

2024 Summary Report

West Central Wisconsin
Safe Routes to School



Prepared by:

West Central Wisconsin
Regional Planning Commission
800 Wisconsin Street
Mail Box 9
Eau Claire, WI 54703
Phone: 715.836.2918
www.wcwrpc.org

Safe Routes to School Staff

Hailee Bushman
hbushman@wcwrpc.org
715-836-2918 #22
wcwsrts.com





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

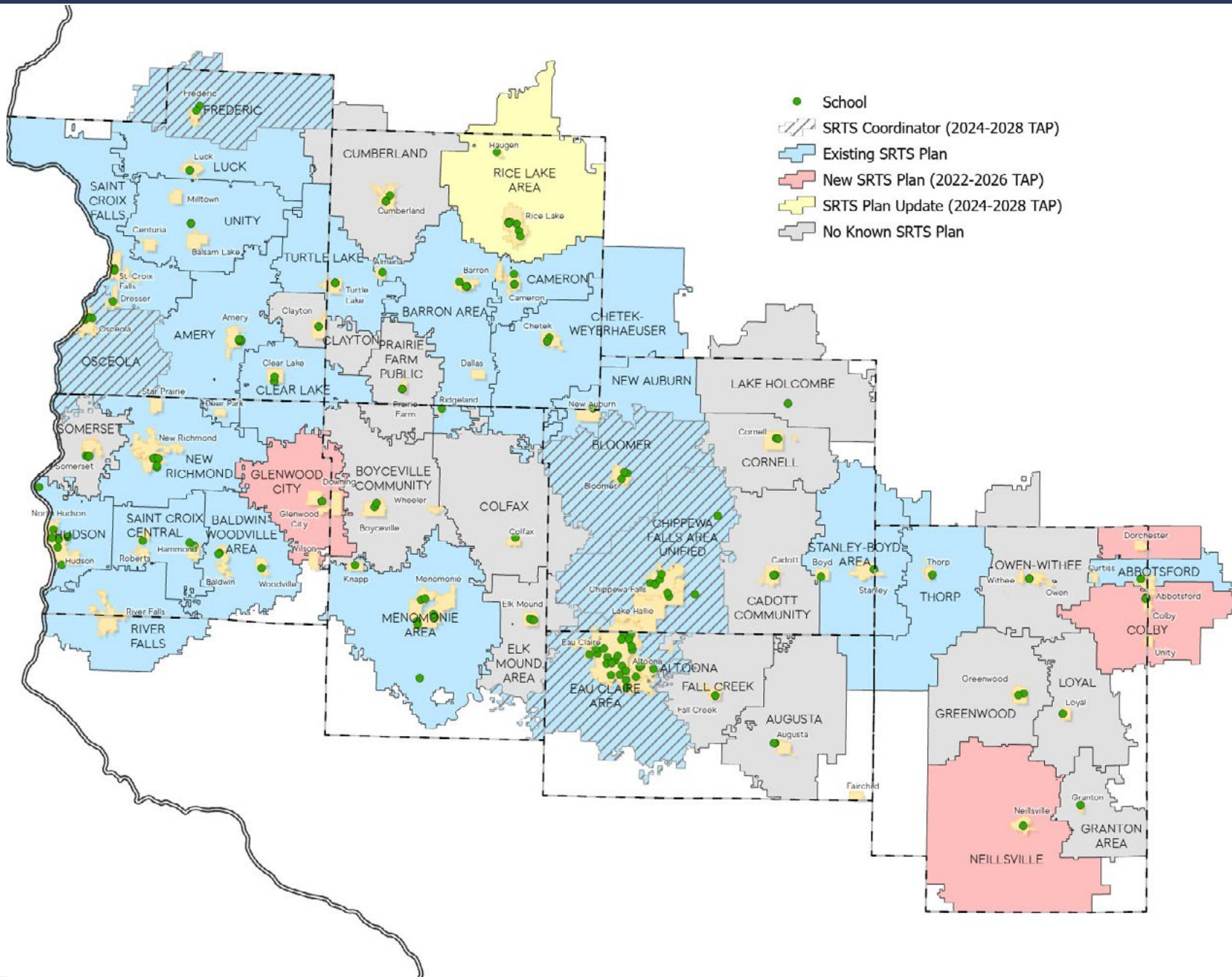
Altoona
Augusta
Eau Claire Area
Fall Creek

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



- School
- SRTS Coordinator (2024-2028 TAP)
- Existing SRTS Plan
- New SRTS Plan (2022-2026 TAP)
- SRTS Plan Update (2024-2028 TAP)
- No Known SRTS Plan

PLANS

Frederic School District SRTS Plan Update

In May 2024, the Frederic School District and the Village of Frederic worked together to update the 2015 SRTS plan. This plan highlighted things that have been completed since the first plan, such as a bike rodeo, and a sign at the Village entrance on HWY 35. In addition the plan showed other areas and improvement and provided strategies. The biggest issue, HWY 35, creates a barrier to students who walk or bike. The Village is already taking steps to install rectangular rapid flashing beacon (RRFB) at this crossing to bring more awareness to this area.

Osseo-Fairchild School District SRTS Plan

In June 2024, WCWRPC worked with the Osseo-Fairchild School District to write the first SRTS plan for the community. The school district has a higher number of visually impaired students of all different ages. With that, their SRTS plan focused on ways to create safer walking routes for those visually impaired. The most crucial improvement is adding yellow truncated domes at all intersection crossings within the walk zone. These help students who are visually impaired know they are approaching an intersection and where to cross.





IMPLEMENTATION

Social Media Tool-kit

During the summer, WCWRPC staff created a social media tool-kit. This is a stack of infographics with drafted prompts to allow for quick, easy posting that promotes safe walking and biking habits. Themes include: Benefits of Walking and Biking to School, Parents and Grown ups, Physical Activity for Kids, and Driving Habits.



Walk and Roll Challenge

The 3rd Annual Walk and Roll Challenge occurred in May of 2024 for the Chippewa Valley Safe Routes to School Partnership. The main purpose of this challenge was to encourage more students to walk and bike to school and to reward those that already do. In a raffle style event, kids were entered into a drawing each time they walked or biked to school. This year, with gracious help from Spring Street Sports (Chippewa Falls), one student at each participating school won a bike. Helmets, water bottles and gift cards were also given out as incentives.



3 TAP Applications Awarded

The Transportation Alternative Program provides funding for bike and pedestrian related projects, both infrastructure and non-infrastructure. This program also provides funding for all Safe Routes to School projects. In July, two West Central communities were awarded TAP. The Village of Roberts and the City of Stanley applied for funding in October 2023. In addition, WCWRPC applied for funding to prolong SRTS funding until 2028. This will fund three new SRTS plans for Colby, Glenwood City, and Neillsville, and an update to Rice Lake's 2015 plan.

Chippewa Falls Speed Survey Report

In the fall, WCWRPC staff used radar speed devices to collect data of how fast vehicles were traveling through school zones. Throughout the district the average speed traveled was 26 mph and only 5 percent of the total vehicles tested traveled at or under the designated 15 mph school zone.

Osceola Bike Rack Audit

Over the summer, WCWRPC staff collected data about the current conditions and uses of the bike racks at each school in the School District of Osceola. While the racks were sufficient with the current number of students who bike to school, there are still improvements that could be made, such as U-shaped racks and relocating racks in areas that are better seen from inside the school.



School District of Osceola

2024 Bike Rack Audit

West Central Wisconsin
Safe Routes to School



Chippewa Falls Area Unified School District

2024 School Zone Speed Study

Chippewa Valley Safe Routes to School Partnership





2025 Projects

PLANS

Neilsville School District

Glenwood City School District

Colby School District SRTS Plan

These school districts are next up in new plan development. These plans will assess the needs and untapped opportunities for increased walking and biking safety in each community.

School District of Rice Lake SRTS Plan Update

School District of Altoona SRTS Plan Update

There will be two plan updates in 2025. These plans will look at recommendations from past projects and see if there are any additional room for walking and biking improvements.



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!

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, Osceola 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.

15 MEANS 15

Working with local police departments, WCWSRTS hopes to launch a new program that incentivizes slow driving in and around school zones. The idea is that there would be randomized rewards handed out by police officers for vehicles traveling 15 mph or less.

