

WPW - Ride Programs - SWOT Assessment

27 November 2007 & 1 December 2007

Jim Logan, facilitator - (about 12 members Tuesday, 5 members Saturday)

Category	Votes (Combined Sessions)	What
Strength	4	Website
Strength	4	Events - such as fall rally - would attract new riders - participant reports being lured to event rides in the past by goodies/hand-outs; lcycle bicycle can draw hundreds - from 3 yrs old to 90 yrs old
Strength	4	SW - "no drop" execution ; no drop is appreciated
Strength	2	NE - Wed friendly/development ride (paired with Tuesday faster ride)
Strength	2	Allen's ride; leads from back; shop ride
Strength	2	Knowledge of area ; Maps package
Strength	2	Regular structure to schedule (when we have it)
Strength	1	Theme or challenging rides
Strength	1	Team Caffiene - Tuesday (example of weekly ride)
Strength	1	Pittsburgh trails
Strength	1	LCI instructor in club / in conjunction with MS150
Strength		South - Consistent ride program; established group; social; good roads; two complementary groups (Deb, Ken)
Strength		South B rides sometimes connect to C rides
Strength		Membership - 300 to 500
Strength		Strong riders ride anyway, whether or not there is a club ride
Strength		Heritage and name recognition (though disputed by a new members)
Strength		Active quadrant leaders rationalize and balance ride calendar
Strength		Memories of the 70's - "I want to be one of them"
Strength		Social rides - when planned to be social
Strength		Long running club; Have a structure; Intent is good
Strength		Have a piggy bank
Strength		Meeting facility is fantastic - central, stable, repeatable
Weakness	6	Weak ride schedule
Weakness	4	No coaching of ride leaders
Weakness	4	A/B/C/D intimidating, and terraine overrides anyway
Weakness	3	Miss paper copy - no easy way to browse on electronic calendar - no easy way to sort on electronic calendar - no easy way to print a browsable copy
Weakness	2	No NW rides
Weakness	2	No proactive planning to get balance in ride program
Weakness	2	Bad discipline on ride intent
Weakness	2	Don't ride as a club at event rides
Weakness	2	Lack of focus?
Weakness	2	Map package could pull traffic to website; hoarding knowledge is contrary to new media
Weakness	1	Riding in the north is fractured / clickish (inside/ outside the club)
Weakness	1	Intimidating to new riders - topography, pace, manner & styles (particularly for women)
Weakness	1	Too much emphasis on speed versus distance
Weakness	1	No family friendly rides
Weakness	1	Not good at asking members or expecting members to contribute to ride programs
Weakness	1	Terminology confuses people A/B/C/D
Weakness	1	No organized rider acknowledgement (of ongoing achievements, particularly small or incremental ones)
Weakness	1	Branding not good - WPW
Weakness	1	Fractured in quadrants

Weakness	1	Hammerheads poison rides
Weakness	1	No market or advance expectations set
Weakness	1	Hard to find rides on our website (usability)
Weakness		North suburbs sprawl - changing ambience
Weakness		Random starting points perhaps don't work - known points do
Weakness		Same starting point can get dull
Weakness		Not all ride leadership is proactice
Weakness		Few centuries
Weakness		Not enough females leading rides
Weakness		Don't have rides close to all members
Weakness		No couples ride (in the past the club was once perceived as a "couples" club
Weakness		Private email lists co-opt club
Weakness		Uneven coverage
Weakness		Website - not full potential
Weakness		No training or support of quadrant leaders
Weakness		Reputation as hammerheads
Weakness		Jerseys aren't distinctive
Weakness		Ride info is "locked" (inside people)
Weakness		Club riding perceived as expensive
Weakness		Geographic areas - people want close start points
Weakness		Club is aging - less people want to lead
Weakness		Name of club - "men"
Weakness		Children peceived as aliens - so went to AYH family rides (now discontinued
Weakness		Old days was young people and more social - miss social
Weakness		We don't get people together
Weakness		New technological version of ride calendar
Weakness		Alienated older members going electronic?
Weakness		C sides are short - why?
Weakness		Don't send out a weekly update or ride preview
Weakness		Posting rides is not transparent or easy
Weakness		No moderators are coordination the scheduling of rides
Weakness		Pittsburgh (center) doesn't fall into any region - has good cycling opportunities
Weakness		No awareness in city
Weakness		Can no longer compare rides side by side or browse - have to click on each
Weakness		Lacking strong ride leaders
Weakness		Women afraid of traffic
Threats	1	Online map sites
Threats	1	People traumatized by WPW - one example is a Westmoreland country club - about 100 strong
Threats		Recreational riding movement largely succeeded in last 2 decades
Threats		Rails to trails
Trends		Formerly a couples club
Trends		Cycling is a marginal sport in US
Trends		In old days more young people - more social
		<i>Note: I didn't emphasize opportunities this session, treating opportunities as a "parking lot". Next meeting we will focus here. We scored this section separately from the above topics.</i>
Opportunity	10	Season plan & rules proactively planned
Opportunity	5	Ride reviews
Opportunity	4	Safety course
Opportunity	3	Introduce people to bikes - new rider programs

Opportunity	3	Cross promotion
Opportunity	2	Send out weekly ride preview - only 1 - mediated
Opportunity	2	Joint new rider packets with regional clubs available at shops
Opportunity	2	First year membership free
Opportunity	1	Linked weekend rides B/C
Opportunity	1	New member rides
Opportunity	1	Coaching of ride leaders
Opportunity	1	Better coordination with regional rides
Opportunity	1	Develop/support quadrant leaders
Opportunity	1	Rider development
Opportunity	1	Women's only group
Opportunity	1	Regional road leadership
Opportunity	1	More descriptive ride labels
Opportunity	1	Hot metal bridge opening - example of city people interest
Opportunity	1	Coordinate with local bike shops
Opportunity	1	Label rides by intent or theme - ex: family rides, women ride, hammerheads, etc
Opportunity	1	Anyone can post
Opportunity	1	Have a focus ride of the month - all our various groups converge - perhaps multiple routes, perhaps beer
Opportunity	1	Assign people to cover shops
Opportunity	1	Distribute club business cards to bike shops with website
Opportunity	1	First year membership free when buy a bike
Opportunity	1	Align better with Bike Pittsburgh
Opportunity		Patterns within our cycling programs
Opportunity		Fund-raising visibility team
Opportunity		Dual ride leads (faster, slower)
Opportunity		Elevation profiles help (as opposed to number)
Opportunity		Allegheny passage completion in 2008
Opportunity		Inducements (financial, token) including lotteries to reward effort
Opportunity		Kids like to ride with kids
Opportunity		Trail system is protected area - for kids
Opportunity		Encourage cross-overs among organizations
Opportunity		Example - Columbus uses "clusters"
Opportunity		Blog
Opportunity		Example of pancake breakfast rides in past
Opportunity		Organize like minded people in groups
Opportunity		Allow our technology to help people sort /identify rides rather than making it difficult
Opportunity		Serve old people better
Opportunity		If men support a women's ride, man rides behind last women
Opportunity		Tie in to regional bike parties - Bike Pittsburgh - mingle with the young people
Opportunity		