

EAST CENTRAL WISCONSIN

SAFE ROUTES TO SCHOOL

2022-2026 STRATEGIC PLAN



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VISION & PARTNERS

OUR VISION

To create a culture and environment where walking and biking to school foster a safe, fun and healthy lifestyle for students throughout East Central Wisconsin.

OUR PARTNERS

Thank you to all partners of the East Central Wisconsin Safe Routes to School program.

School staff and administrators
Parents and students
Planners
Public works/engineers
Public/elected officials
Parks and Recreation staff
Health and wellness professionals

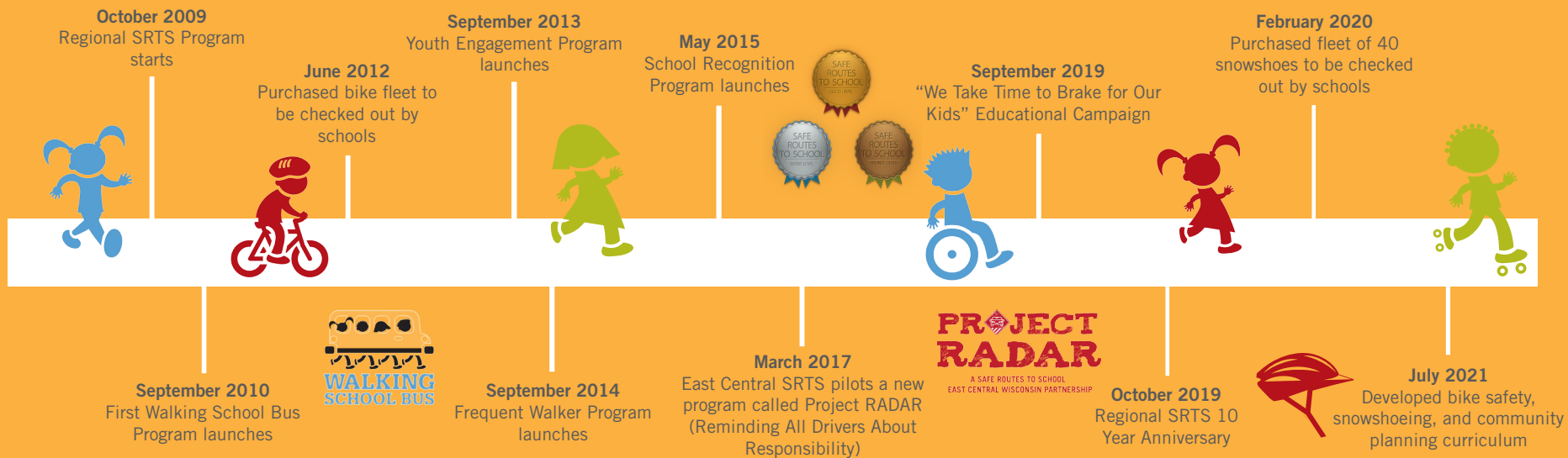
Non-profit organizations
Fire departments
Law enforcement
Bicycle and pedestrian advocates
Wisconsin Department of Transportation
Federal Highway Administration
Safe Routes to School professionals



PROGRAM OVERVIEW

The East Central Wisconsin Regional Safe Routes to School (SRTS) Program focuses on empowering local communities and school districts with the resources and knowledge needed to implement SRTS activities. By working to make it safer and more appealing for students to walk and bicycle to school, the Regional SRTS Program is continually making strides to improve childhood health, reduce traffic congestion and pollution, and create more livable communities.

The program encompasses an eight county region in northeast Wisconsin including Calumet, Fond du Lac, Menominee, Outagamie, Shawano, Waupaca, Winnebago, and Waushara counties. East Central SRTS staff assist local schools and municipalities to continually improve their SRTS efforts. Our current funding allows us to work with students in Kindergarten through eighth grade. However, new funding from the Bipartisan Infrastructure Law would allow for high schools to participate in programming.

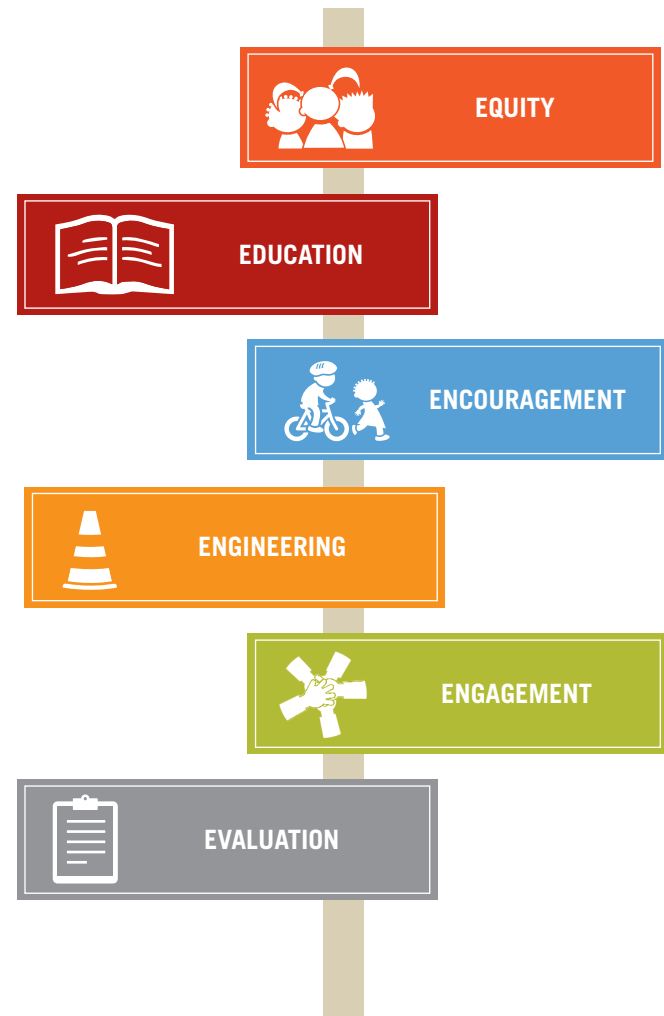


The Regional Safe Routes to School (SRTS) Program was started in October of 2009. At that time, there were eight safe routes to school programs within East Central’s ten county region. That number expanded to 22 school districts and 86 schools in one and a half years. Today, there are over 184 schools that have participated in the program.

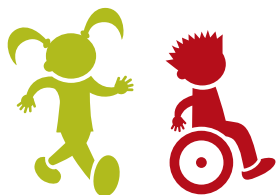
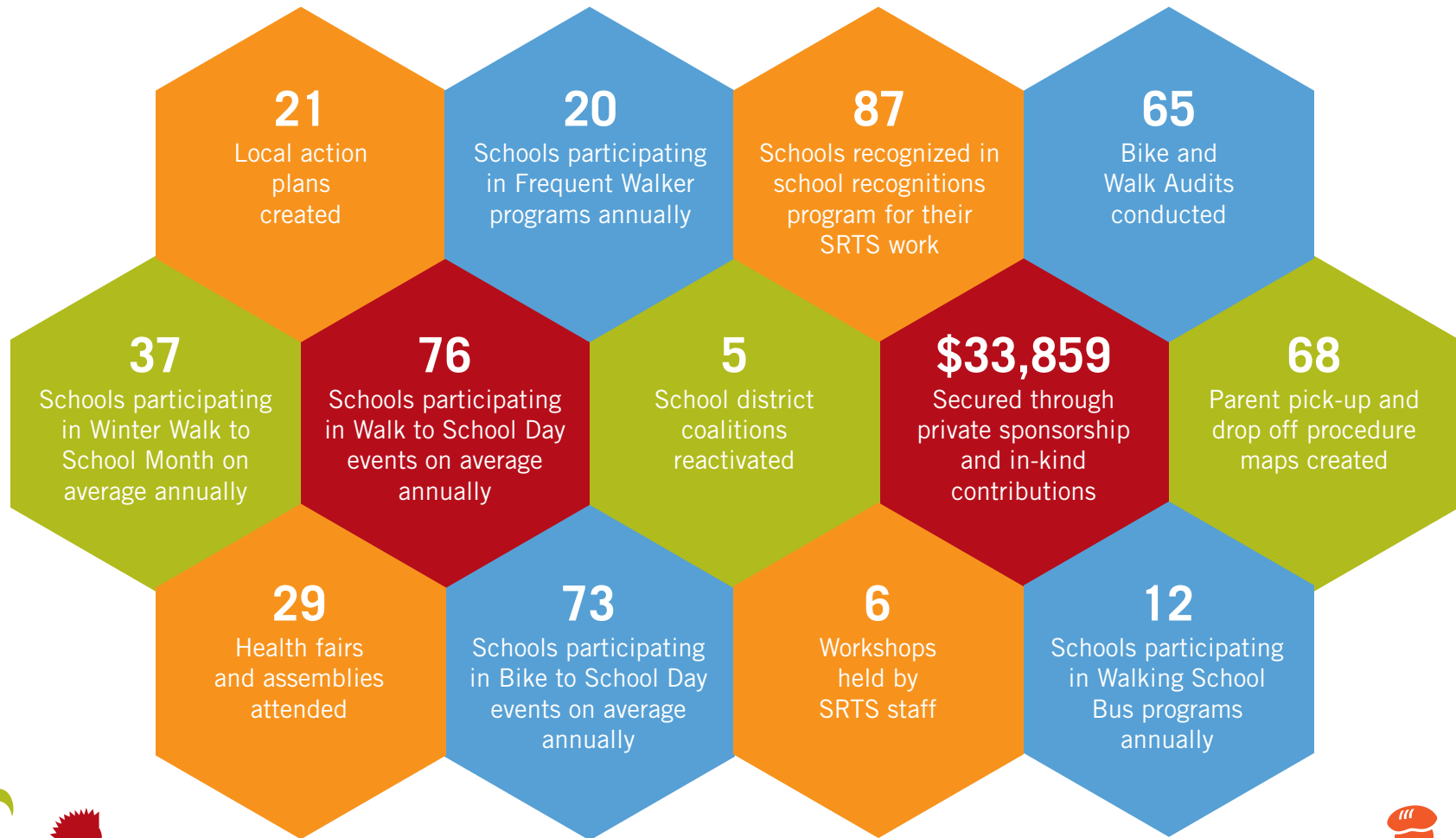


GUIDING PRINCIPLES

The Regional Safe Routes to School program is based on the principles of the Six E's: Equity, Education, Encouragement, Engineering, Engagement, and Evaluation.



FIVE YEAR HIGHLIGHTS 2017-2021





STRATEGIC PLAN PROCESS

The Regional Safe Routes to School Strategic Plan planning process took place from January to April of 2022. The SRTS program partnered with Toole Design to update the Strategic Plan. The Plan update included engaging local school champions in the form of surveys and interviews to learn more information about their program successes and challenges. The feedback provided helped to guide the development of updated goals, actions, outcomes, and the program vision.

- 1 2017-2021 Strategic Plan was implemented
- 2 Program successes and challenges were evaluated from the 2017-2022 Strategic Plan
- 3 Partnered with Toole Design to develop key stakeholder interview materials
- 4 Sent out surveys to school partners
- 5 Conducted focused interviews with key stakeholders
- 6 Surveys and interviews were used to develop goals, actions, and outcomes
- 7 2022-2026 Strategic Plan was completed

PARTNERSHIPS & PLANNING

FOCUS AREA GOALS

Grow partnerships with and among local stakeholders to plan, implement, and maintain SRTS programs.

Secure sustainable sources of funding to support SRTS programming.

ACTIONS

- ▶ Introduce SRTS programming to non-participating school districts in our region.
- ▶ Develop policies that support safe and active modes of transportation with school administration.
- ▶ Collaborate with school districts and community staff to update and develop local SRTS Action Plans.
- ▶ Apply for Transportation Alternative Program funding and work with community businesses to obtain sponsorships
- ▶ Collaborate with schools and communities as infrastructure improvements are proposed to support walking and bicycling for students of all abilities.

OUTCOMES

- ▶ Schools and communities have plans, practices, and policies that support walking and bicycling.
- ▶ Funding is secured to implement local SRTS programs.
- ▶ Schools are participating for the first time, or for the first time in over 5 years, in SRTS programs.



EVENTS & PROGRAMS

FOCUS AREA GOAL

Educate and encourage students to safely walk and bicycle to school and in their communities through events and programs.

ACTIONS

- ▶ Support school and community events by providing SRTS resources, educational materials, and staff assistance.
- ▶ Assist schools in implementing walking and bicycling curriculum.
- ▶ Offer a variety of programs to support urban and rural schools.

OUTCOMES

- ▶ There is increased participation in events and programs that support walking and bicycling to school.
- ▶ Schools have incorporated walking and biking lesson plans into their core curriculum.
- ▶ Schools are recognized for participating in SRTS activities through the School Recognition Program.



COMMUNICATION

FOCUS AREA GOALS

Create awareness of Safe Routes to School initiatives through communication and educational materials.

Expand the reach of safety education using consistent messaging among various stakeholders.

ACTIONS

- ▶ Create educational resources about safe walking and bicycling that support the needs of all students.
- ▶ Provide stakeholders and community partners with a summary of program achievements.
- ▶ Complete a regional SRTS brand refresh to better reflect the updated vision and program goals.
- ▶ Create communication templates and talking points for schools to share.
- ▶ Collaborate with community partners to create awareness about school zone safety.

OUTCOMES

- ▶ Schools and communities have educational resources related to walking and bicycling safety.
- ▶ Partners are aware of and engaged in Safe Routes to School programming.
- ▶ Updated SRTS brand is shared with participating schools and reflected in all educational and promotional resources.
- ▶ School zone safety messaging is shared by participating schools and community partners.





YOUTH ENGAGEMENT

FOCUS AREA GOAL

Empower youth to educate the community about school zone safety and encourage their peers to choose active transportation.

ACTIONS

- ▶ Provide support and resources to schools implementing youth engagement programs.
- ▶ Provide hands-on walking and bicycling instruction to students.

OUTCOMES

- ▶ There is an increased amount of schools implementing youth led programs.
- ▶ Youth are empowered to choose and advocate for active transportation.
- ▶ Schools have incorporated walking and bicycling lesson plans into their core curriculum.



EVIDENCE BASED PRACTICE & RESEARCH

FOCUS AREA GOAL

SRTS programming evolves based on evidence and research of best practices.

ACTIONS

- ▶ Develop a framework to evaluate the effectiveness of the educational campaigns.
- ▶ Communicate with partner SRTS programs to review national trends.
- ▶ Evaluate program participation using regional school demographic data.
- ▶ Evaluate effectiveness of SRTS programming in partner schools and develop case studies to share local success stories.

OUTCOMES

- ▶ SRTS staff can identify trends in school participation.
- ▶ The SRTS program is adapted based on local and national trends and research.
- ▶ The effectiveness of the educational campaigns has been evaluated.



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