# Creating a Weekly Walk & Roll Program: Active4me
## Case Study: Pleasant Hill Elementary School

## About

Bike.PHE is the PTA sponsored bike club at Pleasant Hill Elementary School (PHE) that runs various events, including **Walk and Roll Wednesdays**. This program was created by parent volunteer **Cara DeJong**: mrscaradejong@gmail.com.

Walk and Roll Wednesdays occur weekly at PHE, rain or shine. Using the Active4me app, volunteers greet and scan participating students when they arrive on bikes, scooters, or by walking. Active4me records students' trips, miles traveled, and $CO_2$ saved. The app is easy to use, and the dashboard allows schools to customize their incentives. PHE students, for example, receive a "dino charm" for every fourth trip that gets recorded. Students can collect new charms all year and keep them on a Bike.PHE key ring which attaches to backpacks. The app can also send notifications to parents when their children are checked in at school.
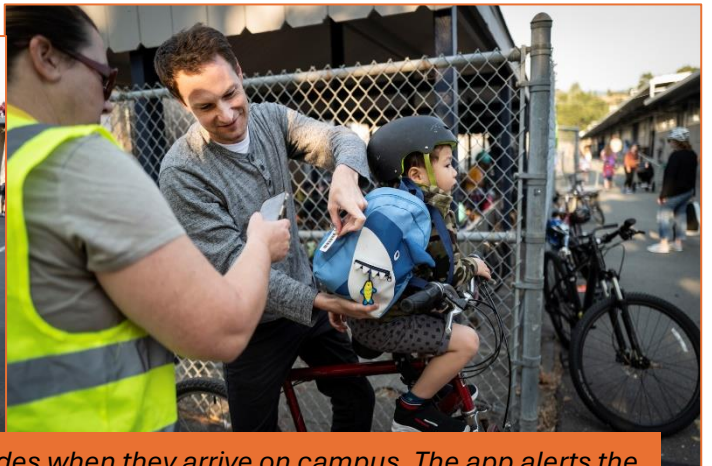


*Student and adult volunteers scan students' barcodes when they arrive on campus. The app alerts the scanner if a student has earned a "Dino Charm," and if so, the student immediately receives a charm.*



*A collection of "Dino Charms" can be seen on a student's key ring at the end of the school year.*

*Key Rings are provided to participating students and attach to students' backpacks. Each key ring tag has a unique barcode on the back.*

## Start Up Toolkit: The Steps to Success

### 1. Gauge Interest and Get Approval
- Meet with your site's principal, staff members and/or funding body to receive approval and funding. Funding may be available from Street Smarts Diablo. The cost to start PHE's Walk and Roll program was $1500 and was initially funded by the Parent Teacher Association and later reimbursed by Street Smarts Diablo. See Budget page for cost break down.
- School district approval may also be required to approve the Active4me app; **MDUSD has already granted its approval.**

### 2. Set Program Goals: How often? What modes will be rewarded?
- PHE's Walk and Roll Wednesday runs every week from 7:30-8:05am. The goal of this event is to encourage the whole PHE community to get to school in an active way on Wednesdays (walk or roll).
- Schools in Davis use the Active4me app to record bicycle trips only.
- Schools could also choose to reward students who use public transport.

### 4. Build Support: If possible, find a teacher, principal, or staff member who is willing to act as a co- coordinator for help with communications and school-wide organization.

### 5. Create Logo for Branding and Outreach
A parent or teacher may be able to help design a program logo. PHE hired the comic and video game illustrator Dave Clifford. Use the logo on key rings, banners, social media, and other forms of outreach to advertise the program.

### 6. Supplies
- Purchase key rings and barcode key tags which will be scanned by the Active4me app and can be affixed to backpacks.
- Purchase vinyl banners:
  - **Communication Banner** to hang at your school's 'hub site,' where student check in will occur. (PHE's hub site is at the bike cage.) Leave a blank space on the banner for affixing news updates.

o **Advertising Banner** to hang in front of school for parent information.
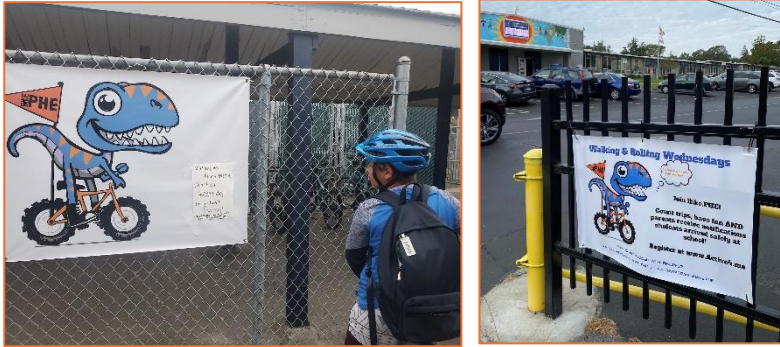


## 7. Incentives: Trip Charms

PHE's "Dino Charms" have been very successful in motivating and rewarding students.

- Incentive an action that is equitable, like 'Trips'
  - o PHE students, for example, earn a Dino Charm that can be added to their Bike.PHE key ring every 4 trips (on average once per month)...it's exciting, collectable and **doesn't end up in the garbage.**
- Program your prize into the Active4me Dashboard.
- When a student's trip qualifies for a prize, the person scanning barcodes receives an instant alert that a milestone has been achieved.
- Prizes should be awarded at the moment of achievement. (Bonus: This eliminates follow-up issues for the volunteers!)
- Other incentives could include weather incentives, games for grades, contests between classes, goals for the school, etc.



*Weather Charms awarded on rainy or extra cold days at PHE)*

*Trip Charms (PHE's "Dino Charms")*

## 7. Purchase [Active4me Subscription](#) and Notification Package

- Note: The Active4me scan app only works on iphones and ipads.
- A one-year subscription costs $249 for up to 500 students. If parents register their phone numbers, they can opt in to receive notifications that are sent by the app when their child's barcode is scanned. The base subscription allows 2,500 text notifications per year; schools may need to purchase additional notifications if usage is high.

- o PHE spent $260 for a one-year subscription and an additional 500 notifications in the first year.
- The Active4me platform allows organizers to create prizes for defined accomplishments. The app automatically keeps track of students' progress and alerts the scanner when a prize should be awarded.
  - o At PHE, students earn a Dino Charm on every fourth trip.

## 8. Advertise
- Use your school's communications channels to advertise (enews, social media sites, website, etc.)
  - o Making a [video](#) promoting the program with school staff or principal can be exciting for your community and demonstrates the school's support.
  - o A [social media page](#) can inform parents of news and build excitement.
  - o Include a registration station at All-in-One Day and/or Back to School Night

## 9. Register Students
- Registration process can vary:
  - o **"Quick start"** automatically creates student accounts when a barcode is scanned, using default stats for trip distance and mode when recording trip data. To use the Quick Start method, simply distribute key rings and barcode key tags to every student. No paperwork is needed, parents do not have to provide any data, and all students can participate immediately. Notifications will not be sent unless a parent enters their student's barcode to create a free account on Active4me website. Quick and easy!
  - o **Individualized registration** requires parents to enter their student's user name (can be anonymous), distance traveled (home address not required), grade, mode of travel, and parent's phone number for text notifications (optional).

- Active4.me enables parents to register directly on their website. The [form](#) can be edited by your school's Active4me administrator to include school specifics. If required by your school, parents can print out the form, sign it and turn it in at school.
  - o PHE requires a wet signature from parents, so participants must print and return a hard copy to school.

## 10. Recruit Volunteers
Ask for volunteers when advertising the program. Seek volunteers at All-In-One Day, Back to School Night, on event days, etc. Parents who cannot volunteer during the work day may enjoy an opportunity to volunteer for 30-minutes before work.
- The Active4me dashboard allows administrators to directly email registered parents
- Use a Signup Genius for volunteers to register for shifts
  - o PHE uses a paper [registration form](#) and asks for volunteer support on the form.

## 11. Other: 5th grade Scan Club

Bike.PHE started scan club for 5th graders in which they arrive early every Wednesday to scan. See Schedule here, see Scanner training doc. Monthly lunch meetings include skills training: leadership, responsibility, community service, communication, and more.

**In Conclusion....**

**Pre-program:** PHE *averaged 20* bikes and scooters per day

**Year 1, 2022/23**
In the first 6 weeks of school, PHE had 217 students enrolled with an average of 120 students participating each week. A *high of 90* bikes and scooters and an *average of 44* bikes and scooters on non-Wednesdays

**Year 2, 2023/24**
In the first 6 weeks of school, PHE had 350 students enrolled with an average of 200 students participating each week. A *high of 113* bikes and scooters and an *average of 60* bikes and scooters on non-Wednesdays.

**The Future**
Imagine a school where every child has been exposed to the idea that getting to school in an active way is normal and encouraged...what could that look like?!

**"One person can make a difference, and everyone should try."**
-John F. Kennedy