



SCHOOL DISTRICT OF FREDERIC SAFE ROUTES TO SCHOOL PLAN

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Frederic Safe Routes to School Task Force

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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 crashes on roadways. SRTS reached the United States in 1997, when The Bronx received local funds to implement a SRTS program to reduce the large number of student injuries and fatalities due to crashes 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 facilitated the allocation of 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 2014, the School District of Frederic and Village of Frederic were awarded a SRTS planning grant to develop this plan.

Frederic's SRTS Vision

The School District of Frederic, Village of Frederic, and Town of West Sweden will work together and collaborate with other community stakeholders to create a safe and encouraging environment for walking and biking to and from school.

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 Frederic SRTS Task Force consists of representatives from the School District of Frederic, Village of Frederic, Town of West Sweden, and Kobussen bus company. The Task Force worked together to identify issues and opportunities in the Village, and developed strategies to make walking and biking to and from school safer for students.

Key findings include:

- The two schools are not adequately connected for pedestrian and bike traffic.
- State Highway 35 and 48 are barriers for students to cross.
- The Village and Town have limited sidewalk infrastructure, crosswalk paint, and pedestrian signage along important SRTS corridors.
- Great working relationship between the Village, Town, and School District.

Existing Conditions

As part of the planning process, collecting existing conditions and data are important. The Task Force members discussed existing conditions in the Village. Key findings from the task force and observation are shown in the colored boxes.

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 10-13.

Safe pedestrian systems for Frederic were planned. This includes sidewalks, intersection and crossing improvements, and signage improvements. In addition to the sidewalk system (shown in Figure 3) some of the improvement recommendations include:

- An educational program is needed at all levels.
- Newspaper articles and correspondence from the schools will help to inform parents of the SRTS plan and progress.
- Training to be a lawful and safe pedestrian, cyclist, and driver.
- 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 Transportation Alternatives Program funding (formerly Safe Routes To School and Transportation Enhancement programs) 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. However, other grants may be appropriate for funding smaller projects. Other funding sources from both health and transportation sources are listed and described on pages 15-19.

Introduction

Safe Routes To School

An active SRTS program will help Frederic 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. There are a number of benefits to the entire community when walking and biking conditions are improved.

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 identify and fix these problems making it safer for all residents and visitors to the area.

Healthier children

In the past few decades, the number of active children in the United States has decreased and the number of overweight children has almost doubled. Recent data shows that $\frac{2}{3}$ of Wisconsin adults are overweight or obese. In addition, kids are spending more and more time indoors not being active. 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 a large portion of this goal is to walk or 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 aim to decrease the number of cars in the vicinity of schools thereby creating a cleaner environment.

Other desired outcomes of Safe Routes to School:

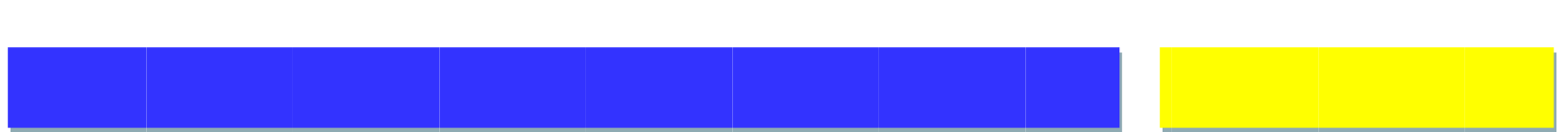
- Enhanced community accessibility
- Increased community involvement
- Reduced fuel consumption
- Increased community security
- Improved partnerships among schools, local municipalities, parents, and other community groups.

5 E's

In order to accomplish the goals of SRTS programs, the School District of Frederic and Village of Frederic 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 pedestrian injuries and fatalities, often to children. 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 is necessary for a successful SRTS program. In addition, other measures are needed, in tandem with those improvements, 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 a comprehensive SRTS program offers activities and events that promote walking and biking to school that are fun, safe, and easy. This will help to ease the safety concerns of parents and guardians in their decision to allow 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 about 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 (including enforcement of speed limits, yielding to pedestrians in crossings, and proper walking and biking behaviors), and to initiate or strengthen community enforcement such as crossing guard programs. Enforcement programs also keep an eye on any criminal or threatening behavior, which could possibly discourage 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 vital to continuing SRTS, as being able to show improvements by comparing before and after data is very helpful in maintaining local commitment to the program. Even more, evaluation can show what techniques did not work so that adjustments can be made in the future. A successful SRTS program is dependent on the use of all 5 E's.

School District of Frederic

The School District of Frederic has a total enrollment of 461 students. The Village is home to the District's elementary school, middle school, and high school. Frederic's 2010 population was 1,137. Regionally speaking, the area that the School District serves is in an area that has not experienced significant growth over the past two decades.

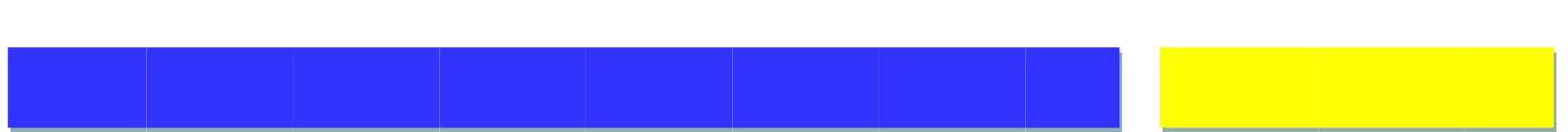
**Figure 1
Location Map**



In order to specifically consider the economic standing of students attending the elementary and middle schools, a commonly used and carefully tracked index is commonly used. An "economically disadvantaged" student 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). In the School District, the percentage of students that meet this income eligibility is 60 percent.

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.



Frederic's SRTS Task Force developed a vision and goals for their SRTS program, considered relevant issues, and discussed strategies to overcome the barriers to walking and biking. They have the opportunity to conduct surveys and coordinate a walking and biking audit. The surveys and audit will collect data to better understand the challenges of walking and biking to school.

Previous Safe Routes to School Work

To date, there has been no previous Safe Routes To School work done.

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:

The School District of Frederic, Village of Frederic, and Town of West Sweden will work together and collaborate with other community stakeholders to create a safe and encouraging environment for walking and biking to and from school.

Goals:

- Make walking and bicycling safe ways to get to school.
- Encourage more children to walk or bike to school.

Existing Conditions

Task Force Discussion

The Frederic Safe Routes To School Task Force met on October 22. There were a variety of issues and opportunities that were brought up during the meeting. Most issues stemmed from the lack of sidewalks in the Village and Town. During discussions, there was agreement that there needs to be a better walking/biking connection between the two school sites. Due to municipal boundaries, this is an issue for both the Village and Town. At this time, walking/biking between the two sites need to be done in the travel lane, on a dirt/gravel road, and/or on a soft shoulder. There is also significant elevation change that can cause safety issues between pedestrians/bikes and vehicles.

State Highway 35 and State Highway 48 are both barriers for students to cross. There are some satisfactory crossings at this time. However, it was concluded that the highways are still major barriers for parents to let their kids cross. There was also discussion about traffic speeds between the two schools and in the Village.



State Highway 35 looking north from the Birch St. intersection.



Spruce St. and Park Ave. intersection facing east.

Existing Policies and Practices

The existing policy in the community that influences students walking and biking to school the most is the policy that all students in the Village are allowed to take the school bus. In addition, the Village and Town do not require that sidewalks be provided in the construction of any new development.

Traffic

Traffic volumes are not particularly high on the streets adjacent to the schools. However, in most cases traffic is highest when students are walking and biking to school. The most recent data available is from May 2009 and includes four locations that are pertinent to the SRTS Plan.

- Benson Rd. (North of 320th Ave.) – 810 ADT (04/2009)
- 320th Ave. (East of school entrance) – 510 ADT (04/2009)
- Birch St. (West of Lake Ave) – 830 ADT (05/2009)
- Oak St. (East of CTH W) – 1,000 ADT (05/2009)
- Wisconsin Ave. (North of Oak St.) – 5,200 ADT (06/2012)
- Wisconsin Ave. (South of Oak St.) – 5,600 ADT (06/2012)
- CTH W (west of CTH Wisconsin Ave.) – 2,100 ADT (07/2004)

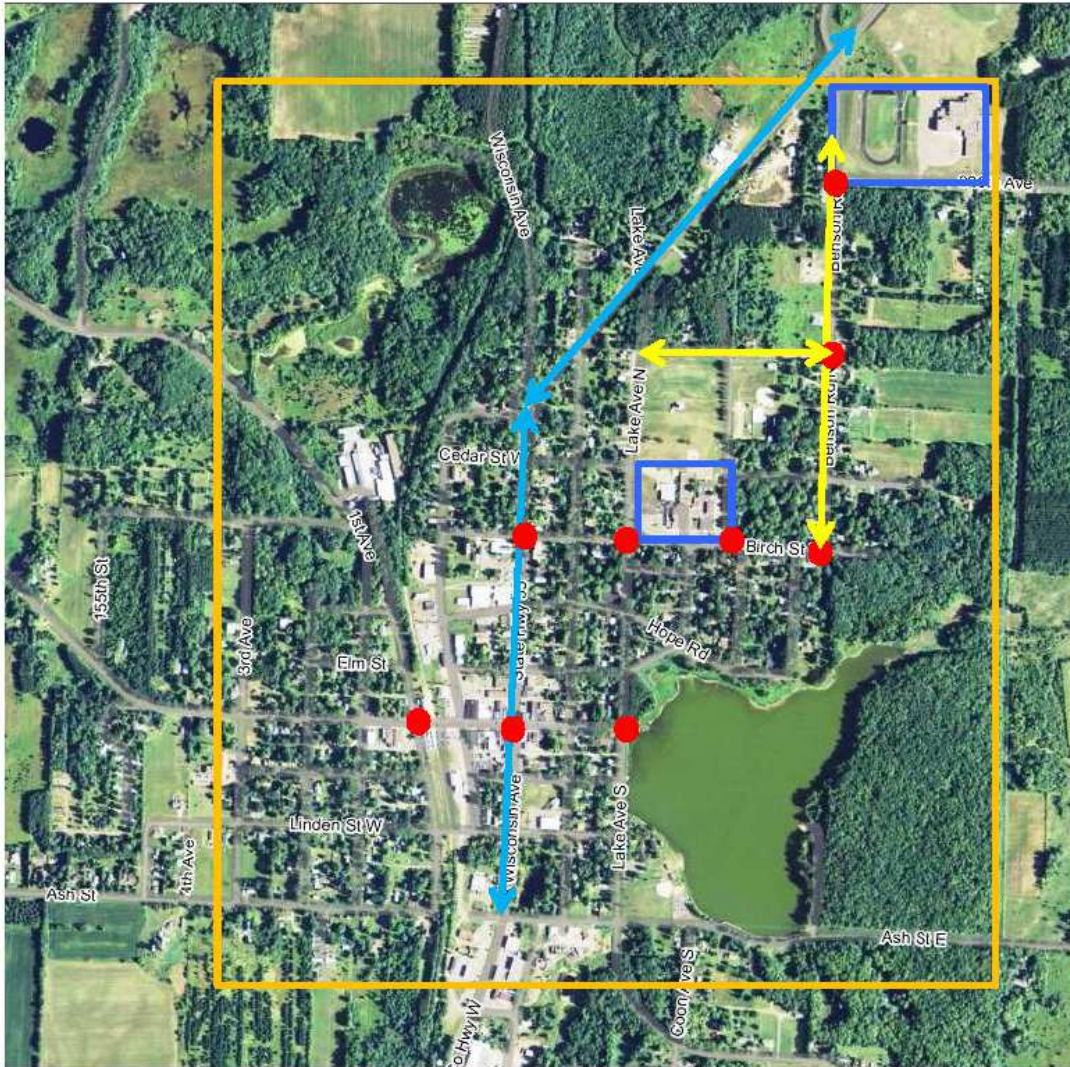
School Buses and Parent Drop Off

At this time, the bus loading zone is working well.

Other Plans

The Village's Comprehensive Plan discusses the importance of safe walking and biking in the community. There is no specific mention of Safe Routes To School in the plan. The Town of West Sweden does not specifically mention walking and biking, but does promote safe travel for all traffic.

Figure 2
Walking and Biking Barriers



School Barriers

- Lack of sidewalks
- Intersections with issues
- STH 35/48 – traffic volume, traffic speed, and trucks
- Spruce St./Benson Rd. – no sidewalks and dirt/gravel (Spruce St.)

Recommended Strategies

Numerous strategies are recommended for the Village of Frederic, Town of West Sweden, and the School District of Frederic. 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. Frederic faces some challenges to safe walking and biking to school, specifically lack of sidewalks throughout the majority of the Village and crossing STH 35/48. The community is of a size that virtually all students who live within the Village limits should be able to walk and bike to school, and at one time the vast majority did so. For the strategies, there are three different timeframes recommended for implementation: ongoing, short-term (2016), and medium-term (2017-2019).



Benson Rd. facing north.

Education

Village/Town

- Locate a sign at the north and south entrance of the Village along State Highway 35 and State Highway 48 that says Frederic is a SRTS community. (short-term)

School District

- Host fitness speakers that promote walking/biking (athlete/coach from High School, members of the community, etc.). (short-term)
- Distribute an annual letter at the beginning of the school year with a brief description stating that the community has completed a SRTS plan and where designated SRTS corridors are located. (short-term)
- Start a P.E. bike unit for elementary school students. (medium-term)
- Include vehicle/bike/pedestrian law education in school newsletters. (short-term)

Village/Town/School District

- Promote SRTS on the website and social media. (short-term)
- Work with local media in promoting SRTS. (ongoing)

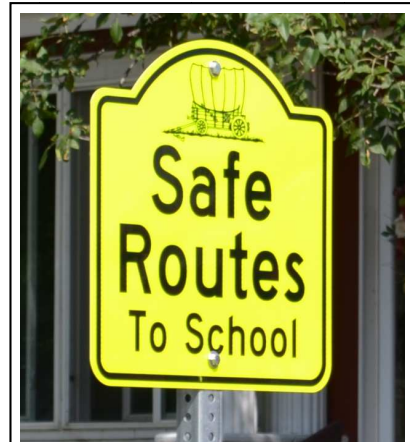
Encouragement

Village/Town

- Create a map that shows distances by walking, calories burned, and designated safe routes. Distribute annually. (short-term)
- Locate signage around town that shows designated safe routes, distance, and calories burned. Possibly incorporate this with a community based theme. (short-term)

School District

- Start a Walk to School Day event/activities. This could include larger annual events/activities and smaller weekly events/activities. (short-term)
- Organize a walking school bus from strategic locations along SRTS routes, specifically crossing State Highway 35/48. (short-term)
- Work with the school bus service provider to determine if reducing the number of stops in the Village would be economically beneficial and/or increase the number of students that walk/bike to school and home. (ongoing)



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

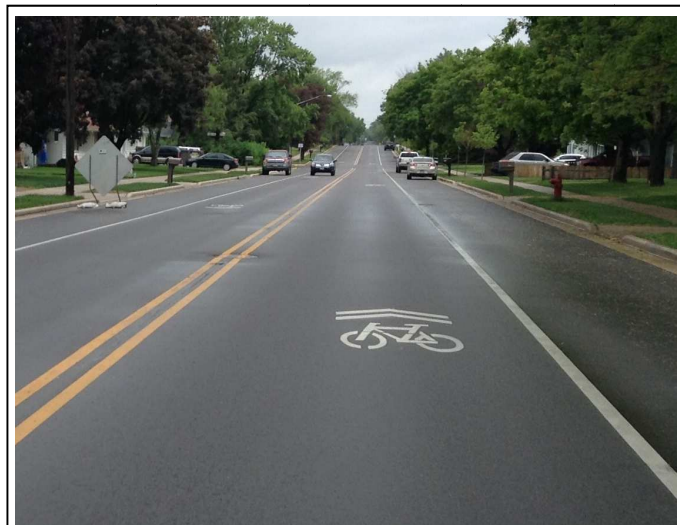
Village/Town/School District

- Distribute reflectors for backpacks. (ongoing)
- Research having a crossing guard at the Lake Ave. and Birch St. intersection and STH 35/48 Birch St. and/or Oak St. intersection. (short-term)
- Collaborate with community organizations (outdoor groups, health organizations, etc.) to help promote walking and biking to/from school. (short-term)
- Create a 15mph school zone for STH 35/48 from south of Oak St. to north of Birch St., along Lake Ave from Spruce St. to Oak St., along Birch St. from STH 35 to Benson Rd., along Benson Rd. from Spruce St. to STH 35, and along 320th Ave from Benson Rd. to east of the school property. (short-term)

Enforcement

Village/Town

- Enforce speed limits. (ongoing)
 - State Highway 35
 - State Highway 48
 - Benson Rd.
 - Birch St.
 - Lake Ave.
- Investigate activity that is currently deterring walking and biking to/from school. (short-term)
- Purchase safety green vests/jackets and crossing guard flag for all crossing guards. (short-term)
- Continue/acquire safety-green in-street pedestrian signs: (short-term)
 - STH 35 and Birch St. intersection.
 - STH 35/48 and Oak St. intersection.



Example of a roadway with centerline, parking lines, and sharrows. Eau Claire, WI.

Engineering

Village/Town

- Require all future development to meet pedestrian and bicycle and SRTS policies and needs. (short-term)
- Require all future surrounding development to have adequate pedestrian/bicycle trail, sidewalks, and feeder system to the school. (short-term)
- Where they do not currently exist, construct sidewalks along all SRTS routes, as shown on the maps. (short-term/medium-term)
- If sidewalks are not feasible along certain SRTS routes, create a designated painted walking lane on the pavement. (short-term)

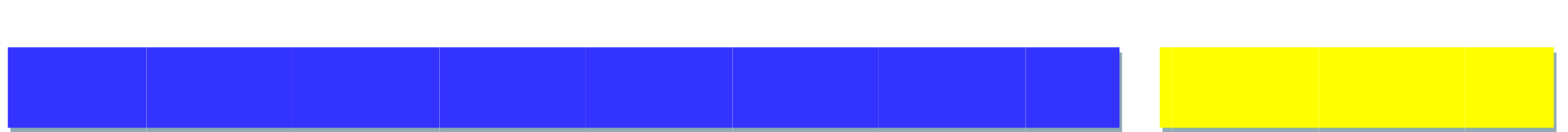


Birch St. east of Lake Ave. facing west.

- Research feasibility for bicycle lanes on proposed SRTS routes. (short-term)
- Locate safety-green colored pedestrian crossing signs with arrows on both sides of the street in both directions and painted crosswalks at all Improved Intersections labeled on the map. (short-term)
- Replace all old yellow/orange pedestrian signs and school zone signs with safety-green colored pedestrian crossing signs, along SRTS corridors. (short-term)
- Investigate feasibility of bumpouts at all Improved Intersections labeled on the map. If feasible at specific locations, construct bumpouts at those locations. (short-term)
- Paint centerlines and parking lanes and sharrows and/or bike lanes along the SRTS corridors. (short-term)
- Locate pedestrian-controlled LED lighted pedestrian crossing signs for Birch St. crossing STH 35. (short-term)
- Discuss a two-way stop at Benson Rd. and Birch St. (short-term)



Covered bicycle parking in Tomelilla, Sweden.

- 
- Evaluate the feasibility and effectiveness of a pedestrian/bike path along the undeveloped Cedar St. between Park Ave. and Benson Rd. (short-term)

School District

- Improve bicycle parking areas/facilities with covered bike parking and student art. (medium-term)

Village/Town/School District

- Locate SRTS signs that have a specific theme along SRTS corridors. This could include community theme and/or school age interests. An example is something with the District mascot. (short-term)
- Improve lighting along SRTS corridors, where needed. (short-term)

Evaluation

- Nominate a chairperson for the SRTS Task Force (ongoing)
- Continue to meet as a SRTS Task Force (at least twice a year) (ongoing)
- Complete a teacher tally sheet in Spring 2016 and Spring 2018 (medium-term)
- Complete a parent survey in Spring 2016 and Spring 2018 (medium-term)

Figure 3
Proposed Safe Routes To School System



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 the Village.

In the list of recommendations, the strategies all have a stated timeframe. There are three different timeframes for starting implementation: ongoing, short-term (2016), and medium-term (2017-2019). The ongoing 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 2016 or would be eligible for upcoming grant cycles, such as applications to Wisconsin Department of Transportation TAP grant program. 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 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 the strategies that are to be at highest priority levels. In addition, it should be noted that some strategies can be accomplished easily and that even though they are not the highest priority, these can and should be implemented when 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:

- Connecting the two school sites with safe pedestrian/biking infrastructure.
- Improve crossings of State Highway 35 and 48.
- Improve crossings at SRTS intersections.
- Increase sidewalks along SRTS corridors.

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 Village of Frederic, Town of West Sweden, and School District together and guide them toward the goal of becoming a Safe Routes to School community.

Funding and Resources

Additional funding

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: 608.709.0081, email: larry.corsi@dot.wi.gov

Community Academic Partnership Fund

For information about this funding source: <http://www.med.wisc.edu/wisconsin-partnership-program/community-academic-partnership-fund/634>

Driven to Better Health

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. Driven to Better Health 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 Driven to Better Health program contact: Eileen Hare at 608.267.9234 www.sspw.dpi.wi.gov/sspw_driventohealth

General Mills Champions for Healthy Kids

In partnership with the Academy of Nutrition and Dietetics Foundation, the General Mills Foundation developed the Champions for Healthy Kids grant program in 2002. Each year, the Foundation awards 50 grants of \$20,000 each to nonprofit organizations working to improve nutrition and physical fitness behaviors for youth. Web: www.eatrightfoundation.org/foundation/championgrants/ for more information.

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/education/educatorresources/ghs/ or contact DNR staff at: DNRGHSchools@Wisconsin.gov

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: Tanya Iverson, Department of Transportation, Phone: 608.266.2574, email: tanya2.iverson@dot.wi.gov

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: 608.709.0081, email: larry.corsi@dot.wi.gov

People For Bikes

The People For Bikes Community Grant Program provides funding for important and influential projects that leverage federal funding and build momentum for bicycling in communities across the U.S. These projects include bike paths and rail trails, as well as mountain bike trails, bike parks, BMX facilities, and large-scale bicycle advocacy initiatives. Visit www.peopleforbikes.org/ for more information.

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. www.dnr.wi.gov/aid/rta.html

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, email: srts@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: 608.709.0081, email: larry.corsi@dot.wi.gov

U.S. Department of Transportation – Federal Highway Administration

The Bicycle & Pedestrian Program of the Federal Highway Administration's Office of Human Environment promotes bicycle and pedestrian transportation use, safety, and accessibility. There are many funding opportunities under this department. For more information: http://www.fhwa.dot.gov/environment/bicycle_pedestrian/funding/funding_opportunities.cfm

Wisconsin Medical Society Community Grant

The Wisconsin Medical Society Foundation focuses on providing support for physician-led, community-based or statewide programs to improve health through education and outreach. We seek to support primarily high impact, high visibility programs that support the Foundation's mission. More information is online at: www.wisconsinmedicalsociety.org/about-us/foundation/grants-and-awards/grant-program/

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: 608.709.0081, email: larry.corsi@dot.wi.gov

Related Programs

Comprehensive School Health

Healthy kids make better students and better students make healthy communities! This belief is the cornerstone to coordinated school health and the reason why organizations and agencies representing public health, higher

education, school districts, parents, and other groups have joined the Department of Public Instruction (DPI) in supporting CSH initiatives. DPI incorporates a variety of strategies to address these critical health behaviors and they include funding opportunities; technical assistance; free resources through printed publications, internet, and media resources; and professional development events. http://sspw.dpi.wi.gov/sspw_cshp

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 400 grassroots coalitions in 49 states and the District of Columbia to reach out to local communities. For more information, visit: <http://www.safekids.org/united-states-0>

Nutrition, Physical Activity, and Obesity Program

The Nutrition and Physical Activity Program provides statewide leadership to decrease overweight and obesity, increase physical activity and improve nutrition. Located in the Wisconsin Department of Health Services, the Program and its partners have developed and are implementing the Wisconsin Nutrition, Physical Activity and Obesity State Plan to accomplish the overall goal of preventing obesity and chronic disease. For more information, visit <https://www.dhs.wisconsin.gov/physical-activity/index.htm>

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. In 2010, Congress passed the Healthy, Hunger-Free Kids Act of 2010 and added new provisions for local school wellness policies related to implementation, evaluation, and publicly reporting on progress of local school wellness policies. 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://fns.dpi.wi.gov/fns_wellnessplcy

Wisconsin School Health Award

State Superintendent Evers supports the Wisconsin School Health Award as a way to recognize and celebrate schools with policies, programs, and the infrastructure to support and promote healthy eating; physical activity; parental and community involvement; and staff wellness. The goal of this award is to motivate and empower Wisconsin schools as they create and maintain healthy school environments. For more information on how your school can apply for the award, visit http://sspw.dpi.wi.gov/sspw_wischoolhealthaward

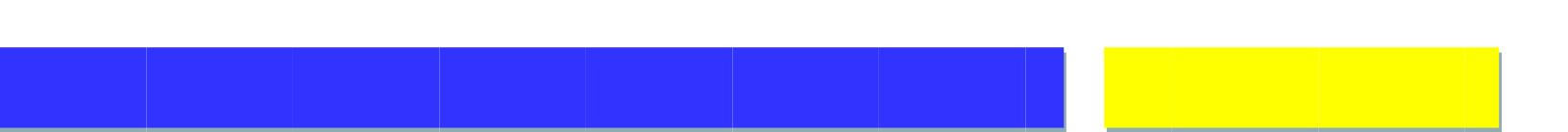
Other Resources

Active Living by Design

Since 2002, Active Living By Design (ALBD) has supported community-led change to create healthier environments in rural, suburban and urban communities across the United States. By working in more than 30 states and with more than 160 local partnerships, dozens of national collaborators and many philanthropic organizations, we are helping to build a culture of active living and healthy eating for all. For more information, visit www.activelivingbydesign.org

Bicycle Federation of Wisconsin (BFW)

The Bicycle Federation of Wisconsin (BFW) is a statewide, nonprofit, bicycle advocacy organization working to make Wisconsin a better place to bicycle. The BFW is actively involved with Safe Routes To School Programs. For more information, visit www.bfw.org/



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 225 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

Kid Power

Kid Power is a global non-profit leader dedicated to providing empowering and effective child protection, positive communication, and personal safety skills for all ages and abilities. For more information, visit www.kidpower.org