



# Discover Hartford Bicycle Tour 2013



## Final Report

### 2013 Registration Summary

	Members	Non Members	Kids	Comps	Total 2013	Total 2012	Mships	
Preregistered	131	152	21	15	355	355	35	\$12,255
Walk Ins					140	74	4	\$5430
Total registraton					495	429 registered, 299 rode		\$17,685
Volunteers, incl board members					37	66		

### Routes

- 10 Mile: 45 prereg
- 25 mile: 184 prereg
- 40 mile: 122 prereg
- Did not answer: 4

### Receipts & Expenses

- Sponsorships: \$11,500 (see logos above)
- Exhibitor fees: \$300
- Registration fees: \$17,685
- Expenses: \$8471
- Staff time: \$7401
- **Net: \$13,613**

<b>Receipts</b>	<b>2012</b>	<b>2013</b>
Sponsorships TOTAL	\$7,000.00	<b>\$11,500</b>
Travelers	\$1,000.00	\$2,500.00
UTC/ Hamilton	\$1,000.00	0
The Bushnell	\$1,000.00	0
VHB	\$1,000.00	0
Prudential	\$1,000.00	0
Moe's		\$1,000.00
Transystems		\$1,000.00
Fitzgerald Halliday		\$1,000.00
Hartford Steam Boiler	\$1,000.00	\$1,000.00
Klewin		\$ 500.00
Peoples		\$1,000.00
Kohls/CCMC		\$3,500.00
Same day registration payments - cash and check	\$2,440.00	\$3,250.00
Same day registration payments - credit card	\$1,080.00	\$2,180.00
Advance registration payments - completed	\$10,965.00	\$12,255.00
Exhibitors		\$ 300.00
<b>Total Receipts as of 12/31/13</b>	<b>\$21,485.00</b>	<b>\$29,485.00</b>

<b>Expenses</b>	<b>2012 Amount</b>	<b>2013 Amount</b>
Advertising - Life Publications		\$1,562.40
Advertising - CT News Junkie		\$200.00
Sound	\$0.00	\$350.00
Signs - ordered 30		\$362.70
Wristbands - 1000, printed to be re-usable phone number, no year)	\$347.55	
Command Center Phone		\$59.18
Posters (350) and postcards (2000)	\$680.00	\$1,175.00
Graphic Design	\$1,987.50	\$12.50
Volunteer Check in and Command Ctr Signs (18x60") and 10 24x36" signboards, with grommets	\$400.88	---
Printing - registration	\$84.00	\$73.00
Printing - marshal instructions		\$27.00
Printing - day of phone numbers		
Printing - accident reports		
Printing - command center labels		\$20.00
Banner	\$294.00	\$251.58
Wifi hot spot	\$25.00	\$0.00
Vendor permit - surprise!	\$25.00	\$0.00
Tshirts - 1000 at 4.05 each; 2 color front, 4 color back.	\$4,079.40	\$1,950.00
Crew Shirts (100, unisex, front printing in color, reverse print in B&W)	\$505.00	\$0.00
Registration supplies	\$37.16	\$10.00
Registration supplies	\$9.54	\$19.65
Event Insurance	\$658.00	\$1,210.00
Rest stop food & supplies (Larabars expected but not received, bananas donated by Highland Mkt)	\$20.00	\$72.00
Volunteer coffee & bagels	\$140.00	\$78.00
Cash	\$200.00	\$200.00
Safety vests		\$0.00
Tubes		\$81.00
Volunteer thank you -TBD	\$131.35	\$311.43
Credit card processing costs for same day registration	\$29.17	\$0.00
PayPal fees for online registration	\$284.43	\$408.16
Meetings		\$37.36
City of Hartford Police – invoice disputed because City was a sponsor		
<b>Total Hard Costs</b>	<b>\$9,133.03</b>	<b>\$8,470.96</b>
<b>Staff Time</b>	<b>\$6,550.00</b>	\$7401.75
<b>Total Expense</b>	<b>\$15,683.03</b>	<b>\$15,872.71</b>

## Graphic Design

A considerable portion of our net income this year is because we avoided the costs of an external graphics designer. Sponsorship support and registrations were weak until just before the tour, despite opening registration earlier than in 2012 and pursuing sponsors as of early

July, the same timeline as in 2012. Rather than risk going into the red, staff felt compelled to take on these graphic tasks. Tara Cantore designed this year's poster, postcard, t-shirt and Life publications ad, and CT Parent web ad. Kelly created the banner and the CT News Junkie web ad. No external graphic design costs were incurred.

## Volunteers

- |                 |          |
|-----------------|----------|
| 1. Adams        | Jim      |
| 2. Ardel        | Paula    |
| 3. Baum         | Laura    |
| 4. Berghuis     | Michael  |
| 5. Blasenstein  | Alan     |
| 6. bravo-cavoli | rosalynn |
| 7. Charles      | Aidan    |
| 8. Cherolis     | Susan    |
| 9. Cherolis     | Tony     |
| 10. Cherolis    | William  |
| 11. Dougherty   | Jack     |
| 12. Eichenlaub  | Justin   |
| 13. Elzerman    | Benjamin |
| 14. Estrosos    | Salvador |
| 15. Faulk       | Peter    |
| 16. Frey        | Sara     |
| 17. Gamester    | Jay      |
| 18. Griffin     | Gary     |
| 19. Jamie       | Elliot   |
| 20. jiminian    | angel    |
| 21. Michtom     | Joshua   |
| 22. Mourad      | Dave     |
| 23. O'Connor    | Rob      |
| 24. Ounpuu      | Sylvia   |
| 25. Philpin     | Tony     |
| 26. Popper      | Stuart   |
| 27. Rago        | Kelly    |
| 28. Riege       | Steve    |
| 29. Rooney      | Donna    |
| 30. Rooney      | Michael  |
| 31. Rosen       | Edward   |
| 32. Samuels     | Natasha  |
| 33. Sek         | Kenneth  |
| 34. Sullivan    | Kevin    |
| 35. Thibodeau   | Rick     |
| 36. Willis      | Ray      |

## Survey

We used Constant Contact to deliver the post-ride survey. We received xxx responses from 495 registrants, which equates to an extraordinarily high response rate of 48.5%.

Responses to open ended questions are filed in dropbox and included with this document.

### 1. Which route did you ride in Saturday's Discover Hartford Bicycle Tour?

	Number of Response(s)	Response Ratio
10 mile route	11	9.0%
25 mile route	66	54.5%
40 mile route	41	33.8%
Other	2	1.6%
No Responses	1	<1%
<b>Total</b>	<b>121</b>	<b>100%</b>

### 2. What did you like best about the tour?

115 Response(s)

### 3. What would you change about the tour?

111 Response(s)

### 4. Would you consider riding the Discover Hartford Tour again next year?

	Number of Response(s)	Response Ratio
Yes	104	85.9%
No	4	3.3%
Maybe	11	9.0%

No Responses	2	1.6%
<b>Total</b>	121	100%
43 Comment(s)		

**5. How did you hear about the Discover Hartford Bicycle Tour? (please check all that apply)**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
Bike Walk CT Newsletter or Email Announcement	63	52.9%
Bike Walk CT website	24	20.1%
Other digital media - another group's website or email announcement	8	6.7%
Facebook	11	9.2%
Radio or newspaper story	19	15.9%
Discover Hartford Tour Poster	2	1.6%
Through a friend	29	24.3%
Life Newspaper ad	1	<1%
Billboard on I-91	0	0.0%
EnvisionFest	5	4.2%
Other	16	13.4%
<b>Total</b>	119	100%
29 Comment(s)		

## 1. Which route did you ride in Saturday's Discover Hartford Bicycle Tour? - Other responses

### Answer

40 mile route, cut short after Bissell Bridge - so 27 miles total  
Volunteer

## 2. What did you like best about the tour?

1. It was well supported
2. The first section of the ride up to the bridge. Initial start in Hartford, Trinity and Cedar Hill was all enjoyable and impressive! Everything over the river was disappointing (except the friendly rest stop and service at Sugarbelle's). Circus Memorial and Feeny Park were also interesting and an important piece of "discover Hartford"!
3. Chance to ride through different sections of Hartford. Especially liked Elizabeth Park.
4. Seeing people ride in places they've never been. Like the use of the Charter Oak Greenway, East Coast Greenway, and connecting bridges and their bike paths.
5. Riding with other bicyclists
6. Some new routes, especially east of River.
7. Police escort :) I really enjoyed myself the entire time. I liked the pedestrian bridge crossing to the Riverfront Park, too.
8. Route was better than last time I did it. (2 years ago). Route pavement was in better condition.
9. Liked going from South to North to Bushnell. Always fun, enjoyable and health oriented. Liked the relationship to the Special Hartford Event!
10. It's a great way to see Hartford. Feel safe riding Love to see all of the parks enjoyed seeing Knox Park putting trees in at Keney good rest stations fun time like riding in the AM
11. The change of the route this year.
12. well I love Hartford and the idea of the parks and all is wonderful. This is my 4th year
13. The cemetery, riding through downtown without traffic, south end neighborhoods with people waving from the street.
14. Seeing new parts of the city and enjoying Envisionfest afterwards
15. Seeing the city
16. Seeing parts of Hartford that I wouldn't normally see.
17. See parts of the area that I had not seen. Great weather.
18. Route. I liked that the 40 went east of the river this year. Unfortunately, I had afternoon obligations that prevented me from doing more than the 25.
19. I always like the slight changes in route, having the EH loop option to Wickham Park this year was a great change. Well organized, short speeches, on time start.
20. Seeing the city, biking camaraderie, realizing how much Hartford has to offer
21. Seeing different parts of Hartford County.
22. no hills
23. Biking around the region
24. Exposure to the city's parks
25. The closed off streets were great as was the police escort. It was also nice to see different parts of hartford I had never known.
26. Seeing the different Hartford neighborhoods and the friendly people
27. 1. EXCELLENT SIGNS MARKING ROUTES, DIDN'T NEED TO REFER TO MAPS OR ROUTE DIRECTION SHEET. 2. LOVED THE RIDES THROUGH THE PARKS AND CEMETERY. 3. INTERESTING RAMP OVER THE HIGHWAY 91, DIDN'T KNOW IT WAS THERE. WHAT A VIEW! 4. RELATIVELY FLAT, WHAT HILLS WERE ON THE ROUTE WERE MILD OR SHORT. MY WIFE DOESN'T LIKE HILLS AND COMPLETED THE WHOLE RIDE.
28. Well marked, interesting sights and fun
29. Great route through a variety of neighborhoods. Gave us a chance to see areas of Hartford we've never been through before. Felt safe crossing intersections with the high level of police participation.

30. It was well staffed with plenty of police and volunteers. Route was a bit hilly but overall an interesting ride.
31. Chance to see how parts of Hartford connect on the map up close; how easy/flat the ride was; helpful police doing their best to stop traffic for us.
32. The loop on top of the high way
33. chance to see so many of Hartford's neighborhoods and parks
34. beautiful day, friendly bikers
35. I liked seeing the different parks. I liked that it was a little different course from the past. The foot bridge was a fun addition, although my friend fell at the bottom. I liked that it coincided with envision fest. I liked trying out one of the cargo bikes that was on display.
36. The scenic areas such as Elizabeth Park , Bushnell Park. I thought the festival was a Good idea although it probably could have been advertised more. The fact that there were Marshals available as well as a repair Van was comforting.
37. Riding on the trail in Manchester - not so congested as riding through Hartford.
38. There appeared to be more road course signage than I had seen in previous years, and they were place where they could be visually seen from a long way off. Thank you, way to go.
39. good weather - good group - police did a nice job of riding with us
40. The great turnout.
41. Biking thru rose garden
42. connecting wit hother bikers on a beatuirful day for riding
43. It wasn't a race. I'm not a cyclist so I could go at a leisurely pace.
44. Going through the parks.
45. Ease of getting help from traveling van. Variety of neighborhoods and parks travelled through. Police hep with instersections
46. The other riders and the residents on the streets.
47. I like seeing how easy it is to ride around Hartford.
48. Being in Hartford for a ride where I normally wouldn't be riding.
49. discovering that Hartford is a lovely city.
50. I am a marshal and I enjoy help others enjoy the ride.
51. The people in some of the neighborhoods who cheered us on as we rode past their houses. It was great to be a part of something like this.
52. Seeing all parts of the city, a usual! Signs and guidance were better than last year. We got lucky with the weather. Had a great time!
53. Liked the route around Elizabeth Park. Less confusing this year.
54. Crossing the river.
55. The enthusiasm & commaraderie of the riders during the early parts of the ride. The rest stop at Sugarbelle - yum!
56. Seeing city parks--especially Keeney Park with its cricket pitches.
57. The good energy and incredible helpfulness of ALL those who participated and volunteered.
58. Just to be surrounded by other bicyclist, the opportunity to ride in places I don't normally travel
59. Riding through parks and trinity college. Nice craft booths in bushnell park.
60. The weather! I biked with a good friend, but enjoyed the comradery with others along the route.
61. Everyone was so friendly and helpful. Loved the air guy, we didn't need air but he took our picture so we could remember our special day together.
62. The route was well marked.
63. The route signage this year was very good.
64. 9:00 start time with slow parade around the park
65. I loved how you made the course different every year! That pedestrian bridge that circled around and around was fun and I never knew about it! I enjoyed the fact that you made it affordable for young riders. That is a great way to encourage them to get out and ride!
66. Connecting with people who love to bike.
67. Chance to ride through areas of Hartford I would never have ridden through on my own. The routes were clearly marked removing much angst about where to make the next turn.



68. I was able to take a brief detour to find J.P. Morgan's grave. It was recommended to me, and I'm glad I took the opportunity. It appears to be the largest monument in the cemetery. And then, would anyone expect anything different?
69. I enjoyed the route particularly the detours thru trinity and cemetery.
70. The ride course through the parks
71. Always well-organized. love the energy and excitement around the city for EnvisionFest
72. The route was very well marked and guided. We saw a lot of nice areas in and around the city.
73. Learned new routes throughout the area
74. The overall route selection was fantastic. Since I was new to this area, it really gave me chance to explore some scenic places which I Couldn't have explored on my own. My special thanks goes to all the volunteers who put lot of hours to make this event successful.
75. The distance and the new route. I thought the route changes were very well marked. A rest stop earlier in the 40 mile route would have been nice had the weather been hotter and sunnier!
76. Very well planned. It is a fun tour- you get to see parts of Hartford, which probably you never pay attention to when you drive around.
77. Seeing many of the gems that Hartford has to offer, via mode of transport that allows you to see things you often miss by car.
78. I like riding through the beautiful cemetery, the parks, the bike route in manchester was cool, had never been on it
79. The parks are always the most beautiful aspect of this ride. Loved being able to experience Envisionfest after the ride. Food trucks, the Penguin Books truck, Zumba and mini-golf and oversize poetry magnets. All great.
80. The parks and the local resident encouragement
81. The route
82. The atmosphere
83. The ride in the parks was nice. Course was laid out well.
84. police coverage, parks, general good time
85. Parks
86. It's an Urban ride. I saw some MU trails that I'd heard about for years and never seen. Since I'm a slow rider I did not need to worry about biking in a crowd.
87. the route, a nice mix of neighborhoods and parks. Especially will remember riding up and over the 91 overpass...an experience! I appreciated that it was well marked.
88. Some sections were nice.
89. Pre-start organization and procedures were well thought out and executed. First 10 miles had sufficient "helpers and traffic controllers" to provide a safe biking experience for such a large group. Wonderful weather.
90. That it happens.
91. Riding throughout the city
92. Saw lots of places I had never been before. I usually only ride east of the river. I also think the signs along the way were excellent, I hardly had to use the written directions at all.
93. Staff and volunteers were helpful and friendly.
94. the route itself
95. Great route fun start good police support and tech support
96. The participants, and the challenge!
97. biking through Hartford.
98. Sharing time with other riders who want to promote safe places to ride.
99. seeing the neighborhoods and parks
100. You provided great weather, thanks! Best was seeing neighborhoods and sites (parks/schools/cemeteries/institutions) I did not know or had no prior context for.
101. Very well organized, very clearly marked, and t-shirts!!! I love that the route changes at least a little bit each year.
102. Beautiful day and being around lots of other cyclists.
103. going thru the cemetery
104. It was fun to ride with other biking enthusiasts. I was introduced to several parks I hadn't heard of.

105. I enjoyed seeing areas I had not been to before including Cedar Hill Cemetery and the cycling paths east of the river.
106. The ability to preregister.
107. riding in the city and the parks, which I normally do not get a chance to do.
108. experiencing Hartford's many parks & the cool factor of riding all over the city with ease
109. going through the parks---liked seeing different "faces" of Hartford.
110. Getting to ride around Hartford with enough other people not to feel threatened by traffic
111. I love riding through all the parks
112. Going east of the CT River
113. Seeing Hartford's neighborhoods, cycling camaraderie, strong technical support
114. The great markings, and helpers directing traffic along the way, the ride through the cemetery and over the Founders bridge.
115. Saw interesting areas I don't usually see
116. Having the opportunity to see neighborhoods of Hartford on a bike ride that was supported and directed.

### 3. What would you change about the tour?

1. We liked it more when we went through all the parks
2. Suggest staying in Hartford.
3. I would add another rest area or two with water, bananas, etc. Another stop on the 25 mile would have helped.<sup>1</sup>
4. East of The River was no great shakes; just politically appeasing. The exposure was good for the experience, but that's it. But always good for a first. I have done the ride every year since inception. Always a GREAT ride. Thanks so much for what you do.
5. Remove the section on main street to the Circus Fire Memorial. Possibly have at a different time of year, like Spring or Summer.
6. Add a more intermediate rest stop. The first at Trinity was too soon and the second was too late in the ride.
7. Trinity rest stop too early in ride. Porta-potties needed at rest stops. Why no rest stops in parks?
8. Wasn't wild about the spur to Manchester on the 40m tour, since I live there. Would have done the 40 if we'd gone to Wethersfield instead. Or over the Rocky Hill Ferry ;-)
9. Try to eliminate the crossing of I 91 on winding ramp. Also have inexpensive vest with Discover Hartford printing in place of T shirts. Or have a large button or metal like done in Europe.<sup>2</sup>
10. Not much. Perhaps to add one rest stop with water. A couple of times, signage could've been better. Overall, not much to change.
11. T-shirt front design too busy, too many words, need one eye-catching design +logo words on front and put sponsor words on back<sup>3</sup>

<sup>1</sup> **Re rest stops:** Ride was again heavily promoted as a family event. Purpose of early stop at Trinity was 1) to take families with young riders into consideration, and 2) simplicity. Trinity provided a rest stop with covered area in case of rain, tables, chairs and bathrooms provided, and Trinity volunteer at the stop. We had a significant scarcity of volunteers on the planning committee and for rest stops, so minimizing our task list was essential. Adding rest stops in other locations would require more volunteers; renting or borrowing tables, chairs and tents (and finding someone to loan them), someone with a vehicle to transport tables, chairs and tents to and from rest stop. All these factors create more moving parts than our planning team of 5 volunteers could realistically manage.

<sup>2</sup> Pros and cons of medals vs tshirts should be analyzed for future tours. Pro would include cost savings and one less graphic design. Con would include loss of assumed publicity for Bike Walk CT and sponsors.

<sup>3</sup> **Graphic design** was handled in-house this year to ensure we kept this initiative in the black. Sponsorships and registration were very weak at the time the graphics needed to be designed. It seemed reckless to incur costs for external graphic design at that point. Further complicating the graphics issues were some board members positions that the tour should have its own unique logo. It took some time to persuade against that position, based on the expert advice of several marketing and communications professionals.

12. \$40 is pricey I think more people would do it if the cost were lowered<sup>4</sup>
13. Have a gathering area after the ride for riders to meet and socialize.
14. I would not have the first rest stop be so soon at Trinity and then to have to go so far for the next one was way to long. I ran out of water and was really tired. The climbing area to go over the highway was awful and not great for a bike. I really did not like it at all. There was a lack of support esp in Keeney Park.
15. better signage, especially better COLOR...the white signs are very difficult to spot. Yellow signs were much better. Signs are really important for slower riders who are not in a group after several miles.
16. Better wayfinding signs and roads with better paved surfaces
17. Need better escorting through the north end of hartford
18. I like the old rout better where we went through more parks.
19. Not that you can do anything about this, but the street paving was pretty bad in some areas.
20. First water stop was way too soon this year. Then it was too long to the second.<sup>5</sup>
21. More consistent police or direction support from start to finish. Huge presence at start, fades away be the end in some tough sections.

Also, impress on some of the biking elite this a fun social event and all riders may not be at their level of dress and ability!

22. Fewer sketchy paths or sketchy chokepoints.
23. Ride needs to be marked much better. No rideing over dirt or grass
24. 1. Enter Keney Park at the main entrance in Windsor instead of biking on Windsor Ave. 2. Not so many bottlenecks early on in the tour. 3. Start with greetings from the Mayors of each town the tour will be in.
25. A little more police/volunteer help at the busy streets/intersection
26. Way more publicity was needed. No one I talked with knew about the bike tour. They would have participated if they had known about it, Only saw postcards at one store.<sup>6</sup>
27. The end if the 10 mile tour fizzled out. Didn't know where to go back in Hartford main st and back to the park.
28. Hold it twice per year!
29. MISSED THE FOOD VENDORS IN BUSHNELL PARK AFTER THE RIDE, THAT WERE THERE LAST YEAR. HAD A GREAT LUNCH AFTER THE RIDE LAST YEAR.
30. Minor issue but some signs could have been brighter, ie use bright paper consistently

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<sup>4</sup> **“High” registration fees** is a familiar complaint. That this is a *benefit* ride is lost on many, even though we tried to emphasize it. Of course the danger of lowering registration fee is that it doesn't actually produce more registrants, and our profit suffers.

<sup>5</sup> We knew **rest stop locations** were not ideal, but it was the best we could do given the small number of people who volunteered (5) to help plan the ride. The rationale for The Village rest stop was that like Trinity, it provided a covered area, tables, chairs and rest rooms, and a Village volunteer at the stop. We didn't have enough volunteers to also find or rent and transport those things.

<sup>6</sup> **Publicity** costs money. Additionally there was little board help in distributing posters and postcards this year. We ordered fewer posters this year (based on having at least 50 left over in 2012), but most of them were wasted and remain in the office, undistributed despite multiple entreaties for help. That the posters were completed later than we planned (because we took on the graphic design inhouse) created even more of an imperative for the board to help distribute them, not less. Nevertheless, there was considerably more publicity for the 2013 tour than for the 2012 tour thanks to Tara's promotional work. She posted the tour in every online calendar she could find, we had a media sponsor, and we advertised in Life Publications and on CT News Junkie. EnvisionFest provided print, web, radio and tv talk show and even billboard advertising for us. The Courant provided several instances of “earned media” including a feature in the Calendar section of the paper (and on the cover of that section). Additionally, despite multiple emails to bike shops, we felt we got limited coverage in their newsletters. Repeated follow up and personal attention is required for bike shops, and we simply lack the manpower required to get through to them, particularly with so few board members assisting with the planning.

31. The end was very anticlimactic. When we got there, there were other finishers milling about but no real "end". We thought there would be vendors, snacks or something indicating a finish. Everyone seemed a bit confused.<sup>7</sup>
32. I'd put some rest/watering stops along the way.
33. Start before 9am.
34. the two rest stops were too far apart--the first one came too soon, and then there was a long stretch before the second one.
35. better traffic control
36. I know that finances are tight but the first year I did the ride there were many water/ snack stops and every year there were less. This year was only two and they were too close to the beginning and one at the end ran out of snacks (cookies) and water. It would be nice if there were a coffee/snack table at the park before the race for a donation.
37. I think the 25 mile tour would have been better if it had gone onto the trail that runs along the river near the Science Center. That area is scenic. I also think some potentially hazardous areas could have been marked better such as areas where bikes may bottle neck into one exit area or where obstacles can't be seen until the biker is close.
38. If you go through Trinity College do not go up on walkways on campus. Bikes were congested in that area so I went across the playing field as did other bikers. Stagger the start or location of the 3 different routes to reduce congestion.
39. Get rid of the bottle necks going through some of the campus's with 90 degree turns where riders had to stop and wait several minutes before proceeding.

That was not good at all. Also, several gates were closed and locked, and riders had to stop and get off the bike and walk through a narrow path to get back on hardtop. Poorly organized.

40. Should change the route off Forbes Ave (East Hartford) to not go parallel with the curb. At least 2 riders fell going over curb in same line as sidewalk. Could enter sidewalk from side street- curb cut is narrow but better (no lip). Also would like to see the groups line up together and depart together 40, 25, 10 mi- would ride better together.
41. stagger the start<sup>8</sup>
42. Wish it was more scenic
43. It would be nice to have stops where someone data few words about the area/ neighborhood to impart some of Hartford's history.
44. Better organization. More support staff. More rest stops.
45. More rest stops throughout the tour, better marking of course, missed a turn because signs were low and blocked by a car parked on side of road. Start long routes earlier to finish before heavy traffic on road.
46. Use the exit/entrance to Keeney Park that exits out in Windsor. Also put the registration desks closer to the street so that if the lawn in Bushnell Park is wet then the grass and turf do not get as roughed up.
47. Nothing.
48. The rest stops were poorly stationed, first one was at the 2 mile mark and then not again until somewhere about mile 20. The rest stops were poorly supplied and Kenney park was sparsely populated when we went thru, last years rest stop in the park made the ride thru the park seem more secure.
49. The location of the refreshment breaks could have been better. The first one came too soon and the second one was in an inconvenient location.

<sup>7</sup> The anticlimatic **end of the ride** has been a valid criticism. However providing post-ride entertainment or a "welcome back committee" will at require considerably more volunteers and planning. EnvisionFest activities in the park provide some activity at riders' return.

<sup>8</sup> The benefits of a **staggered start** could be considered for future rides. Are they really needed or will they just unnecessarily complicate things and detract from the massive party atmosphere at the start?

50. Try locating the first water station a little farther into the ride. Many rode on by the stop at Trinity because they didn't need the stop yet. Also, try getting the second water stop a little closer than this year's stop at Children and Family Services. By then, many had run out of water, and stopped at a Knox foundation station in Keney Park.
51. Some sort of clear finishing line, even though it's not a race. It just kind of fizzles at the end when you get back to the park with no recognition of having finished one course or another. Otherwise nothing.
52. Need another rest stop. We were like locusts at a Knox Foundation event. Didn't figure it out til later.
53. Eliminate the bottleneck by the golf course.
54. More support is needed for the 40 mile ride. It felt like we were riding out there by ourselves. We didn't see other riders very often. Another rest stop during the 40 mile ride, or perhaps one a bit sooner than the third stop at Sugarbelle.
55. More traffic controllers at very dangerous crossings--of multi-lane highways!
56. A few less uphill and more water stations. Also, more celebration for the finishers.
57. The first rest stop was too soon & the second was too far. Also there seem to be less patrols as some of the busiest intersections.
58. Fill the pot holes and pick up the trash. If the intent is to show case hartford then someone should scan the route and pick up the bags of trash along the road. There should be better markers near end of route. Would be nice to get food and drink in downtown after the 10 mile, we finish earlier and there wasn't anything
59. Directions were often confusing, so I would recommend larger signs and chalk markings on the road. The stairway over the highway was hazardous on the downside with that pole at the bottom. The MOST disappointing was at the end of the ride. There was no one there! No gathering; no refreshments. Nothing! It was so anti-climatic!
60. The bottle neck through Trinity, not a good thing at the start of the tour. Stay on the road. A water stop in Kenney Park would have been nice - off the road. The visit to the back of the school was skipped b/c it wasn't marked that we should ride on the grass so we just exited onto the road again. Having someone there or signage would help
61. The distance between rest stops was too long. I heard lots of complaints about it along the way. When you're doing a 25 mile ride, the rest stop shouldn't be at mile 22.
62. Slight bottleneck near northeast corner of Trinity soccer / track field - please change the route through campus! More signage from S Meadows, past Colt factory, Charter Oak Ave and back to Bushnell Park. 15-mile loop - North End only Please have an artist-designed T-shirt for next year's tour; this year's shirt was strictly pedestrian!
63. I thought you had a better selection at the rest stops and it felt like there were more stops on the 25 mile loop in the past. I told all of the kids in the bike club - Don't worry about food, there are plenty of rest stops and there was not. I was a little bummed about that.
64. More rest stops & more snacks at the rest stops. Coffee!<sup>9</sup>
65. Do you think there were enough "refreshment" stations?
66. The finish was very disappointing. No food or drink to speak of--I can't remember another ride that ended so anticlimactically. It was like they closed up shop!
67. Avoid roads with bad pavement issues such as Fairfield Ave
68. The route wasn't as great as in prior years, likely because we could not ride along the river due to the other festivities going on? Also- where were the needed food/energy bars this yr? I didn't see any till I got all the way to the stop at the Village for Families and Children (3/4 of the ride was done). Either you ran out or there wasn't any?
69. The stretch thru Trinity got bogged down and backed up. If possible, stage it on the return to downtown, so the group has spread out.
70. One trail through Trinity was difficult to maneuver

<sup>9</sup> Our volunteers did their best to solicit **refreshment donations**. Having more volunteers would have meant more people making more effort to solicit food donations. We discovered that transporting food and water donations required bigger cars than we have, so future planners should take that into consideration too.

71. The only suggestion I would make since I am newbie is have bit bigger signs for directions especially where volunteers are not present to direct the bi-cyclists
72. Too many riders did not respect the **rules of the road**. Not signalling and riding through red lights were quite common. I'd like to see more emphasis on safety in the future.
73. There should be more water and granola bar sessions on the route. Once you return from your ride, there should be some sort of musical event going on around the venue, with different vendors selling different ethnic foods etc.
74. Two unpleasant hills.
75. 1)first stop was too soon
  - 2) riders got bunched up going through trinity. maybe it needs to go through there later when riders have stretched out a bit
76. That first rest stop was too soon and in a terrible location.Used to have more rest stops and goodies.
77. Better roads. Lots of rocks and debris
78. I would had more events to do after the tour. It seemed everyone just left afterwards.
79. Did not seem to track riders,make sure people finished ok. Rest stops need work.
80. PLEASE:
  1. Don't use the footbridge again - there's a reason it's a footbridge. It's an accident waiting to happen.
  2. Don't go through the Trinity campus - it's always a bottleneck, it's a narrow path and some years there is broken glass there.
81. I've ridden the 40 mile tour twice and gotten lost both times. Maybe mark each turn with before and after signage for the more remote sections.
 

I carry a map so don't \*really\* get lost.
82. A rest stop somewhere in the middle...Trinity was too soon. Also, it was a bit anti-climactic to come back to the park and not have some sort of organized greeting...just some Bike Walk presence to sort of congratulate us on finishing the ride.
83. 1) Tell people if it is Road or Mountain Bike routes. If road, skip the mud and hopping of curves on the course. 2) Point out where the food or vendors were (if any) after the event 3) Observe the rules of the road, don't bring bikes onto the curb or down one-way streets.
84. Having spent \$60 to register my husband and me, plus the family member cost to join the bikewalk organization, It was disappointing to find only extra large T-shirts available. Rest stops: the first too close to the start of the ride, and the second, new to us, we missed. Lacking was an additional midway water and snack stop available.
85. Re-think the rest stop
86. You should have more rest stops, I did see people struggling a bit so I think another stop with snacks would be beneficial
87. We need to remind people not to ride too many abreast on the roads, and at intersections they can't automatically proceed because there are a bunch of them. I also was one of the
88. Route needs to be checked for debris and glass beforehand.
89. Improve the rest stops...more snacks!
 

Eliminate the "bottle net" in Trinity College.
90. Add more food and water stops later in the ride. Trinity was too early. Rest stop at Albany Ave was lousy: bad food and bad location
91. This year going through the Trinity College was a good idea till one spot that was just for one cyclist at a time :(
92. 1. Rest stops should be evenly spaced and not so early on. I recommend a rest stop in Goodwin Park and a rest stop in Keeney Park as in some previous years. Also, I missed

the energy bars!

2. Increase participation by people of color: recruit at black churches, etc.

3. Order more medium-sized t-shirts (primary size for women)<sup>10</sup>

93. Overall, I think you have it down pretty good. More sponsors at the tent area in the morning would be nice. I past years some retailers have had a good selection of discounted cloths and equipment at the end of the year.

The 40 mile loop used a portion of North Main St. This was not a good section of road for cycling.

94. would like to see more of Hartford and less of East Hartford

95. Because I am afraid of heights, my change would be (and was)to eliminate the ride over I-91. But I saw lots of people do it without complaint so feel free to ignore this change.

96. I wouldn't go to Trinity so early in the ride. Too narrow for more than single-file riding, and at the beginning of the event, there are a lot of riders clustered together. Last year, by the time we reached Trinity the crowd had thinned and there was no bottleneck. This year was a little bit dangerous.

97. In decreasing order of importance, I feel there should have been a) more resting stations, b) better signage on turns, c) better info on how to download GPS data into applications like Google maps. On b), for example, i didn't realize until a couple of miles into the tour that there were yellow flags on turns.

98. Find routes that have smoother pavement and no construction.

99. got kind of spread out further on - less traffic directors in south end.

100. Something at the end! I arrived back at Bushnell Park and nothing was going on. Felt anticlimactic.

101. There were a couple of dangerous bottlenecks, one at Trinity and another entering the Wish School. The rest area at Chapel Avenue in South Windsor was on the left side of a major intersection and required crossing of two major roads that struck me as dangerous. Right sided rest areas are generally safer.

102. I was a little disappointed that riders didn't adhere to the rules of the road. There were numerous riders who ran red lights and didn't ride single file. I understand it's not your responsibility because most riders on the 40 were adults. Perhaps if rules were posted to remind riders, then maybe it would stick in their minds better. Thanks

103. some of the signs should show arrow for 10-mile and a second arrow for 25-mile, thrid arrow for 40-mile - even if thet point in the same direction, do avoid confusiion.

104. We missed riding along the river which we had done on the 2 previous times we participated (2010 & 2011). We were spooked by the footbridge over the highway - quite scary. So I'd add the river back in and omit the footbridge.

105. Just wish there was more publicity about it---found nothing about it in the paper the nexr day.

106. Better notification of the optional 2.5 miles through the cemetery. I rode that by mistake - but I was really nice. I'd like some mile markers so I'd have a better idea of where I am on the tour. And some thing at the end to welcome the riders would be good.

107. Food should be available, free or donations accepted, before the ride and at more stops. Bananas, granola bars, etc. are helpful. Also, letting riders know how many miles are left at various intervals would be helpful.

108. Don't need a rest stop 2 miles into the event. Stagger the start to avoid log jam at

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<sup>10</sup> Tshirts were ordered in the same distribution of sizes as in 2012, when we naively allowed people to select their tshirt size. In 2013 we ordered a limited number of tshirts (first XXX riders get shirts). But that approach did not guarantee early registrants a shirt of their choosing. Tshirts were handed out first come, first serve at Bushnell Park. The question with Tshirts remains whether they are worth the trouble and cost. Do they really provide publicity? How do we know? Are they really that important to sponsors? Registrants?

- Trinity, or start the 40 milers at the front and 10 milers in the rear. There was not enough food or variety of food at the rest stops
109. Eliminate the Trinity College portion; huge bottleneck, many near accidents among less experienced cyclists who simply stopped in the middle of the path
  110. Add a longer ride option.
  111. fewer roads with glass; snacks were poor, esp. when riding 40 miles; rest stops were not well spaced-first one was 2 miles into the tour; what's the point?
  112. Just one small part at Trinity when we merged onto to this narrow sidewalk above a field.

#### 4. Would you consider riding the Discover Hartford Tour again next year? - Comments

1. I HATE the ride on the crossover of the highway
2. In Hartford
3. Absolutely. I was also impressed with the volunteers on the course for air, flats, general assistance.
4. Vary the route more. Can W. Hartford Parks be included?
5. This was my second time, had a blast both times.
6. this was my 4th or 5th year. I'll do my best to never miss the event!
7. Hoping to do the 40 mi next yr
8. It was not as fun as in other years and I have always loved the ride but too many things did not go well. The first few rides had lots of support and plenty of rest stops. I did like the change in the route however going to Trinity first instead of going up the hill to get there as we did last year.
9. An absolute must ride
10. Yes. I've done it every year that the tour was held since 2007.
11. We will definitely ride next year, we do it every year now.
12. I'm unlikely still to be in Hartford!
13. THE BEST MARKED BICYCLE RIDES I HAVE RIDDEN.
14. It seemed like a lot of money for what we got this year.
15. I think this is good for Hartford and the ride should be advertised more. I also think some well thought out planning could make the experience even better. I also think they should expand (connect ) the trails between the Charter Oak Bridge and Bissel and make it more accessible.
16. The vendor area was the sparsest I've seen in the last several years, and it appeared to be not well organized, PLUS, THERE WERE NO FOOD AND DRINK VENDORS, THAT WAS VERY NOT GOOD. We really took several steps backward in this area.
17. Definitely - it's a fun ride and I like reconnecting with the city in this way.
18. Wouldn't miss it!
19. Though it is expensive.
20. Thank you for the T shirt.
21. I have a bike club that enjoys this ride every year. The carousel was even free!
22. Looking forward to it
23. This is now an annual event on our calendars.
24. Very enjoyable
25. Definitely
26. Especially if you can arrange for similarly spectacular weather!
27. Definitely - do it every year.
28. Not bad but
29. We're 84 and 77 now, so we'll see how our health is a year from now.
30. Wouldn't 't miss it€!
31. All in all a great ride
32. Not 100%, but a strong yes.
33. It's been better in the past. Didn't like the pre-ride ceremony and the rest stop only had water and bananas.
34. I am a member of the West Hartford Bicycle advocacy group.



35. Definitely would.
36. Absolutely! I don't think I've missed one yet. LOVE it.
37. I have ridden in a number of "supported" rides. The frequency of the rest areas are usually at 20 mile intervals or less and often include either powdered sports drinks and some food beyond bananas. Wonder if you could get some sponsors to provide a little more energy.
38. Yes, I look forward to it.
39. except when in conflict with the Durham Fair, so avoid the last weekend in Sept!
40. I live in Hartford and ride here all the time. I might want to go on a bike tour of another city. Have done the 5borough bike ride in NYC.
41. I will be there! It was great. You did a great job organizing it.
42. I will definitely do the 40 mile and I am looking forward to it or I will volunteer for the wonderful event.

#### 5. How did you hear about the Discover Hartford Bicycle Tour? (Other responses)

1. membership in B/W
2. BICYCLES EAST
3. Berlin high school
4. Third time riding the tour.
5. I count on it every year, and look for the date during the summer.
6. a friends recommendation
7. most of the above
8. Through bike cycle network at travelers
9. Have participated in several previous rides.
10. Hartford.com
11. I look forward to it yearly
12. Group - S. Windsor Walk & Wheel Ways
13. this is my third time participating
14. search engine
15. did it before
16. I am a repeat rider; looked for info

#### 5. How did you hear about the Discover Hartford Bicycle Tour? (Comments) -

1. Have a check in at the end. There didn't seem like a finale arriving at Bushnell Park at the end.
2. Great event
3. Hartford is a great city and the parks are great but there just was not enough support and for two years people got lost and waiting so long for water was really hard.
4. We know each year about when to expect it, but it was the website that showed the date we put on the calendar.
5. EnvisionFest Web site
6. Got a flat tire and very lost. Tony was very helpful both times
7. See comment above re: more publicity!
8. We hope any funds raised go toward expanding trails and raising awareness and for more funding for Green transportation that is cost effective and well thought out.
9. Note: Hartford resident not happy about the guy with the music box. Requested we NOT allow it next year.
10. It appeared that different city departments were not talking to each other, and didn't go the extra step to present a wonderful experience for all the riders, new and previous.
11. I like how you changed to route to East Hartford. The rest stop in East Hartford was on the wrong side of the street- any chance of changing it to the same side as bike travel? - could be a logistic problem? - just to find a place
12. Need more places to eat at end. And definitely need some sort of acknowledgement of end. Were surprised there was not even a table or person to signify the end. Terribly anti-climatic.
13. Read about it on Real Hartford's website.
14. You need to do more to get the word out

15. love that it is linked with the festival, just a great event for all of Hartford.
16. We, almost every year, do it. I think we have missed only one...
17. Great job by all!
18. Through bike cycle network at travelers
19. We have participated previously. This year we heard it through email.
20. The "Friends of the Park" were so nice to set up an "ad hoc" table for us that was not part of the bikewalk preparations. Their juices, sandwiches, donuts, and fruit within Keeney park were very much appreciated, and I hope they get some recognition for their generosity.
21. I had a friend who rode the 10 mile route and also had a great time.
22. Maybe a two day event or later in the day would attract more people. A bike show with antique bicycles and other alternative transportation would be great.
23. Thanks for putting this on.
24. I look for it every year and plan to do it
25. Enjoyed the ride and would do it again. From a serious riders perspective I thought that combining the ten milers with the 40 milers was a bit unsafe given the differing paces that people ride at. Perhaps sending the 40 milers off in a first wave would avoid this.
26. We saw it in the Courant in 2010 and have followed online since then.
27. Thank you---we had a great time. My neice joined us this year--came from NYC, and she also enjoyed it! Than you for ordering such great weather!!
28. I can't remember. I think newspaper story but could be "other digital media".
29. Why wasn't Mayor Segarra there to welcome cyclists? Another missed opportunity.