



Start Up Toolkit for Program Coordinators

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Overview

Create a culture of active transportation at your school by adopting an ongoing **Walk ‘n Roll** program with free resources and training from Street Smarts Diablo (SSD). Choose one day every week, such as Walk and Roll Wednesdays, when students are encouraged to get to school on foot, by bike, or in a carpool - rain or shine!

All students receive Scan Tags that can be affixed to backpacks for the entire school year.

Using the Active4me app, volunteers greet and scan participating students’ Scan Tags when they arrive on bikes, scooters, by walking, or in a carpool. Active4me records students’ trips, miles traveled, and CO2 saved. The app is easy to use, and the dashboard allows schools to customize the program.



“Trip Charms”

are used as rewards for every fourth trip that gets recorded. The app alerts the scanner if a student has earned a Trip Charm, and if so, the student receives one immediately. Students can collect new charms all year and keep them on their Scan Tag key ring attached to backpacks. The app can also send notifications to

parents when their children are checked in at school.

1. Get Support from the school

- Identify Walk ‘n Roll Program Coordinator. This person is the liaison between Street Smarts and your school and runs the program for the year.
- Receive program approval from the school principal, PTA president and the Walk ‘n Roll coordinator (agreement signed, example below)
- School district approval may also be required to approve use of the Active4me app (MDUSD has already approved use of active4me.)
- PTA agrees to facilitate schoolwide marketing for four weeks initially and as needed throughout the school year (templates available by SSD, examples below).

2. Define Your Program Specifics

- Select a weekly Program Day, such as “Walk ‘n Roll Wednesdays”. Consider school schedules, typical extracurriculars, and other regular events that could complicate participation.
- Define a 30-minute scan time schedule that ends with the first bell.
- Determine scan location(s). Consider school access points that will enable scanning volunteers to meet students who arrive on bikes, on foot, and in carpools. If multiple scan locations are not possible, consider a central location where students will know to go to get scanned. Avoid scanning students on sidewalks or in the Drop Off zone to prevent traffic congestion or overflow into streets!
- Plan to have 2-3 scan locations with 1-2 scanning volunteers at each location in an ideal world.

3. Active4Me

The Active4me platform includes a barcode scanning app that runs on Apple iPhones and iPads, as well as a dashboard that enables the school to operate the program from one location: email participants and volunteers, track participants each week, enable prize count, create reports and tables and a host of other statistics.

Once Street Smarts purchases your Active4me year subscription, the program coordinator needs to complete the following Active4me tutorials to set up your school’s dashboard to start your program, and take a one-hour training session with SSD:

[Program Set Up](#)

[Online Registration](#)

[Add Mobile App user](#)

[Virtual Badges](#)

[Quick Start Settings](#)

4. Prizes: Trip Charms

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.

- Trip Charms: program every fourth scan.
 - When a student’s trip qualifies for a charm, the person scanning barcodes receives an instant alert that a milestone has been achieved.

- Charms are awarded at the moment of achievement. (Bonus: This eliminates follow-up issues for volunteers)
- Select and program five dates for awarding Special Charms: Halloween, Winter Break, Valentine’s Day, Spring, and End of the School Year.
- Weather charms do not need to be programmed into the dashboard. They are given on rainy or extra cold days (< 40 degrees), as determined by the program coordinator. Street Smarts will provide 1,000 weather charms that can be awarded throughout the year.



5. Marketing and Advertising

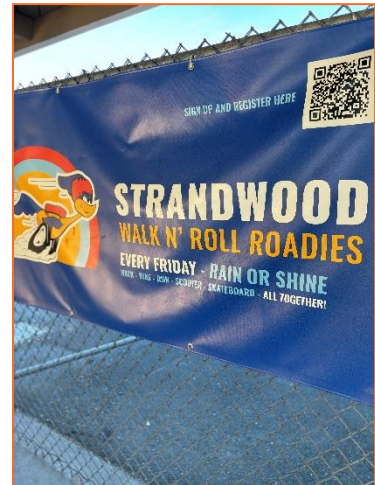
Street Smarts Diablo will create a logo for your Walk ‘n Roll program based on your mascot and school colors. This logo will be used on the key rings and banners we provide for your school and you can use it on social media and other forms of outreach to advertise the program.

The initial roll out of the program should be on the main communications channels at your school for four weeks: letters, e-news, social media, website, etc. Initially explain the program and how to register. Once the program is known, advertise as needed for special charm days or weather charm days. Additional ideas to get the word out include

- Making a [video](#) promoting the program with school staff or principal can be exciting for your community and demonstrates the school’s support.
- A [social media page](#) can inform parents of news and build excitement.
- Include a Walk ‘n Roll station at All-in-One Day, Back to School Night, and other schoolwide events.

6. Supplies Provided by Street Smarts Diablo

- **Key rings and barcoded scan tags** which will be scanned by the Active4me app and can be affixed to backpacks.
- **Vinyl banners**
 - **Advertising/Registration Banner(s)** to hang at your school's 'hub site,' such as the bike cage, where check in will occur, and/or in the front of school.
- **A variety of collectible charms** to be distributed every 4th trip, and on predefined days for special charms.
- **Active4me Subscription and Notification Package** (Note: The Active4me scan app currently only works on iPhone and iPad.) If parents register their child's scan tag barcode, they can opt in to receive text notifications that are sent by the app when their child's tag is scanned. The base subscription allows 2,500 text notifications per year; an additional notification package may be requested if usage exceeds 2500. Please notify [Street Smarts Diablo](#) if additional Notifications are required.
- **Outreach materials** for promotion and parent education



7. Secure 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. Seek parent volunteers who have an interest in biking or active transportation. Use provided google form to collect information and/or [Signup Genius](#) to create volunteer shifts.

- Active4me provides an online dashboard that allows administrators to send direct email to registered volunteers for easy communication.
- If possible, find a teacher, principal, or staff member who is willing to act as a staff liaison for help with communications and school-wide organization.
- Schedule a Volunteer Orientation meeting to train volunteers on how to use the Active4me app, where to set up their station and how to do so the same each week. Use the provided Volunteer Scanner Orientation guide.

8. Enroll Students

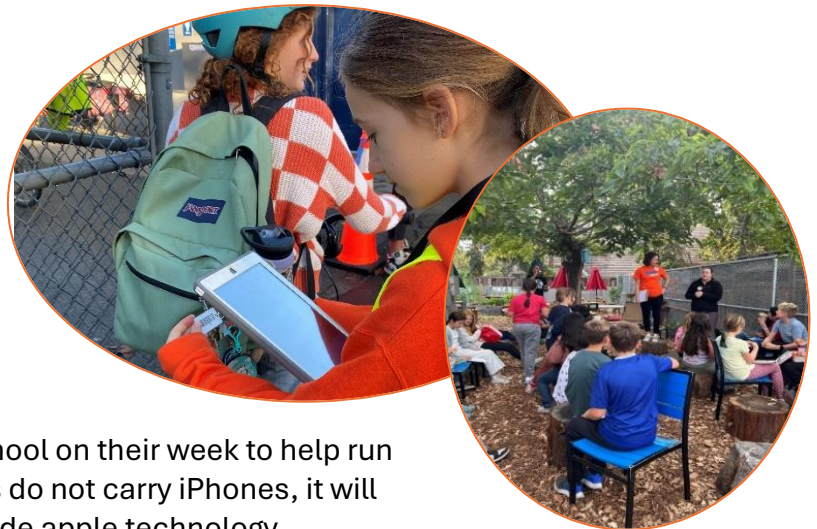
- Before distributing scan tags to students, the Program Coordinator should confirm Quick Start Settings are set
- Distribute scan tags and key rings to every student in all grade levels. Include the provided informational flyer or QR code that leads to an informational webpage for parents to understand the program and register.
- **Student/parent registration is not required to participate**, no paperwork is needed, parents do not have to provide any individualized information, and all students can participate immediately using their barcode scan tag.
 - The Quick Start Settings set a default mode of transportation and distance for all students. If parents would like a Text notification, or to individualize their child's distance and mode of transportation they need to register with their scan tag barcode on the [Active4me website](#).
 - Individualized registration requires parents to enter their student's username (can be anonymous), distance traveled (home address not required), grade, mode of travel, and parent's phone number for text notifications (optional).

9. Optional: Create a 5th Grade Scan Club

Students can be excellent volunteers! Pleasant Hill Elementary school has started a leadership club of 5th grade students who meet monthly at lunch with the Walk 'n Roll coordinator. At these meetings the children are given skills training on leadership, responsibility, community service, communication, and more.

Additionally, the children come to school on their week to help run the morning program. Since students do not carry iPhones, it will be up to individual volunteers to provide apple technology.

Alternatively, students can offer encouragement, guidance for lines, and charms. See Pleasant Hill Elementary School's [schedule](#).



10. Individualized Forms and Materials

SSD will provide individualized forms and materials for your Walk 'n Roll program via a shared google folder once the **School Agreement** has been signed:



DIABLO REGION

- ✓ School Agreement
- ✓ Active4me subscription and training
- ✓ Logo files
- ✓ Program materials
- ✓ Outreach templates for advertising
- ✓ Parent Informational Flyer
- ✓ Google form - volunteer contact information
- ✓ Volunteer Scanner Training template

