



# Hop! Toolkit

**Hop! The web-based app that encourages kids  
to walk to school**

## **User's Guide & Promotional Materials**



# Table of Contents

<b>Overview of Hop! Toolkit and User's Guide .....</b>	<b>3</b>
Hop! makes walking to school fun.....	2
Program Partners and Sponsors .....	3
<b>Hop! User's Guide .....</b>	<b>4</b>
Objective of Hop! .....	4
What is Hop! and how does it work? .....	4
Interactive Features .....	4
Hop! Challenges .....	5
Seasonal Challenges .....	5
Team Challenge.....	5
Learning Opportunities .....	5
Regional Administrators .....	6
1. Become a Regional Administrator.....	6
2. Setting up your Account.....	6
3. Invite Teachers to Become Team Captains .....	8
4. Promote Hop! in your Local Area .....	8
Checklist for Regional Administrators .....	10
<b>Promoting Hop! at Schools .....</b>	<b>11</b>
Promotional Ideas .....	11
Promotional Materials .....	11

# Overview of Hop! Toolkit and User's Guide

## Hop! Makes Walking to School Fun

The Hop! app was developed by EnviroCentre and the Ottawa Student Transportation Authority as a tool to encourage students to walk to school.

Hop! is a bilingual, progressive web-app that helps make the walk to school more fun through interactive features. App users can track kilometres travelled, while being motivated by engaging illustrations, group challenges, and milestones.

The Hop! Toolkit was created for school travel planning facilitators to promote active transportation using the app. The Hop! Toolkit includes a User's Guide with an overview of the app's features and instructions for how school travel planning facilitators can access Hop! account features to create teams. The Hop! Toolkit also includes ideas and resources for promoting Hop! at the regional level.

## Program Partners and Sponsors

This project is made possible through financial support from Green Communities Canada and the Government of Ontario.



Additional financial support was provided by the Ottawa Student Transportation Authority, with support from the City of Ottawa, the Ottawa Catholic School Board, and the Ottawa Carleton District School Board.



# Hop! User's Guide

## Objective of Hop!

The objective of Hop! is to encourage students to walk to school by making walking fun. Hop!'s interactive and motivational features help children to choose walking first, which reduces cars on the road and improves school zone safety. Hop! also creates learning opportunities, teaching children about the positive impact that walking has on the environment by telling them how many greenhouse gas emissions they avert by walking instead of driving.

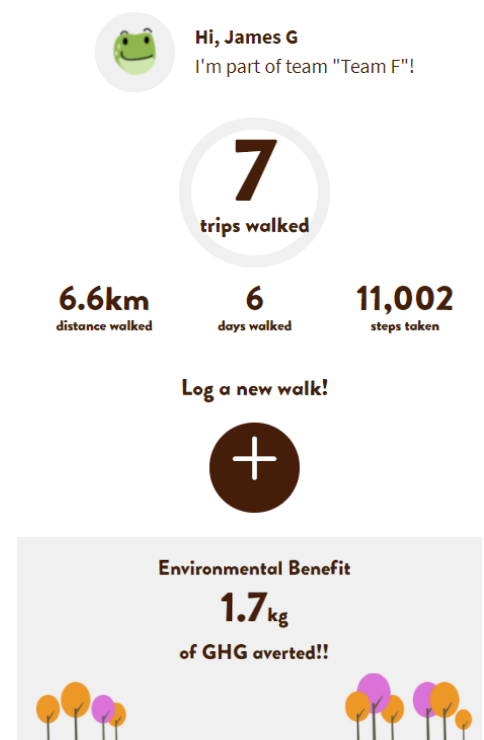
## What is Hop! and how does it work?

Hop! is a progressive web-app, which means that it is easily accessible on a web browser or downloadable as an app. It is fully bilingual, available in French and English.

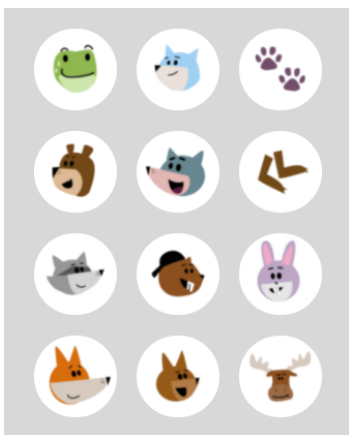
Hop! was designed to be used by families. Parents set up profiles for their children, and together with their families, children can enter the distances they walk each day. Hop! keeps track of the total kilometres travelled, steps taken, days walked, trips taken, and kilograms of greenhouse gas averted by walking instead of driving.

The figure on the right shows the dashboard that users see when they log into the app. By clicking on the plus icon, users can easily enter the distances that they walk, and the app keeps all information up to date on the dashboard.

Protecting the privacy of children was very important in developing the app. For this reason, no GPS tracking is used, and users must enter distances into the app manually.



## Interactive Features



Hop!'s interactive features include engaging illustrations and motivational challenges that were designed to motivate children to use the app.

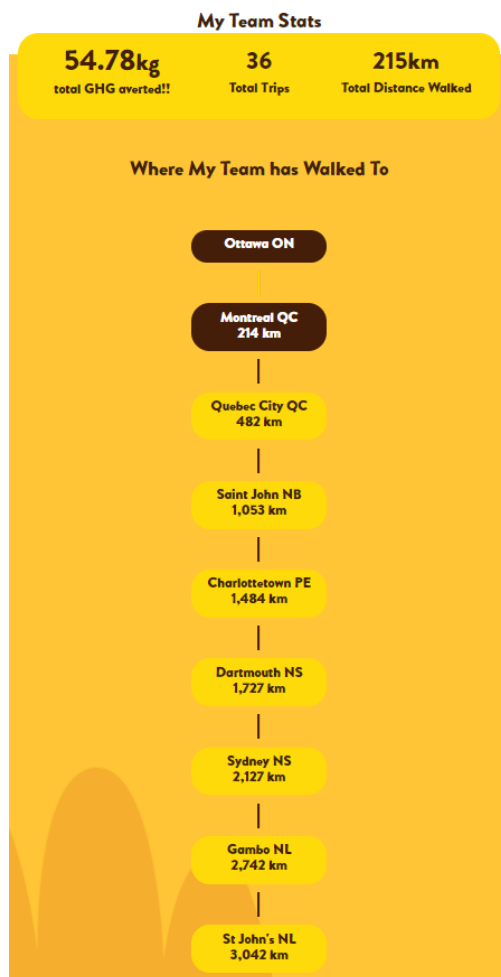
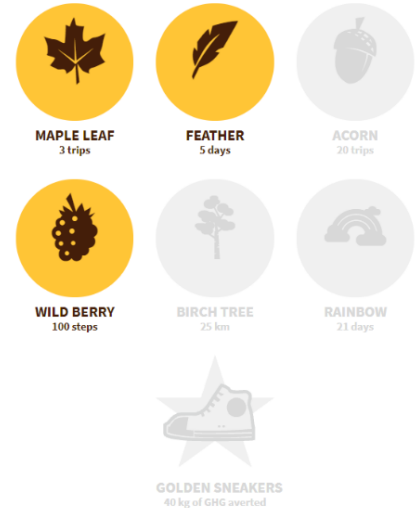
Hop! gives children a choice of fun avatars to select from as they set up their profiles. The image on the left shows a selection of avatars, featuring wildlife found in Canada.

Another engagement feature includes a "Box of Treasures" that sets goals for walkers. Icons light up as children log more walks. For example, when a child has walked for 5 days, the feather icon lights up, as shown in the image on page 5.

**Hop! Challenges:** Seasonal and team challenges are available to all participants.

**Seasonal Challenges:** Hop! encourages participation in walk to school day events such as iWalk Day, Winter Walk Day, and Spring into Spring through seasonal challenges. To promote International Walk to School Month (iWalk) in October, Hop! holds an iWalk Month Challenge. Users are challenged to walk as many days as they can in October. Digital medals are awarded on walker's dashboards for the number of days they walk, including a gold medal for 15 days, silver medal for 10 days, and bronze medal for 1 day. Three seasonal challenges are created by Hop! administrators each year.

#### Box of Treasures



**Team Challenge:** The team challenge feature of Hop! is accessed when teachers create teams and add students to their teams. Hop! creates a summary of the team's total distance walked, trips, and kilograms of greenhouse gas averted, as shown in the image on the left. This allows for friendly competition between classrooms to see which class can walk the furthest, log the most trips, or avert the most greenhouse gas.

Teams are challenged to walk as far as they can over the course of the school year, with the goal of reaching the distance between Ottawa and St. John's Newfoundland (approximately 3,000 km). The app tracks the team's progress as they walk to St. John's Newfoundland, and cities across Canada are highlighted as teams walk the number of kilometres required to reach them from Ottawa (as shown in the image on the left).

**Learning Opportunities:** Teachers can use Hop! to promote learning in the classroom, and examples include:

**Environmental Studies:** Students can measure the environmental impact of walking versus driving by analyzing the kilograms of greenhouse gas averted as they log their walks.

**Geography Studies:** Students can learn about the cities they pass through as their team walks the distance to St. John's.

**Math Studies:** Students log distances travelled in metres, which helps students calculate distances and learn about unit conversions and data management.

**Physical Fitness:** Hop! offers digital rewards/incentives for participants to meet goals.

## Regional Administrators

School travel planning facilitators are invited to become Regional Administrators on Hop! to access features that allow them to create and monitor teams in their local areas. Regional Administrators can invite teachers in their area to become Team Captains to use Hop! in their classrooms.

The steps below outline (1) how to become a Regional Administrator, (2) how to set up your account and features of Regional Administrator accounts, (3) how to invite teachers to become Team Captains, and (4) how to promote Hop! in your local area.

### 1. Become a Regional Administrator

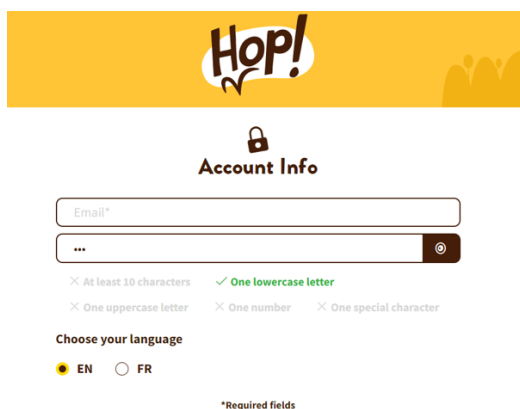
Contact EnviroCentre at [transport@envirocentre.ca](mailto:transport@envirocentre.ca) to let us know that you are a school travel planning facilitator and you want to help teachers in your area use Hop! in their classrooms. We will send you an email invitation to become a Regional Administrator.

### 2. Setting up Your Account

- a. Check your email for an invitation link from Hop! Click the invitation link and you will arrive at a page where you will enter information to set up your account:

**Account Info** – enter the same email address where your email invitation was sent and create a password.

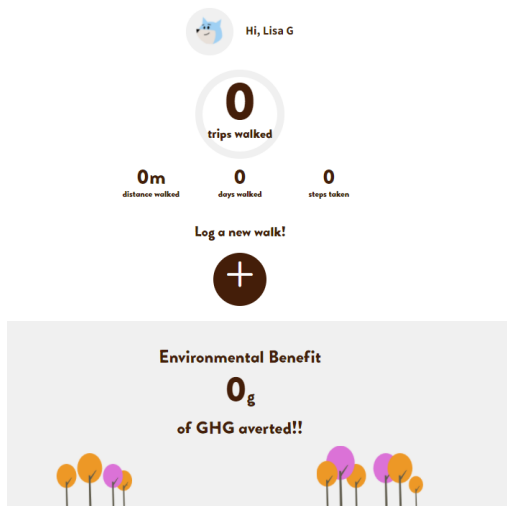
- b. After clicking “Join”, you will be taken to your dashboard (shown below), where you can log your own walks and view summary data of your walks.



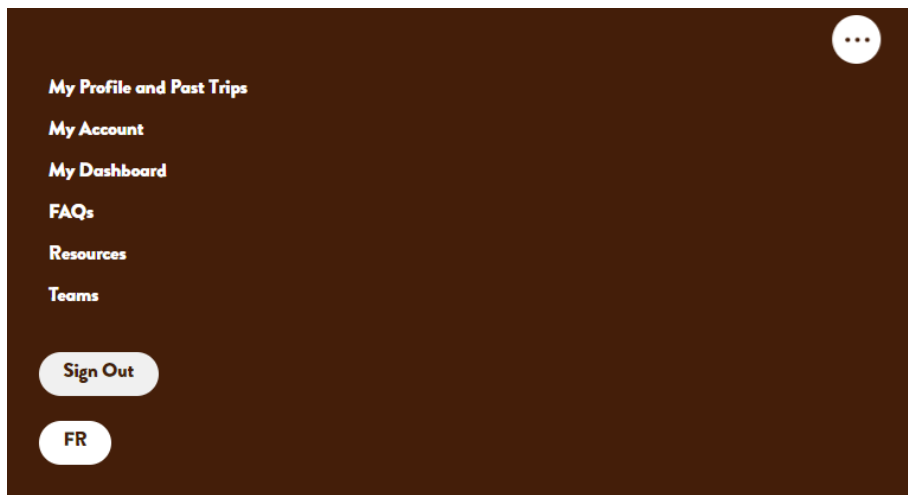
The screenshot shows the Hop! Account Info setup page. At the top is the Hop! logo on a yellow background. Below it is a lock icon and the text "Account Info". There are two input fields: "Email\*" and a password field with a strength indicator. The password field shows "..." and a strength meter with the following status: "At least 10 characters" (X), "One lowercase letter" (checkmark), "One uppercase letter" (X), "One number" (X), and "One special character" (X). Below the password field is a "Choose your language" section with radio buttons for "EN" (selected) and "FR". At the bottom, it says "\*Required fields".



Click on the circle with three dots to access the main menu



c. The following image shows the Main Menu options:

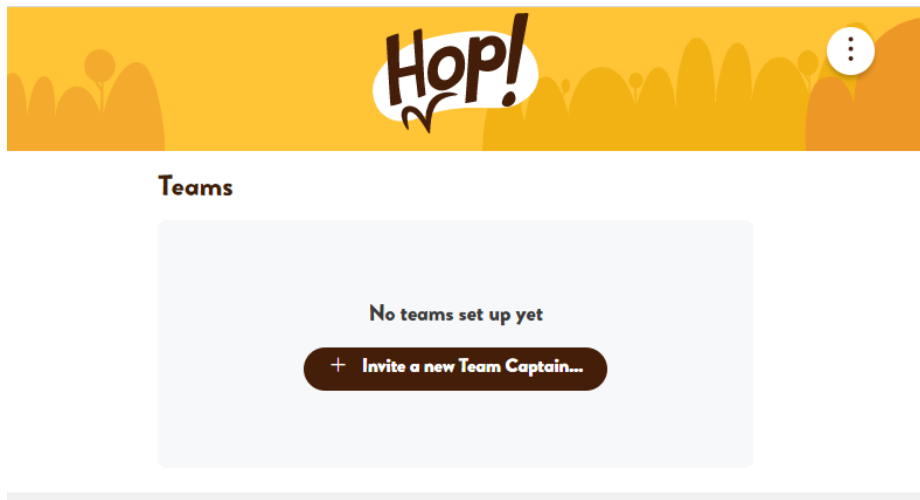


Below is a description of what you can access at each of the main menu links:

- **My Profile and Past Trips** – adjust your profile information, log walks, or adjust data from previously logged walks
- **My Account** – create your own team, add walkers to your profile (any children in your family who would like to log their walks), or change your account password
- **My Dashboard** – view summary walking data, any challenges that are taking place on Hop! that you can join, and any milestones you have achieved
- **FAQs** – view common questions and answers
- **Resources** – access a webpage with active transportation resources
- **Teams** – invite new Team Captains

### 3. Invite Teachers to Become Team Captains

- a. Click on “Teams” in the Main Menu to view the following:

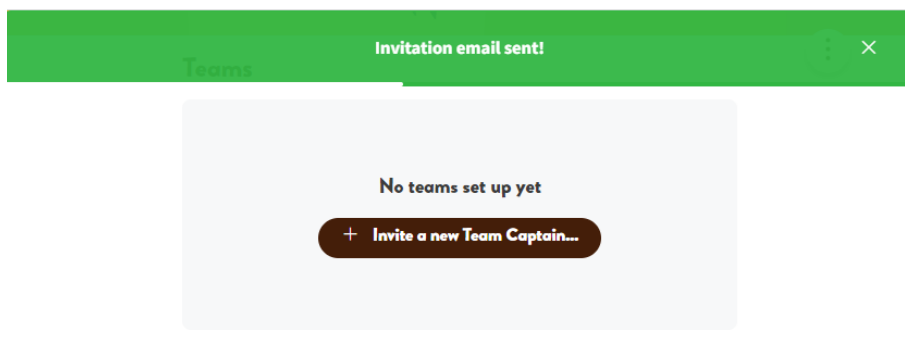


- b. Click “Invite a new Team Captain” and enter the **email address** of the teacher you would like to invite to become a Team Captain. All other fields are optional.

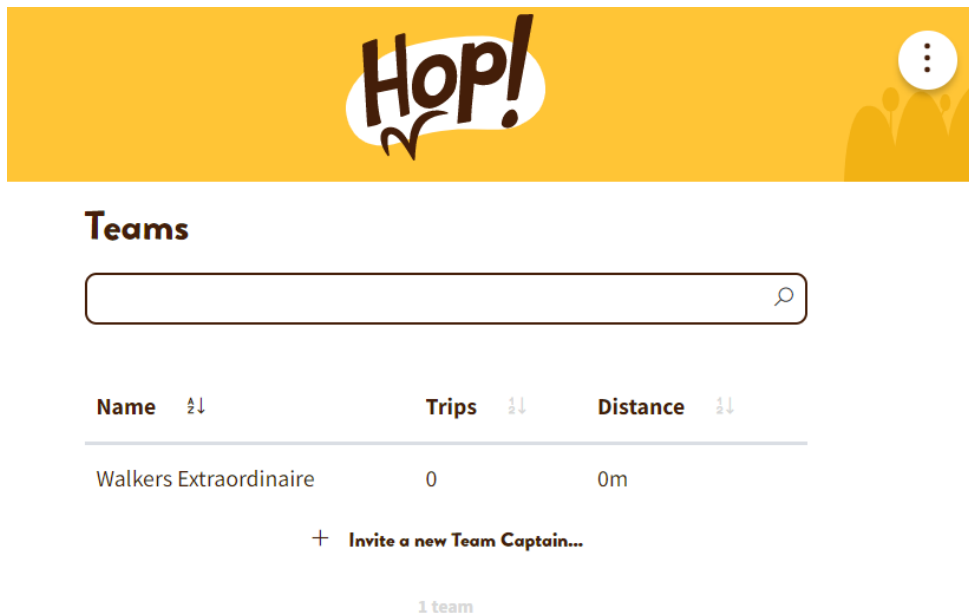
A screenshot of the "Invite Team Captain" form. The form has a title bar with a close button (X). It contains several input fields: "Email \*" (required), "Team Name", "School Name", and "School Board \*" (required). Below the "School Name" field is a small note: "If provided, when the user signs up, that team will be automatically created and the user made its captain." At the bottom, there is a section for "Invitation expires in \*" with five radio button options: "3h", "6h", "12h" (selected), "18h", and "24h". A dark blue "Send Invitation" button is at the very bottom.

- c. After clicking “Send Invitation,” you will see a confirmation that your email has been sent.





- d. To help teachers set up their teams, you can email them instructions on how to set up a team. See the Promotional Materials for a copy of “For Teachers: Setting Up Your Team on Hop!”
- e. After Team Captains set up their teams, you will see a summary of the teams that have been created via your invitations in your “Teams” menu.



#### 4. Promote Hop! in your Local Area

Refer to the “Promoting Hop! at Schools” section of the Toolkit for ideas and resources to encourage the use of Hop! in your local area.

## Checklist for Regional Administrators

- ☐ Email [transport@envirocentre.ca](mailto:transport@envirocentre.ca) with a request to become a Regional Administrator on Hop!
- ☐ Check your email for an invitation link from Hop!
- ☐ Click the invitation link to set up your Hop! Regional Administrator account
- ☐ Invite teachers to become Team Captains on Hop!
- ☐ Send teachers a copy of “For Teachers: Setting Up Your Team on Hop!”
- ☐ Promote Hop! in your local area using the promotional resources and ideas in the Toolkit

# Promoting Hop! at Schools

## Promotion Ideas

Below are some ideas for promoting Hop! at schools in your region. Resources for each of these ideas are found in the Promotional Materials.

1. Email school principals to encourage the use of active transportation through the Hop! app.
2. Email school boards to encourage the use of active transportation through the Hop! app. Please note that some school boards may need to review the app and approve it before promoting it.
3. Tag schools in media posts to promote walking to school using Hop!
4. Tag schools in social media posts about using Hop! on walk to school day events, including iWalk Day, Winter Walk Day, and Spring into Spring.
5. Share the Hop! promotional video on social media.
6. Use “Suite of Graphics” and PowerPoint with Hop! graphics to create promotional materials to encourage the use of Hop! at schools.
7. Print posters and stickers and deliver them to schools.
8. Host a Hop! to School Day event and hand out promotional materials. Customize your event details using the resources in the Promotional Materials.

## Promotional Materials

1. Suite of Graphics - for use on many digital platforms including Eventbrite, Facebook, Instagram, Twitter
2. PowerPoint with Hop! graphics that can be edited for creation of customizable promotional materials
3. Social media posts to promote walking to school using Hop!
  - Launch Posts to Introduce Hop!
  - Keep logging your walks posts
  - Seasonal Challenge posts
    - International Walk to School Month (iWalk) Challenge
    - Winter Walk Challenge
    - Spring into Spring Challenge
4. Hop! promotional video
5. Hop! poster template
6. Hop! sticker template
7. What is Hop!
8. Hop! For Teachers: Creating a Team on Hop!
9. Letter to Principals: Introduction to Hop!
10. For Teachers: Setting up your Team on Hop!

**Download the promotional materials here:**  
**[www.envirocentre.ca/hop-promotions-toolkit](http://www.envirocentre.ca/hop-promotions-toolkit)**