

Adventure Cycling 2025/2026 Building Sale #2 Vote Certification

Prepared by Pedal Lucid, January 28, 2026



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Result

Adventure Cycling members vote AGAINST the sale of the Missoula building, 59.2% to 40.8%.

Detailed Totals

- Total eligible voters: 19,193
- Total eligible households*, including non-household contacts: 17,425
- Total successful votes cast: 8,271
- Total FOR votes: 3,367
- Total AGAINST votes: 4,904
- Total multi-voter households: 237
- Total multi-voter household votes: 481
- Weighted FOR votes: 3,273.5
- Weighted AGAINST votes: 4,753.5
- Voting base with household weights: 8,027
- Voter turnout rate based on all eligible voters: 43.1%
- Voter turnout rate based on household eligibility: 46.1%

*Households: Multi-voter households: each individual vote was weighted at $1/n$ where n = number of votes cast within the household, ensuring one vote per household.

Eligible Members

- 19,187 members were initially included in the outreach.
 - All individual and household members, excluding cancelled and deceased members
 - Emails sent to all members with emails who had not previously unsubscribed.
 - Paper mail sent to all members without known or valid email addresses (included recent bounces), or who explicitly opted out of vote by email

- 6 additional members were added during the voting period. All were household members who had not previously been stored as separate contacts in ACA's CRM, and either received subsequent bulk emails or 1:1 outreach from Pedal Lucid
- The final eligible voter count rose from 19,187 to 19,193

Voting Process

Casting a successful vote required submitting a Member Id and matching PIN. PINs were randomly generated by Pedal Lucid and shared only with ACA members and AlphaGraphics for printing/sending physical mail. ACA staff members did not have visibility into any PINs until after the votes were submitted. All submissions, including both valid and invalid submissions, were logged.

Voicemails were automatically transcribed and automatically submitted via the same form processing service as webform submissions. ACA staff had access to voicemail recordings and were able to review failed submissions and attempt to submit them again, using credentials provided in the recording.

Direct Mail responses were received by Pedal Lucid at a dedicated PO box, and transferred to ACA staff, who entered Member ID, PIN, and vote on a dedicated submission form.

Deliverability & Customer Service Requests

ACA and Pedal Lucid handled at least 55 documented customer service requests. This number was several times higher than the number of requests received during the first vote. Most were requests for email ballots. Most of these requests were due to one of two factors:

1. The member had previously opted out of emails in some capacity, whether intentionally or not
2. The member's email provider was rejecting the member vote emails (blocked/bounced)

Addressing deliverability issues were managed in a triaged system for both members who reached out to ACA for credentials as well as bounces identified by Pedal Lucid:

1. Opt in members who had unsubscribed, most of whom received the standard subsequent email
2. Additional bulk sends via SendGrid for soft bounces—most of the soft bounces during the first voting round resolved on subsequent sends

3. Send 1:1 emails using a Pedal Lucid G Suite account (ops@pedallucid.com). This was more labor-intensive, but provides higher deliverability than a mass email tool and offered an alternative domain for valid addresses that had previously been rejected by an inbox filter.

Submissions and Successful Votes

- Total successful votes cast: 8,271
 - 8,851 raw submissions were received
 - 8,318 valid Member Ids were present in the submissions
 - 99.4% of members who submitted a valid Member Id successfully cast a vote; the remaining 0.6% (47 members) never entered a correct PIN and their votes were not counted
 - 7,917 webform votes
 - 35 voicemail votes
 - 319 direct mail votes

Security Analysis

Members voted AGAINST the sale of the building by a substantial margin.

- Submissions correlated with email opens and clicks following the initial email and subsequent reminders.
- Analysis of IP addresses, device identifiers, and submission timing gave no indication of patterns of fraud
- Adventure Cycling staff did not have access to PINs until votes were submitted, with the exception of:
 - Voicemail submissions that failed to process automatically and required listening to the message
 - Direct mail submissions that were entered by ACA staff.
- Confirmation emails were sent to all members who successfully submitted a vote, including the value of their vote, ensuring that members with an email were provided with what amounts to a receipt for their vote

Direct Mail Voting Pattern

Direct mail votes skewed heavily FOR the sale (94.7% FOR, 302 votes; 5.3% AGAINST, 17 votes).

This pattern is consistent with known voter behavior when stratified by access method:

- Direct mail voters comprised members without email access (no email or bounced email) or who explicitly opted out of email communication
- The majority (~300) of direct mail ballots were received before 1/15/2026 and subsequent member communications
- Voter preference differences between early/late voters and between communication channel subpopulations are standard outcomes in large-sample voting analysis (subpopulation heterogeneity)

Verification and Outcome Impact

All 319 direct mail ballots are retained by ACA and available for independent review if requested. The direct mail vote total (319 votes, 3.9% of all votes cast) would not alter the outcome even if the skew were reversed entirely.

Security Conclusion

Multiple verification methods confirm vote integrity:

- Similar turnout rate to vote #1 (43.1% vs 43.8%)
- 99.4% PIN match rate among valid Member ID submissions
- Submission patterns correlate with email engagement timing
- IP address distribution showed normal voting patterns with no suspicious clustering
- Confirmation emails provided receipt verification to all voters with email access

Members voted AGAINST the sale of the building by a substantial margin (59.2% to 40.8%, or 4,904 to 3,367 weighted votes). The result is clear and statistically significant regardless of direct mail vote distribution.