



Reporter



Tanner from Green Lake Public Schools won first place in the 2011 Saris Cycling Poster Contest. Tanner won a Schwinn bicycle, Planet Bike light, and Lazer helmet. Green Lake school will receive a Saris Parking System for bicycles.

Welcome!

Welcome to the eighth edition of the Safe Routes Reporter.

SRTS Projects are underway, more communities are creating SRTS plans, and another round of funding is complete.

It's exciting to see such a large interest in making it safer and more appealing for kids to walk and bike to school.

We hope you enjoy this edition of the Safe Routes Reporter and we welcome your feedback.

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Safe Routes to School Project Outcomes

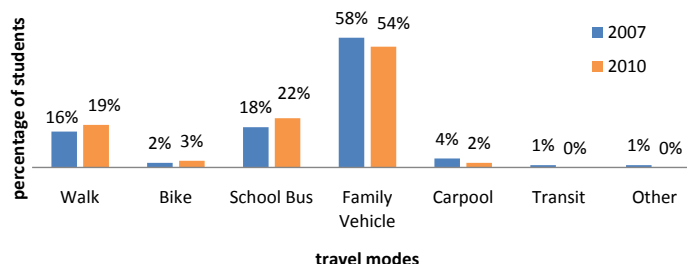
SEVERAL SAFE ROUTES TO SCHOOL programs have completed projects and submitted post-program data based on student travel modes and parent attitudes. This newsletter is featuring data from Milwaukee's Fairview Elementary School, Rib Mountain Elementary School, and Weston's DC Everest Junior High School. An additional six communities have completed projects and will have post-program data later this year. This data is important because it helps schools better understand their successes and what issues they continue to face to make a lasting SRTS program. In addition, this data is used on a state and national level to evaluate the success of SRTS and help understand the types of projects that are the most successful.

Fairview Elementary

FAIRVIEW ELEMENTARY SCHOOL IN MILWAUKEE partnered with the Bicycle Federation of Wisconsin (BFW) to develop and implement its SRTS program. BFW conducted pedestrian and bicycle educational programming and helped start *Walking School Bus* routes. In addition, a busy intersection four blocks from the school received bump-outs, count-down pedestrian signals and improved crosswalk markings.

The graph shows student travel mode in **2007 (blue)** and in **2010 (orange)**. The surveys show a slight increase in the percentage of students who walk and bike to school and a slight decrease in the number of children arriving by family vehicle during the same time period. However, with 54% of children still traveling by family vehicle, Fairview Elementary and the BFW continue to work together to build a sustainable SRTS program with even more children walking and biking. A number of additional infrastructure improvements have been recommended for the school area. In addition, more education and encouragement programming is being planned to continue to grow the program.

Fairview Elementary School
 student travel tally

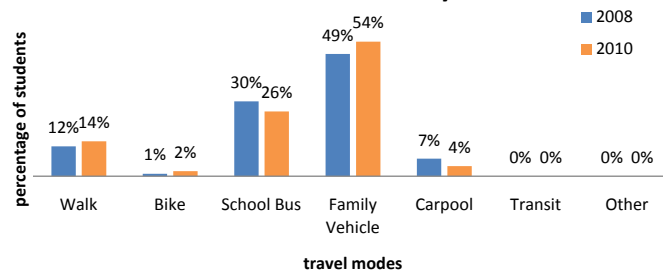


Rib Mountain Elementary School

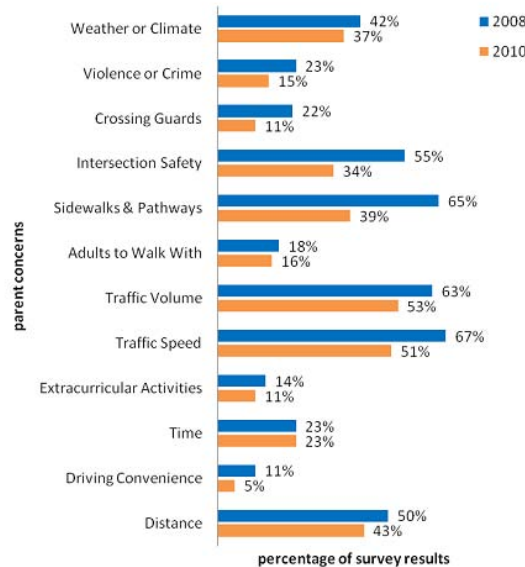
RIB MOUNTAIN ELEMENTARY School received *Safe Routes to School* funding in 2007 to improve the safety conditions around the school with the addition of a crosswalk at the intersection of County Highway R and Robin Lane, a paved trail to the school and additional sidewalk. These projects were in response to a large scale overpass project that was constructed in the area and unsafe conditions at intersections near the school. To celebrate the completion of the project, Rib Mountain held a very successful *Walk to School Day* and invited a local police officer to talk to the children about bicycle and pedestrian safety.

The graph shows student travel modes in **2007 (blue)** and in **2010 (orange)**. Although the number of children who walk and bike to school increased slightly, so did the percentage of children traveling by family vehicle.

Rib Mountain Elementary School student travel tally



Rib Mountain Elementary School parent concerns



Parents were asked to identify issues that concerned them related to their children walking and biking to school.

Overall, parent concerns about the listed issues decreased. However, concerns about traffic volume and speed still remained high. This data helps the community know what additional issues need to be addressed.

D.C. Everest Junior High School

D.C. EVEREST JUNIOR HIGH SCHOOL in Weston received funding to install sidewalk to separate motor vehicle traffic from pedestrians and bikes entering the school property. Prior to the SRTS funding, the parking lot was just a large asphalt area with no bicycle or pedestrian accommodations and traffic flowing in all directions.

The figure to the right shows student travel mode in **2007 (blue)** and in **2010 (orange)**. The percentage of students who walk and bike to school increased over the course of the SRTS program, but the percentage of students who travel to school or home by family vehicle remained the same.

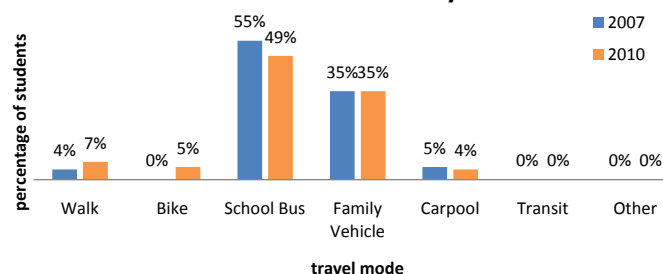
D.C. Everest BEFORE



D.C. Everest AFTER



D.C. Everest Junior High School student travel tally





One of the winning posters turned into a billboard in the city of Marshfield's busy downtown. Photo provided by city of Marshfield Department of Planning and Economic Development.

Marshfield Safe Routes to School Billboard Contest

IN SPRING OF 2010, the Marshfield Safe Routes to School task force met to discuss potential Safe Routes to School projects. One idea that came out of this meeting was a poster contest with the goals of helping raise awareness of the Safe Routes program and encouraging walking and biking to school.

The theme of the poster contest was "I'm a safe pedestrian." Winning submissions would

be converted into a banner or billboard and the winning artists would receive a bike helmet. The contest was held during May 2010 for grades kindergarten through sixth grade. Students from six Marshfield schools submitted 59 posters. Six posters that best represented the theme of, "I'm a safe pedestrian", were selected by task force members. The winning kindergarten posters were converted into billboards and the winning posters from students in other grades were turned into banners. The students who won were presented with their bike helmets during a televised City Council meeting in Fall 2010.

The billboards and banners were prominently displayed on two major bridges in Marshfield and in the downtown during the month of October. The Marshfield SRTS Task Force received positive feedback from parents and other community members regarding the banners and the overall program.

Story provided by Josh Miller, City of Marshfield planner/zoning administrator.

Platteville 3rd Graders Link Safe Routes to School to Curriculum

IN JUNE 2010, Platteville's Westview Elementary School received a mini-grant from the National Center for Safe Routes to School for their proposed project to encourage safe walking and bicycling to school.

Westview Elementary 3rd grade teachers (Debra Ellingson, Denise Rostad, Sally Woodworth, Scott Woodworth and Karen Utley) and Kristina Fields, assistant professor from the UW Platteville Department of Civil and Environmental Engineering, developed a curriculum to incorporate Safe Routes to School into their health, civics and mathematics curriculum. As part of the civics curriculum, students wrote invitations to the Platteville city manager, city engineering, city planner and Common Council members to walk home from school with them in an event called *Walking School Bus*.

The students met with city staff to ask them how local government decisions are made. On Friday, October 22, the group walked together on Camp Street to the middle school. One goal of the walk was for city decision-makers to experience one typical walking route that students use to go to/from school and a route that is often used by Westview students when they walk to the middle and high schools for plays and other special events.

The Camp Street route is of particular interest, as part of this route does not have sidewalk and there is a challenging crossing at Camp Street and Lancaster Road/Highway 81. This section was identified as a route that needs





to become safer for bicyclists and pedestrians in the approved 2009 Platteville *Safe Routes to School* plan.

As part of their health curriculum, 3rd graders wore pedometers to count how many steps they took during the school day. Third grade teacher, Mr. Woodworth, announced at the end of the competition that 3rd graders had walked almost 500,000 steps that week, equivalent to about 250 miles! As childhood obesity rates have been increasing, this program hopes to limit that trend.

Each day, the third graders recorded the number of steps they took in order to use the information in their mathematics curriculum, to graph, calculate averages and understand place value. "Pedometers help students understand place value," noted third grade teacher Debra Ellingson.

The next curriculum component is crosswalk safety, whereby students will learn how to safely cross at a crosswalk.

One exciting result of this project was that a third grade student wrote a letter to the Common Council, requesting a crossing guard near her home. The student and two others have started their own walking school bus and enjoy walking to and from school together.

Story provided by Kristina Fields, UW-Platteville assistant professor of Civil and Environmental Engineering.



Third grade students ask questions during a special session of the Platteville Common Council, held at Westview Elementary School. Photo provided by Professor Kristina Shields, UW-Platteville.

Marquette Elementary School "WOW" Program

Walk or Wheels on Wednesdays (WOW) is a simple, low-maintenance incentive program at Madison's Marquette Elementary School. WOW is part of a greater safety initiative that also seeks to increase the physical activity of students and promote the *Safe Routes to School* initiative. Students are encouraged to walk or bike to school on Wednesdays to improve their health and decrease traffic congestion at the school. Children also learn personal responsibility, because they have to remember to bring their punch cards to get recognition for participation.

Families who normally drive their children to and from school are encouraged to consider driving part of the way to allow their child to walk a few blocks. Children who take the school bus or a cab can opt to "walk the block" with a school staff member to earn participation credit.

Upon arriving at school, students give their WOW card to a staff member who then hole-punches it.

Participation data is gathered and each Friday a drawing is held for prizes during morning announcements. Several companies, businesses and organizations were solicited for prizes that related to walking, cycling and general health. After five days of participation students receive a free WOW t-shirt. WOW first ran for ten weeks during the 2009/2010 school year. The program is now a regularly scheduled event and children continue to receive rewards for walking and biking to school.

Story provided by Diane Scherschel, Marquette Elementary parent and volunteer.

Safe Routes to School Resources

"Changing the Habits of an Entire Generation through Bicycling and Walking", a new report from the Safe Routes to School National Partnership.

www.saferoutespartnership.org/media/file/SRTS-Promo-Piece-Final.pdf