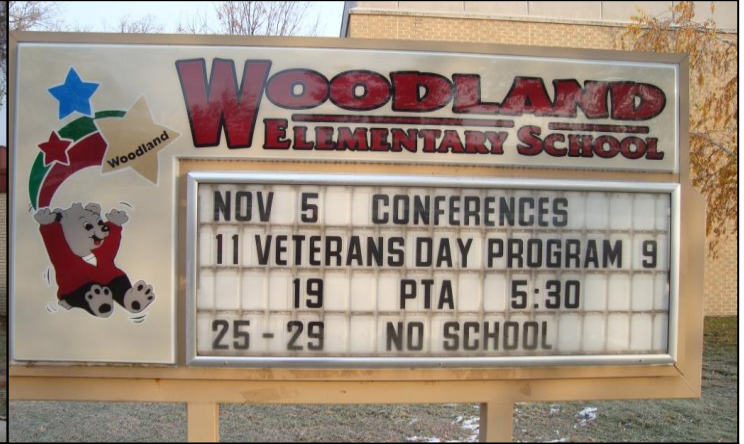


BARRON AREA School District SAFE ROUTES TO SCHOOL PLAN



APRIL 2014

Prepared with assistance from
West Central Wisconsin Regional Planning Commission



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Executive Summary

Introduction

Safe Routes to School (SRTS) is an international movement that promotes walking and biking to school. SRTS began in the 1970's in Denmark, which had an alarming number of child fatalities due to road accidents. SRTS reached the United States in 1997, when The Bronx received local funds to implement a SRTS program to reduce the large number of child accidents and fatalities around schools. The success of the program convinced other communities to adopt similar measures. By 2000, SRTS programs were nationwide. In 2005, Congress saw the importance of these programs and consequently signed into law a federally funded SRTS program. The new law allocated money to all 50 states and the District of Columbia to create, implement, and administer SRTS programs. Federal SRTS funds can be used for projects within two miles of an elementary or middle school (K-8). In 2012, the Barron Area School District, City of Barron, Village of Alma, and Village of Ridgeland were awarded a SRTS planning grant to develop this plan.

The SRTS program has its roots in both health and transportation safety. The major program goals are to make the school trip safe for walking and biking and to encourage children to walk and bike to school and home. SRTS strives to reduce congestion around schools, improve the health of school-aged children through increased physical activity, reduce vehicle emissions and fuel consumption, increase community security, enhance community accessibility, increase community involvement, and improve partnerships among schools, local municipalities, parents, and other community groups.

The Barron Area SRTS Task Force was made up of representatives from the School District and the three communities. The Task Force worked together to develop a SRTS vision and goals, survey parents concerning their students' school trip and opinions on safety issues, complete a walking and biking audit of the areas around the schools, and develop strategies to address the issues noted in the audit and surveys.

Existing Conditions

As part of collecting existing conditions, two surveys were used. One survey collected data on student travel through a tally aggregate through the classrooms. The second survey was

Key survey findings include:

- Few trips to/from school are made walking/biking. This ranges from 16% in Alma to 3% in Ridgeland.
- Many students use the school bus, which is available to the majority of students.
- Over 90 percent of students ride the bus or use a family vehicle.

Barron Area's SRTS vision

Barron Area School District and the communities they serve will provide and encourage safe and enjoyable environments for walking and biking to school. The School District and communities will collaborate with other community stakeholders in making viable options for school children. They will also teach and promote safe walking, biking, and driving habits; create a family-oriented SRTS environment; and address SRTS concerns in existing and proposed developed areas.

Key walking/biking audit findings, include:

- There is a general lack of sidewalks in the communities, including close to schools.
- Highway 8, Highway 25, and County Highway P, due to vehicle volume and speed, are barriers for kids to walk and bike to school.
- Many students and parents who are walking or biking obey traffic rules.
- Memorial Drive in Barron is very dangerous at intersections and along the corridor.
- Many things are working well in the communities.

distributed to parents. The second survey had 217 responses (Almena-33, Ridgeland-32, Woodland-80, and Riverview-72). Task force members participated in the walking and biking audit, which provided valuable information.

Strategies

The SRTS framework recommends using five categories when looking at issues and strategies. These are called the Five E's. Recommendations in the plan were developed using all five E's (Engineering, Education, Encouragement, Enforcement, and Evaluation). For a full listing, see pages 16-18.

Safe pedestrian systems for Almena, Barron, and Ridgeland were planned. This includes sidewalks, intersection and crossing improvements, and signage improvements. In addition to the sidewalk system (shown in Figure 5) some of the improvement recommendations include:



Barron Area SRTS Task Force working on existing conditions.

- A substantial educational program is needed at all levels.
- Newspaper articles and letters from the schools will help to inform parents of the SRTS plan and progress.
- Training to be a lawful and safe pedestrian would be beneficial.
- Bicycling in the physical education curriculum at the elementary and middle school levels and annual bike rodeos will encourage bicycling and promote safe bicycling practices.
- As dangerous traffic corridors and intersections are prevalent, infrastructure projects are key items in the SRTS program.

Funding

Funding sources vary widely in their eligibility and magnitude. Federal Safe Routes To School funding is a primary source for those projects that specifically address the SRTS focus on biking and walking safety and encouragement, both infrastructure and non-infrastructure, but other grants may be appropriate for funding larger projects, such as Transportation Enhancement funding, or smaller projects, such as Bikes Belong or Bicycle Safety-Rodeo. Other funding sources from both health and transportation sources are listed and described on pages 27-30.

Introduction

Safe Routes To School

An active SRTS program will help Almena, Barron, and Ridgeland create safer, easier, and more enjoyable walking and biking routes to school so more students choose walking and biking as their main mode of transportation. The benefits of walking and biking to school are important to the entire community for many reasons.

Safer routes

One of the reasons parents do not allow their children to walk and bike to school is because the routes to school are too dangerous. Problems such as incomplete, poorly maintained, or missing sidewalks and trails, congested streets, and lack of traffic calming devices in the vicinity of schools discourage walking and biking to school. SRTS programs help communities fix these problems.

Healthier children

In the past thirty years, the number of active children in the United States has decreased and the number of overweight children has almost doubled. In Wisconsin, 2/3 of adults are overweight or obese. Kids are spending more and more time indoors not being active. According to the American Academy of Pediatrics, children in the United States watch approximately four hours of television a day. The American Heart Association recommends that children participate in at least 60 minutes of moderate to vigorous physical activity every day. One of the ways to achieve this goal is to walk and bike to school. SRTS programs encourage children to be more active by walking and biking to school.

Cleaner environment

Emissions from vehicles pollute the air our children breathe and can cause serious health problems such as asthma and bronchitis. Motor vehicle use is now generally recognized as the source of more air pollution than any other single human activity. In order to decrease air pollution, communities should look to reduce the number of vehicles on the roads especially in the vicinity of schools. Fewer cars emitting pollutants will improve the air quality thus decreasing health problems in children. SRTS programs decrease the number of cars in the vicinity of schools thereby creating a cleaner environment.

Other desired outcomes of Safe Routes to School

- Reduced fuel consumption
- Increased community security
- Enhanced community accessibility
- Increased community involvement
- Improved partnerships among schools, local municipalities, parents, and other community groups.

In order to accomplish the goals of SRTS programs, Barron Area School District and the three communities must focus on the 5 E's: Engineering, Education, Encouragement, Enforcement, and Evaluation. This comprehensive approach allows communities to maximize the number of students walking and biking to school.

Engineering

Problems with the physical environment around schools such as damaged or missing sidewalks, lack of traffic calming measures, or unsafe crosswalks prevent children from walking and biking safely and easily to and from school. These problems can be dangerous enough to

cause child pedestrian injuries and fatalities. Clearly, a safe physical environment is necessary for enabling children to walk and bike to school. Therefore, SRTS funds can be used to make infrastructure improvements that will fix these problems and make the physical environment safer for children. Improving the physical environment near schools may be necessary for a successful SRTS program but not necessarily sufficient enough to get students walking and biking to school.

Encouragement

Another key component to the SRTS program is encouraging children to walk and bike to school. Convincing children, as well as parents and guardians, that walking and biking to school is safe, fun, and healthy can be a difficult task, especially since SRTS may interfere with a parent's already busy schedule or established routine of driving their child to school. That is why the SRTS program offers activities and events that promote walking and biking to school that are fun, safe, and easy. Encouragement activities and events will ease the concerns of parents and guardians as they see how safe and easy it is for their children to walk and bike to school.

Education

Educating children and parents is an important part of SRTS. Children as well as parents need to learn about biking and walking safety and the benefits of walking and biking to school. Equally important is educating drivers about safe driving around schools. These programs will help ensure that walkers, bikers, and drivers think about safety first.

Enforcement

Driver education and safety campaigns do not ensure the elimination of unsafe driving behaviors. Therefore, SRTS programs should partner with local law enforcement to make sure traffic laws are obeyed (this includes enforcement of speeds, yielding to pedestrians in crossings, and proper walking and biking behaviors), and to initiate community enforcement such as crossing guard programs. Enforcement programs also keep an eye on those individuals that disregard the safety of the community, possibly discouraging walking and biking, especially around schools. Each of these approaches is necessary for a successful program. By tackling the project from multiple angles, communities can maximize the safety of the routes to school and increase the number of students that use the routes.

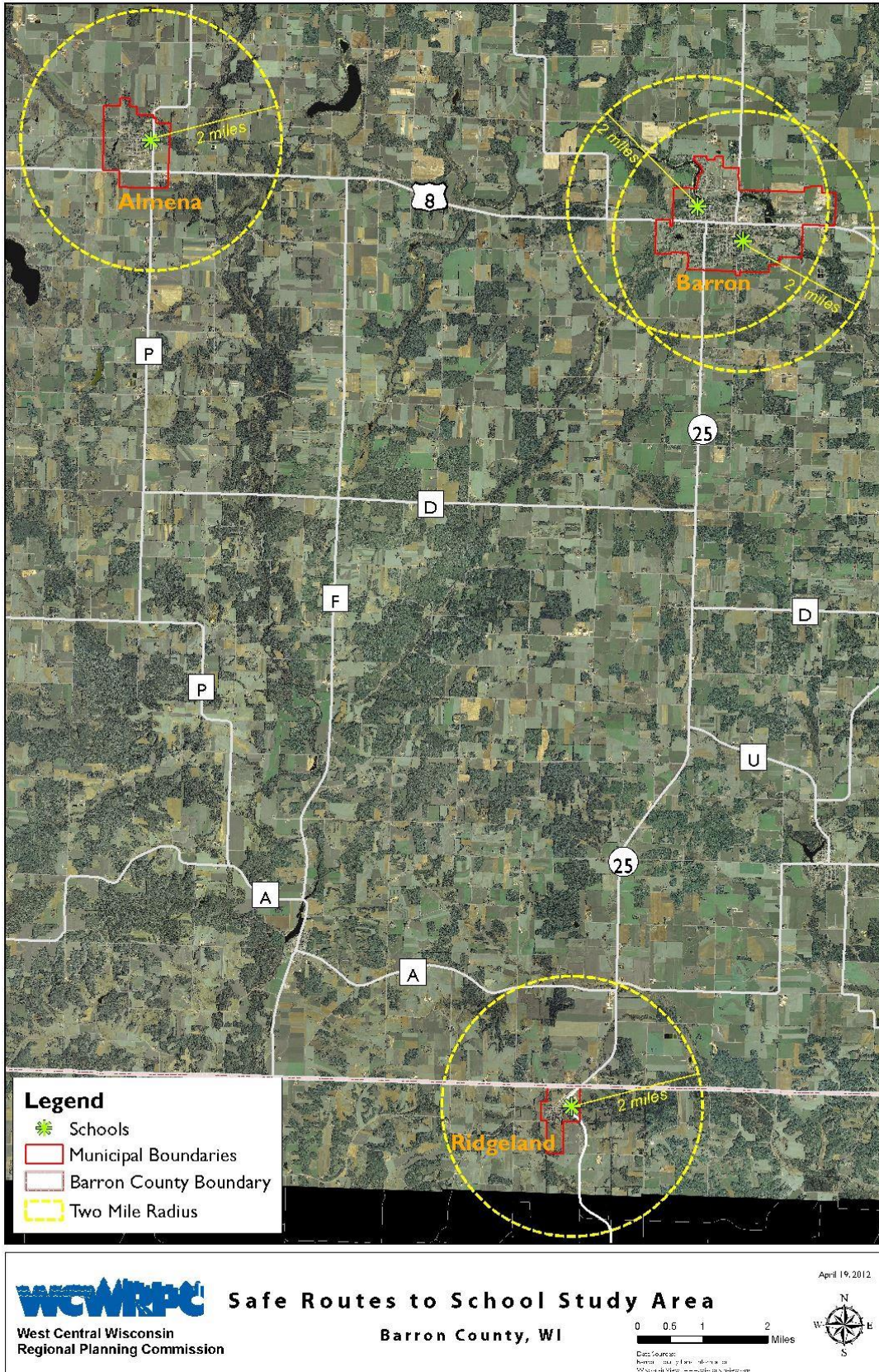
Evaluation and Sustaining a Program

Understanding the barriers and obstacles that prevent children from walking and biking to school are essential in implementing an effective SRTS plan. Evaluation techniques such as surveys will help communities see the current walking and biking behaviors and understand the attitudes that parents and children have towards walking and biking. With this information, communities can make the necessary adjustments (through Engineering, Education, Encouragement, and Enforcement techniques) to change behaviors and attitudes. Also, evaluation of the program will be key to continuing SRTS, so being able to show improvements by comparing before and after data is important. Even more, evaluation can show what techniques did not work so that improvements can be made in the future. Clearly, a successful SRTS program is dependent on the use of all 5 E's.

Barron Area School District

The Barron Area School District elementary schools and middle school has a total enrollment of 900 students. The City of Barron is home to an elementary school and the District's middle school and high school. The villages of Almena and Ridgeland are home to elementary schools. Community populations are: Almena-677, Barron-3,423, Dallas-409, and Ridgeland-273. The Barron Area School District is located in an area that has not experienced significant growth over the past two decades.

**Figure 1
Location Map**



In order to specifically consider the economic standing of students attending the elementary and middle schools, a commonly used and carefully tracked index can be used. An "economically disadvantaged" student is a student who is a member of a household that meets the income eligibility guidelines for free or reduced-price meals (less than or equal to 185% of Federal Poverty Guidelines) under the National School Lunch Program (NSLP). The percentages of students that meet this income eligibility are: Woodland Elementary – 64%, Riverview Middle – 60%, Almena Elementary – 66%, and Ridgeland/Dallas Elementary – 56%.

Safe Routes To School Task Force

A SRTS Task Force is a group of people who represent all facets of the SRTS program in the community (transportation, health, fitness, safety, etc.), and work together to develop and implement a plan to increase the number of students walking and biking to school.

Barron Area's SRTS Task Force worked to develop and conduct surveys and coordinated and staffed a walking and biking audit to collect data and to better understand the challenges of walking and biking to school. They developed a vision and goals for Barron Area's SRTS program, considered relevant issues, and discussed strategies to overcome the barriers to walking and biking.

Vision and Goals

A vision and two goals were developed to bring the SRTS program's direction into focus and to make it fit the specific needs and desires of the school district and the three communities. It is important to revisit this vision and the goals throughout the planning and implementation stages of the program to ensure that projects are heading in the intended direction, in a coordinated manner. There may be times when the vision and goals need to be updated to meet changing needs in the local environment, but kept current, they will help to lead toward a unified implementation and an eventual realization of the vision.

Vision:

Barron Area School District and the communities they serve will provide and encourage safe and enjoyable environments for walking and biking to school. The School District and communities will collaborate with other community stakeholders in making viable options for school children. They will also teach and promote safe walking, biking, and driving habits; create a family-oriented SRTS environment; and address SRTS concerns in existing and proposed developed areas.

Goals:

- Make it safe for kids to walk and bike to school.
- Encourage students to walk and bike to school.

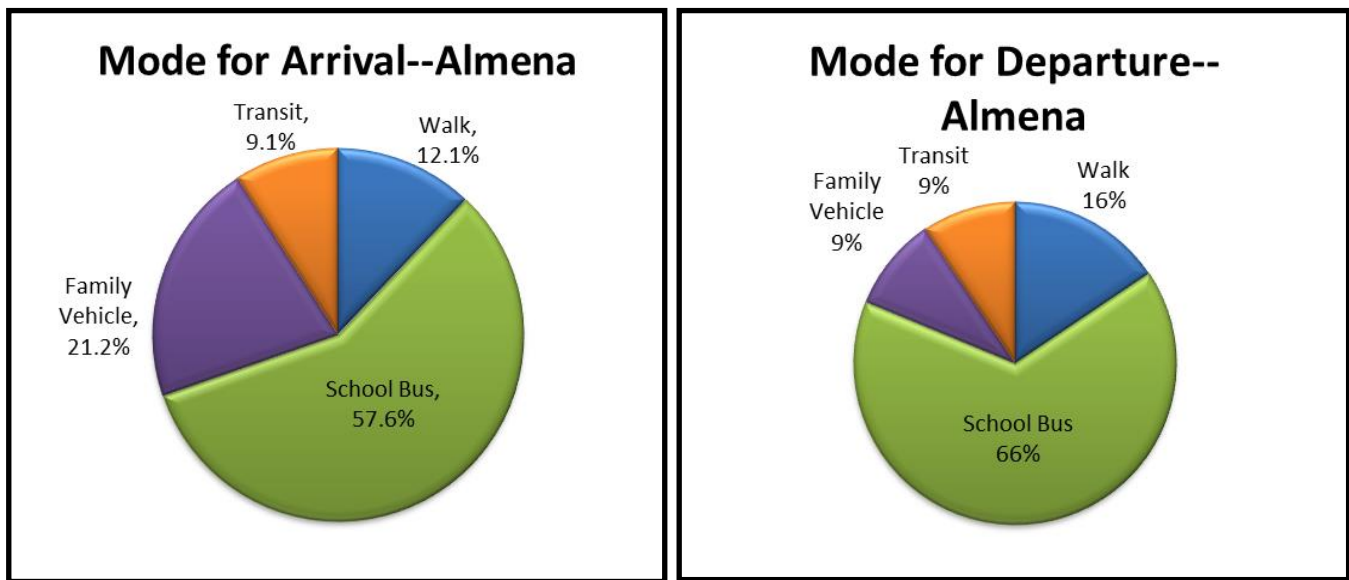
Existing Conditions

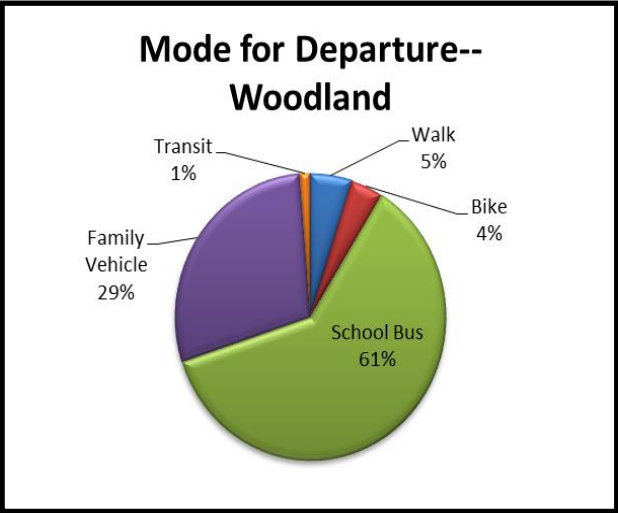
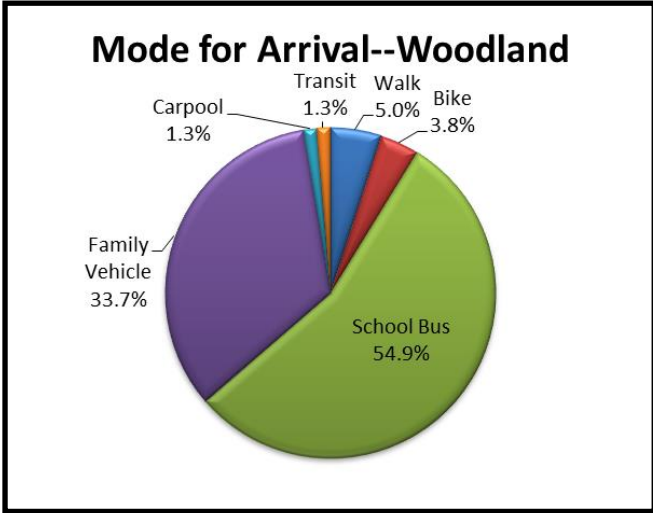
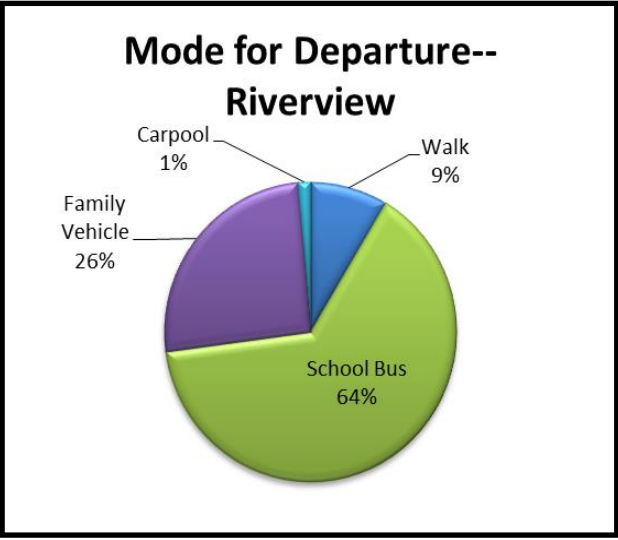
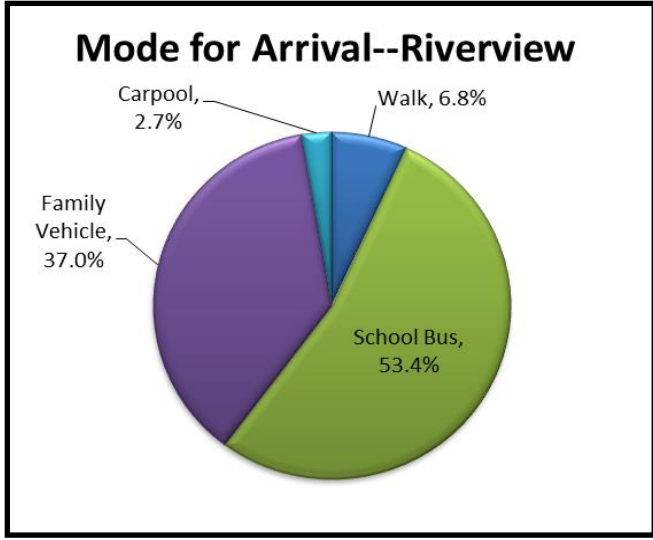
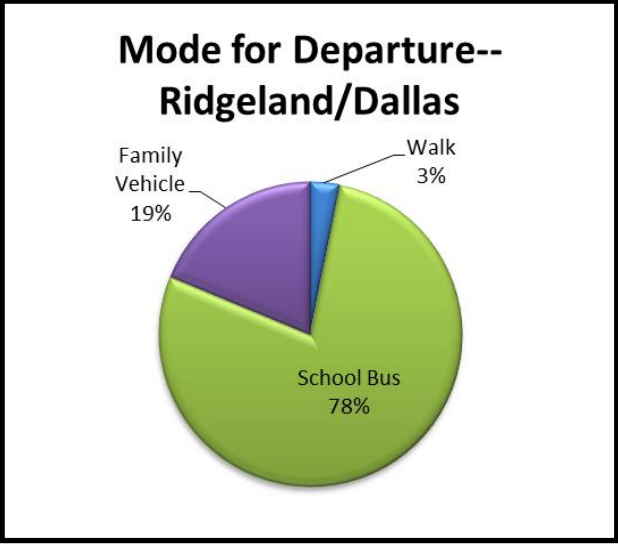
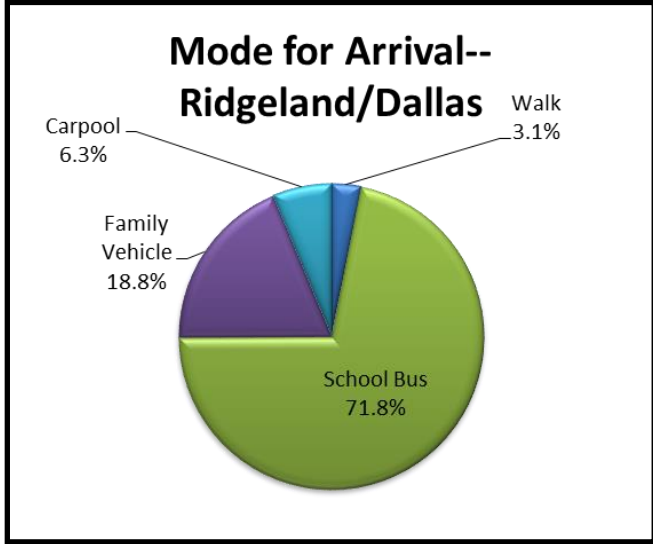
Surveys

In Fall 2013, surveys were distributed to parents at all four schools. The survey provided parent perspective on the existing situation. A list of written comments can be found in Appendix A. A different survey was given to classrooms to tally the modes of transportation for a one week period. Those results are also in Appendix A.

A key piece of information is the mode of travel to and from school. For the purpose of analysis, the plan separates the schools in the results, due to being in different communities. The survey shows that in the morning, a small percent of students walk and bike to school (Figure 2). In three of the four schools, the percent of family vehicle trips is lower in the afternoon. This is not unique to the school district as in the vast majority of schools, more personal vehicles are used for transporting students in the morning as opposed to the afternoon. The number of walkers and students that take the bus typically increase in the afternoon. Over half of all school trips are made by school bus, which is common in rural areas like the Barron Area School District.

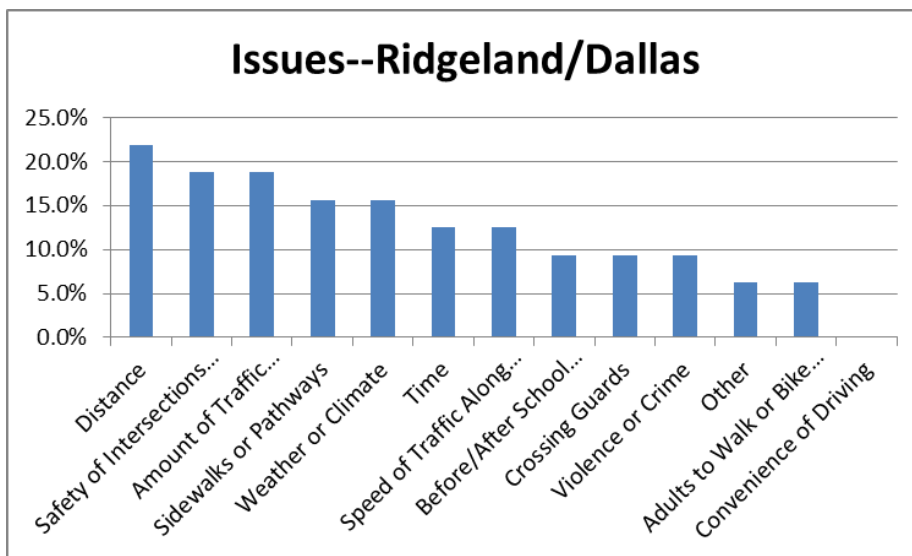
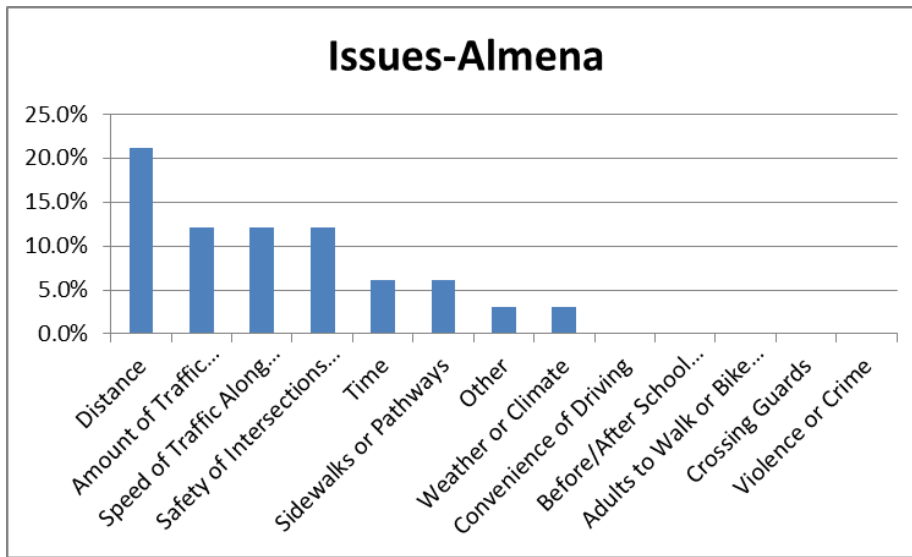
Figure 2
Travel Mode to/from School



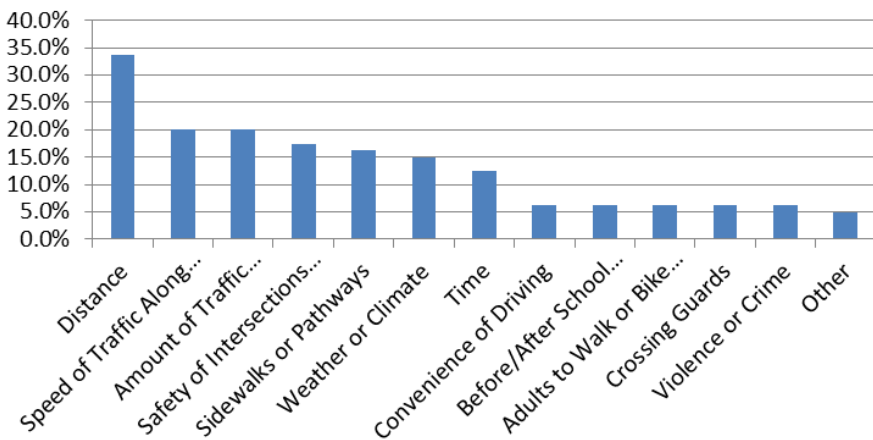


In many instances distance is the most prevalent barrier to get students to walk and bike to/from school, as many students live outside the communities. However, looking at the different reasons why students do not walk or bike to/from school can help a community decide what strategies they should implement to get more students to walk and bike. Figure 3 shows what issues parents considered in their decision for their kids to not walk or bike. Respondents could check as many issues as applied. Distance was the issue that scored the highest in each school. Traffic and intersection issues also ranked very high in each school as well. It should be noted that traffic and intersection safety are things that can be addressed and mitigated.

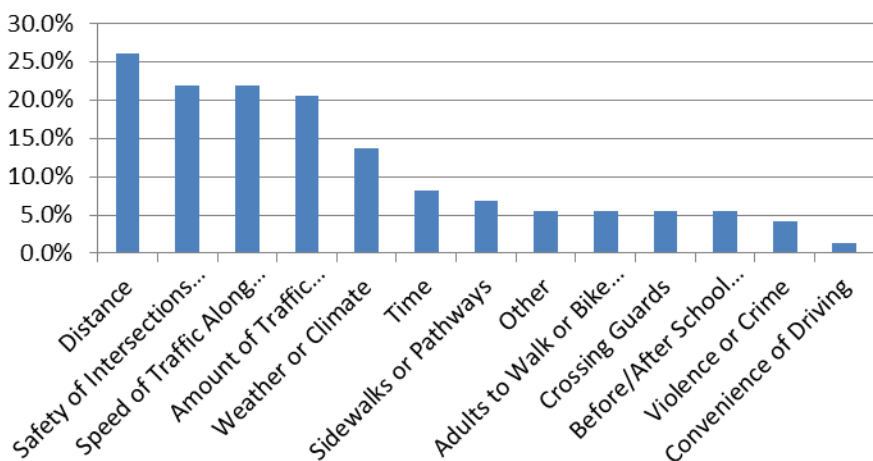
**Figure 3
Travel Mode Decisions**



Issues--Woodland



Issues--Riverview



Walking/Biking Audit

A walking/biking audit was conducted in the area surrounding the four schools, roughly within a ¼ mile radius of each school. The audit consisted of an AM and PM audit for Riverview and Woodland and AM audits for Almena and Ridgeland/Dallas. Task Force members met before the audit to learn about SRTS and the types of things they should be looking for in the immediate vicinity of the schools and surrounding neighborhoods and streets. This section includes a summary of the specific items that were observed and noted during the audit. Walking and biking barriers for each school can be found in Figure 4.



County Highway 25 travels through Ridgeland. The school is on the east side of the highway, and the majority of residences are on the west side of the highway. Traffic often does not travel the posted speed limit.

General findings

The major issue that was found during the walking/biking audit was that a lack of sidewalks and safe crossings at intersections are barriers of walking and biking to and from school. In addition, U.S. Highway 8 is a major barrier in the City of Barron. Local highlights of the audit included:

Almena

- Intersection of Lulu and Washington needs to be improved.
- County Highway P has high volumes of traffic.
- Identification of school zones is lacking.

Ridgeland

- The State Highway 25 and Main St. intersection is a dangerous crossing. Traffic travels fast and there is little designation of the crossing.
- The Elliot St. and Main St. intersection is dangerous and is viewed as a barrier.

Woodland Elementary School

- The Pine St. and Woodland Ave. intersection includes the parking lot exit. This intersection is dangerous.
- Woodland Ave. between the Elementary School and Memorial Dr. is not well defined as a school zone.
- Memorial Dr. from La Salle



Memorial Drive is wide, has no sidewalks, and has two unsafe intersections: La Salle and Woodland.

Ave. to Woodland Ave. does not have sidewalks and the Memorial and La Salle intersection is dangerous.

- Oak St. has no sidewalks and crosswalks.

Riverview Middle School

- The pick-up area in front of school can be improved.
- The River Ave. and North Mill St. intersection is a barrier with vehicle speed, wide roads, and a need for more signage.
- Properties in close proximity are viewed as barriers to walking and biking to/from school due to perceived and/or actual activity.



River Ave. looking west towards Middle School. Cross street is N. Mill St.

Existing Policies and Practices

Both the School District and the communities have various policies and practices that directly or indirectly affect how students get to and from school. The most direct affect is the school district's busing policy, which allows most students to ride the school bus. Specifically in the City of Barron, all students who need to cross U.S. Highway 8 can take a school bus.

In the past, the City did not require that sidewalks be provided in the construction of any development. However, this has recently changed. The City now requires all new development to include "Complete Streets" design, which requires sidewalks. Also, the Barron Police Department has worked with students in the past with a safe biking class.

Traffic

Traffic volumes are not particularly high on the streets adjacent to the schools. However, several streets that students have to cross have high volumes and/or high speeds. This is specifically true for U.S. Highway 8 in Barron, County Highway P in Almena, and County Highway 25 in Ridgeland. In addition, the La Salle Ave. and Memorial Dr. intersection is often difficult for pedestrians and bikes immediately before and after school.

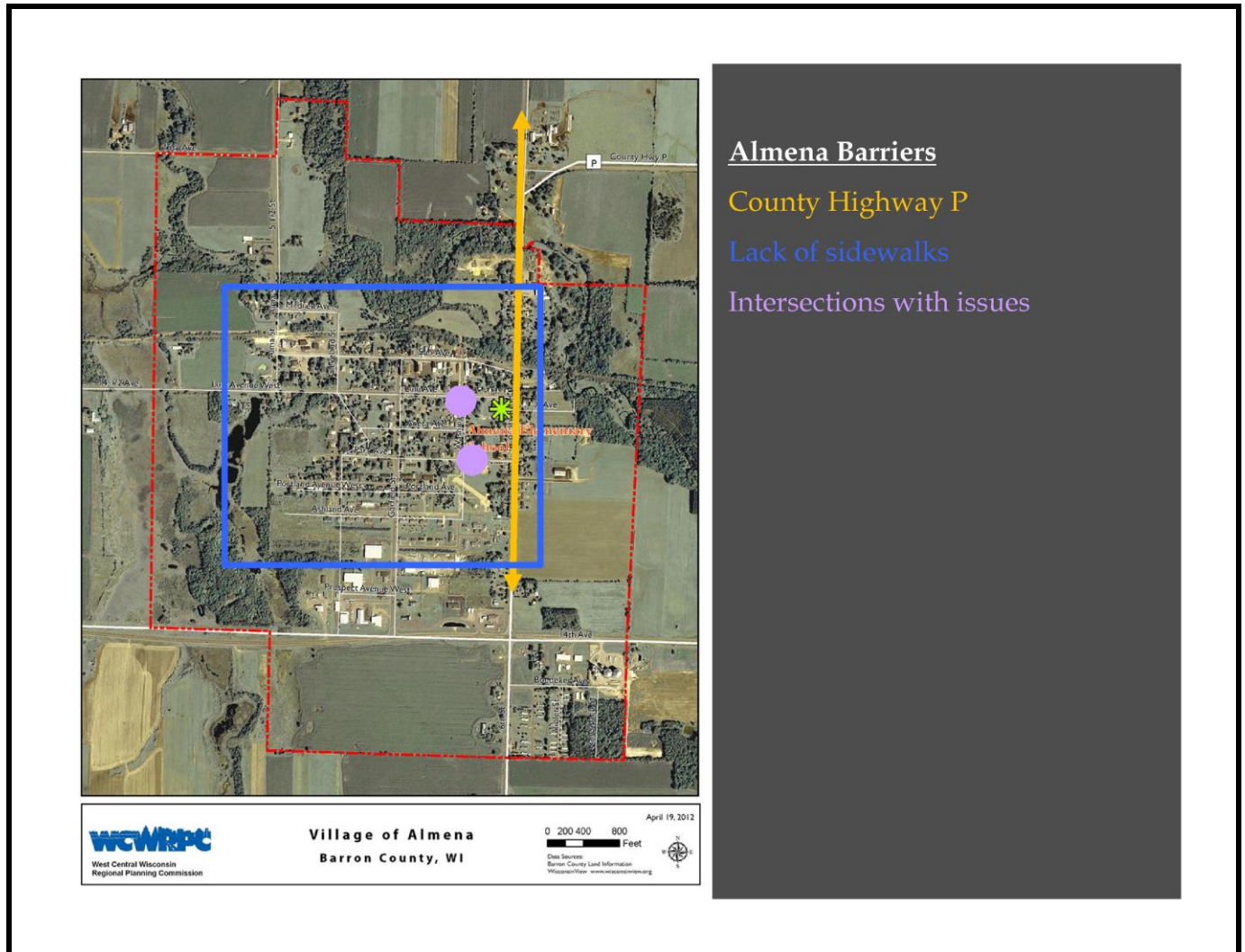
The average daily traffic on County Highway P in Almena is 1,500 (2011). The average amount of daily traffic on State Highway 25 in Ridgeland is 2,100 (2011). The average amount of daily traffic on U.S. Highway 8 in Barron ranges from 8,200 to 13,000 (2011). There is also significant traffic on many streets that connect and run perpendicular to U.S. Highway 8. A noteworthy street due to the location of the Middle School is Mill St. with 1,600 daily vehicles north of U.S. Highway 8 and up to 4,300 south of the highway (2011). It also should be noted that Memorial Dr. has 2,100 vehicles (2003).

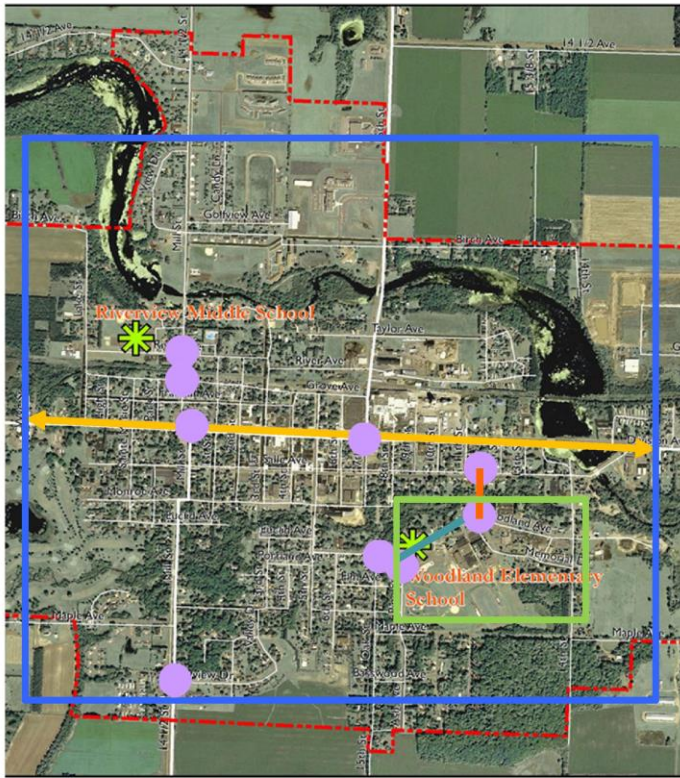
The City of Barron has averaged approximately one traffic accident a year that involves a pedestrian or bicyclist. These accidents often happen along the U.S. Highway 8 corridor.

School Buses

At this time, the bus loading zones are in locations that have been working well for the respective schools. However, a review of operating practices should be looked at with the intent to make the areas around buses also safe for walkers and bikers.

Figure 4
Walking and Biking Barriers





City of Barron
Barron County, WI

Barron Barriers

U.S. Highway 8

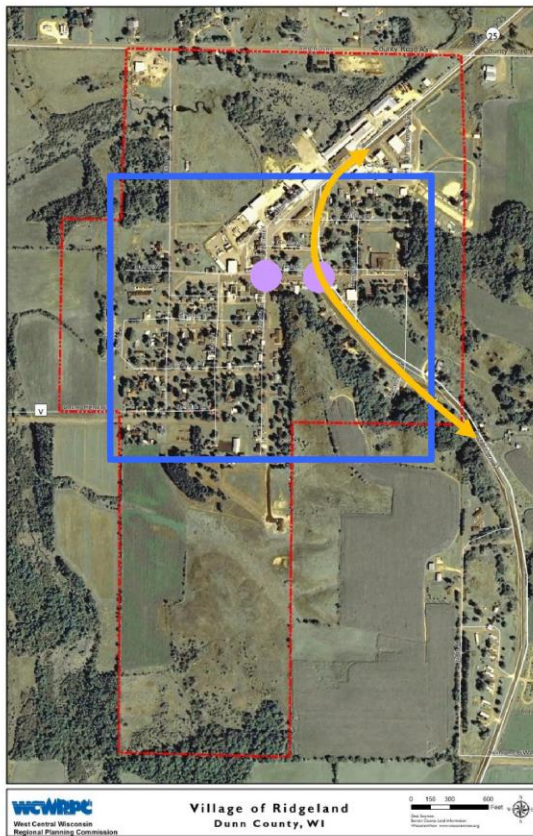
Lack of sidewalks

Intersections with issues

Woodland Ave.

Memorial Dr.

Schools, Community Center,
Hospital Complex



Ridgeland Barriers

State Highway 25

Lack of sidewalks

Intersections with issues

Other Plans

When a community has a comprehensive plan, transportation sections should promote walking and biking. School-related walking and biking should be addressed in the goals, objectives, and policies of a comprehensive plan and should be consistent with the goals of this SRTS plan. There is no specific mention of Safe Routes To School in the Transportation Chapter of the City of Barron Comprehensive Plan. However, there is language that values and promotes pedestrian and bicycle facilities.

Recommended Strategies

Barron Area School District

Numerous strategies are recommended for the three communities and Barron Area School District. It is important to remember that a community that is safe for students to walk and bike to school is also a walkable and livable community for everyone. The communities, especially Barron, face some particularly hard challenges to safe walking and biking. The communities are of a size that virtually all students who live within the City/Village limits should be able to walk and bike to school, and at one time did so. However, the lack of sidewalks and high traffic volume before and after school along specific streets, has created communities where most children use a private automobile and/or school bus. Most of the issues for the three communities are not unique. Five examples of how some corridors and intersections could look after mitigation are located in Figures 6-10.

Education

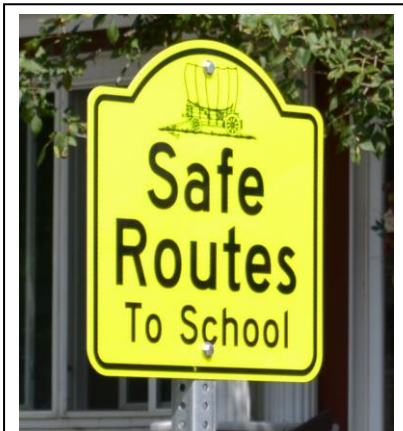
- Write an article in the community newspapers stating that the SRTS plan was completed. (immediate)
- Educate high school students regarding the importance of safe driving around schools. (immediate)
- Install a sign near the entrance to the communities that say they are SRTS communities. (short-term)
- Include traffic/pedestrian law articles or facts to educate in school newsletters. (immediate)
- Create a map that shows distances by walking, calories burned, and designated safe routes. Distribute annually. (immediate)
- Promote SRTS on city, school district, bike club (and other) websites and city maps. (immediate)

Encouragement

- Continue, review, and, if needed, expand the current plan for snow removal in the SRTS corridors. (immediate)
- Hold annual bicycle rodeos. This would include a bike safety course, safety equipment education, and incentives including a raffle, reduced price helmets, etc. (immediate)
- Expand current 2nd grade Woodland bike safety class to Almena and Ridgeland and after-school programs. (short-term)
- Distribute reflectors and educate students on the importance of reflectors. Cost could be offset by local businesses and non-profit organizations within the school district. (short-term)
- Collaborate with community organizations (outdoor groups, health organizations, bike club, etc.) to promote walking/biking. (immediate)
- Organize a walking school bus from strategic locations (across U.S. Highway 8, across County Highway 25, by properties of concern, etc.). (immediate)
- Continue to have adult crossing guards at current locations. Continue to assess other locations. Continue to train crossing guards. (immediate)
- Promote SRTS through fitness speakers (athlete/coach from High School, UW system, etc.). (short-term)
- Address properties that have been mentioned as issues for kids to walk and bike past. (short-term)
- Explore possibilities of purchasing bikes for P.E. classes for middle school and older elementary school students. (short-term)
- Encourage partnerships with Barron Area Community Center and Boys and Girls Club. (short-term)

Enforcement

- Enforce speed limits. (immediate)
 - Barron – HWY 8, Oak St., Mill St., Woodland Ave., La Salle Ave.
 - Ridgeland – HWY 25
 - Almena – HWY P
- Enforce all parking/pick-up areas in front of schools (including illegal U-turns). (immediate)
- Install new parking/drop-off signage in front of schools. (short-term)
- Investigate activity that is currently deterring walking and biking to/from school. (short-term)
- Eliminate on-street parking at the LaSalle Ave. and Memorial Dr. intersection during before and after school times. (immediate)
- Acquire and utilize safety-green in-street pedestrian signs. (short-term)
 - Almena – in Lulu Ave. in front of school
 - Barron – in Woodland Ave., Intersections: River Ave./Mill St., Mill St./HWY 8, Woodland Ave./Memorial Dr., 7th St./HWY 8, Memorial Dr./La Salle Ave.
 - Ridgeland – Main St./HWY 25 intersection



A SRTS street sign in De Smet, SD. The sign uses De Smet's theme of a covered wagon with the Laura Ingalls Wilder words "Little Town On The Prairie" theme.

Engineering

- Require all future development to meet SRTS policies and needs. (medium-term)
- Require all future surrounding development to have adequate pedestrian/bicycle trail and feeder system to the school. (medium-term)
- Where they do not currently exist, construct sidewalks along all SRTS routes in Figure 5. If existing sidewalks are in poor condition, they should be improved. Also, research feasibility for bicycle lanes. (medium-term)
- Locate new safety-green colored pedestrian and school zone signs, and painted crosswalks at all Improved Intersections labeled in Figure 5. (short-term)
- Improve bicycle parking areas/facilities with covered bike parking and student art. (medium-term)
- Locate SRTS signs that have a specific theme along SRTS corridors. This could include community theme and/or school age interests. (medium-term)

City of Barron Specific

- Address lack of sidewalk issue specifically along Memorial Dr. from La Salle to Woodland. (immediate)
- Install school zone signs and speed signs along Woodland Ave. from west of Oak St. to east of Memorial Dr. Install school zone signs and speed signs along LaSalle Ave. east and west Memorial Dr. and along Memorial Dr. (short-term)
- Research options (bump-outs, round-about, traffic circle, four-way stop, etc.) and implement action item(s) for 1) Pine St., Woodland Ave., and school entrance intersection and 2) Mill St. and River Ave. (short-term)



Covered bicycle parking in Tomelilla, Sweden.

- Work with Wisconsin DOT to research additional options (flashing lights, school zone signs, reduced MPH during school hours, etc.) and implement action items for U.S. Highway 8 intersection crossings. (immediate)
- Work with Canadian National Railroad to enhance the N. Mill St. railroad crossing. (immediate)

Village of Almena Specific

- Research effectiveness of a four-way stop at Washington St. and Lulu Ave. (short-term)

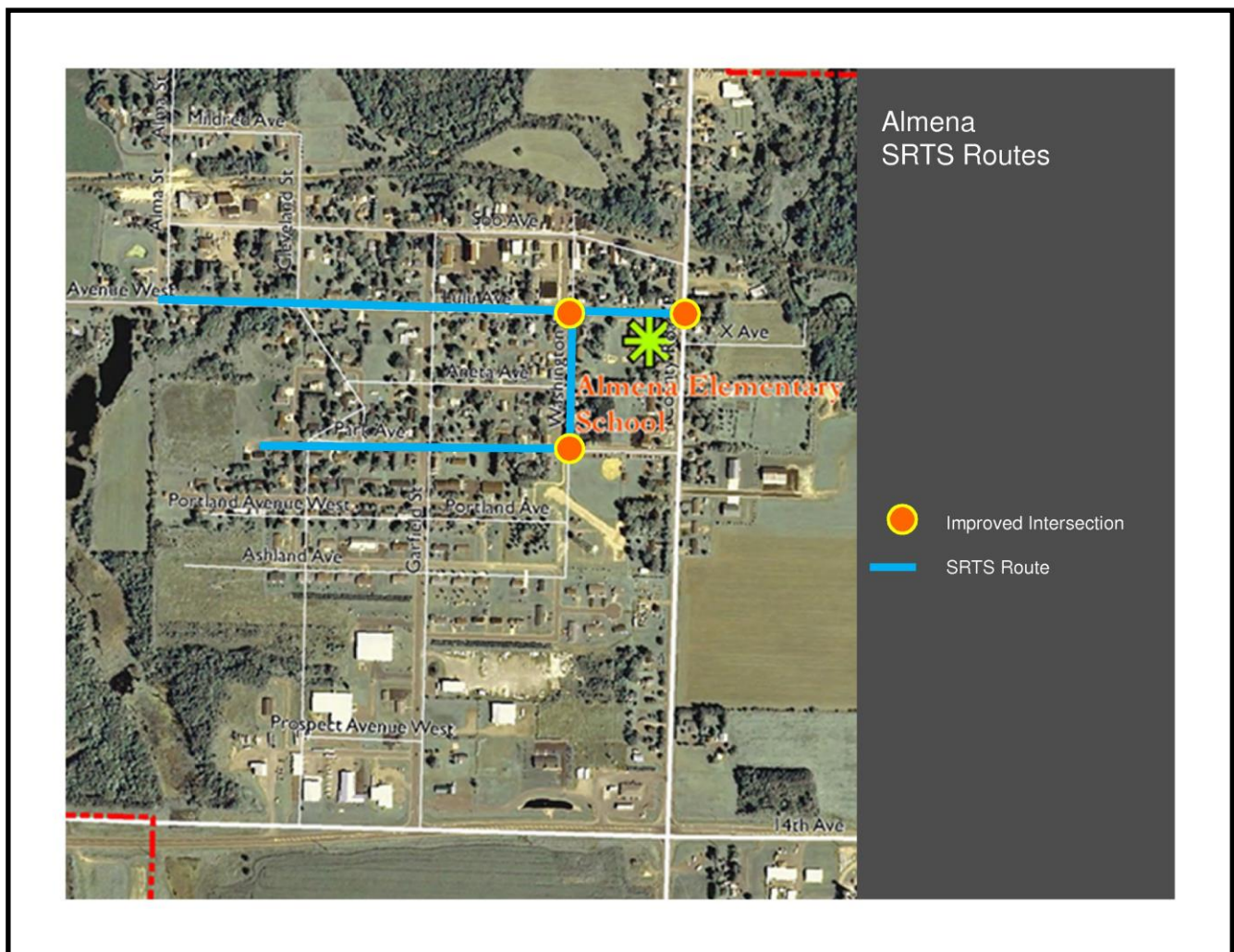
Village of Ridgeland Specific

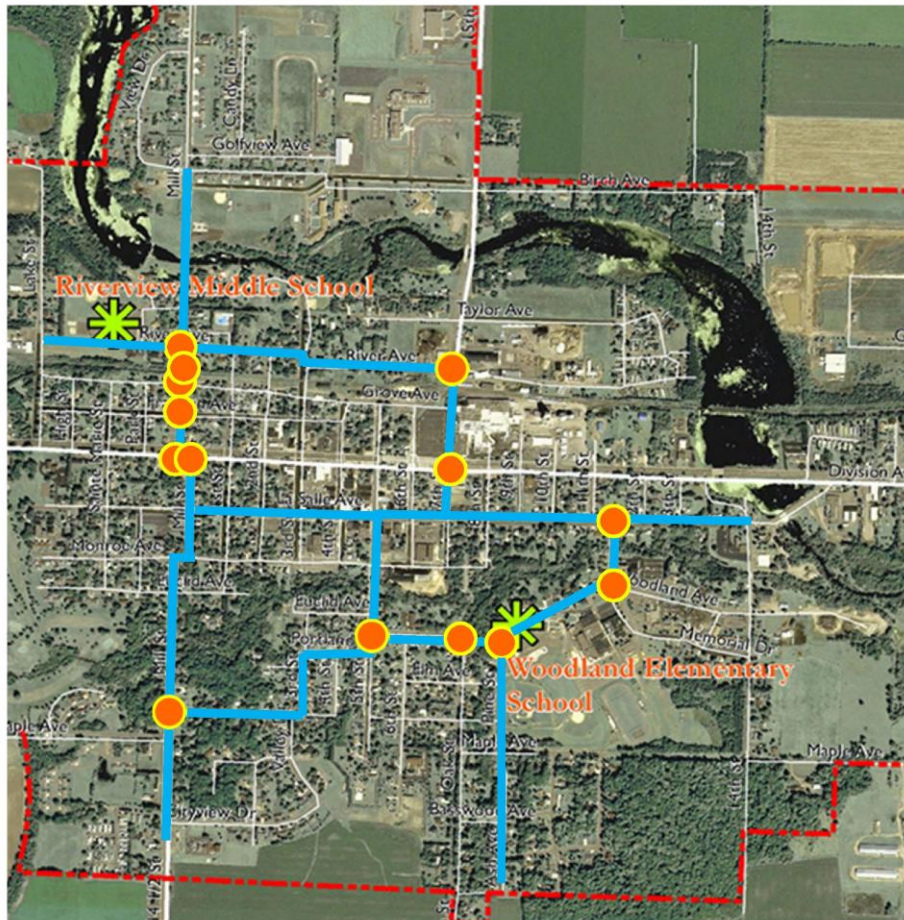
- Locate yellow flashing lights on State Highway 25 north and south of Main St. The lights would flash from early morning to after school. (short-term)

Evaluation



- Acquire and evaluate traffic counts around schools every two years. (immediate)
- Acquire and evaluate traffic accident information every two years. (immediate)

**Figure 5
Proposed Pedestrian Systems**





Barron
SRTS Routes

-  Improved Intersection
-  SRTS Route



Ridgeland SRTS Routes



-  Improved Intersection
-  SRTS Route

Figure 6
Almena Improvements – Lulu Ave. / Washington St.



Figure 7
Barron Improvements – Memorial Dr. / Woodland Ave.



Figure 8
Barron Improvements – Woodland Elementary School Entrance



Figure 9
Barron Improvements – River Rd. / N. Mill St.



Figure 10
Ridgeland Improvements – County Highway 25



Implementation

In order for the recommendations included in this SRTS plan to become reality, it is important that the SRTS Task Force remain active. The group's role will be to coordinate, track, and evaluate projects, programs, and grant applications. They will serve as the champion of SRTS in Alma, Barron, and Ridgeland.

In the list of recommendations, the strategies all have a stated timeframe. There are three different timeframes: immediate (2014), short-term (2015), and medium-term (2016-2017). The immediate projects are those that can be implemented without the need for specific grant funds or large coordinative efforts. The short-term category includes those projects that may require some planning to include in school curriculum during 2014 or 2015 or would be eligible for upcoming grant cycles, such as DOT TAP grants. Projects included in the medium-term are longer term projects that either require more coordinative effort, design time, or may need more complex funding schemes. With the correct pre-planning and coordinated effort, some of these could start sooner.

The following is a list of criteria that could be used by the SRTS Task Force. During the planning process, it was discussed that several strategies were of high priority. It is planned that over the coming months and years, the SRTS Task Force will update what strategies are highest priorities. In addition, it should be noted that some strategies that can be accomplished easily, even though they are not the highest priority can and should be implemented if the resources are available.

1. Safety
2. Ease of Implementation
3. Usage
4. Cost
5. Healthy Outcomes
6. Time Required

The engineering strategies of highest priority include:

- Memorial Drive. (Barron)
- Crossing U.S. Highway 8. (Barron)
- Woodland Ave. / Pine St. intersection (Barron)
- River Ave. and N. Mill St. intersection (Barron)
- Crossing County Highway 25. (Ridgeland)
- Washington St. and Lulu Ave. intersection (Alma)

Funding programs and abbreviations are described in the following pages. This is not intended to be an exhaustive list, as new programs concerning the health and safety of children are being established every year, but gives a starting point for some of the major programs that are currently available. It is important to partner with local service groups, as well as organizations with children's health and safety as their mission.

The best means of implementation is an organized and diligent task force working to bring the three communities and School District together and guide them toward the goal of becoming Safe Routes to School communities.

Funding and Resources

Additional funding

Safe Routes to School (SRTS) — (part of the Transportation Alternatives Program-TAP)

The Wisconsin Safe Routes to School Program provides funding for planning, infrastructure and non-infrastructure projects within two miles of an elementary or middle school (kindergarten through eighth grade). For information about the guidelines and funding cycles, contact the program coordinator: Wisconsin Safe Routes to School Coordinator, E-mail: srts@dot.state.wi.us

Bicycle Safety – Rodeo (BS-R)

This grant is intended to provide one-time funding that will contribute to a community's ability to set-up a bicycle-training rodeo or similar hands-on event. The purpose of this event is to teach safe bicycling operation, skill and judgment to elementary and middle school children and their parents. Many of the skills and attitudes developed in this training are precursors for skills and attitudes necessary for safe driving. For more information, contact: Larry Corsi, Wisconsin Bureau of Transportation Safety, Phone: (608) 267-3154, E-mail: larry.corsi@dot.state.wi.us

Pedestrian Road Show-Walking Workshop (PRSWW)

The Pedestrian Road Show-Walking Workshop provides funding to communities that are working on local expertise and on-going commitment to increase public safety by reducing pedestrian related traffic crashes and injuries while improving the community's Walkability. The grantee will arrange a Pedestrian Road Show/Walking Workshop with a trained facilitator from a Bureau of Transportation Safety list. The Pedestrian Road Show/Walking Workshop is the initial event to a pedestrian improvement commitment by this community. The invitation of community leaders encourages the formation of a local group of pedestrian advocates and experts to focus on identifying and solving potential problems that affect pedestrian safety and walkability in the local community. They also identify good pedestrian environments and determine how those can be replicated in the less desirable locations for pedestrians. For more information, contact :Larry Corsi, Wisconsin Bureau of Transportation Safety, Phone: (608)267-3154, E-mail: larry.corsi@dot.state.wi.us

Teaching Safe Bicycling (TSB)

This training is normally scheduled in April and designed to work with teachers, YMCA staff, summer program instructors, law enforcement officers, programs and organizations putting on bike rodeos and people interested in teaching safe bicycling to children. This is a one - day course at no cost to the participants. The course teaches attendees how and why children are different from adults when it comes to bicycling and what the most common child bicycle crashes are. It also provides useful information that can be used at future training sessions, hands on training for participants and strategies for developing better ideas and methods for teaching children. Sponsors will also receive useful safety materials for children. For more information, contact : Larry Corsi, Wisconsin Bureau of Transportation Safety, Phone: (608)267-3154, E-mail: larry.corsi@dot.state.wi.us

Wisconsin Pedestrian and Bicycle Law Enforcement Training Course

This two - day course provides Wisconsin law enforcement officers with the training and information that they need to manage traffic for pedestrian and bicycle safety and enjoyment in their communities. It will explain the causes of crashes and the chief countermeasures for preventing these crashes, teach Wisconsin laws and statutes relating to pedestrians and bicyclists and provide hands on training. For more information, contact: Larry Corsi, Wisconsin Bureau of Transportation Safety, Phone: (608)267-3154, E-mail: larry.corsi@dot.state.wi.us

Local Transportation Enhancements (TE) (part of the Transportation Alternatives Program-TAP)

The Transportation Enhancements program funds projects that increase multi-modal transportation alternatives and enhance communities and the environment. Federal funds administered through this program provide up to 80% of costs for a wide variety of projects including "provision of facilities for bicycles or pedestrians" and "provision of safety and educational activities for pedestrians and bicyclists." Projects must meet federal and state requirements. Local governments with taxing authority, state agencies and Indian tribes are eligible for funding. A project sponsor must pay for a project and then seek reimbursement for the project from the state. Federal funds will provide up to 80% of project costs, while the sponsor must provide at least the other 20%. For more information, contact : John Duffe, Department of Transportation, Phone: (608) 264-8723, E-mail: john.duffe@dot.state.wi.us

Recreational Trails Program (RTP)

Funding for the Recreational Trails Program (RTP) is provided through federal gas excise taxes paid on fuel used by off - highway vehicles. Towns, villages, cities, counties, tribal governing bodies, school districts, state agencies, federal agencies and incorporated organizations are eligible to receive reimbursement for development and maintenance of recreational trails and trail-related facilities for both motorized and non-motorized recreational trail uses. Eligible sponsors may be reimbursed for up to 50 percent of the total project costs. <http://www.dnr.state.wi.us/org/caer/cfa/LR/Section/rectrails.html>

Green & Healthy Schools Program (GHSP)

Green & Healthy Schools is a Web-based, voluntary program available to all public and private elementary, middle and high schools across Wisconsin. The program encourages teachers, staff, students and parents to work together to use the school, its grounds and the whole community as learning tools to teach, promote and apply healthy, safe and environmentally sound practices. *Green & Healthy Schools* is an integrated program that addresses many of the same issues as *Safe Routes to School* such as transportation alternatives, improved air quality, a safe transportation environment and community involvement. Small grants are available for schools that show a commitment towards these goals. *For more information, visit:*

www.dnr.wi.gov/greenandhealthyschools or contact: Carrie Morgan, Wisconsin Department of Natural Resources, Phone: (608)267-5239, E - mail: carrie.morgan@dnr.state.wi.us, Elizabeth Kane, Wisconsin Department of Public Instruction, Phone: (608)266-2803, E-mail: elizabeth.kane@dpi.state.wi.us

School Health Education and Physical Activity

Physical activity involves the development, implementation, and evaluation of school - based, school - linked efforts to increase exercise among students, staff, and community. There are a number of ways the Department of Public Instruction is addressing this important issue. *Movin' and Munchin' Schools* is one such program that addresses this issue. It is a DPI sponsored program to engage families in physical activity and healthy eating by having students and their families count moving miles based on the amount of physical activity they complete, and the food choices a person makes. *To find out more about how your school can begin a Movin' and Munchin' Schools program contact:* Jon Hisgen, E-mail : jon.hisgen@dpi.state.wi.us, Web:

<http://dpi.wi.gov/sspw/pdf/movnmunchn.pdf>

Wisconsin Medical Society Public Health Grant

Up to \$15,000 is awarded to organizations with innovative programs to promote controllable (modifiable) lifestyle choices affecting health with a focus on prevention and incorporating principles of public health. Preference will be given to programs that will ultimately be self-sustaining and encourage appropriate partnerships and/or collaboration. More information is online at www.wisconsinmedicalsociety.org.

Dane County Bicycle Association (DCBA)

The mission of this foundation is to provide a perpetual source of grant funding for projects and initiatives that will improve the quality, scope and effectiveness of bicycling education, usage and advocacy in Wisconsin. DCBA has provided funding for a variety of bicycling projects, ranging from bicycle facilities, to bicycle advocacy efforts, to programs that promote bicycling among children as a healthy and rewarding activity, to books of popular bicycle touring routes. Although the amounts of individual grants and loans vary, on average DCBA awards a total of \$10,000 per year for bicycling-related projects. Grants are awarded to organizations throughout the state of Wisconsin. More information is online at: www.danecountybicycle.org

Bikes Belong (BB)

Bikes Belong accepts requests for funding of up to \$10,000 for facility, capacity, and education projects.

Visit www.bikesbelong.org and click on the 'grants program' link on the left side toolbar for more information.

General Mills Champions for Healthy Kids

In partnership with the American Dietetic Association Foundation and the President's Challenge, the General Mills Foundation developed the Champions for Healthy Kids grant program in 2002. Each year, the Foundation awards 50 grants of \$10,000 each to community-based groups that develop creative ways to help youth adopt a balanced diet and physically active lifestyle. Web:

<http://www.generalmills.com/corporate/commitment/champions.aspx> for more information.

Community Academic Partnership Fund

For information about this funding source: <http://wphf.med.wisc.edu/index.php>

Related Programs

National SAFE KIDS Campaign

The National SAFE KIDS Campaign is a national nonprofit organization dedicated exclusively to the prevention of unintentional childhood injuries (motor vehicle crashes, fires and other injuries), which is the number one cause of death of children under the age of 14. The Campaign's aim is to stimulate changes in attitudes, behavior and the environment. Since its inception in 1998, the Campaign has focused on developing injury prevention strategies-conducting public outreach and awareness campaigns, stimulating hands - on grassroots activity and working to make injury prevention a public policy priority. The National SAFE KIDS Campaign and program sponsor FedEx Express developed SAFE KIDS Walk this Way in 2000 to bring national and local attention to pedestrian safety issues. The SAFE KIDS Walk This Way program involves *Walk to School Day* events, data collection, school pedestrian safety committees and community pedestrian safety task forces. The Campaign relies on the support of more 300 grassroots coalitions in all 50 states, the District of Columbia and Puerto Rico to reach out to local communities. For more information, visit: <http://www.safekids.org/>

School Wellness Policy

With the passing of the Child Nutrition and WIC Reauthorization Act of 2004, school districts participating in federally subsidized child nutrition programs (e.g., National School Lunch Program, School Breakfast Program, Special Milk Program and After School Snack Program) will be required to establish a local school wellness policy by the beginning of the 2006-07 school year. Part of Wisconsin's School Wellness Policy requires schools to set goals for physical activity for their students. *Safe Routes to School Programs* will help meet these goals. For more information visit: <http://dpi.wi.gov/fns/wellnessplcy.html>

Governor's School Health Award

Governor Doyle and State Superintendent Burmaster have initiated the Governor's School Health Award recognizing and celebrating schools with policies, programs, and the infrastructure to support and promote among other things physical activity and parental and community involvement. The goal of this award is to motivate and empower Wisconsin schools as they create and maintain healthy school environments. Walking and biking to school is a step in the right direction in meeting the goals of the award. For more information on how your school can apply for the award, visit <http://www.schoolhealthaward.wi.gov/>

Nutrition and Physical Activity Program

The Nutrition and Physical Activity Program encourages healthy eating as well as increased physical activity among students. One of its strategies is to institute school policies that increase student activity such as getting more children walking and biking to school or starting *Safe Routes to School Programs*.

For more information, visit <http://dhfs.wisconsin.gov/health/physicalactivity/>

Comprehensive School Health Program

Healthy Children are Better Learners! Because of this, the DPI, in partnership with others, is implementing a Comprehensive School Health Program (CSHP) initiative that supports such programs in school communities throughout the state to develop healthy, resilient, successful learners. The initiative includes providing grants, staff development, and technical assistance (described in other sections) as well as building a strong state support system for CSHP. This support system includes communications, intra- and interagency collaboration, funding, policies, and resources. Current state level partners include the American Cancer Society-WI Division, Children's Health Alliance of Wisconsin, Governor's Council on Fitness and Health, University of Wisconsin, Wisconsin Clearinghouse for Prevention Resources, Wisconsin Congress of Parents and Teachers (PTA),

Wisconsin Department of Health and Family Services, Wisconsin School Health Coalition, cooperative educational service agencies (CESAs), and a variety of professional organizations.

<http://dpi.wi.gov/sspw/chspprog1.html>

Other Resources

Bicycle Federation of Wisconsin (BFW)

The Bicycle Federation of Wisconsin (BFW) is a statewide, nonprofit, bicycle advocacy organization with more than 2,500 members working to make Wisconsin a better place to bicycle. The BFW is actively involved with SRTS Programs. For more information, visit www.bfw.org/

Wisconsin Walks

Wisconsin Walks promotes walking for transportation, health and recreation and collaborates with individuals and communities to create walkable places that are delightful, safe and accessible for everyone. Wisconsin Walks is actively involved with SRTS Programs. For more information, visit www.wisconsinwalks.org/

Active Living by Design

Active Living by Design is a national program of The Robert Wood Johnson Foundation and was established to create and promote environments that make it safe and convenient for people to be more physically active. The goal of Active Living by Design is to encourage changes in design, transportation and policies to cultivate and support active living, a way of life that integrates physical activity into daily routines. For more information, visit www.activelivingbydesign.org

Kid Power

A program that works to develop a wide range of upbeat, effective community violence prevention and self esteem building services. For more information, visit www.kidpower.org

America on the Move

America On the Move Foundation (AOM) is a national non-profit organization. Their mission is to improve health and quality of life by promoting healthful eating and active living among individuals, families, communities and society. Find out more at www.americaonthemove.org

YMCA Activate America

YMCA Activate America is a long - term public health initiative of the YMCA movement that is focused on making healthy living a reality for millions of Americans. This initiative is the YMCA's response to America's growing obesity, chronic disease and health care crisis. For more information, ask you local YMCA or visit www.ymca.net/activateamerica

Girls on the Run

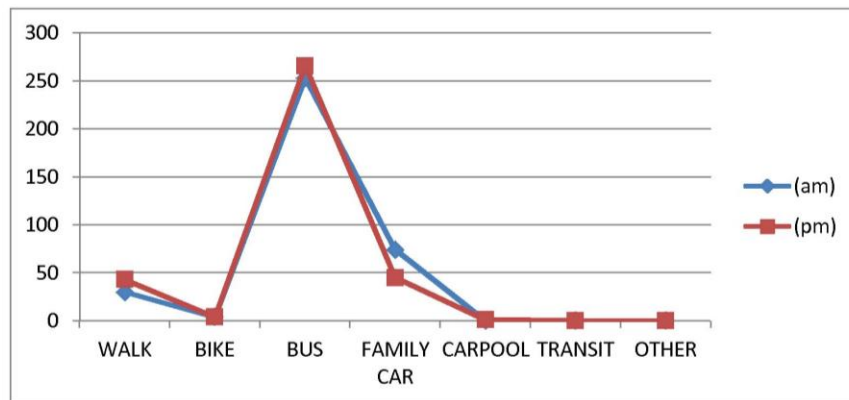
Girls on the Run is a non - profit prevention program that encourages preteen girls to develop self – respect and healthy lifestyles through running. Girls on the Run International (GOTRI) is the parent organization of more than 120 Girls on the Run councils across the United States and Canada. GOTRI establishes, trains and supports a network of community - level councils with local volunteers. The volunteers serve as role models to the girls through coaching the 12 - week, 24 lesson curricula. The curriculum is delivered in these areas through after - school programs, recreation centers and other non-profit settings. For more information, visit www.girlsontherun.org

Appendix A

Teacher/Classroom Surveys

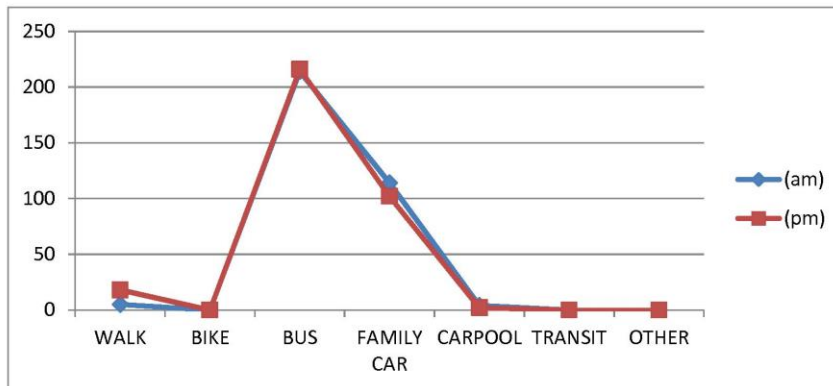
STUDENT ARRIVAL AND DEPARTURE TALLEY SHEET - ALMENA ELEMENTARY

TOTAL	WALK	BIKE	BUS	FAMILY CAR	CARPOOL	TRANSIT	OTHER
Grade 4K							
29 (am)	1	0	19	9	0	0	0
28 (pm)	0	0	22	6	0	0	0
Grade K							
61 (am)	6	0	47	8	0	0	0
61 (pm)	5	0	44	12	0	0	0
Grade 1							
70 (am)	5	4	47	14	0	0	0
70 (pm)	7	4	49	10	0	0	0
Grade 2							
86 (am)	5	0	67	14	0	0	0
86 (pm)	9	0	69	8	0	0	0
Grade 3-4							
115 (am)	13	0	73	29	0	0	0
114 (pm)	22	0	82	9	1	0	0
TOTAL							
(am)	30	4	253	74	0	0	0
(pm)	43	4	266	45	1	0	0



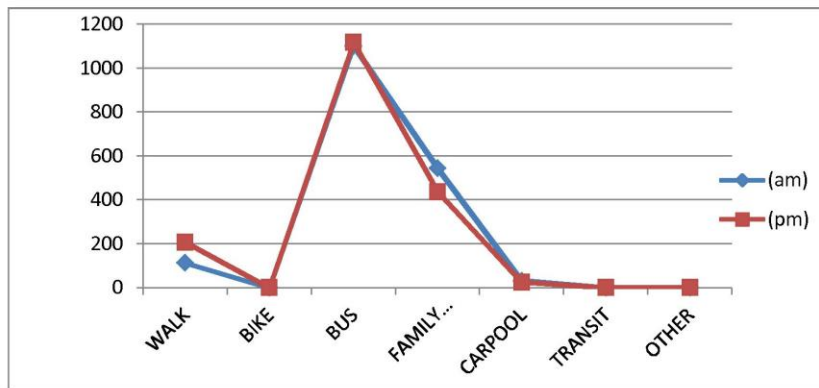
STUDENT ARRIVAL AND DEPARTURE TALLEY SHEET - RIDGELAND/DALLAS

TOTAL	WALK	BIKE	BUS	FAMILY CAR	CARPOOL	TRANSIT	OTHER
Grade 4K							
12 (am)	0	0	10	2	0	0	0
12 (pm)	1	0	9	2	0	0	0
Grade K							
51 (am)	0	0	42	9	0	0	0
51 (pm)	0	0	38	13	0	0	0
Grade 1							
50 (am)	0	0	29	17	4	0	0
51 (pm)	3	0	35	11	2	0	0
Grade 2							
86 (am)	1	0	45	40	0	0	0
86 (pm)	2	0	47	37	0	0	0
Grade 3							
58 (am)	4	0	37	17	0	0	0
58 (pm)	7	0	38	13	0	0	0
Grade 4							
80 (am)	0	0	51	29	0	0	0
80 (pm)	5	0	49	26	0	0	0
	WALK	BIKE	BUS	FAMILY CAR	CARPOOL	TRANSIT	OTHER
(am)	5	0	214	114	4	0	0
(pm)	18	0	216	102	2	0	0

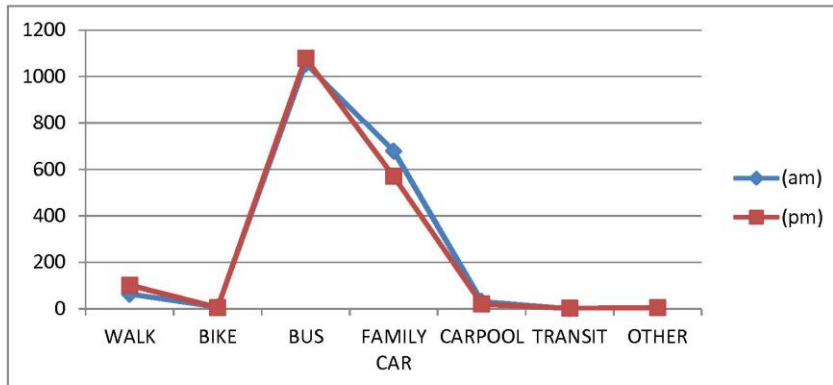


STUDENT ARRIVAL AND DEPARTURE TALLEY SHEET - RIVERVIEW

TOTAL	WALK	BIKE	BUS	FAMILY CAR	CARPOOL	TRANSIT	OTHER
Grade 5-8 SPECIAL							
32 (am)	0	0	27	4	1	0	0
32 (pm)	1	0	25	6	0	0	0
Grade 5							
468 (am)	27	0	297	134	10	0	0
468 (pm)	50	0	288	117	13	0	0
Grade 6							
462 (am)	28	0	271	153	9	0	1
457 (pm)	79	0	286	87	4	0	1
Grade 7							
395 (am)	23	0	248	119	5	0	0
396 (pm)	35	0	261	95	5	0	0
Grade 8							
432 (am)	35	0	257	134	6	0	0
432 (pm)	41	0	257	131	3	0	0
	WALK	BIKE	BUS	FAMILY CAR	CARPOOL	TRANSIT	OTHER
(am)	113	0	1100	544	31	0	1
(pm)	206	0	1117	436	25	0	1



STUDENT ARRIVAL AND DEPARTURE TALLEY SHEET - WOODLAND ELEMENTARY							
TOTAL	WALK	BIKE	BUS	FAMILY CAR	CARPOOL	TRANSIT	OTHER
Grade EC/4K							
368 (am)	10	0	201	154	3	0	0
368 (pm)	10	0	252	101	5	0	0
Grade K							
179 (am)	0	0	125	48	6	0	0
175 (pm)	5	0	136	32	0	2	0
Grade K-1							
402 (am)	7	0	253	120	17	0	5
402 (pm)	10	0	238	135	14	0	5
Grade 1-4							
138 (am)	12	7	53	66	0	0	0
137 (pm)	23	5	51	58	0	0	0
Grade 2							
259 (am)	7	0	143	109	0	0	0
245 (pm)	13	0	140	92	0	0	0
Grade 3							
234 (am)	17	0	141	75	1	0	0
212 (pm)	15	0	126	71	0	0	0
Grade 4							
260 (am)	10	0	139	107	4	0	0
243 (pm)	25	0	136	81	1	0	0
	WALK	BIKE	BUS	FAMILY CAR	CARPOOL	TRANSIT	OTHER
(am)	63	7	1055	679	31	0	5
(pm)	101	5	1079	570	20	2	5



Parent Surveys

SURVEY ABOUT WALKING AND BIKING TO SCHOOL

Comments from Parents

School	Comments
Riverview Middle School	More effective guards.
Riverview Middle School	I will not allow my kids to walk or bike to middle school because of crossing HWY 8. Too many crossroads to worry about to even get to a crosswalk with a crossing guard.
Riverview Middle School	My children live too far away to walk to school. They tell me all the time how crowded and uncomfortable their bus is. Kids are sitting on the laps of other kids.
Riverview Middle School	Sidewalks needed on E. River Ave. as LOTS of children walk to/from school on this road and most walk on the road due to not having sidewalks. Also a crossing guard at Mill and River Ave. is needed due to traffic/pedestrian ratio before and after school.
Riverview Middle School	They usually take the bus but on Wednesdays they walk to the church.
Riverview Middle School	We live over 10 miles away so walking/biking to school is out of the question (I wish it wasn't though!)
Riverview Middle School	My child bikes to the swimming pool every day in the summer. I've not allowed him to bike to school because of the extra bus traffic is heavier at school arrival/dismissal times.
Riverview Middle School	We drive from Dallas and drop him off at LaSalle and Hwy 25 to walk. My child could ride a bus in the morning, but chooses to get dropped off and walk so he can get to school earlier and socialize.
Riverview Middle School	We live in the Prairie Farm School District, so walking/biking is not an option due to distance.
Ridgeland/Dallas	We lived in town for four years. I do not feel comfortable allowing my children to walk home because of the traffic on Hwy 25 plus there was not sidewalks all the way home to where we lived.
Ridgeland/Dallas	We live 1.5 miles from school. If she ride the bus in the morning. She is on the bus for an hour.
Ridgeland/Dallas	How would I know if my child made it to school or not? (lives 1/4 – 1/2 mile)
Ridgeland/Dallas	We drive kids to a bus stop which is only 3-4 blocks away from our home and I still wouldn't allow any of my kids to walk or ride bike on their own, too many crazies out there. So I'm always with my kids no matter what!
Woodland	We live 17 miles from Barron, so walking or biking to school is not an option or even a point of discussion for my family.

School	Comments
Woodland	This really does not pertain to our family as we live 10 miles out of town.
Woodland	Because we live in Rice Lake area.
Woodland	If we lived in town we would walk and bike, we just live too far out in the country so most of this survey does not apply to our household.
Woodland	We live very close to the school but have no sidewalks up to our house. The road is too busy after school to let them walk.
Woodland	Main reason for not comfortable: distance, traffic, insecurity. Both parents work and not feel comfortable. Weather is bad on winter too for bike transportation.
Woodland	When it comes to closing school because of weather-the school needs to consider students that walk in the cold.
Woodland	Ours would either ride bus or get a ride because it is seven miles to school.
Woodland	My kids both benefit in a variety of ways. Please call for more input or email
Woodland	The girls ride bus #29. Gary is fantastic! A very safe driver, good with the kids, and always on time.
Almena	Garfield is a busy street to cross to get to the school. People in this small town also drive over the speed limit so it's hard to let my child ride bike and feel safe about it.
Almena	We live on Hwy 8 so it would be extremely unsafe.