



2022 Summary Report

Chippewa Valley
Safe Routes to School Partnership



Prepared for:

Chippewa Valley
Safe Routes to School
Regional Partnership

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A photograph of a school drop-off area. In the foreground, several children with backpacks are walking. A yellow caution tape with the word "CAUTION" written in black is stretched across the path. In the background, adults and children are gathered near a brick school building. Some adults are wearing high-visibility yellow vests. One child is holding a sign that says "SAFETY PATROL".

Chippewa Valley SRTS Partnership

Eau Claire Area School District
Chippewa Falls Area Unified School District
School District of Altoona
West Central Wisconsin Regional Planning Commission



**Making it safer and easier
for kids to walk and bike to
school in the Chippewa Valley.**







Introduction

This past year was full of large strides to continue making walking and biking safer and easier in the Chippewa Valley and through West Central Wisconsin. 2022 was filled with promotional events, plan updates, and speed studies.

2023 will come with even bigger and better programs and projects to further the CV SRTS Partnership Program.

Awarded 2022-26 TAP Funding

In January of 2022, WCWRPC submitted an application for additional funding through the Wisconsin Department of Transportation's Transportation Alternatives Program. This funding focuses on bike and pedestrian related planning and non-planning efforts.

There were three components that helped strengthen our application:

1. Three new plans for the school districts of River Falls, Turtle Lake and Stanley-Boyd.
2. SRTS Coordination and Implementation for six School Districts: Altoona, Chippewa Falls, Eau Claire, Bloomer, Frederic, and Osceola.
3. Broader SRTS outreach for our region.

In July of 2022, WCWRPC was notified that our application was awarded to sustain the SRTS efforts in West Central Wisconsin. Over the next few years WCWRPC staff will focus on using these funds to increase walking and biking while simultaneously making it safer to do so.

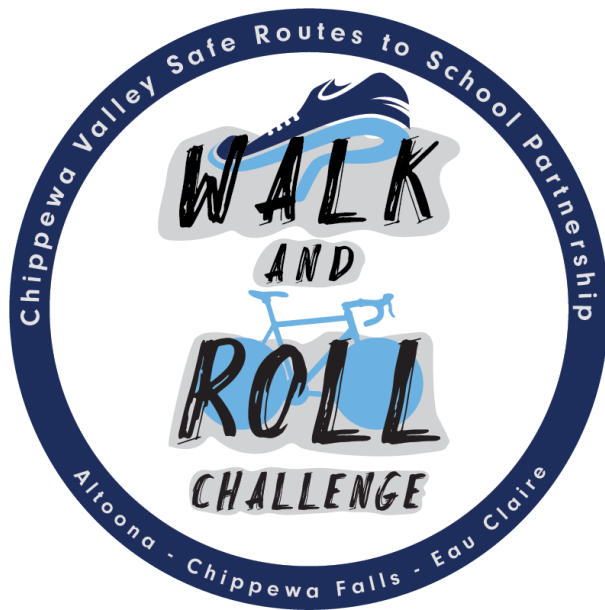


2022 Projects

Through the coordinator position, the WCWRPC can deliver tangible products that can help further grow the CV SRTS Partnership program. These products range from maps and infographics to programs and media.

Walk and Roll Challenge

The Walk and Roll Challenge occurred in May of 2022. The main purpose of this challenge was to encourage more students to walk and bike to school and to engage those that already do. In a raffle style event, kids were entered into a drawing each time they walked or biked to school. In the Chippewa Valley, 3 students won free bikes that were donated by Riverside Bike and Skate. In addition to bikes, helmets, water bottles and gift cards were also given out as rewards.



New Website

In March, WCWRPC launched a new SRTS website that works as a hub for Safe Routes to School in West Central Wisconsin. There is also a tab for everything completed for the Chippewa Valley SRTS Partnership since 2020. There is also an interactive map that shows sidewalk locations, designated safe routes and where there are crossing guards near schools. [Visit wcvwsrts.com](http://wcvwsrts.com).

Eau Claire Area School District SRTS Plan Update

Starting in August of 2022, the City of Eau Claire and ECASD came together again to form a task force and identify new issues associated with walking and biking to school. Walk and bike audits, a parent survey and classroom tallies were all used to assess the existing conditions. A lot of the issues and concerns observed remained the same from the original plan, which was written in 2018. However, there were many new observations and strategies developed for this new plan. The task force identified new highest priority issues. These are shown below.

ECASD's Highest Priority Issues

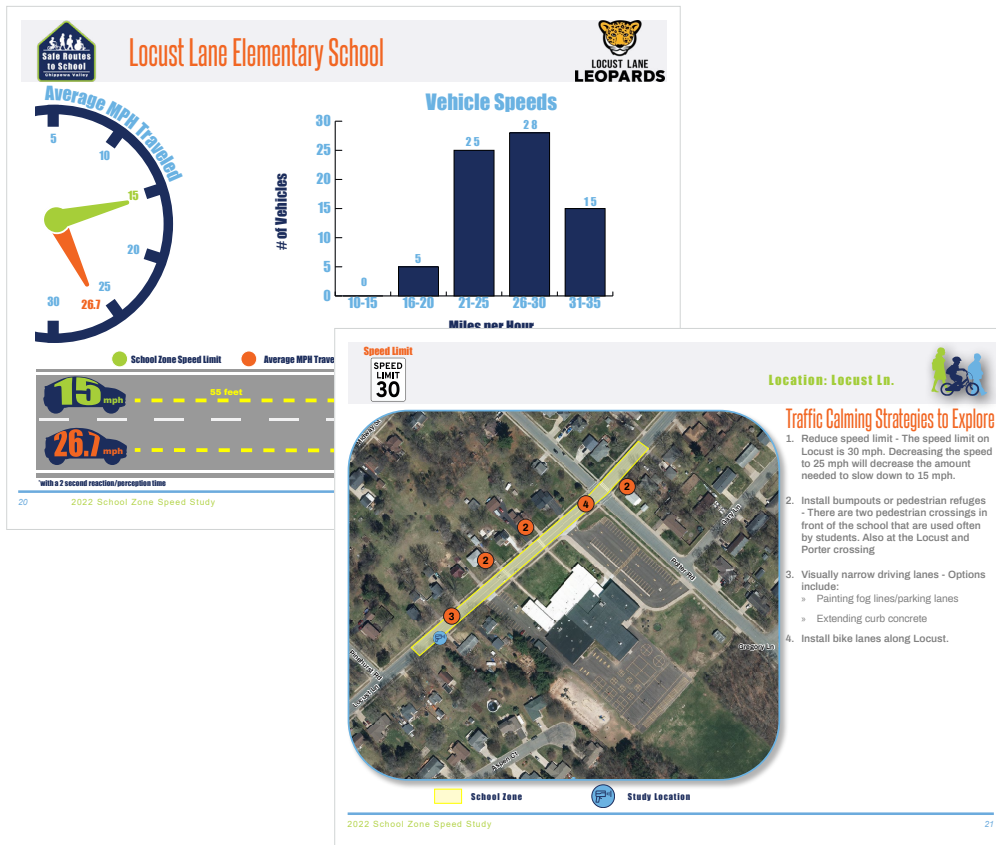
1. Fairfax/Sessions Crossing
2. Birch/Balcom Crossing
3. Fairfax at Memorial
4. Installing Flashing School Zone Signs



School Zone Speed Survey Report - ECASD

High speeds around schools is a common concern for parents who allow their children to walk and bike to school and is a deterrent for parents who do not allow their child to walk or bike to school. In Spring of 2022, WCWRPC used their recently purchased radar devices to collect speed data of the vehicles that travel through school zones. These devices can collect constant and instant speed data. To put these radar devices to good use, WCWRPC staff collected speed data at all ECASD schools while students were present. From this data, staff put together a report that analyzed the data and provided recommendations to reduce speeds through the school zones.

School	Average Speed Traveled
Delong	27
Flynn	27.5
Lakeshore	30.7
Locust Lane	28.3
Longfellow	27.6
Manz	20
Meadowview	24
Memorial	25
Montessori Charter	20.5
North	26.7
Northstar	27.9
Northwoods	28.6
Putnam Heights	24
Robbins	27.4
Roosevelt	25
Sam Davey	24.8
Sherman	21.6
South	28
District Average	26.1



Chippewa Falls Bike Rack Audit

After a check-in meeting with members of the CFAUSD, there was an identified need to assess the bike racks at the schools. WCWRPC staff visited each of the schools to assess the current conditions of the bike racks. Staff also used the 2020 classroom tally sheet data to assess whether the current number of bike parking spaces was sufficient enough for the current population of students that biked to school. This information was then used to categorize the schools into low, moderate and high priority categories.



Chippewa Falls SRTS Brochures

To help promote more walking and biking to school, and to educate parents and children on the safe routes, WCWRPC prepared SRTS brochures as a deliverable to the schools. Each school received personal brochures with their safe routes maps, safety tips, and the benefits of walking and biking to school. These then were distributed to parents and available at the administration offices of each school.

REMINDERS AND TIPS

- 1. Be visible with bright clothing or reflectors
- 2. When there are no sidewalks, walk against traffic
- 3. Look for traffic at intersections and driveways
- 4. Cross the street safely and go to the crossing guard
- 5. Obey traffic signs, signals, and adult school crossing guards

SAFE ROUTES TO SCHOOL

BIKE TIPS

- 1. Look and listen for traffic
- 2. Watch for vehicles going in your direction
- 3. Keep both hands on the handlebars
- 4. Stop before crossing the street
- 5. Ride single file, and in the same direction as traffic
- 6. Ride to the right side of the road
- 7. Obey traffic laws and use proper hand signals

PEDESTRIAN TIPS

- 1. Watch for students who are walking
- 2. Stop for pedestrians in a crosswalk
- 3. Obey the speed limit
- 4. Allow for three feet or more when passing
- 5. Turn off vehicle when walking

WHY?

HEALTHIER CHILDREN

SAFER TRAVEL

COST SAVINGS

MORE FUN

12 years old
4' 9" tall
93 pounds
3 mph (walking)

30 minutes = 86 calories burned

Halmstadt Elementary SRTS Routes



2023 Preview

Continuing in 2023 there will be larger programming efforts that focus around community promotion of the SRTS program and encouraging students to do more walking and biking to school. The following is a brief overview of the planned projects:

Finish of ECASD Plan Update

The ECASD SRTS Plan update is expected to be finished in late February of 2023. The Task Force will meet two more times before the plan is finalized and adopted.

School District of Altoona Plan Update

The first SRTS Plan for the School District of Altoona was written in 2008, and then updated almost 10 years later in 2017. Now in 2023, we will give the plan a brand new look, assess new data and issues, and provide innovative recommendations to explore to make walking and biking safer and easier in the City of Altoona.

2023 Walk and Roll Challenge

After the success of the first Walk and Roll Challenge, the CV SRTS Partnership would like to continue making this an event that schools want to participate in. To help alleviate some of the hands on work for volunteers, WCWRPC is researching ways for entering into the prize drawing to be automated and/or electronic.

Side Projects

Visualizations

Sometimes it is hard to picture changes to infrastructure in our minds. With a little help from Photoshop, WCWRPC staff is able to transform pictures to model what certain traffic calming measure would look like if implemented.

Walk and Bike to School Day Materials

For those schools who want to host Walk, Bike or Roll to School Day Events, banners, posters, flyers will be available to check out from WCWRPC to use during the event. WCWRPC staff plans on having these materials ready for the 2023-2024 school year.

CFAUSD and Altoona School Zone Speed Surveys

Just as WCWRPC did for ECASD, speed surveys will be done at all schools in Altoona and Chippewa Falls. The final reports will then be given to the Task Force members at both the city and the school district.

SRTS Toolkit

Over the summer, WCWRPC in partnership with the Bicycle and Pedestrian Committee for the City of Eau Claire, will put together a promotional tool kit that will be sent out each year to schools. This tool kit will include posters, best practices and event materials.

Infographics

There are so many ways to educate people on safe walking and biking to school. Posting on social media and/or including it in newsletters are just a couple ways. WCWRPC staff has helped many schools put together educational infographics. Education ranged from travel safety reminders to promotional items for walk/bike events.



School District of Altoona
Altoona, Wisconsin

Chippewa Falls Area Unified School District



West Central Wisconsin Regional Planning Commission