

**Bike to School Week**  
**British Columbia**  
May 27 – June 2, 2019



**GoByBikeBC**  
BIKE IT. YOU'LL LOVE IT.

**A GUIDE  
FOR FIRST  
TIMERS**



# INTRODUCTION

[Bike to School Week](#) celebrates students (parents, teachers, and staff alike) who ride their bicycles to and from school. Cycling is fun, free and registered riders can win awesome prizes. The annual event runs every spring, usually during the last week of May and schools all over BC engage with their students, families, teachers and staff to celebrate daily commuting by bicycle.

Schools in BC can register through GoByBike BC's website [biketowork.ca/bike-to-school](http://biketowork.ca/bike-to-school). In Metro Vancouver, the event is organized by HUB Cycling and schools in that area should register through [bikehub.ca/btsw](http://bikehub.ca/btsw).

With this guide, GoByBike BC hopes to provide practical and useful information on how to make Bike To School Week a success. We thank **HUB Cycling** for allowing GoByBike BC to use their *First Time Schools' Guide* as inspiration for this document.

## BENEFITS OF BIKING TO SCHOOL

By riding their bike, 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. 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!



# 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.

#ridingwithfriendsismorefun 

## 1. Build Your Team

Anyone can start a team! All it takes are team members and a valid email address.

### Elementary Schools

One Team Leader will register a team and enters the results for that team. When asked if you are registering for Bike to Work or Bike to School, select *Bike to School!*

### Middle Schools and High Schools

A 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. Middle Schools and High Schools should register for the *Bike to Work* event type in order to allow students to join the team and enter their own results.



## 2. Registration

### Elementary Schools:

If you've never registered before, [CLICK REGISTER](#), and when asked what event you are registering for, select **"Bike to School"**.

### Middle Schools and High Schools:

If you've never registered before, [CLICK REGISTER](#), and register under the **"Bike to Work"** event type.

### Returning Rider/Team Leader:

If you registered your school team last year, [CLICK LOGIN](#), and all you have to do is **log back in to register**.

This screenshot shows the registration form for elementary schools. The navigation bar includes links for Main, About, FAQ, Contact, Communities, and Donate. The form has tabs for 'Bike to Work' and 'Bike to School'. Under 'Registration Type', 'Bike to School' is selected. The event options are '2019 Bike to Work & School Week - Teens & Adults' and '2019 Bike to School Week - Elementary Students', with the latter selected. A note at the bottom says 'Select which event type your team will be participating in.'

This screenshot shows the registration form for middle and high schools. The navigation bar includes links for Main, About, FAQ, Contact, Communities, and Donate. The form has tabs for 'Bike to Work' and 'Bike to School'. Under 'Registration Type', 'Bike to Work' is selected. The event options are '2019 Bike to Work & School Week - Teens & Adults' and '2019 Bike to School Week - Elementary Students', with the former selected. A note at the bottom says 'Select which event type your team will be participating in.'

This screenshot shows the login form. The navigation bar includes links for Main, About, Bike to Work, Bike to School, Sponsor, Media, Your Stories, Donate, Contact, Communities, and Donate. The form has a 'Log In' heading and a 'Log In' button. It includes fields for 'Email or username' and 'Password'. A note at the bottom says 'Click here to request a new account if you do not have one.'



[www.biketoworkweek.ca/registration](http://www.biketoworkweek.ca/registration)

### 3. Talk About It!

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

**#bike2school #btsw** 

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 Bike To School Week team leaders and their teams. Add workshops and special events to your school calendar and through social media (if applicable). 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.

**#gobybike #gobybikebc** 

### 4. Keep Track - Literally.

Use the **Tracking Poster** to record students' bike rides to and from school. Establish it as a morning ritual when the students arrive. Ticking off the box or putting the sticker on the poster often is a highlight as such. **Celebrate it.**

At the end of Bike To School Week, team leaders count all the stickers and **enter the results online** or **submit** their trackers to **terri-lynn@biketowrk.ca**. We can help you enter your results and your team will be entered into the draw to win one of **numerous prizes**.



# 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 Bike To School Week poster, introducing the team leader and the riders. Take photos of students with their bikes.

...“**Dress Up Your Bike**” for Bike To School Week.

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



... Start a “**Countdown to Bike To School Week**” with one challenge per week. Some ideas:

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

## ... SHOOT A SHORT VIDEO (60-90<sub>sec</sub>) - STUDENT VIDEO CONTEST



# CALLING ALL STUDENTS!

GOBYBIKE BC SOCIETY  
INVITES YOU TO FILM A SHORT  
VIDEO ABOUT BIKING TO GET  
TO AND FROM SCHOOL.

## PROVIDING A SAFE ENVIRONMENT

Teach **safety** and riding etiquette in a playful way. Offer bike maintenance clinics, riding workshops, route planning or smaller group rides. Check out your **community's BTWW 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**.

#enjoytheride 

# APPENDIX

## Tracking Poster



# Bike to School Week

**May 27 – June 2**

Team Leader Registers the Team at  
[WWW.GOBIKEBC.CA](http://WWW.GOBIKEBC.CA)

Team Leader Reports the Team's Participation  
After Bike to School Week at  
[WWW.GOBIKEBC.CA](http://WWW.GOBIKEBC.CA)

**CLASSROOM TEAMS ARE ENCOURAGED!**



TEAM NAME: \_\_\_\_\_

Name of Student	Classroom total (group) or student or teacher or teacher total (week day individual) or school					TOTAL	Days this biking school?
	New! Answer it like for students who don't know the answer!						
	MON M	TUE T	WED W	THUR T	FRI F		
Example of students who doesn't know distance cycled.	★		✓	☹		12.5 km	NO
1							
2							
3							
4							
5							
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\*Example of students who doesn't know distance cycled. For the students who don't know the answer, they should use a question mark. For the students who don't know the answer, they should use a question mark. For the students who don't know the answer, they should use a question mark.



## Sample Newsletter Content

### Subject Line

[SCHOOL NAME] is celebrating Bike To School Week

### Email Text

Together with many other communities in British Columbia, from May 27 to June 2, [SCHOOL NAME] is celebrating Bike To Work School Week 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. 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 Bike To School Week

### Letter / Email Text

We are excited to announce that our school is celebrating Bike To School Week this year [-again]! The event is taking place from May 27 to June 2, 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].

*\*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.

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

#keyhashtags 



Facebook

(Try to attach pictures of happy, active, fun events, teams or riders and don't forget to tag **GoBy Bike BC** for easy sharing.)

*°We've registered for GoByBike BC's Bike to School Week! Together with other schools all over British Columbia, we are celebrating cycling and making our community a healthier and happier place! Have you registered? #bike2school #gobybikebc May 27 - June 2, 2019.*

*°#bike2school week has kicked off at SCHOOL and everybody is excited to be part of the event! How is your #gobybike week so far?*

*°#bike2school - 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

Try to upload pictures of happy, active, fun teams or riders and don't forget to tag others and **GoByBike BC** as this will make it easier to share.

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



## Twitter

(Try to attach pictures of happy, active, fun events, teams or riders or a link to related articles or further readings. Don't forget to tag **GoByBike BC** and others or sponsors for easy sharing.)

*°We've registered our team for #bike2school week and we are ready to roll to school from May 27 - June 2. #gobybikebc*

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

## 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

Grades 4-12

<https://cyclingbc.net/iride/teachers/get-started/>

3-Day In-school Program or 1/2 Day Field Trip

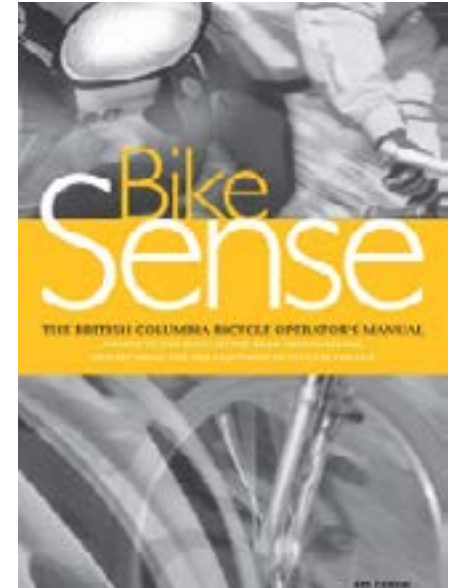
Cycling BC iRide After School Programs

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

Ages 6-19

CAN-BIKE Courses throughout BC

<http://canbikecanada.ca/>





## Project 529 Registry

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 vehicle back to you. Check with your local community police department for details and decals.

<https://project529.com/garage>

#BikeThievesSuck 

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## Provincial Sponsors



## GoByBike BC Society

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

Phone: 604-859-9095

Provincial Program Manager  
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