

# Bike to the Moon Week

## TOOLKIT

May 9–May 13 2022

Bike, walk, roll, and  
learn about active  
transportation along  
our virtual, collective  
trip to the moon!



Alameda County  
Transportation Commission



METROPOLITAN  
TRANSPORTATION  
COMMISSION

[alamedacountysr2s.org](https://alamedacountysr2s.org)

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

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# Event Information

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

## Event at a Glance:

- **Who:** Students, families, and staff from schools enrolled in the Alameda County SR2S Program, and community members of Alameda County
- **What:** An Alameda County Safe Routes to Schools (SR2S) Program virtual event to encourage biking and physical activity during Bike Month in May.
- **When:** One week, from Monday, May 9 - Friday, May 13, 2022. The registration deadline for schools is Friday, April 22.
- **Why:** Reduce pollution and congestion, stay healthy, build community, and keep our streets safe.
- **Where:** Anywhere! On your way to school, the park, the library, shopping - where you go!
- **How:** Do any kind of physical activity - bike, walk, roll, scoot, or skateboard - 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 16, 2022.

## COVID Contingency

Please refer to schools' and county public health guidelines regarding COVID as a reference for engaging with this event.

## Participation Incentives

Every participating student will receive a fun giveaway. Elementary school students will receive a reflective sticker for their helmet or bike. Middle school students will receive bike lights. High school students will receive Bike Month tote bags, courtesy of Bike East Bay.



## Timeline and Publicity

- **Monday, March 21st:** Registration Opens
- **Friday, April 22nd:** Registration Closes
- **Monday, May 9th:** Participants start tracking their miles
- **Friday, May 13th:** Last day for participants to track their activities
- **Monday, May 16th:** Last day for participants to enter their activities to the mileage tracker

## For Questions, or to Engage with the Event

To engage with the event, all inquiries, including requests for in-person attendance, must contact [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org) to receive next steps from SR2S program staff.

## Key Resources

Please use these resources to learn more about the event:

» Toolkit link: [https://alamedacountysr2s.org/wp-content/uploads/2022/04/2022\\_04\\_13\\_Alameda-CTC\\_B2TMW\\_volunteer-toolkit.pdf](https://alamedacountysr2s.org/wp-content/uploads/2022/04/2022_04_13_Alameda-CTC_B2TMW_volunteer-toolkit.pdf)

» Webpage link: <https://alamedacountysr2s.org/our-services/plan-an-event/bike-to-school-day/>

# Engagement Opportunities

Alameda CTC Commissioners and other elected officials are welcomed and encouraged to engage with schools during the Bike to the Moon Week! There are many opportunities, depending on commissioner or elected official interest, to virtually engage before and during the event.

Please reach out to [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org) by **Friday, April 22nd**, for the following information:

- To learn which schools are participating in your district and for which dates.
- To receive materials to encourage students to participate (see table below for material options).

Digital or In-Person?	Level of Engagement:	Opportunity for Engagement:	Materials/support provided by program staff:	Suggested Engagement Timeline:
Digital	Medium	Add event content to your newsletter.	Suggested topics, sample text, sample graphics	Add content anytime between April 15 to May 20.
	Low	Post or cross-promote event content on social media platforms.	Sample text and graphic	Post about event anytime between Monday, April 25 to Friday, May 20.
	Low	Record a 30-second celebratory video for students.	Talking points	Release video anytime between Monday, May 9 and Friday, May 13
In-person	High	Hand out incentives at a Bike to School Day.	Location of participating school and incentives	Email program staff two weeks in advance for coordination.
	High	Join a bike train or walking school bus.	Suggested meet-up location and route	Email program staff two weeks in advance for coordination.
	High	Visit an Alameda County BikeMobile school repair event.	Location of participating school	Email program staff two weeks in advance for coordination.

# Social Media Templates

Social media is a great way to reach students, teachers, and the broader community quickly and frequently. We've put together instructions and a few sample posts that you can use to promote the contest.

Spread the word!

## How to Post

1. Download images from the Bike to the Moon Week webpage and save to your desktop:  
<https://alamedacountysr2s.org/events/bike-to-school-day/>
2. Log on to your social media site, such as Facebook, Twitter or Instagram.
3. Copy and past the sample posts into your status update, or create your own message that includes the **#IBikedToTheMoon** hashtag.
4. Upload the image you saved to your desktop to accompany your status update.
5. Post your status update!



Visit the [Alameda County Safe Routes to Schools website](https://alamedacountysr2s.org/) to download Facebook, Twitter, and Instagram graphics!

## Sample Posts

### Registration Post (Post on April 18th):

Get your gears ready for @AlamedaCoSR2S's second annual Bike to the Moon Week, May 9-13! We're excited to go galactic again for this May Bike Month event. Sign up your school today for this stellar event: <https://airtable.com/shrKaDCfCN2pOLmaM>

### Event Start (Post on May 9th):

Bike to the Moon Week is launching today! Start walking, biking, or rolling to celebrate Bike Month with @AlamedaCoSR2S. Remember to enter your activities to get us closer to the moon: <https://alamedacountysr2s.org/our-services/plan-an-event/bike-to-school-day/> #ibikedtothemoon

### Halfway Through (Post on May 13th):

Bike to the Moon Week is ending today - keep up the stellar work! And remember to enter your activities with @AlamedaCoSR2S to help us reach the moon: <https://alamedacountysr2s.org/our-services/plan-an-event/bike-to-school-day/>

## Social media graphics

Visit the [Bike to the Moon Week webpage](https://alamedacountysr2s.org/events/bike-to-school-day/) to download these graphics as images!



Download Images: [Facebook](#), [Twitter](#), or [Instagram](#)



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# Visual Graphics

Below are written and graphics templates that are available for use. Downloadable versions are available on the [Bike to the Moon Week webpage](#).

## Photo

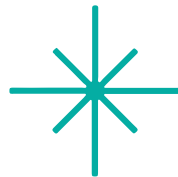
The photo on this page may be used in conjunction with online outreach or social media posts. Credit: **Alameda County Safe Routes to Schools Program.**

## Promotional Posters

See the following page or the [event webpage](#) for our standard 8.5"x11" poster, and visit the [Bike to the Moon Week webpage](#) for our larger, 24"x36" poster with translated text.

To download all posters, visit [alamedacountysr2s.org/our-services/plan-an-event/bike-to-school-day/](https://alamedacountysr2s.org/our-services/plan-an-event/bike-to-school-day/).

**All material must be credited to Alameda County Safe Routes to Schools.**





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along our virtual, collective trip to the moon!



# Bike to the Moon Week 2022



Semana de  
En Bicicleta  
a la Luna  
2022

「自行車騎上月  
亮」週  
2022

Linggo ng  
Pagbibisikleta  
Papuntang  
Buwan  
2022

هتفه  
ی راوس هخرچود  
هام هب  
2022

#IBikedtoTheMoon



Celebrate with your School!



[alamedacountysr2s.org](https://alamedacountysr2s.org)

Alameda County Safe Routes to Schools encourages abiding by local health guidelines.

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# Frequently Asked Questions

## How does this event work?

Participants will track their daily miles or minutes of activities from May 9 through 13, and enter them into the Bike to the Moon Week mileage tracker. Daily updates on mileage will be posted on Alameda County Safe Routes to Schools' [Facebook](#) and [Twitter](#).

Some schools, at their choosing, are hosting in-person Bike to School Day during Bike to the Moon Week.

## How can I participate in-person?

In-person opportunities are to be determined, pending voluntary school scheduling of in-person events. Alameda County Safe Routes to Schools will know more on April 22nd about which schools are hosting an in-person event. Here are possible in-person participation opportunities for elected officials:

- Hand out incentives at an in-person Bike to School Day
- Join a bike train or walking school bus
- Visit an Alameda County [BikeMobile](#) school repair event



## How can I participate digitally?

You can participate digitally through the options listed below. Please email [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org) for templates and guidance on these items.

- Post to social media online, using the hashtag #IBikedtotheMoon
- Add text to your newsletter
- Record a video of yourself biking or promoting Bike to the Moon week, and send to Alameda CTC for posting on AC SR2S social media

## Which schools are participating?

We will know which schools are participating in the event after registration closes on Friday, April 22nd. To find out if a specific school is participating, please email [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org).

## What is the Alameda County Safe Routes to Schools Program?

The [Alameda County Safe Routes to Schools \(SR2S\) Program](#) is a countywide program that organizes and supports fun, educational activities that encourage families to walk, bike, carpool, and take transit to school. It is funded by Alameda CTC and the Metropolitan Transportation Commission. Over 260 public schools in Alameda County are enrolled, as of August 2021.

## Which schools are a part of the Safe Routes to Schools program?

Participation in the Alameda County SR2S Program is open to, but entirely optional for, all public schools in Alameda County. To see a list of all schools who

are enrolled in the SR2S program, or find enrolled schools in your jurisdiction, visit this web page: <https://alamedacountysr2s.org/our-program/enrolled-schools/>.

## If I'm not able to participate during the event, can I participate in other Safe Routes to Schools events?

Yes! Schools engage with our services throughout the year. Here are other countywide events:

- International Walk and Roll to School Day (October)
- High school event (winter season)
- Golden Sneaker Contest (February/March)

One-time, school-specific events are also held throughout the year and occur frequently. To learn more about one-time, school-specific events, email [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org).

## Is this event only for students?

No, this event is open to everyone! Anyone in Alameda County can participate, whether they are a student, teacher, school staff member, parent, guardian, or a community member not affiliated with a school. All participants will enter their activities into the same mileage tracker.

## Is this event only for bicycling?

This event is open to bicycling, walking, using a wheelchair, skateboarding, and scooting!



[www.alamedacountysr2s.org](http://www.alamedacountysr2s.org)  
[info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org)



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