



# OKAY, JUST THE FAQs

## Bike Month FAQs

### **Why is Ecology Action doing BIKE MONTH?**

One of the top sources of greenhouse gas emissions (GHG) in the United States is from the burning of fossil fuels for transportation—here in Santa Cruz County it is almost 60% of overall emissions. Switching to a bike for your commute or trip to the store not only reduces air, water, and noise pollution in our towns and cities but can make our community healthier and happier. Bike Month is our way of encouraging our local community to ditch their cars for bikes during May and beyond.

### **What is BIKE MONTH?**

Bike Month is a celebration of bicycling usually held every May, locally and across the U.S. It is a chance to showcase the many benefits of bicycling and to encourage more folks to giving bicycling for every day trips a try. The main way to participate is by joining the BIKE MONTH CHALLENGE through Love to Ride. There will also be small group rides, workshops, and inspiring bike routes to try with help from our amazing community organizations across the county.

### **What is the BIKE MONTH CHALLENGE?**

Our goal is to engage with as many Santa Cruz County residents to ditch their cars and ride their bike during the entire month of May. This year, get out with your family, a commute if you aren't working from home, a trip to the grocery store, or a ride in the neighborhood to clear your head and get fresh air. There will be a mix of prizes available for challenge participants.

The BIKE MONTH CHALLENGE starts on May 1, 2021 through May 31, 2021.

## **How do I win a BIKE MONTH CHALLENGE prize?**

To be eligible for any of the prizes, entrants must:

- Be a Santa Cruz County resident
- Not be a member of Ecology Action staff
- Have registered on the Love to Ride Platform: [lovetoride.net/santacruz](http://lovetoride.net/santacruz)
- Specific prize criteria:
  - \$2000 grand prize for top employer bracket (1 out of the 7 top employers)
  - \$2000 weekly prizes (\$500 per week, \$100 gift card per winner, 5 winners each Friday)
  - Week 1 - Log one ride to enter
  - Week 2 - Encourage someone
  - Week 3 - New rider log a ride
  - Week 4 - Log a ride transportation
  - \$1000 Individual Grand Prize (1 point = 1 entry), more entries = more chances to win \*drawn at random and announced on Wednesday, June 9<sup>th</sup>)

## **Do I have to use a third-party app (Strava, Ride Report, etc.) to log my rides?**

No, you can log rides manually, though third party apps can make it easy to track your rides throughout the month.

## **Do I have to pay to play?**

No purchase is necessary.

## **What is LOVE TO RIDE?**

Love to Ride is a third-party online platform ride tracking and social tool that helps to get more people riding. Local Santa Cruz residents can register at [lovetoride.net/santacruz](http://lovetoride.net/santacruz)

### **Are college students eligible?**

Yes, college students that attend UCSC or Cabrillo College and are Santa Cruz County residents are eligible to win prizes through the BIKE MONTH CHALLENGE.

### **When will the winners be announced?**

The winner of the weekly \$100 bike shop gift cards will be announced every Friday via email and on the Local Prizes page on Love to Ride. The winner of the individual \$1000 prize and \$2000 employer prize will be announced on June 9<sup>th</sup> after being confirmed. The promoter's decision is final, and no correspondence will be entered into. The winner's names will be announced publicly through the organization's communications channels. No personal contact information (email, phone, or address) for the winner will be disclosed.

### **Do the number of rides or miles that I accumulate on LOVE TO RIDE increase my chances of winning?**

Partially, the points earned on Love to Ride come from miles, days ridden, and people encouraged. See how to earn points on Love to Ride.

### **I would love to help promote the BIKE MONTH CHALLENGE to my co-workers and community network. What #hashtag and site should I use?**

Please use #bikemonthchallenge, #bikemonthsc, #bikelovesc for all social messaging and tag Ecology Action using @ecologyaction on Facebook and @ecology\_action on Instagram.

BIKE MONTH details at [ecoact.org/bikemonth](http://ecoact.org/bikemonth)

BIKE MONTH CHALLENGE at [lovetoride.net/santacruz](http://lovetoride.net/santacruz)

### **I'm new to biking and don't feel comfortable biking on busy streets, what resources are available to me to safely and confidently ride?**

[League of American Bicyclists Bike Safety Videos](#)

[City of Santa Cruz Bike Resources](#)

[Santa Cruz County Bike Resources](#)

[Santa Cruz County Bike Map](#)

[Santa Cruz County – Local Cities Bike Map](#)

[Five Neighborhood Bike Paths in Santa Cruz County](#)

[Local Bike Shops Open During Shelter in Place](#)

[Could an ebike help me ride more?](#)

[Ways to Avoid Bike Theft](#)

[How to Grocery Shop By Bike](#)

## **PRIZES**

Ecology Action, Love to Ride, and its project partners are not liable in any way for any damages, expenses, misinformation, liability or injury arising out of or in any way connected with any prizes offered. We cannot accept any responsibility for any damage, loss or injury suffered as a result of accepting or experiencing any prize.

Ecology Action and Love to Ride are not responsible for any element of any donated, gifted or funded holidays that are awarded as a prize, including bookings, travel, insurance, or any personal loss or injury or any losses or injuries resulting from activity undertaken at any time traveling to or from or during the excursion.