



Bike to the Moon Week

TOOLKIT

May 9–May 13 2022

Media Toolkit

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



METROPOLITAN
TRANSPORTATION
COMMISSION

alamedacountysr2s.org

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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Media and Communications

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

- **What:** A countywide virtual event to encourage students to walk, bike, skate, scoot, and learn about bike safety education. Schools have the option to host an in-person Bike to School Day too. Participants track their activities to collectively travel the distance from Earth to the moon.
- **Why:** Reduce pollution and congestion, stay healthy, build community, and keep our streets safe.
- **When:** One week, from Monday, May 9 - Friday, May 13, 2022. The registration deadline for schools is Friday, April 22.
- **Where:** Throughout Alameda County
- **Who:** Students of all ages from schools enrolled in the Alameda County SR2S Program, and school staff, parents, and community members.
- **How:** Do any kind of physical activity - bike, walk, scoot, 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.

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 tote bags, courtesy of Bike East Bay.

Track Event Progress

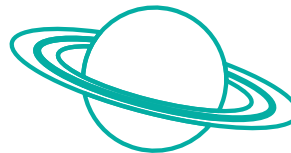
During the event, you can monitor our progress to the moon on [Facebook](#) and [Twitter](#). The following information will be available daily:

- Number of schools participating
- Number of "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 16th.

COVID Contingency

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



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

All inquiries, including requests for in-person attendance, must contact 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

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

Verbal and Written Communications

Below are verbal and written communication materials for Bike to the Moon Week.

Speaking Notes

Event Purpose

The purpose of Bike to the Moon Week is to encourage students, families, classrooms, and school communities to bicycle, skate, scoot, use an assisted mobility device, or use other non-motorized transportation. Participants will track their miles or minutes of activity in an effort to collectively reach the moon – 286,900 miles away.

Event Location

Participants can use these modes of travel to go to school or to enjoy on their neighborhood streets.

COVID Safety Protocol

This event is primarily virtual, but schools have the option to host an in-person Bike to School Day in addition to Bike to the Moon Week. Due to COVID restrictions, on-site visits from media and elected officials are at the discretion of the school and their visitor policies.

Pre-Approved Quotes

“We’re excited to bring Bike to the Moon week back by popular demand this year! This county-wide encouragement event is our way to celebrate National Bike Month in May, through imaginative play. We encourage students, families, and school communities to go outside and enjoy various modes of active transportation. I hope you’ll join Alameda County Safe Routes to Schools as we reach our goal to bike to the moon!”

- Denise Turner, Alameda CTC Safe Routes to Schools Program Manager, Alameda CTC

Press Release

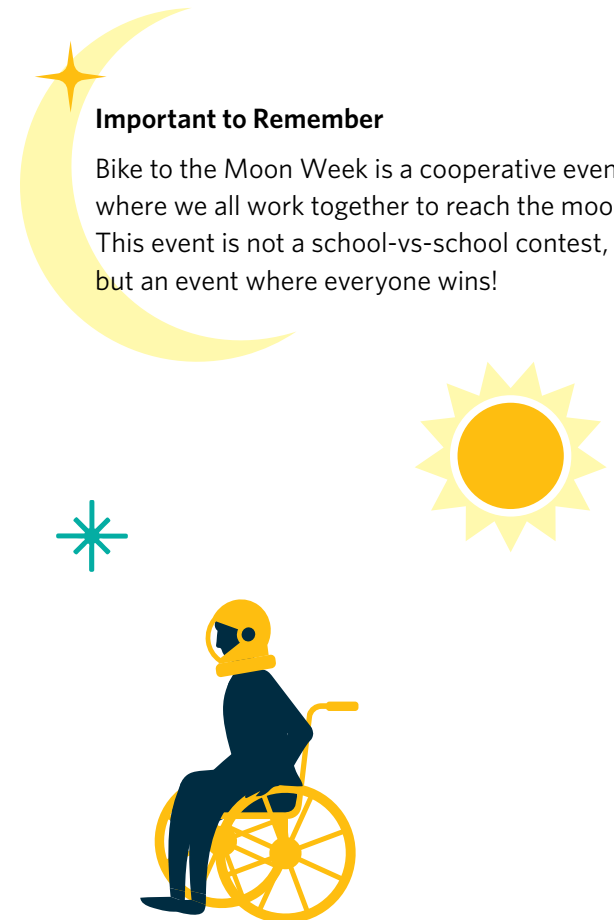
A press release about Bike to the Moon will be released on Monday, May 9th, one week before the event. Please check here during that time for the press release: <https://www.alamedactc.org/news-publications/press-releases/>

Additional Information

For additional information, please visit our event website, <https://alamedacountysr2s.org/our-services/plan-an-event/bike-to-school-day/>. 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!



Social Media Templates

We've assembled instructions and a few sample posts that you can use to promote the contest. We suggest using them on your school or personal social media accounts.

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!

Sample Posts

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



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

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/>



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



Visit the [Alameda County Safe Routes to School website](#) to download Facebook, Twitter, and Instagram graphics!

Visual Graphics

Below are written and graphics templates that are available to the media to 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/.

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



Bike, walk, roll, and learn about active transportation
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
یراوسهخرچود
هام هب
2022

#IBikedtoTheMoon



Celebrate with your School!



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

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Frequently Asked Questions

What is the Alameda County Safe Routes to School 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.

Are all schools in Alameda County enrolled?

Participation in the Alameda County SR2S Program is open to, but entirely optional for, all public schools in Alameda County. For enrolled schools, all programming and events are voluntary. To see a list of all schools who are enrolled in the SR2S program, visit this web page: <https://alamedacountysr2s.org/our-program/enrolled-schools/>

How many schools are enrolled in the program?

Over 260 schools, ranging from elementary to middle to high schools, are enrolled as of August 2021.



What other events does the Alameda County Safe Routes to School Program organize?

The Alameda County Safe Routes to School Program hosts many other events and activities for schools. Other big countywide events are:

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

Additional activities are held on a school-by-school basis. Activities include:

- Ongoing Walk and Roll to School Days
- School Safety Assessments
- Suggested routes to school maps
- Drive Your Bike 101 and 102
- The BikeMobile
- Pedestrian Rodeos
- Bike Rodeos
- Music Notes
- Travel Training
- And more



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](#).

Are media welcome to participate in-person or on-campus?

Any in-person visit to a school is at the school's discretion.

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!





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