



Fall GoByBike Weeks

September 27 - October 10, 2021

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** is a program that encourages British Columbians to try using their bicycles for transportation rather than a motor vehicle year round.

This fall, we are encouraging people to ride their bikes as much as possible from **September 27 - October 10, 2021**.

With this guide we want to share **tips, tricks, & ideas for activities** with you that will help make it a fun 2 weeks 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



We anticipate most community events will still be largely virtual, with online registration, 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 **Fall GoByBike Weeks** a success.

Cycling is good for mental and physical well-being, especially during these uncertain times amidst a pandemic. It provides breaks in the form of outside activities and can relieve stress. Riding bikes is fun and it helps the environment at the same time!

By riding their bikes, students increase their physical activity, benefit from outdoor activities and arrive fresh and energized at school by reducing traffic in and around the school's neighbourhood and their communities at the same time. Less traffic means more safety. More safety means more riders. More riders contribute towards a sustainable future.



Biking with friends is fun and it helps students **build confidence**. Encourage your students to ask their friends and people in their neighbourhood if they'd like to bike to school together; or GoByBike after school or on the weekends.

Parents or teachers can consider organizing **"riding bubbles"** where a Team Leader (parent, teacher, older student) rides along with the **same group** of children to and from school. Team Leaders or parents can organize **weekend rides** or participation in **community activities** like treasure hunts or community exploration rides (see section **"Creating Excitement & Awareness"** for more ideas).



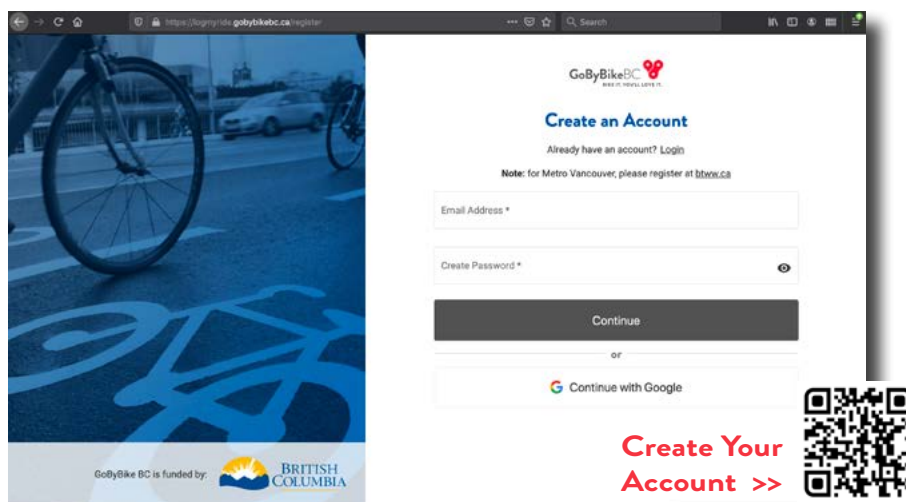
SCHOOL TEAMS

Schools, grades, or learning co-horts 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] 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

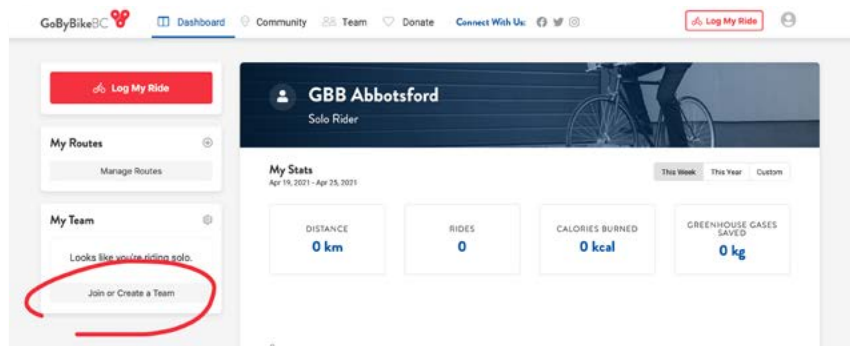
Step 1: Create an Account

We launched a **new LogMyRide registration system** last fall. Everyone needs to create a new account in the new LogMyRide registration system. Note: the new system does NOT work in Internet Explorer.



Step 2: Create Your Team

After you provided your personal information, choose to “Join or Create a Team” under “My Team” in your dashboard.



Elementary Schools (or LARGE teams)

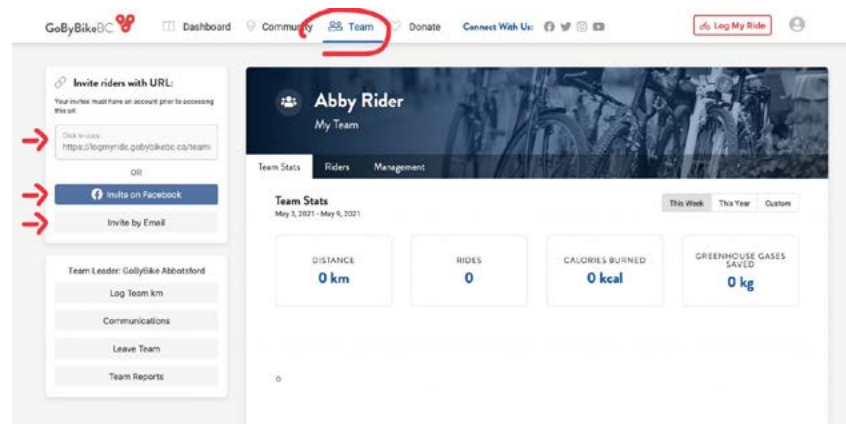
Once a Team Leader has created a team, only the Team Leader will keep track of the team's rides/kilometers on their [Participation Tracker](#) and log the team's entire participation at the end of each week.

Middle & High Schools will follow Step 3 and on as outlined on the next page.

Step 3: How to Invite Riders to Join Your Team

There are three options on how to invite riders to your team. In your account, click [Team](#) at the top first, then

1. Copy the [Invite Riders with URL](#) on the left by emailing the URL to possible teammates.
2. Send an Invite via [Facebook](#) (you have to allow pop-ups in your browser), or
3. Send an [Invite via email](#) straight from your dashboard.

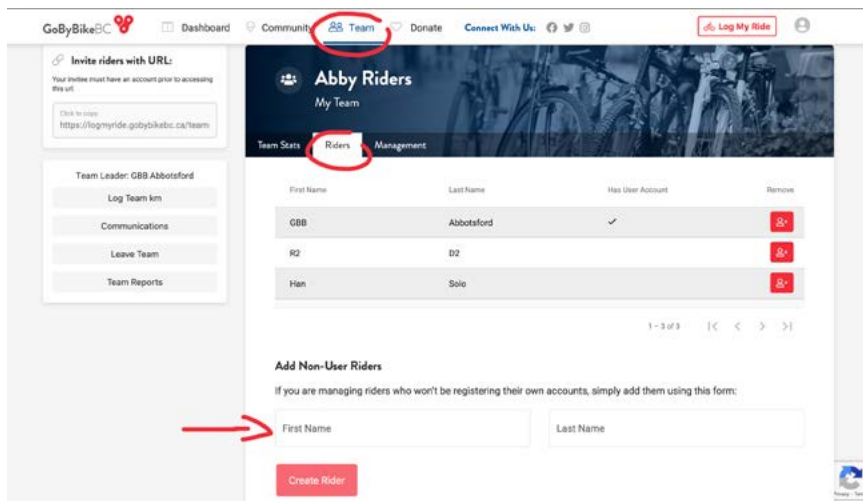


Note: People must create an account before they can join your team.

Step 4: How to 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 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.



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!](#)

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 [webinars](#), (digital) [workshops](#) 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 [appendix](#)).

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

[#gobybikewithfriends](#) 

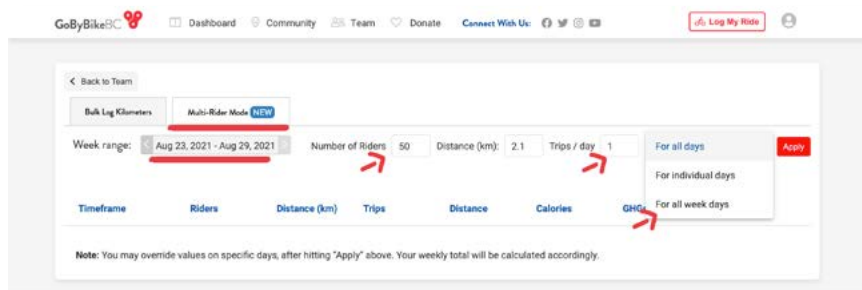
SHARE TIPS & TRICKS

Fall and winter months might deter people from using their bicycles. With the right tips and tricks about how to ride safely in less ideal conditions, cycling can continue to be safe and enjoyable in fall and winter:

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 others plan their routes. Maybe you ride (parts of) a [route together](#).

NEW: Logging Rides for a Large Team in Multi-Rider Mode

As an Elementary School Team Leader or a Team Leader of a large team (class, grade, etc) you can easily log the team’s entire rides/ kilometers of a week in the Multi-Rider Mode.



Point your phone camera here to go to “How to Create a Team” under Resources on our website:
<https://gobybikebc.ca/resources/create-a-team/> >>



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.

Point your phone camera here to go to
GoByBike BC Society's YouTube Channel >>



CREATE “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 or on the weekends.

Parents or teachers can consider organizing “**riding bubbles**” where at least one parent/teacher rides along with the **same group** of children to and from school.

Parents or Team Leaders can organize **weekend rides** or participation in **community activities** like treasure hunts or community exploration rides (see section “**Creating Excitement & Awareness**” for more ideas below).



KEEP TRACK

Use the [Tracking Poster](#) (see **appendix**) to track trips that students choose to GoByBike. Establish it as a morning ritual when the students arrive. Collect weekend ride numbers. Adding their kilometers, 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 **enter their results online**. If you need help check out the [FAQ section on our website](#) or contact support@GoByBikeBC.ca.

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

GoByBike for Schools

Sept 27 – Oct 10, 2021



Team Leaders,
register your team at
www.GoByBikeBC.ca

REGISTER HERE

Team Leader reports the team's participation after
GoByBike Week at www.GoByBikeBC.ca

EVERY BIKE RIDE COUNTS!

Participants on the team can also track their own participation
at www.GoByBikeBC.ca to enter to win prizes.

NEW: link to STRAVA



TEAM NAME:						
Distance biked (km), or sticker; or indicate student biked each day he/she biked to school. <small>Note: Answer if 2km for students who don't know the distance.</small>						
Name of Student	OCT 4 M	OCT 5 T	OCT 6 W	OCT 7 T	OCT 8 F	TOTAL
Example of student who doesn't know distance biked.	★		✓	😊		12.6 km
1						
2						
3						
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#ridingwithfriendsismorefun 

CREATING EXCITEMENT & 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.

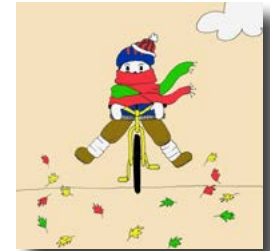
What about ...

...“Bike Bingo”.

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



... a **Poster Competition**. Design your own **Fall GoByBike Weeks** poster showing why cycling is good for the environment and mental well-being.



...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** for Fall GoByBike which people had to find and take a photo of themselves with the sign (photo top left).



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 left).

For Spring GoByBike, **Vernon** had planned to partner with the **local library** for a “**Bike Story Time**.” a family friendly story is printed out on multiple signs, and people bike around the city to find the signs to read the story.



As part of Spring GoByBike, the **Fernie Heritage Library's Book Bike** made its debut and kicked off leisurely summer rides. The Book Bike was then around town all summer long, at parks and community spaces.

#unitedbycycling

PROVIDING A SAFE ENVIRONMENT

Consider organizing [webinars](#), small group [workshops](#), or “riding cohort [bike rodeos](#)” where students can learn safe cycling techniques, practicing physical distancing, obeying traffic signs, and the laws of road use.



A bike rodeo can be comprised of many stations (such as helmet fit, bike check, snail race), or as simple as a single obstacle course with a few pylons. 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 organizer or coordinator](#); 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 can find further information and classroom material online (links can be found in the **Resources** section on the right).

RESOURCES

ICBC's Road Safety for Educators

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

Age appropriate road safety resources

Grade level: K-8

Bike Sense Manual

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

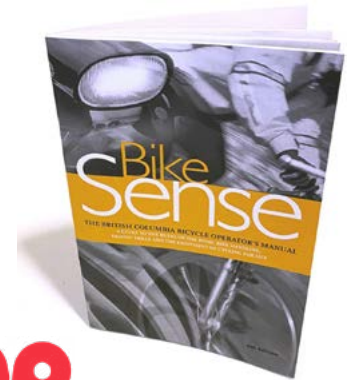
Free download or order print copies

Cycling BC iRide - School Programs

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

CAN-BIKE Courses throughout BC

<http://canbikecanada.ca>



#CyclingEducation 

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 or your local bike shop for details.

<https://project529.com/garage>

#BikeSafety 

#BikeThievesSuck 

APPENDIX

Posters

Point your camera at the QR code to download the posters and either print them out or email them. You may also try contacting your Local Community Coordinator to see if you can get some printed posters.



GoByBike Week

British Columbia
Sept 27 – Oct 10, 2021

FREE REGISTRATION AT
GoByBikeBC.ca
to enter to win one of many great prizes including \$100 Visa Gift Cards, and an Exodus Travels Cycling Adventure.

 REGISTER HERE!

 **GoByBike** FOR FUN, FOR EXERCISE,
FOR TRANSPORTATION, FOR THE ENVIRONMENT ...




GoByBike

SEPT 27 TO OCT 10 • 2021

FREE REGISTRATION AT
GoByBikeBC.ca

 REGISTER HERE!

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FOR TRANSPORTATION, FOR THE ENVIRONMENT ...




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 **GoByBike** FOR FUN, FOR EXERCISE,
FOR TRANSPORTATION, FOR THE ENVIRONMENT ...




GoByBike

Sept 27 – Oct 10, 2021

 REGISTER HERE!

 **GoByBike** BC
BIKE IT. YOU'LL LOVE IT.

Ride your bike at least once to

ENTER TO WIN

one of many great prizes including \$100 Visa Gift Cards, and an Exodus Travels Cycling Adventure.

LOG ALL BIKE RIDES!
All bike rides count, including rides for recreation, fun, and exercise. To enter the prize draw:

1. Register at www.GoByBikeBC.ca
 - If you are new to the NEW system click "Create an Account".
 - If you already have an account in the NEW system, click "Login".
2. Login to your account at www.GoByBikeBC.ca and enter every bike ride during Sept 27 – Oct 10.

 REGISTER HERE!

NEW! Link to STRAVA to easily log every bike ride and enter to win at the same time!

Point your phone camera here to go to **GoByBike BC Society's website** for posters and other resources >>



GoByBike for Schools

Sept 27 – Oct 10, 2021



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Team Leaders,
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Team Leader reports the team's participation after
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NEW: link to STRAVA



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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	OCT 4 M	OCT 5 T	OCT 6 W	OCT 7 T	OCT 8 F	TOTAL
Example of student who doesn't know distance cycled.	★		✓	😊		12.6 km
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Point your phone
camera here to go
to GoByBike BC
Society's website for
posters and other
resources >>



Sample Newsletter*

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

Email Text: Together with many other communities in British Columbia, from September 27 - October 10 2021, *[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 (especially when schooling from home) as well as on the weekends.

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 webinar about XY]* on *[date/time]*.

Mark Your Calendars & GoByBike!
[Your Name]

Sample Letter / Email to Parents*

Subject Line: We are celebrating Fall GoByBike Weeks

Letter / Email Text: We are excited to announce that our school is celebrating Fall GoByBike Weeks from September 27 - October 10, and students and their families, teachers and staff throughout BC are encouraged to ride their bicycles whenever they can: to and from school, or before and after school (especially when schooling from home) as well as on the weekends.

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 webinar about XY]* on *[date/time]*. Covid-19 measures are in place to keep everybody safe.

Mark Your Calendars & GoByBike!
[Your Name]

*Note

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

Provide as much **information** as the community / school patrons / parents might need about Covid-precautions / activities / workshops / webinars / bike parking options / contests / prizes / etc.

Insert **pictures or testimonials and links** to online resources or online communities. Ask parents / the community to commit to riding their bikes.

#GoByBikeBC
#gobybike2school



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. 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 and hashtags, like a 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. Emojis make it even more fun.

Try to attach **pictures** of happy, engaging, fun activities, 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** for easy sharing and the feeling of belonging to a **community**.

How to Tag GoByBike BC

On Facebook, Instagram and Twitter use **@gobybikebc** to tag us in a post. That way we will get a notification and can share your content. For example: "@gobybikebc Fall GoByBike Weeks starts in 2 weeks. The countdown is on! Have you registered yet?!"



Sample Social Media Posts / Content



Facebook

We've registered for **Fall GoByBike Weeks 2021**, 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 September 27 and October 10! 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....!

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 www.GoByBikeBC.ca. #gobybikebc

Fall GoByBike Weeks 2021 - now that's a wrap! We had # OF RIDERS and # OF TRIPS. Our school / team saved xxxx kilograms of greenhouse gases in just two weeks! Keep on riding. #gobybikebc



Twitter

We've registered our team for #fallgobybikeweeks and we are ready to roll from Sept 27 - Oct 10! All bike rides count! 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? #fallgobybikeweeks #bike2school #gobybikebc

Popular Hashtags:

#gobybike #gobybikebc #unitedbycycling #fallgobybike #fallgobybikeweeks
#bike2school #btsw #justbikeit #bikeweek #bikelife
#getoutside #britishcolumbia #bc #cyclebc #cycle #cleancommute
#gobybikewithfriends #enjoytheride #cyclist
#outsideisfree #burnfatnotfuel



Instagram



Space is getting limited at [School Name]/our bike rack!
 Can you spot your team members' bikes? Tag them in
 the comments! #gobybike #gobybikebc #bike2school
 #fallgobybikeweeks #unitedbycycling #_____ #_____

#fallgobybikeweeks 

PROVINCIAL SPONSORS:



GOBYBIKE BC & COVID-19

Our priority is for the enjoyment, health, and safety of anyone participating in **Fall GoByBike Weeks September 27 - October 10, 2021**. Please follow the Covid-19 Provincial Health Officer guidelines and protocols as well as any local municipal guidelines in your community.

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 Spring GoByBike 2021 activities.

Ride on and stay well.



GoByBike BC Society

Provincial Program Manager

Terri-Lynn Gifford

terri-lynn@gobybikebc.ca

www.GoByBikeBC.ca



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/

