



# WILSON ELEMENTARY SCHOOL ACTION PLAN

## NEENAH SAFE ROUTES TO SCHOOL PROGRAM



920.751.6984 | 920 Higgins Avenue | 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**

### WILSON ELEMENTARY BACKGROUND INFORMATION

Wilson Elementary School is a neighborhood school located on Higgins Ave. in the City of Neenah. Sixty percent of students travel to and from school in a family vehicle while 25 percent of students walk or bike. The top three concerns of parents that do not allow their children to walk or bike to school deal with traffic/intersection safety related issues. There are two minor arterial streets near the school, S. Commercial St. and Cecil St. with 2010 daily traffic counts of 9200 and 4200 vehicles respectively. Oak St. is collector street with a 2010 daily traffic count of 1900 vehicles and is also very close to the school. High traffic speeds were observed on Oak St. during the Bike/Walk Audit process. There are five crossing guards in the neighborhoods surrounding the school which provide students walking or bike safe crossings through some of the busiest intersections on these roadways.

DRAFT

### SCHOOL DEMOGRAPHICS

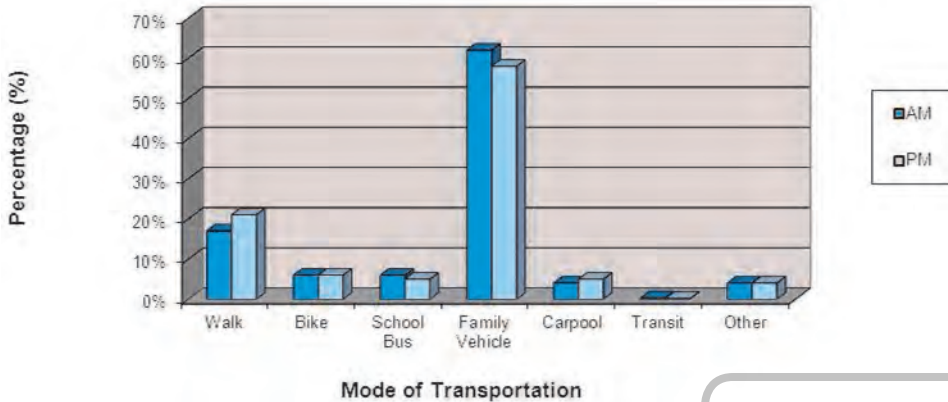
<b>Enrollment:</b>	370 students
<b>Grades:</b>	K - 5
<b>Principal:</b>	Ryan Hammerschmidt
<b>Start Time:</b>	7:33 a.m.
<b>End Time:</b>	2:55 p.m.
<b>Task Force Rep:</b>	Ryan Hammerschmidt



SRTS & School Background Info.....	1
Survey Results & Background Info.....	2
Bike & Walk Audit Results.....	3
Recommendations: The 5 E's.....	4

# PARENT & STUDENT SURVEY RESULTS

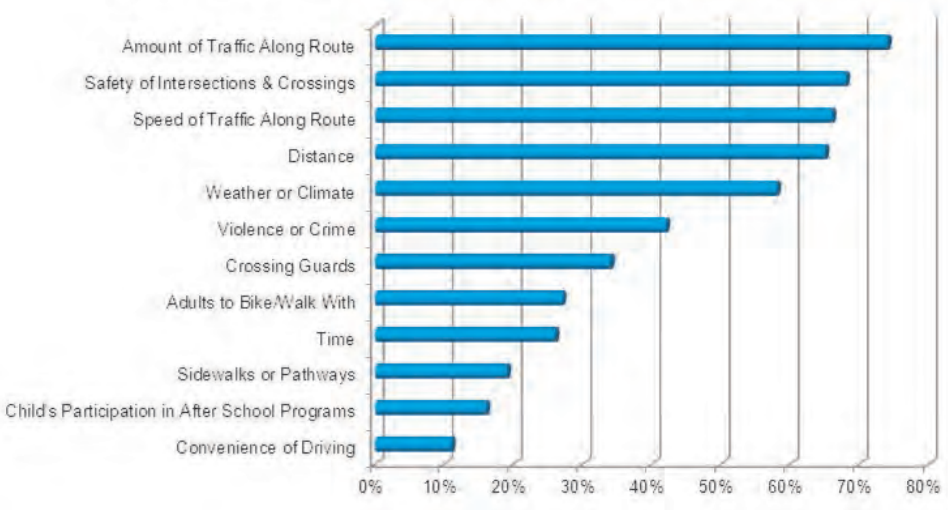
Wilson Elementary School Student Survey Results  
Morning and Afternoon Comparison



Survey Data Collected in Spring 2011

**DRAFT**

Wilson 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.



Family Arriving at Wilson Elementary On Their Bicycles



Bike Racks at Wilson Elementary



# WILSON ELEMENTARY SCHOOL BIKE/WALK AUDIT RESULTS

DRAFT

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

Audit Conducted  
05.25.2011 - A.M.



High Traffic Speeds



High Traffic Volume



Crossing Guard



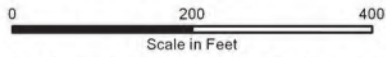
Areas Used by Most Parents Dropping-Off



Bus Loading Area



Multi-Use Trail



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-JUNE 2011





# RECOMMENDATIONS

## ~ Engineering ~

- **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**
- **Look at traffic calming measures (curb extensions, speed tables/humps, ect.) on Oak St. to slow traffic speeds**

## ~ 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



East Central Wisconsin Regional  
Planning Commission  
400 Ahnaip Street, Suite 100  
Menasha, WI 54952  
920.751.4770  
[www.eastcentralsrts.org](http://www.eastcentralsrts.org)

DRAFT