



2021 Bike to School Week Participation Guide



Capital Bike

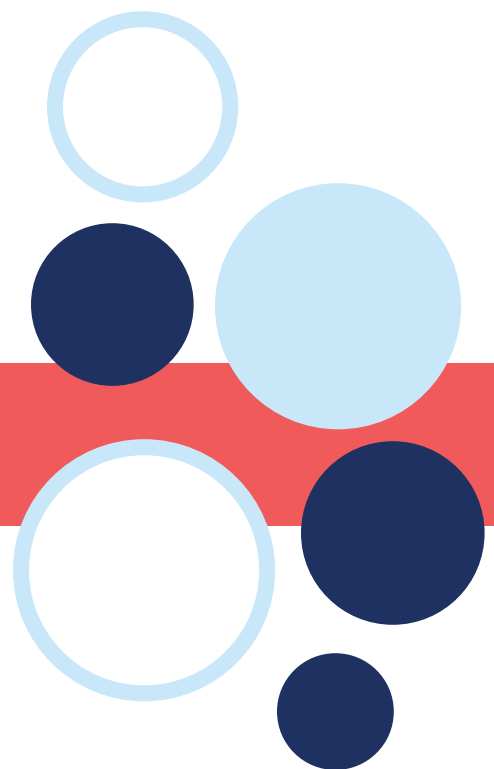


Table of Contents

Introduction	2
Benefits of Bike to School Week	2
Bike to School Champion Checklist	3
How to Register on GoByBikeBC.ca	3
Recording Students' Bike Trips	5
Spread the Word	6
The Bike to School Week Kit	7
Put up your Participation Poster	7
Reporting	8
How Bike to School Week Works	9
The Participation Poster	9
Counting the Stickers	9
Prizes	10
Celebrating Bike to School Week	10
Before Bike to School Week	10
On the Way to School	11
Bike to School Week in the Classroom	11
Rewards and Treats	13
Reducing Barriers	14
Sharing Resources	14
Common Concerns	15
Promoting Bike to School Week	16

Introduction

Thank you for participating in Bike to School Week! In 2019, we celebrated Greater Victoria's most successful Bike to School Week ever, with over 1,200 students at over 30 schools. Since 2019, we've taught courses at over 30 more elementary schools in the region, equipping more kids, teachers, and parents with the tools they need to bike to school. This guide provides you with all the information you need to register, participate, and make Bike to School Week awesome at your school!



Benefits of Bike to School Week

Bike to School Week is a behaviour changing campaign designed to help kids discover how fun it is to ride to school. Commuting by bike is associated with a number of positive benefits and Bike to School Week is a great way for people to experience these benefits first hand. With the support and encouragement of their school, classmates, family, and friends, participation in Bike to School Week can help students develop lifelong commuter cycling habits. Some of the extensive benefits of Bike to School Week and commuting by bike are outlined below.

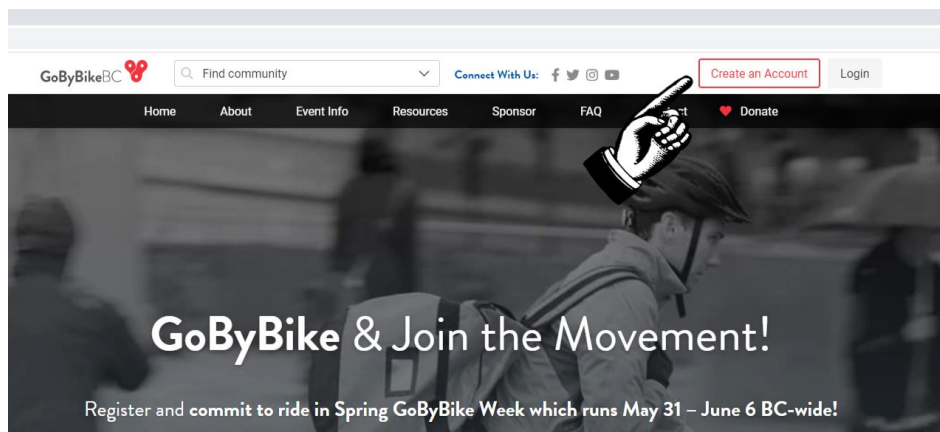


Bike to School Champion Checklist

The first and most important job of a Bike to School Champion is getting your school registered and excited about Bike to School Week! We are looking for people who are dedicated, enthusiastic, and motivated to inspire up-and-coming young cyclists to try commuting by bike. If you are interested in being a Bike to School Champion, please let your school's administration team know before you register your team. If someone has already registered a team at your school, join them to get involved!

How to Register a School

- Go to <https://gobybikebc.ca/>
- In the top right corner, click “Create an Account” if you do not have an existing one.
 - Please note, the new system does NOT work on Internet Explorer.



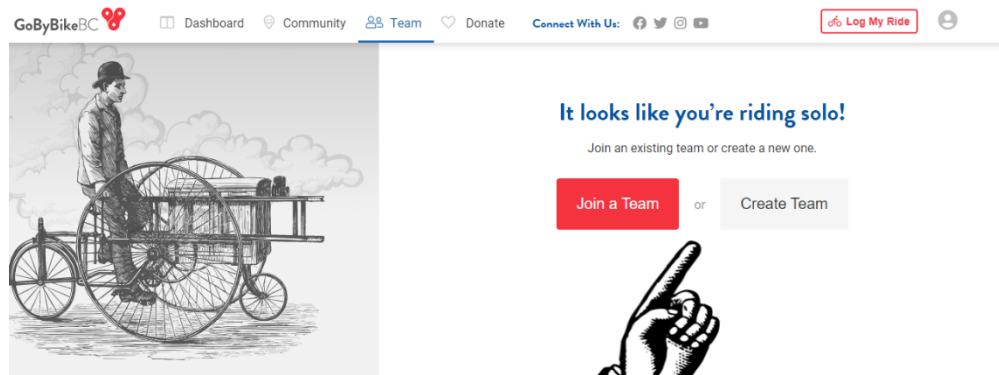
- Enter your email and password, as well as your account details on the following page.
- Select “Greater Victoria” as your community, followed by your local municipality.

To get started, please select your BC community from the list below.

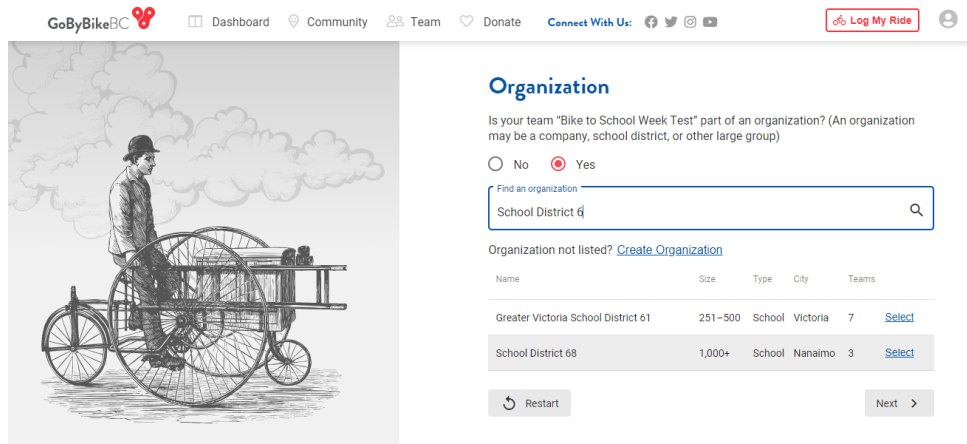
Community *
Greater Victoria

City *
City of Victoria

- Once your account is created, go to the “Team” tab and click “Create Team” if there is no existing team for your school.



- When prompted “Is your school part of an organization” you can search for your school district. If your school district is not listed, you can add it as an organization by clicking “Create Organization.”



- Now that your team is created and included as part of your school district, your school team is ready to go! School staff are encouraged to create their own accounts and join your team, either through an invite from you or by searching for the team under the “Team” tab on the website.

Recording Student's Bike Trips:

- While older students can be encouraged to create their own account at GoByBikeBC.ca and join your team, most elementary school students can have their bike trips to and from school easily added at the end of the week by the School Champion. On the Team tab sidebar click “Log Team km”, you will see an option to add total kms for each day of Bike to School Week. Set your week range from May 31, 2021 – June 6, 2021.

The screenshot shows the GoByBikeBC website interface. At the top, there's a navigation bar with 'GoByBikeBC' logo, 'Dashboard', 'Community', 'Team', 'Donate', and 'Connect With Us' (Facebook, Twitter, Instagram, YouTube). A 'Log My Ride' button is visible in the top right. The main content area is titled 'Bike to School Week Test' and 'My Team'. It features a 'Team Stats' section with three cards: 'RIDES' (0), 'CALORIES BURNED' (0 kcal), and 'GREENHOUSE GASES SAVED' (0 kg). A hand icon is pointing to the 'Log Team km' button in the left sidebar. The sidebar also includes options for 'Invite riders with URL', 'Invite on Facebook', 'Invite by Email', and 'Team Leader: Bike to School Week'.

The screenshot shows the 'Bulk Log Kilometers' form on the GoByBikeBC website. It includes a 'Back to Team' link, a 'Bulk Log Kilometers' title, and a 'Week range' selector set to 'May 3, 2021 - May 9, 2021'. There's an 'Apply trip to selected users' section with a date selector set to 'May 6, 2021' and a 'Distance (km)' field. Below this is a table for logging kilometers for each day of the week.

	MON (km)	TUE (km)	WED (km)	THU (km)	FRI (km)	SAT (km)	SUN (km)	TOTAL (km)
<input type="checkbox"/> All								
<input type="checkbox"/> Bike to School Week	0	0	0	0	0	0	0	0

- Using your “Participation Poster” where students place stickers everyday they rode to school (more info below), you can tally up how many students rode to school each day of the week. Average 4km for each student who rides to and from school, and add each daily total to the website.
- Other ways to track kms include a hands up survey in class, and bulk logging kms for every student who raises their hand. Again, to make logging rides simple, you

can average 4km per day for each student who rides their bike to school. We do encourage you to use the poster and stickers at your discretion if possible.

Spread the Word

Once you've registered your school, it's time to start spreading the word. Get in touch with key members of your school community (administrators, teachers, PACs, etc.), let them know that Bike to School Week is coming up, and get them involved! Having a team of people working to promote Bike to School Week is instrumental in having a good turnout. Leave plenty of time so Bike to School Week can be included in newsletters, announcements, and so on. See the "Promoting Bike to School Week" section for more information.

It is also crucial to let students know about Bike to School Week. Ask teachers to announce Bike to School Week in their classrooms and remind student in the weeks leading up to it. We have also suggested several ways you can promote Bike to School Week to students in the section "Celebrating Bike to School Week." Feel free to build on our ideas and develop creative events that suit your school's needs!



The Bike to School Week Kit

We've put together Bike to School Week kits filled with participation tools and resources, important information on how to register and available prizes, and ideas about what you can do to make Bike to School Week fun and accessible at your school.



Put up your Participation Poster

The week before Bike to School, hang the interactive Participation Poster in your school. We recommend hanging the Participation Poster in a central area of your school – ideally near the main entrance.

We want students to have a fun and simple way to log their bike rides, so we've included red and blue stickers to place on our Participation Poster everyday they ride their bikes. Have students place a red sticker for the first day they ride their bikes to school during the week, and a blue sticker for every additional ride.

Bike to
School week

May 31–June 6, 2021

Tracking your trips:
 one sticker = 1 ride to & from school
 = first ride of the week
 = additional rides

Capital Bike

Monday

Tuesday

Wednesday

Thursday

Friday

School name:

Total number of students at your school:

Report

At the end of the week you can tally up each sticker and click “log team km” on the teams page at GoByBikeBC.ca, averaging 4km per student, add your school’s kms.

Please also take a picture of the Participation Poster hanging in your school and send it to James Coates (james@biketowork.ca) to demonstrate your school’s commitment to Bike to School Week!

***TIP* Have a faculty member, Bike to School champion, or administrator greet people arriving at school and remind them to use a sticker if they commuted by bike.**
AND/OR
Remind students to add a participation sticker during morning announcements.

How Bike to School Week Works

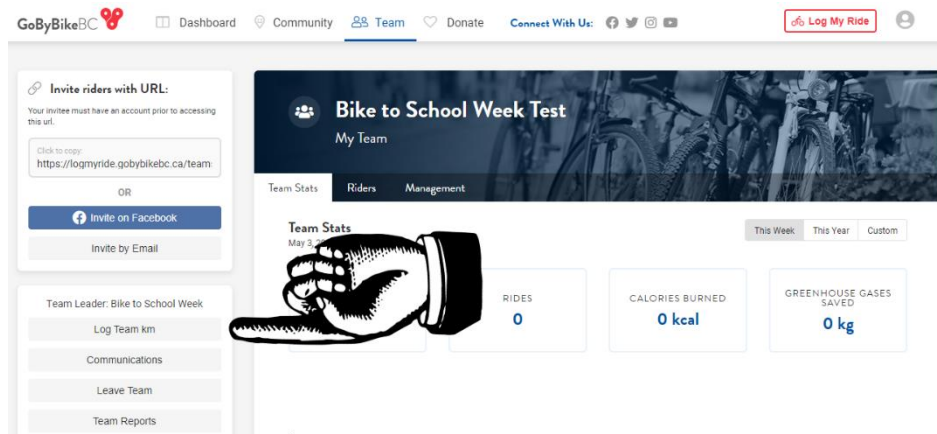
The Participation Poster

While we know kids are entering/exiting schools differently with COVID-19 protocols in place these days, we have still provided you with a school wide participation poster to use at your discretion. We recommend choosing a location that the majority of students will pass each day or somewhere their teachers can take them to visit at different times. We recommend the main entrance; other good options include cafeterias, in front of the main office, and in front of the school library.

Each student should mark their first trip with a red sticker and each subsequent trip with a blue sticker. For example, if a student makes their first ride in on a Wednesday, they would use a red sticker on that day. Students can use one sticker per day of Bike to School Week rather than one sticker per trip. We assume that students who bike into school will also ride their bike home.

Counting the Stickers

At the end of the week, count the stickers to determine how many riders took part at your school. Averaging 4km per student who rides to and from school, record this information on the “Team” tab of the GoByBikeBC website where you registered your school, clicking “Log Team km” to add total kms for each day of Bike to School Week.



Prizes!

Our two grand prizes this year are a Pizza Party for one lucky class from Panago Pizza, and a Norco kids' bike from Oak Bay Bikes! We will also have lots of other goodies including lights, locks, reflectors, socks, and many other prizes available for schools who register and log their rides during Bike to School Week.



Celebrating Bike to School Week

Every year, many people take initiative to make Bike to School Week special at their schools. Your creativity inspired us to put together a few ideas about what schools can do to celebrate Bike to School Week in style. Feel free to build on these suggestions to develop awesome events at your school!

Before Bike to School Week

- **Bike Wash:** In the lead-up to Bike to School Week, invite students to bring their bikes to school for some spring cleaning! Provide soap, water, buckets, and sponges for students to make their bikes ready to ride.
- **Route Planning:** Get students to use maps or mapping technology (Google Maps, etc.) to plan a route to school. Ask them to evaluate whether they can comfortably ride the automatically-generated route. Show them how to make adjustments to avoid possible bike commuting inconveniences like steep hills and high-traffic roads.

On the Way to School

- **Biking School Bus:** Organize groups of students who can link up on the way to school and make the ride in together. A parent or community member leads the Biking School Bus.
- **Photo Competition:** Ask students to share a picture taken along their bike commute to or from school. Please remember to tell participants to safely pull off roads before taking pictures. Provide a prize for the best photo.
- **Ride to School Scavenger Hunt:** Offer students the opportunity to win a prize by keeping their eyes peeled for a number of natural and man-made features they might see on their commute. Possible options include:
 - A construction site
 - A car with a bike rack
 - A tandem bike
 - An Indigenous species of tree
 - Daffodils in bloom
 - Street art
 - Someone walking a pet
 - A recumbent bike
 - A decorated bike
 - A wild animal (squirrel, deer, ...)

Bike to School Week in the Classroom

- **Bicycle Bell:** If you are able to change the sound of your school's bell, try using either an excerpt from a song about bicycling or the sound of a bicycle's bell.
- **Snail Race:** Set up a course between two sets of pylons roughly 100m apart. Have students participate in this race with a twist: the last person to cross the finish line wins. In this activity, students practice balance, control, and braking. This would make a fun recess or gym activity.
- **Bike Maintenance Workshop:** If you have any staff members who know how to maintain a bicycle, have them provide a short workshop on how to keep your bike in good working order (checking tire pressure, checking brakes, fixing a chain that has fallen off, etc.)
- **En vélo:** Explore some French vocabulary around bicycling and bicycle culture. Perhaps include a lesson on the Tour de France, Paris-Roubaix race, or another

bicycling event in a French-speaking community. This content can be adapted for many grade levels and intersects nicely with Big Ideas promoting cultural understanding of francophone communities. Possible vocabulary words include:

- Le vélo: the bicycle
 - La course: the race
 - Le parcours: the route
 - Une crevaison: a puncture
 - Dépasser: to overtake
 - Ralentir: to slow down
 - Gagner: to win
-
- **Biking around the world:** Explore the bicycle culture in other places around the globe. Compare that to how we bicycle in North America/British Columbia. This broad topic is most appropriate for discussion in high school classrooms. Here are some ideas:
 - Discussing different approaches to infrastructure policy
 - Comparing biking laws (helmets, lights, etc.) within Canada and around the world
 - Investigating the business models and different needs of cycle-sharing systems throughout the world
 - **Biking through history:** Since their invention in the 19th century, bikes have taken the world by storm! Take your class on a blast to the past to investigate how biking has changed over time:
 - Bicycling has been part of the Modern Olympic Games since their inception in 1896. Have your students look into the man behind the games, Pierre de Coubertin.
 - Canadian Olympian Clara Hughes is one of only ten Canadians to compete in both the Summer and Winter Olympics. She is the only Canadian to win medals at both the games (she competes in cycling and speed skating).
 - Explore the rise of women and people of colour in cycling since the Victorian era,.

- Kittie Knox was a nineteenth century bicycle racer from Cambridgeport, MA, and the first African American to be accepted into the League of American Wheelmen (L.A.W.)
- In 1895, Annie Londonderry became the first woman to cycle all the way around the world!

Rewards & treats

- **Breakfast of Bike to School Champions:** Provide muffins, pancakes or another breakfast treat to students as they ride into school. Alternatively pass out snacks to hungry cyclists during the school day.
- **Bike Parade:** Map out a route on your grounds or in your neighbourhood, set aside a little time (or hold it during lunch or recess), and invite your school community to ride the parade route together. This event makes a great kick-off or grand finale for Bike to School Week!
- **Decorating Bikes:** Provide pipe cleaners, streamers, stickers, construction paper, colouring material, and other craft supplies for students who would like to decorate their bicycles. Students can make name-tags and attach them to their bikes with pipe cleaners. This idea also works well in conjunction with a Bike Parade.
- **Participation Prizes:** Arrange a treat or prize for the class with the most (or most frequent) bike commuters during Bike to School Week.
- **Bike Movie:** Bikes feature in so many movies, whether they take the lead role or appear as scene-stealing extras. Treat your students, either during class or recess, to a work of cycling cinema. Some ideas: E.T · The Triplets of Belleville · Napoleon Dynamite.
- **Bike-O-Meter:** Create an interactive chart mapping out how much bus fare/gas money has been saved by all the bike commuters. Invite students to imagine what else could be purchased with that money. Award a prize to the most creative answer.

Reducing Barriers

We want to ensure that all students have the opportunity to experience the benefits we would love to see as many participants as possible at each school. Here's how you can help:

- Use inclusive language and let students using modified bikes, or any alternative form of active transportation (such as scooters), know that they can participate in Bike to School Week.
- Reach out to your school's Educational Assistants and ask their help in developing accommodations during Bike to School Week.
- Develop alternatives to the celebration activities outlined in "Celebrating Bike to School Week." For instance, plan a shorter parade route for students who need more time and offer to visit the route ahead of time so students' needs are met.
- Rather than focus on individual achievements, plan activities that emphasize group participation and celebrate all contributions to the group's success as valuable.

Sharing Resources

If there are students who would like to participate in Bike to School Week but don't own a bike due to financial or other barriers, consider hosting a bike drive, where families who have bikes that they no longer need can donate them to the school. Students in need can be given these bikes, or they can borrow them temporarily

- Host a "bike swap" where parents bring small bikes and trade them in for better fitting bikes - making sure that everyone has a bike that is their size to ride! Include the option to bring helmets in good condition to trade as well.
- Have bike locks available for use at the school office for students that don't have their own. Students can borrow a lock and parents will feel better knowing their child's bike is secure while at school.

This section includes information kindly provided by HUB Cycling, who developed it as part of their Bike to School Week Guide for metro Vancouver.

Addressing Common Concerns:

"I think biking to school will take too much time. I'm worried I'll be late."

Encourage students to manage their time effectively to get to school on time. Often times, commuting by bike takes as much time as a car!

The best way to overcome barriers is to plan ahead!

"I'm worried I / my child will get lost."

To prepare for Bike to School Week, plan a route then practice it with a parent or friend. Discuss how to safely ask for directions.

"I'm worried my bike is not in good condition."

Host a bike maintenance workshop at your school. Contact us to put you in touch with a nearby Bike Shop.

"I don't think I'm up to the challenge"

Encourage students to go on practice rides before Bike to School Week. Remember, even biking one day during the week qualifies as participation!

"I'm worried about biking in traffic."

Discuss how to be safe in traffic (signaling, shoulder checking, etc.) and plan a route that uses quieter streets. If possible, register for a Bike Skills course with Capital Bike.

Promoting Bike to School Week

School newsletter

If your school puts out a regular newsletter to community members, make sure Bike to School Week gets a mention!

Parent letters

Sending a letter home to parents/guardians will make a big difference in your school's participation rate. Suggest that parents do some route planning (and practice) with their children.

Social media

Announce your participation in Bike to School Week on social media! Keep your followers updated during the week by posting photos and videos of Bike to School Week in your school community and share your experience & successes after the event. Follow Capital Bike and share with us using these accounts and hashtag below.

Facebook: @CapitalBikeCA <https://www.facebook.com/CapitalBikeCa>

Instagram: @CapitalBikeCa <https://www.instagram.com/capitalbikeca/>

Twitter: @CapitalBikeCa: <https://twitter.com/CapitalBikeCa>

#GoByBikeWeek2021

We look forward to having you take part of the 2021 Bike to School Week. If you have any questions or need any assistance, don't hesitate to contact us.

James Coates, Program Coordinator

Capital Bike (Formerly Greater Victoria Bike to Work Society)

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