYSBRA Junior Rider Rep

- The best way to (long term) increase NY racers is to get young people interested
- Position would be similar to women's rep / CX rep etc.
- This rep would manage some items on the following slides
- Also help id folks for Todd's talent ID camp
- Junior development clinics for each region
- Develop further junior grants

Create Regional Junior Clinics

- Perceived barrier to junior involvement is parent's fear of kids in traffic.
 - Currently many more juniors involved in track cycling
 - Clinics allow for juniors to get experience in a controlled environment

Create Regional Junior Clinics Grant

- Incentivize USAC coaches (Level 1 or SCI) to put on junior specific clinics with Grant money - over and above the current grants.
 - JUNIOR ONLY CLINICS - Following NYSBRA guidelines - not eligible for regular skills clinic grant
 - 2 day clinic - \$20/rider up to \$500 (day 1 classroom - day 2 on bike)
 - 3 day clinic - \$30/rider up to \$750 (day 3 Mentored Race)

Create Regional Junior Clinics Grant

- Advertisement Grant to try to recruit new juniors.
 - Refund 100% of actual cost up to \$100
- Suggest **Local Club** Rider Mentor Grant
 - Grant to be given by the regions clubs
 - Cat 1/2/3 riders to act as mentors during clinics
 - Suggest \$40 per day to each mentor up to 4 mentors at a clinic.
MAX TOTAL = \$850 per clinic - If all regions do this \$5,100

NYSBRA rebate all new junior licenses

- NYSBRA to give back 100% of rebate it received from USAC to Junior's clubs
- No cost to NYSBRA
- Would be managed by Junior rep
- Grant is paid at end of seasons to all clubs
 - 1 submission / club - one check / club
 - Clubs disburse cash to the juniors
 - Race age of 19 is the cut off for the rebate

Community Outreach

Grants to non-race / rec groups

- Many people who become racers start in recreational groups.
- Lower “barrier to entry” than jumping directly into racing
- Groups tend to be very organized with maps and cue sheets etc.
- Most racers don't have a lot of extra time to do group rides on the lower end of the ability level. They just spend so much time training; there isn't a lot of extra time to be on the bike if it isn't making you faster.
- Regional reps to interface major rec clubs in region
 - Discuss support needs for mutual beneficial relationship

Grants to non-race / rec groups

- NYSBRA gives grant money to these recreational clubs to:
 - Help them get out the word that they exist, are open to new members, are open to all ability levels etc.
 - In return we hope to get more people involved in riding bikes which will in turn have more people find their way into racing.
 - Give clubs \$10/ new USAC license sold
 - 1 submission at end of year - 1 check

NYSBRA at non-race events

- Grand Fondos, tours charity rides etc.
- Team up with other organizations (NY chapter of League of American Bicyclists, NACS, others?)
- NYSBRA President to contact MS tour NY rep / Tour de Cure NY Rep and try to team up statewide.
- Offer riders as in ride marshals
- Put up tents (either NYSBRA or get clubs to do so)
- NYSBRA feed station
- NYSBRA Strava segments to win free one day license or annual

Official Related

Officials Incentivize Grant

- Incentivize officials to remain active
 - Pay \$100 to any official who officiates at least 5 times during the year, as recorded in the USAC Officials DB.
 - This would be about 25 officials; 16 worked 10x or more
 - Rough budget - \$2500

Official Upgrade Grant

- Incentivize Officials to become higher level.
 - A new grant could be created that would be 2x or 3x annual license fee.
 - Example would be a B official gets rebated their license fee of \$65. Which would cost $\$65 \times 2 = \130 or $\$65 \times 3 = \195.00

Cost Summary

Cost summary

Item	Cost (annual)
Junior Rep	\$ 250.00
Clinics	\$ 5,100.00
Rebate of Jr. License	\$ 300.00
Grants to Non-Race/Rec groups	\$ 50.00
NYSBRA Presence at Non-Race Events	\$ 100.00
Officials Incentive Grant	\$ 500.00
Official Upgrade Grant	\$ 500.00
total	\$ 7,150.00

Metrics

Ridership numbers will be reviewed annually

USAC REPORT: ACTIVE MEMBER DEMOGRAPHICS FOR THE YEAR 2015

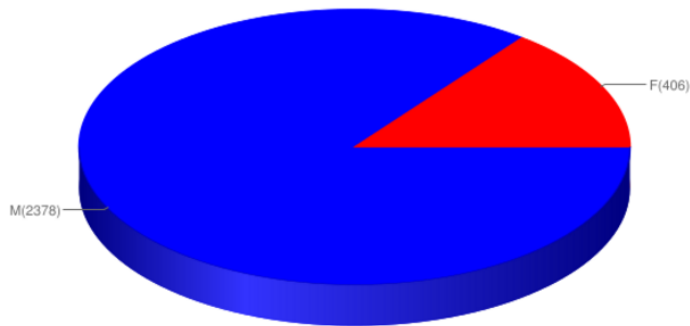
Reports Tool

Printer Friendly

Note: Mountain primary is not included in this report.

Year: 2015

Active Member Demographics
Summary of license holders



Issue with current report
going back in time

Year	Male	Female	Total
2015	2378	406	2784
2014	2207	302	2509
2013	1634	192	1826
2012	1524	159	1683
2011	398	44	442
2010	166	15	181

Metrics

- All proposed grants will be tracked for effectiveness and reviewed annually
- Junior Rep will track and submit report to Secretary prior to annual meeting
- Secretary will track non-junior metrics
- Secretary will present report on effectiveness at annual meeting