



Join the movement...

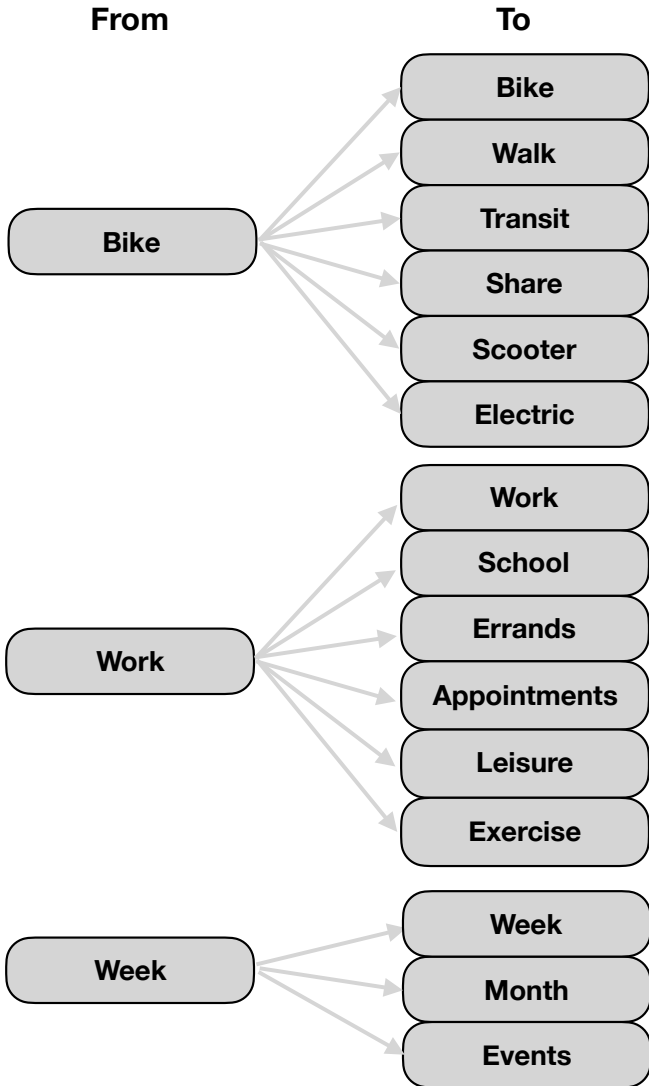
MAY IS

Active Transportation Month



Transportation Choices - Sunshine Coast (TraC) has sponsored Bike to Work Week for the past 8 years, with the support of local governments, business, schools and individuals. While the event has been successful in raising awareness of cycling as an option with a small number of people, the TraC board wishes to be an even stronger advocate of alternative transportation in future years. As a result, we are envisioning a transformation of Bike to Work Week into a longer, more diverse, and wider scope program. The diagram below shows the shift we want to make.

“ We are looking to collaborate with other organizations and people in planning and promoting a healthy and environmentally responsible set of active and alternative transportation activities in May 2019. ”



Shift the program to encourage all forms of alternative transportation that avoids the single person use of conventional automobiles.

Broaden the types of journeys that we encourage people to take using alternative and active transportation.

Transform the program from a week long series of similar daily events, to a month long set of diverse events sponsored by various people and organizations, connected by the alternative and active transportation theme.



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WHAT CAN YOU DO?

- 1) Meet with a **Active Transportation Month** organizer (see list below) to discuss what your organization might do
2. Hold conversations within your organization to determine what your organization will do:
 - To encourage use of active transportation in May 2019 by the people in your organization
 - To sponsor community events that encourage and celebrate active transportation in May 2019
 - See the attached list for some ideas of what you might do
3. Fill out the attached form and **return it to an ATM organizer by the end of March**
4. Plan and hold your events!

CONTACT US

ATM Organizer (bold = TraC director)

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WHAT WILL TRAC DO?

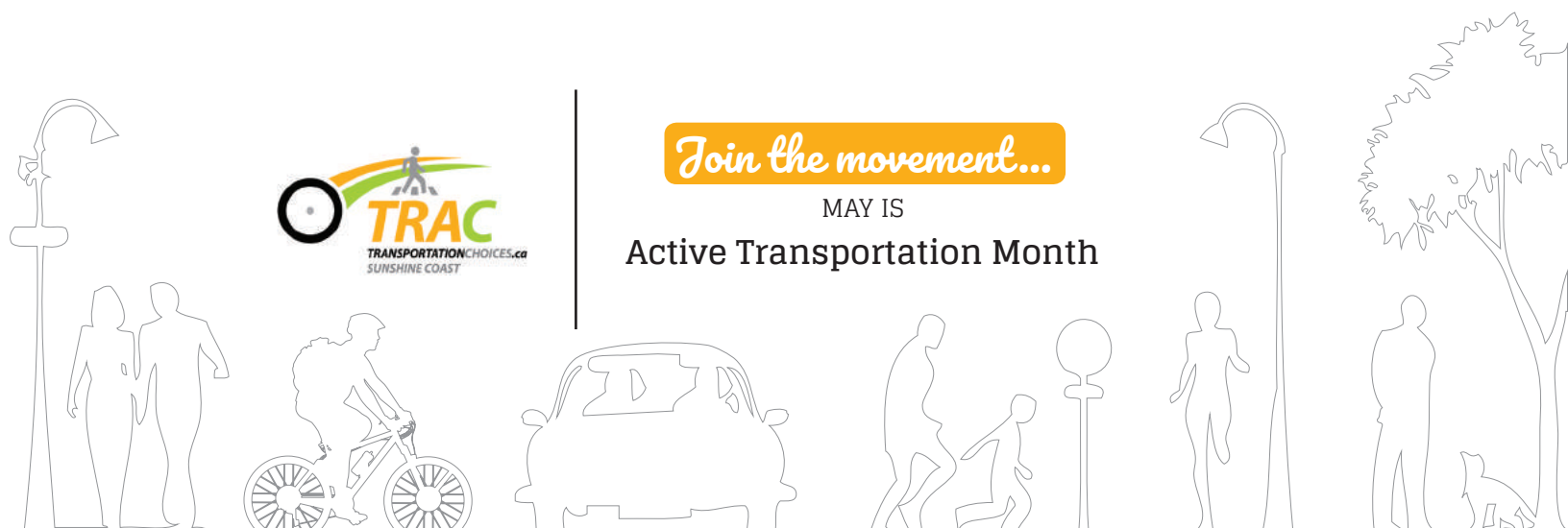
- 1) Encourage a wide range of organizations, businesses and governments on the Sunshine Coast to participate in Active Transportation Month
2. Provide overall coordination of Active Transportation Month activities
3. Create a master schedule of events and promote Active Transportation Month through print, radio and social media



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HERE IS A LIST OF IDEAS TO GET YOU STARTED

FOR ANY ORGANIZATION

- Host a breakfast/lunch/snack station
- Kayak to grocery shopping
- Trail run to work
- Organize a hill climb (e.g. hill climb on School Road in Gibsons) • Organize a race or time trial
- Hold a Bikes against the Bus challenge
- Organize a walking school bus trip (a group of students walk together for all or part of a bus trip)
- Hold a Kindergarten bike decorating event
- Sponsor a pedestrian safety training session
- Offer a bike maintenance class
- Organize rides to ice cream parlour/coffee shop/bakery
- Hold a Night Ride
- Breweries/Cideries/Distilleries by Bus tour
- Organize a “Drive a (empty) School Bus” experience
- Organize a ride-share week
- Publish Instagram business photos
- Hold a Run to Rec (Centre) challenge
- Stand Up Paddleboard to Work
- Host a party to celebrate active transportation
- Organize Noon Hour Walks
- Hold an Electric Bike Show and Demonstration
- Organize a Seniors bicycle ride
- Organize a club run for your organization or club
- Use public transit to offer informative tours of the Sunshine Coast
- Provide musical entertainment on public buses
- Organize a Parent/Tot stroller walking tour
- Organize a Mobility Scooter meet-up

FOR LOCAL GOVERNMENTS

- Create a Pop Up Bike Lane
- Create a temporary car free zone
- SCR D v Gibsons v Sechelt active transportation staff/council/board challenge
- Make an official declaration of Active Transportation Month



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SUBMITTED BY

Name	
Organization	
Phone	
Email	

WHAT WILL YOU BE DOING TO ENCOURAGE ACTIVE TRANSPORTATION BY THE PEOPLE IN YOUR ORGANIZATION?

Activity Name	Description	Timeframe

WHAT EVENT(S) WILL YOU ORGANIZE TO ENCOURAGE AND RECOGNIZE ACTIVE TRANSPORTATION IN THE COMMUNITY?

Activity Name	Description	Timeframe



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