

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

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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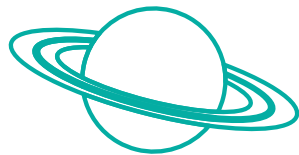
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Bike to the Moon Week At A Glance

- **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 9 - Friday, May 13, 2022. The registration deadline for schools is Friday, April 22.
- **Where:** Anywhere! On your way to school, the park, the library, shopping - where you go!
- **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, or take shared transportation - 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.
- For more information about how to participate, visit the event [website](#) or contact info@alamedacountysr2s.org.



What is Bike to the Moon Week?

In celebration of Bike Month in May, the Alameda County SR2S Program will host the second annual 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 9 to Friday, May 13. 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 2022, 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, or learning about bike safety. In addition to the virtual Bike to the Moon, schools are encouraged to host an in-person Bike to School Day to celebrate biking as a school community, distribute incentives, and spread the bike fun!

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 22

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 22.

[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.

In-Person Activities

Every participating school is encouraged to host their own Bike to the Moon Day to encourage students to bike to school. Alameda County Safe Routes to Schools will distribute posters and incentives to school champions to host a Bike to the Moon Day at your school. Schools are encouraged to also host an SR2S Program education event, such as a [Travel Training workshop](#) or a [BikeMobile visit](#). Visit alamedacounty.sr2s.org for ideas on more educational events!

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 = 25 moon miles
- 10 minutes of biking = 25 moon miles
- 10 minutes of another physical activity (walking, scooting, skating, taking public transportation) = 25 moon miles
- 1 post on social media about the event, with [#IBikedToTheMoon](#) = 25 moon miles
- Attend 1 in-person or 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 or in person SR2S 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 9 at 7:00 am PST
- Tracking Form Closes:
Monday, May 16 at 5:00pm PST

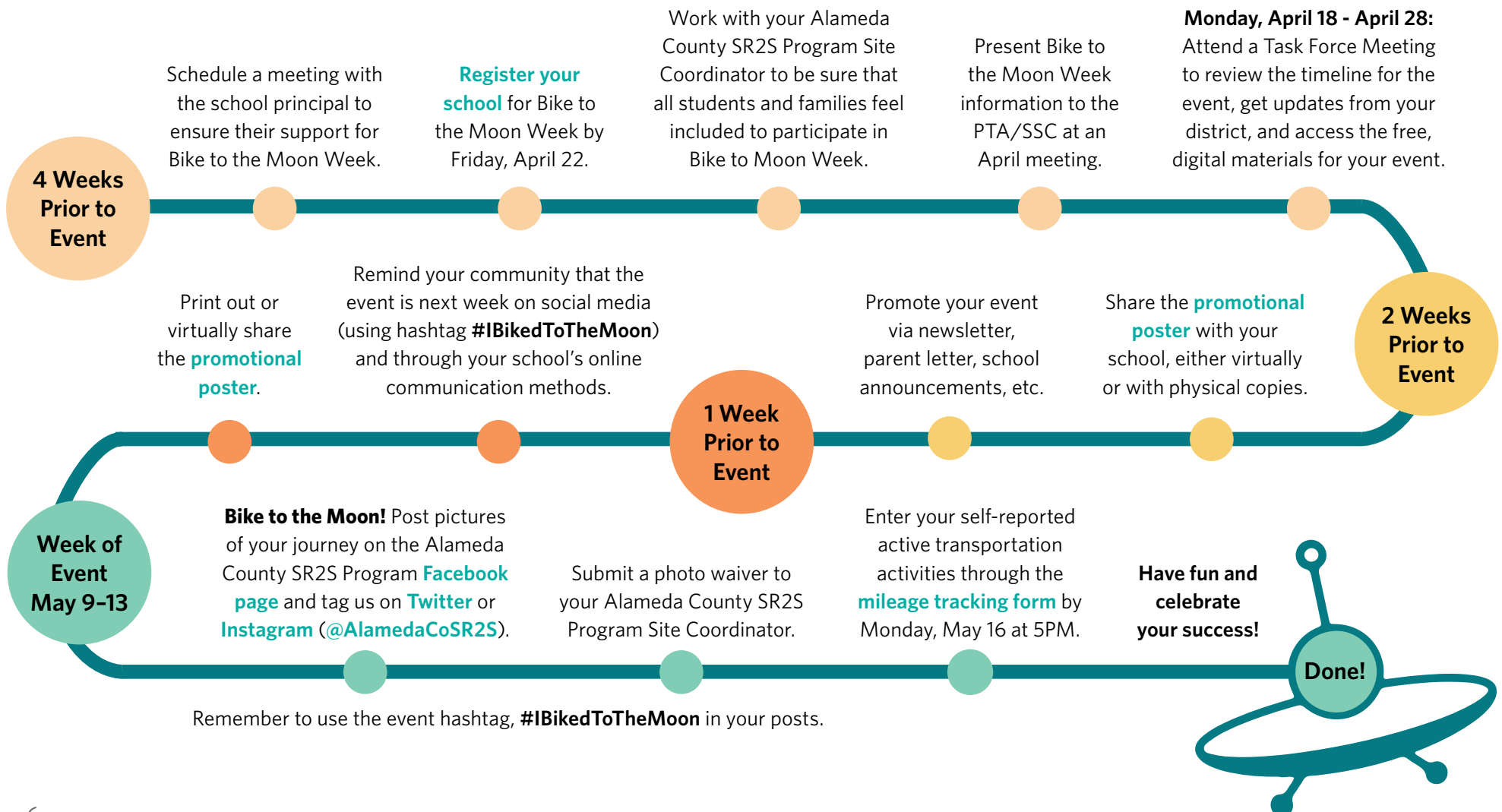
Prizes

All participating students will receive a reflective sticker for their helmet or bike, while participating middle schools will receive rear bike lights. Participating high schools will receive Bike Month tote bags, courtesy of Bike East Bay.



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 7](#).



Access to Bicycles and Bicycle Repair Education

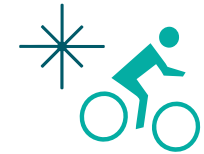
The Alameda County Safe Routes to Schools Program is committed to equity and inclusivity. We want all students and families to be able to walk, bicycle, and roll, no matter their age, ability, or income status. By allowing participants to track all kinds of physical activity, we hope that Bike to the 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@alamedacounty2s.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
Bay Wheels Bike Share for All	Countywide	Discounted membership for low-income residents for bikeshare.	www.lyft.com/bikes/bay-wheels/bike-share-for-all
Alameda County Office of Education Student Programs & Services - Special Education	Countywide	Resources for families and students with special needs education	acoee.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.	www.borp.org/programs/adaptive-cycling/

Sample School Newsletter (English)

Get the Word Out!

Template Newsletter Text and Social Media Post for Your School Communications

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.

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 9 to 13, 2022

The students, parents, and teachers at (name of school) will celebrate Bike to the Moon Week from May 9-13 as part of May Bike Month. During this week-long event, students, families, and school staff will track their miles and minutes of active transportation 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
- Learning about bike safety

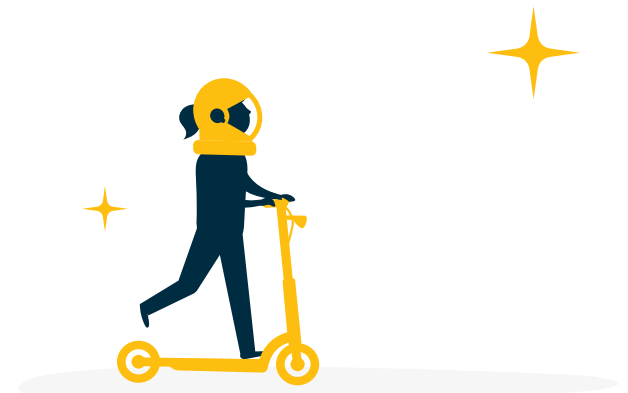
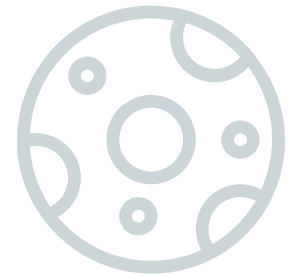
Students will track and enter their activities each day in the [Moon Mileage Tracking form](#), where activities will automatically convert to moon miles.

[Insert this paragraph if your school is celebrating in-person] (Name of school) is also hosting Bike to School Day on (insert date) as part of Bike to the Moon Week! Ride to school and join the fun as we celebrate in-person.

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 and Instagram 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 9-13! Get outside to bike, walk, roll, or learn about bike safety, and track your activities here to get us to the moon: [bit.ly/SR2S-B2tMW](#) [#IBikedToTheMoon](#)



Sample School Newsletter (Spanish)

¡Únase a la diversión durante la Semana de Pedalear a la Luna!

Desde 9 hasta el 13 de mayo de 2022

Los estudiantes, los padres y los maestros de (name of school) celebrarán la Semana de Pedalear a la Luna desde el 9 hasta el 13 de mayo como parte del Mes de Bicicletas de mayo.

Durante este evento de la duración de una semana, los estudiantes, las familias y el personal de la escuela registran sus millas y minutos que pasan viajando en transporte activo con el objetivo de “pedalear” en conjunto hasta la luna, ¡286,900 millas de distancia!

Los participantes pueden ganar “millas lunares” participando en actividades físicas como:

- Andar en bicicleta
- Caminar
- Ir sobre ruedas, como en una silla de ruedas, monopatín o scooter
- Aprender sobre la seguridad de bicicletas

Los estudiantes registran e introducen sus actividades cada día en [el formulario de Registrar las Millas Lunares](#), donde las actividades se convertirán en millas lunares.

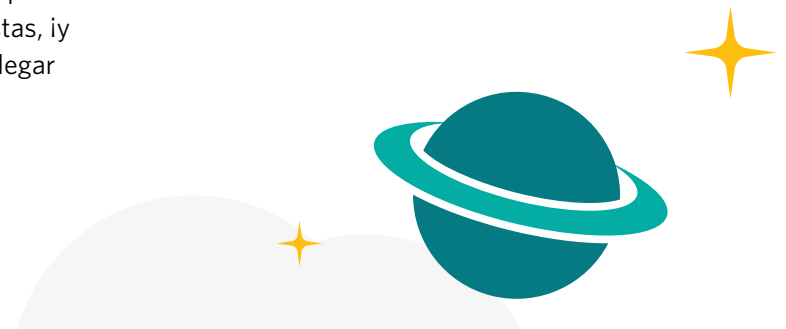
[Insert this paragraph if your school is celebrating in-person] ¡(School name) también está organizando

el Día de Pedalear a la Escuela el (insert date) como parte de la Semana de Pedalear a la Luna! Vaya sobre ruedas a la escuela y únase a la diversión mientras celebramos en persona.

Las familias y miembros de la escuela pueden ver el progreso del viaje en las páginas de Facebook y Twitter del Programa de Rutas Seguras a las Escuelas de Alameda County. Recuerde subir una foto divertida y etiquetar a @AlamedaCoSR2S en Twitter y en Instagram con #IBikedtotheMoon y en Facebook a facebook.com/saferoutestoschool.

Sample Social Media Post

¡Únete a nosotros mientras participamos en la Semana de En Bicicleta a la Luna de @AlamedaCoSR2S del 9 al 13 de mayo de 2022! 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! bit.ly/SR2S-B2tMW



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. 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!



Visit the [Alameda County Safe Routes to School 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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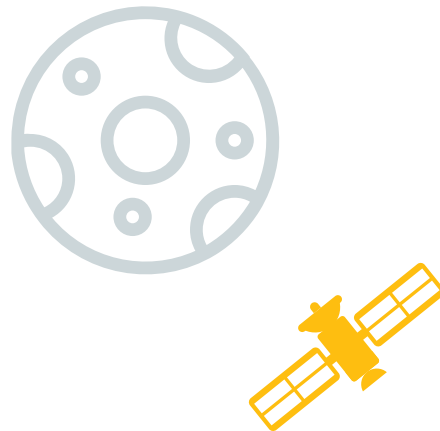
Promotional Poster

Posters are a great way to get the word out about Bike to the Moon Week in your school community! Alameda County Safe Routes to Schools has multiple posters depending on how champions want to promote the event.

All posters are available on the [Bike to the Moon Week webpage](#). The larger poster (pictured right) will be distributed through Task Force meetings.

- 24"x36" poster (with dates)
- 24"x36" poster (without dates)
- 8.5"x11" poster (with dates)

To download all posters, visit alamedacountysr2s.org/our-services/plan-an-event/bike-to-school-day/.



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 through the link on the [Bike to the Moon Week webpage](#), and it will be converted to moon miles. Remember, the conversion of activities to moon miles is:

- 1 mile of biking = 25 moon miles
- 10 minutes of biking = 25 moon miles
- 10 minutes of another physical activity (walking, scooting, skating) = 25 moon miles
- Post about Bike to the Moon Week using the hashtag “#IBikedtotheMoon” through a social media account = 25 moon miles
- Attend an education event = 100 moon miles

Do I have to ride a bike to participate?

Nope! You can participate by walking, using a wheelchair, skateboarding, scooter, or attending an educational event.

Do indoor physical activities count?

No, physical activities will not count for the 2022 Bike to the Moon Week event. However, all participants are encouraged to get outside and bike!

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 16 to submit all of your activities. Remember to only report on activities that you completed between Monday, May 9 and Friday, May 13!

Can I participate if I'm not a student?

Yes! Everyone in Alameda County can participate, whether you are a 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. We'll need all the help we can get to reach the moon!

What if my school holds an in-person Bike to School Day?

Great! Everyone who participates that day may track their own miles riding to the event, or you can keep a count of participants and add them as a group to the tracker.

Can I host an in-person event at my school celebrating Bike Month?

Yes, you can! All participating school are encouraged to host an in-person Bike to the Moon Day celebrate at their school, in addition to participating virtually.

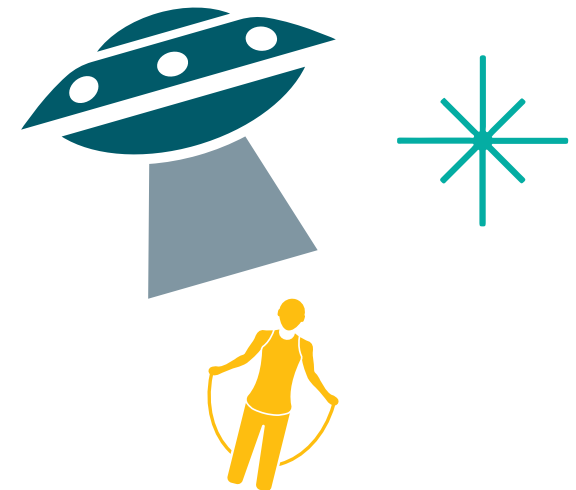


Photo Waiver

When you're biking to the moon, remember to post photos online to the Alameda County SR2S Facebook page and tag us on social media! 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
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