

SafeRoutes
Roseville Safe Routes to School

PLAYBOOK

Active 4.me



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What's It All About?

Active 4 Me is an innovative program that schools can use to increase the number of students using active transportation to and from school. The program uses barcode technology to capture trips to school and computes the impact each trip has on CO₂, gas, dollars, and calories. An additional service offered with this program is the ability to immediately notify a parent by text (SMS), phone, or e-mail that their student has arrived at school.

How it works...

- ❑ Students who want to participate get a barcode tag
- ❑ Students walk to school on the designated program day (Pick a day and walk that day every week)
- ❑ Once students get to school, an adult volunteer scans the students' tag to track their trip
- ❑ The electronic data can be used to show statistics, randomly select raffle prize winners, and more.

Organize Active 4.me
at your school!

STEP # 1

How Do I Get Started?

Step 1 – Get the Right People Together

- ❑ **Principals** – It is important to get the school principal “on board” with the program. They will be your support and advocate to the PTA & other parent volunteers. They will also help you promote the program to the school wide community through e-mail, newsletters, bulletin boards, classroom & school announcements.
- ❑ **PTA / Parent Volunteers** – Get “buy-in” from your school’s PTA as soon as possible. This program is in direct alignment with the PTA mission of student enrichment. The PTA also has the greatest access to parent volunteers. Looking forward, you can ask the PTA to designate a “Chairperson” position specifically dedicated to Safe Routes to School or the Active 4.me. Once the position is created, it is more likely to be carried on in future years.

How Do I Get Started?

Step 2 – Set Up

❑ **Activation** – Contact Active4.me by emailing them at info@active4.me to activate your school. See pricing on their website (www.active4.me) for more details.

Please note, Active 4. me is a third party vendor and is NOT associated with the City of Roseville, or Safe Routes to School.

❑ **Day** – Choose a day of the week that would work well for your school. Then, select a “kick-off” day where from that day forward would be the weekly walking/biking club using the Active4.me technology. Usually, International Walk to School Day is a good day to start Active 4.me.

❑ **Volunteers** – Start recruiting volunteers at least 2 months before the first “scan” day. Depending on the size of your school, you may need more than one volunteer to scan students as they arrive to school on the program day. Ideally, volunteers would be ready to scan the students by the bike racks, or an entrance where a lot of students enter school.

Please ask for help if you need it! The City of Roseville Safe Routes to School Staff is eager and willing to help you get started!

STEP #2

Spread the Word!

STEP #3

How Do I Get Started?

Step 3 – Advertise

- Student Council** – work with the Student Council to help advertise weekly walking clubs using Active4.me technology. Students can create posters or signs to help encourage fellow students to walk or bike to school on the selected day of the week.

- PTC Website/Newsletter** – Post a flyer or write a small article on using this technology to track trips to school on a weekly basis. Encourage parents to sign their student up so they get credit for walking/biking to school.

- Flyer** – Use the flyer available at the end of this document to fill in the details of your school. You will need to send this home at least 2 weeks before the launch date. Parents who want to receive notifications will need to fill out an online activation, print and return the document to school administration before being eligible to receive notifications.

- Other** – Post a flyer or information on the school bulletin board, school website, phone messenger, Friday Folders, electronic email to parents, etc.

How Do I Get Started?

Step 4 – Equipment Needed

❑ **Barcode Tags** – You can purchase barcode tags through numerous vendors or make your own. Please visit this website for ideas on where to obtain barcode tags: <https://active4.me/Pricing>

❑ **Scanner & Laptop with USB connection** – You may need to purchase one or two scanners to scan each tag. The scanner would attach to a Laptop with a USB connection. Please note, in order for “live” notifications to be sent out, the Laptop needs to have an Internet Connection.

❑ **Smart Phone/Tablet** – Another alternative to having a scanner is to use a personal Smart Phone or Tablet to download the Active4.me free App. Using this App will use the data package on the phone, however it is very minimal. For more information on this App, please visit the Support Page on Active 4.me. In the search, type in “Do I really need a USB scanner?”.

Visit the Support Center on Active4.me for details on how this program works!

STEP #4

Ready, Set, Go!

Make sure you test the scanning whether you are using the Scanner or the App to make sure everything works properly BEFORE the first Scan Day.

STEP #5

How Do I Get Started?

Step 5 – Start Scanning!

❑ **Start Scanning!** – Make sure volunteers have the necessary equipment (scanner, Smart Phone, or Tablet) and understand where they need to stand to scan tags. Ideally, volunteers will be spread out to ensure students' tags are scanned quickly and efficiently.

❑ **Encourage** – Using the Active4.me system, you can randomly generate raffle prize winners by class, by grade level, by number of trips, or just randomly select students by school. Try to have at least one raffle a month to continue to encourage students to walk or bike to school. Popular raffle prizes include gift certificates, bike lights, scented pencils, and other safety related gear.

Resources

Organize Your School's Active4.me Program!

Don't try and re-invent the wheel! Feel free to use these resources and "tweak" them to fit your school!

Contact us anytime if you need help or have questions!

☐ Samples

- ✓ Parent Information Flier (½ sheet)
- ✓ Parent Information Flier (Full Sheet with notification registration)
- ✓ Sample Data

☐ Ready-Made Forms & Documents

- ✓ Flyer
- ✓ Waiver

☐ Other Website Links

- ✓ www.Active4.me