



shifting gears

may | 2018 transportation for your bottom(line)

for

high schools

a how-to for students and staff

Shifting Gears is a month-long program providing prizes and awards to people who walk, cycle, or take transit. The goal of challenge is to motivate a shift in daily commutes to more active and sustainable forms of transportation. It's good for your health, your wallet, your community and your environment.

As a participating school, you can help promote the program to students, teachers and staff. You know your school and have a better sense of how to share information and generate interest. But don't worry, you're not alone! We are here to help with promotion, workshops and services. These tools are detailed on the next few pages, along with key features and dates for Shifting Gears.

If you have questions, would like more promo materials, or are interested in scheduling a workshop, event or visit, please don't hesitate to get in touch by phone at 705.745.3238 x209 or by e-mail at lindsay.stroud@greenup.on.ca.

This year, we will be posting information on Facebook, Twitter, and Instagram, so be sure to share how your school and staff are #shiftinggearsptbo.

We look forward to working with you to make this year's challenge our most successful yet!



Lindsay Stroud | Shifting Gears Coordinator | GreenUP

shifting gears basics

- + Participants log their trips on-line to keep track of how they are doing.
- + All sustainable *transportation* trips count! Participants can log their trips to school, work, appointments, shopping, or a friend's house. Recreational trips (walks, or bike rides) don't count, though.
- + Students register individually for the program and are eligible to win prizes based on **Individual Scores**. This score can win you great prizes (see full contest details).
- + If students identify their school at registration, their trips will also be used towards the **School Score**. This score can win your school the SG Spirit Award!

Note to staff:

- + Staff are encouraged to participate in Shifting Gears, too. When you register, identify your school as your workplace and your trips will be used towards both your individual scores and your **Workplace Score**.

shifting gears time line

April

- + Register yourself for this year's challenge at peterboroughmoves.com.
- + Put up posters, add the e-newsletter insert to your school's e-communications, make morning announcements, and encourage others at your school to register. Some materials are included in this package, while others are available on-line.
- + Contact Lindsay to learn more about draw prizes for your registration events.
- + Hold a registration event to get fellow students and staff signed up.
- + Schedule a workshop or service visit for May. Contact Lindsay early to save a spot!

May

- + Attend the Shifting Gears Launch (Tuesday, May 1 - 7:30-9:30am - GreenUP - 378 Aylmer).
- + Talk up Shifting Gears and encourage others to participate. Make morning announcements, tracking your schools progress and motivating your team to log trips.
- + Log your trips to build your individual and school scores.
- + Hold a Shifting Gears event or two!

June

- + Monday, June 4: Deadline to log trips.
- + Attend the Shifting Gears Wrap-Up Celebration & Awards Ceremony to accept Travel Wise Awards on Thursday, June 14 (details TBA).

shifting gears school support

Shifting Gears Support

+ Lindsay, our Shifting Gears Coordinator, is here to help! Do you have questions about registration, promotion, services, or prizes? Contact Lindsay at (705)745-3238 x209 or lindsay.stroud@greenup.on.ca.

Promotional Materials

- + Posters, e-newsletter inserts and announcements are available on-line.
- + Schedule special workshops and services for your school.*
- + If you host a Shifting Gears Registration event, we can provide 10 draw prize items.*
- + Is there an event you'd like Shifting Gears to attend (e.g. school assembly).

*Contact Lindsay for more information on how to order these supports for your school.

workshops & services

Wondering how to fix a flat? Are you unsure where to ride your skateboard? Need some help finding a bike or bus route? Can we help your school find a few more ways to be bike-friendly? Workshops and Services can be booked by your school coordinator, an interested class, or school administration.

Workshops are offered on a first-come, first-serve basis. We can accommodate groups of 4 to 20. Many of these workshops can be modified to the time available: lunch hour, class period, or after-school.

The Art of Bike Maintenance

+ Learn how to fix your ride. Starting with the basics, this course will help you to feel knowledgeable and comfortable maintaining your own bicycle. You can do it!

Peterborough by Bike Presentation

+ Get the inside scoop on upcoming bike-friendly projects from the City of Peterborough's TDM Planner and members of the Peterborough Bicycle Advisory Committee.

Biking in the City

+ Understand how to navigate traffic safely and confidently in this on-bike workshop. You'll learn about signalling, positioning, emergency maneuvers, and your rights as a cyclist.

Skateboard Cruiser School

+ Get the facts about the rules of the road for skateboarders. Learn how to cruise around the city safely while boarding with other road, trail, and sidewalk users.

continued on next page

Board Maintenance 101

+ From the ground up you'll learn all the components and functions on a skateboard. Figure out how to identify when your board is in need of maintenance. Learn what tools to use and how to make adjustments/repairs.

We also offer the following services,

Lunch Hour Fix-it Station

+ Students can bring their bikes to school for a check-up and have the experts take care of basic maintenance issues over the lunch hour.

Bike-Friendly Assessment

+ Conduct a bike-friendly assessment to find ways to make it easier for students and staff to bike to school. We can answer all your questions about bike racks, fix-it kits, and Bike-to-School Day.

#shiftinggearsptbo

Did you know that Shifting Gears is on Facebook, Twitter, and Instagram?

Our Hashtags!

We encourage the use of hashtags on all social media channels to build support, encouragement, and maybe even a little competition leading up to and during Shifting Gears.

Challenge Hashtag: #shiftinggearsptbo -- Use this one any time, or all the time

Secondary Hashtag: #lifebybikeptbo -- Use this one to show us how you fit bikes into your life or how you have built your life around your bike.

Our Profiles!

Follow us, share, like, and re-Tweet. Tag us and we'll do the same for you!

Instagram/Twitter: @ptbomoves **Facebook:** @yourptbomoves

For more ideas download our Social Media Guide From
peterboroughmoves.com

register at:
peterboroughmoves.com

 yourptbomoves   ptbomoves

