



2025 Summary Report

West Central Wisconsin
Safe Routes to School



Prepared by:

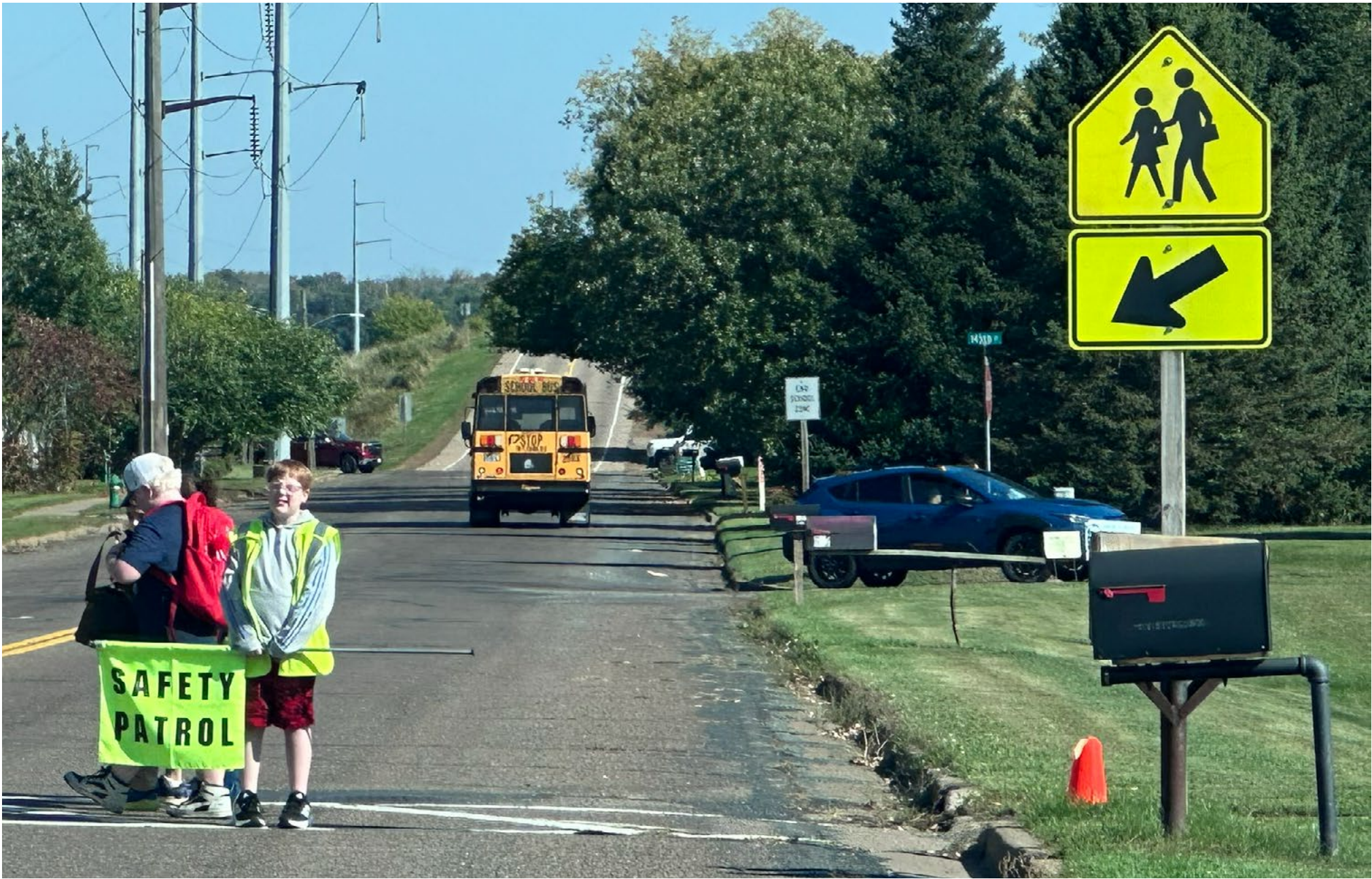
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Safe Routes to School Staff

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SAFETY
PATROL





School Districts

BARRON COUNTY

Barron Area
Cameron
Chetek-Weyerhaeuser
Cumberland
Prairie Farm Public
Rice Lake
Turtle Lake

CHIPPEWA COUNTY

Bloomer
Chippewa Falls Unified Area
Cadott Community
Cornell
Lake Holcombe
New Auburn
Stanley-Boyd Area

CLARK COUNTY

Abbotsford
Colby
Granton Area
Greenwood
Loyal
Neillsville
Owen-Withee
Thorp

DUNN COUNTY

Boyceville Community
Colfax
Elk Mound Area
Menomonie Area

EAU CLAIRE COUNTY

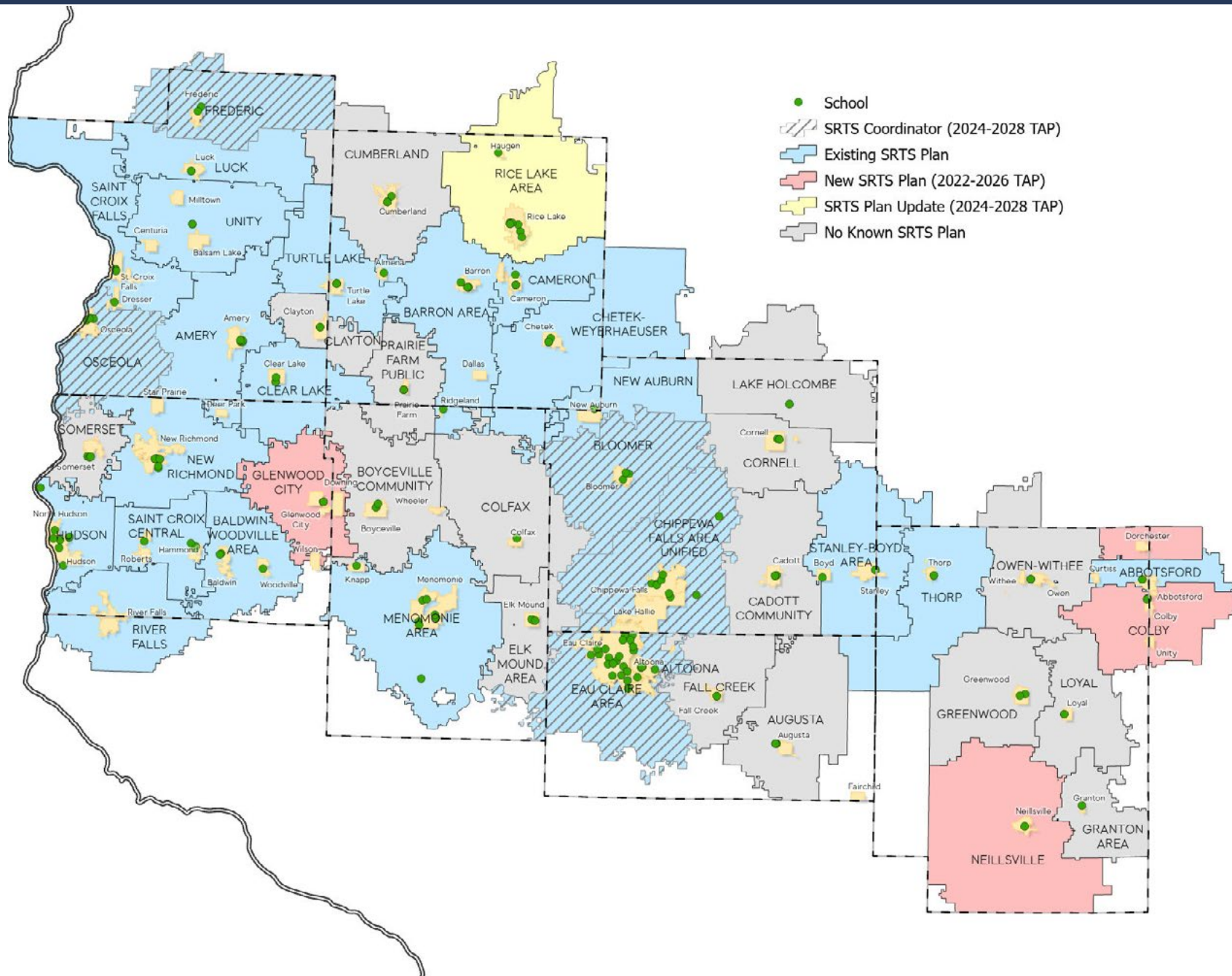
Altoona
Augusta
Eau Claire Area
Fall Creek

POLK COUNTY

Amery
Clayton
Clear Lake
Frederic
Luck
Osceola
St. Croix Falls
Unity

ST. CROIX COUNTY

Baldwin-Woodville Area
Glenwood City
Hudson
New Richmond
River Fall
Saint Croix Central
Somerset



PLANS

NEILLSVILLE SAFE ROUTES TO SCHOOL PLAN

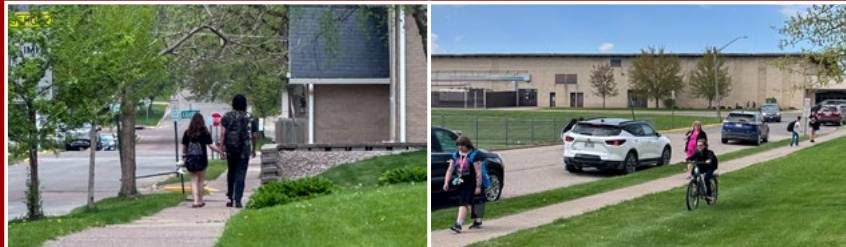
The School District and City of Neillsville began their first SRTS plan development in spring of 2025. During data collection, it was found that 6% of students walk or bike to/from school. The biggest issue for the Task Force and parents were a lack of safe intersection crossings near the school. This plan wrapped up at the end of the summer and was adopted in October.

The District plans to continue working with WCWSRTS to implement SRTS programs. The district plans to meet quarterly to maintain SRTS momentum. Their first implementation projects include - establishing a crossing guard program, participating in the Walk and Roll Challenge, and painting crosswalks along designated Safe Routes.

COLBY SAFE ROUTES TO SCHOOL PLAN

Beginning in August, the Colby School District also kicked off the development of a new SRTS Plan for their community. 8% of the student body walks or bikes to school. This plan centered around providing more spaces for students to walk or bike to school by reducing congestion around the school. The district also is looking at options to work with WCWSRTS to implement strategies.

Colby is interested in continuing their safe routes to school program. They are in the process of establishing an agreement between the district and WCWRPC.



**Neillsville
Safe Routes to School Plan 2025**



**Colby School District
Safe Routes to School Plan 2025**





IMPLEMENTATION AND OUTREACH

OSCEOLA WELLNESS NIGHT

Every winter, the School District hosts a Wellness night for intermediate and elementary school students. This is a night for them to have fun and stay active through playing. Meanwhile, local vendors, who were health oriented, had tables giving out free goodies and activities. WCWSRTS had its own table and able to talk to parents about the Safe Routes to School program. Many kids participated in the dot exercise which asked what kinds of programs they would like to see in their district.

SPIN ART BIKE

In early 2025, WCWSRTS purchased its first spin art bike. This bike allows us to interact with the public about safe routes to school. At various outreach events, students can pedal to their hearts desire to create spin art. While their biking, WCWSRTS staff can converse with parents about their desires for walking and biking to and from school. This bike will continue to be used at various outreach events throughout the region to promote and talk about SRTS.



PUTNAM HEIGHTS ELEMENTARY ICE CREAM SOCIAL

At the start of the 2025-2026 school year, WCWSRTS Staff visited Putnam Heights Elementary School (Eau Claire) with the spin art bike. Almost 200 students came through the 2 hour event. SRTS staff were able to chat with parents and staff members about Safe Routes to School while engaging with students!



CHIPPEWA FALLS TRAFFIC CALMING POP-UP

During October, WCWSRTS worked collaboratively with the City of Chippewa Falls, Chippewa Falls Area Unified School District, the police department and public works department to temporarily test out curb extensions near Halmstad Elementary School. These curb extensions make walking and biking safer by shortening the distance one must take to cross the road, slowing traffic speeds, and provides better point of views to both drivers and active transportation users.

Traffic speeds were collected before, during, and after the demonstration to see the change in traffic speeds. Before the pop-up, the average speed of traffic was 25 mph. **Once the cones were set up, the data showed that traffic slowed down by 6 miles per hour averaging 19 mph.** This his helpful data in ensuring the continual safety of students at Halmstad.



FUNDING STATUS

TAP Funding

The Transportation Alternatives Program (TAP), the main source of funding for Safe Routes to School, opened up another application cycle during 2025. This cycle was for TAP 2026-2030. WCWRPC reapplied for this funding in hopes to extend the SRTS Program another two years. We currently have funding through 2028. WCWRPC submitted an application in October and hope to hear about the successful award in summer of 2026.





2026 Projects

PLANS

Glenwood City School District

Glenwood City School District will kick off the start of their first SRTS plan this spring. WCWSRTS staff is excited to begin working with this district and community to help make walking and biking to school better for students!

School District of Rice Lake SRTS Plan Update

Starting this spring, Rice Lake Area School District will begin the first SRTS plan update for the district. The first plan was completed in 2013, which means the plan is over 10 years old. This plan update will include new data, a refreshed look, and new tools to help make walking and biking to school safer and easier.

CHAMPION SHOUT OUT Clark County Health Department

The Clark County Health Department has been fantastic partner over the last year by promoting healthy living with Safe Routes. Many staff members from their organization played a huge role in both the Neillsville and Colby SRTS plans, by helping with the walk and bike audits, and hosted additional forums to increase parent feedback. Additionally, they have reserved the spin art bike to promote Safe Routes and other healthy initiatives at some of their pop-up events.

Thank you CCHD!!



IMPLEMENTATION PROJECTS

Community Outreach

WCWSRTS wants to expand our current marketing efforts and continue to promote safe walking and biking strategies in our region. We believe the best way to do that is to start talking about it! In June WCWSRTS will be a part of the planning committee for the Chippewa Valley Bike week. Many bike related groups and organizations are teaming up to promote biking in the Chippewa Valley. All ages and people are welcome!

Walk and Roll Challenge is Expanding!

Over the last few years the Walk and Roll Challenge has been implemented into the Chippewa Valley at Eau Claire Area School District and Chippewa Falls Area Unified School District. This spring, Neillsville will get to experience the Walk and Roll Challenge. For a week long students will get a chance to win prizes such as bikes, helmets, etc.

Crosswalk Painting Programs

Also kicking off in Neillsville, the City and the School District will work in tandem to paint fun, creative crosswalks along SRTS Routes. Various clubs will be assigned a specific crosswalk location to paint based off of an approved design of their choice. WCWSRTS will approve designs and supply necessary materials.

