

Subject: Ready2Roll Cycling - Special Topic: Communication Overview

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From: Steve Moskowitz

To: moskose@swbell.net



Today, we want to share a special topic with our enrolled riders - a topic at the very core of what we are, what we do, and why Ready2Roll Cycling is the best training program in Houston, and possibly, the known universe! That topic, of course, is Communication.

Communication is something we do often, well in advance, last-minute, and everywhere in between. The reason we communicate a lot is because we believe that, if we teach you how safely and courteously while being very respectful of your fellow riders and the communities we ride, then cycling can be one of the safest, most effective, funnest, ways to get in great shape, see the world (literally), meet wonderful lifetime friends, and enjoy life - all while getting prepared for one of the best planned and supported charity rides in the country - if not the known universe.

Our riders range from 30+ year veterans of the ride, to newbies who will be doing their very first bike ride, in their life, this week, or in the weeks to come. There is a lot to teach them and it hurts for all of us to be reminded of the many useful and important lessons about safety, courtesy, and technical cycling issues there are to learn. In other words, there is a lot of email headed your way over the next 12 weeks!

The most important lesson you need to learn, now, is to please read our email, on a timely basis, think about what you read, and practice the things we ask you to practice, mostly at our rides sometime before and after. For example, we hope all of you have finished reading that quite a while ago, welcome aboard email you received when you enrolled for the series, and that you already created an email folder to save all the valuable information headed your way. Trust me, this is a VERY important tip!

One high-level item to note about the flow of information. It will be much heavier, in the first several weeks, then drop off quite a bit, but continue, all the way up to the Bike MS: Texas MS 150 on 1. That is because we all have a lot to learn and the sooner we start sharing lessons, the sooner we learn, and the better we learn as we get to practice, and observe the lessons, first-hand, on the road. Later in the season, the emails will focus mostly on the weekly ride details, safety tips and feedback from the rides, and occasional new tips, or repeats if we see opportunities to improve our rides.

We know that over 1/3 of you are new to Ready2Roll Cycling and we want to share a phenomenon that we see every year, that helps us know we are on the right track. About 4-5 weeks into the series, we start receiving several emails each week from new riders who went out on a Sunday or a Saturday when we are not riding (2 this year, see notes below...) and the notes always go something like this..."Dear Ready2Roll Cycling...last weekend, I went out and participated in the XYZ Community Ride and would you believe that riders were passing on the right, were not communicating when they passed, were riding dangerously, etc..." Almost 100% of the time, they tell us they didn't realize how spoiled they have become participating in our rides, with our rides. This is exactly what we hoped would happen when we created Ready2Roll Cycling.

OK, let's get to a brief overview of what you will be seeing and where...

- **Weekly Email Series** - This is the primary communication channel and we use it for almost everything.

We break the week down into the following topics:

- Monday - Safety/Courtesy Tips and feedback from the previous Saturday ride
 - Wednesday - Weekly Ride details, directions, addresses and notes about the upcoming ride (brief, bullet point format so you can scan for the key address, time, etc.)
 - Friday - Weekly Ride Details (repeated) plus late updates & weather peek
 - Tuesday/Thursday - Special Topics and cycling events, as needed
- **Ready2Roll Cycling Website**
 - The #1 Resource here is the Communications Page (click the Communications link in the bar near the top of the site)
 - We have already started posting an archive of the key 2021 email

communications so, if you enrolled late and need to catch up on what you read or misplaced an email, it is probably here. (We delete items that are out of date to keep the list of emails current and useful)

- We have pages for our events, volunteering, etc.
- There is an FAQ page where we have posted most of our most frequently asked questions - if you don't find it there, submit a question in the Ask Steve... box at the top of the page - Jan Cohen or I will get back to you pretty quickly and, if needed, we also post the question, and answer, in our email and add to the FAQ page.
- There is also a calendar with our rides posted. Jan will be adding the addresses to the starting locations, now that all have been confirmed.
- **Ready2Roll Cycling - Facebook Page**
 - We post all our upcoming events here as well as other cycling related information. Be sure to Like and Follow us and you'll get emails as new items are posted.
- **Ride with GPS - Ready2Roll Cycling "Club"**
 - We use the Ride with GPS app to publish and share our ride maps electronically
 - We'll be explaining a new, improved method to access the maps this year
 - We occasionally use the RwGPS app as a channel to communicate information specifically related to the app and the electronic maps.
 - Watch for the first note about how this works and joining our online club coming this Tue, Jan 19
- **Ready2Roll Cycling Hotline - 281-907-9007**
 - If you look to the bottom of this note, you will see a new addition to all my upcoming emails, now that the season is about to get under way - our "Hotline" number - 281-907-9007.
 - Add this number to your phone book (Hint: type the first name as: "Ready2Roll Cycling" and the last name as: "_ Hotline" (note the blank space between the underscore and the H) and most phones will float this "name" up to the top of your phone book - so easy to memorize 281-907-9007!!!

These are the main channels we use. As we noted, we are sharing a lot of useful information to the benefit of our riders. If you don't read our notes, on a timely basis, and make notes (in your calendar and/or journal/organizer), when appropriate, you may miss some useful, and/or critical information.

OK, that is it for the brief overview. Tomorrow, we'll be sending everyone the more detailed notes about our COVID-19 measures. Please do read, and save that note and, if you missed, or misplaced the original overview note, about new COVID-19 Measures, if it is one of the three emails posted on our Communications page!

Thank you for your support!

Steve, Marshall, Jan and Robbie

Ready2Roll Cycling

Hotline: 281-907-9007



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