

Fall GoByBike Weeks

October 3 - 16, 2022

A GUIDE FOR SCHOOLS



INTRODUCTION

Fall **GoByBike Weeks** celebrates cycling and students, parents, teachers, and staff alike who ride their bicycles: to and from school, on the trails, and around their communities. **GoByBike BC** is a program that encourages British Columbians to try using their bicycles for transportation rather than a motor vehicle.

This year, we are encouraging people to ride their bikes as much as possible from **October 3 - 16, 2022**. Getting around on smaller wheels like scooters and rollerblades counts, too!

With this guide we want to share **tips, tricks, and ideas for activities** with you that will help make it a fun week of cycling and, at the same time, provide a safe environment for everyone. Participation in **Fall GoByBike Weeks** is free and registered schools and riders can **win awesome prizes**.

Register FREE at
www.GoByBikeBC.ca



“The Wells-Barkerville Elementary students were inspired by the Bike-to-School Program, mapping and tracking their progress during the week. The program generated thoughtful discussions around the importance of working together to reduce our carbon outputs and ways we can make a difference. As a teacher, I appreciated the opportunity to participate and would like to thank the Bike-to-Work organization for their generosity and including our students in this initiative.”

- Alison Galbraith,
Teacher, Wells-Barkerville Elementary

#gobybikebenefits

According to [Dr. Jennifer Rupert*](#), “students who walk and bike to school have higher physical activity levels throughout the day, helping them meet the recommended 60 minutes of activity daily. This level of activity helps prevent childhood obesity and supports healthy bones.

Walking and biking to school is also a great way for kids to get the physical activity needed for healthy minds. Kids who are more physically active have better academic performance. Studies are also beginning to show that exposure to nature and free outdoor play can reduce stress and relieve ADHD symptoms. If that isn’t enough to get you out of your car, think about the air quality around a school when dozens of parents sit in idling cars while their children jump out. Air pollution has contributed to childhood asthma rates doubling between 1980 and the mid-1990s. Asthma rates remain at historically high levels and cause 14 million missed school days every year.

Walking and biking to school is healthy for kids, healthy for communities, and healthy for the planet.”

*<https://www.portlandoregon.gov/transportation/article/281464>



SCHOOL GOBIKE WEEK TEAMS

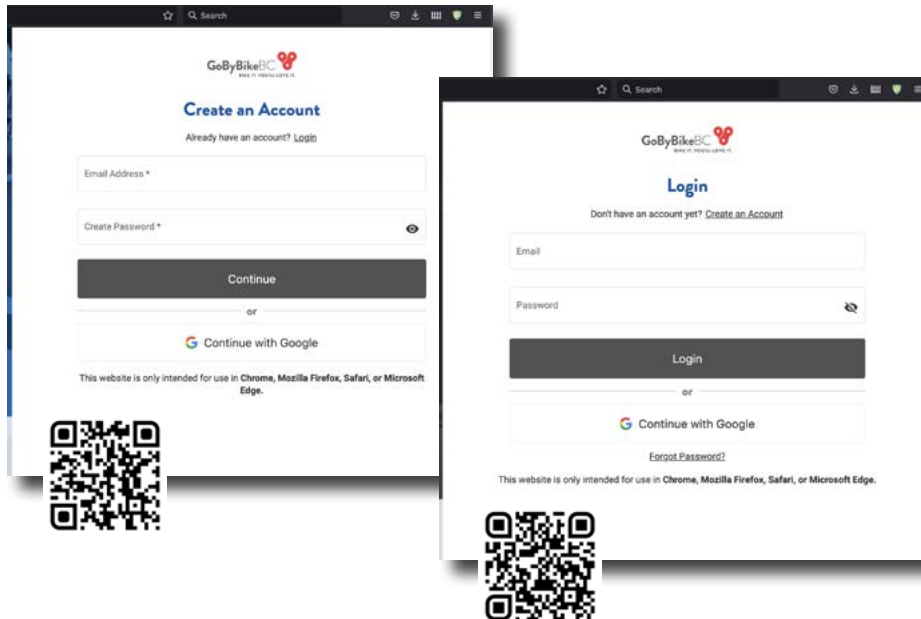
Schools, classes, or learning co-horts should create **GoBybike Week teams** and participate as a team. Riding bikes with friends is more fun! Competition also keeps the spirit alive.

Every school team needs a **Team Leader**, this can be a student, a student's parent, a teacher or other staff members.

HOW TO REGISTER & CREATE A TEAM

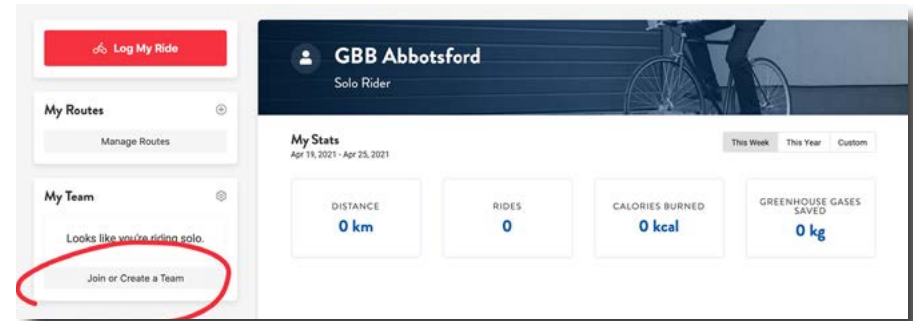
Step 1: Create an Account

If you don't have an account already, **Create a New Account**. If you created an account in the past, simply **Login** to your account.



Step 2: Create Your Team

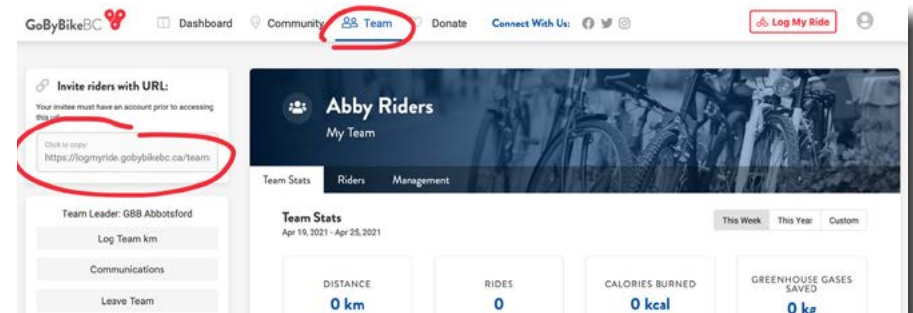
After you provided your personal information, choose to "Join or Create a Team". Choose a name.



IMPORTANT: You will be asked "Is your team "____" part of an organization? **CLICK YES**. This enables you to log kilometers for either individual team members or all team members at a time (see below).

Step 3: Invite Riders to Join Your Team

Click on "Team" at the top, Then click to copy the "Invite Riders with URL" on the left. Email the URL to possible teammates to see if they want to join your team. You can also invite people via Facebook.

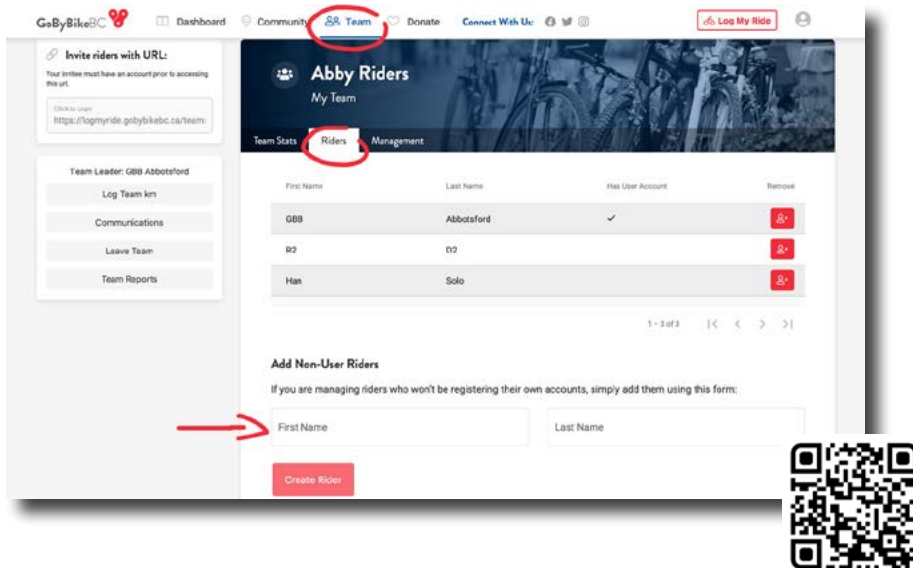


Note: people must create an account before they can join your team.

ADD Riders to Your Team

IMPORTANT: If you add riders to your team, you will be responsible for logging their bike rides (kilometers) for them. If riders have a valid email address, we encourage you to invite them to join your team (see “Step 3”) so that they can choose to log their own bike rides (kilometers) OR you can log them for them.

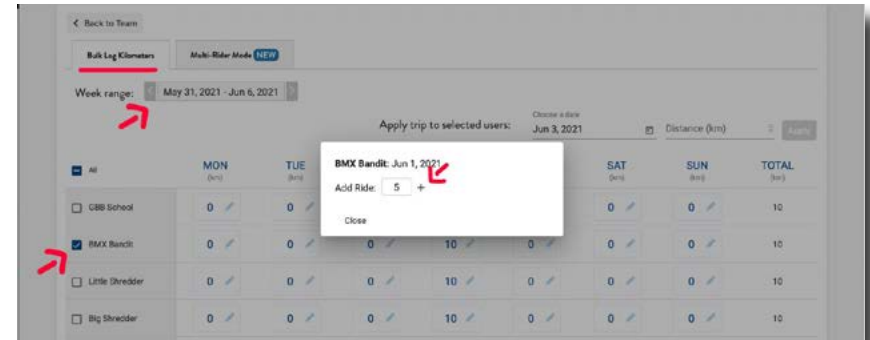
To add riders to your team click “Team” at the top. Then click “Riders” in the secondary menu. Scroll down to see where you can add “Non-User Riders” to your team. “Non-User Riders” means that there is no user account associated with the rider. Typically Non-User Riders are only added when they don’t have a valid email address.



<https://gobybikebc.ca/resources/gobybike-for-schools/>

LOG Rides for Your Team

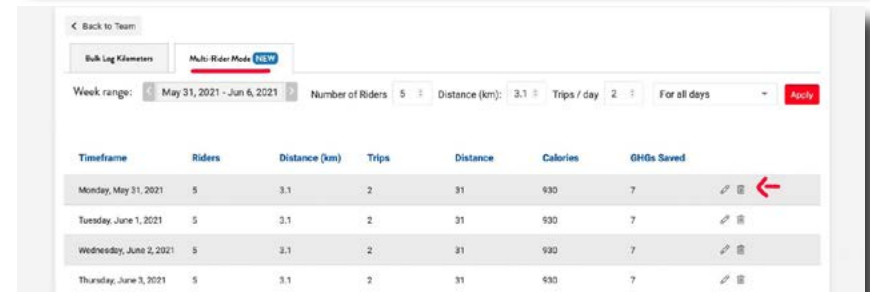
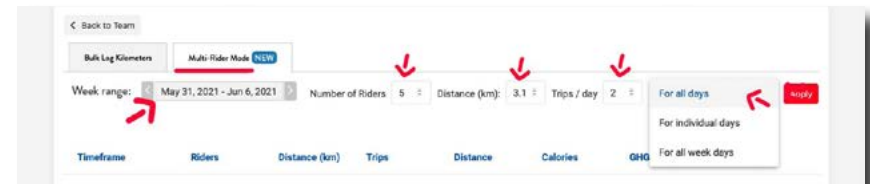
In the Team section, click “Log Team KM”. You can bulk-log kilometers for “individual riders” or for “all”.



NEW:

Logging Rides for a Large Team in Multi-Rider Mode

You can easily log the team’s entire rides / KMs of a week in the Multi-Rider Mode. You can edit or delete individual rides once you click “apply”.



BUILD YOUR TEAM, ENCOURAGE PEOPLE TO JOIN YOU

Telling others about **Fall GoByBike Weeks** and that you have registered is key to getting everyone excited to be part of the fun! **Promote your participation!**



In preparation for **Fall GoByBike Weeks** sign up for **StreetWise**, a **FREE web-based course** that teaches basic **cycling safety** and helps youth and their families learn skills to cycle safely and confidently around their neighbourhood.



Print **GoByBike posters** or create your own as part of curriculum activities and display them in your classroom, or, all over your school. This will create a lot of excitement.

Send out **newsletters** to parents, teachers, staff, and students; and introduce your GoByBike Team Leaders and their teams. Add **workshops** (in person or digital) and **special activities or challenges** to your school calendar.

Use GoByBike BC newsletter and social media templates to help you get inspired and spread the word (see **Social Media** below).

Use **Social Media** to connect (with) people, share stories and photos, and encourage others to engage and share their photos and stories.

Biking with friends is fun and it helps students **build confidence**. Ask your friends and people in your neighbourhood if they would like to bike, rollerblade or scooter to school with you; or GoByBike after school or on the weekends.

Parents or teachers can consider organizing **riding groups** where at least one parent/teacher rides along with the **same group** of children to and from school; or **weekend rides** and participation in **community activities** like treasure hunts or exploration rides (see section “**Creating Excitement & Awareness**” for more ideas below).

“We are a small francophone school in Campbell River, BC. Our student population is 75 students. I spearheaded our own events for Bike to School Week.

Monday was breakfast, Tuesday was smoothies, Wednesday was watermelon, Thursday was muffins & juice, and Friday was a waffle breakfast as well as a popsicle wrap-up with draws.

Our school principal also provided funding for a \$75 gift certificate to a local bike shop for a helmet or other accessories.

All in all, it was a great week! So much so that some of our students wanted to continue biking to school. We have therefore launched a challenge to all students that they continue to come to school on their bikes as often as possible. So far this week [the week after Bike to School Week], we have had 20 students ride their bikes to school, some of them every day!”

– Micheline Hanson, Campbell River

KEEP TRACK

Use the [Tracking Poster](#) to track trips that students choose to GoByBike. Establish it as a morning ritual when the students arrive. Collect weekend ride numbers. Adding their KM's, ticking the box, or putting the sticker on the poster is often a highlight. [Celebrate it.](#)

At the end of [Fall GoByBike Weeks](#), team leaders tally results and [enter them online](#). The new Multi-Rider Mode makes this super easy ([see previous section](#)). Make sure to enter your results and your team will be entered into the draw to win one of [many great prizes](#).

NAME OF PARTICIPANT	DISTANCE (KM) EACH DAY																TOTAL KM'S	FIRST TIME PARTICIPANT
	OCT 03	OCT 04	OCT 05	OCT 06	OCT 07	OCT 08	OCT 09	OCT 10	OCT 11	OCT 12	OCT 13	OCT 14	OCT 15	OCT 16				
1																		
2																		
3																		
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20																		
DAILY TOTALS																		
GRAND TOTAL OF KILOMETERS																		

[Download the Participation Tracker Online >>](#)

If you need help logging your teams' participation, please contact info@gobybikebc.ca.



SHARE TIPS & TRICKS

Fall and winter months might deter people from using their bicycles. With the right tips and tricks about how to get bicycles fitted for the darker and wetter season, cycling can continue to be safe and enjoyable in the fall:

1. Perform the “[A-B-C-Check](#)”: check your bicycle’s **AIR** (tire and tube condition as well), the **BRAKES** (still grippy and don’t squeak?), and the **CHAIN** (too loose? too tight? rusty?)
2. [Plan your route](#) before your ride, make sure to have an alternative route mapped out as well. Help other’s plan their routes. Maybe you ride (parts of) a [route together](#).
3. **Layers** – dress in layers and/or pack extra layers to help you stay warm and dry.
4. Got Lights? Use [daytime running lights](#). They help you to be seen.
5. Ask your [local bike shop](#) for best practices and have your bike checked over. They love riding bikes and are happy to help.
6. Check out [GoByBike BC Society’s YouTube Channel](#) for more tips & tricks.



[#bike2school](#) 
[#anyridecounts](#)

PROVIDING A SAFE ENVIRONMENT

GET STREETWISE ONLINE

StreetWise Cycling Online is a **FREE web-based course** that helps students learn about **basic cycling safety**. With in-school learning changing in the last few years, StreetWise Cycling Online helps youth and their families learn **skills to cycle safely and confidently around their neighbourhood**.

StreetWise Cycling Online is hosted on the popular education platform, Moodle. The course has been developed in collaboration with TransLink and the Ministry of Transportation and Infrastructure and is offered free of cost to schools and residents of British Columbia.

The content is straightforward and **interactive** providing a self-guided resource for young cyclists; a “Spot the Differences” game **teaching bike safety gear**, and a memory game for **road signs**.

It can be completed at home or at school, at any time, from any computer or device with an internet connection. However, we recommend accessing the course through a Chrome or Safari browser on a computer or tablet. While the course is available through smartphone browsers, some activities may be harder to complete on smaller screens.



StreetWise Cycling Online covers:

- Parts of the Bicycle
- ABC Quick Check
- Locking a Bicycle
- Helmet and Safety Gear
- ABCs of Bike Safety: Awareness, Behaviour & Communication
- Rules of the road
- and more.

Sections can be completed over a few sessions and the students’ progress will be tracked when logging back in each time. By completing each section students earn “badges” which can be printed out. Estimated time to complete the course is approx. 2 hours, which can be broken up into several sessions.

You can also chose to complete sections of interest at a time and return to the remaining sessions at a later time.

Point your phone camera here for more information >>

(www.GoByBikeBC.ca/cycling-education)



Some schools organize lunch-time group rides, or morning group rides. Others have organized bike parades at lunch time or at the end of the school day, and encouraged students to decorate their bikes before or at school leading up to the parade.

By taking students on a variety of group rides, they can practice safe cycling skills in a number of different circumstances, terrain, and traffic; this helps build confidence and creates safer streets. **Don't forget to log your group/school bike rides.**

To complement the **StreetWise Cycling Online** course consider organizing **bike rodeos** where students can learn and apply safe cycling techniques and bike handling skills, obeying traffic signs, and the laws of road use.



A bike rodeo can be comprised of many stations (such as helmet fit, parts of a bicycle, safety check, snail race), or as simple as a single obstacle course with a few pylons. Workshops and webinars can be recorded and provide for a great online resource.



Many schools engage older students to run the stations and model safe cycling skills; while other schools reach out to community organizations to help organize stations, such as local police, bike shops, or cycling associations/groups.



Contact your **community's GoByBike coordinator**; they are a great source of information and *may* offer riding and skills courses. ICBC has **FREE K-10 Lesson Plans** online, and **StreetWise Cycling Online** is a **FREE web-based course** that helps students learn about basic cycling safety. You can find further information and classroom material online in the **RESOURCES** section below.

CREATING EXCITEMENT AND AWARENESS



Riding bikes with friends is more fun!

Create and plan **curricular or extra-curricular activities** such as scavenger or treasure hunts or community exploration routes which focus on **engagement and participation** and celebrate all contributions in a positive way.

What about ...

... a Poster Competition.

Design your own **Fall GoByBike Weeks** poster for **Thanksgiving** (Monday, Oct 10) showing why cycling is good for mental well-being and the environment.



...a Scavenger Hunt or Discovery Rides.

There are a lot of different options how to design and organize themed rides.

Cranbrook, for example, put up **numbered signs around the city** last Fall GoByBike which people had to find and take a photo of themselves with the sign (photo top left opposite page).

Campbell River created **loops around town** for people to **discover their community by bike** asking them to wear a green shirt for the ride and to take photos at certain points along the route (photo on right).

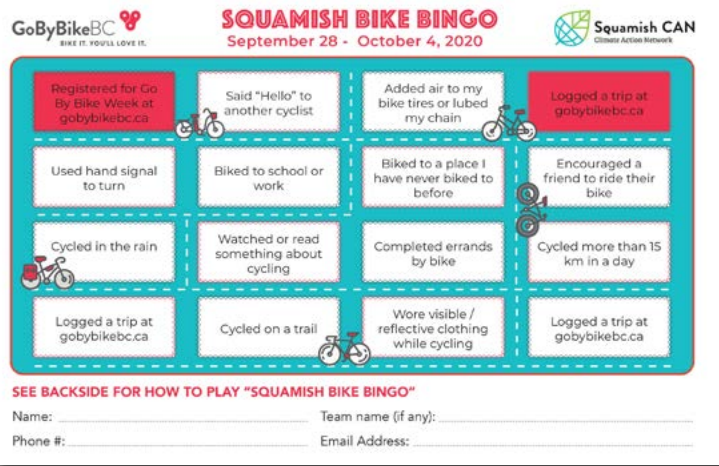
For Spring GoByBike, **Vernon** has partnered with the **local library** for a “**Bike Story Time**”: a family friendly story was printed out on multiple signs, and people biked around the city to find the signs to read the story.



#unitedbicycling

...“Bike Bingo”.

Create your own bingo card design with activities focussing on GoByBike. Here is an example from **Squamish** (initiated during Fall GoByBike 2020).



HOW TO PLAY "SQUAMISH BIKE BINGO" - IT'S EASY:

- 1) Fill out your name, team name (if applicable) and contact info
- 2) Check the two mandatory squares in red
- 3) Check as many other squares as you can
- 4) Take a photo of your SQUAMISH BIKE BINGO card and send it to BikeToWorkWeekSquamish@gmail.com before **October 10**

BENEFITS OF PLAYING "SQUAMISH BIKE BINGO"

Have fun, get fit, stay healthy, lower your stress, enjoy the outdoors, lower your greenhouse gas emissions, and enter our draw to win prizes donated by **NESTERS MARKET** and **LOCAL BIKE SHOPS** (make sure to send in your bingo card before the **October 10** to enter the draw.)



SOCIAL MEDIA

A lot of social interaction has shifted to being virtual in a digital environment. There are a lot of social media **platforms** with similar opportunities to provide a community feeling. **Cross-posting** of the same content is quite common and might reach a bigger audience through different channels.

#gobybikebc #unitedbycycling #anyridecounts #fallgobybikebc #fallgobybikeweeks #bike2school #justbikeit #bikeweeks #getoutside #britishcolumbia #cyclebc #cycle #cleancommute #bikelife #gobybikewithfriends #enjoytheride #cyclist #outsideisfree #burnfatnotfuel

Individual posts might have to be adjusted depending on the channel through which they will be published. You don't have to entertain every platform, pick one or two and stay engaged.

Instagram, for example, is all about pictures, hashtags, and stories, like a digital photo album. **Twitter** keeps it short with a limited amount of characters, comparable to news headlines. And **Facebook** is all about engagement via liking, sharing and commenting (hashtags are not so much a thing).

Try to attach **pictures** of happy, engaging, fun activities, teams, or riders who are part of a "riding bubble". We'd suggest to still avoid photos of crowds or crowded places. And don't forget to **tag GoByBike BC Society** for easy sharing and the feeling of belonging to a **community**.

Sample Social Media Posts / Content

Instagram



Space is getting limited at *[School Name]*/our bike rack! Can you spot your team members' bikes? Tag them in the comments!

#anyridecounts #gobybikebc #fallgobybike
#unitedbycycling #bike2school # _____ # _____
_____ # _____



Facebook

“Together with other schools all over British Columbia we are celebrating cycling and making our community a healthier and happier place! We’ve registered for [Fall GoByBike Weeks 2022](#), the countdown is on! Are YOU ready? Is your TEAM ready? Now is the time to rally all your team members and get ready to pedal some KM between October 3 and 16! This fall ANY trip counts: around the block, pump track laps, to and from school, to take a break from your screens, to de-stress, to have fun, to....! Rolling around on smaller wheels like scooters and rollerblades counts, too!

Being part of a team makes it fun and easier to log even more trips! You can find more info about how to create a team on [GoByBikeBC.ca](#). #gobybikebc”

“[Fall GoByBike Weeks 2022](#) - now that’s a wrap! We had # OF RIDERS and # OF TRIPS were made. Our school / team saved xxxx kilograms of greenhouse gases in just one week! Keep on riding. #gobybikebc”

Twitter

“We’ve registered our team for #fallgobybike and we are ready to roll from October 3 - 16! #AnyRideCounts! Join our team! #gobybikebc #unitedbycycling”

“We’ve registered # OF TEAMS/RIDERS and done # OF TRIPS so far - how is everybody else doing with X days to go? #fallgobybike #anyridecounts #gobybikebc”

eNewsletter, Emails and Letters to Parents are a great **opportunity** to rally Teams and Team Leaders as well. They are also a great tool to call for volunteers or collecting/sharing ideas, inquiries, or any other related information.

Provide as much **information** as the community/school patrons/parents might need about activities/workshops/bike parking options/contests/prizes/ etc. Insert **pictures or testimonials and links** to online resources. Ask parents/the community to commit to riding their bikes.

Sample Newsletter

Subject Line: *[School Name]* is celebrating Fall GoByBike Weeks

Email Text: Together with many other communities in British Columbia, from October 3 - 16, 2022, *[School Name]* is celebrating Fall GoByBike Weeks and encourages students and their families as well as teachers and staff members to ride their bicycles whenever they can: to and from school, or before and after school as well as on the weekends. Getting around on smaller wheels like scooters and rollerblades counts, too!

By riding their bikes, students will spend time outside and get exercise, breathe fresh air, arrive energized at school, and reduce traffic in and around the school's neighbourhood at the same time. Less traffic means more safety for cyclists. More safety means more fun. More fun means natural behavioural change towards a sustainable future. Riding bikes is fun and helps the environment at the same time!

We are also organizing *[a discovery ride / treasure hunt / etc]* on *[date/time]* as well as *[School Name]* is hosting *[a workshop about XY]* on *[date/time]*.

Mark Your Calendars & GoByBike!
[Your Name]

RESOURCES

[Learn2Ride Online](https://gobybikebc.ca/cycling-education)

is a free web-based course that helps children ages 9-12 years learn about basic cycling safety.
<https://gobybikebc.ca/cycling-education>

[StreetWise Cycling Online](https://gobybikebc.ca/cycling-education)

is a low-barrier educational resource that helps beginner riders gain the knowledge and skills needed to start their cycling journeys with confidence.
<https://gobybikebc.ca/cycling-education>



[Bike Sense](https://www.bccc.bc.ca/bikesense-index)

[- The How-to Guide for Cycling in BC](https://www.bccc.bc.ca/bikesense-index)
Free download or order print copies.
<https://www.bccc.bc.ca/bikesense-index>



[Cycling BC HopOn - After-School Programs](https://hopon.cyclingbc.net/)

HopOn brings bicycles and helmets to schools in major population areas and helps start new community programs in all 8 regional zones in BC.
<https://hopon.cyclingbc.net/>



[ICBC's Road Safety for Educators](https://www.icbc.com/road-safety/teaching/Pages/For-educators.aspx)

Age appropriate road safety resources for Grade level: K-10.
<https://www.icbc.com/road-safety/teaching/Pages/For-educators.aspx>



#CyclingEducation

Posters & Other Print Materials

Point your camera at the QR code to go to the GoByBike BC Society “Resources For Schools” website where you can download posters and other material. You can either print them out or send a link via email to others. You may also try contacting your Local Community Coordinator to see if you can get some printed posters.

REGISTER ONLINE, FREE.
GETSTREETWISE
GoByBike BC

FREE ONLINE CYCLING EDUCATION COURSES
GET STREETWISE FOR GOBYBIKE WEEKS!

REGISTER FOR FREE ONLINE CYCLING EDUCATION COURSES
GOBYBIKE FOR TRANSPORTATION, FOR FUN, FOR HEALTH, FOR THE ENVIRONMENT.

GOBYBIKE
BRITISH COLUMBIA
#ANYRIDECOUNTS **WEEKS**
OCTOBER 3-16, 2022

REGISTER AND ENTER TO WIN
ONE OF MANY GREAT PRIZES INCLUDING AN EXODUS TRAVELS CYCLING ADVENTURE IN ITALY!

FREE REGISTRATION **GOBYBIKEBC.CA**

REGISTER ONLINE, FREE.
GETSTREETWISE
GoByBike BC

FREE ONLINE CYCLING EDUCATION COURSES
GET STREETWISE FOR GOBYBIKE WEEKS!

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REGISTER ONLINE, FREE.
GETSTREETWISE
GoByBike BC

Register for FREE online cycling education to get ready for GoByBike Weeks. StreetWise Cycling Online is a free, interactive, online course designed to help you become a safer and more confident cyclist.

FREE ONLINE CYCLING COURSES
GET STREETSMART FOR GOBYBIKE WEEKS

REGISTER HERE

GOBYBIKE
BRITISH COLUMBIA
#ANYRIDECOUNTS **WEEKS**
OCTOBER 3-16, 2022

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FREE REGISTRATION **GOBYBIKEBC.CA**

GOBYBIKE
BRITISH COLUMBIA
#ANYRIDECOUNTS **WEEKS**
OCTOBER 3-16, 2022

GoByBikeBC
BIKE IT. YOU'LL LOVE IT.

Point your phone camera here to go to GoByBike BC Society resources for schools >>



TEAM NAME: _____

GOBYBIKE
BRITISH COLUMBIA
#ANYRIDECOUNTS **WEEKS**
OCTOBER 3-16, 2022

REGISTER AND ENTER TO WIN
ONE OF MANY GREAT PRIZES INCLUDING AN EXODUS TRAVELS CYCLING ADVENTURE IN ITALY!

FREE REGISTRATION **GOBYBIKEBC.CA**

PARTICIPATION TRACKER

NAME OF PARTICIPANT	DISTANCE (KM) EACH DAY																TOTAL KM	FIRST TIME PARTICIPANT
	03	04	05	06	07	08	09	10	11	12	13	14	15	16				
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20																		
DAILY TOTALS																		
GRAND TOTAL OF KILOMETERS																		

WAY TO GO TEAM!

#schoolgobybike

Provincial Sponsors



GoByBike BC Society

www.GoByBikeBC.ca

Provincial Program Manager
Terri-Lynn Gifford

terri-lynn@gobybikebc.ca

Phone: 604-859-9095

GoByBike BC Society is a non-profit organization that strives to encourage people to GoByBike. Your donations help us spread the word! If you'd like to donate, \$10 goes a long ways.

DONATE HERE >>
www.gobybikebc.ca/donate/

