



Bike to School Week 2018 Report

 WeAreHUB

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#btswbc

 hubcycling



BIKE to school WEEK

MAY 28
JUNE 1



Tracking your trips

One sticker = one ride to & from school

First trip!

first ride of the week

additional rides

Use your own stickers for other active travel trips

HUB Cycling's annual Bike to School Week is a fun, free, week long celebration of cycling for students of all ages and abilities. The event aims to get more students and families excited about walking and wheeling to school, and highlights the multiple benefits active transportation can offer school communities. In 2018, a record 122 schools across Metro Vancouver took part in the event from May 28 - June 1. HUB Cycling offered support such as resources, incentives for students, and prizes for winning schools. Schools received Bike to School Week packages that included large posters and stickers for students to track their cycling trips throughout the week.



Get social!
#Bike2School



KEY HIGHLIGHTS



122 participating schools
↑ 33% from 2017



23 first time participating schools



8,683 riders (based off of avg of 71 per school)
*8,066 in 2017



13,925 other active travel trips reported by 39 schools (walking, scootering, skateboarding)

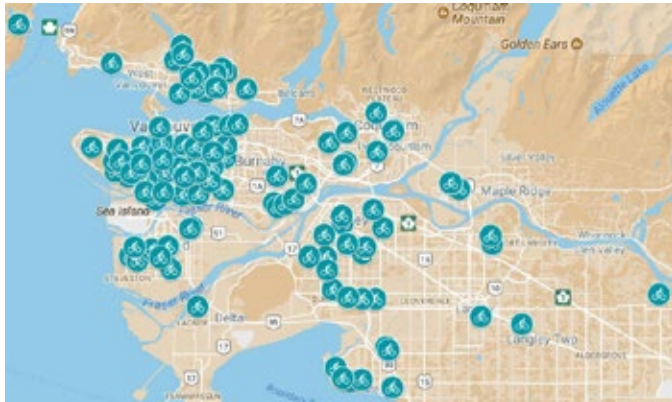


28,501 bike trips (based off of avg of 234 per school)
*23,217 in 2017



PARTICIPATING SCHOOLS

Participation by Region



122 schools participated across **11** municipalities, **38%** were registered by teachers, **28%** by parents, **27%** by administrators and **7%** by other school staff.

Participation by School District

School District	# of schools
SD41 - Burnaby	2
SD43 - Coquitlam	9
SD37 - Delta	2
SD35 - Langley	4
SD42 - Maple Ridge-Pitt Meadows	2
SD40 - New Westminister	4
SD44 - North Vancouver	15
SD38 - Richmond	9
SD36 - Surrey	20
SD39 - Vancouver	43
SD45 - West Vancouver	2
Independent and Conseil scolaire francophone	10



97 elementary schools



5 middle schools



17 high schools



3 other

“I was thrilled that the local bike shops I reached out to were excited to support us through tune-ups and skills workshops!”
- Vancouver school



AWARDS

All schools that report their results are eligible to win Bike to School Week prizes. Top schools are chosen based on their number of participants and number of cycling trips relative to their school population.

This year's grand prizes included incentives that will support schools in continuing to foster active travel behaviours in their school community. Winners will also be recognized at our annual Bike Awards event in February 2019. Several other schools were awarded honorable mention prize packs and won random prize draws for their participation.

Top Participants

- **Top school for riders** – **Crescent Park Elementary**, Surrey with 71% participation
- **Runner up for riders** – **Mt. Lehman Elementary**, Langley with 63% participation
- **Top school for trips** – **Lynn Valley Elementary**, North Vancouver with 55% of all trips made by bike
- **Runner up for trips** – **Ross Road Elementary**, North Vancouver with 53% of all trips made by bike
- **Best First Time School** – **Grauer Elementary**, Richmond with 46% participation, and 32% of all trips made by bike



OUTCOMES

We asked schools to share their results and stories with us after Bike to School Week. In 2018, 56% of schools reported their results (up from 46% in 2017).

Successes

85% *More students biked to school than do regularly*

76% *Reinforced positive active travel culture within school community*

33% *Greater awareness of traffic patterns during drop-off and pick-up*

21% *New or strengthened partnerships with community organizations*

48% *More staff biked to school than do regularly*

39% *Enhanced student learning as related to other green initiatives at school*

21% *Improved cycling skills among students*

28% *Increased awareness of cycling rules and safety among students*

Top Type of Events Hosted by Schools

122
Schools



Poster display

59
Schools



School announcements

50
Schools



Incentive for students

48
Schools



Promoted and encouraged other forms of active transportation

15
Schools



Bike decorating and/or parade

13
Schools



Bike tune-ups

10
Schools



Bike safety talk or lessons in the classroom



School Stories

Many schools shared stories from their Bike to School Week celebrations. Here are a few highlights:

“We had about 10 times as many bikes as usual, and a noticeable improvement in traffic congestion at drop off time.” – *Richmond school*

“Our group ride really motivated students and parents to keep riding! Once they saw how quickly they got to school they were hooked.” – *White Rock school*

“We had a “Surprise” Chalk Art and Bubbles Party in the middle of the week - the kids loved it.” – *North Vancouver school*

“I loved how it was also a family event in that parents rode to school with their children. Students were keen to continue biking to school even when BTSW ended. That was extremely gratifying!” – *New Westminister school*

“Ice cream sandwiches for riders on Friday!”
– *Vancouver school*



Media Mentions

Bike to School Week received positive media attention across Metro Vancouver, appearing in 15 news stories leading up to and after the event.



Vancouver Is Awesome – June 7, 2018



North Shore News – May 28, 2018



Bowen Island Undercurrent – May 29, 2018



ACKNOWLEDGEMENTS

This event would not have been possible without the support of all of the parents, teachers and administrators who stepped forward to champion this event in their local school communities. A big thank you for supporting active travel and encouraging students to bike, walk and wheel to school. Thank you to the Vancouver School Board and the Surrey School District for their partnership, as well as the District Parent Advisory Councils across Metro Vancouver for their willingness to meet with us and for offering support in spreading the word to families.

We would also like to thank both CultureLink and the Capital Regional District Bike to School Week events for their collaborative partnership and for inspiring our new event designs this year.

Thank you also to our event Sponsors, TransLink, the Province of BC, GoByBike BC and TD Friends of the Environment, without which, HUB Cycling would not be able to run this annual event. Lastly, we thank our many community partners and organizations who provided prizes and incentives for students and schools.





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