

# GoByBike

Sept 28 – Oct 4, 2020



GoByBikeBC

BIKE IT. YOU'LL LOVE IT.

## A GUIDE FOR SCHOOLS



# INTRODUCTION

**GoByBike** celebrates students, parents, teachers, and staff alike who ride their bicycles to and from school; and around their communities. **GoByBike** is an event that encourages British Columbians to try using their bicycles for transportation rather than a motor vehicle **September 28 - October 4, 2020**. Many people think that it is not safe, nor enjoyable, to GoByBike in the fall and winter months; however, we want to share tips, tricks and gear ideas with you that will help make it more fun to go GoByBike all year-round. This is a fun, free event and registered schools and registered riders can win awesome prizes.

Register FREE at [www.GoByBikeBC.ca](http://www.GoByBikeBC.ca).

We anticipate most community events will be largely virtual, with online registration and reporting, and with little (or no) face to face activities. However, we recognize there may be Celebration Stations or other face to face experiences in some communities and with this guide, GoByBike BC hopes to provide practical and useful information on how to make GoByBike a success.

## BENEFITS OF #GOINGBYBIKE

By riding their bikes, students increase their physical activity, arrive fresh and energized at school, and reduce traffic in and around the school's neighbourhood at the same time. Less traffic means more safety. More safety means more riders. More riders contribute towards a sustainable future. Riding bikes is fun and it helps the environment at the same time!

Cycling is good for mental health, especially during these uncertain times amidst a pandemic. It provides breaks in the form of outside activities and can relieve stress.



# CHECKLIST

Schools or classes should create teams and participate as a team - riding bikes with friends is more fun! And a little competition keeps the spirit alive.

Every school or school team needs a **Team Leader** - that can be a student, a student's parent, a teacher or other staff members. You can also register as a Solo Rider and, when you decide to join a team, you can still do so later.

## 1. Build Your Team

Anyone can start a team!

All it takes are team members and a valid email address. One Team Leader registers the team and anyone can join the team. Either the Team Leader can enter results for their team members, or team participants can login and enter their own results. Riders who started out solo can join a team anytime.

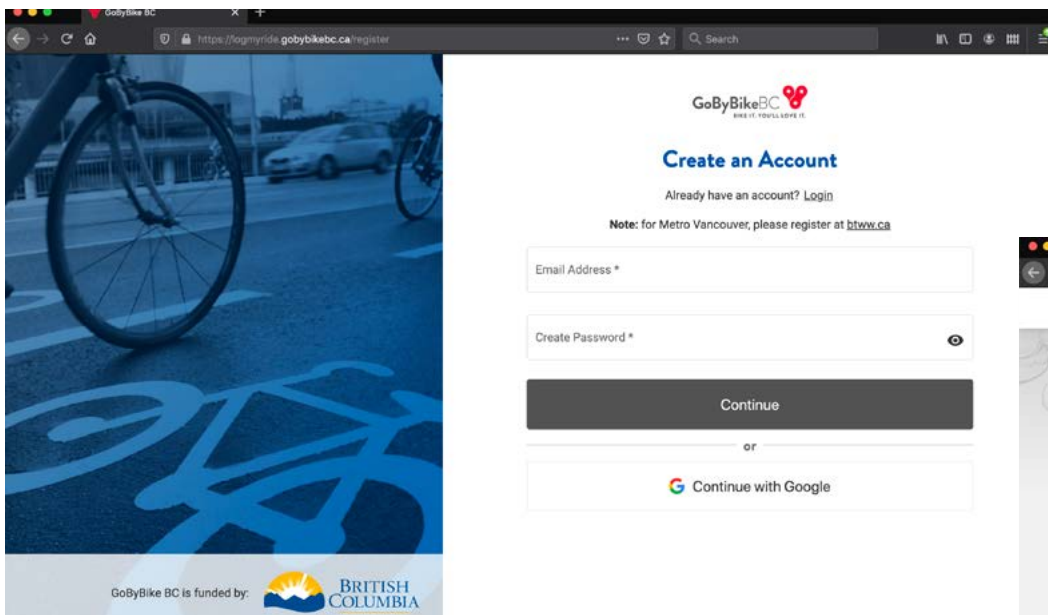
## 2. Registration

Unless you already created an account on the NEW website, you have to **create a new account** even if you've registered and logged trips in the past.

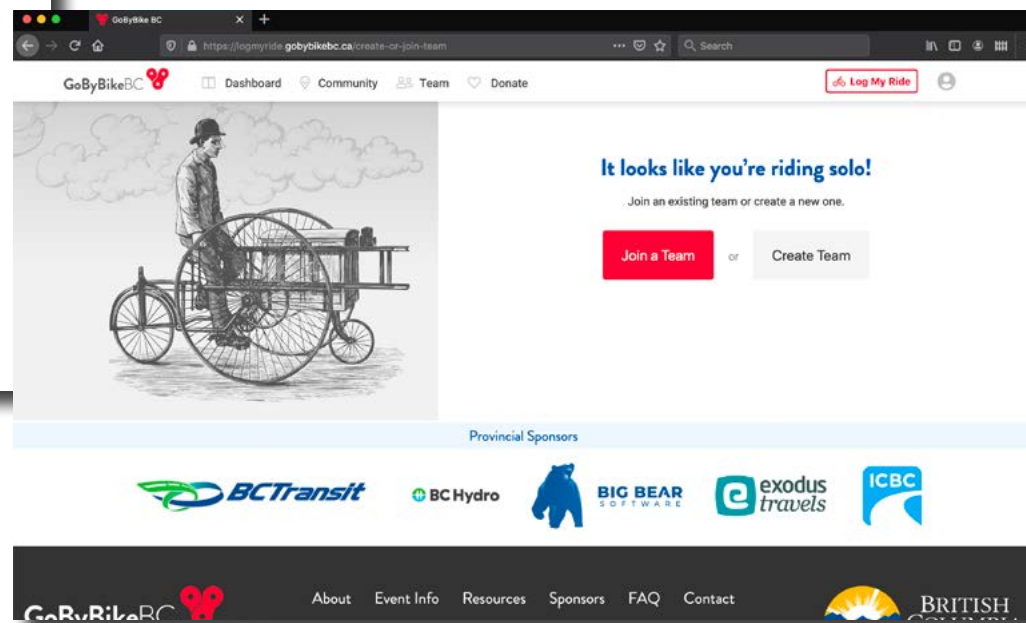
#gobybikewithfriends 



Go to: <https://logmyride.gobybikebc.ca/register>



After you provided your information, click on **TEAM** in the navigation menu. Then you can either **CREATE** or **JOIN** a team.



### 3. Talk About It!

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

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 alike and introduce your GoByBike Team Leaders and their teams. Add (digital) workshops and special events to your school calendar. Use GoBybike BC newsletter and social media templates to help you get inspired and spread the word (see the **appendix**).



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

**#bike2school #btsw** 



“Biking is good because you help the environment by not wasting gas and you aren’t polluting.”

- Sophia, Oyama Traditional School, Grade 3 Student

#### 4. Share Tips & Tricks for Biking In Fall

Fall and winter months can deter people from using their bicycles as transportation; but with the right tips, tricks and gear cycling can continue to be safe and enjoyable year-round:

1. Plan your route before your ride, make sure to have an alternative route mapped out as well.
2. Help other's plan their routes. Maybe you get to ride (parts of) a route together.
3. Stay dry - wear or pack rain gear including waterproof cape/jacket, pants, and shoes.
4. Layers – dress in layers or pack layers to help you stay warm and dry.
5. Wear gloves – any gloves! Even dish gloves!
6. Got Lights? Stay BRIGHT!
7. Don't ride through puddles on roads you're unfamiliar with.
8. Try fenders – front and rear. If you can't fit full fenders, use smaller clip-on fenders.
9. Ask your local bike shop for best practices. They love riding bikes and are happy to help.
10. Check out GoByBike Society's YouTube Channel for more tips & tricks:

<https://www.youtube.com/channel/UCwHV3ZjJ8pj3neOy46dkOHg/videos>

#gobybikeallyear 

“To stay warm, dry and safe, you can bring a back-pack and in it a phone, water bottle, and snack to stay comfortable on the ride.”

- Harry, Oyama Traditional School, Grade 3 Student

## 5. Find Commuting Partners or Coordinate “Riding Bubbles”

Biking with friends is fun and it helps students build confidence. Ask your friends and people in your neighbourhood if they’d like to bike to school with you or GoByBike after school.

Parents can consider organising “Riding Bubbles” where at least one parent rides along with the same group of children to and from school.

#ridingwithfriendsismorefun 

## 6. Keep Track - Literally.

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

At the end of GoByBike, team leaders tally results and **enter them online**. If you need help please contact [terri-lynn@GoByBikeBC.ca](mailto:terri-lynn@GoByBikeBC.ca).

Make sure to enter your results and your team will be entered into the draw to win one of **many great prizes**.



**Sept 28 – Oct 4, 2020**

Team Leaders, Register your Team at [GoByBikeBC.ca](http://GoByBikeBC.ca)  
Team Leader Reports Team Participation at  
[GoByBikeBC.ca](http://GoByBikeBC.ca)

OR

Students can Join the Team and Report their  
own Participation at [GoByBikeBC.ca](http://GoByBikeBC.ca)



**CLASSROOM TEAMS ARE ENCOURAGED!**



TEAM NAME:						
Distance biked (km); or stickers; or indicate student biked each day he/she biked to school. <small>Note: Assume 4.2km for students who don't know the distance.</small>						
Name of Student	SEPT 28 M	SEPT 29 T	SEPT 30 W	OCT 1 T	OCT 2 F	TOTAL
Example of student who doesn't know distance cycled.	★		✓	😊		12.6 km
1						
2						
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# CREATING EXCITEMENT & AWARENESS

“Riding bikes with friends is more fun!”

Create and plan **curriculum activities** which focus on group **engagement and participation** and celebrate all contributions in a positive way. What about ...

... a **Poster Competition**.

Design your own GoByBike poster, introducing the team leader and the riders. Take photos of students with their bikes.

...“**Dress Up Your Bike**” for GoByBike.

Organize a **bike wash afternoon** which at the same time offers the opportunity to have the students’ **bikes and helmets checked over for safety**.

... a “**Countdown to GoByBike**” with one challenge per week.

Some ideas:

1. Tell a short story about you & your bike (or about someone else and their bike). This can be a written story or photos or even a short video.
2. Draw your bike contest.
3. Bring (ride) your bike to school before GoByBike, organize a classroom bike exhibition & discussion about types of bikes.
4. Create a small obstacle course, have a “snail race” (who can be the slowest without touching the ground), and similar.

#enjoytheride 





# PROVIDING A SAFE ENVIRONMENT

Consider organizing a Bike Rodeo where students can practice safe cycling techniques, practicing physical distancing, obeying traffic signs, and the laws of road use. A Bike Rodeo can be comprised of many stations (see sample stations below), or as simple as a single obstacle course with a few pylons. 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.



## Sample Stations:

- Proper Helmet Fit.
- Proper Bike Fit.
- Safety Check – inspect tires, brakes, handlebars and chain.
- Skill Station / Obstacle Course - to practice hand signals, sharp turns, and obeying road signs.
- Snail Race – to develop balance and bike handling ability.
- Stop On A Dime – to develop accurate braking skills.

Teach **safety** and **riding etiquette** in a playful way. Offer bike maintenance clinics, riding workshops, route planning or guided group rides for “riding bubbles”.

Check out your [community's GoByBike organizer\(s\)](#), they are a great source of information and *may* offer riding and skills courses. ICBC has **FREE** K-7 Lesson Plans that can be ordered, and ICBC's *Bike Smarts for Children* is **FREE** to download.

You will find further information, classroom material and online links in the **appendix**.



# APPENDIX

## Tracking Poster



**Sept 28 – Oct 4, 2020**

Team Leaders, Register your Team at **GoByBikeBC.ca**

Team Leader Reports Team Participation at  
**GoByBikeBC.ca**

**OR**

Students can Join the Team and Report their  
own Participation at **GoByBikeBC.ca**



**CLASSROOM TEAMS ARE ENCOURAGED!**



TEAM NAME:

Distance biked (km); or sticker; or indicate student  
biked each day he/she biked to school.

Note: Assume 4.2km for students who don't know the distance.

Name of Student	SEPT 28	SEPT 29	SEPT 30	OCT 1	OCT 2	TOTAL
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## Sample Newsletter Content

### Subject Line

[SCHOOL NAME] is celebrating GoByBike

### Email Text

Together with many other communities in British Columbia, from September 28 to October 4, [SCHOOL NAME] is celebrating GoByBike and encourages students and their families as well as teachers and staff members to ride their bicycle to school.

By riding their bikes, students arrive fresh and 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 offering [insert SAFETY/BICYCLE CLINICS] on [DATE/TIME] as well as [SCHOOL NAME] is hosting [EVENT NAME] on [DATE/TIME].

*\*This is a good opportunity to call out achievements / volunteer needs / any other related info or inquiries. Provide as much information the community / school patrons / parents might need about e.g. Covid-precautions / clinics / workshops / bike parking options / contests / prizes / etc. You can insert pictures or testimonials - ask parents / the community to take the pledge to ride their bikes.*

Enjoy the ride!

[YOUR NAME]



## Sample Letter /Email to Parents Content

### Subject Line

We are celebrating GoByBike

### Letter / Email Text

We are excited to announce that our school is celebrating GoByBike this fall [-again)! The event is taking place from September 28 to October 4, and students and their families, teachers and staff throughout BC are encouraged to ride their bicycles to get to and from school.

By riding their bikes, students arrive fresh and 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 joy. More joy means natural behavioural change towards a sustainable future. Riding bikes is fun and it helps the environment!

We are also offering [insert SAFETY/BICYCLE CLINICS] on [DATE/TIME] as well as [SCHOOL NAME] is hosting [EVENT NAME] on [DATE/TIME]; students should bring their own bikes to [NAME OF CLINIC / WORKSHOP]. Covid-19 measures are in place to keep everybody safe.

*\*This is a good opportunity to call out achievements / volunteer needs / any other related info or inquiries. Provide as much information parents might need about e.g. clinics / workshops / bike parking options / contests / prizes / etc. You can insert pictures or testimonials - ask parents to take the pledge to ride their bikes.*

Enjoy the ride!

[YOUR SCHOOL'S] and/or [TEAM LEADER'S NAME]





## Sample Social Media Content

Note that cross-posting of the same content is quite common and might reach a bigger audience through different channels. Individual posts might have to be adjusted a little depending on the channel through which they will be published, e.g. Instagram is all about hashtags, Twitter has a limited amount of characters.

Try to attach pictures of happy, active, fun events, teams or riders part of a “riding bubble” and/or maintaining proper physical distancing (avoid photos of crowds or crowded places) and don’t forget to tag **GoByBike BC Society** and other sponsors for easy sharing.

#bike2school #btsw #justbikeit #bikeweek #gobybike #gobybikebc #gobybikeweeks  
#getoutside #britishcolumbia #bc #cyclebc #cycle #cleancommute #bikelife  
#gobybikewithfriends #enjoytheride #cyclist #ridingwithfriendsismorefun  
#outsideisfree #burnfatnotfuel #bike2work #btww  
#flattenthecurvenotthetire



Facebook

#keyhashtags 

°We’ve registered for **GoByBike BC’s** GoByBike event this fall! Together with other schools all over British Columbia, we are celebrating cycling and making our community a healthier and happier place! Have you registered? #gobybike2school #bike2school #gobybikebc Sept 28 - Oct 4, 2020.

°#gobybike has kicked off at [SCHOOL] and everybody is excited to be part of the event! How is your #gobybike2school going so far?

°#gobybike - now that’s a wrap! We had # OF RIDERS and # OF TRIPS were made. Looking forward to next year - and keeping on riding in the meantime. #gobybikebc



Instagram

°What does your bike rack look like?  
Space is getting limited at SCHOOL NAME/ours.”



Twitter

°We’ve registered our team for #gobybike and we are ready to roll to school from Sept 28 - Oct 4!  
#gobybikebc

°We’ve registered # OF TEAMS/RIDERS and done # OF TRIPS so far - how is everybody else doing  
with X days to go? #gobybike #bike2school #gobybikebc

## PROJECT 529 BIKE REGISTRY



**Project 529 Garage** makes it harder for thieves to steal your bike. If your bike is registered with Project 529, it’s easier for police to get your bicycle back to you. Check with your local community police department or your local bike shop for details and decals.

<https://project529.com/garage>

**#BikeThievesSuck**

# RESOURCES

## ICBC's Bike Smarts for Kids Free to Download

<https://www.icbc.com/road-safety/teaching/Documents/bike-smarts.pdf>

Grade level: K-7

Format: Free Download

## ICBC's Lesson Plans

<https://www.icbc.com/road-safety/teaching/Pages/For-educators.aspx>

Age appropriate road safety resources and DVDs

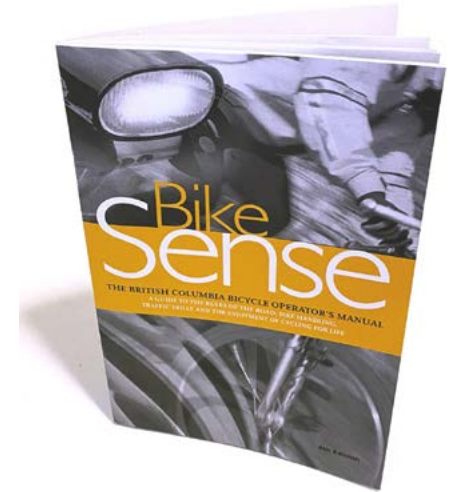
Grade level: K-8

Order FREE copies

## Bike Sense Manual

<http://www.bikesense.bc.ca/bikesense-manual>

Free download or order print copies



## BC Injury Research and Prevention Unit

<https://www.injuryresearch.bc.ca/education/thinkfirst-bc/>

School Presentations - Reasons to Protect your Brain

Grade level K-6

Helmet fit: [https://www.injuryresearch.bc.ca/docs/3\\_20061211\\_153027ICBC3.pdf](https://www.injuryresearch.bc.ca/docs/3_20061211_153027ICBC3.pdf)

## Cycling BC iRide - School Programs

<https://iride.cyclingbc.net/>

## CAN-BIKE Courses throughout BC

<http://canbikecanada.ca>

#CyclingEducation 

# GO BY BIKE BC & COVID-19

Our priority is for the enjoyment, health and safety of anyone participating in GoByBike September 28 - October 4, 2020. Please follow the Covid-19 Provincial Health Officer guidelines and protocols as well as any local municipal guidelines in your community.

We anticipate most community events will be largely virtual, with online registration and reporting, with little or no face to face activities. However we recognize there may be Celebration Stations or other face to face experiences in some communities.

The gathering together of people indoors or outdoors for the purpose of attending an event can promote the transmission of SARS-CoV-2 and increase the number of people who develop COVID-19; GoByBike BC Society does not assume responsibility for individuals who may become infected through participating in GoByBike 2020 activities.

GoByBike BC is communicating our expectations to all local organizers (coordinators) of GoByBike events in their regions. Ride on & stay well. **#flattenthecurvenotthetire**

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## Provincial Sponsors



BIG BEAR  
SOFTWARE



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## GoByBike BC Society

[www.gobybikebc.ca](http://www.gobybikebc.ca)

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