The 10 Step Handbook for High School Bike Projects

Getting more people biking in Peel Region

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This handbook incorporates lessons from Doug McKenzie-Mohr's sustainability-focused Community-Based Social Marketing research, as well as case studies from around the world included in the list of references. It also includes tools adapted from Green Communities Canada's School Travel Planning Toolkit:
http://saferoutestoschool.ca/school-travel-planning-toolkit

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Why take this on

The Region of Peel needs your help! Too many people in our community drive short distances to get places that could be reached by walking or biking. All these unnecessary car trips are hurting the environment and our health. We need to take action to reduce Peel's carbon footprint, make our neighbourhoods safer, and get our friends and family more active so we can live longer, healthier lives.

This change starts with you. And this handbook describes an exciting solution: **getting more people biking.**

Why biking? Because it tackles our biggest problems: obesity, climate change, and dangerous streets.

It won't be easy. Change will take time. There may be people you'll need to convince along the way. But it will also be fun! And this **handbook will help you through the process**. We've designed it for high school students and staff to work together to get more people biking to school and in their neighbourhoods.

Your bike project will be most successful if it lives on for many years. One of the best ways to make sure it carries on from year to year is to have students from all the different grades at your school on the leadership team. You'll learn all about putting together the team and doing the surveys in the first few steps of the handbook. Then you'll get into the benefits and barriers to biking, and from there set goals and start creating your plan.

We'll tell you about the awesome bike events other schools have already done, and explain who you can connect with to get more resources to help you tackle the barriers at your school. You might choose to do a **bike mechanics workshop**, host a musical **bike assembly**, plan a **bike to school competition**, or go on some **field trips by bike**. The possibilities are endless!

Let's get rolling!

Getting started

Here are the key steps to getting more people on bikes. As you read through the handbook, you will find lots of ideas and strategies that have worked well in other places, and tips for changing behaviour. Share the reading load among your leadership team and work closely with each other to see how all the steps fit together.

1 Motivate
Good reasons for riding a bike

2 Recruit Student Leaders
It`s easier in a team!

3 Survey
Know who is biking right now + what's already happening at your school

4 Identify
Who are you going to get biking first?

5 Understand
Know why students are not already biking + what they see as benefits to starting

6 Set Goals
What changes do you want to see?

7 Plan
How will you overcome barriers and reach goals?

8 Act
Put your plan into action

9 Measure Success
How well did your plan work? What should you do differently next year?

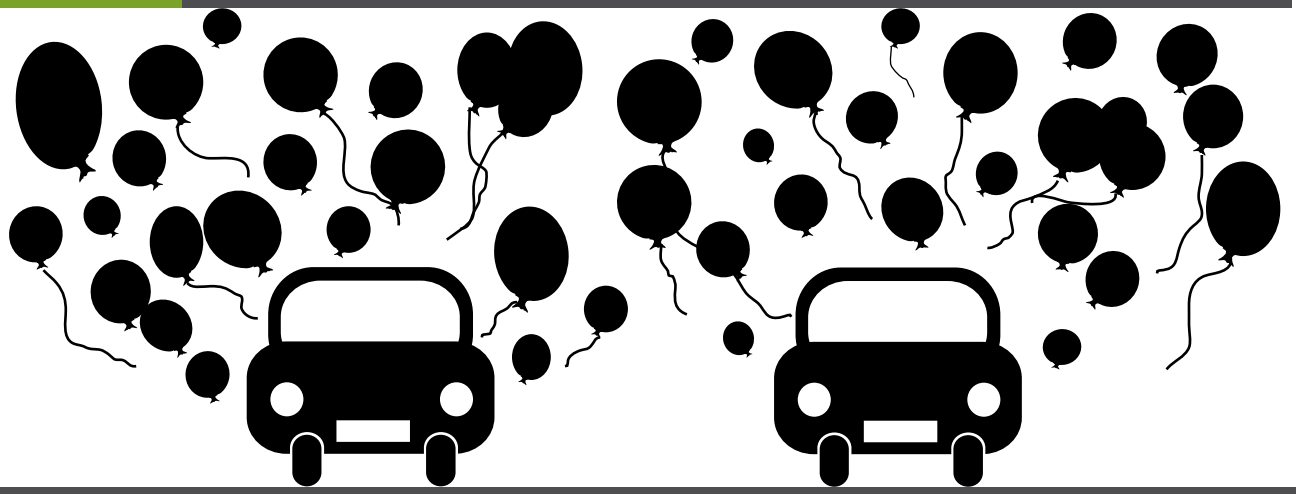
10 Celebrate Your School's Effort and Successes!

1. Motivate - Getting people on your side with good reasons to bike

People riding bikes benefits us all – from getting people healthier to improving the way our cities work. When talking to people about biking, it helps when you can connect it with what's important to them. We've included several talking points below, with appropriate references, for the key people you might need to convince.

Sustainable Communities [1]

Over time, more people biking changes the way we build cities. Streets that support biking are greener streets that can lead to many environmental benefits. Cities will have more trees, more plants and pollinators, more habitats for native species, and even better street designs that make use of rain water and manage where it flows.



The more traffic we have, the worse our air quality is. Avoiding driving just 15 kilometres every week eliminates about 213 kilograms of carbon dioxide emissions a year. That's like saving over 20,000 party balloons of C02! Every day, vehicles are burning millions of barrels of oil, a non-renewable energy source.

Who cares?

Students, parents, teachers, neighbourhood residents, people who breathe

Better physical and mental health [2]

Kids need at least 60 minutes of moderate to vigorous physical activity every day. Biking to school can help them reach this goal. It helps prevent heart disease, obesity, high blood pressure, thinning bones, as well as mental health challenges such as anxiety and depression. Exercise, with a healthy diet, can reduce the risk of developing Type 2 diabetes by 40 to 60 percent. It also leads to better sleep, less stress, and feeling better.

Who cares?

Students, parents, teachers, school staff, Public Health Nurses

Fewer cars around schools = safer streets [3]

The more people walking and biking, the safer it is for everyone, a concept known as "safety in numbers". It also means fewer cars and traffic jams. People don't often realize this, but far fewer people walking and biking are seriously injured each year than passengers in cars. And if the number of people biking doubles, the chance of getting injured falls by 34%. If streets are filled with families walking and biking, drivers are more likely to slow down and take caution.

Who cares?

Students, parents, school staff, teachers, neighbourhood residents, police, car owners, local city councillors

Higher grades [4]

Students who bike to school tend to perform better in the classroom. "…. the exercise you get from transporting yourself to school reflects on your ability to concentrate for about four hours into the school day" says Professor Niels Egelund, head of the Centre for Strategic Educational Research at Aarhus University. His 2012 study involved almost 20,000 students age 5 to 19.

Who cares?

Students, parents, teachers, school staff

Saves parents time and money [5]

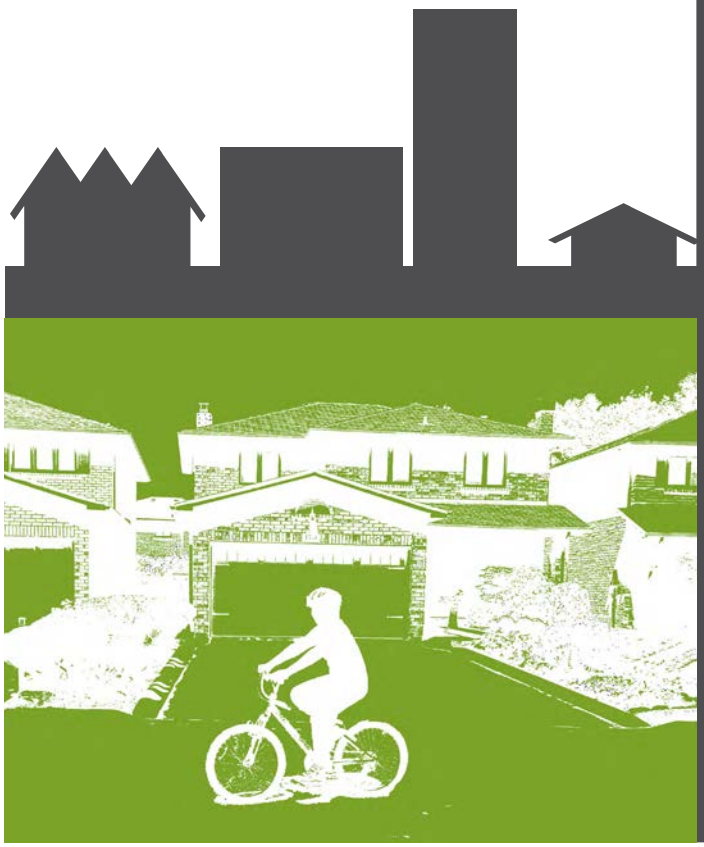
We're all busy, especially parents. Letting students walk or bike to school can save parents huge amounts of time, while also saving money.

- On average, it costs $6,000-$8,000 per year to own and operate a motor vehicle. That's like buying 3 or 4 Starbucks lattes every day of the year! It's about $150 per year for a bike.
- In 2016, taking transit in Brampton cost $27.00/week or $105.00/month for students age 6 to 19, or $3.75 for one trip. Taking transit in Mississauga cost children age 6 to 12 $16.50 for ten tickets and high schoolers age 13 to 19 $22.50 for ten tickets. That's like buying two tickets to the movie theatre every week!

If we compare these averages by month, that's about $580 for the car, $105 for transit, and $12.50 for the bike.

Who cares?

Students, parents



More fun in your neighbourhood [6]

Walking or biking to school is a chance to hang out with friends, learn about your neighbourhood, know your neighbours, and enjoy nature. It's a chance to discover shortcuts, new hangout spots, and good food. Simply having more people out in the streets will make it a more inviting and safer space.

One of the dangers of driving students to school is that they don't get to know their neighbourhood or learn how to get around (also called "way-finding skills"). Kids who are driven everywhere don't know where they are going - they don't know where streets connect or any of the details of their neighbourhood. High traffic streets, where people always choose to drive, make us more isolated and lonely.

Who cares?

Students, parents, neighbourhood residents, school community

Fitness [7]

Biking to school improves overall fitness and endurance. It's the perfect way to fit in extra training for other sports and get a leg up on competitors. The only athlete in history to win multiple medals in both Summer and Winter Olympics is Clara Hughes. Cycling, in addition to being one of her Olympic sports, is a huge part of her everyday life.

Who cares?

Students, parents, teachers/coaches

2. Recruit a team

Gather a group of interested, committed students and staff to be the leaders of the bike project. Try to get students from every grade. You can call it a Bike Club, a team, ambassadors – however you want to be identified. We recommend at least five student leaders and two staff members, but the more the merrier!

Invite your Public Health Nurse to support your group. They can work with you through the process of making change, helping with community connections, and sharing resources. Send an email to schoolhealth101@peelregion.ca

What the leadership team will do:

- Assist with gathering baseline information
- Review barriers, benefits, and communication strategies identified by classroom discussion groups
- Set goals
- Choose an appropriate mix of activities from this handbook, and/or create own
- Lead implementation of activities
- Assist with follow up evaluation and celebration

3. Survey – What's happening right now?

Before you run any new activities, learn about what people are doing and thinking about biking right now. That way, you can check back after you start your bike project and see if it made any difference.

1. **Hands Up Classroom Surveys** - Appendix A has the survey. Teachers (or student leaders) ask their class how they travelled to and from school, and record this information for one week. Have someone on the leadership team be responsible for tracking the weather each day during the surveys. Make sure you survey every class in the school on the same days!
2. **Student Opinion Surveys** - Appendix B has the survey questions. We suggest a teacher turn this paper survey into an online survey, using the school's Survey Monkey account. The survey takes about 10 minutes of class, and gathers information about students' attitudes towards biking and their previous experience. As many students as possible should complete this survey.
3. Enter the results of the classroom hands up survey in the **Excel Sheet Tool** provided at: walkandrollpeel.ca/projects/schools.htm. The results of the student opinion surveys will be tallied and analyzed through Survey Monkey, which you can then download and review.

4. Identify – Who will you get biking first?

When working to change the choices people make, it helps to start with the people who are most likely to change. Research shows that people who are already experiencing a big change in their lives, like starting at a new school, moving to a new house or moving to a new country, are more open to taking on a new behaviour like biking to school. [8]

Before they settle into a pattern of driving or taking transit, encourage Grade 9 students and other new students to walk and bike. This doesn't mean that you can't target the whole school, just that if you target these groups first, it'll help you influence the larger school community!

How to get the message out to new students [9]:

- Include pamphlets about biking in new student information packages.
  - » Where can we get pamphlets about biking? Email Walk + Roll Peel at walkandroll@peelregion.ca
- Host a meeting for parents about bike to school options. Include the invitation with the bike pamphlet. We recommend the meeting be as early in the school year as possible while families are still figuring out the best ways to get to and from school.
  - » What should we cover at the meeting? See *Appendix E: Bike Meeting for Parents* for material and a sample invitation.
- Hold exciting and visible bike events, especially at the beginning of the school year so that new students see how popular and supported biking is at their new school.
  - » Choose from many activities described throughout this toolkit.

Keep these ideas in mind for when you get to the Planning section!

5. Understand – Why are students not already biking?

Now that you have a team and know the state of biking at your school, the next step is to find out **WHY** people are not **ALREADY** on their bikes. People have reasons for the choices they make. Sometimes these reasons are based on fears, lack of knowledge or misinformation. The key to getting people to start thinking about biking is to:

1. Find out what's stopping them from biking right now (barriers),
2. Find out what they see as positive outcomes of biking (benefits), and
3. Plan strategies to address those barriers while emphasizing those benefits. [10]

Steps to follow

Ask your school: What are the biggest benefits and barriers to biking?

Set up discussion groups in two to four classes, from at least two different grades, led by the classroom teacher or student leaders. We recommend three discussions (about 20 minutes each), held either back to back or on different days. At the end, give the notes to the leadership team. [11]

Discussion #1 – students brainstorm answers to the following questions (record answers on cue cards or sticky notes, one answer per card):

1. Do you currently bike to school? If not, why?
2. What would make you or your friends want to bike to school?
3. What are the possible benefits to you or your friends if you biked to school?

Discussion #2 – sort answers from Discussion #1:

- Divide class into three groups.
- Give Group 1 all the cards/sticky notes with the answers to Question 1. (Give Group 2 Question 2 answers, Group 3 Question 3).
- Within their group, ask students to sort the answers into piles that have similar characteristics/themes, and create a name/sentence that represents each pile.
- Beside the name/sentence that represents each pile, write the number of individual answers that are in the pile (this is the 'score' and shows how popular that kind of answer is).

Discussion #3 – communication strategy:

- Discuss how students want to receive information – what are the most effective platforms for communicating? (E.g. Facebook, Twitter, e-mail, Instagram, school newsletter, posters, morning announcements, etc.)
- Record student suggestions for best mix of communication strategies, and ideas for slogans, campaign messages, and other advice for the student leadership team.

What you do with the results

The results are for you (the leadership team). You will use the answers from Discussions #1 and #2 to help you decide what activities to put in the Action Plan, and use the answers from Discussion #3 to decide how to promote your initiatives and possible campaigns.

6. Set goals – What changes do you want to see?

Now you know how many students at your school are currently biking, what they see as the biggest benefits and barriers, and some of their attitudes towards biking. Based on this information, set the following goals for where you want your school to be in one year. You can add your own goals, too! Revisit the chart after year one and beyond to compile your results.

Tips:

- Set goals that are challenging but attainable.
- Before finalizing the goals, discuss them with student council and parent council, and provide opportunity for others in the school community to share thoughts/feedback.
- Present the goals at an assembly and display them in the school.
- For more information about setting goals, see Introduction to S.M.A.R.T. Goals at peelregion.ca/health/shp/health-planner.htm

	Before we Start	Our Goal	One Year Later	Two Years Later
Date (Month/Year)				
% of students biking to school regularly				
% of students biking often in their own neighbourhood				
# of biking-related activities				
% of students that have tried biking to school at least once				
# of teachers biking to school				
# of teachers participating in biking-related events				
% of students that say they are open to the idea of biking to school				

7. Plan – How will you overcome the barriers?

Create a plan to help students overcome their barriers and promote the benefits that mean the most to them. Use the information that was gathered in *"5. Understand - Why are students not already biking?" on page 14*.

Some of the most common barriers to biking to school are listed below with suggested strategies and activities for overcoming them. Work with student leaders to create new solutions to your school's unique barriers.

For templates and samples check out the Action Plan Template at peelregion.ca/health/shp/health-planner.htm and the School Travel Plan at http://saferoutestoschool.ca/school-travel-planning-toolkit

I don't have a working bike [12]

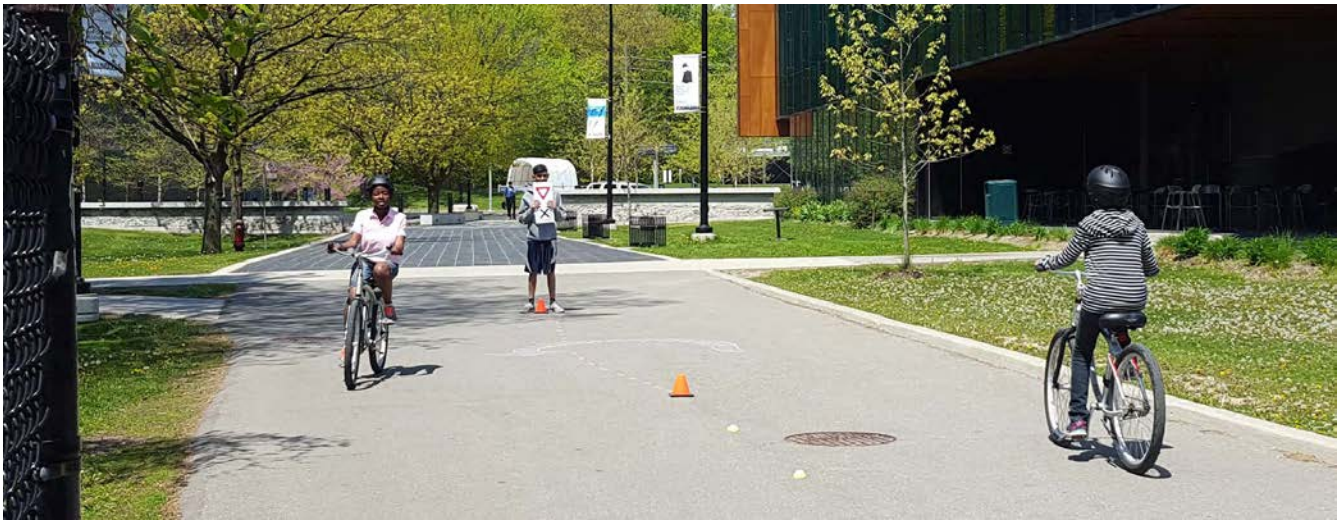
- Create a school bike share system - get as many bikes as possible, store them at the school, lend them for group rides. You can also consider a model where students can take bikes home so that they can use them to get to/from school.
    - » How do we get bikes? Ask people to donate bikes; partner with a local bike shop/organization to repair old bikes, such as the Community Bike Centre - Brampton communityenvironment.org/cbc; apply for a grant to purchase bikes; look into the Peel Police Bike Auction www.peelpolice.on.ca/en/newsevents/propertyauctions.asp.

- Work with local bicycle organizations to host bike maintenance and repair workshops using donated/abandoned bikes that students can keep after fixing (e.g. Community Bike Centre-Brampton)
- Host (or have a partner organization host) a brief workshop on how to buy a used bike, highlighting expected costs, possible stores, online options, and what to look for.

To find bike shops and related community organizations in your area, go to walkandrollpeel.ca/cycling/peel-organizations.htm

I don't know how to ride a bike or *I'm not confident riding on the road with traffic* [13]

- Invite Peel Police Services to host a cycling skills session around a school track or parking lot – this can be part of Physical Education or as an extra-curricular activity. Have your Principal or Vice-Principal contact your Neighbourhood Policing Unit (NPU).
- Email walkandroll@peelregion.ca to ask about possible cycling courses, instructors, or programs.
- Contact the Community Bike Centre-Brampton at cbc@communityenvironment.org to ask about bike programming for your school.
- Consider hosting a session just for girls to encourage more females to participate (especially if your regular activities/programs have mostly male participants).

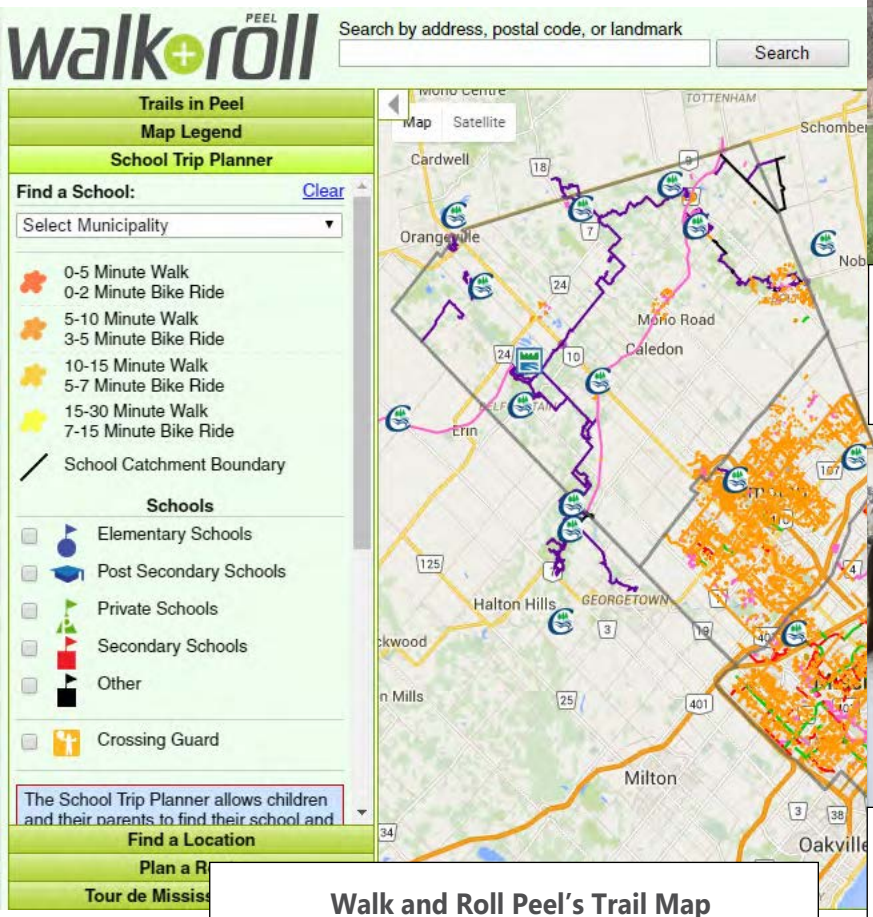


I'm scared/nervous to ride a bike [14]

- Improving biking skills and gaining confidence through the activities listed above can help minimize fear and nerves.
- Organize a bike buddy program or a bike train – match students with others living in their neighbourhood so they can ride to school with at least one other student and/or pick up students along the way.
- Organize social group rides after school. Make sure some of the rides are geared towards beginners.
- Organize small group rides after school that explore the routes group members would use to bike to school (to help familiarize them with possible routes).

- Participate in Community Rides. Here are groups that organize them: walkandrollpeel.ca/cycling/peel-organizations.htm
- Create and share with all students a bike routes to school map – use tools such as Google Maps and Walk + Roll Peel's Trail Map Tool (See below, left) to learn, bike, and record the safest/calmest streets for biking in the neighbourhood. Plot these on a map and turn them into a pamphlet/postcard/poster. You can also include travel times comparing biking to other modes such as transit or driving.

Note: For school-organized bike rides, you can use the same waiver/permission form you use for other sports. Visit the links in the *Did you know* box on page 25 for more information.



Walk and Roll Peel's Trail Map and School Trip Planner Tool

Source: http://walkandrollpeel.ca/map/themap.asp#schools

Bike the Creek: Etobicoke Creek Trail through Brampton

Source: www.youtube.com/watch?v=9gjIcLg2fO0

Mississauga Community Rides Free #IceCreamTour 2016

Source: http://mississaugacycling.ca/rides/MCAC_Council_deputation_May_11_2016_Community_Rides_launch.pdf

I don't like riding in rain/snow [15]

- In skills training and education suggested above, include safety tips for winter riding.
  - » See Appendix F for another sample Winter Cycling Tips info sheet with information on clothing information and links to detailed examples.
- Create and promote resources about smart winter biking, such as how to dress for the weather, and share these online, in newsletters, classroom activities, etc.
- If hosting any competitions/challenges, prizes can include equipment or clothing for winter biking.
- Recognize and congratulate students and staff who do bike through winter (in newsletters, announcements, at assembly, or a hallway display board).

Bicycle Commuting in Winter

By Oregon Department of Transportation [CC BY 2.0 (creativecommons.org/licenses/by/2.0)], via Wikimedia Commons
Source: www.oregon.gov/ODOT/COMM/winter/WinterBiking_Info.jpg

My parents don't want me to bike [16]

- Share the information in Step One – Motivate with your parents. Read through the different boxes together to show them all the great reasons to bike.
- Show them the School Safety videos created by the Peel District School Board and Peel Police: bikebrampton.ca/2015/09/25/walk-bike-to-school-in-peel-videos

- Many of the activities suggested for minimizing fears and nerves listed above are also good ways of minimizing the safety concerns of parents.
- Set up a booth at parent-teacher interview night to share resources with parents and talk to them about the benefits and opportunities for safe biking.
- Invite parents to a bike-focused meeting (see Appendix E)
- Include a section in the school newsletter with positive information about biking. Showcase current students who bike and all the bike-related events.

There aren't enough safe places to bike [17]

2015 Bikeabout at Cassandra PS in Toronto

- Invite your local Councillor and municipal staff to the school for a "bike-about" (a bike tour of the neighbourhood) and have the student leadership team/bike club discuss their top concerns and ideas. Students can advocate for safer bike routes, such as separated bike lanes in the school's neighbourhood, traffic calming (things that slow cars down), and lower speed limits.

- Team up with cycling advocacy groups and other schools in your area to jointly contact Councillors/municipal staff, and/or to attend Council meetings to depute.
- If your school needs more bike parking, contact your School Board.
- Contact a local advocacy group. You can find a list at walkandrollpeel.ca

Did you know?

Students can depute. A deputation is when an individual or group speaks on behalf of a larger group at a formal meeting, such as a City Council meeting, to help inform decision-making. A Toronto Youth group has tips for deputing here:
http://tyfpc.ca/whatwedo/advocacytoolkit/publicdeputation

I live too far [18]

- You may live closer than you think. Route mapping – doing an activity with Walk + Roll Peel Trail Maps will show the distance and time it would take to bike to school.
- Trying the route on a weekend may change how far you think something is.
- Promote and explain how to combine biking with transit. For students who live too far, they may be able to bike to the bus, or bus and then bike.
    - » Brampton and Mississauga Transit have instructional videos about putting your bike on the bus bike rack: www.brampton.ca/en/residents/transit/riding-with-us/Pages/InstructionalVideo.aspx and www.mississauga.ca/portal/miway/busbikerack

Mississauga MiWay: Using the Bus Bike Rack

Source: www.mississauga.ca/portal/miway/busbikerack

Did you know?

Did you know? Biking is three times faster than walking. If it takes you 15 minutes to walk to school, you could likely bike there in just 5 minutes! You can check out the timing of your specific route with Google Maps or the Peel Walk + Roll School Trip Planner: walkandrollpeel.ca/map/themap.asp#schools

I'm afraid my bike will get stolen [19]

- Put bike rack(s) in view of the Principal's office or a classroom.
- Demonstrate and educate students about proper locking techniques and types of locks.
    - » Appendix G has sample content.
- If possible, provide indoor bike storage.
- As biking to school gets more popular, consider a special bike parking system where students are assigned spaces. It could help with security, be a permanent reminder to bike, and make it easier to give out incentives.

Riding a bike isn't cool [20]

- Use messages that make it sound like biking is already normal and what lots of people are doing. Check out an example below from Toronto, where students designed posters with real quotes and the slogan "fun/fast/healthy/free".
- Organize a bike mentorship program that pairs new/younger students with senior students. The senior students can visit younger classes to tell them about the opportunity. One of the main responsibilities of the senior student should be to bike the new/younger student's neighbourhood with them and help find the best routes to school or to where they'd be biking in their neighbourhood (library, grocery store, park, etc.). The mentorship program could also be connected to group rides after school, or recommend events for students to bike to together.

- Host a bike assembly. Invite community celebrities who bike (and potentially young, amateur cyclists), and focus on fun and entertainment. Different student clubs can contribute, such as a sketch by the drama club, a musical piece by a band, etc.
- If the school has access to bikes, use them for class field trips.
- Engage and recruit other student groups (athletes, artists, school council members, etc.) to join the Bike Club or participate in bike events/videos/assemblies.
- Have a display board for 'Cyclist/Biker of the Month'.
- Recruit university students to volunteer with the Bike Club/participate in after-school bike rides.
- Create a fun, promotional video (student-led), shown in classes or at an assembly.
- Paint/decorate school hallways with bike-inspired designs.

Bringing biking into the classroom makes it part of everyday life.

- The Ontario EcoSchools Active Transportation Campaign Kit has classroom activities for Grades 9 to 12 on page 21: www.ontarioecoschools.org/wp-content/uploads/2015/09/ActiveTransportation_Campaign_Kit.pdf
- Check out options for incorporating the "iSchoolTravel Calculator" into lesson plans: ischooltravel.org/ideas-for-use/lesson-plans
- For road safety lesson plans for Physical Education classes, see OPHEA's resource: teachingtools.ophea.net/lesson-plans/road-safety-education
- Physical and Health Education Canada has a free resource for grades 4 – 6 focused on promoting safe cycling that you can request at this link: www.phecanada.ca/resources/guide-to-ride
- For even more ideas, go to biketoschoolweek.ca and click on Getting Started!

Tips for your plan - Commitments, pledges, incentives

Ask the school administration, teachers, and students to commit to biking or participating in bike-related activities. Commitments made publicly are more likely to lead to action! [21] Commitments should be voluntary, specific and realistic. If you get people to make a small commitment first, it will be easier to get them to make larger commitments later on. [22] Get people to think of themselves as people who bike, and then they will be more likely to continue biking. [23]

Public Statements by School Administration

- Encourage your school principal to create a public goal on behalf of the school to prioritize active and safe school transportation. This goal should be displayed on the school's website and on a poster or plaque in/near the main office.
    - » Sample statement: St. Benedict Catholic Secondary School proudly supports active, safe and sustainable transportation to school.
    - » Later on, encourage the principal to publicly display (e.g. via website and/or hallway display board) a list of specific activities the school will undertake that year, as well as the goals you set earlier.
- Encourage teachers to sign the school's public commitment and/or display it in their classroom.

Did you know?

Some schools worry about liability, but biking programs should be treated just like any sport or field trip that schools often organize. Review the cycling section of the Ontario Physical Education Safety Guidelines here:
safety.ophea.net/safety-plan/169/1919

As long as schools follow these guidelines and act reasonably (that is, they do not "exceed the boundaries of common sense"), you shouldn't be afraid of liability concerns. The best risk management strategies are to provide bike training, share safety tips, teach proper helmet use (it's the law to wear one if under 18), and make special events voluntary (instead of mandatory). To hear this from a lawyer and police officer, check out the videos at
walkandrollpeel.ca/news-ideas/bicycle-facilities-munic-library.htm

Pledges from students and staff [24]

- When students and staff join the leadership team, Bike Club, or participate in any bike events, encourage them to complete a small pledge related to biking. Set up a photo booth and take pictures of students/staff with their pledge, and display on a Commitment Wall, or provide a hashtag (e.g. #biketoschool and ask them to upload their own photos to Instagram, Facebook, or Twitter).
- A few weeks after the first pledge, encourage students and staff to complete a second, more challenging pledge.
    - » See Appendix C for first and second pledge samples.
    - » For some inspiration, check out musician Jack Johnson's campaign: allatonce.org/commitment
    - » Remember: Do not force people to sign pledges – it must be their choice. If you cannot do the photo booth or social media idea, ask if you can include their name in the next school newsletter with their commitment. Even if you cannot do this in practice, just by asking the question you make it more likely they will follow through on their commitment.

Incentives [25]

Incentives can be a useful part of your bike promotion if they are specific to biking. Your promotion will be less effective if people are only participating for a prize, as they will likely stop participating when there isn't a prize anymore. Suggested prizes: bicycle bells, lights, helmets, windproof mittens, ski scarves, reflectors, wool socks, water bottles.

- Bike to School Week is a great opportunity to hold a challenge/competition for students and staff. The Greater Toronto and Hamilton Area jointly promotes this week. Register online to request materials and possible incentives: biketoschoolweek.ca
- Host a weekly, monthly, or occasional Bikers' Breakfast.
- Offer volunteer hours to students for organizing/leading bike events, and/or for presenting bike workshops at nearby elementary schools.

For additional resources about organizing meetings, planning group rides, and doing a promotional campaign, check out Toronto's Bike to School Project at culturelink.ca/programs/green-settlement-initiatives/cycling-program and cycleto.ca/schools.

Buttons, patches, badges [26]

- When students join the leadership team, Bike Club, or participate in any bike events, give them a small button/badge/patch for backpacks that has an image of a bike, and/or a few words that relate to biking. The more they start to think of themselves as people who bike, the more likely they are to continue riding and participating.

8. Act – Put your plan into action

Now that you've brainstormed and planned the best mix and schedule of activities and strategies for your school, it's time to start doing them!

Provide ongoing support [27]

As you roll out your plan, remember to recognize those biking and participating, and provide friendly reminders to keep it up. Try to scatter fun events throughout the school year to give students activities to look forward to. Community partners play a key role in supporting your plan and can greatly enhance your school's effort.

- Create a calendar of bike-related events, including community events. Share this on a large display board and in school newsletters. See Appendix H for a sample calendar and link to Walk + Roll Peel's event calendar: walkandrollpeel.ca/scripts/calendar.pl?cal=trails
- As often as possible, the messages should be coming from students themselves.

9. Measure success – How well is your plan working?

As your first year of planning and running bike initiatives comes to an end, be sure to reflect on your effort and check in on your goals. Have you accomplished what you set out to do? Are there things you'll do differently next year? Most of the evaluation is for your own purposes. The Region of Peel would also like you to complete one short form to share some of your results with us (See Appendix D). By sharing what you've accomplished, we can see the impact you're having on Peel's carbon footprint. It's also an opportunity for you to help us improve this handbook, so we can make it even better in the future.

You may also want to ask students participating in your events for feedback during the year and update/improve your plan as you go. For ongoing evaluation questions/tips check out the Healthy Schools Planner:
peelregion.ca/health/health-status-report//pdf/CDI-0512-web.pdf

1. Follow Up Classroom Surveys – same process as the baseline (Appendix A). Remember to have someone keep a record of the weather each day (temperature and precipitation).
2. Follow Up Student Opinion Surveys – same process as the baseline (Appendix B).
3. Enter the data in the Excel Sheet Tools downloadable from here: walkandrollpeel.ca/projects/schools.htm
4. Peel Region Evaluation Form – complete the online form at: walkandrollpeel.ca/projects/schools.htm or if completing the paper copy (See Appendix D), please scan and email to: walkandroll@peelregion.ca

Before you break for the year, have a meeting to make a few early plans for next year. Based on what you've learned from the evaluation, are there certain activities you'll definitely repeat? Are there different messages you should share in the next promotional campaign? Which goals are going to need more attention next time around in order to get closer to reaching them? Are there organizations you want to reach out to now so they can help you at the start of next year? It may feel like far away, but thinking about the answers to these questions while the evaluation is fresh in your mind is the perfect time to draft some plans.

10. Celebrate your school's effort and successes

Whether or not your evaluation shows that you reached your goals, it's important to highlight and celebrate the success of your team's work, and recognize the effort of those who have contributed.

- Acknowledge members and highlight activities during an assembly
- Highlight success stories in your school newsletter
- Provide recognition certificates
- Send a thank you note to parents/guardians to appreciate their contributions

The Peel Healthy Schools Planner has templates/samples for several of these suggestions: peelregion.ca/health/shp/health-planner.htm

Taking it out into the community [28]

The end of the year is also a good time to promote summer bike programs to encourage students to continue biking when they're not in school. If none exist in your area, consider partnering with a local organization to get one started. Look through the list of shops/ organizations at Walk + Roll Peel:
walkandrollpeel.ca/cycling/shops.htm and walkandrollpeel.ca/cycling/peel-organizations.htm

WAY TO GO!

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Appendices

Please visit **walkandrollpeel.ca/projects/schools.htm** to download editable Word Documents of the templates and samples referenced in the handbook and appendices. Here you will also find data entry tools for the classroom survey to easily tally the results.

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Appendix A: Baseline hands-up classroom survey

Teacher: _____Room #: _____Date: _____

Total number of students in class: _____ Grade: _____

How did students travel TO school?

Ask: "How did you travel TO school this morning?" Ask each mode separately and fill in the number of students (one mode per student).

	Walk	Bike	Bike Part Way	School Bus	Public Transit	Car	Carpool	Other	Total
Mon									
Tues									
Wed									
Thurs									
Fri									
Total									
Average									

How did students travel FROM school?

	Walk	Bike	Bike Part Way	School Bus	Public Transit	Car	Carpool	Other	Total
Mon									
Tues									
Wed									
Thurs									
Fri									
Total									
Average									

If students came by another mode, indicate Other: _____

If they combined any other mode with cycling, they count as 'Bike Part Way'.

Appendix B: Attitudes & experiences survey

We suggest you create an online version of this survey with your school's Survey Monkey account.

Name: _____ Homeroom Teacher: _____

Date: _____Grade: _____ ☐ Male ☐ Female ☐ Other

1. How do you usually travel to school?

☐ Car - driven by parent/adult ☐ Car - carpool with others ☐ Car - drive myself
☐ School bus ☐ Public transit ☐ Walk
☐ Bike ☐ Skateboard/longboard
☐ Other: _____

2. Do you own a bicycle, or have access to one? ☐ Yes ☐ No

3. Do you know how to ride a bicycle? ☐ Yes ☐ No

4. If not, do you believe you can learn? ☐ Yes ☐ No ☐ N/A

5. If you do not ride to school, would you ever try? ☐ Yes ☐ No ☐ N/A

6. Do you wear a helmet when you ride? ☐ Always ☐ Sometimes ☐ Never ☐ N/A

7. Within how many kilometres of school do you live?

☐ 1km ☐ 2km ☐ 3km ☐ 4km ☐ 5km ☐ More than 5 km

How many times do you ride your bike in a typical week with the following purposes and people:

8. To get to school? ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

9. To get other places? ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7+

10. For sport? ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7+

11. For fun? ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7+

12. With friends? ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7+

13. With family? ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7+

14. For how many years have you been biking? ☐ 0 ☐ 1 year ☐ 2 - 4 years ☐ 5+ years

15. How often have you biked over that time?

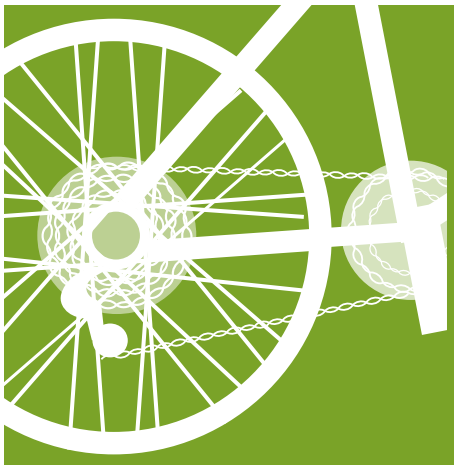
☐ Very regularly ☐ Somewhat regularly ☐ Not regularly

Please rate on a scale of 1 to 5 whether or not you agree with the following statements:

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree	Choose not to answer
16.Students at my school see biking as fun or cool	1	2	3	4	5	N/A
17.People I admire ride bicycles	1	2	3	4	5	N/A
18.Biking is fast and convenient travel	1	2	3	4	5	N/A

Appendix C: Sample pledges

Introductory Pledge



Go together for a trip by **bike!**

It's fun, fast, healthy, & free.

#biketoschool #bikePeel

How will you participate in biking this month?

Select one or more of the actions below:

- ☐ I will bike to school at least once a week this month
- ☐ I will bike to places in my neighbourhood at least once a week this month
- ☐ I will invite a friend or family member on a bike ride with me at least once this month
- ☐ I will use Google Maps or Walk + Roll Peel's Trail Map to learn about possible bike routes from my home to school this month
- ☐ I will take my bike on a bus at least once this month

Follow-up Pledge

Go together for a trip by **bike!**

It's fun, fast, healthy, & free.

#biketoschool #bikePeel

How will you participate in biking this month?

Select one or more of the actions below:

- ☐ I will bike to school at least three times a week this month
- ☐ I will bike to places in my neighbourhood at least three times a week this month
- ☐ I will invite a friend or family member on a bike ride with me at least once a week this month
- ☐ I will try at least one of the routes I learned about on Google Maps or Walk + Roll Peel's Trail Map this month
- ☐ I will take my bike on a bus at least once a week this month

Appendix D: Peel evaluation

	Before we Start	Our Goal	One Year Later	Two Years Later
Date (Month/Year)				
% of students biking to school regularly				
% of students biking often in their own neighbourhood				
# of biking-related activities	--			
% of students that have tried biking to school at least once				
# of teachers biking to school				
# of teachers participating in biking-related events				
% of students that say they are open to the idea of biking to school				

Handbook Feedback

Which sections and appendices of this handbook did you use? (You can include other resources that were linked to here).

_____
_____
_____
_____

Did you use any other resources not included or linked to in the handbook? If yes, please list them here.

_____
_____
_____
_____

Do you have any ideas for how this handbook can be improved?

_____
_____
_____
_____
_____

Thank you for your time! Please send this evaluation to walkandroll@peelregion.ca

Appendix E: Bike meeting for parents

Sample Invitation: Feel free to print out this page and cut out the poster below.

You're Invited! Let's talk about

Biking to school!

Date: _____

Location: _____

At _____, we know biking is fun, fast, healthy, and free. Join us for a meeting to learn about bike safety, routes, and general information to help you and your family prepare for active travel.

Did you know?

Students who bike to school tend to perform better in the classroom! Researchers from the University of Copenhagen and Aarhus University found that "....the exercise you get from transporting yourself to school reflects on your ability to concentrate for about four hours into the school day". Read more about the study here:
http://www.treehugger.com/bikes/bike-school-better-grades.html

Sample Agenda and Instructions for Presenter

6:30 pm Welcome and Introductions

[Introduce yourself and have those in the room briefly introduce themselves. Give a quick overview of the topics that will be covered in the meeting.]

6:40 pm Walk & Bike to School in Peel Videos

[Choose two (or more) of the video clips about the benefits of walking and cycling to school http://bikebrampton.ca/2015/09/25/walk-bike-to-school-in-peel-videos/

Encourage parents to watch the rest of the videos on their own time to learn more. Consider giving out a handout at the meeting with the most important points and website links referenced at the meeting.]

6:50 pm Route Planning

[Give a demonstration of the School Trip Planner function on the Walk + Roll Peel website http://walkandrollpeel.ca/map/themap.asp as well as the cycling function on Google Maps.]

7:10 pm Bike Goals and Events

[Share your school's bike-related goals and the bike events and supports your school will be offering this year, such as Bike Club, social group rides, in-class safety education, Bikers' breakfast, Bike to School Week, etc.]

7:20 pm Questions

[Opportunity for parents to ask you questions.]

7:30 pm Wrap up

[Call to action: Encourage parents to ride with their kids and practice their route to school with them on the weekend. Suggest parents connect with each other to see if any live close enough for their kids to bike together. Consider providing a map with slips of paper and pins for parents to pin their contact information at their nearest intersection.]

Appendix F: Winter biking tips

Safety First!

If you ride to school one day, and then the conditions become worse, do not be afraid to walk it home instead, or leave your bike and get a ride. Temperature is easily overcome, but icy road conditions are not. Be smart, stay safe.

Lights!

Related to safety, you must have a white light on the front of your bike, and a red light on the back. Darkness comes early in the winter, so don't be caught off guard without your lights!

Wear Layers!

Protect your hands, head, and feet. Your extremities need the most warmth and wind protection. For the rest of your body, think in layers. Many people who bike actually get too hot in winter. Wearing an athletic layer (something that wicks sweat) as your base is a good idea.

Clean Your Bike!

With all that salt and extra dirt on the roads, you'll want to clean your bike more than usual to prevent rust. Fenders help, but you'll still want to take time to clean off your gears, as well as clean and lubricate your chain. Also, add a little bit of oil to the key hole of your lock to prevent it from freezing and breaking.

Additional Winter Biking Information:

- Walk + Roll Peel: walkandrollpeel.ca/cycling/weather.htm
- Smart Commute: smartcommute.ca/durham/news/dashing-through-the-snow/
- Bike Calgary: bikecalgary.org/winterriding
- City of Toronto PDF brochure: www1.toronto.ca/wps/portal/contentonly?vgnextoid=28d5970aa08c1410VgnVCM10000071d60f89RCRD

Photocredit for above image: Cycling in the Snow in Shanghai

By Carsten Ullrich from Shanghai, China (IMAG0089) [CC BY-SA 2.0 (http://creativecommons.org/licenses/by-sa/2.0)], via Wikimedia Commons
Source: https://upload.wikimedia.org/wikipedia/commons/9/9d/A_picture_from_China_every_day_306.jpg

Appendix G: Proper locks and locking tips

Always lock the frame of your bike to the object/rack, and at least one of your wheels (ideally both). Invest in a good lock: a hardened steel U lock, or hardened steel chain and padlock. A cable can be added to a U lock to lock both wheels. For more information, visit walkandrollpeel.ca/cycling/security.htm

Bicycle image from:
www.reddit.com/r/bikecommuting/comments/3exg4q/is_this_the_best_way_to_lock_up_my_bike/

Appendix H: Sample calendar of bike events

<< June 2015 >>

Su	Mo	Tu	We	Th	Fr	Sa
	1	2 • Learn How to Bike Clinic 5 of 6	3	4 • Mississauga Community Ride - ERINDALE	5	6 • CAN-BIKE: Adult Learn to Ride Class 5 of 5
7	8	9 • Learn How to Bike Clinic 6 of 6 • Mississauga Cycling Advisory Committee Meeting	10	11 • Get to Know Your Trails and Pathways • Learn about Bicycle Safety and Repair with W+R Peel experts	12	13 • Mississauga Community Ride - STREETSVILLE • CeleBrampton - BikeFest
14	15 • Bike Rodeo • Bike Brampton Monthly Meeting	16	17 • Bike Rodeo	18	19	20 • 24 Hours of Summer Solstice • Brampton Annual Bike the Creek
21 • 24 Hours of Summer Solstice • Ride with us!	22	23 • Bike Rodeo	24	25 • Mississauga Community Ride - APPLEWOOD • Bike Rodeo	26 • Brampton Critical Mass Ride	27 • Bramalea Cycles Fest 2015 • Bike Rodeo
28	29 • Get to Know Your Trails and Pathways	30				

Access the interactive online calendar here:
walkandrollpeel.ca/scripts/calendar.pl?cal=trails