



# Intro



Driving. Motorsport.

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# SCCA Street Survival Staff

- Reese White
  - Senior Manager, Marketing and Communications
  - rwhite@scca.com
- Scott Dobler
  - SCCA TRSS National Coordinator
  - sdobler2@gmail.com
- Linda Duncan
  - Outgoing SCCA TRSS National Coordinator
  - lduncan65@hotmail.com

(Thanks Linda, for all your hard work!!!)



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# SCCA TRSS Mentor Program

- Concept and Purpose  
To gather a group of experienced, successful TRSS Coaches/Instructors in a given geographic area to help and guide new organizers to a successful Tire Rack Street Survival School.



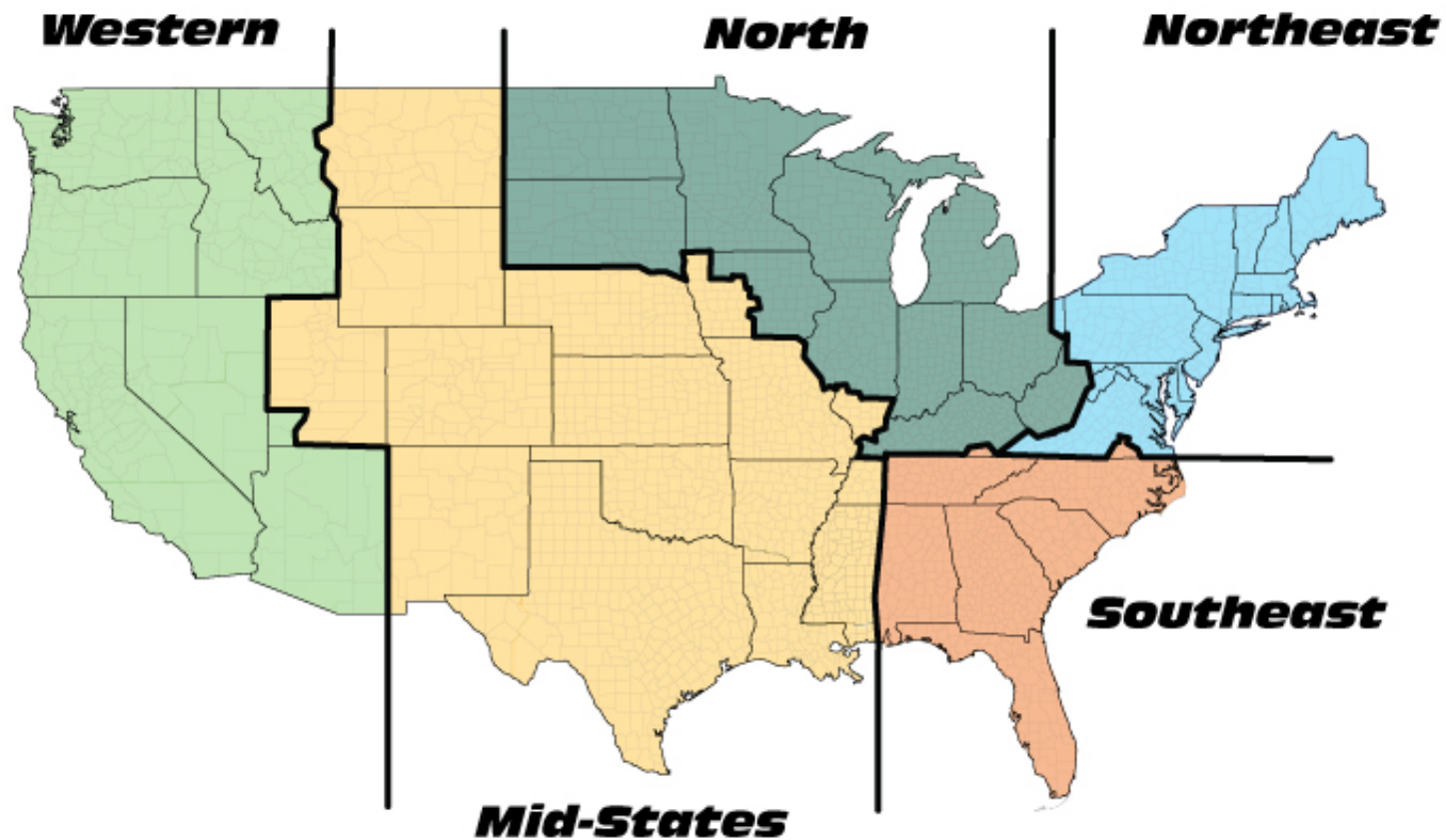
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# SCCA TRSS Mentor Program

- Mentor Responsibilities
  - Guide new organizers through the process from start to finish
  - Keep an open line of communication making sure pre-school deadlines are met
  - Assist on-site, with execution of the school
  - Follow-up with organizers to ensure post-school actions are completed



# Areas of Responsibility





# Street Survival 101



Driving. Motorsport.

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# Agenda

- Who We Are
- What We Are / What We Are Not
- Getting Started
- Organizing a School
- Resources
- Sponsors, Sponsorships and Partnering
- The Registration System
- Marketing Your School
- Event Operations
- Street Survival Finances



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# Who We Are

- Established in 2002 by BMWCCA Foundation
- Sponsored by Tire Rack, Michelin, Enterprise
- Hosted By:
  - SCCA (on board in 2004)
  - Porsche Club of America
  - Audi Club of North America
  - The National Corvette Museum
  - The National Council of Corvette Clubs





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# What We Are

A teen driving safety course designed to reduce deadly car crashes involving teenagers by providing experience in collision avoidance and emergency maneuvers in a controlled environment



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# What We Are NOT

## A High Performance Driving School

- Exercises Not Timed
- Speeds Limited
- No Racing Terms Used



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# Getting Started

- When to Begin
- RTFM!
- Get Region Approval
- Request a Mentor
- Assemble a Team
- Select a Site
- Select a Date
- Obtain a Sanction



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# Organizing a School

- Team Staffing
  - Organizer/Event Chairman
    - Overall Responsibility for the Event
    - Spokesperson for the Group
  - Registrar
    - Monitors Registration Process
    - Resolves Issues with Registration Process
    - Keeps Organizer Informed



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# Organizing a School

- Team Staffing
  - Safety Steward
    - Approves Exercise Layout
    - Monitors Driving Exercises
  - Classroom Instructor
    - Teaching/Lecture Experience Preferred
    - 1st School – Mentor Presents, Instructor Shadows



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# Organizing a School

- Driving Coaches
  - Training Required
  - 2:1 Student to Coach Ratio Good – Lower is Better!
- Course Workers/Event Staff
  - Assist with Setup/Teardown
  - Shag Cones During Exercises
  - Reconfigure Exercises
  - Runners



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# Resources

- Program Information
  - [www.streetsurvival.org](http://www.streetsurvival.org)
    - "For TRSS Hosts"
  - [www.scca.com](http://www.scca.com)
    - "File Cabinet"
- Supplies and Equipment
  - SCCA Provided
  - Region Provided



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# Resources

- Supplies and Equipment
- SCCA Provides
  - Staff Apparel
  - Printed Classroom Material
    - Student's Guide
    - Parent's Guide
    - Classroom Presentation
    - Student Diplomas
  - Tire Rack Street Survival Banner
  - Tire Gauges, Decals, Catalogues





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# Supplies and Equipment

- Region Provides
  - Cones – Approx. 300
  - Water for Exercises
  - Indoor Classroom or Tent
  - Radios
  - Flags
  - Food & Drink
    - Donuts/Muffins, Coffee, Juice and Water
    - Lunch, Soft Drinks, and Water



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# Sponsors and Sponsorships

- National
  - Michelin
  - Enterprise
  - SCCA Foundation
- Local
  - Businesses
  - Fraternal Organizations
  - Professional Organizations



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# Partnering

- Nearby Regions or Chapters
- Schools, Churches, Clubs, etc.
- Partner Has Registration Priority
- Partners Provide Students and Resources
- SCCA Sanctions, Insures and Controls the Event



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# Student Registration Process

- MotorsportReg
  - Via Street Survival Website
  - Managed By BMWCCA
  - Registrar has Admin Access



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# Marketing Your School

- Sell to the Parents!
- SCCA Media E-Blasts
- BMWCCA Foundation Contacts List
- Social Media
- Local Media Website Community Pages
- Regional E-mail Blast



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# Event Operations

- Typical School Day
  - Instructor/Student Check-In/Waivers
  - Vehicle Safety Inspection
  - Classroom Session I
  - Driving Exercises I
  - Lunch - Demonstrations
  - Classroom Session II



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# Event Operations

- Typical School Day
  - Driving Exercises II
  - Event Wrap-Up
    - School Evaluation Forms
    - Diploma Presentation
    - Class Photo



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# Event Operations

- Classroom Presentation
  - Designed to be Interactive
  - Available in PowerPoint





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# Event Operations

- The Driving Exercises
  - “Panic” Braking
  - Slalom
  - Emergency Lane Change
  - Skid Pad/Figure 8



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# Event Operations

- Demonstrations
  - Semi-Truck
  - Air Bag



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# Street Survival Finances

- Income
  - Registration Fees
  - Michelin Sponsorship
  - National Rental Car
- Expenses
  - Venue
  - Water for Exercises
  - Food & Drink
  - Equipment Rental
  - Admin Supplies



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# Street Survival Finances

## Sample Balance Sheet

### Expenses

Venue	1000
Water for Exercises	200
Food & Drink	500
Equipment Rental	200
Admin Supplies	50
BMW Admin Fee	150
TOTAL EXPENSES	2100

### Income

Registration Fees	1500
Michelin Sponsorship	500
Enterprise Car Rental	500
SCCA Foundation Grant (1 Time)	500
TOTAL INCOME	3000
PROFIT	900



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TRSS 101

QUESTIONS?

