

Tierra Bella 2022 Wrap-Up

1) Registration Volunteers:

- a) We had 12 volunteers for the mailing party which consisted of putting together the registration packages. This gave us 3 tables, each working on a different bunch of envelopes. This works very well.
Route sheets were mailed out for everyone who registered and paid by April 17.
- b) We had 2 volunteers plus me for the check in table (3 people). Given that the vast majority of people who registered by April 17 received their wristband and route sheets by mail, three people were ideal for registration.

2) Registration Statistics:

- a) Here Is Where We Finished on Registrations:
 - Total Paid Riders: 1048
 - .. Child Under 18: 17
 - Total Paid Registrations: 948
 - .. Individual Registrations: 863
 - .. Family Registrations: 85
 - .. Registered Online and Paid Online as new rider: 656
 - .. Registered Online and Paid Online as prior year carryover: 231
 - .. Not yet registered carryover from 2020: 201
 - .. Registered Online and Paid Online as team: 47
- b) Routes Selected by Paid Riders
 - 33M: 205
 - 100K-Flatter: 208
 - 100K-Hilly: 172
 - 100K-HillyLong: 133
 - 100K-Very-Hilly: 104
 - 100M: 230

Route comparison is different due to the change in routes. We offered 4 100K routes, and no 200K routes.

- c) This analysis of our raw enrolment numbers over the past years shows a multi-year trend toward lower participation compared to 13 year averages. However, compared to 2019, our registration total is very close.

Route	35M	100K	100M	200K	Totals	Delta from Avg
2022#, as of 4/23/22	205	617	230	0	1052	-35.71%
2022 %, as of 4/23/22	19.49%	58.65%	21.86%	0.00%	100.00%	
2019#, as of 4/8/19	266	563	218	53	1100	-32.77%
2019 %, as of 4/8/19	24.18%	51.18%	19.82%	4.82%	100.00%	
2018#, as of 4/14/18	314	773	252	78	1417	-13.40%
2018 %, as of 4/14/18	22.16%	54.55%	17.78%	5.50%	100.00%	
2017#, as of 4/1/2017	284	735	291	70	1380	-15.66%
2017 %, as of 4/1/2017	20.58%	53.26%	21.09%	5.07%	100.00%	
2016#, as of 4/27/2016	307	897	303	93	1600	-2.21%
2016 %, as of 4/27/2016	19.19%	56.06%	18.94%	5.81%	100.00%	
2015#, as of 3/20/2015	443	1092	365	113	2013	23.03%
2015 %, as of 3/20/2015	22.01%	54.25%	18.13%	5.61%	100.00%	
2014#, as of 4/12/14	395	1040	428	144	2007	22.66%
2014 %, as of 4/12/14	19.68%	51.82%	21.33%	7.17%	100.00%	
2013#, as of 4/8/13	411	883	498	105	1897	15.94%
2013 %, as of 4/8/13	21.67%	46.55%	26.25%	5.54%	100.00%	
2012#, as of 4/6/12	366	998	530	134	2028	23.94%
2012 %, as of 4/6/12	18.05%	49.21%	26.13%	6.61%	100.00%	
2011#, as of 3/15/11	232	693	477	102	1504	-8.08%
2011 %, as of 3/15/11	15.43%	46.08%	31.72%	6.78%	100.00%	
2010 #, as of 3/22/10	303	674	465	108	1550	-5.27%
2010 %, as of 3/22/10	19.55%	43.48%	30.00%	6.97%	100.00%	
2009 #, as of 3/26/09	302	710	498	118	1628	-0.50%
2009%, as of 3/26/09	18.55%	43.61%	30.59%	7.25%	100.00%	
2008 #, final	411	940	582	162	2095	28.04%
2008 %, final	19.62%	44.87%	27.78%	7.73%	100.00%	
Route	35M	100K	100M	200K	Totals	Delta from Avg
Averages %	20.01%	50.27%	23.96%	5.76%		
Average #	326.08	816.54	395.15	98.46	1,636.23	
Delta from Avg	-2.62%	16.66%	-8.73%	N/A	-35.71%	

3) Registration Period

This year, online registration was open for 123 days, beginning December 22, 2021 and continuing onto the morning of April 23, 2022. On the day of the event, the registration table was done with checking in riders and new riders by about 10:30.

4) Pricing - Multi-Tiered Structure

Entry fees began at \$75 individual/\$150 family, and escalated twice, in two increments, by \$10 (\$85/\$170 February 16 thru March 31) and \$20 (\$105/\$210 April 1 through the day of the rider).

Registrations:

Overall, we averaged daily registrations of 8.52 riders.

December 22, 2021 through February 15, 2022, we had 608 riders register. Daily average of 10.86.

Feb 15, 2022 through April 1, 2022, we had 279 riders register. Daily average of 6.34.

April 1, 2022 through April 17, 2022, we had 94 riders register. Daily average of 5.53.

April 18, 2022 through April 23, 2022, we had 67 riders register. Daily average of 11.17.

We had an uptick at the end. Averaging 11+ riders per day. All of these had to pick up their wristbands and route sheets at the Registration Desk. According to our check in sheets, all but 2 did.

5) Team Registrations

As we have done since 2016, we promoted a Team Registration incentive, offering a \$5 rider discount for groups of 8 or more riders. Eight groups, comprising 56 riders took advantage of this at a cost to us of \$280. Leniency was given since carryover enrollment didn't carry forward team memberships. Also, without a Marketing/Publicity person, bike shops, who tried to promote the Tierra Bella through a group incentive, didn't always meet the 8 person minimum.

The Cystic Fibrosis Foundation joined our ride as a way to do a fundraiser for their cause without creating their own ride. The coordination effort started late and took some time. None of the riders were registered before February 15. Some of their riders paid for themselves. Others were included in the team and were paid by CFF. The team had only 5 riders. The hope is that they will return next year with more riders. On the day of the event, they were happy with the outcome.

6) T-Shirt Sales

Total T-Shirts Paid For: 132, Revenue on Sales: \$2,012.70

7) Guest Meals

Advanced sales of 30 guest meals @ \$15 produced revenue of \$390. This included 6 meals from 2020 carryover fees.

8) Revenue Report:

Data from payment table as of 4/29/22:

Gross Amount Paid: \$105280.68

Data from registration table:

..Total paid tour fees: \$64,680.00

..Total paid T-shirts: \$2,012.70

..Total paid sales tax: \$187.34

..Total paid shipping: 0.00

..Total paid guest meals: \$390.00

..Total paid discounts: -\$638.00

..Total refund penalties: \$260.00

..Total carryover from prior years: \$38,052.64

.. Imbalance: **\$336.00**

Note: imbalance includes fees we received for riders who received a partial tour fee refund.

9) How Riders Submitting Registrations Learned about Tierra Bella:

Total responses: 1055

How did you hear about TB?

..Internet: 124 (11.8%)

..PreviousRider: 639 (60.6%) [2019 65.2%]

..NoResponse: 141 (13.4%)

..BikeShop: 25 (2.4%) [2019 2.2%]

..ACTCMember: 106 (10.0%)

..PrintedMedia: 20 (1.9%) [2019 2.5%]

..Ridden TB before: 612 (58.0%)

..Is ACTC member: 104 (9.9%)

..Purchased jersey before: 171 (16.2%)

..Purchased T-shirt before: 143 (13.6%)

..Enjoys patch: 239 (22.7%)

10) Suggestions for Changes

a) Ideas

Since this was my first year being involved with the event, I don't have enough history to offer deep insights. Here are my thoughts:

- i) Initially, we had some issues with PayPal. These seemed to be less later in the registration process.
- ii) Continuing the arrow markings to lead people toward the finish and food or have someone at the driveway to encourage people to go to the courtyard for food would encourage people to ride through the flags.
- iii) We need a specific person to focus on marketing/publicity efforts.

- (1) increase outreach to local bicycle shops. Provide team codes to these shops with no minimum in the hope that they will recruit people we might not reach. Good Karma did manage to get 8 riders.
- (2) Reach out on social media - SVBC has a calendar where we can promote the event.
- (3) Reach out to other clubs.

b) **Survey Responses**

1. Within the registration process, we solicit answers to two questions: How did you first hear of Tierra Bella?

Places heard about TB:

The Schedule, GranFondo.com, <https://www.granfondoguide.com/>, Bike Works HMB, bikingbis.com, Avenue shop San Francisco , Bike Therapy, Google search, ???, gran fondo site, Tierrabella.org, Western site, cycle california, GranFondoGuide.com, Google, cyclinc ca, cycling CA, emailed invite , Google Search, google, Friend , Bike Therapy, San Jose, I don't remember!, Bicycling Magazine, google, web site with list of lots of California rides, Pleasanton Peddlers, La Dolce Velo, granfondoguide, California Centuries listed online, actc, Google search, Cycle California, Cycle California, ACTC, My riding buddy, rec from friend, san jose, google, Friend, ?? it was a long time ago, McLarney construction , Google search for a 100K near me on specific date., spokesman, salinas, Black & Blue Bottom, google, Google, granfondoguide.com, your website and emails, REI, bike forum, Can't recall, Google, Shaw's, tour of california, google search on century bike races, Google, Bike Therapy, TourofCalifornia.org, Google, from friend, Gilroy paper, gilroy, Good Karma , actc.org, Good Karma, Team O,

2. How can we reach more riders?

Partner with other rides to promote?

I think Social media is a good way to go. I only heard about it because I moved to Almaden and am planning to join the ACTC;

Local Bicycle Clubs and Bike Shops

put flyers in local bike shops, by mail if gas costs concern

Post in the Northern California regional section of bikeforums.net. Someone did that for the Primavera, and it was a good reminder for me to sign up.

show on national cycling websites

broadcast on a national cycling website

IM SUPPOSEDLY ON AN EMAIL LIST BUT WASNT NOTIFIED.

instagram, local bike shops in the Bay

Flyers at Bike shops
word of mouth
Facebook ads
5x7 cards it all your supporting bike shop.
Perhaps offer early Bird reg discount
Post
Sky writer, airplane banner above stadiums
nothing that i can think of.
Inform the riding clubs throughout CA
Advertise in Western-Wheelers
Facebook Ads
not sure...
everything is perfect. I guess you could offer a special discount code to other
local riding clubs to lure their members into participating.
Social media
sky-writing :-)
post on common bike ride websites
Social media
Social media posts
email all previous riders.
Partner with SVBC.
Printed flyers, emails, web page, word of mouth
An ad in Cycle California magazine
Posters at Bike Shops
Instagram
No sure. I always get the emails! :-)
social media
social media
social media
Visible sign and volunteer or flagger
Social Media
Facebook, email to previous riders
send a flyer to all the Bay Area bike shops. Ask them to put it on their window.
Don't know! Marketing not my strong point
The jerseys do it all!
Advertise in sporting goods stores
Do you spread the word to Tri Clubs?
Just keep up the excellent support/service. T.Y.
Dunno
advertise via Linked In and Alignable, too
Advertise in Fresno! I've done this probably a dozen times but no one in Fresno
has heard of it.
instagram
Instagram

Get in front of bike shops now
It seems to be pretty well known already. Keep it up.
Flyers at bike shops and bike magazines.
Organize more awesome rides
I heard through word of mouth when a non-ACTC-member friend texted me the registration link. I have been considering joining ACTC.
Make sure there is Plant Based food on the menu
Flyers in bicycle stores
signs along the route. maintain or contribute to bike fix it stations throughout the bay area
FB Ads?
Instagram!
Advertise at REI
Social Media and local signage
Word of mouth is great, I have passed your event on to many of my group riders
Flyers in bike shops. Don't schedule it the same weekend as the Sea Otter in Monterey.
Cycle California
Fix Payment site. This is my 5th attempt to make the payment.
Facebook
more social media exposure
ask members to reach out to ACTC Members and not members
Advertise in Good Times in Santa Cruz
Social Media posts
social media
Social media blast
Proactive social media marketing
Instagram ads?
Free food
Bike Shops, Bike clubs like WW and ACTC
send emails to former riders
Send emails to previous riders
N/A
facebook ad? Instagram ad?
social media
Ask members of ACTC to publish ride at the other bike clubs they belong to.ag.
Blanket social media ???? Thank You!
Inform local cycling association in a larger radius, e.g. Central Valley clubs.
Maybe a FB add or radio advertisement
Bay Area / BABike subreddits!
I've seen your poster in most bike shops in Monterey and Santa Cruz so, no I don't have a suggestion, I think you are doing well...
Social Media
Partner announcements like with Western Wheelers

facebook it, provided it's feasible + cost-effective
 Strava
 I think it's pretty well known.
 you are good
 share it with different cycling groups in FB or other social media
 Posters at bike shops
 Social Media
 seems like you do pretty good as it is
 FB promotion
 fb
 Next door
 Social media/bike shop ads
 Put up fliers throughout the South Bay
 Post on Strava
 can't think of anything
 Perfect the way it is
 Social media, I guess.
 Word of mouth
 ad in strava or 'gps my route' if possible
 Advertise at the Sea Otter - it's two weeks before your event and nearby
 Advertise on Strava
 This is my first time
 email to lists of other bike clubs (with their permission)
 Advertise at bike shops throughout NorCal.
 This will be my first time.
 facebook
 Post the event in Facebook social groups
 Good Organization and Work
 It's always great!
 Invite or Join all bike groups in the Bay or out.
 Get participants to tell others.
 Send info packets to the various cycling clubs.
 Nothing. I have known of it for 25 years, just getting around to it.
 be the cool people that you already are!
 Get included in SVBC email and newsletters
 News
 News
 Social media

c) Suggestions Gleaned from After-Ride Survey

Following the event, we sent out a detailed survey to all 936 recipients who are in our email database. As of 4/28, we had received responses from 254 of them.

Here are the highlights:

69.7% Rated us 5 out of 5

97.3% Rated us 4+ out of 5

Pricing was just about right for 84.3%

91.7% would recommend the Tierra Bella to other riders next year.

The biggest complaints seemed to be about the routes. A lot of comments about the climbs at the end being too hard for the flat ride (the Bluebell climb), or in the end versus earlier in the route. There were a number of comments about the confusion on the Blue long which switched to the green arrows. Evidently the volunteers weren't aware that the Blue long switch to green arrows. If we do that sort of course again, maybe paint something on the pavement, have a sign, or have someone there to direct riders.

Some people asked for group starts at the beginning. Or a balloon arch to start through. .

There is a lot of data here, and I will forward it to you in a few days. (I sent a 2nd email request to riders to comment on 4/29.) I would suggest that everyone review the sections that are important to you.

I had a great time. I hope you all did too.

Judy Kane