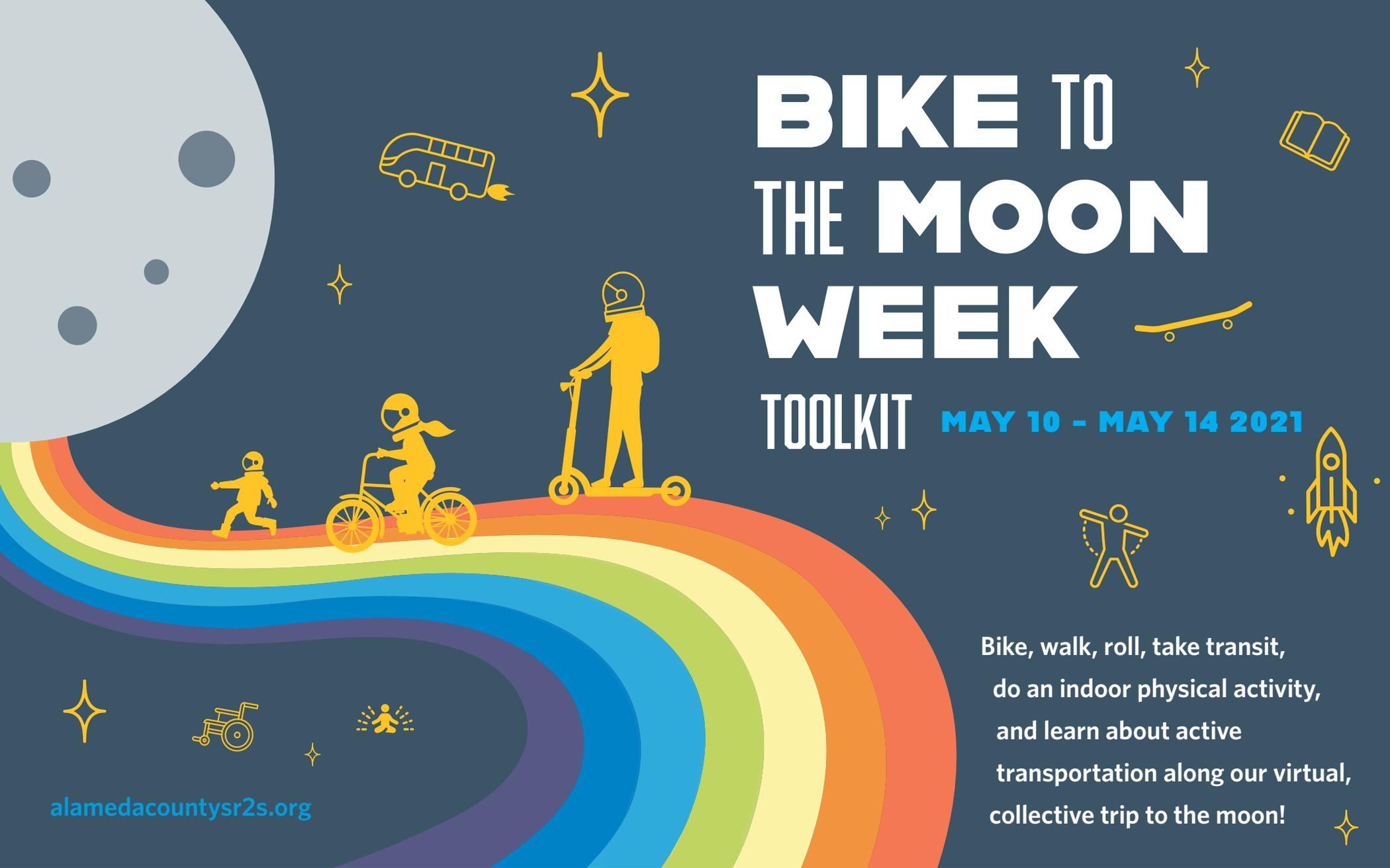


BIKE TO THE MOON WEEK

TOOLKIT **MAY 10 - MAY 14 2021**



Bike, walk, roll, take transit,
do an indoor physical activity,
and learn about active
transportation along our virtual,
collective trip to the moon!

alamedacountysr2s.org



METROPOLITAN
TRANSPORTATION
COMMISSION

Alameda County Safe Routes to Schools encourages abiding by local health guidelines, wearing a mask, and maintaining physical distance from people outside of your household.

The Alameda County Safe Routes to Schools Program is an Alameda County Transportation Commission (alamedactc.org) program and is funded with Alameda County local sales tax Measure B, regional, state and federal funds.

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Bike to the Moon Week At A Glance

- **What:** An Alameda County Safe Routes to Schools (SR2S) Program virtual event to encourage biking and physical activity during Bike Month in May.
- **Why:** Reduce pollution and congestion, stay healthy, build community, and keep our streets safe.
- **When:** One week, from Monday, May 10 - Friday, May 14, 2021. The registration deadline for schools is Friday, April 16.
- **Where:** Anywhere! Your house, your street, your neighborhood park - wherever you move!
- **Who:** Students, families, and staff from schools enrolled in the Alameda County SR2S Program.
- **How:** Do any kind of physical activity - bike, walk, roll, skateboard, dance, stretch, or anything else - and learn about bike safety. Track your miles or minutes of activity daily, or at the end of the week using the [Moon Miles Tracker](#). We will convert your activity to Moon Miles. Submit your activity by 5:00pm on Monday, May 17, 2021 for a chance to win fun prizes.
- For more information about how to participate, visit the event website or contact ndye@alamedacountysr2s.org.

What is Bike to the Moon Week?

In celebration of Bike Month in May, the Alameda County SR2S Program will host Bike to the Moon Week, a week-long virtual event to encourage biking and physical activity. Bike to the Moon Week will take place from Monday, May 10 to Friday, May 14. Students, families, and school staff are invited to track their miles and minutes of activity with the goal of “biking” all the way to the moon, which is 286,900 miles away!

During Bike to the Moon Week 2021, we encourage all students, families, and school staff to help us get to the moon by staying active. They can do this by biking, walking, rolling, taking transit, or learning about bike safety. Leading up to the event, site coordinators will work with school champions to identify helpful resources to support students in preparing for the event. These resources may include support on how to sign up for an education event, or information on local bike libraries or bike shops, or local bikeshare programs for students who do not currently have regular access to a bike.

Event Benefits

Bike to the Moon Week has a number of goals related to safety, health, mobility, equity, and community. The key goals of Bike to the Moon Week are to:

- Encourage students, families, and school staff to be physically active during Bike Month

- Reduce pollution
- Encourage families to shift from driving to active and shared modes of travel
- Make connections between biking advocates in the community and the Alameda County SR2S Program community

How to Participate

Register by Friday, April 16

To receive support for and information about the event, schools are encouraged to register. Once you register your school, your site coordinator will help you run the event at your school. They will send you the [Mileage Tracking Form](#), which is designed to help participants track their activity throughout the week. Registration is open until Friday, April 16. [To register, click here.](#)

Who Can Participate?

This event is open to all schools in Alameda County. We encourage everyone in your school community to participate! Teachers, champions, and administrators can participate, and can also help students and families track their activity. Students and families are at the heart of this event, but we encourage neighbors and community members to join in on the fun.

If your school is not enrolled in the Alameda County Safe Routes to Schools Program, [click here](#) to enroll. If you're not sure, reach out to us at info@alamedacountysr2s.org.

Bike to the Moon Week At A Glance

What Activities Count Towards Our Journey To The Moon?

To encourage all students to participate in the event, both biking and non-biking based physical activities count towards our journey to the moon. All active and shared modes will be counted, including biking, walking, scooting, skateboarding, using a wheeled mobility device, and taking transit. Students can also participate by attending an Alameda County SR2S Program education event, such as a virtual **Travel Training** workshop or a virtual **BikeMobile** presentation.



Mileage Tracking

We know that 286,900 miles is a long distance to travel. To help us get to the moon, we will convert all activity into "moon miles." You don't have to worry about doing the conversions. The **Mileage Tracking Form** will automatically do it for you. If you're curious, we are using the following conversions:

- 1 mile of biking = 50 moon miles
- 10 minutes of biking = 50 moon miles
- 10 minutes of another physical activity (walking, scooting, skating, taking public transportation) = 50 moon miles
- 1 post on social media about the event, with **#IBikedToTheMoon** = 50 moon miles
- Attend 1 **online education event** = 100 moon miles

During Bike to the Moon Week, all participants will fill out their own **Mileage Tracking Form**. You can enter how many miles you biked, or how many minutes of other physical activity you completed. You can also let us know if you participated in an online training. There is no limit to the number of activities you can submit. Participants can submit the mileage tracking form daily or all at once at the end of the week. Just make sure that you don't double-count your activities.

Key Tracking Forms dates:

- Tracking Form Opens: Monday, May 10 at 7:00 am PST
- Tracking Form Closes: Monday, May 17 at 5:00pm PST

Prizes

All participating students will receive a reflective sticker for their helmet or bike. Students will also receive a digital picture frame that can be used on social media. All participating students will be entered into a countywide drawing for a grand prize. Five lucky winners will receive an electronic gift card to a sporting goods store.



Event Timeline

Bike to the Moon Week cannot happen without school champions and volunteers! With your help, Bike to the Moon Week will be a great event to end the school year and help students launch into a healthy and active summer. School champions and volunteers play an important role in promoting the event in your school communities and communicating how the event works. Below is a timeline that outlines what school champions and volunteers can do leading up to Bike to the Moon Week. Additionally, school champions and volunteers can help students, families, and school staff members prepare for Bike to the Moon Week by promoting local bike access resources. A list of local bike access resources is provided on page 6.

Remember, Bike to the Moon Week is Monday, May 10 - Friday May 14, 2021.

Monday, April 12, 2021: Four Weeks Prior to Event

- Schedule a meeting with the school principal to ensure their support for Bike to the Moon Week.
- Register your school for Bike to the Moon Week at alamedacountysr2s.org/our-services/plan-an-event/bike-to-school-day/ by Friday, April 16.
- Work with your Alameda County SR2S Program Site Coordinator to be sure that all students and families feel included to participate in Bike to Moon Week.
- Present Bike to the Moon Week information to the PTA/SSC at an April meeting.

- Attend a Alameda County SR2S Program Task Force Meeting to review the timeline for the event, get updates from your district, and access the free, digital materials for your event. Reach out to your Alameda County SR2S Program Site Coordinator for more information on Task Force dates, times, and locations.

Monday, April 26, 2021: Two Weeks Prior to Event

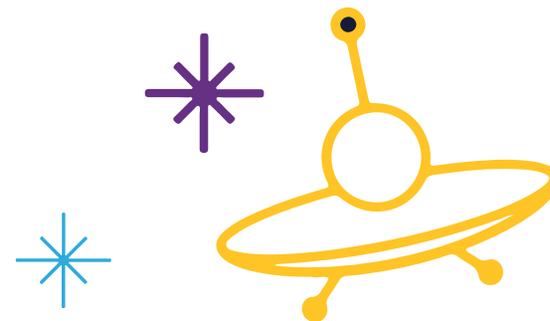
- Share the official Bike to the Moon Week promotional poster with your school, either virtually or with physical copies (the poster is available at alamedacountysr2s.org/plan-an-event/bike-to-school-day).
- Promote your event via newsletter, parent letter, school announcements, etc. Sample text is available on pages 7 and 8 of this toolkit.

Monday, May 3, 2021: One Week Prior to Event

- Remind your school community that the event is next week by posting on social media (using the event hashtag, **#IBikedToTheMoon**) and through your school's online communication methods.
- Print out or virtually share the promotional poster. The poster is available under "Resources" at alamedacountysr2s.org/plan-an-event/bike-to-school-day.

Monday, May 10 - Friday, May 14: Week of Event

- Bike to the Moon! Post pictures of your journey to moon by biking and engaging in other forms of active transportation, and learning about safe biking behaviors on the Alameda County SR2S Program Facebook page (facebook.com/saferoutestoschool) and tag us on Twitter (@AlamedaCoSR2S). Remember to submit a photo waiver to your Alameda County SR2S Program Site Coordinator, found on [page 11](#), and to use the event hashtag, **#IBikedToTheMoon** in your posts!
- Enter your self-reported active transportation activities through the mileage tracking form by Monday, May 17 at 5PM. You can enter mileage at this link: airtable.com/shr7BkpszqSeb9Ywvxv.
- Remember: Have fun and celebrate your success on our collective journey to the moon!



Media and Communications

Please use the following information to stay up-to-date on Bike to the Moon Week progress, and to promote this non-competitive event.

At a Glance

- **What:** An Alameda County SR2S Program virtual event to encourage biking and physical activity during May Bike Month
- **Why:** Reduce pollution and congestion, stay healthy, build community, and keep our streets safe.
- **When:** One week, from Monday, May 10th - Friday, May 14th, 2021.
- **Where:** Anywhere! Your house, your street, your neighborhood park - wherever you move!
- **Who:** Students, families, and staff from schools enrolled in the Alameda County SR2S Program.
- **How:** Do any kind of physical activity - bike, walk, roll, skateboard, dance, stretch, or anything else - and learn about bike safety. Track your miles or minutes of activity daily, or at the end of the week using the [Moon Miles Tracker](#). We will convert your activity to Moon Miles. Submit your activity by 5:00pm on Monday, May 17th, 2021 for a chance to win fun prizes.

For more information about how to participate, visit the [Bike to the Moon Week website](#) or contact info@alamedacountysr2s.org.

Participation Incentives

Every participating student will receive a participation incentive - a reflective sticker, and a digital picture frame. All participating students will be entered into a countywide drawing for a grand prize. Five randomly selected lucky winners will receive an electronic gift card to a sporting goods store for their participation.

Event Timeline and Publicity

- **Thursday, April 1st:** Registration Opens
- **Friday, April 16th:** Registration Closes
- **Monday, May 10th:** Event Starts
- **Friday, May 14th:** Event Ends
- **Monday, May 17th** at 5:00pm: Deadline to submit all activities
- **Thursday, May 20th:** Five participants selected at random to receive prizes
- **Thursday, May 27th:** The five selected participants are notified, permission waivers are collected.
- **Thursday, June 3rd:** Public Announcement of total moon miles traveled and final county-wide participation rates. Contingent upon parent permission and signed waivers, the five prize winners may be announced.



Track Event Progress

During the event, you can monitor our progress to the moon on [Facebook](#) and [Twitter](#). The following information will be available daily:

- Number of schools participating
- Number of students participating
- Number of “moon miles” traveled

Note: This information will only reflect partial participation information, and only captures those participants that enter their activity daily. We won't have all participant information until after May 17th.

Questions?

Contact info@alamedacountysr2s.org.

Additional Communication Resources

A press release about Bike to the Moon Week will be released during the first week of May. Please check [here](#) during that time for the press release. For additional information, please visit our [event website](#). To see information via our social media and to follow the event hashtag, [#IBikedToTheMoon](#), please visit our [Facebook](#) or [Twitter](#).

Important to Remember

Bike to the Moon Week is a cooperative event where we all work together to reach the moon. This event is not a school-vs-school contest, but an event where everyone wins!



At-Home Resources and Activities

The Alameda County SR2S Program offers online learning resources with at-home activities and pedestrian- and bicycle-themed lessons that are aligned with Common Core Standards. Online learning activities can be found here: <https://alamedacountysr2s.org/online-learning/>. The online learning resources include the following lessons:

Grades K-1:

- Use Your Head Before Your Feet
- Be Safe on Your Feet
- Walking Makes Sense
- This is the Way We Go to School
- Using People Power

Grades 2-3:

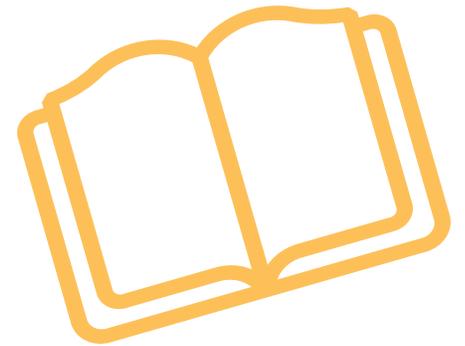
- Intersections Galore
- Walk Around the Block
- Active Travel Choices
- Pollution Solutions
- Green Heroes Grades 4-5: School Safety Audit
- My Safe Route to School
- Green House in a Bottle
- What's in Our Air?
- Let's Carpool!

Grades 4-5:

- Greenhouse in a Bottle
- What's in Our Air
- Bicycle Safer Journey
- Bicycle ABCs Coloring Sheets
- Bicycle Flash Cards

Grades 6-8:

- Project Ride Smart Bike Safety Videos
- Go Green Middle School Curriculum for Remote Learning
- Go Green Middle School Jeopardy
- Bicycle Safer Journey



Access to Bicycles and Bicycle Repair Education

The Alameda County Safe Routes to Schools Program is committed to equity and inclusivity. We want all students and families to be able to walk, bicycle, and roll, no matter their age, ability, or income status. By allowing participants to track all kinds of physical activity, we hope that Bike to the Moon Week is accessible to everyone who wants to participate.

There are many students and families in our community that do not have access to bicycles, scooters, skateboards, or other mobility devices.

The resources below aim to connect community members with bicycles, and with bicycle repairs and education.

If you would like to participate in Bike to the Moon Week, or Bike Month, and don't have access to a bicycle, please reach out to the Alameda County SR2S Site Coordinators at staff@alamedacountysr2s.org. We will do our best to connect you with the resources you need.

The organizations listed below offer bicycle resources to low income and disabled members of the community. Their services include bicycle repair classes, earn-a-bike programs, bicycle rebates or subsidies, and other resources to connect people with bikes.



ORGANIZATION	LOCATION	SERVICE	CONTACT INFO
Biketopia Community Workshops	Berkeley	Provides access to bike education, repair space and tools for a low fee.	biketopiaberkeley.org
Bike East Bay	Countywide	Provides family bicycling workshops.	https://bikeeastbay.org/FCW (510) 845-7433
Cycles of Change After-school Bike Clubs Bike Repair/ Earn-a-Bike Free Bikes Website	Oakland	Provides free bikes to families with low incomes, sells affordable bikes and helmets (at the Bikery), teaches bike repair, provides free bikes through the earn-a-bike program (ages 11-18)	https://cyclesofchange.org/ (510) 842-1006
Del Valle Continuation High School Free Bikes Program Website	Livermore	Provides free bikes to those in need.	sites.google.com/view/delvallebikes/bikes-at-del-valle
Spokeland Bike Repair Website	Oakland	Teaches bike building and repair.	patreon.com/spokeland
The Crucible Earn-A-Bike Program Free Bikes Website	West Oakland	Trains in bike mechanics. Provides free bikes	thecrucible.org/youth-Programs/youth-bike-Program

Access to Bicycles and Bicycle Repair Education

ORGANIZATION	LOCATION	SERVICE	CONTACT INFO
Bay Wheels Bike Share for All	Countywide	Discounted membership for low-income residents for bikeshare.	help.baywheels.com/hc/en-us/articles/360034154091-Bike-Share-for-All
Alameda County Office of Education Student Programs & Services - Special Education	Countywide	Resources for families and students with special needs education	acoec.org/page/272
Clipper Start	Countywide	Single-ride discounts to eligible BART riders.	clipperstartcard.com/s/
Alameda County Student Transit Pass Program	Countywide	Free youth Clipper cards to eligible middle and high school students on AC Transit, Union City Transit, LAVTA Wheels. Discounted trips on BART.	alamedactc.org/programs-projects/studentpass/
Bay Area Outreach & Recreation Program (BORP) Cycling Center	Berkeley	Donation-based bicycle rental program serving people with disabilities.	https://www.borp.org/programs/adaptive-cycling/
Contra Costa E-Bike Rebate Program	Contra Costa County	For school staff living in Contra Costa. Free rebates to residents to purchase an electric bicycle.	tinyurl.com/7hp97dxc



Sample School Newsletter (English)

Get the Word Out! Template Newsletter Text and Social Media Post for Your School Communications

In this new physically distanced world, we've learned a few tips and tricks for how to hold a successful off-site school event – and our #1 tip is Start Event Promotion Early! With Bike to the Moon Week coming up in mid-May, now's the time to start promoting your event. This will help build excitement for the event with students and parents, and let them know how to actively participate. This newsletter template is also available in Spanish on the next page.

To spread the word, you can use the following sample text for your school newsletter and the sample social media post, if your school has social media accounts. Tips for success:

- Check with the editor of your school newsletter to see when they will need the information from you - they may need the information several weeks in advance.
- To increase participation, place this information in your newsletter a week in advance of the big event.

Join the fun for Bike to the Moon Week!

May 10 to 14, 2021

The students, parents, and teachers at (**name of school**) will celebrate Bike to the Moon Week from May 10-14 as part of May Bike Month. During this week-long event, students, families, and school staff will track their miles and minutes of physical activity with the goal of collectively “biking” all the way to the moon, 286,900 miles away!

Participants can earn “moon miles” by participating in physical activities, such as:

- Biking
- Walking
- Rolling, such as wheelchairs, skateboarding, or scooting
- Taking transit
- Learning about bike safety

Students will track and enter their activities each day in the **Moon Mileage Tracking form**, where activities will automatically convert to moon miles. All participants will receive a reflective sticker and a social media profile picture frame, and five lucky winners will receive an electronic gift card to a sporting goods store!

Families and school members can see the journey progress by visiting the Alameda County Safe Routes to Schools **Facebook** and **Twitter** pages. Remember to post a fun photo and tag **@AlamedaCoSR2S** on Twitter with **#IBikedtotheMoon** and on Facebook at **facebook.com/saferoutestoschool**.

Sample Social Media Post

Join us as we participate in the **@AlamedaCoSR2S** Bike to the Moon Week event, May 10-14! Get outside to bike, walk, roll, take public transit, or learn about bike safety, and track your activities here to get us to the moon: <https://tinyurl.com/jkdzw6> **#IBikedToTheMoon**



Sample School Newsletter (Spanish)

Únete a la Semana de En Bicicleta a la Luna - ¡Del 10 al 14 de mayo de 2021!

Celebraremos la Semana de En Bicicleta a la Luna del 10 al 14 de mayo de 2021 como parte del Mes de la Bicicleta nacional en mayo. Únete a tus compañeros, padres de familia y maestros en (**name of school**) durante este evento de una semana de duración a medida que llevamos un registro de nuestras millas y minutos de actividad física. ¡Ayúdanos a alcanzar nuestro objetivo de “viajar en bicicleta” hasta la luna colectivamente - ¡una distancia de 286,900 millas!

Puedes ganar “millas de viaje a la luna” participando en actividades físicas, tales como andar en bicicleta, caminar, andar en patineta (incluyendo usar un dispositivo de movilidad), viajar en transporte compartido y familiarizarte con la seguridad para ciclistas.

Puedes llevar un control y registrar tus actividades cada día en el **Formulario de Registro de Millas hacia la Luna**, el cual automáticamente convierte tus actividades en millas de viaje hacia la luna. Todos los participantes recibirán una calcamónia reflectante y un marco con la foto del perfil en las redes sociales. ¡Además, cinco afortunados ganadores recibirán una tarjeta electrónica de regalo de una tienda de artículos deportivos!

Puedes seguir el progreso de nuestro viaje visitando el sitio web del **Programa de Caminos Seguros a la Escuela del Condado de Alameda**. No olvides publicar una foto divertida y etiquetar a **@AlamedaCoSR2S** en Twitter con **#IBikedtotheMoon** y en Facebook en **facebook.com/saferoutestoschool**.

Sample Social Media Post

¡Únete a nosotros mientras participamos en la Semana de En Bicicleta a la Luna de **@AlamedaCoSR2S** del 10 al 14 de mayo de 2021! Sal a andar en bicicleta, caminar, andar en patineta o patín del diablo, usar transporte público o familiarizarte con la seguridad para ciclistas, ¡y registra tus actividades para ayudarnos a llegar a la luna! <https://tinyurl.com/jkdzw6>



Frequently Asked Questions

What if I walk, scoot, skate, use public transportation, or attend an educational event? Do those count?

Yes! All of those activities count during the event. You can enter your activity at this link, and it will be converted to moon miles. Remember, the conversion of activities to moon miles is:

- 1 mile of biking = 50 moon miles
- 10 minutes of biking = 50 moon miles
- 10 minutes of another physical activity (walking, scooting, skating, taking public transportation) = 50 moon miles
- Post about Bike to the Moon Week or the "I Bike" Campaign using the hashtag "#IBikedtotheMoon" through a social media account = 50 moon miles
- Attend an education event = 100 moon miles

Do indoor physical activities count?

Yes. Indoor physical activities, such as yoga and jumping jacks, count as "another physical activity".

When should I enter my self-reported activities?

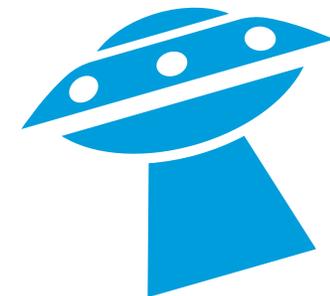
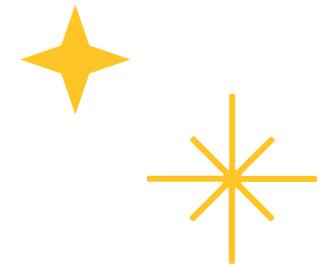
We encourage you to enter your activities every day. It will be easier to remember what activities you did, and you'll be able to see your progress daily! However, you can submit your activities as many times as you like - whether that is right after your activity, or submitting all of your activities at the end of the week. Make sure not to double count your activities.

When do I have to submit all of my activities?

You will have until 5 PM on Monday, May 17 to submit all of your activities. Remember to only report on activities that you completed between Monday, May 10 and Friday, May 14!

How can I find out more about educational events?

You can find out more about our educational events by [clicking here](#). Educational events include the Alameda County BikeMobile, Bike Rodeos, Drive Your Bike, Musical Notes, Travel Trainings, and more! These educational events are available in virtual formats - just sign up and tune in!



Promotional Poster

BIKE TO THE MOON WEEK
MAY 10 - MAY 14 2021

Bike, walk, roll, take transit,
do an indoor physical activity,
and learn about active
transportation along our virtual,
collective trip to the moon!

alamedacountysr2s.org

   METROPOLITAN
TRANSPORTATION
COMMISSION

Alameda County Safe Routes to Schools encourages abiding by local health guidelines, wearing a mask, and maintaining physical distance from people outside of your household.
The Alameda County Safe Routes to Schools Program is an Alameda County Transportation Commission (alamedactc.org) program and is funded with Alameda County local sales tax Measure B, regional, state and federal funds.
This event is in collaboration with the MTC May Bike Month I-Bike campaign.

To access the poster online, [click here](#).

Photo Waiver

When you're biking to the moon, remember to post photos online to the Alameda County SR2S Facebook page and tag us on Twitter! We would love to see you on your journey to the moon, and don't forget to use the hashtag, #ibikedtothemoon.

Remember to submit a photo waiver of your photo to your Alameda County SR2S Program Site Coordinator. You could be featured on our [Facebook](#), [Twitter](#), or the [Alameda County SR2S website](#)!



Photo/Video Liability Waiver and Release

I, the undersigned, hereby authorize the Alameda County Safe Routes to Schools (SR2S) Program and its administering agency, the Alameda County Transportation Commission (Alameda CTC), the right to use any photograph(s) and/or video footage of myself and/or my minor child participating in any and all Alameda County Safe Routes to Schools Program activities. Such photograph(s) and/or video footage may be used in program communications, publications and other media, including their websites and social media accounts, for SR2S Program purposes including, but not limited to, SR2S Program promotion and marketing, editorial publication, and non-commercial promotional use and advertising.

On behalf of myself and my child, I hereby waive and release all rights to financial compensation for use of such photograph(s) and/or video footage, and all rights to inspect or approve the uses of such images and likenesses. The authorizations and release I make in this agreement are made in perpetuity. I release Alameda CTC from any claims for remunerations associated with any form of damage, foreseen or unforeseen, associated with the commercial or artistic use of such photograph(s) or video footage.

I hereby certify that I am the parent or guardian of the child named below, and that I have read, understood, and agreed to the foregoing.

Minor Child's Name (please print): _____

Parent/Guardian Name (please print): _____

Signature

Date

Parent/Guardian's Contact Information

Address: _____

City, State, Zip: _____

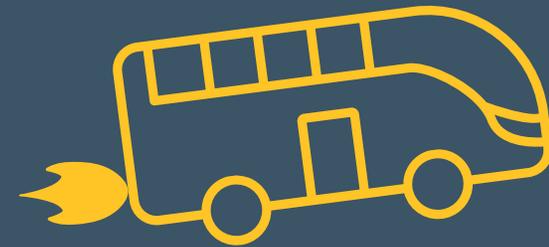
Phone No: _(____)_____

Email: _____



The Alameda County Safe Routes to Schools Program is funded by the Alameda County Transportation Commission (www.alamedactc.org). Your transportation dollars at work!





www.alamedacountysr2s.org
staff@alamedacountysr2s.org



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Oakland, CA 94607
www.AlamedaCTC.org



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