

Tierra Bella 2024 Webmaster Report

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Webmaster Summary and Key Suggestions:

Major new additions:

- Added ACTC membership account lookup and account creation
 - Collecting additional information, waivers/code of conduct
 - Membership creation or extension
- Added support for multiple prices based on ride length
- Added transfer fees
- Updates for new policies, food, start points, etc.
- Streamlined registration steps (removed survey, teams payment)
- Adjusted registration steps to make it clear to DEH that this is a private event and only members are registered.
- 917 riders. Very few transfers this year (3) – transfer fees and weather likely fed into this.
- Paypal worked very smoothly this year – no chargebacks and very few denied transactions
- I plan to return as webmaster for 2024

What worked well this year?

Registration remains less error-prone than in many previous years. Very few registrations occur without completing payment (abandoned registrations).

What did not work well?

Some riders had difficulty finding our routes in emails. We should coordinate to explain what to expect on the webpage (e.g., email subjects, dates of when emails will be sent, etc).

I overheard several riders at the end who were checking the website frequently for updates (e.g. weather). We should consider using this opportunity for drumming up additional riders and interest in the ride – or contingencies in the case of poor weather.

Significant number of abandoned registrations – ~103 duplicate and/or abandoned registrations overall.

- Unclear if folks were chickening out or had technical difficulties paying
- We did try sending an abandoned registration email to ~15 registrants, but received no response.

There were three registrations where Paypal sent a payment confirmation and then a mysterious duplicate response. All three of these registrations ended up having membership records that remained in the “Pending” status instead of being moved to “Active”. While this was easily fixable, this behavior should be investigated for next year.