



Bike to School Week 2024 Report

 WeAreHUB

 @WeAreHUB

#BikeToSchool

 hubcycling

ABOUT BIKE TO SCHOOL WEEK



BIKE to school WEEK

JUNE 3 ▶ JUNE 7

[Bike to School Week](#) is an annual celebration across Metro Vancouver where students of all ages bike, roll, or walk to school. The event is a great way to enhance green initiatives already happening at schools, build community, and highlight the benefits of active transportation - like less congestion and healthy, energized students.

Bike to School Week started in 2016 and since then we've had 750 schools take part, 70,000 students, and more than 251,000 bike trips.

Since its inception, Bike to School Week has had a steady increase in participation. This year, 169 schools across 18 municipalities took part, making 2024 our biggest year yet!

We are so excited to share the success of this year's event in this report.

“Bike to School Week brings together communities and fosters school culture in such a unique way, both parents and school staff play an important role in reinforcing the benefits of active transportation to and from school and the event plays a key role in community building. We were delighted to see an increase in community building initiatives like school bike buses, proving that cycling and active transportation has an impact not only on our health but the places we live.!” - Lisa Storey, HUB Cycling's Event Manager, July 2024.

2024 KEY HIGHLIGHTS



169

Participating schools

^ from 144 in 2023

^ from 137 in 2022



33,499

Bike trips

^ from 24,973 in 2023

^ from 23,875 in 2022



70%

Retention rate

^ from 65% in 2023

^ from 55% in 2022



28

First-time schools

^ from 47 in 2023

^ from 46 in 2022



48,267

Other active travel

trips recorded (walking, scootering,

skateboarding etc.)

^ from 33,597 in 2023

^ from 15,046 in 2022



15,893

Riders (an average of 94 riders per school)

^ from 14,900 in 2023

^ from 8,286 in 2022



Photo from Thunderbird School

PARTICIPATING SCHOOLS



146 elementary schools

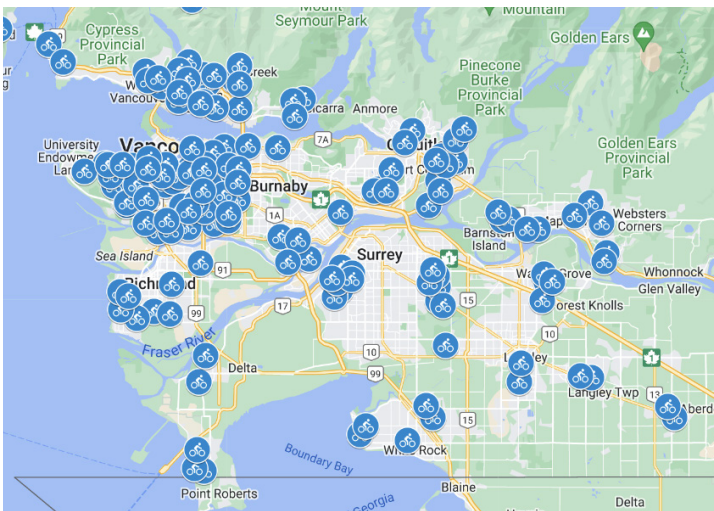


14 secondary schools



9 middle schools

Participation by Region



169 schools participated across municipalities

Participation by School District

School District	# of schools
SD41 - Burnaby	3
SD43 - Coquitlam	14
SD93 - Conseil scolaire francophone	6
SD37 - Delta	9
SD35 - Langley	10
Independent	20
SD40 - New Westminister	4
SD42 - Maple Ridge-Pitt Meadows	10
SD44 - North Vancouver	18
SD38 - Richmond	9
SD36 - Surrey	14
SD39 - Vancouver	44
SD45 - West Vancouver	8

Who registered schools?



- 45% Teachers or Staff
- 28% Parents
- 25% Principal or Vice Principal
- 2% Students

HOW IT WORKED

HUB Cycling actively promoted Bike to School Week to schools across Metro Vancouver, empowering them to organize and host the event themselves. The event is led by 'School Champions,' which can include teachers, administrators, and engaged parents.

Schools receive valuable resources and support to ensure a successful week. Here's how it works:

1. Registration: Schools are encouraged to register for Bike to School Week to participate in the event.

2. Planning: Registered schools receive a comprehensive Bike to School Week Guide, equipped with lesson plans, strategies for inclusion, a how-to guide for organizing a bike bus, and other sources of inspiration to enable schools to tailor the event to their unique needs and create a memorable experience.

New for 2024, we hosted a School Champion drop-in webinar with HUB staff and an experienced School Champion to answer questions and share their experiences and top tips for engagement.

3. Promotional Support: Schools receive promotional posters to display on their grounds, generating excitement and awareness among students, parents, and the wider school community. A media kit with sample social media photos and key messages is also given, enabling schools to effectively promote the event.

4. Tracking and Engagement: HUB Cycling supplies tracking posters and stickers for schools to display on their grounds. Students use these to record their bike rides and other active travel trips throughout the week. Schools report their participation numbers using an easy online form.

New for 2024, we introduced a third sticker so we could accurately track the difference between bike and other forms of active transportation trips and make the event feel more inclusive for students who are unable to bike.

By providing schools with these resources and support, we empower them to successfully host Bike to School Week and foster a culture of active transportation among their students.

“This is one of our school’s favourite weeks of the year. The kids are engaged and excited to participate. In addition to all the positives within the school and with the kids, this also creates a safer and calmer drop off and pick up, with reduced traffic congestion and chaos. It’s a win on so many levels!” - Kendra Low, Chair of the Canyon Heights Elementary PAC, North Vancouver

OUTCOMES

Schools self report their results and stories with us after Bike to School Week. In 2024, 63% of participating schools reported their results.

Why do schools take part?

There are a range of reasons why schools take part in Bike to School Week. The key themes include:

- Community Building
- Calmer School Streets
- Students' Mental and Physical Health

“It’s not just the kids from the school that are active. The parents, little sisters and brothers and big brothers and sisters. It’s such a great community event! We love it!”

- Marie-Eve Beauchemin, Teacher at Norval-Morrisseau School, Vancouver



Photos of students, parents, and teachers taking part in a bike bus.

Successes

School Champions reported observing the following outcomes as a result of Bike to School Week.

89% *More students bike to school than do regularly*

82% *Reinforced positive active travel culture within our school community*

53% *Increased awareness of cycling rules and safety among students*

38% *More staff bike to school than do regularly*

35% *Enhanced student learning as related to other green initiatives at our school*

31% *Greater awareness of traffic patterns during drop-off and pick-up*

34% *Improved cycling skills among students*

31% *New or strengthened partnership(s) with community organization(s)*

Top Types of Events Hosted by Schools

Schools host a range of events to encourage their students to take part:

94%

Schools



Poster displays

89%

Schools



School Announcements

78%

Schools



Promoted and encouraged other forms of active transportation

72%

Schools



Incentive for students biking to school

Other ways schools encourage students included:

- Travelled to schools in a community bike bus
- Bike obstacle courses
- Bike decorating
- Daily Bike trivia contests
- Sourcing extra prizes for students
- Bike safety talk or lessons in the classroom
- Bike tune-ups (with local volunteers or bike shop)
- Bike safety posters made by leadership students

“School staff approached organizers and commented on how impressed they were with participation. They had never seen so many bikers!”

- Sarah Plant, Parent School Champion at Florence Nightingale Elementary, SD39 - Vancouver

AWARDS AND PRIZES

Top Award-Winning Schools

- **Winner Most Riders:** 662 Riders, James Kennedy Elementary, *SD35 - Langley*
- **Runner-up Most Riders:** 500 Riders, Kerrisdale Elementary, *SD39 - Vancouver*
- **Winner Most Trips:** 4,000 Trips, Kerrisdale Elementary, *SD39 - Vancouver*
- **Runner-up Most Trips:** 2,956 Trips, Walnut Road Elementary, *SD36- Surrey*
- **Best First Time School:** 169 riders (55% participation) and average 4.8 trips per student! Nicomekl Elementary, *SD35 - Langley*

Prizes

Schools were entered into prize draws for event registration and reporting results. Thank you to our generous supporters for providing prizes and congratulations to the following schools!

- 2x tickets to Cirque du Soleil - Skwo:wech Elementary School
- 2x tickets to Cirque du Soleil - Norma Rose Point Elementary Junior
- Let's Go Biking and Active for Life Gift Pack - Summit Middle School
- Let's Go Biking and Active for Life Gift Pack - Canyon Heights Elementary
- 4x tickets to Science World - Nicomekl Elementary
- Herbaland Gift Box - Queen Elizabeth Elementary
- Krusty's Bicycles Bike Helmet - Britannia Community Elementary
- CLOUD eBikes EVO NiteBright Tail Light - Ocean Cliff Elementary



School Stories

We received so many testimonials from schools outlining why they take part in Bike to School Week. Here are some highlights:

“It was beyond heartwarming to hear two students share with me that they learned how to ride a bike last week. The joy with which they said it with made us realize just how important it was to have the bike safety lessons at school and provide this opportunity. We thought it was great to have the lessons close to Bike to School Week. We have a lot of construction going on around our school that makes it difficult for traffic. We are trying to encourage more families to ride and walk. We have been encouraging this since the beginning of the year.”

- Megan Labbe, Staff School Champion at Alice Brown Elementary, SD 35- Langley

“Bike to School Week was a great success in our school. Since we already have the Bike Bus on a weekly basis we have a good crew of kids biking to school regularly. Running the Bike Bus every day during that week was incredible. We saw an increased number of children on the bike bus each day. Also, every day we got new kids joining the bikes bus, for many of them it was the first time ever riding to school and their almost first experience of riding on the road. On Monday to kick off BSW we had volunteers giving out fruit shakes to all the kids (thanks HUB!). On Friday, the last day of BSW, we had an epic bike bus with around 60 children biking to school together. It was the biggest bike bus we had so far and the vibes were amazing. The kids arrived to school so happy and proud. We had volunteers waiting by the bike racks with cupcakes, fruit, granola bars and lemonade.”

- Maya Goldstein, Parent School Champion at General Gordon Elementary, SD39 - Vancouver



“Bike to School Week helped us strengthen our parent community and encouraged our families to choose active travel options to and from school. The program connected us with wonderful community partners to enhance learning and increase physical activity for our students. Students were excited to get out the door in the morning to participate in the program. We are looking forward to continuing to build on our activities each year and increase our active travel numbers at the school.”

- Marina Gardiner, Staff School Champion at Lord Strathcona Community Elementary, SD39 - Vancouver

MARKETING IMPRESSIONS

In 2024, Bike to School Week received approximately 377,780 marketing impressions, engagements & reach:



131,446

HUB & Partner Communications

HUB Cycling newsletters, web traffic, and communications on behalf of partners.



243,334

Social Media

Organic social media



3,000

Media Mentions

Organic media mentions & features

Media Reach

Bike to School Week received three media hits, including a great article from the Langley Advance Times, [Langley elementary gets kids moving on Bike to School Week](#).

Langley elementary gets kids moving on Bike to School Week

Students walked, rode, and scootered to school in greater numbers at the busy North Langley school



[Matthew Claxton](#)

Jun 9, 2024 9:00 AM



“Bike to school week was really easy to set up with HUB and the ease of communication was amazing thank you for all your help this year with Bike to school week we had a fun week.”

- Megan Labbe, Staff School Champion at Alice Brown Elementary, SD 35- Langley

ACKNOWLEDGEMENTS

Bike to School Week operated on the traditional unceded territories of many First Nations in British Columbia.

This regional event would not have been possible without the commitment and energy of parents, teachers and administrators who stepped forward to champion this event in their school communities.

Thank you also to our event sponsors: GoByBike BC, the Province of BC, and TransLink, without which Bike to School Week would not have been possible.

We would also like to thank our many community partners and organizations who helped spread the word about this event and provided prizes, and incentives for students and schools. This includes, Science World, Gnubees Sport Chek, Cirque du Soleil, Herbaland, Krusty's Bicycles, CLOUD eBikes Let's Go Biking and Active For Life.



If you have any questions about this report, please contact:

An Hoang, Event and Volunteer Coordinator | An.hoang@bikehub.ca

Lisa Storey, Event Manager | Lisa.storey@bikehub.ca