



SCHOOL DISTRICT OF CAMERON, VILLAGE OF CAMERON SAFE ROUTES TO SCHOOL PLAN

JULY 2015

OUR CHILDREN. OUR FUTURE.



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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 roadway crashes. SRTS reached the United States in 1997, when The Bronx borough of New York City received local funds to implement a SRTS program to reduce the large number of crashes 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 plans and projects within two miles of an elementary or middle school (K-8). In 2014, the School District of Cameron and Village of Cameron 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 between 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 Cameron SRTS Task Force was made up of representatives from the School District of Cameron, Village of Cameron, Cameron Police Department, and parents. The Task Force worked together to develop a SRTS vision and goals, survey parents concerning their students' school trip and opinions on safety issues, work with teachers to do a week-long student commuting tally sheet, complete a walking and biking audit of the areas around the schools, and developed strategies to address the issues noted in the audit and surveys.

Existing Conditions

As part of collecting information about existing conditions, two surveys were used. One survey collected data on student travel through a tally aggregate by classroom teachers. The second survey was distributed to parents. The second survey had 57 responses. Task force members conducted a walking and biking audit, which yielded valuable observations about conditions for travelling to school.

Cameron's SRTS Vision

The School District of Cameron, the community it serves, parents, and students will work in a well-educated partnership to provide and encourage safe and enjoyable environments for walking and biking to school. The partnership will focus on a comprehensive approach with a focus on safety, well-connected routes to school, enforcement, and design of streets, all in existing and future developed areas.

Key survey findings include:

- 18% of students walk or bike to school, at least sometimes
- 10% of students typically walk or bike, and this increases with the age of the student
- 58% of students live within 2 miles of their school, 40% live within 1 mile, and 26% of students live within a half mile
- 41% of students that haven't yet walked or biked to school have asked their parents for permission to do so
- Of families who live within walking/biking distance to school, 88% of parents who have not yet allowed their child to walk or bike to school would be willing to do so

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: Education, Encouragement, Enforcement, Engineering, and Evaluation. For a full listing, see pages 14-17.

Safe pedestrian and bike systems for Cameron are planned. This includes designated routes, sidewalks, intersection and crossing improvements, and new/enhanced signage. Some of the improvement recommendations include:

- An educational program is needed at all levels – for students, parents, and community members
- 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, cyclist, and driver
- Bicycling in the physical education curriculum at the elementary and middle school levels
- Include SRTS infrastructure improvements in projects along designated corridors and at dangerous intersections

Key walking/biking audit findings include:

- There is a general lack of sidewalks.
- Crossing guards improve safety.
- Traffic is busier in morning than afternoon, perhaps because people are going to work in the morning.
- Speed limits are obeyed more when a police officer is parked on Main Street.
- Sidewalks are not always shoveled in winter, and kids have to walk in deep snow at times.

Funding

Funding sources vary widely in their eligibility requirements and magnitude. The former federal Safe Routes to School funding program, now included under the Transportation Alternatives Program (TAP) 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. Also now a part of TAP, the former Transportation Enhancement Program may be appropriate for funding larger projects. Smaller projects and educational projects might also be a better fit for sources such as *Bikes Belong* or *Bicycle Safety-Rodeo*. Other funding programs, from both health and transportation sources, are listed and described on pages 21-24.

Strengths for walking and biking in Cameron

- Short trip distances
- Reasonable traffic volumes
- Crossing guards
- Low crime rate
- Parents say walking and biking is healthy and fun for kids

Concerns for walking and biking in Cameron

- Vehicle traffic (amount and speed)
- Lack of sidewalks
- Major road crossings
 - Main Street
 - County Highway 55
- Traveling along busy roads
 - 6th Street
 - U.S. Highway 8
- Lack of familiarity with walking and biking to school (never done it)
- Low encouragement from schools at this point

Introduction

Safe Routes to School Program

An active SRTS program will help Cameron 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 increased walking and biking to school are important to the entire community and benefit all who live in and visit Cameron.

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 dangerous crossings in the vicinity of schools discourage walking and biking to school. SRTS programs help communities fix these problems and improve walking and biking conditions for everyone.

Healthier children

In the past few decades, kids are spending more and more time indoors not being active, and the number of overweight children has almost doubled. Childhood obesity often leads to adult obesity. Recent data shows that 2/3 of Wisconsin adults are overweight or obese. 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. These healthy habits will likely be carried into adulthood, as well.

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 and help to decrease these 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 between schools, local municipalities, parents, and other community groups

In order to accomplish the goals of SRTS programs, the School District of Cameron and the Village of Cameron must focus on the 5 E's: Education, Encouragement, Enforcement, Engineering, and Evaluation. This comprehensive approach allows communities to maximize the number of students walking and biking 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 and throughout the Village. These programs will help ensure that walkers, bikers, and drivers think about safety first.

Encouragement

Another key component to the SRTS program is encouraging children to walk and bike to school. Showing 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 should offer fun, safe, and easy activities and events that promote walking and biking to school. 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.

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. SRTS programs should pursue 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.

Engineering

Problems with the physical environment around schools such as damaged or missing sidewalks, conflict points with motor vehicles, or unsafe crosswalks prevent children from walking and biking safely and easily to and from school. In too many cases, infrastructure problems like these result in injuries and fatalities to children. 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 to address identified problems and make the physical environment safer for children. Improving the physical environment near schools may be necessary for a successful SRTS program, but all the E's are integral to getting students walking and biking to school.

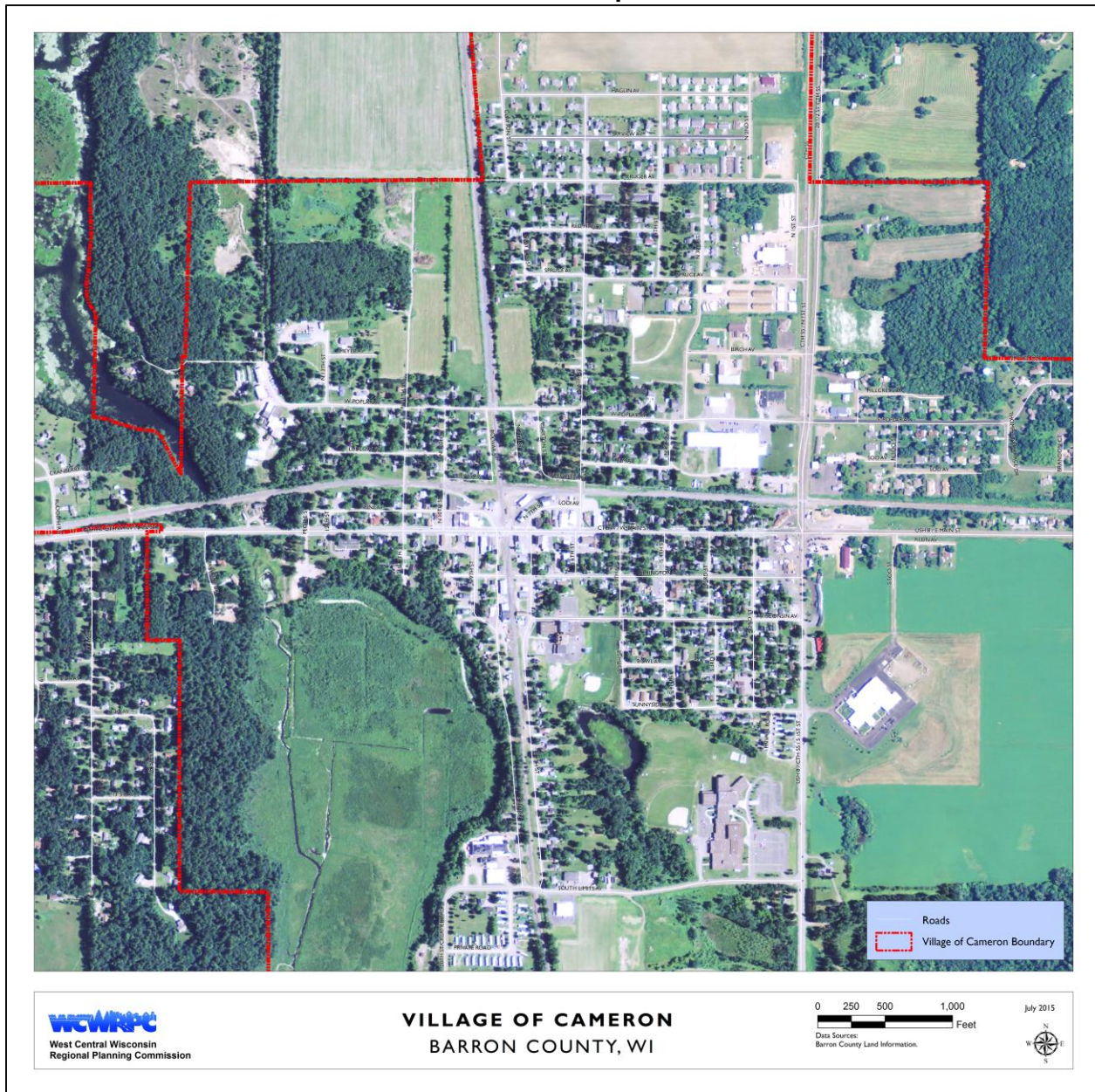
Evaluation and Sustaining a Program

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 Education, Encouragement, Enforcement, and Engineering techniques) to change behaviors and attitudes. Evaluation of the program will be critical to continuing SRTS, measuring effectiveness of improvements by comparing before and after data. Evaluation can show which techniques worked and which did not in order to continue success and make improvements. A successful SRTS program is dependent on the use of all 5 E's.

School District of Cameron

The School District of Cameron had a total enrollment of 1,132 students for the 2014-2015 school year. The elementary school enrollment was 460, and the middle school enrollment was 280. The Village is home to the District's elementary school, middle school, high school, virtual school, and alternative school. Cameron's estimated 2013 population is 1,785. Many of the District's students live outside the Village and are bused or driven by personal vehicle.



**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 applied. 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 percentage of students in the Cameron School District that meet this income eligibility is 41 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.



Cameron'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 Cameron'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 community. 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 Cameron, the community it serves, parents, and students will work in a well-educated partnership to provide and encourage safe and enjoyable environments for walking and biking to school. The partnership will focus on a comprehensive approach with a focus on safety, well-connected routes to school, enforcement, and design of streets, all in existing and future developed areas.

Goals:

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

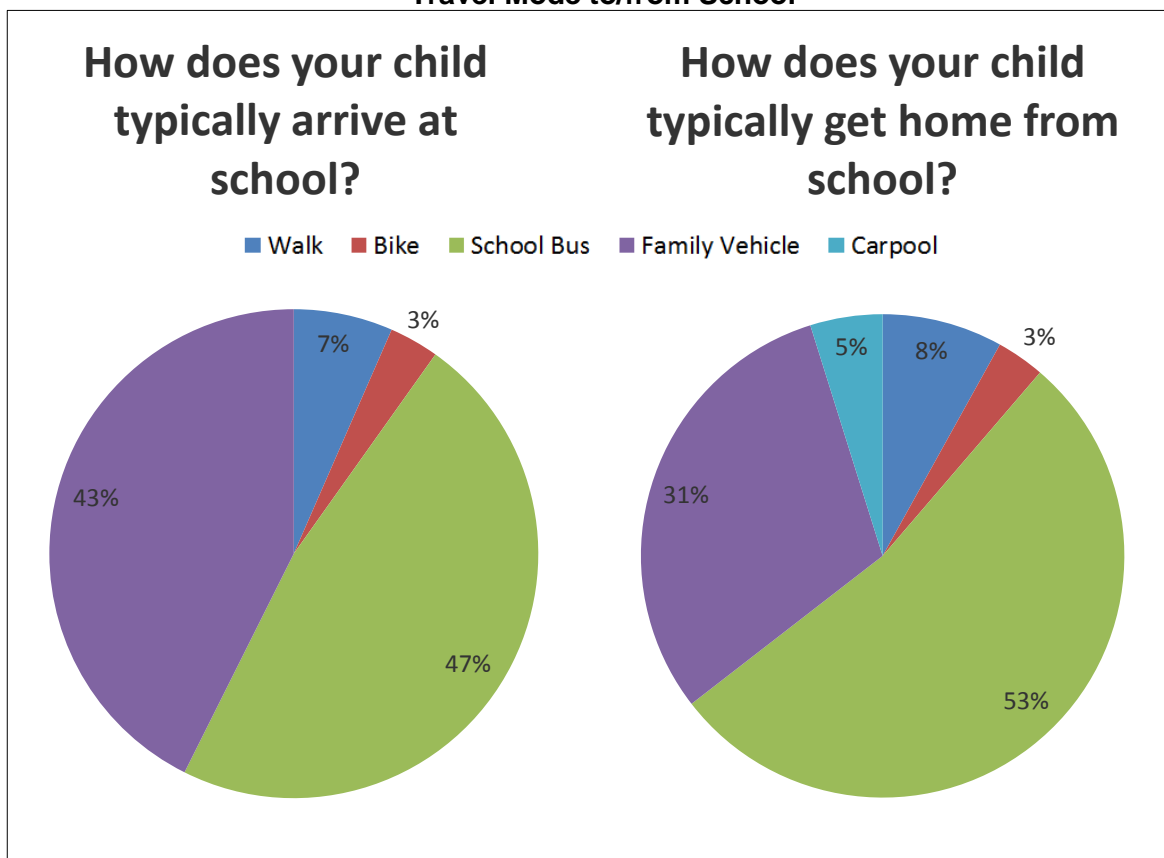
Existing Conditions

Surveys

In spring 2015, an online survey for parents was posted and advertised. The survey asked for parent perspective on transportation to school for their children. A list of written comments can be found in Appendix B. A different survey was given to classroom teachers to tally the modes of student transportation for a one-week period. The detailed classroom results are in Appendix A.

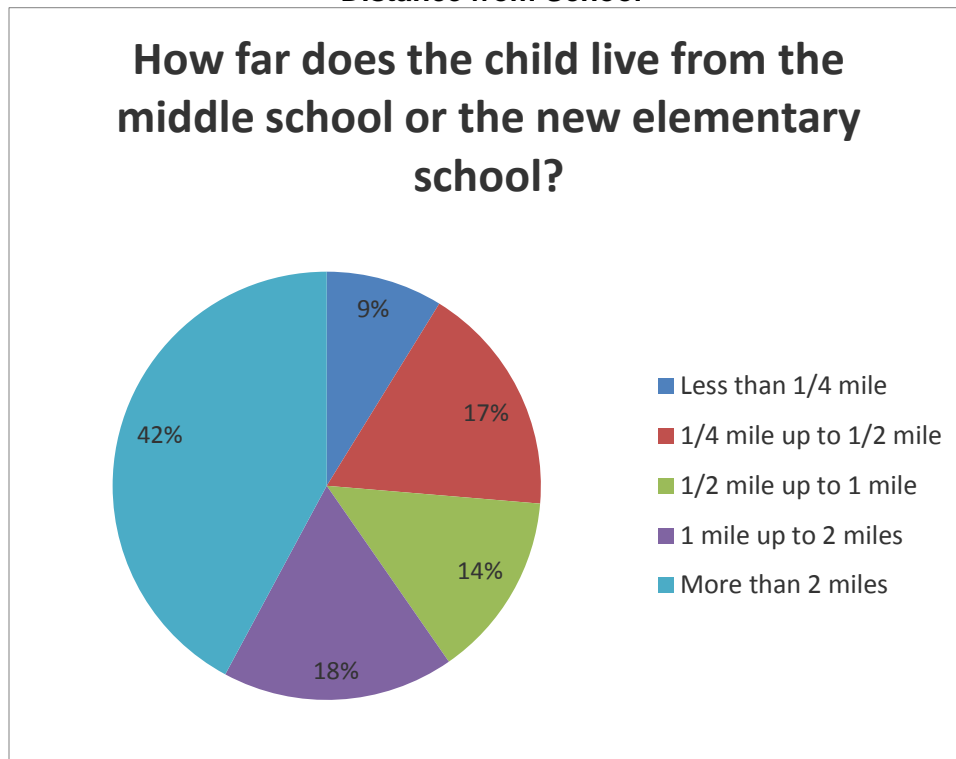
A key piece of information is the mode of travel to and from school. The survey shows that in the morning, 10 percent of the children in the survey walk or bike to school. The survey also shows that this number increases to 11 percent in the afternoon (Figure 2). The percentage of students riding the bus increases from 47 percent to 53 percent. This fluctuation between AM and PM is not unique to the School District of Cameron. As in the vast majority of schools, more personal vehicles are used for transporting students in the morning as opposed to the afternoon. This can largely be explained by parents dropping their children off at school as a convenience, perhaps on their way to work, but then working beyond the school dismissal time and relying on the school bus to take the children home.

Figure 2
Travel Mode to/from School



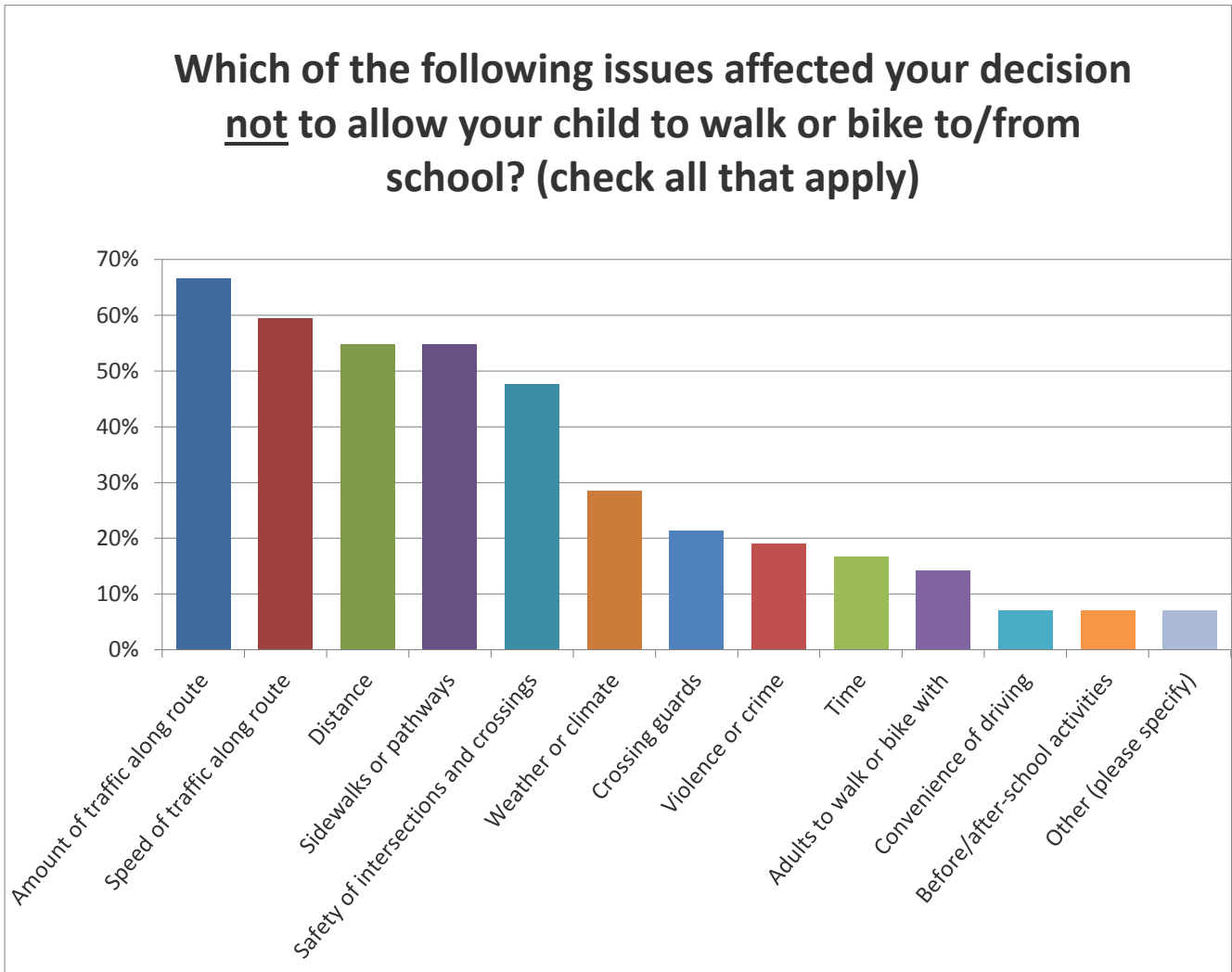
In many instances, distance is the most significant barrier for students to walk or bike to/from school. As Figure 3 from the Parent Survey shows, for students in the School District of Cameron, 26% live within a half mile of their school, 40% live within one mile, and 58% live within two miles. This indicates that most live within a reasonable distance for walking or biking.

Figure 3
Distance from School



Distance is a barrier to some kids walking and biking to/from school in Cameron. This is indicated in Figure 4, which shows issues that influence parents' decisions not to allow their children to walk or bike to/from school. Of these issues, there is very little a school district can do regarding distance, weather, and amount of traffic. The responses from the parents in Cameron reveal several issues of concern that can be addressed by SRTS efforts. The main issues which can be mitigated deal with speed of traffic, dangerous intersections, and poor or lacking sidewalks/pathways.

Figure 4
Travel Mode Decisions



Walking/Biking Audit

A walking/biking audit was conducted in the area surrounding both the middle school and elementary school. Task Force members were stationed at key locations to observe and record both the condition and use of their area's infrastructure and the behavior of drivers and students arriving or departing the school by car, on foot, by bicycle, or on a school bus. The audit consisted of a morning audit during student arrival and an afternoon audit during student departure. One observer was stationed at the middle school entrance and the other was at the crossing guard location at 7th and Main. Audit participants used a form that guided observations and focused attention on key factors to observe and record. The weather on the day of the audit, May 14, 2015, was sunny and cool with temperatures in the 50s. Some of the observations at each location follow:

Middle School entrance infrastructure observations:

- Bike trail goes directly to bus lane instead of sidewalk
- No sidewalk from trailer court
- Walkway paint faded
- No bus lane or car lane signs
- No speed limit sign in bus lane or slow speed sign in parking lot
- Bike rack next to trail
- Trail not marked

Middle School entrance travel behavior observations:

- Parents and students know the routine
- Traffic flow was smooth
- Approximately 80% of students arrived by car or bus
- Heavy parking lot traffic at dismissal
- Kids wait for pick up on sidewalk in parking lot



Middle School entrance with pedestrian path and bike rack

7th and Main infrastructure observations:

- There are a few raised sidewalks that can trip kids pretty easily.
- Sidewalks are not always shoveled in winter and kids have to walk in deep snow at times.
- There are speed limit signs and signs on road to yield to pedestrians, but there aren't school zone signs.

7th and Main travel behavior observations

- Traffic is busier in morning than afternoon, perhaps because people are going to



7th and Main during the morning audit

- work in the morning.
- 7th Street is busier after school.
- Speed limits are obeyed more when a police officer is parked on Main Street.
- Sue (Crossing Guard) has kids walk their bikes across the street. She doesn't see a difference between walkers and bicyclists.

Existing Policies and Practices

Both the School District and the Village have various policies and practices that directly or indirectly affect how students get to and from school. The most direct effect is the school district's busing policy, which allows all students in the Village limits to ride the school bus. The Village does not require that sidewalks be provided in the construction of any development.



Looking west toward 6th and Main

Traffic

Traffic volumes are not available for most of the streets on the proposed safe routes to the schools. Traffic counts have been conducted by the Wisconsin Department of Transportation (WisDOT) along Main Street, which some students cross with the assistance of a crossing guard. The most recent average annual daily traffic (AADT) for Main Street is 3,400. This count was taken on June 9, 2014.

The speed limit on Main Street is 25 miles per hour. The walk and bike audit revealed that drivers are more likely to obey that speed limit when a police officer is present. This indicates that more work is necessary in order to keep drivers at a safe speed, particularly when children are present.

Traffic counts for the other streets are not available as they are local, residential streets and are not normally counted as a part of WisDOT's traffic count program. Anecdotal evidence indicates that the proposed route south of Main Street has low traffic volumes. The route north of Main Street, on 6th Street, has slightly more traffic but is still at a moderate level.

From 2010 to 2014, one traffic crash involving a pedestrian occurred in the Village of Cameron, and none involving a bicyclist occurred. The crash was at the corner of 5th and Wisconsin on June 13, 2011 and caused a possible injury to the pedestrian.

School Buses and Parent Drop Off

At this time, the bus loading zone at the Middle School is functioning well. Buses are separated from family vehicles dropping off or picking up students. Students who are getting dropped off or picked up do have to pass between any buses that are present to go between the drop-off point and the school. Walkers and bikers go to the trail that takes them up to the neighborhood streets, with no direct conflict with buses or personal vehicles at the school.

At the new elementary school, the pick-up and drop-off area has been designed very intentionally. It includes a drop-off plaza and separate areas for buses and parents. It has not been operated yet, but it has been designed to eliminate common problems in the pick-up and drop-off of students to make the arrival and dismissal processes smoother and safer. Walkers and bikers will access the school from one of two gates into the school grounds, one at 6th Street and one at 4th Street. This access would keep walkers and bikers separate from vehicles and buses.

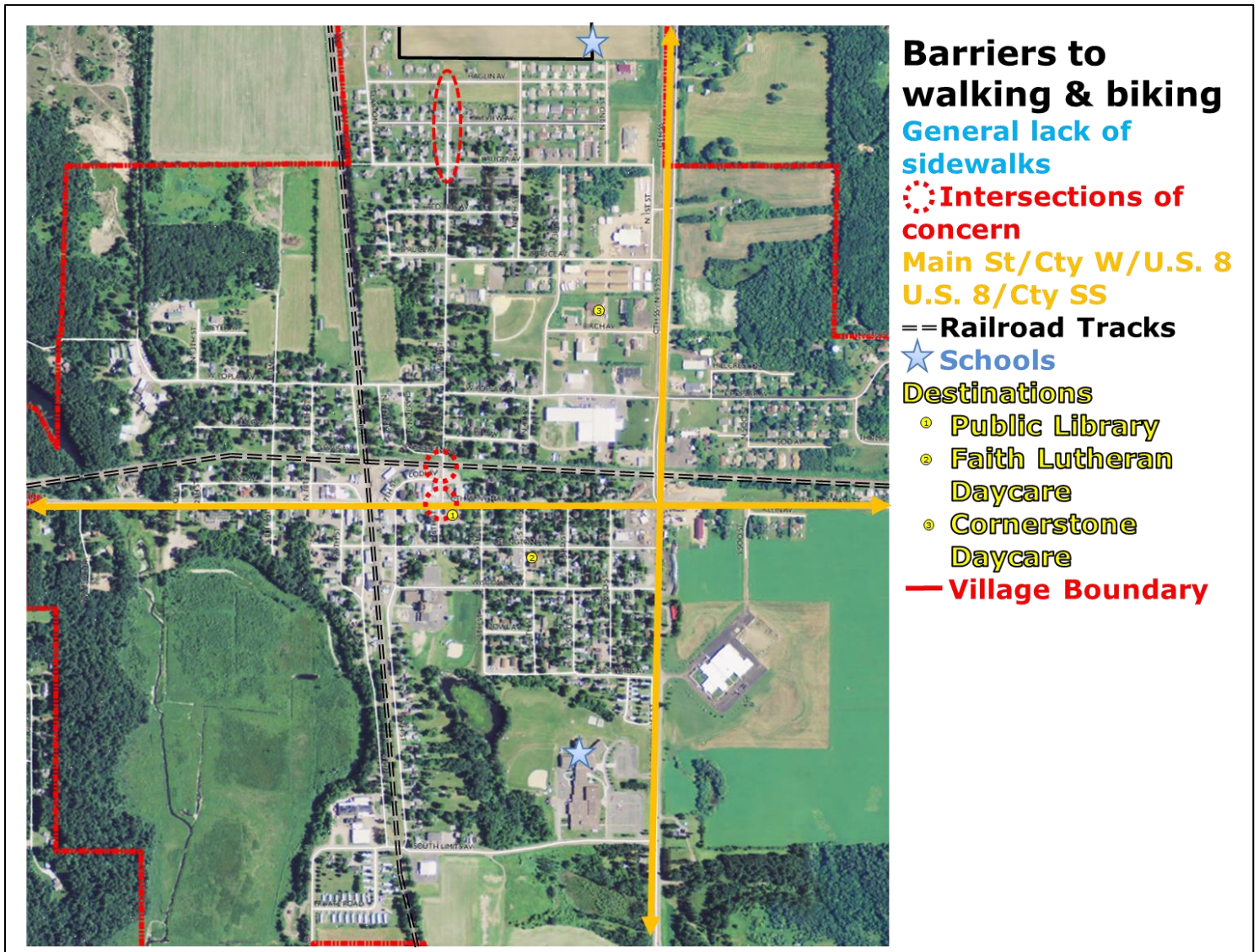
Other Plans

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 current Village of Cameron Comprehensive Plan (2009). However, there is language that includes pedestrian and bicycle facilities, notably this policy:

Include safe opportunities for pedestrians (sidewalks) and bicycling (bike lanes) where possible or appropriate as part of road renovation projects and newly proposed roadways.

In future updates of the Village of Cameron Comprehensive Plan, reference should be made to this Safe Routes to School Plan and recommendations should be made regarding how to improve conditions for students walking and biking to school.

Figure 5
Walking and Biking Barriers



The main barriers to walking and biking in Cameron are shown in the map above. The barriers are places where walking and biking are less safe than in other parts of the Village.

Two highways cross through Cameron. One runs east-west and has several designations: Main Street, County Highway W, and U.S. Highway 8. The safe route along 6th Street crosses Main Street, requiring attention that will be detailed later in this plan. The other highway runs north-south and is designated as County Highway SS and U.S. Highway 8.

Two active rail lines run through Cameron. They are operated by Canadian National and Progressive Rail. The east-west line crosses 6th Street, part of the safe route identified for student walking and biking.

There is a general lack of sidewalks in the Village, requiring students to walk and bike on the edge of the street. Fortunately, the traffic in Cameron is generally reasonable, not too much or too fast. Sidewalks along the safe route will be considered in this plan.

Recommended Strategies

Numerous strategies are recommended for the School District of Cameron and the Village of Cameron. 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 main infrastructure challenges for walking and biking are along the length of 6th Street that currently has no sidewalk and at the intersection of Main and 6th, though there will be a crossing guard there. The community is of a size that most students who live within the Village limits should be able to walk and bike to school once they are old enough.

With the following strategies and proposed safe routes to school, the goals are to make it safer for students in Cameron to walk and bike to school and thereby to increase the number of students choosing to walk and bike to school. For the strategies, there are three different timeframes for implementation: ongoing, short-term (2015-2016), and medium-term (2017-2019). A Project Prioritization table follows in the Implementation section.

Education

School District

- Hold safety classes for topics such as railroads, walking, biking, and driving. (ongoing)
- Host fitness speakers that promote walking & biking (athlete/coach from High School, UW system, etc.). (medium-term)
- Distribute an annual beginning-of-school-year newsletter with brief article stating that the community has completed a SRTS plan, where designated SRTS corridors are, and tips for safe driving, walking, and biking. (short-term)
- Explain about Safe Routes to School at Welcome to School Day. (short-term)
- Start a P.E. bike unit for elementary school students. (medium-term)
- Include vehicle/bike/pedestrian safety tips and laws in school newsletters. (ongoing)
- Create an informational tri-fold brochure with a map showing the location of safe routes and crossing guard; tips for driving, walking, and biking safety; and contact information for police, schools, website, Facebook. (short-term)
- Create a poster with information similar to brochure and distribute it at the bank, clinic, library, grocery store, splash pad, etc. (short-term)
- Promote SRTS on the School District's website and Facebook page. (ongoing)



Bike Safety Class

Village/School District

- Continue to work with local media in promoting SRTS: WJMC radio, Cameron Chronicle. (short-term)
- Talk to members of local churches and the Senior Center to raise awareness of the safe routes and the emphasis on safe travel in the Village. (short-term)
- Place signs announcing Cameron as a Safe Routes to School Community at the four main entrances to the Village. (medium-term)
 - North: County Highway SS
 - East: U.S. Highway 8
 - South: U.S. Highway 8/County Highway SS
 - West: County Highway W/Main Street

Encouragement

School District

- Celebrate Walk to School Day (Nationwide: October 7, 2015, www.walkbiketoschool.org) with events and activities or organize your own day. (short-term)



Walking School Bus

- Organize a walking school bus from strategic locations along SRTS routes, perhaps led by high school seniors. (ongoing)
- Establish new arrival and departure routines at the new elementary school that are safe for walkers and bikers. (short-term)

Village/School District

- Encourage parents to walk or bike with their kids the first few days of school to set a habit that the kids can follow on their own. (short-term)
- Hold a Bike Rodeo to practice safe riding in a fun setting. (medium-term)
- Collaborate with community organizations to help promote walking and biking: Boy Scouts, Girl Scouts, Cameron Civic Club, outdoors, health, etc. (ongoing)
- Distribute safety vests and/or reflectors for students to use to increase their visibility. (short-term)

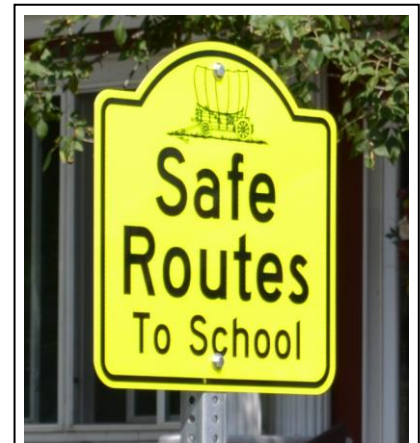
Enforcement

Village

- Enforce speed limits. (ongoing)
 - Main Street.
 - 6th Street.
- Consider fixed-mount speed sign on Main near 6th, or use existing portable speed sign. (ongoing)
- Enforce yielding to pedestrians. (ongoing)
- Work with the one officer on-duty at school opening time, particularly on 6th Street. (ongoing)

Village/School District

- Continue to utilize crossing guard, but relocate crossing location from 7th and Main to 6th and Main, as part of new, safe route. (ongoing)
- Work with the School District's police liaison, Dave Kuffel. (ongoing)
- Enforce parking, drop-off, and pick-up areas at schools. (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.

Engineering

Village

- There will likely be new sidewalk along the east side of 6th Street from Elm Street to Spruce Street. Its timing depends on pending approval of a Community Development Block Grant (CDBG) application. (short-term)
- Continue sidewalk along the east side of 6th Street from Spruce Street to Haglin Street (four blocks). (medium-term)

- Consider other options for this four block stretch if sidewalks are prohibitively expensive at this time: (medium-term)
 - Widen 6th Street and make a pedestrian shoulder.
 - Paint centerlines and parking lanes or bike lanes along 6th Street.
 - Prohibit parking on 6th Street to allow for bike and pedestrian use.
 - Widen 6th Street and allow parking on one side.
- Make the three 2-way stop intersections at 6th Street and Kruger, Skyview, and Haglin into 4-way stop intersections. (short-term) Ordinance passed
- Consider turning the intersections of 6th Street and Spruce and Red Pine from 2-way stop intersections into 4-way stop intersections if cars on 6th Street travel too fast. (medium-term)
- Consider engineering options for the intersection of 6th Street and Main Street, keeping in mind that a crossing guard will be at the intersection, too. (medium-term)
 - Crosswalks
 - In-street pedestrian signs
 - Pedestrian crossing signs on both sides of street, perhaps with flashing signals
 - Pedestrian flashing light over street
 - School zone signs before intersection indicating to slow down to 15 miles per hour during school time
 - Curb extensions to shorten crossing distance and make waiting pedestrians more visible to drivers
- Establish a snow removal plan for the identified route that meets the needs of walkers and bikers. (short-term)
- Consider a crosswalk painting schedule that starts in the spring. (short-term)
- Improve lighting along SRTS corridors, where needed. (medium-term)

School District

- Install safe and attractive bike parking at the new elementary school. (short-term)

Village/School District

- Post “Safe Routes to School” signs along designated safe routes. Possibly incorporate a community-based theme on the signs such as the Comet, the school district mascot. (short-term)

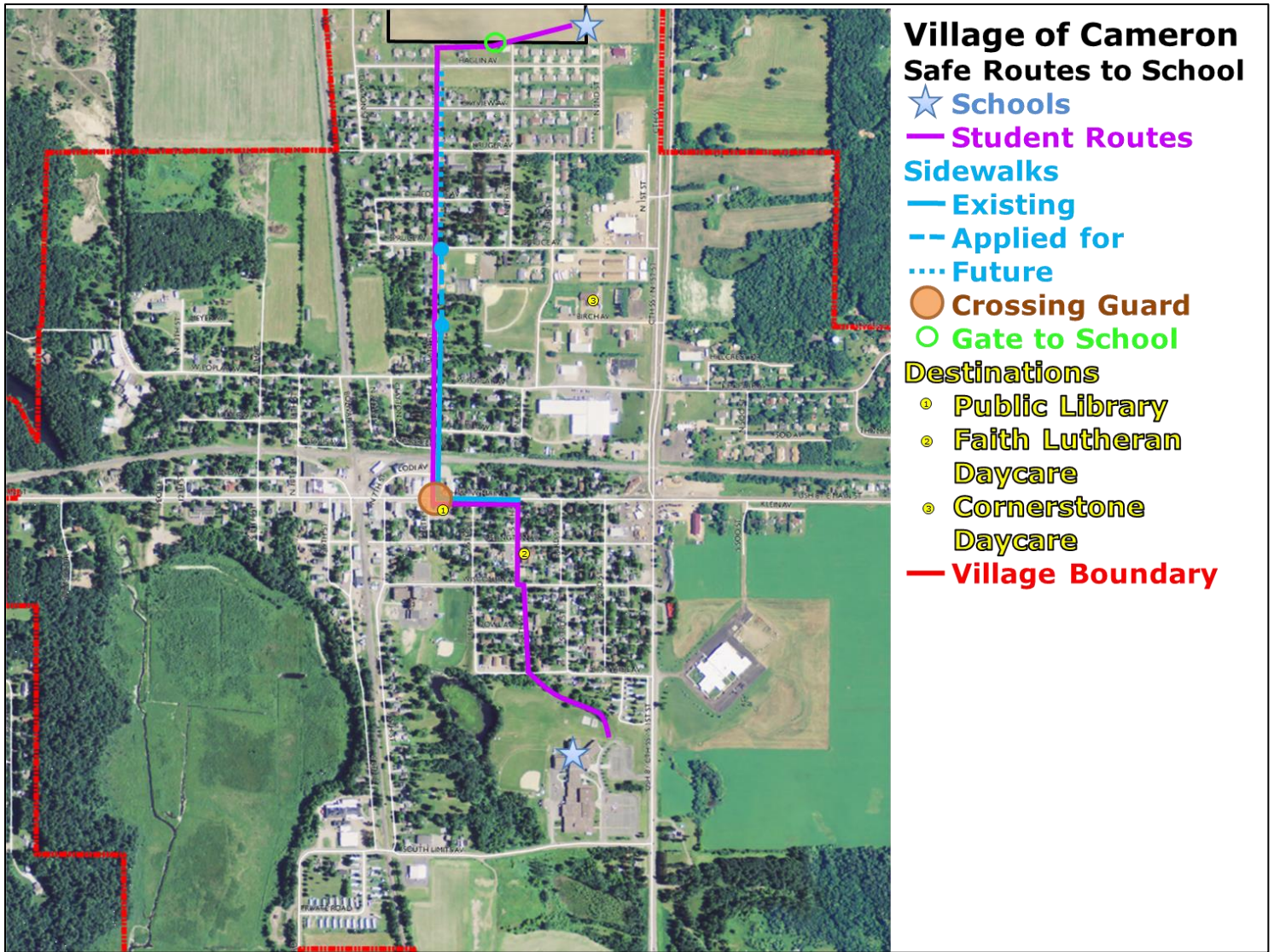
Evaluation

- Nominate a chairperson for the SRTS Task Force. (short-term)
- Continue to meet as a SRTS Task Force (at least twice a year). (ongoing)
- Conduct another travel tally survey in spring 2017 and spring 2019, perhaps in spring 2016 for the new elementary school to establish base data. (medium-term)
- Conduct another parent survey in spring 2017 and spring 2019, perhaps in spring 2016 for the new elementary school. (medium-term)



Bicycle parking

Figure 6
Safe Routes to School System



The Safe Routes to School route connects the elementary school at the north end of the Village and the middle school at the south end. From the north, the route goes from the elementary school ground through a gate and then to 6th Street. The route goes down 6th toward Main. At the intersection of 6th and Main, there is significant traffic, so a crossing guard will guide the students across Main. The route then goes on the sidewalk on the south side of Main. Turning right down 4th Street, the route goes four more blocks and follows the paved pedestrian trail to the middle school.

Implementation

In order for the recommendations included in this SRTS plan to become reality, it is important that the SRTS Planning Task Force remain active and become the SRTS Implementation Task Force. The group's role will be to coordinate, track, and evaluate projects, programs, and grant applications. They will serve as the champions 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 (2015-2016), and medium-term (2017-2019). The ongoing efforts can start right away and should be continued because they are integral to making the designated routes safe and to getting more kids walking and biking. The short-term category includes those projects that may require some planning to include in school curriculum during 2015 or 2016 or those that would be eligible for upcoming grant cycles, such as TAP grants. Projects included in the medium-term are projects that either require more coordinated effort, design time, or that should be included in future projects. With the correct planning and coordinated effort, some of these could start sooner. These recommended timeframes are somewhat subjective and should be modified if the SRTS Implementation Task Force decides that strategies should be prioritized in a different order than the one outlined here. Additionally, the assigned jurisdiction for each project may vary. For instance, a project assigned to the School District may require assistance from the Village, or vice versa.

The following is a list of criteria that could be used by the SRTS Implementation Task Force to periodically review the priority of recommendations. 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 Implementation Task Force will update which strategies are of highest priority. In addition, it should be noted that some strategies that can be accomplished easily, even though they are not the highest priority, should be implemented if the resources are available or if coordinating projects, such as road reconstruction where a sidewalk is recommended, are scheduled.

Criteria

- Safety
- Ease of Implementation
- Usage
- Cost
- Healthy Outcomes
- Time Required

The engineering strategies of highest priority include:

- Sidewalk on 6th Street
- Intersection improvements at 6th and Main

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. The list does give 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 community and School District together and guide them toward the goal of becoming a Safe Routes to School community.

Cameron Safe Routes to School Project Prioritization	Jurisdiction		
	School District	Village	School District and Village
Project			
Short-Term (2015-2016)			
Distribute an annual beginning-of-school-year newsletter with brief article stating that the community has completed a SRTS plan, where designated SRTS corridors are, and tips for safe driving, walking, and biking.			
Explain about Safe Routes to School at Welcome to School Day.			
Create an informational tri-fold brochure with a map showing the location of safe routes and crossing guard; tips for driving, walking, and biking safety; and contact information for police, schools, website, Facebook.			
Create a poster with information similar to brochure and distribute it at the bank, clinic, library, grocery store, splash pad, etc.			
Continue to work with local media in promoting SRTS: WJMC radio, Cameron Chronicle.			
Talk to members of local churches and the Senior Center to raise awareness of the safe routes and the emphasis on safe travel in the Village.			
Celebrate Walk to School Day (Nationwide: October 7, 2015, www.walkbiketoschool.org) with events and activities or organize your own day.			
Establish new arrival and departure routines at the new elementary school that are safe for walkers and bikers.			
Encourage parents to walk or bike with their kids the first few days of school to set a habit that the kids can follow on their own.			
Distribute safety vests and/or reflectors for students to use to increase their visibility.			
There will likely be new sidewalk along the east side of 6 th Street from Elm Street to Spruce Street Its timing depends on pending approval of a Community Development Block Grant (CDBG) application.			
Make the three 2-way stop intersections at 6 th Street and Kruger, Skyview, and Haglin into 4-way stop intersections. <input checked="" type="checkbox"/> Ordinance passed			
Establish a snow removal plan for the identified route that meets the needs of walkers and bikers.			
Install safe and attractive bike parking at the new elementary school.			
Post "Safe Routes to School" signs along designated safe routes. Possibly incorporate a community-based theme on the signs such as the Comet, the school district mascot.			
Nominate a chairperson for the SRTS Task Force. <input checked="" type="checkbox"/> Bruce Mohns, Jr.			
Medium-Term (2017-2019)			
Start a P.E. bike unit for elementary school students.			
Hold a Bike Rodeo to practice safe riding in a fun setting.			
Host fitness speakers that promote walking & biking (athlete/coach from High School, UW system, etc.).			
Continue sidewalk along east side of 6th Street from Spruce to Haglin (four blocks).			
Consider other options for this four block stretch if sidewalks are prohibitively expensive at this time: <ul style="list-style-type: none"> ○ Widen 6th Street and make a pedestrian shoulder. ○ Paint centerlines and parking lanes or bike lanes along 6th Street. ○ Prohibit parking on 6th Street to allow for bike and pedestrian use. ○ Widen 6th Street and allow parking on one side. 			

Project	School District	Village	School District and Village
Consider turning the intersections of 6 th Street and Spruce and Red Pine from 2-way stop intersections into 4-way stop intersections if cars on 6 th Street travel too fast.			
Consider engineering options for the intersection of 6 th Street and Main Street, keeping in mind that a crossing guard will be at the intersection, too. (medium-term) <ul style="list-style-type: none"> ○ Crosswalks ○ In-street pedestrian signs ○ Pedestrian crossing signs on both sides of street, perhaps with flashing signals ○ Pedestrian flashing light over street ○ School zone signs before intersection indicating to slow down to 15 miles per hour during school time ○ Curb extensions to shorten crossing distance and make waiting pedestrians more visible to drivers 			
Place signs announcing Cameron as a Safe Routes to School Community at the four main entrances to the Village. <ul style="list-style-type: none"> ○ North: County Highway SS ○ East: U.S. Highway 8 ○ South: U.S. Highway 8/County Highway SS ○ West: County Highway W/Main Street 			
Improve lighting along SRTS corridors, where needed.			
Conduct another travel tally survey in spring 2017 and spring 2019, perhaps in spring 2016 for the new elementary school to establish base data.			
Conduct another parent survey in spring 2017 and spring 2019, perhaps in spring 2016 for the new elementary school.			
Ongoing			
Promote SRTS on the School District's website and Facebook page.			
Hold safety classes for topics such as railroads, walking, biking, and driving.			
Include vehicle/bike/pedestrian safety tips and laws in school newsletters.			
Organize a walking school bus from strategic locations along SRTS routes, perhaps led by high school seniors.			
Collaborate with community organizations to help promote walking and biking: Boy Scouts, Girl Scouts, Cameron Civic Club, outdoors, health, etc.			
Enforce speed limits. (ongoing) <ul style="list-style-type: none"> ○ Main Street ○ 6th Street 			
Consider fixed-mount speed sign on Main near 6 th , or use existing portable speed sign.			
Enforce yielding to pedestrians.			
Work with the one officer on-duty at school opening time, particularly on 6th Street.			
Continue to utilize crossing guard, but relocate crossing location from 7 th and Main to 6 th and Main, as part of new, safe route.			
Work with the School District's police liaison, Dave Kuffel.			
Enforce parking, drop-off, and pick-up areas at schools.			
Consider a crosswalk painting schedule that starts in the spring.			
Continue to meet as a SRTS Task Force (at least twice a year).			

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 distributes federal TAP 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

Transportation Alternatives Program (TAP)

The Transportation Alternatives Program (TAP) is a legislative program that was authorized in 2012 by federal transportation legislation, the Moving Ahead for Progress in the 21st Century Act (MAP-21). With certain exceptions, projects that met eligibility criteria for the Safe Routes to School Program, Transportation Enhancements, and/or the Bicycle & Pedestrian Facilities Program are eligible TAP projects.

<http://wisconsin.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/tap.aspx>

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

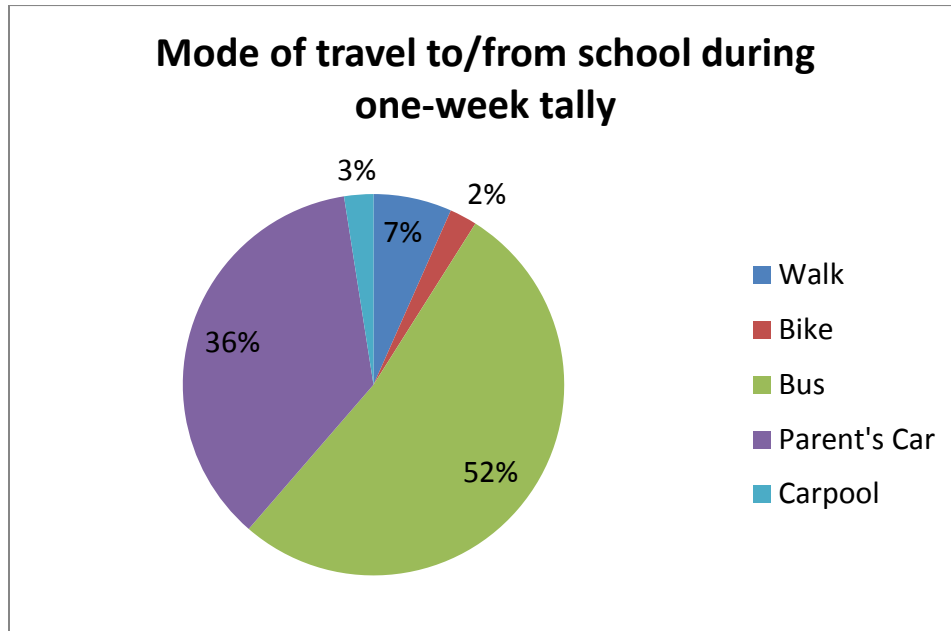
Kid Power

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

Appendix A – Student Travel Tally

Grade	Walk	Bike	Bus	Parent's Car	Carpool
K	5	0	104	33	0
K	15	0	61	71	10
K	15	0	68	76	0
K	0	0	85	39	10
K	0	0	69	74	5
1	22	3	84	41	4
1	13	0	113	29	1
1	3	0	74	62	0
1	9	0	68	56	13
1	29	0	108	12	0
2	9	0	77	81	3
2	8	8	84	57	9
2	5	1	111	37	7
2	0	0	112	32	2
2	13	0	109	48	0
3	15	0	60	57	0
3	17	0	76	53	0
3	0	0	73	68	1
3	0	0	118	29	1
4	24	0	125	93	7
4	17	14	118	79	2
4	31	10	134	49	3
5	7	2	127	94	3
5	4	18	87	87	10
6	34	14	99	63	7
6	0	8	108	77	10
6	1	14	107	90	4
7	25	0	144	61	6
7	5	10	135	95	11
7	3	8	99	92	10
7	19	21	54	152	10
7	2	6	43	108	1
8	30	0	100	76	2
8	28	6	82	50	0
	Walk	Bike	Bus	Parent's Car	Carpool
Total	408	143	3,216	2,221	152
Percent of Total	7%	2%	52%	36%	3%

**Figure 7
Travel Mode**



Appendix B – Parent Surveys – Additional Comments

Which of the following issues affected your decision to not allow your child to walk or bike to/from school?

- Goes to Cornerstone Learning Center Mon-Fri and gets there at about 5:45am mornings and goes after school too
- Our kids would have to travel a small stretch on highway 8 but there is not a safe place for them to do that.
- My sons would like to ride their bikes to school but don't know where they would put them while in school.
- work schedule and if the child is leaving from home or daycare

Please provide any additional comments

- My child's grandma lives two blocks away from the new Elementary School. I will gladly let him ride his bike to his grandma's house as long as the roads are properly marked and safe.
- Safety from traffic would be the main concern
- I would love for the Stanley Township to be involved in this as well. As they are the outlier and directly located adjacent to the school.
- our children currently walk less than two blocks from daycare most days with the new school they will have approximately 6 blocks to walk in the opposite direction of where their daycare will be in relation to our home we are not sure what it will look like for us at the new elementary school as we do not feel comfortable having our children walk or bike from school across Main Street to daycare
- We will be moving to within one mile of the new elem. school. However, we will be across "SS" from the school and will not allow the girls to walk/bike because of that. We would LOVE to see a safe way to cross "SS" in the future.
- We live on 6th Street by Sportsman's park. There are SO many children that ride their bikes on that street and yet the street is not safe - people speed and there is quite a bit of traffic. 6th Street will be even busier once the new school is open. I'm not sure what the solution should be...