Spring GoByBike Week May 30 - June 5, 2022 A GUIDE FOR SCHOOLS





INTRODUCTION

Spring GoByBike Week 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 May 30 - June 5, 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 Spring GoByBike Week is free and registered schools and riders can win awesome prizes.

Register FREE at www.GoByBikeBC.ca



We anticipate most community events will go back to face to face activities with Celebration Stations or other face to face experiences and with this guide, GoByBike BC hopes to provide practical and useful information on how to make Spring GoByBike Week a success.



Cycling is good for mental and physical well-being, especially during uncertain times of a pandemic and changing climate. It provides breaks in the form of outside activities and can relieve stress.

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.

Riding bikes is fun and it helps the environment at the same time!



SCHOOL TEAMS

Schools, classes, 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 <u>new LogMyRide registration</u> <u>system</u> in fall 2020. If you haven't participated since then, you need 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". Choose a name.



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

Step 3: How to 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.

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.



Step 5: How to 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".

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BUILD YOUR TEAM, ENCOURAGE PEOPLE TO JOIN YOU

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

In preparation for Spring GoByBike Week sign up for Ride2Learn Online, 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 alike; and introduce your GoByBike Team Leaders and their teams. Add **workshops** (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 **appendix**).

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

CREATE "RIDING BUBBLES"

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 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 particpation in community activities like treasure hunts or community exploration rides (see section "Creating Excitement & Awareness" for more ideas below).

#ridingwithfriendsismorefun



KEEP TRACK

Use the <u>Tracking Poster</u> 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 Spring GoByBike Week, 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.

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SHARE TIPS & TRICKS

Fall and winter months might have deterred people from using their bicycles. With the right tips and tricks about how to get bicycles out of hibernation, cycling can continue to be safe and enjoyable in the spring:

- 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?)
- 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 <u>route together</u>.
- 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 <u>GoByBike BC Society's YouTube</u> <u>Channel</u> for more tips & tricks.



PROVIDING A SAFE ENVIRONMENT

LEARN2RIDE ONLINE

Learn2Ride Online is a FREE web-based course that helps youth ages 9-12 years learn about basic cycling safety. With in-school learning changing in the last few years, Learn2Ride Online helps youth and their families learn skills to cycle safely and confidently around their neighbourhood.

Learn2Ride 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 public 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.



Learn2Ride Online covers:

- Parts of the Bicycle
- ABC Quick Check
- Locking a Bicycle
- Helmet and Safety Gear
- ABCs of Bike Safety: Awareness, Behaviour & Communication
- 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. 1hr for youth.

Teachers interested in enrolling their class please contact terri-lynn@gobybikebc.ca.

Point your phone camera here for more information >> (www.GoByBikeBC.ca/cycling-education)









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Master Mechania



To complement the Learn2Ride Online course consider organizing webinars, small group workshops, or 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, bike 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 <u>community's GoByBike organizer or</u> <u>coordinator</u>; they are a great source of information and *may* offer riding and skills courses. ICBC has FREE K-10 Lesson Plans online, and Learn2Ride Online is a FREE web-based course that helps children ages 9-12 years learn about basic cycling safety. You can find further information and classroom material online in the "Resources" section in the appendix.



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



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 Spring GoByBike Week poster for World Bicycle Day (Friday, June 3) 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 is partnering 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.



..."Bike Bingo".

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





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.)

APPENDIX

eNewsletter. Emails and Letters to Parents are a great opportunity to rally Teams & 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 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 Spring GoByBike Week

Email Text: Together with many other communities in British Columbia, from May 30 to June 5, 2022, [School Name] is celebrating Spring GoByBike Week 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. 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]

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Subject Line: [School Name] is celebrating Spring GoByBike Week

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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]



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 (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**.

#gobybike #gobybikebc #unitedbycycling
#springgobybikebc #springgobybikeweek
#bike2school
#justbikeit #bikeweek
#getoutside #britishcolumbia #cyclebc #cycle
#cleancommute #bikelife
#gobybikewithfriends #enjoytheride #cyclist
#outsideisfree #burnfatnotfuel
#anyridecounts

Sample Social Media Posts / Content



<u>Facebook</u>

"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 <u>Spring GoByBike Week</u> 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 May 30 and June 5! This spring 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"

"Spring GoByBike Week 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! Looking forward to the fall - mark your calendars (Sep 26 -Oct 19, 2022) and keep on riding. #gobybikebc"

J <u>Twitter</u>

"We've registered our team for #springgobybike and we are ready to roll from May 30 - June 5! #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? #springgobybike #bike2school #gobybikebc"



<u>Instagram</u>



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



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 either print them out or send a link via email. You may also try contacting your Local Community Coordinator to see if you can get some printed posters.



RESOURCES

<u>Learn2Ride Online</u> is a free web-based course that helps children ages 9-12 years learn about basic cycling safety. <u>https://gobybikebc.ca/cycling-education</u>

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

Bike Sense - The How-to Guide for Cycling in BC https://www.bccc.bc.ca/bikesense-index Free download or order print copies

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-10

Cycling BC iRide - School Programs https://iride.cyclingbc.net/

CAN-BIKE Courses throughout BC http://canbikecanada.ca





road safety learning resources grade 4

activity sheet





GOBYBIKE BC & COVID-19

Our priority is for the enjoyment, health, and safety of anyone participating in Spring GoByBike Week, May 30 - June 5, 2022. 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 programs will be held in person again, with face to face activities, and we recognize there may be Celebration Stations 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 Spring GoByBike 2021 activities.

GoByBike BC is communicating our expectations to all local organizers (coordinators) of GoByBike programs in their regions.

Ride on and stay well.

#unitedbycycling
#anyridecounts









GoByBike BC Society

www.GoByBikeBC.ca

Provincial Program Manager Terri-Lynn Gifford <u>terri-lynn@gobybikebc.ca</u> 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/



