



# BIKE TO SCHOOL WEEK

## SUMMARY REPORT 2015



**bike to school**



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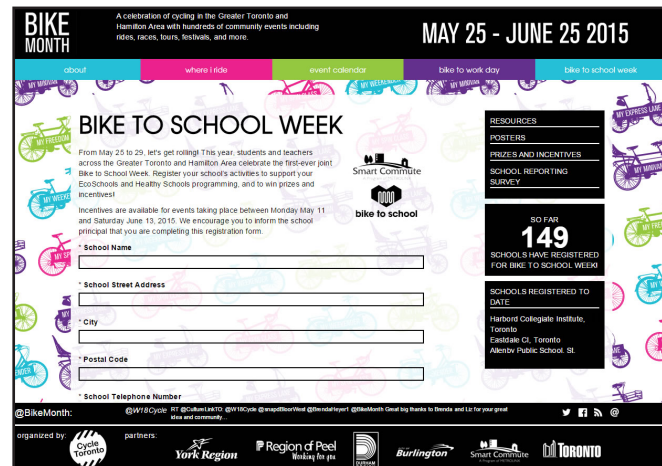
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# BIKE TO SCHOOL WEEK SUMMARY REPORT 2015

## CAMPAIGN

- In planning for Bike Month 2015, Cycle Toronto and Metrolinx created to create a school campaign called "Bike to School Week"
- CultureLink, the Cycle Toronto partner leading the Bike to School Project and other education programs, was brought in to coordinate.
- Stakeholders from the Metrolinx ASST Regional Hub contributed to planning and led local implementation.
- Supportive measures shown here:



Online registration and reporting tools



Certificate



Bilingual poster designs



**Bike to School Week Resources for the Greater Toronto and Hamilton Area**

Bike to School Week events can take place inside or outside the classroom. They can involve the entire student population, students already riding to school or those that don't know to start. The following resources can support teachers and schools to develop and carry out fun and safe events:

**THE TRIP TO SCHOOL**  
Peel Region's School Trip Planner allows children, their families and the school community to estimate how long it will take to walk or bike to school. Click on the School Trip Planner link near the bottom left of the map.  
[www.welland Peel.ca/schooltripmap.asp](http://www.welland Peel.ca/schooltripmap.asp)

**IN THE CLASSROOM**  
Ontario's Road Safety Resource, developed by Oshana and the Ontario Ministry of Transportation, includes cycling-related lesson plans for the classroom and Community Engagement Toolkit for larger activities (grades K-12).  
[www.safetocanada.ca/resources/guide-to-bike](http://www.safetocanada.ca/resources/guide-to-bike)

**IN THE SCHOOLYARD**  
A "Bike Road" is a bicycle skills event. The Peel Safe and Active Routes to School Committee has published a **Bicycle Road Community Kit** to support these events in schools and other community venues, asking many local volunteers.  
[www.peel.ca/active/peel-on-call/bikeroadkit.html](http://www.peel.ca/active/peel-on-call/bikeroadkit.html)

**THE KIDS CAN RIDE! Festival** involves young children to key bike handling skills needed to ride safely on the road. Funding is provided by the Ministry of Education. The Festival is the first step in the Cycling Canada CAN RIDE! Program. Contact Anna Wilson at [CyclingCanada.ca](mailto:CyclingCanada.ca). 416-348-1933 x2006 [www.canbikecanada.ca](http://www.canbikecanada.ca)

\* Teachers should verify that activities provided are approved to present in schools by their respective boards of education.

**BIKE TO SCHOOL WEEK** MAY 25 - JUNE 25, 2015

Download customizable posters and register your school at: [biketoschoolweek.ca](http://biketoschoolweek.ca)

Smart Commute bike to school

One-pager template

Partners across the Greater Toronto and Hamilton Area are offering resources, events, incentives and prizes to support your Bike to School Week activities. Find specific information for your area below:

- ▶ Burlington
- ▶ Hamilton
- ▶ Peel Region
- ▶ Brampton
- ▶ Toronto District School Board
- ▶ York Region

**Prizes and Incentives**

**Grand prize - bike racks**

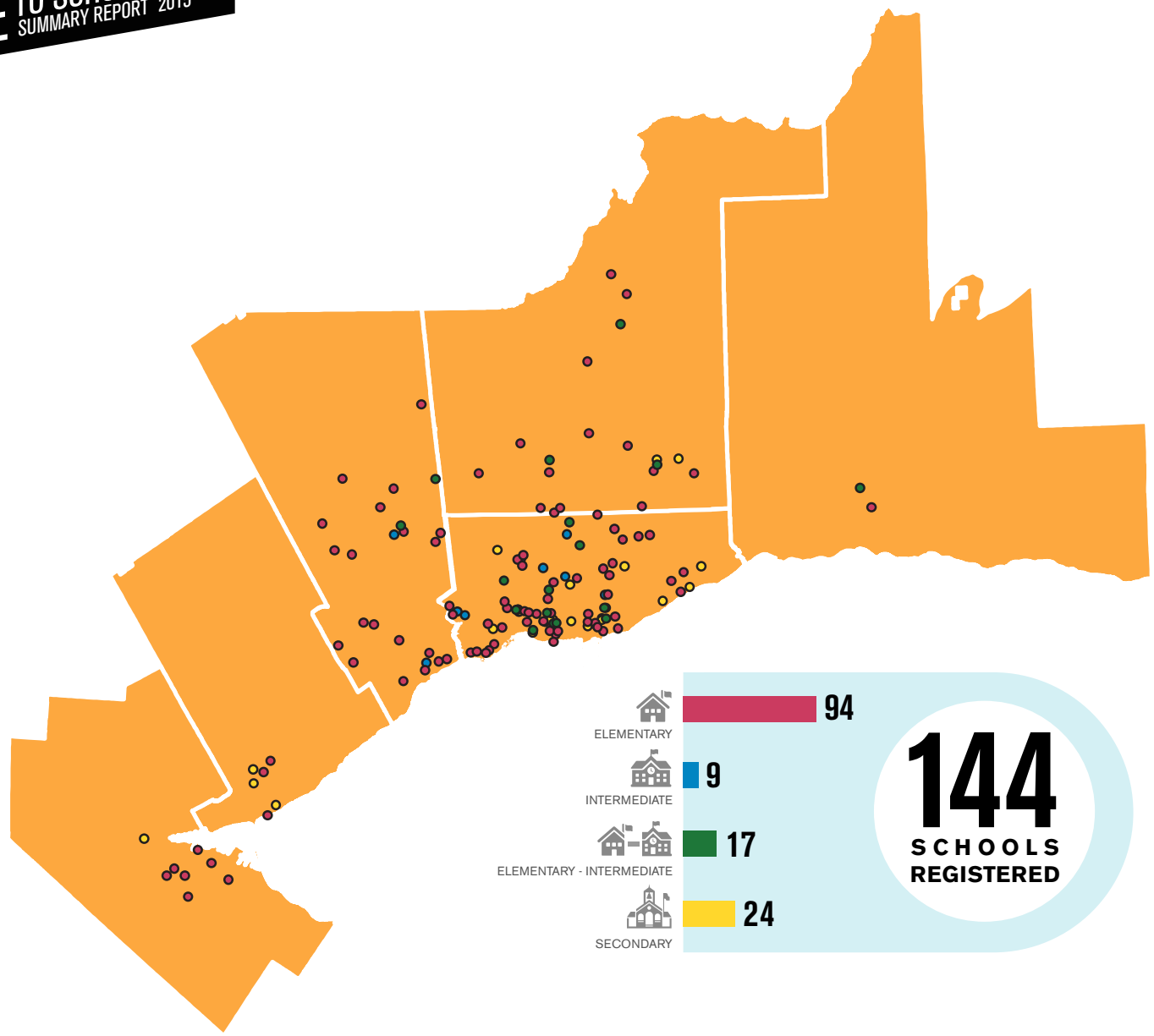
**All schools can access - stickers**

Register your school for Bike To School Week and you could win a bike rack for your students! The elementary school and transportation school with the highest proportion of participants will win bike racks provided by York Region Transportation Services.


Prizes and incentives



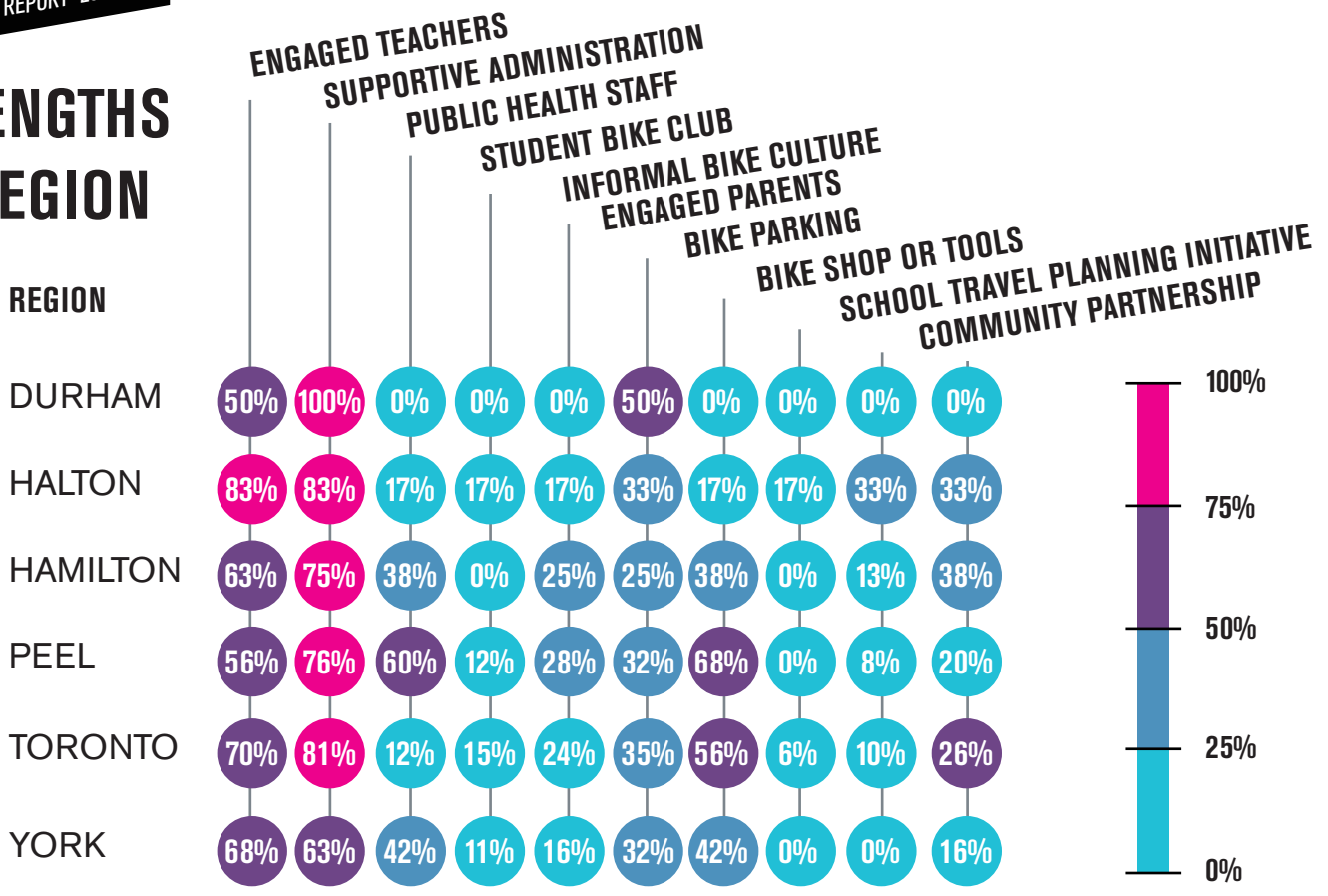
Sticker design



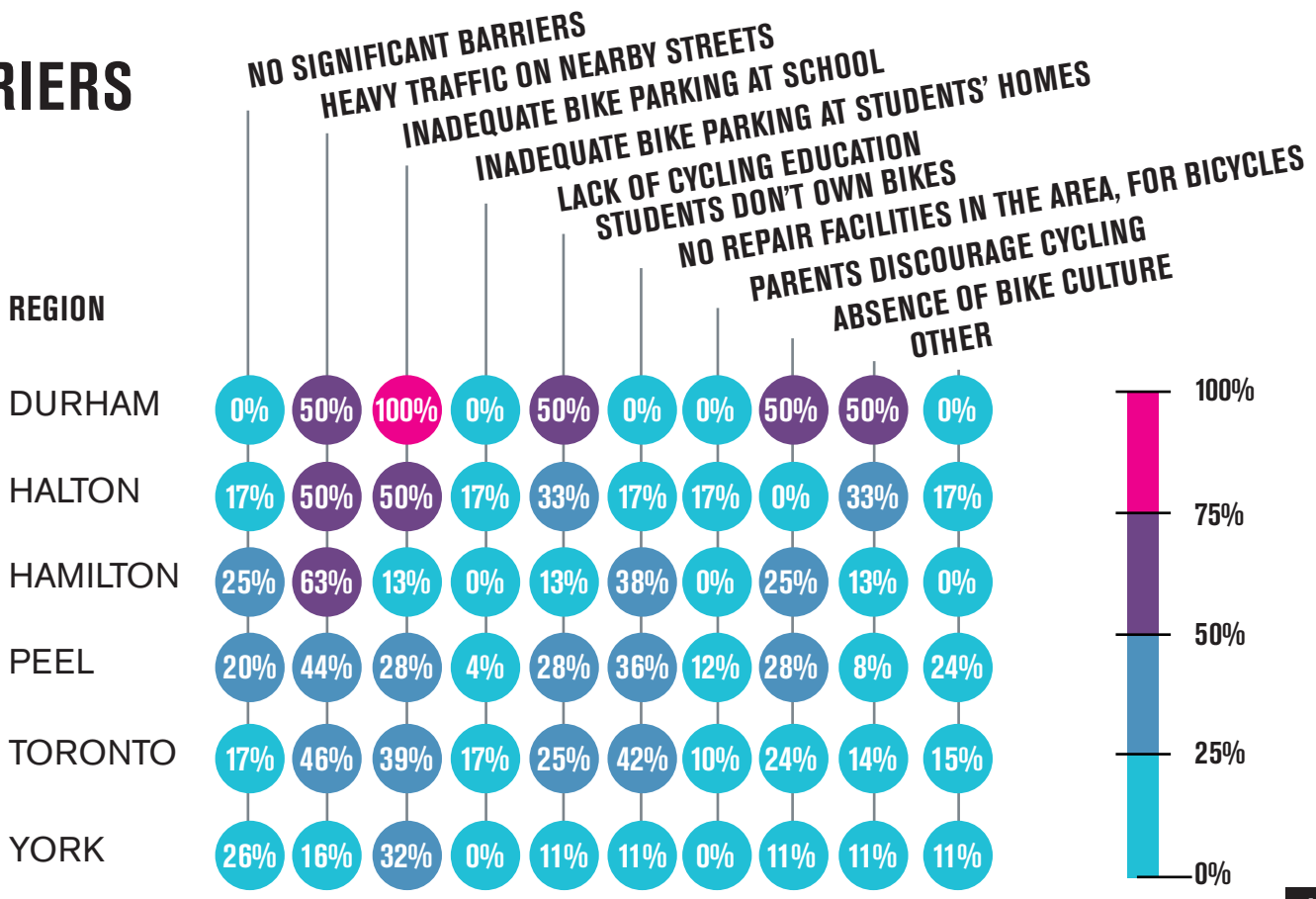
 **109** SCHOOLS FILLED OUT FOLLOW UP SURVEY

 **16,225 +** STUDENTS PARTICIPATED IN BIKE TO SCHOOL WEEK

# STRENGTHS BY REGION




# BARRIERS



## TOP TYPES OF EVENTS

**34**  
SCHOOLS



**SCHOOLYARD ACTIVITY**  
(eg. BIKE RODEO, SKILLS TRAINING)

**20**  
SCHOOLS



**INFORMATION TABLE**

**28**  
SCHOOLS



**CLASSROOM ACTIVITY**

**19**  
SCHOOLS



**DAILY ANNOUNCEMENTS**

**22**  
SCHOOLS



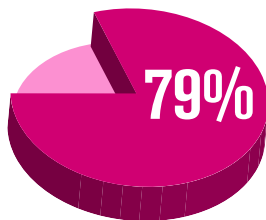
**GROUP RIDE**

**18**  
SCHOOLS

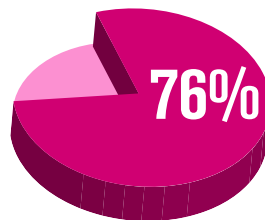


**ASSEMBLY**

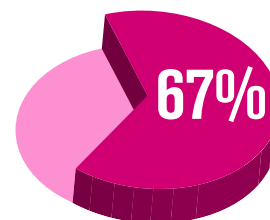
## OUTCOMES



More students biked to school than do generally




Students more likely to bike to school in future




Increased awareness of cycling rules and safety

## OF THE 109 REPORTING SCHOOLS:

 **81%**  
said yes definitely

 **11%**  
said maybe

 **7%**  
said yes if more support was offered

That they would plan a Bike to School Week event in the future

# TWITTER ENGAGEMENT



## 3 MILLION

ESTIMATED TWITTER IMPRESSIONS FROM 1,070 TWITTER MENTIONS BY 431 USERS

**MAY 1 - JUNE 30** **ONTARIO WIDE**

Bike to School Week gained tremendous traction online with participants sharing stories from across the region. Here are a few highlights:



**Unionville PS** @UnionvillePS · May 26  
Day 2 of our Bike to School...amazing participation UPS...#yrdsb



**Colleen Goodchild** @ColleenGoodch · Jun 17  
Thanks again @GlenDhuPS students!! Over 40 cyclists for Bike to School 2.0. What a lovely day! #biketoschool



**Beryl Ford PS** @BerylFordPS · May 28  
Beautiful day to #biketoschool @BerylFordPS @PeelSchools



**City of Burlington** @cityburlington · May 28  
Great turnout for #BiketoSchool week at @HaltonDSB Lakeshore Public School in #BurION. biketoschoolweek.ca



**Blake Street Jr. PS** @TDSBBlake · May 28  
Fun #biketoschoolweek @ lunch w 60+ students & 4 activities. Slow bike race the favel @EcoSchoolsTDSB @SmartCommute

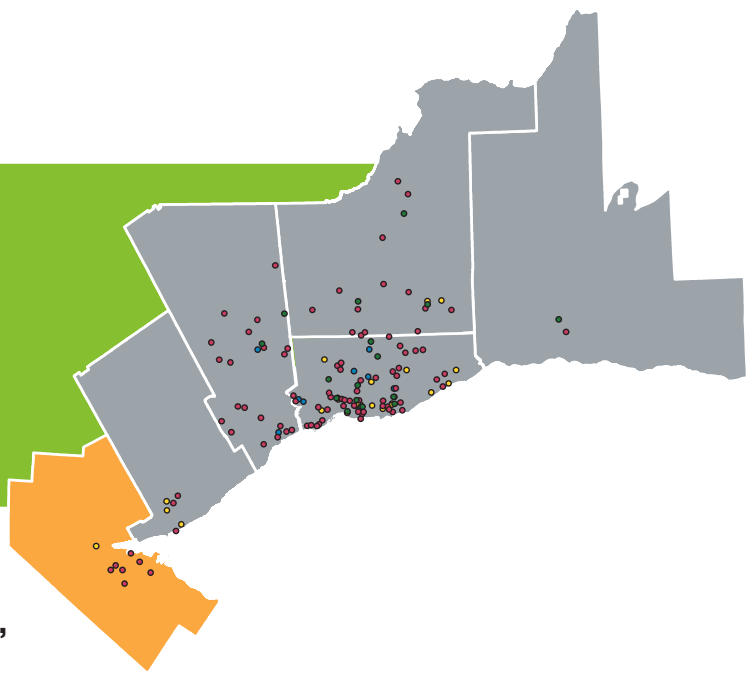


**Bike Month** @BikeMonth · May 25  
For the 1st time EVER, we are celebrating #BikeToSchoolWeek w/ over 130 schools participating!



# HAMILTON

- 8 schools registered
  - 7 elementary
  - 1 secondary
- 5 from Hamilton –Wentworth Catholic DSB
- 3 from Hamilton-Wentworth DSB
- 855 + students participated



## Regina Mundi Catholic Elementary School, Hamilton

Regina Mundi CES kept the Bike to School momentum alive with their active transportation efforts. On May 27, grades 2 – 4 participated in ‘Cyclemania,’ hosted by Hamilton Police. On May 28, two Bike to School group rides were held, starting from different parts of the catchment area and ending with a celebration of healthy snacks and prizes for all cyclists. The playground fences were covered with bikes during these days, even the Secretary and Principal offices were filled with bikes. Kindergarten students were also motivated to come to school on their bikes, with Mom and Dad’s support of course. Ultimately, these events initiated a conversation with parents about the benefits of cycling to school and positioned it as a safe and viable travel option.



St. Marguerite d'Youville Catholic Elementary School, Hamilton

*“We didn’t want kids to feel left out if they did not have a bike, so we allowed scooters or roller bladers as well as cyclists to participate. I think that made for a bigger turn out.”*

– Kathleen Fewer, parent volunteer and Strathcona Home and School Association President



*The Eco team made daily announcements about benefits of active transportation. Some teachers even walked to school and parents made comments about walking to school and relieving some congestion from the school parking lot.”*

– St. Vincent de Paul Catholic Elementary School, Hamilton

### St. Marguerite d’Youville Catholic Elementary School, Hamilton

To kick off a month of cycling, May 25 was dubbed Bike to School Day in Hamilton. Students from St. Marguerite d’Youville CES joined the celebration at Gore Park and received its third ‘School of the Year Community in Motion’ Award for its active transportation efforts. Not to be complacent with this notoriety, St. Marguerite unleashed the Eco Action Challenge Walk/Roll to School on June 1. Of the 485 students at the school, 93% used active transportation during the challenge. Modes of transportation included:



Even Principal Jenny Frappa rode to school, setting a great example for all. Most students used active transportation for the remainder of the week, continuing the positive momentum set forth by the school and surrounding community.



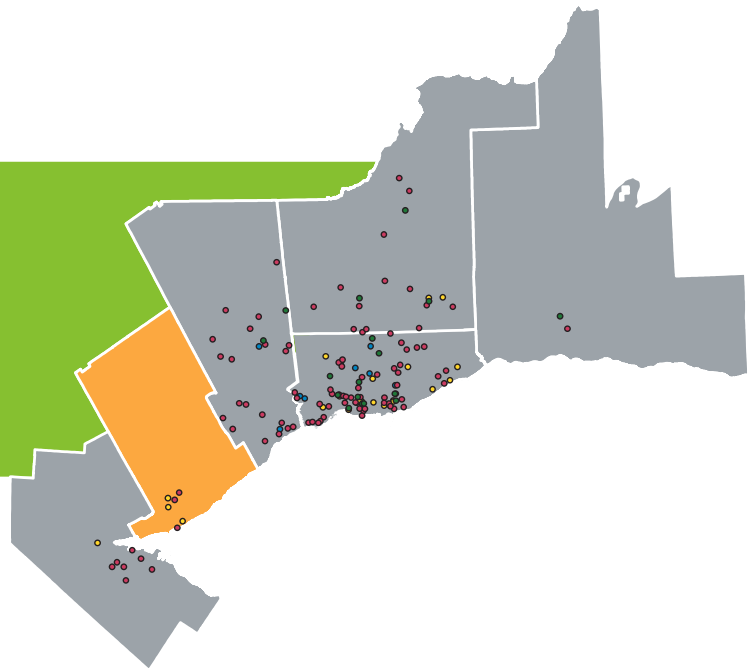
St. Marguerite d’Youville Catholic Elementary School, Hamilton



St. Marguerite d’Youville Catholic Elementary School, Hamilton

## HALTON REGION

- 6 schools registered
  - 3 elementary
  - 3 secondary
- 463+ students participated
- City of Burlington staff gave gift packages to all participating schools



### Charles R. Beaudoin Public School, Burlington

Charles R. Beaudoin PS started Bike to School Week off with a bang – over 100 cyclists on the very first day! Bike racks filled up quickly, forcing some students to be resourceful and lock their bikes to fences and trees. With an average of 40 students biking to school on a regular basis, the willingness to try something new was incredible. This enthusiasm is nurtured by school staff routinely encouraging parents to promote cycling to school. Charles Beaudoin PS is a great example of what is possible when a community comes together to support and showcase the benefits of active transportation.



Charles R. Beaudoin Public School, Burlington

### Lakeshore Public School, Burlington

Although no formal Bike to School event was held, Lakeshore PS still managed to promote active transportation and get kids biking! Through announcements, classroom visits, posters, emails and website updates, students and parents were made aware of the Bike to School initiative and were excited to participate. Many students take the bus every day to school and are limited in their ability to bike based on the distance from school to home. However, one teacher, Mrs. Falconer came up with a solution: students who usually bussed would meet at a central location and ride to school together. Mrs. Falconer bought bells for her students as well, ensuring their journey aligned with Ontario cycling laws. Thankfully with the support of parents, the City of Burlington who provided snacks to riders and passionate teachers, students were able to experience the joy of cycling.

*"I know the event was a first time success, because the next day, two students came up to me and said they rode to school. Now the racks are located at the front of the school and the image of the school is changing."*

*– Geoff Sheppard, Phys Ed teacher, M.M. Robinson High School, Burlington*



M.M Robinson High School, Burlington



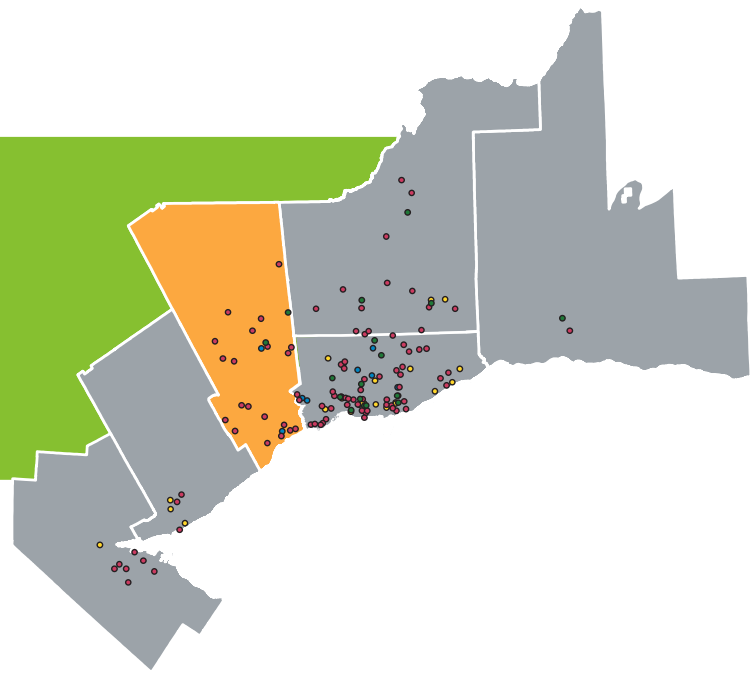
M.M Robinson High School, Burlington



M.M Robinson High School, Burlington

## PEEL REGION

- 25 schools registered
  - 20 elementary
  - 3 intermediate
  - 2 elementary – intermediate
- 19 from Peel DSB
- 6 from Dufferin-Peel Catholic DSB
- 2634 students participated



### Robert J. Lee Public School, Brampton

On an average spring day at Robert J. Lee Public School, 10-15 children grabbed their helmets and biked to school. When Bike to School Week rolled around, no one could have imagined the incredible movement that was about to ensue. Passionate participation increased steadily throughout the week:



Two senior students and a parent volunteer, Lisa Stokes, were at the school every morning and installed Walk + Roll Peel bells on all bikes as they arrived. This was not only a great thank-you for cycling but also allowed new bikes to be counted each day. Three weeks after Bike to School Week ended, 52 bikes were in the rack, proving that students at R.J. Lee are helping build the culture of cycling – one pedal at a time.



Robert J. Lee Public School, Brampton

## Massey Street Public School, Brampton

With the help of parent volunteers, teachers, a Peel Health nurse and three university student volunteers, Massey Street PS held a bike rodeo to encourage students to bike to school. Bike transportation was positioned as a way to lower the carbon footprint, promoting more environmentally friendly modes of school travel. During the rodeo, students learned the ABC's of bike safety, proper helmet fitting, road safety and signalling, crucial skills for adopting cycling as a travel method. These skills were then put to the test on the obstacle course created in the school playground. Close to 100 students biked or scootered that day instead of being driven and as a result, students were excited and motivated to continue to ride to school more regularly. The school is on a waiting list to have bike racks installed, showcasing their commitment to sustaining active transportation.



Robert J. Lee Public School, Brampton

*“One family that stands out is a mother, her son and the four children she babysits. For our two week Bike to School initiative, they walked, biked or rode their scooters to school. Sometimes families say they’re too rushed in the morning to participate in active transportation, but this family proves that with some planning, active transportation can be a daily activity.”*

– Nancy Zubocovec, a teacher from St. Timothy School, Mississauga



Robert J. Lee Public School, Brampton

## Corpus Christi Separate School, Mississauga

Corpus Christi SS organized a special cycling event for all their students, from 1st graders to 5th graders – Tour de Corpus! This event was an unique partnership between the school, the Neighborhood Police officers (on bikes) and the Mississauga Cycling Advisory Committee. They planned two bike routes through the neighborhood:

- A shorter route for 2nd and 3rd graders
- A longer route for 4th and 5th graders

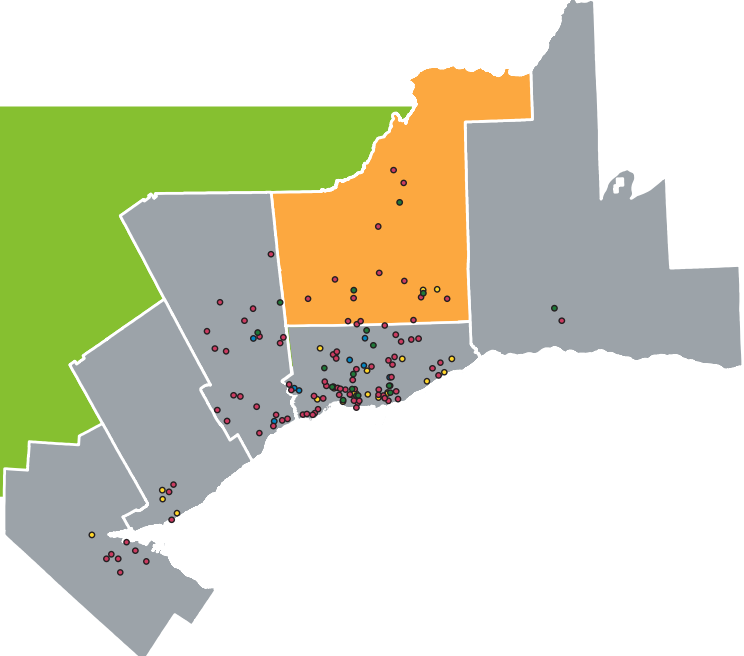
1st graders rode bikes on the school playground to keep it an inclusive event. The principal was so pleased he proposed another ride in the Fall!



Corpus Christi Separate School, Mississauga

## YORK REGION

- 19 schools registered
  - 13 elementary
  - 1 intermediate
  - 3 elementary – intermediate
  - 2 secondary
- 15 from York Region DSB
- 4 from York Catholic DSB
- 1242 + students participated



### Glen Shields Public School, Vaughan

On June 2, Glen Shields PS held an original Bike to School initiative: “Wheel it Wednesday!”

Through a series of announcements, staff built excitement and encouraged more students than usual to participate in the active transportation movement. Support from family members was also in high gear, resulting in 50 students cycling to school that day. Even those without a bicycle were eager to participate; one little girl rode her scooter to show her support. Glen Shields set a great example for schools across York region and are looking forward to participating again next year.

### Forest Run Public School, Vaughan

By establishing an environment where students value a healthy lifestyle, Forest Run PS was able to easily integrate the Bike to School initiative into their programming. Physical activity is embedded in the school day at Forest Run PS so students expect and look forward to activity based events. To push participation even further, incentives from the City of Vaughan were provided, such as frisbees, stickers, reflectors, bike bells and healthy snacks. The inclusive nature of the week also helped increase participation: students who use wheelchairs, junior Kindergarten students, students with autism and administrators got involved, showcasing the fact that anyone and everyone can participate in safe and fun physical activities such as biking. Over the course of the week, more and more bikes appeared on the racks. By mid-week bike racks were exhausted and locks were being attached around the school yard. One week prior to Bike to School Week, 11 bikes and 1 scooter were counted. By the end of Bike to School Week, 130 students were biking and rolling to school. Forest Run PS attributes this tremendous growth to positive reinforcement, inclusivity and encouraging lifelong healthy habits. Parents and school staff play an influential role and the more they celebrate fun and healthy activities, the more likely students are to adopt these habits for life.

*"Our bike racks were packed each day. One of the students said to me, 'Ms. Hart, you will need to buy new bike racks, because kids are finally riding their bikes.' I told him I would happily buy these racks if everyone continued to ride. We are in a community where traditionally everyone gets driven and so this was an amazing week of our kids riding with their parents."*

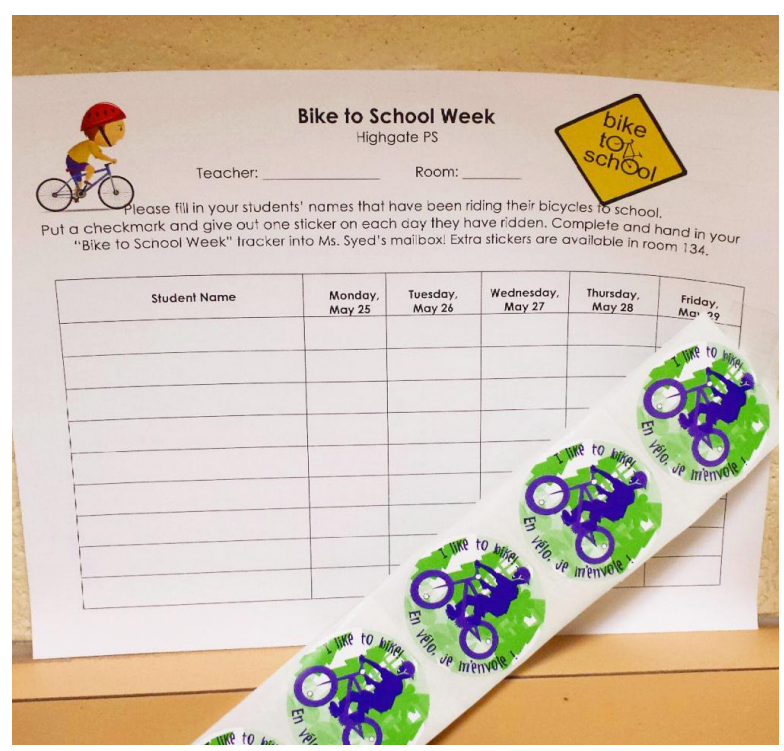
*- Helen Hart, Principal, Unionville Public School*

*"We are hoping that in the future more students will continue to bike to school and we are hoping to acquire another bike rack. Let's bring back the bike!"*

*- Jen Perciasepe, Corpus Christi CES, Richmond Hill*



Clearmeadow Public School, Newmarket



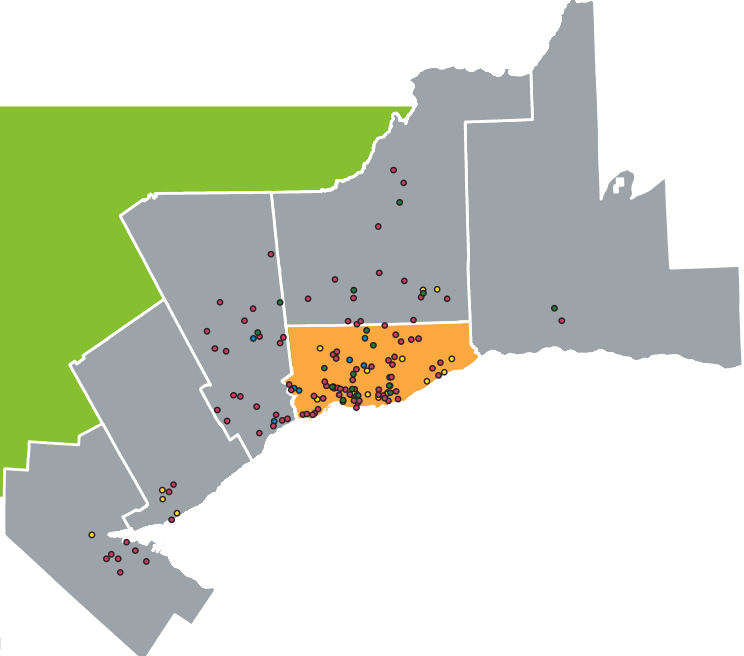
Highgate Public School, Markham



Corpus Christi Catholic Elementary School, Richmond Hill

# TORONTO

- 84 schools registered
  - 50 elementary
  - 5 intermediate
  - 11 elementary – intermediate
  - 18 secondary
- 77 from Toronto DSB
- 7 from Toronto Catholic DSB
- 10,806+ students participated



## Gateway Public School, Toronto

Gateway PS ended Bike to School Week on a high note with a school-wide Bike Rodeo on May 29. All students were encouraged to bike to school while cycle-themed activities were held throughout the day. Younger grades participated in the morning, older grades in the afternoon and parent volunteers were out in record numbers, full of energy and enthusiasm.

Not only did parent volunteers help run the activities, they also kept the Country Western theme alive with their snazzy cowboy hats. Activities included an obstacle course, a snail race to help kids learn to balance on their bicycles and safety training with members of the Toronto Police Department. With these fun and informative activities, the Gateway community showed their support for the active travel movement and celebrated kids in motion!



Gateway Public School, Toronto

## Eastdale Collegiate Institute, Toronto

Located in a community where most students do not generally ride a bicycle or have access to one, Eastdale Collegiate overcame overwhelming odds to show their support for Bike to School Week. Some students have intellectual disabilities while many have financial barriers which prevent them from cycling in the city; to combat these barriers, Eastdale partnered with CultureLink to borrow 20 bikes and organize a series of learn to ride events. These events, such as workshops on safety and



maintenance occurred during Bike to School Week and significantly built up student ridership skills. The week culminated in a group ride and for those who did not develop the necessary skills, adult tricycles were made available from Evergreen Brickworks so all willing students could participate. The Don Valley Trail was chosen for the ride and teachers from Eastdale were overwhelmed by the joy the students felt as they took part in the first significant bike ride of their lives.

*“Whenever we ask students what they think about last year’s Bike Rodeo, their eyes light up as they smile and reply: ‘I really liked that one. It made me want to bike.’ We will continue to work with the community to make cycling more accessible so that more students can benefit and participate in Bike to School Week.”*

– Armi De Francia, School Travel Planning Facilitator, King Edward Junior and Senior Public School, Toronto



King Edward Junior and Senior Public School, Toronto

### High Schools join 26th Annual Group Commute

On May 25, over 100 students and teachers joined the 26th Annual Group Commute to Nathan Phillips Square - the event which launches Bike Month in Toronto. Six secondary schools were represented:

- Central Technical School
- Central Toronto Academy
- Greenwood Secondary School
- Harbord Collegiate Institute
- Jarvis Collegiate Institute
- Parkdale Collegiate Institute

*“We had the largest group of students from any school at the City Hall breakfast... Students who are sometimes shy or nervous to practice English, joined our club and flourished. They are comfortable on the street and riding in the city and look forward to our rides as a major social event of their week.”*

– Staff from Central Toronto Academy

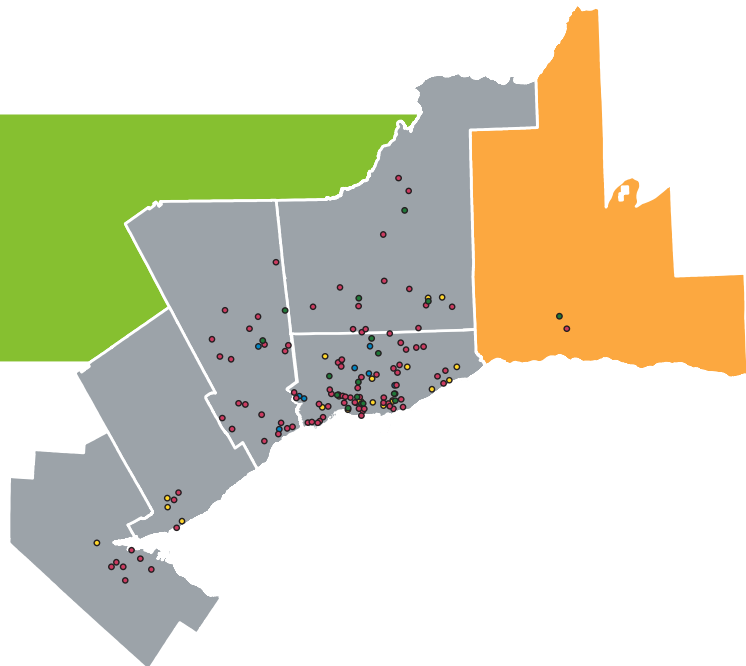


Katie Wittmann @katie\_wittmann · May 25  
Toronto schools rockin' #BikeToSchoolWeek at City Hall #biketoschool @biketoschoolTO @SmartCommute @EcoSchoolsTDSB



## DURHAM REGION

- 2 schools registered
  - 1 elementary
  - 1 elementary – intermediate
- 225+ students participated



### Glen Dhu Public School, Whitby

When their first Bike to School attempt of 2015 was met with rain, Glen Dhu Public School in Whitby was able to encourage 25 students to brave the wet conditions and ride to school. One week later 'Bike to School 2.0' was in full force – the sun shining and 40 riders eager to bike to school in the beautiful weather. Colleen Goodchild, a parent volunteer, met cyclists at the bike rack and handed out 'I like to bike' stickers, granola bars and water. A ballot was also available for entry, offering a prize pack from Cycle Durham ([www.durham.ca/cycledurham](http://www.durham.ca/cycledurham)) which included a bike lock, spoke décor, a bell, water bottle and a \$15 gift card to Canadian Tire. What great incentives to get kids biking!

*"A Grade 2 student often rides his bike daily to school. His younger sister, who is in SK, and younger brother, who is only 3, rode along with him. They were all very happy to participate!"*

*– Colleen Goodchild, parent volunteer, Glen Dhu Public School*



Glen Dhu Public School, Whitby



Glen Dhu Public School, Whitby

## ACKNOWLEDGEMENTS

Many thanks to the Greater Toronto and Hamilton Area Active and Sustainable School Transportation Regional Hub, coordinated by Smart Commute, a program of Metrolinx, and specifically the ad-hoc 'Events Subcommittee:'

- Nick Biagini, Outdoor/Physical Education Programs, TCDSB
- Teija Cumming, Public Health Nurse, Active Healthy Communities Team, York Region Community and Health Services Department
- Marisa Di Censo, Principal, Hamilton Wentworth Catholic District School Board
- Erica Duque, Active Transportation Planner, Region of Peel Public Works, Transportation Division
- Kaylan Edgcumbe, Transportation Planning Technologist, Burlington Transportation Services
- Kristen Evers, Evergreen/TDSB Ecoliteracy Facilitator, TDSB
- Armi De Francia, School Travel Planning Facilitator, Green Communities Canada
- Colleen Goodchild, Senior Planner, Planning and Economic Development Department, Regional Municipality of Durham
- Jennifer McGowan, School Travel Advisor, Metrolinx
- Benjamin Morell, City Planning, City of Toronto
- Dan Ozimkovic, Transportation Engineering Technologist, Burlington; Transportation Services
- Janet Patterson, Metrolinx
- Sonia Sanita, Safe Routes to School Facilitator, York Regional District School Board and York Catholic District School Board
- Kristin Schwartz, Project Coordinator, Bike to School and Bike Host, CultureLink
- Kelly Scott, Physical Activity Specialist, Chronic Disease Prevention Program, Healthy Living Division, City of Hamilton Public Health Services
- Catherine Sim, Health Promoter, Peel Region Public Health
- Janelle Trant, TDM, Hamilton Public Works
- Jeffrey Trieu
- Erica Warsh, TDM Coordinator, City of Mississauga
- Mary Louise Yarema, Health Promotion Consultant and Lead for Active Transp. for School-Aged Children, Toronto Public Health

We'd also like to acknowledge the coordination efforts and support of staff at Metrolinx, Cycle Toronto and CultureLink's Bike to School Project.



For more information about Smart Commute, connect at:



[smartcommute.ca](http://smartcommute.ca)



[facebook.com/smartcommuter](https://facebook.com/smartcommuter)



[@SmartCommute](https://twitter.com/SmartCommute)



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