Executive Summary

Quality of Life Plus (QL+) does important work supporting members of the United States armed forces. Without significant funding, it is unlikely they could continue doing that work. Our goal was to hold a charity bike ride, the 2011 QL+ RideABLE Tour, to help them raise the funds they need. We approached the ride from two different perspectives, event planning and project management, with the hope that the two approaches could work in synergy towards a successful event. The project management approach focused on industrial engineering tools like work breakdown structures (WBS), cost analysis, and risk assessment. The goal was for each of the 50 riders to contribute a total of $700, with $300 covering expenses and $400 going directly to QL+.

In many ways, we succeeded. Unfortunately, not in the ways that count the most. With rising concerns over safety and ride expenses, which had ballooned to nearly $500 per rider, the event was postponed, likely until Fall 2011 or Spring 2012. The design was generally sound, save for a general lack of time allocated for advertising, community outreach, and rider recruitment. In short, we planned a great event for 50 riders, and then forgot to get the 50 riders. However, with minor adjustments to the design, including an increased window for advertising and registration, I have little doubt the event can be a success for QL+.