# Velociraptors Census 2024 (Agenda)

This document aims to provide an agenda for the Orga Meeting(s) to discuss various points arising from the responses to the community census. I (Zak) have aimed to collate, condense, and filter the responses to provide a list of points for discussion; I've tried to avoid introducing any personal bias in doing so, but of course other people should look at the [raw data from the survey](), and **everyone should feel free to add any points and ideas to this document**. The idea would be to progress through the document over the course of one or more meetings: most sections can be quickly read over, with the key points for longer discussion being found under the three sections titled "Agenda".

## Introduction

We had 87 responses to the survey, including lots of very helpful comments about event ideas, inclusivity, and more. There's a lot to discuss (which is very exciting)! People had some lovely answers to "what's your favourite thing about VELOciraptors?":
- 24 related to the people/community/atmosphere
- 10 related to the variety of events
- 10 related to inclusivity/openness
- 8 related to the logo/jersey/name
- 4 related to offering slower/less performance-focussed rides

See [Appendix A]() for the full list, it's heartwarming <3

Two further comments:
- "Thank you so much for the work you all have put in!"
- "By far the most lovely cycling community! Big probs to all the volunteers working on this great project"

## Demographics and Statistics

### Takeaways

This section provides a brief summary of the charts displayed below. Points for discussion are included later under the relevant sections.
- Everyone claims to be `able to get by' in both languages, but there is a minority who feel substantially more comfortable in one language - probably this validates our current approach of trying to make everything zweisprachig where possible.
  - Linus?
- Many people hear about VR through either word of mouth or strava - **we should ensure that our Strava presence is as well-developed as possible.**
- The vast majority of people prefer WhatsApp, but there is a small minority who are not reachable via WhatsApp - this somewhat validates our current `WhatsApp-centred' communication strategy, but reaffirms the need to ensure that all information is available on Strava.

- There is also a substantial minority who would prefer handwritten letters - we should investigate the possibility of hiring a scribe and making all information available in this format.
- As expected, most people prefer road riding but there is a minority who prefer gravel, especially in winter - **we should consider running some gravel events.**
- Majority students but a substantial number of working people. Average age is 26.
- Majority have been cycling for 1-2 or 2-5 years, with (substantial) minorities for each of <1 year and 5+ years. This seems like roughly the distribution we would expect, but we should definitely keep working to find better ways to incorporate beginners.
- Majority cycled 1-3 times per week in summer, with a substantial minority cycling 4+ times. Plans for the winter are very varied, with some planning to cycle more but others to stop completely.
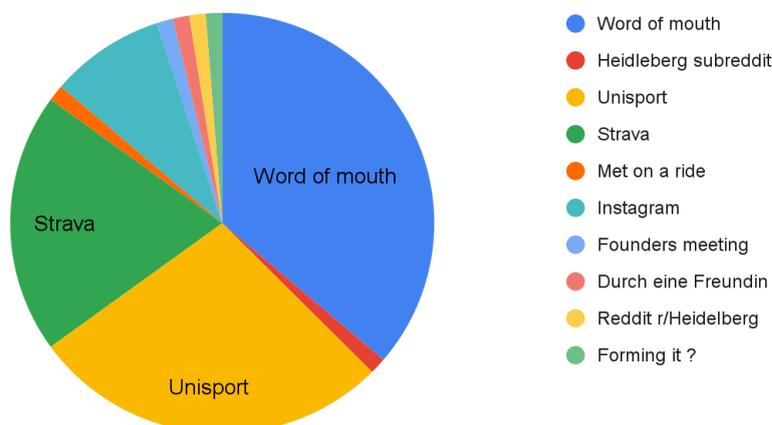
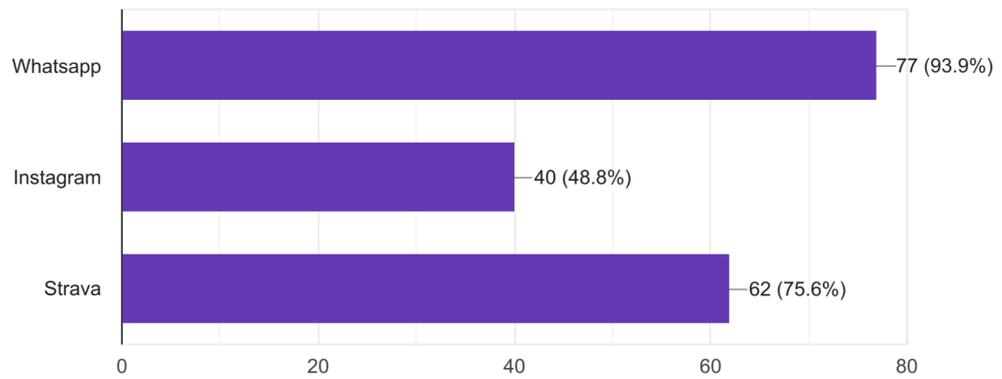# Charts

### Language/Sprache
82 responses



- ● Totally comfortable in both English and German
- ● Can get by in German but prefer English
- ● I don't speak German
- ● Ich verstehe Englisch, aber lieber Deutsch
- ● Ich spreche gar kein Englisch

### How did you find out about VELOciraptors?
80 responses



- ● Word of mouth
- ● Heidleberg subreddit
- ● Unisport
- ● Strava
- ● Met on a ride
- ● Instagram
- ● Founders meeting
- ● Durch eine Freundin
- ● Reddit r/Heidelberg
- ● Forming it ?

## How can we reach you?
82 responses

| Channel | Responses |
|---|---|
| Whatsapp | 77 (93.9%) |
| Instagram | 40 (48.8%) |
| Strava | 62 (75.6%) |

## How do you prefer to be reached?
82 responses

- Whatsapp — 74.4%
- Instagram
- Strava — 13.4%
- Nur handgeschriebene Briefe — 9.8%
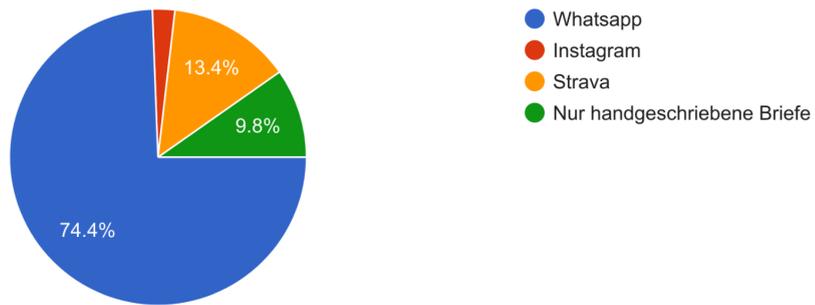
## Which do you prefer?
81 responses

- Road — 66.7%
- Gravel — 11.1%
- Road in summer, gravel in winter — 16%
- Zwift 🤢
- I'm just here for the beautiful jerseys and impeccable vibes
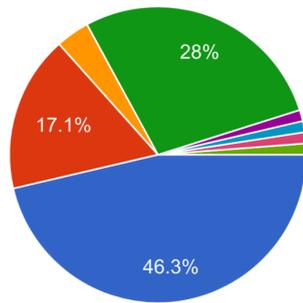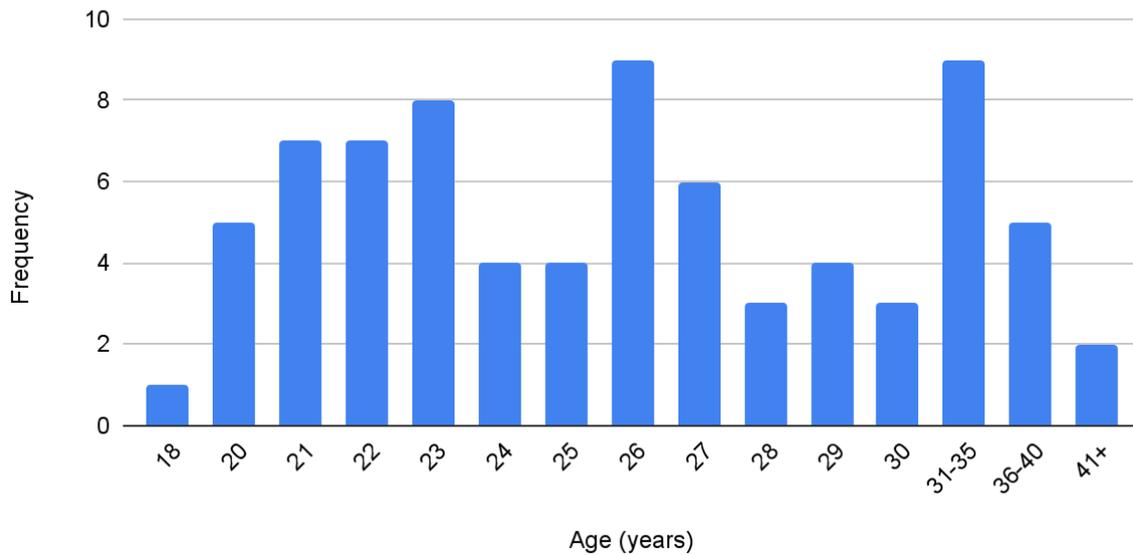
## Was machst du?
82 responses



- ● Bachelors/masters student
- ● PhD student/academic
- ● Ausbildung/other education
- ● Working
- ● Schüler 11.Klasse Gym
- ● Staatsexamen
- ● Post-PhD
- ● arbeitslos lol
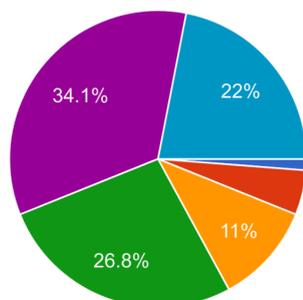
46.3%

17.1%

28%

## How old are you?
79 responses



## How long have you been cycling?
82 responses



- ● I haven't started yet
- ● Less than 6 months
- ● 6 months - 1 year
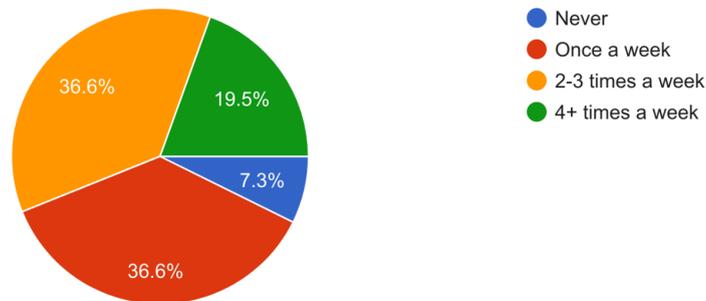- ● 1-2 years
- ● 2-5 years
- ● 5+ years

34.1%

22%

26.8%

11%

How much did you cycle over the summer (ie last 6 months), on average?
81 responses



- Never
- Once a week
- 2-3 times a week
- 4+ times a week

24.7%
42%
32.1%
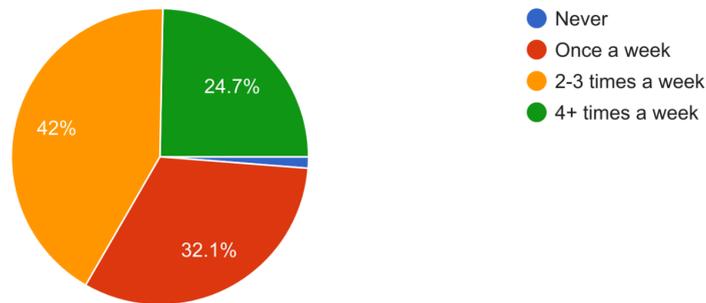
How much do you plan to cycle over the winter (ie next 6 months), on average?
82 responses



- Never
- Once a week
- 2-3 times a week
- 4+ times a week

36.6%
19.5%
7.3%
36.6%

# Orga/Publicity/Misc. Agenda

- Communications and publicity
    - Improve Strava presence
    - Organisation of Whatsapp group
    - Discord?
    - How we announce things (Announcements channel is overwhelming)
        - E.g. do we need to have announcements for every social ride?
        - Can we come up with some more centralised space for all information in a more organised way?
        - More advance planning, "term cards"
    - General call for `more' social media
        - Someone suggested Tiktok?
        - Show our numbers: "I saw only like 5 people coming on Strava and didn't know that there always like 15 people"
        - Idea: showcasing members cycling stories on Instagram.

■ Similar idea: introducing ride leaders/orga group on social media "to give the group some faces and make it more accessible for newcomers to show up to the rides" [Yannic]
- Stickers!
    - Consensus on the design [Teddy]
    - Support with group finances or just sell to people?
    - How many to order?
- Money/bank account [Linus]
- Timings - some people said they couldn't make a particular (regular) event because they have commitments then. Should we make timings more variable to include more people?
- Can/should we organise ourselves better?
    - Central space for resources e.g. so that everyone can access logo/etc., promotional templates, space to put list of potential event ideas "on the backburner" → shared google drive?
    - Socials media management → sharing passwords so multiple people can manage socials? [Teddy]
- Celebrate anniversary of Last Ones Smiling
    - Special social ride
    - Instagram post
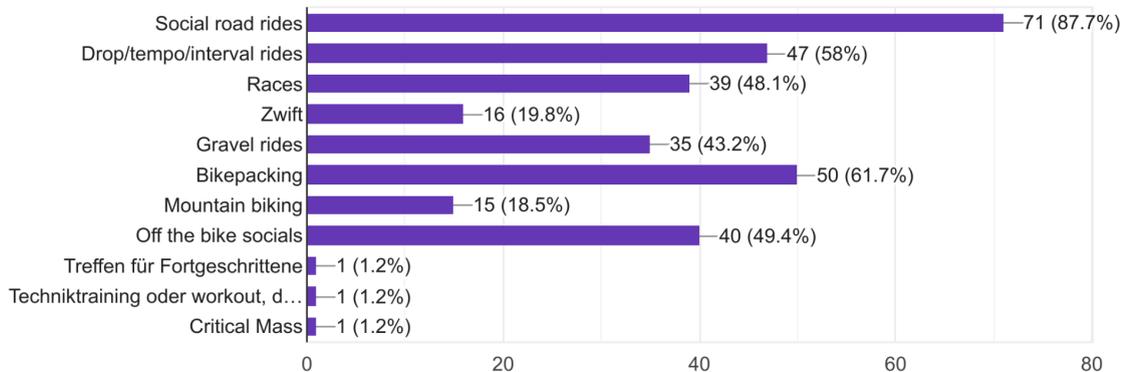
# Events

## Agenda

- Fast rides (going forwards)
- Gravel rides
- Long rides
    - Long coffee ride once a month
    - "My first 200km" beginner-friendly long ride
- Winter Events calendar/schedule + Socials post [Teddy]
    - Christmas ride
- Bikepacking events
- Training camp
    - Suggestion: fundraiser ahead to make accessible
- Mountain biking
- Ultracycling event (i.e. define start and finish and a few checkpoints and have people plan their own routes, maybe over 2-3 days)
- Miscellaneous points
    - "🤔 Mehr Kaffee danach 🤷" - more official/regular cafe stop as part (/at the end) of the social ride?
    - "Ice-breaker" Themenvorschläge
    - Off the bike socials mit politischen Input?
- Any of the list below which anyone is keen to take on?

# Charts

### Select all that you are interested in (and have a suitable bike for)
81 responses

| Category | Count (Percentage) |
|---|---|
| Social road rides | 71 (87.7%) |
| Drop/tempo/interval rides | 47 (58%) |
| Races | 39 (48.1%) |
| Zwift | 16 (19.8%) |
| Gravel rides | 35 (43.2%) |
| Bikepacking | 50 (61.7%) |
| Mountain biking | 15 (18.5%) |
| Off the bike socials | 40 (49.4%) |
| Treffen für Fortgeschrittene | 1 (1.2%) |
| Techniktraining oder workout, d… | 1 (1.2%) |
| Critical Mass | 1 (1.2%) |

### Would you be interested in longer, potentially costly, events, for example a multi-day bikepacking trip or a week-long "training camp"?
77 responses

Pie chart values: 31.2%, 14.3%, 19.5%, 11.7%, 16.9%

Legend:
- Yes sign me up 🤩
- Bikepacking sounds cool
- Training camp sounds cool
- Potentially interested but not sure
- No thanks, just the regular Heidelberg…
- Yes but Low Cost (like Bikepacking an…
- Yes sign me up, and maybe we could…
- Bike packing and training might be pre…

▲ 1/2 ▼

# Other ideas (summary)

Hopefully this list can inspire future events, but doesn't need to be discussed in detail now.
- "Standard" events
    - Repetition of Bergbein (new route), 10xKS (in better weather), everesting (as an organised event)
    - Hill climb challenge/peak pursuit throughout the winter, "sprint battle"
    - Organising our own races (Crit, flat TT, "This region should have a gravel race on the UCi calendar")
    - Triathlon training
    - RTF ("to fund crazier projects")
    - Indoor training ("spinning!")
    - One big annual event (like FLARE)
- "Rogue" events
    - Joint rides with other cycling clubs

- - Themed rides (christmas charity ride, holiday-themed costume rides)
    - Work together with the city to organize a meetup with cycling clubs from partner cities of Heidelberg that share the general philosophy of what Velociraptors is all about. (Bautzen, Cambridge, Hangzhou, Kumamoto, Montpellier, Palo Alto, Rehovot, Simferopol) https://www.heidelberg.de/HD/Leben/foerderprogramm+staedtepartnerschaften.html Either by inviting them over to Heidelberg to explore the Odenwald or to visit the other cities.
    - Strava art event (e.g. drawing a velociraptor for a route)
    - Night Ride event
    - Scavenger hunt/alleycat (clues/riddles/directions at each checkpoint, either as race or small-group social ride)
    - Bike skill events (e.g. track stands or bunny hop)
  - Off-bike events
    - More organised/designated Spielabend
    - Campfire with Stockbrot and Glühwein
    - Bike race viewing party
    - Technical training/advice on training and equipment

# Inclusivity

See also Appendix B for the full list of original ideas (all of those worth discussing should be represented here).

## Agenda

- Check-in with current efforts
  - Are we satisfied with the changes made to the social ride?
    - Are the rides easy enough? Shorter/slower rides (sometimes)?
    - (see also comment below)
  - Progress on the awareness team and guidance materials?
- Improving publicity
  - More social media/visibility, especially highlighting underrepresented groups
  - Targeted advertising (e.g. flyers in weibliche Studierendenwohnheime)
  - Offline advertising
  - Prominent instagram post stating our values
- Inclusivity-focussed events
  - Flinta* rides
    - E.g. monthly
    - Either exclusive rides, or just lead by and for underrepresented groups
  - Celebratory events (e.g. international women's day ride)
  - Bike-repair workshops, sharing of tools and knowledge, etc.
  - Courses/workshops for beginners: cornering, fixing flats, group riding, etc.
  - Shorter rides, flat ground only, flat pedals only, dis_abled only, etc.
  - Welcome events (e.g. at beginning of semester)
- Tech support

- - "Zweitradbörse" [Linus]
  - Some kind of collection/sharing of replacement parts/etc. to which people can donate/contribute parts [Yannic]
  - Offering bikes for free/cheap/rent
    - Collection of old bikes
    - Buy some "team bikes"
    - Rent out on a "pay as much as you can" basis
    - Fund using a monthly membership fee from those who can contribute?
    - Offer trial bikes for social test ride with the option to buy subsequently
- Reaching out to highschool kids
  - Include in social rides/etc.
  - Try to have a positive influence on the future of cycling
- Two issues raised (comments left in full):
  - I sometimes have the feeling that the social rides attract people that do not fully agree with inclusive values and the idea of a social ride (E.g. talking about watts, gear and bragging about achievements). It might help to communicate more clearly on Strava and/or before the rides what this is about.
  - Nicht ganz inklusiv wirkt die Nähe zur Universität, indem ihr beispielsweise in Semestern plant oder Veranstaltungen in universitätsnahen Gebäuden macht. Natürlich ist das völlig intuitiv und nicht schlimm. Aber ich glaube tatsächlich, dass das Nicht-Akademiker oder Berufstätige abschrecken könnte, sodass sie eher nur zur Social Ride kommen.

# Appendix A: favourite things

- the people 🧡🧡🧡
- Community!
- The people <3 (and the jerseys)
- Big community
- Jerseys
- Trikots, mechanic Tipps
- The faster drop rides or the peak pursuit. Going to races together (RR 120 and others )
- Cycling
- Spontan Leute finden die ne Runde fahren wollen
- Das treffen mit anderen
- The people!
- Chill group and great vibe! Less elitist cycling group compared to others.
- Meeting other people who love biking, so I don't feel like the only bike-enthousiast 😂
- Inclusive values.
- Openness and various events
- The people!!!!
- The friendlyness and the events you organize

- many different people, different rides a week with various purposes and on various days to match a busy schedule
- The nice community vibes & cool people
- Logo/Artwork/Style
- Explicity offering slower and faster rides
- Because you address wanting to be inclusive
- Inclusiveness and focus on fun rather than performance
- Welcoming, young, free
- the vibez
- How much effort you invest to be a place where all feel welcome contrary to a few 'mainstream elite attitude' cycling communities
- The community 🫶
- The people are genuine and push each other to the next level. The support for crazy ideas is always there.
- Awesome people
- Die Menschen
- Very welcoming. And I can steel ideas for rides.
- Stressless Rides withiut pressure
- The shirt......errrr....... the people, obviously <3
- Good vibes
- Name
- das Verständnis für Leute, die (noch) nicht so fit sind. die abwechslungsreichen Routen.
- Die gute Stimmung in der Gruppe
- Just lovely people wherever you look
- Racing Events
- The jerseys
- The community
- the friendly vibes and young, cool people
- Social rides
- Die lieben Menschen, dass es nicht hauptsächlich um Leistung und Tempo geht, sondern um den Spaß am Radfahren und Gleichgesinnte kennenlernen :)
- Just moved to Heidelberg and looking forward to meet the local ride community to feel at home in the city soon.
- The name. Didn't make any group rides so far as they are mostly road and timing was challenging
- Seeing funny ride ideas that I wouldn't try myself.
- The social aspect. Also, drafting when riding back from Odenwald along the Neckar :)
- The Logo 😍
- The people!
- Atmosphere and friendliness :)
- Friendly people. Well organized

# Appendix B: Inclusivity Ideas

Here is a categorised but otherwise unaltered list of all ideas for improving inclusivity:

- Publicity
  - More social media, that more people can see, that there are always a lot of different people
  - Explizite Zielgruppenerschließung, d.h. überlegen, welche Zielgruppe man konkret erschließen möchte und dann hierfür gezielt Werbung an Orten machen, an denen sich die Zielgruppe aufhält. Beispiel: weibliche Personen (falls die unterrepräsentiert sind), gezielt Werbung (Flyer, link zur WhatsApp Gruppe) an Orten an denen vermehrt weibliche Personen sind (weibliche Studierendenwohnheime, PH...)
  - mehr Infos / Ankündigungen über Instagram teilen :)
  - Maybe a bit more visibility could help, and thinking about how you can make new people feel welcome, explaining what you do and the goals.
  - offline advertisements for events (with posters?)
  - Feature under-respresented groups equally on social media. Offer them to lead group rides. International holiday events for each group (women's day, etc...) to celebrate.
  - Ich denke deutlich mehr Werbung würde helfen. Sticker!?
  - A prominent Instagram post stating that we see ourselves as a cosmopolitan, tolerant, and anti-fascist community, and that we will take a clear stance toward those who do not share these core values. This would be a strong message against the current shift to the right and a statement, for example, against certain fraternities
- Events
  - Flinta* only rides
  - Gemeinsame „Fahrradreparaturabende"
  - bikes and their maintenance are super expensive. Maybe there could be a take care of your bike workshop. Sth where we can support each other with technical knowledge, sharing tools,… as an example: I recently had to buy a tub of assembly paste and will probably never use it up. I would happily share it with others who would otherwise need to get their own for small repairs. At repair parties, knowledge, tools, small usables, parts, … could be shared and exchanged
  - more socials
  - I don't know how the cycling community works for kids or if this is trained in a Verein. But it could be sweet to offer our tours to Highschool kids (or whatever age is appropriate to participate in social rides). How can we reach them? Since kids are the future it would be so nice to have a positive impact on them, provide a safe space with our values and contribute to the community Heidelberg. I think sports is a great tool to achieve that.
  - Maybe have a no-clicks ride so people are not intimidated, but I think in the end you have to like riding up hills and on open roads and thats definitely not everybodies favourite thing.
  - I am new to cycling but highly motivated but also not the fittest type while having asthma so definite not up to a very fast pace but I'd love to be able to ride together with people who maybe have similar needs or who are willing to look out for each others needs and insecurities or with whom I could grow together. Idk if you're the right place for that but for me it would help to have

some short tours, a beginner training, only on flat ground, FLINTA only, dis_abled only rides, something like this.
- ○ Courses on cornering, fixing flats, group riding by the more experienced.
- ○ While the mixed rides are awesome and I don't advocate for any kind of "segregation" it might be nice to offer the occasional group ride for women*/ underrepresented genders. Not necessarily every week, of course. Just to see if the atmosphere is different.
- ○ Beginner Joyrides
- ○ Welcome events at the beginning of semesters (maybe I missed that)
- ○ More gravel rides
- ○ Monthly women's (social) rides - lead by women, for women (but everyone is welcome to join)
- ○ Having ride leaders of the respective groups certainly helps. I know a group in Hamburg that does women only rides and, thereby, create kind of a safe space.
- ○ More short distance rides
- Things we already try to do?
    - ○ Not stopping the social rides! For me (and I think for other flinta) it can be overwhelming to get to know group rides
    - ○ I loved the cycling Flohmarkt at the social on Tuesday
    - ○ Organise separate fast and slow rides
    - ○ Mehr „langsamere" Ausfahrten, wie ein social ride.
    - ○ Offer different kind of rides (slow and fast) and working on a Community (also of the bike) to creat a group where everyone feels comfortable in every situation. But I guess that how it's already been done..
    - ○ I seems quite accessible, I just didn't have the time yet, sadly :(
- Other ideas
    - ○ Somehow rent bikes for people who dont already have them.
    - ○ Amazing would be to have Kind of a collection of old bikes to be rented (ideally pay as much as you can of free)
    - ○ We could collectively buy some "team bikes" to enable less financially furtunate people to join us on rides without having to own a bike. These could also be old bikes of some Velociraptors.
    - ○ Offer bicycles for use
    - ○ Introduce a monthly membership fee for those who can actually contribute, and buy a few Beginners Bikes that can be given to people who are unsure if they wanna start with cycling/cant invest without confidence for social test rides, with the option to buy the bikes for the very same price
- "No"
    - ○ Not really, I think it's great as it is.
    - ○ You are already doing a very good job in my opinion.
    - ○ There is really no boundary for anyone joining any social ride. The only thing that could improve inclusiveness would be offering road bikes for people who can't afford them.
    - ○ In my opinion this a non-issue and feels like a forced inclusiveness tickmark…
    - ○ Personally, aleady feel like quite welcomed and never felt odd :)
- Issues raised

- ○ I sometimes have the feeling that the social rides attract people that do not fully agree with inclusive values and the idea of a social ride (E.g. talking about watts, gear and bragging about achievements). It might help to communicate more clearly on Strava and/or before the rides what this is about.
- ○ Nicht ganz inklusiv wirkt die Nähe zur Universität, indem ihr beispielsweise in Semestern plant oder Veranstaltungen in universitätsnahen Gebäuden macht. Natürlich ist das völlig intuitiv und nicht schlimm. Aber ich glaube tatsächlich, dass das Nicht-Akademiker oder Berufstätige abschrecken könnte, sodass sie eher nur zur Social Ride kommen.

**Last but not least**
- **When do we meet next?**