

Ostroy / NYC Velo

Racing & Development Team

Rider Expectations - Updated April 2021

Mission: Make cycling & racing accessible (emotionally & financially!) to new women, trans, and femme riders in New York City.

What that means: This team is a pipeline that makes racing accessible to FTW riders so we can grow the peloton overall in a male-dominated sport, converting new riders from commuter riding to road cycling and ultimately road racing - and potentially other disciplines as we continue to grow. This is a space to dip your toes into the sport and see if you want to jump in. It's a development team for new riders, where they are surrounded by others who are also learning in a supportive environment that makes them feel like they, too, could do this. Racing and group rides can be intimidating; impostor syndrome is real in cycling. Let's create a space that helps riders realize they can get there.

Riders should expect to stay with the team for their first season or until they get their upgrade to cat 3, allowing us to make room for new riders joining over time. Alumni of the team can expect to come back to continue to invest in a development team that continues to grow the peloton over the years.

Call to Action: Only 13% of USA bike racers are women. The number one reason women cite for lack of participation is lack of people to ride with. Our goal is to create an inclusive women's cycling team that welcomes these new riders into a nurturing community that introduces them to the sport of cycling.

We aim to make commuters into recreational cyclists and recreational cyclists into racers.

In the Netherlands, 55% of riders are women. In Germany, 49% of bike trips are made by women. In the US, men's cycling rides surpass women's by at least 2:1.

Let's do something about that.

Team Levels:

• PUBLIC

- Monthly ride (i.e., 2nd Saturday of the month) open to the public
- These rides may be our regular team ride, with pace groups, or a different route - this will be publicized on the Instagram
- In the future, we may also run supported (i.e., sponsored) free events / clients partnering with sponsors to offer support vehicles, food, etc. for bigger rides.
 - i.e., a Bear Mountain supported ride, with Veselka providing food and Trek providing a SAG (support and gear) vehicle
- **Cancellation Policy:** Rides may be canceled by 9pm the night before due to weather (rain) or cold temps (below 40 F at time of start, approx 5 C)

• CLUB

- All members who have agreed to join the team so far are considered part of the Club, and will be until we can formally start racing
- Club membership grants you ACCESS to the following:
 - Team Slack, which grants access to a team of riders and resources / events (e.g., a nutrition webinar, flat repair, etc.),
 - A static training plan (i.e., without personalized feedback) from Coaches Tara & Aliya, with the ability to ask Coaches Tara & Aliya questions as needed and feedback within a week
 - Occasional coaching videos sent via Whatsapp as needed
 - 2 - 3x a month, regular team on-bike clinics with Coach Tara in Central Park on specific skills / tactics (limited to 8 people per group due to COVID, with masks on - will be first-come first serve on an RSVP basis) - may be weekdays early AM or weekends at GWB
 - A personalized individual training plan for additional cost* (team rate \$200 / mo.; public rate \$225) from Coach Tara, which includes:
 - more constant communication with the coach
 - data analysis via Training Peaks
 - periodized training plan and workouts adjusted for individual goals, lifestyle, and monthly hormonal fluctuations.
 - feedback on workouts within 24 hours
 - Weekly riding schedule on Google calendar
 - Discounts from our sponsors
 - Additional training camps, e.g. Presidents Day Weekend training camp in LA with the MoMA men's team (February 2021) and a potential women's training camp led by Sarah Sauvayre in France (summer 2021) - trip costs not included in membership
- Club members COMMIT to the following (for riders requiring financial assistance, Ostroy / sponsors will help offset cost on an as-needed basis):
 - \$225 for a seasonal membership paid upfront (~\$25 a month, aka the price of a spin class) for the training season (December through August); cancel anytime for pro-rated refund
 - Purchasing and riding in a team kit, designed & provided by Ostroy at a steeply discounted price

- Following a general training plan and showing up regularly to team rides, to continue to develop with the team
- Participating in team events including supported rides with the public
- For riders with a personalized training plan, \$10 - 20 a month for a premium Training Peaks membership. Riders requesting workouts via Training Peaks may pay Tara \$50 / month (e.g., for her to load your Training Peaks under her coaching plan). All riders will receive a PDF and Google spreadsheet of the training plan as part of the team.
- Promoting our sponsors on social media when posting about the team
- Following the CRCA [Code of Conduct](#) when riding in team kit & practicing safe riding, especially in the city where we are visible
- Signing a [release of liability waiver](#) & COVID release form

● RACE TEAM

- Race team members are entitled to and responsible for all of the above
- Race team members are limited to strong riders who have shown continued interest in the team by showing up regularly for rides, contributing to the team, and have committed to training
- It is strongly recommended that riders interested in racing add the following:
 - Personalized individual training plan with coach*
 - Functional threshold power test (we will schedule as a team, or individuals with trainers can do FTPs on their own, just not the lactate threshold test with finger prick)
 - A formal, professional bike fit (recommended for all riders given long hours in saddle, but highly recommended for racers for maximum benefit on bike)
 - Power meter (if you desire, not absolutely necessary and a HR monitor & basic GPS enabled bike computer will do the trick)
 - Heart rate monitor (Garmin or Wahoo chest straps are more accurate than wrist-based monitors) with auto-upload ability to workout tracking apps (i.e., Training Peaks - most monitors will integrate)
 - Speed & cadence sensor + bike computer (e.g., Garmin, Wahoo connected to HR monitor)
- Racers will also need to add the additional expectations:
 - USA Cycling License - \$40
 - CRCA Membership - \$110 - \$160
 - \$160 - *Season Pass*: a racing membership with all club race fees prepaid, **2 marshalling obligations**, and one waiver for the entire club series.
 - \$450 - *Donor*: includes club membership and all club race fees and marshaling obligations, and a portion of the fee is tax deductible.
 - \$110 - *Volunteer Pass*: a limited edition racing membership with all club race fees prepaid, 3 marshaling obligations, and one waiver for the entire club series.
 - Racers must enter a minimum of 4 races during the season (COVID allowing)
 - Additional race fees (outside of CRCA race series) if desired

**Individual coaching costs may be offset by sponsorships if costs are prohibitive. Coaching cost offset will be spread evenly among riders with individual coaching programs; please discuss with Alex if you require additional financial support.*

Cycling Season:

- Training starts December 1st and runs through August.
- Races start in March, COVID-allowing. Races may be on Tuesdays, Wednesdays, Thursdays, Saturdays, and Sundays (CRCA races are Sat/Sun); however most new racers will do 10 - 20 races in a season including out of town races, road and stage races on some select weekends (COVID permitting)
- CRCA Membership renewal timeline is between December 31st and January 31st. Membership may open late this year as the board assesses what the season will look like wrt COVID
- USA CYCLING membership / license for 2021 as a Novice racer is good for 12 months from the date of purchase, once you upgrade from Novice you will have to pay for the higher category license
- [Category upgrade guidance from USA Cycling](#)

2021 Team Sponsors:

- **NYC Velo**
 - Instagram: @nycvelo
 - About: New York City's Premiere Bike Shop. NYC Velo's employees are some of the most experienced and knowledgeable cyclists/fitters/service specialists around, and are dedicated to helping you find what you're looking for, from sales and fit to service and beyond. NYC Velo believes a bike shop should be more than just a store – it should be a destination for cyclists, because cycling can be more than just a hobby; it can be a pursuit, a passion, a way of life.
 - Benefits: Discounts on products and services: (1) 15% discount on all parts, accessory, apparel and merchandise; (2) 10% discount on all electronics; & (3) 10-25% discount on all bikes
- **Domestique Foundation**
 - About: The mission of the Domestique Foundation is to support people, organizations, and events that promote cycling as a sport, as a mode of transportation, and as a means to inspire personal and athletic success.
- **Peloton Executive Coaching**
 - Instagram: @michaelobrienshift @shiftcyclingteam @pausebreatherelect
 - About: Executive coaching by Michael O'Brien focusing on developing leadership skills in one's personal and professional life; Michael also has his own cycling team (Team Shift) out of Tenefly, NJ that our team will do rides + cross-promotion with throughout the 2021 cycling season
 - Benefits: 15% off on all executive coaching & merchandise
- **Finish Line Physical Therapy** (classes & recovery services)
 - Instagram: @finishlinept

- About: Finish Line Physical Therapy specializes PT and recovery services and PT-led fitness classes for athletes.
- Benefits: injury report response, PT-led educational events, discounted PT-led fitness classes and recovery services.
- **BASE Performance**
 - Instagram: @baseperformance
 - About: Hydration & nutrition for endurance athletes.
 - Benefits: 20% discounts on all BASE Performance products
- **UNDRBUDR**
 - Instagram: @undrbudr
 - About: UNDRBUDR has used a scientific approach to develop high performance, nature-inspired skincare & chamois cream
 - Benefits: complimentary chamois cream for race team, 20% discount for all team members, complimentary samples of new product lines in exchange for evaluations
- **Fortius Physical Therapy**
 - Instagram: @fortiusnyc
 - About: Physical Therapy care across rehabilitative, performance enhancement, and injury prevention fronts
 - Benefits: complimentary mechanical PT evaluation, service discounts
- **Ostroy**
 - Instagram: @ostroynyc
 - About: Ostroy NYC designs kits inspired by the most dynamic city in the world, because a bike is one of the rare opportunities adults have to flaunt their own style.
 - Benefits: Team 25% discount code, team kit design, discounted products

Weekly Riding Schedule

Subject to change as we continue to shape the team.

Masks are required when we are stopped. As our group has gotten larger, we need to be more careful about this

You should have received invitations on the Google calendar; please accept to RSVP. In particular it's critical to accept for Saturday so we can have an accurate headcount and pace groups

- **Tuesday - training laps in Prospect Park.**
- **Thursday - training laps in Central Park.**
- **Saturday - long ride with pace group leaders.**

Zwift option available in place of cancelled rides. Join our Zwift Team by [connecting to Zwift Power](#) and searching for "Ostroy Racing & Development". Add "(Ostroy)" to your last name. Join our team on Discord to participate in voice calls.

Need help getting on Zwift or have questions about how to join virtual rides without Zwift? or need help getting on Zwift without a smart trainer? We'll share an FAQ.

Team Roles

**Please let Jessica know if you are interested in a role or are interested in helping in any other way!*

Team Captain: Jessica Guo

Overseeing development of team and coordinate activities across roles; managing funding and overall direction of the team, set up overall team infrastructure; team membership dues

Team Coaches: Tara Parsons & Aliya Tyus-Barnwell

Design the static team-wide training plan in Training Peaks or other format. Answer any coaching questions sent in the Slack as needed. Share coaching videos via Whatsapp as needed. Run on-bike clinics for the team (2 - 3x a month, weekdays or weekends). Coordinate additional leaders for on-bike clinics as needed. Coordinate mentor / pod assignments as needed (i.e., we break up the team into smaller "pods" at or around similar skill levels and offer them a current racer as a mentor).

Team Coordinator: Aliya Tyus-Barnwell

Coordinate the ride leaders for the Saturday pace groups, including ensuring there is sufficient coverage for each pace group as well as letting them know in advance what the "plan" is for the day or what the groups have worked on (alongside the team ride captains). Coordinate any ride leaders for the Tuesday PP and Thursday CP rides as needed. Support any partnerships / special events or clinics we may host (with help from the team). Manage sign-ups for on-bike clinics to ensure safety in light of COVID (i.e., 8 - 12 riders per pace group with additional leaders to support each group as needed) and attend / support on-bike clinics as needed.

Core Leadership Team (LT):

Team Captain: Jessica Guo

Team Coordinator: Aliya Tyus-Barnwell

Social Media: Sumana Chandra (Viviana Petreanu - optional)

Special Projects & Events: Anna Novikova (Grace Kwon - optional)

Sponsorships & Partnerships: Alyssa Richardson, Elizabeth Orth, Hannah Torres

Treasurer: Jasmine Tsai

Social Events & Shenanigans: Kirby Kelly, Maeg Ciolino

Extended Leadership Team (Ext. LT):

Legal: Laura Schulte

Ride Captains (Tues, Thurs, Sat, Virtual, Sun Social)

New Rider Intake: Ashley Chui, Mai Merritt

Website: Molly Sitter, Sumana (LT), Kirby Kelly

Apparel / Kit: Mariana Valencia, Anna Novikova (LT)

Ride Captains:

Check in advance if there are ride leaders attending the ride, and invite them to the calendar event so they have visibility into the # of riders. Attend the weekly ride or send a substitute to captain the ride. Arrive at least 5 - 10 minutes early at the meeting spot. Gather the riders in your pace group and greet the ride leaders. If there are new folks, let the ride leader know to

give a safety / group riding chat. If you are unable to make the ride, coordinate a substitute. Coordinate with other ride leaders to cancel a ride by 9pm the night before if there is poor weather (e.g., rain) or if it is terribly cold (i.e., 40 degrees F or 5 degrees C) - notify in the Slack and email the ride leaders.

Zwift option available in place of cancelled rides. Join our Zwift Team by [connecting to Zwift Power](#) and searching for “Ostroy Racing & Development”. Add “(Ostroy)” to your last name. Join our team on [Discord](#) to participate in voice calls.

Locations subject to change due to sponsorship commitments:

- Tuesday A (Prospect Park, GAP): Christina Nee, Hannah Jeter, Emily Wendorff
- Tuesday B (Prospect Park, GAP): Maegan Ciolino
- Thursday A (Central Park, TOTG): Alyssa Richardson
- Thursday B (Central Park, TOTG): Sumana Chandra
- Saturday A (GWB - meet at bridge, regroup at Strictly): Kirby Kelly
- Saturday B (GWB - meet at bridge, regroup at Strictly): Natalie Gulla
- Saturday C (GWB - meet at bridge, regroup at Strictly): Nicole Hamlett
- Virtual Ride Captain (Zwift): Wendy Lin
- Saturday Czar: Sarah Sanborn

Sponsorships & Partnerships: Alyssa Richardson, Christina Nee, Elizabeth Orth, Grace Kwon, Laura Schulte, Hannah Torres

Secure sponsorships (cash or in-kind) for the team, including approaching and negotiating with sponsors alongside Alex and Jessica using the sponsorship packet, maintaining sponsor relationships & coordinating with social media lead on posts, and partnering with other local organizations (e.g., NightCAP Brooklyn, Girls Bike NYC, etc.) to put on rides, clinics, or other events

Apparel / Kit: Anna Novikova & Mariana Valencia

Manage the ordering and distribution of team kits with Alex, including setting up ordering forms to collect sizes, managing payments, following up as necessary

Social Events & Shenanigans: Kirby Kelly, Hannah Jeter, Tasha Lawrence, Maegan Ciolino

Organize social events to help boost team connectivity, especially across pace groups (i.e., post laps coffee, post ride brunch, Zoom ice breakers); coordinate with Ride Captains and eventually team with Sponsorships & Partnerships, Special Projects & Events as needed

Social Media: Sumana Chandra, Viviana Petreanu, Christina Nee

Manage our social media presence (e.g., Instagram - currently run by Alex); potentially setting up a Facebook page, website, Strava group; team with sponsorship lead; post notices of public rides & events as needed

- Sumana - IG Posts & Monthly Public Rides
- Viviana - IG Stories
- Christina - Sponsor / Partner Posts

Special Projects & Events: Anna Novikova, Grace Kwon

Set up events for the team (e.g., nutrition Zoom chat, LA riding camp, flat repair workshop, bike fitting, FTP tests), and eventually spearhead sponsored rides / clinics along with Sponsorships & Partnerships leads and Social Events & Shenanigans as needed. Coordinate a monthly public ride and publicize on Social Media 1x a month (i.e., 2nd Saturday of the month)

Treasurer: Jasmine Tsai

Manage team funds, finalize team budget and sponsorship funding allocation, track account balance, approve reimbursements, send out sponsorship allocation amounts. Treasurer shares bank account access with Team Captain.

New Rider Intake: Ashley Chui, Tsitsi Merritt

Assess & introduce a new rider, including asking for their riding background, inviting them to a team ride, attending the team ride with the rider and alerting the ride captain, following up with the rider to answer questions about the team, requesting the rider's contact information, welcoming the new rider, and adding the rider to the channels / resources