

## **HBA Survey Results**

### **Development of the survey**

At its monthly meeting on November 1, 2021, the board of Hawkeye Bicycle Association approved the formation of a committee to develop a survey of HBA members. HBA Vice President Jim Bernstein agree to chair the committee and recruited four members to join him — Richard Bradford, Kim Chandler, Lynda Haddy and Jon Ryk.

The committee met November 15 with four members present, all but Jim Bernstein. The committee members discussed potential topics that the survey should address. They included, but were not restricted to, motivations for being an HBA member, interest in HBA rides and other HBA events, interest in being a ride leader and barriers to becoming a ride leader, and attitudes toward existing HBA group rides (start points, ABCD rides). Each committee member took responsibility for a section of questions and submitted them to the group. At that point, the committee chair organized the submissions and constructed a questionnaire, editing, adding to and deleting the committee-member submissions where appropriate.

The HBA board of directors reviewed a draft of the questionnaire at its meeting on January 3, 2022, and board members suggested changes. The committee chair then took the board suggestions and consulted with committee members before making final revisions to the questionnaire. The HBA board approved the revised final questionnaire at its February 2022 meeting. The board also approved a \$300 budget to contract someone to program the questionnaire for online administration.

Once that individual programmed the questionnaire, the survey committee chair and two other HBA members completed the questionnaire, testing it for length, wording and clarity. The final questionnaire went “live” on March 2 when HBA members received an email blast that included a link to the questionnaire. The questionnaire stayed live until March 22 and was completed by 85 HBA members.

### **About the members**

- Among the 85 members who completed the survey, all but two are 45 years of age or older. A vast majority (73) are 55 or older; 34 are 65 or older.
- The distribution of HBA membership length, however, is relatively even:
  - Nine of the respondents have been members less than a year.
  - Thirteen 1-3 years.
  - Seventeen 3-5 years.
  - Seventeen 5-10 years.
  - Thirteen 10-20 years.
  - And 16 at least 20 years.
- All but one respondent calls the Cedar Rapids-Iowa City area their primary residence during riding season.

- The vast majority of respondents (57 of 85) describe themselves as “intermediate” riders. Seven say they’re “expert” and 21 say they’re a beginner.

### **Why members join or are in HBA**

- Group rides are the primary reason for membership, a finding that manifests itself in a couple of ways. When asked to rank-order five possible reasons for membership, “having organized group rides/having people to ride with” was the #1 reason for 41 of the 85 respondents and the #2 reason for another 26.
- A little more than a fourth (22 of 85) ranked “training to stay fit” #1. Fifteen ranked “RAGBRAI registration and participation” #1. Five members said the most important reason for joining HBA was to “train for competitive racing,” and seven said “social/meeting like-minded people and making new friends.”
- Respondents also considered group rides of utmost importance when we asked them to rate the importance of various elements on a 1-to-5 scale (5 was “very important”; 1 was “not very important.”) Fifty-one of the 85 respondents gave “group rides” a 5 rating. The next-highest number of 5 ratings was for “support for safe trails and road routes” (39 of 85).
- Twenty-seven of the 85 respondents gave a 5 rating to “bicycle safety and advocacy,” and 27 also gave a 5 rating to “riding in RAGBRAI.”
- Twenty percent of the respondents (17) said “5” to participating in bicycle touring other than group rides (examples were Swine Trek, TOMRV, the B-r-r-r Ride and the Freedom Ride); 12 people rated HBA social events “5” on the importance scale as a reason for being a member; 10 gave a “5” to “supporting community-service projects”; and eight gave a “5” rating to “being a ride leader.”

### **More on being a ride leader**

- Well more than half of respondents (47) said they had never been a ride leader for HBA group rides. About a fourth (21) said they typically lead rides 1-3 times a season, while a fifth said they lead rides at least four times a season.
- Although HBA group rides motivate membership, leading rides is not a high priority for members. Only 14 respondents said they are “very likely” to lead rides this spring and summer; 45 said they’re “not very likely” and another 26 said “somewhat likely.”
- The main reasons for not being a ride leader revolve around time commitment and scheduling. Forty of the 85 respondents chose “time commitment” as a reason for not being a ride leader.
- Fourteen chose being “unfamiliar with the responsibilities,” 12 chose lack of knowledge of good routes, and 11 chose “not skilled enough.”

- Thirty-one respondents chose “other” as a reason for not being a ride leader, and most of the open-ended responses for those people centered on scheduling. Here’s a sample of the open-ended responses:

“Hard to schedule with variable personal calendar.”

“I don’t like to schedule weeks in advance.”

“Difficult to know schedule in February.”

“I am too slow.”

“Group is too slow.”

“Am too new to the group.”

“I’m brand new to HBA. . .I think I should ride with the group at least a few times before signing up.”

“Newer member, still learning the routes and people.”

- Despite the relatively low priority for leading rides, well more than half of respondents (55 of 85; 19 “very,” 36 “somewhat”) indicated at least some interest in ride-leader training.

### **Participation in and attitudes toward HBA group rides**

- When asked for possible alternatives for starting spots of HBA group rides, respondents named one general area more than any other — the area around Czech Village/Sokol Park/ the Clock Tower/New Bo. Lowe Park was the second-most-mentioned spot.
- Nearly half of respondents (40 of 85) prefer group rides with stops for snacks/drinks only. A fifth of respondents prefer a social activity during (six of 85) or after (11 of 85) a ride, and 28 prefer some combination of those three.
- Are there alternative times and days for HBA group rides that would interest HBA members besides the current Wednesday mornings and evenings, Saturday mornings and Sunday mornings? Apparently not. A majority of respondents (45) checked “no other times” for possible alternate times.
- In fact, the most-frequently-ridden group rides are Wednesday evening rides (39 respondents said they “often” ride Wednesday evening group rides). RAGBRAI tied with Wednesday evening rides for the highest number of “often” responses, while 32 respondents said they “often” ride Swine Trek, 27 said “often” for holiday rides, and 23 said “often” for Saturday rides.
- “Often” responses for other rides were: Holy Toledo 16; Full Moon rides 13; Root River 12; Sunday group rides 8; and Wednesday morning group rides 7.

## **ABCD rides**

- Almost half of respondents (42) did not ride on any of the ABCD rides last year. Fifteen people rode on four ABCD rides, eight rode three ABCD rides, seven rode two rides, and 10 people rode one ABCD ride.
- We gave members who had ridden on at least one ABCD ride a chance to indicate what they liked and what they didn't like about the rides. Generally, riders appreciated the appropriate pace for each group and a chance to ride with others who had similar skills. Here's a sample of the things they liked:

“Chance to ride at a consistent pace that fits me.” (A comment from someone who had been on three ABCD rides)

“It ensured that all rider levels felt included.” (One ride)

“People stay together.” (One ride)

“I found a group with my speed and skill level.” (Four rides)

“I liked that I could do a ride with other C-level riders.” (One ride)

“Placed with riders of the same skill so I wasn't dropped or felt I was holding the rest of the group back.” (Two rides)

- The dislikes tended to focus on the sameness of the start site, the route and the day. Here are samples of the comments:

“Schedule Sunday afternoon instead of morning.” (Three rides)

“Vary the start location.” (Four rides)

“Different routes, starting from different areas.” (Four rides)

“Leaders need to keep closer read on lead and rear riders.” (One ride)

## **Interest in rides sponsored by other organizations**

- If enough members were interested, it's possible that HBA could organize groups to participate in rides sponsored by other organizations. And the data suggest that would be most useful for three rides — Baccoon, HiBrai and the Freedom Ride.
- Eighteen respondents said they were “very interested” (a “5” on a 1-to-5 scale) in Baccoon if HBA organized a group of members to ride in the event together.
- Eighteen also said “very interested” for HiBrai, and 16 said “very interested” for the Freedom Ride.
- Here are the number of respondents who were very interested for the other rides: B-r-r-r Ride 8; TOMRV 6; and Pigtales 2.