



The Dream Ride Summer Extravaganza: June 10-13, 2021 **Welcome Guide**

Hello, Dream Riders!

Welcome to the 2021 Dream Ride Season and our first event of 2021, the Dream Ride Summer Extravaganza! Thank you again for choosing to join us as we ride together in spirit and connect online, from Thursday, June 10th to Sunday, June 13th.

The Dream Ride Summer Extravaganza will kick off the summer by challenging you to get out on your bicycle and connect with your local bicycle community. We'll also come together online to inspire and motivate each other, and to share the joy of bicycling. We're so excited to have you on board!

PLEASE read this Welcome Guide in its entirety for step-by-step instructions on how to best participate in the Dream Ride Summer Extravaganza.

Step-by-Step Instructions

#1 Plan your ride!

Your challenge over the course of the event is to log 100 miles. That might mean riding 25 miles each day for four days, 50 miles every other day, or any combination. But you don't have to ride all 100 miles. We'll provide the option for you to take part in additional activities to earn 'Activity Miles' (see below).

Where you ride, when you ride, and what you ride are entirely up to you. Recruit family and friends to join you! (while following all local health ordinances and recommendations)

In place of riding your bike, you might elect to participate in any of these bicycle activities to earn 'Activity Miles', which count towards your 100 mile goal. Here are the ways you can reach the 100 mile goal without riding your bike the whole way—or even without riding at all!

- Attend the kick-off meeting on Zoom, Thursday, June 10th at 5:30PM - 5 miles
- Sign a petition on CalBike.org. 10 miles [Here are the latest.](#)
- Post to [Facebook](#) or [Twitter](#) or [Instagram](#) about the #CADreamRide2021. 10 miles per day
- Find a local historic landmark in your community. Or, identify a piece of local history that *should* have a landmark or a notation, but doesn't. - 10 miles
- Connect with another Dream Rider from your area for a ride (use recommended covid precautions) - 10 miles
- Run an errand or make a donation by using your bicycle - 10 miles
- Find a Superlative *anything* in your area - world's largest frying pan, California's straightest road, your county's oldest building, etc. - 15 miles
- Donate money to your [local bike advocacy organization](#) (or other bike-friendly community org). 1 mile per dollar donated up to 50.
- Write a positive review online for your favorite bike shop. 20 miles
- Locate and ride on the newest segment of bike infrastructure in your community, and thank the politicians who helped to make it happen by email. - 20 miles
- Ride an E-Bike! Go for a test ride at a local shop, or take your own e-bike for a ride - 20 miles
- Write a letter to an elected official encouraging the support of active transportation infrastructure - 20 miles

- Document a notable gap in the local bike network and send a notice to your Mayor or City Manager, cc'ing your local bicycle advocacy organization - 30 miles

Whether you mix and match some of the above activities and shorter bike rides, or decide to ride all 100 miles on your bicycle, is entirely up to you. Most importantly, have fun and be safe!

#2 Set up your computer/smartphone/iPad

A) Download the [Zoom](#) app

B) Download the [Strava](#) app, and then join the [Strava CalBike Cycling Club](#) to record your rides and post photos. Or track your miles manually.

#3 Log your miles and track your progress

Log your riding and activity miles in the form [on this page](#). If you'd prefer, you can email kevin@calbike.org to report your riding and activity miles throughout the event.

Be sure to log your miles and activities before 4pm on Sunday, June 13th for the chance to win fun prizes from our generous sponsors at Bicycle Coffee Co, RoadRunner Bags, Adventure Cycling Association and Primal Wear!

Use the [Strava](#) app to record your rides, or keep track of your miles offline. After your ride, go to the [CalBike Cycling Club](#) page on Strava to post photos if you care to share them.

#4 Join us on Zoom

On Thursday evening, June 10th, at 5:30 p.m., join us for a Dream Ride kick-off, where we'll go over the basics, make quick introductions, connect with other Dream Riders, and share the first daily challenge. CalBike staff will be available to answer questions.

On Sunday evening, June 13th, at 7:00 p.m., we'll come together for closing celebrations, prizes and awards, and an exclusive discussion with special guests from the cycling community.

#5 Check your email daily

Each day, starting on Thursday, June 10, thru Sunday, June 13, you'll receive an email with a daily pop-up challenge to earn extra 'miles' through one-day only challenges. Keep an eye out for these daily notifications to take full advantage.

#6 Share your ride

Riders are encouraged to share their experiences (stories and pictures!) on Facebook, Strava and Instagram, or email your best photos to kevin@calbike.org to be included in the closing slideshow.

Here's how to do it:

[Facebook](#) - On our CaDreamRide Facebook page, under Photos, find the Album "California Dream Ride Challenge." Post a Comment and add your photos here. Tag us at @CaDreamRide and @Calbike.

[Strava](#) - In the [CalBike Cycling Club](#), under Post, click on the Create a Post tab. You can share your stories and post photos from your ride here.

[Instagram](#) - While in your Instagram feed (not your story screen), add your pictures and a caption. While in the caption screen, add two hashtags: #californiadreamride and #calbikeorg. Note: Instagram is optimized for use on phones or tablets, so begin by downloading the appropriate app (and set up an account if you don't have one). "Follow" California Dream Ride and CalBike. If you follow either one, any hash-tagged photos will show up on your feed.

****** If you don't use any of the above apps, you can text your pictures straight from your phone to Kevin at 909-274-0137 or email kevin@calbike.org

Zoom Schedule

Be sure to join us on Zoom as we come together with Dream Riders statewide to encourage, educate, share and celebrate!

Thursday evening, June 10th - 5:30 p.m.

[Dream Ride Summer Extravaganza Kick-off Event](https://us02web.zoom.us/j/89483286823) - <https://us02web.zoom.us/j/89483286823>

We'll review everything you'll need to know to participate, and connect with other Dream Riders from around the state to kick off the weekend.

Sunday, June 13th - 7:00 p.m.

[Summer Extravaganza Closing Celebration](https://us02web.zoom.us/j/83392302826) - <https://us02web.zoom.us/j/83392302826>

We'll celebrate our adventures, hand out awards and prizes, and enjoy a conversation with special guests to close the event.

Raise Funds for CalBike

CalBike's Dream Ride events are more than just bike rides. Dream Ride events are a meaningful opportunity to support the California Bicycle Coalition, whose hardworking staff push hard for better laws and policies that promote bicycling and make all our communities healthy, equitable, prosperous and joyful.

We encourage all Dream Riders to donate or fundraise for CalBike at whatever level you can. You will have the option to [register by making a tax-deductible donation on Eventbrite](#), or you can visit calbike.org/donate to make a donation today.

If you're ready to fundraise above and beyond, you can build a personalized fundraising page on [MightyCause](#) to reach your fundraising goals -- set a fundraising goal of \$500, \$2500, or more! If you raise or contribute \$200 or more, you'll receive our beautiful [CalBike poppy jersey](#).

Get your friends, family, or coworkers to ride and create a fundraising team on [MightyCause](#) to meet a collective goal. (To qualify for jerseys for each team member, you'll need to contribute a minimum of \$200 for each person.)

Participant Levels

Fundraise (or simply donate if you prefer) to support CalBike's work to promote healthy, sustainable transportation.

- **Rider:** \$25 Receive a CalBike one-year membership and a sticker in the mail
- **Supporter:** \$200 Receive a jersey and one-year CalBike membership
- **Patron:** \$500 Premium invitations to conversations (remote) with special guests, shout out on social media, jersey and one-year CalBike membership
- **Partner:** \$2750 Premium invitations to conversations (remote) with special guests, shout out on social media, jersey, one-year CalBike membership, special recognition at event, and special catered virtual lunch with other partners and CalBike staff.
- **Corporate Sponsor:** \$5000 Premium invitations to conversations (remote) with special guests, shout out on social media jersey, one-year CalBike membership, special recognition at event, and special catered virtual lunch with other partners and CalBike staff.

Participants who raise or donate \$200 or more will get CalBike's gorgeous [poppy jersey](#), which you'll receive post-ride.

If you have any questions whatsoever, feel free to [reach out to me at any time](#). Ride safe and stay well!

Happy riding!

Kevin Claxton
Development Associate
California Bicycle Coalition