

Registration Captain Report

A post-Tierra Bella report from Registration

A. Statistics

This data was derived from the Check-in spreadsheet used to process riders at the pre-pickup and at the park

1. Registrants = 693
2. Registrants not picking up wristbands = 126
3. Total registered riders = 779
4. Total issued wristbands = 643
5. Unclaimed wristbands = 136
6. Sold meal vouchers = 443
7. Unclaimed meal vouchers = 82 (19%)
8. Registered 100M riders = 193
9. No-show 100M riders = 28 (15%)
10. Registered 73M riders = 204
11. No-show 73M riders = 38 (19%)
12. Registered 49M riders = 238
13. No-show 49M riders = 51 (21%)
14. Registered 29M riders = 144
15. No-show 29M riders = 19 (13%)
16. Pre pickup count = 219 (32%)

B. Materials

I got a plastic tote with all the registration materials from Judy. There are aluminum trays for holding bundles of wristbands and meal vouchers for the registration volunteer teams. There are boxes and loose bags of wristbands. We used dark green and purple wristbands for TB2025 because there were sufficient counts of them for the expected number of riders. When the TB2026 route options are decided and the number of expected riders for each route are determined the wristbands will need to be counted to see if there are a sufficient number of wristbands of the colors needed. See the analysis section below for more ideas on that. There is a full spool of 2000 meal tickets that were not needed for 2025 because we had sufficient loose meal vouchers for the number of meals sold. There are also some black markers in the box that I did not use and a bag of rubber bands to make the wristband and meal voucher bundles. It seemed that bundles of 50 were easy to assemble and can be handed out as needed to the volunteer check-in teams, as needed.

C. Email processing

The emails to the register(at)tierrabella(dot)org account needed to be read and responded to by the registration captain, as well as the webmaster (Jared). This was a bit of a learning process as some things were new this year and some of the duties have been split off from registration. There was one particularly problematic rider who tried to change to a different route by re-registering for the shorter route and then asking his credit card company to cancel his original registration with PayPal. This created a refund issue that wasn't straightened out until just before the Tierra Bella, by which time the rider decided to ask for a refund of the second registration. Also, the meal purchases, including upgrades, need to be cut off when the food truck meal counts are set.

The Marketing captain does the mail blasts to the prospective riders and close to the event to the registered riders. The Registration captain needs to give the Marketing captain the current list of registered riders. This seemed to go very smoothly.

D. Volunteer training

Jim Bialson created a training doc and generated a check-in Google Sheets spreadsheet. It was used to train the volunteers on how to check-in riders. We did the training using a Google Meet, and did live editing of the spreadsheet. We needed to have multiple sessions because everyone was not available at the same time. One thing that was noticed is that working with the spreadsheet on a mobile phone is different than on a laptop or tablet. Also, iPhones may be different than Android phones. It might be useful to have device specific training. The SignupGenius entries for check-in volunteers needs to specify that a device is needed and training must be completed before the Tierra Bella. Two volunteers who signed up late, after the training sessions had been done, could not help with processing riders on the day of the Tierra Bella.

E. Pre-pickup at Hyland Bicycles

This went very smoothly thanks to Jim Bialson and Steve Cunningham having run this last year. We increased the time for pickup by starting at noon. The result seemed to be that we just spread the pickups over the extra time and didn't result in a proportional increase in early pickup. In the future I think that starting at noon and ending at 6PM would be sufficient as there were not very many pickups after 6PM. Note that Hyland Bikes closes at 5PM, so for the last hour we do not have power or facilities from the shop. One problem that we had was riders trying to pick up for other riders. This cannot be allowed.

F. Christmas Hill Park

This went smoothly considering that this was a new site for registration and we had no power source or site wifi. The Walnut group area was adequate for the needs of registration but was not ideal because of the fixed arrangement the concrete picnic tables. Either signage, or a volunteer, needs to direct riders to go to a table with a waiting check-in team. With the prospect of using Gilroy High School as the ride start the situation could be different in 2026.