



Allentown’s Click to Walk Program: An Arcoro Community Success Story

As a pioneer in public health, the city of Allentown, Pa., has created a unique program that promotes physical activity and community engagement with the support of Arcoro ExakTime. Using the ExakTime time clock, built for easy time tracking on construction sites, the city has created a “Click to Walk” initiative that encourages residents to stay active. Designed to combat heart disease and promote overall wellness, this has become a self-sustaining community success story. Arcoro is honored to partner with Allentown in such an impactful program for all residents.

The Genesis of the Program

In 2017, the City of Allentown sought innovative ways to encourage physical activity among its residents. Inspired by the national “Million Hearts” initiative, the city decided to leverage ExakTime time clocks to make it easy for walkers to engage. Initially, a single clock was placed along a walking path in a park. The program’s success led to its expansion, and today, 11 clocks are strategically placed throughout the city, inviting residents to participate in the “Click to Walk” program.

How It Works

Participants register for the program and receive an ExakTime key tab. They use these key tabs to “click in” at the ExakTime clocks located throughout the city. Each click signifies their participation in a walk. The program emphasizes accessibility, allowing participants of all ages to walk at their own pace and time.

“What I like about this is that you can do it anytime, with who you want to do it with, when you want to do it,” says Allie Kleintop, Public Health Dietitian. Kleintop noted that many steps programs fail because the programs meet at a specific time during the week, excluding anyone who can’t make it.



Community Engagement and Impact

The “Click to Walk” program has fostered a sense of community among Allentown residents. Participants feel connected, knowing that others are also engaging in the program. The program has been particularly beneficial for older adults, who have found opportunities to socialize and connect with others while staying active.

“They feel like they’re part of a greater whole,” says Tina Amato, Manager of Nutrition and Physical Activity Program. “They don’t know who all these other people are, but they’re connecting together.”

One of the program's most significant achievements is its sustainability. Despite fluctuations in grant funding, the "Click to Walk" program has continued to thrive over the last eight years. The city has found creative ways to fund the program, including partnerships with local healthcare providers. The Lehigh Valley Health Network has joined forces with the city, recognizing the program's value in promoting community health.

Because the clocks are already set up, all that the team needs to do is collect the data. ExakTime's admin dashboard includes battery status, so the team will always know when a battery needs to be changed. The program requires little maintenance from the team, who now simply monitor for new registrations and clicks.

Looking Ahead

The City of Allentown's "Click to Walk" program stands as a testament to the power of community-driven initiatives in promoting public health. The program has garnered positive feedback from the city government, local businesses and healthcare providers.

By creatively utilizing ExakTime technology, the city has created a program that is accessible, engaging and sustainable. As the program continues to evolve, it serves as an inspiration for other communities seeking to promote wellness and foster a sense of belonging.

"We're grateful to Allentown for the opportunity to partner on this exciting initiative," says Megan Stillerman, Arcoro's Chief Customer Officer. "We were so impressed with the creativity in using our platform, which is designed for construction and other field services, in a way that helps the community. We look forward to a long and healthy partnership with Allentown in this public health initiative."
