



COOLIDGE ELEMENTARY SCHOOL ACTION PLAN

NEENAH SAFE ROUTES TO SCHOOL PROGRAM



920.751.6955 | 321 Alcott Drive | Neenah, WI 54956 | EastCentralSRTS.org

SAFE ROUTES TO SCHOOL (SRTS) BACKGROUND INFORMATION

The purpose of the SRTS program is to provide safe pedestrian and bicycle facilities that encourage healthier lifestyles. Programs can be established to educate students, parents, and the community on the benefits of walking and bicycling to school and provide tips to do so safely. Major SRTS goals are:

1. To enable and encourage children, including those with disabilities, to walk and bike to school.
2. To make bicycling and walking to school a safer and more appealing transportation alternative, thereby encouraging a healthy and active lifestyle from an early age.
3. To facilitate the planning, development, and implementation of projects and activities that will improve safety and reduce traffic, fuel consumption, and air pollution in the vicinity of schools.

SRTS Planning efforts assess the facilities and conditions near school, examine how students are currently traveling to/from school, and identify safety concerns/issues raised by parents and the community. Infrastructure and non-infrastructure recommendations are then created and implemented, sometimes with grant funding assistance, by the SRTS Task Force and other community members. SRTS Plans focus on projects within two miles of an elementary or middle school (Kindergarten-8th grade) and address the 5 E's:

Engineering Enforcement Education Encouragement Evaluation

COOLIDGE ELEMENTARY BACKGROUND INFORMATION

Coolidge Elementary School is a neighborhood school located in the City of Neenah on the corner of Alcott Dr. and Campbell St. Approximately 60 percent of students reported traveling to school in a family vehicle while 20 - 25 percent walk or bike. Most of the neighborhoods right around the school have sidewalks but there are some areas, especially to the south, that lack sidewalk facilities. The top three concerns for parents that do not allow their children to walk or bike to school are all traffic/intersection related. S. Commercial Ave. is only a few blocks west of Coolidge and is a minor arterial with a 2010 daily traffic count of 9200 vehicles. A crossing guard located at Alcott Dr. and S. Commercial Ave. provides students walking or biking a safe crossing to and from school.



SCHOOL DEMOGRAPHICS

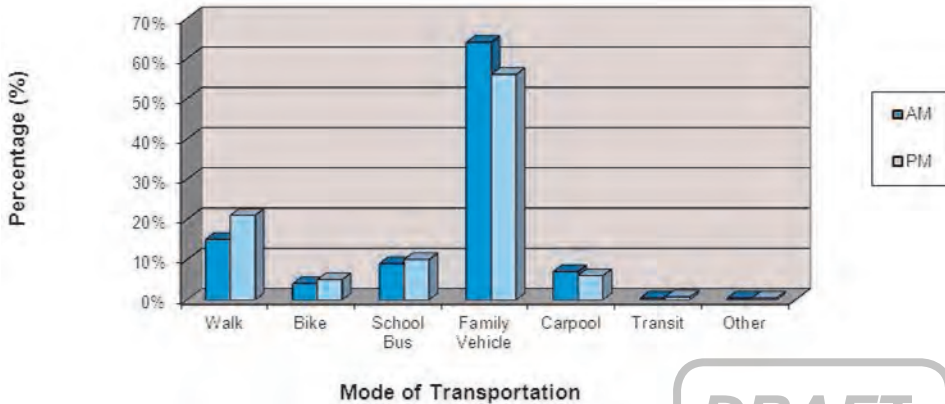
Enrollment:	350 students
Grades:	K - 5
Principal:	LeAnn Metzger
Start Time:	8:15 a.m.
End Time:	3:05 p.m.
Task Force Rep:	LeAnn Metzger



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PARENT & STUDENT SURVEY RESULTS

Coolidge Elementary School Student Survey Results
Morning and Afternoon Comparison

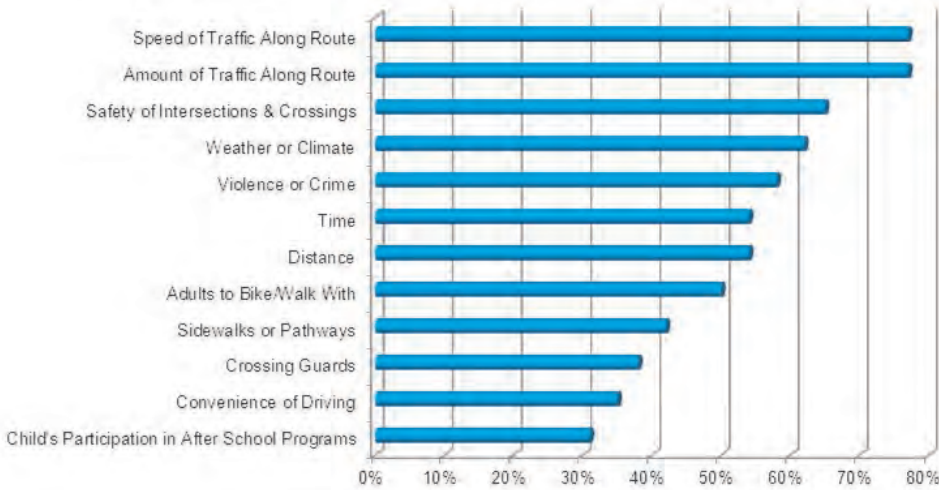


Mode of Transportation

DRAFT

Survey Data Collected in Spring 2011

Coolidge Elementary School
Parent Concerns of Children That Do Not Walk or Bike to School



Survey Data Collected in Spring 2011

Background Information

The Neenah School District is comprised of both rural and urban areas that encompass the City of Neenah. Areas of the district extend past the urban fringe into more rural, less developed areas. Overall the community has very good bicycle/pedestrian facilities, however some areas around schools and throughout the community have gaps in the sidewalk network or lack sidewalks completely. There are also arterial and/or collector streets which serve as barriers for bicyclists and pedestrians (i.e. Commercial Street and Winneconne Ave). It is crucial that students and other members of the community have adequate facilities to travel along and cross these barriers both as bicyclists and pedestrians.

The City of Neenah and the surrounding areas have some great off street multi-use trail facilities along with a network of marked on-street bike routes. The Paper Trail, a network of on-street routes and off-street multi-use paths that connects communities in the Fox Cities, also traverses through the City of Neenah.

WORK IN PROGRESS

In the Spring of 2011 a group of individuals from the Neenah School District and the City of Neenah came together to form the Neenah SRTS Task Force. Working with the East Central Regional SRTS program the group began working to address safety concerns in school zones and surrounding areas. The group also worked on encouragement and educational activities including events that promote walking or biking to and from school.



Students Using Sidewalk Connection Between Alcott Dr. and Crescent Dr.



Bike Racks at Coolidge Elementary

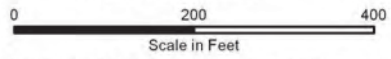


COOLIDGE ELEMENTARY SCHOOL BIKE/WALK AUDIT RESULTS

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Source: Aerial photography and base data Winnebago County, 2010. ECWRPC provided the school location and bike and walk audit results.

Audit Conducted
05.26.2011 - P.M.



This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION-SEPTEMBER 2011



-  A Few Parents Double Parked and Picked-Up Students in Street
-  Heavy Traffic at Dismissal
-  Crossing Guard
-  No Sidewalk
-  Areas Used by Most Parents Picking-Up Students
-  Bus Loading Area - Busses Only
-  "Cut Through" Sidewalk Connection



RECOMMENDATIONS

~ Engineering ~

- Consider including sidewalks when reconstructing roads at and around the school which currently lack sidewalks or only have sidewalks on one side
- Consider traffic calming measures (curb extensions, speed tables) at key areas/intersections at and around the school (i.e. intersection of Alcott Cr. and Campbell St.)
- High visibility ladder style crosswalks at designated intersections - High visibility crosswalks improve pedestrian visibility to drivers and emphasize the recommended path for crossing an intersection.
- Consider bike/pedestrian accommodations during reconstruction of Commercial Ave. and other arterial/collector streets throughout the community

~ Enforcement ~

- **Law Enforcement Presence** - Continue working with the Neenah Police Department to increase enforcement (when officers are available) at and around schools particularly during drop-off and pick-up times.
- **Speed Trailers or Permanent Radar Feedback Signs** - These can be located at or near schools to show passing motorists the speed they are traveling and slow down traffic speeds.
- **Sidewalk, Building, and Property Maintenance Ordinances** - These ordinances support a safer and friendlier pedestrian environment (i.e. clearing sidewalks of snow within 24 hours and trimming overgrown vegetation). It is important to enforce these ordinances throughout the year.

~ Education ~

- **Bicycle Rodeo/Safety Course** - A Bike Rodeo is a bicycle safety clinic which typically features bike safety inspections; a safety lecture covering the rules of the road; an obstacle or other bicycling course which emphasizes riding safely; and education about the importance of wearing a helmet.
- **Media Campaign (i.e. Public Service Announcements)** - A media campaign could be implemented by the SRTS task force by including signage reminding drivers to slow down in school zones. Also public service announcements could be developed and aired over local radio to remind the community about the importance of bicycle/pedestrian awareness and school zones.
- **Parent Pledge Program** - Participate in the Regional SRTS Parent Pledge Program.

~ Encouragement ~

- **Frequent Walker Card/Frequent Rider Miles** - Students are given cards that get punched every time they walk or bike to school. Once their card is full they will receive an incentive or become eligible to win an incentive.
- **Walking Wednesdays/Tuesday Truckers** - These walking or biking days can be weekly or monthly and can also include different themes to encourage students to walk or bike to school.
- **Pollution Punch Card Contest** - Rewards students when they choose green modes of travel - walking, biking, and can include carpooling and bus or transit.
- **Walk to School Day/Bike Safety Day** - Participate in these annual events to promote walking and biking safely.

~ Evaluation ~

- **Student and Parent Surveys** - Conduct periodic parent and student surveys in conjunction with the Regional SRTS Program.
- **Bike/Walk Audits** - Continue periodic audits to assess safety concerns at and around the school.

EXAMPLES

rapid repeating flashing beacon

pedestrian refuge island



ladder style crosswalk

The street design elements shown above help identify crossings and calm the speed of vehicular traffic.



Depending on the amount of right-of-way and traffic volume, "Road Diets" (shown above) can be implemented on arterial streets to accommodate bicycles and pedestrians while maintaining traffic flow.

Recommendations Developed by the Neenah SRTS Task Force



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SRTS Action Plan prepared by East Central Wisconsin Regional Safe Routes to School Program, January 2012. For additional information, please contact Melissa Kraemer Badtke, Regional SRTS Coordinator, at 920.751.4770 or visit www.eastcentralsrts.org.

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