



ROSENDALE-BRANDON
SCHOOL DISTRICT



Rosendale-Brandon School District

Safe Routes to
School Action Plan

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Abstract

TITLE: Rosendale-Brandon Safe Routes to School Action Plan

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SUBJECT: Safe Routes to School Action Plan

DATE: November 9th, 2022

PLANNING AGENCY: East Central Wisconsin Regional Planning Commission
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Menasha, WI 54952
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This Safe Routes to School Action Plan describes the existing conditions at and around schools within the Rosendale-Brandon School District. The three (3) schools included within this action plan include Brandon Elementary School, Rosendale Primary School, and Rosendale Intermediate School. This action plan also includes future community improvements based on these conditions and information gathered by parents of students. Recommendations included in this plan are based on the 6 E's of the SRTS Program. To learn more information on the 6 E's see page three of this plan. Local SRTS Action Plans are updated on a five-year rotating schedule.

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Safe Routes to School Background Information

The East Central Wisconsin Regional Safe Routes to School (SRTS) Program focuses on engaging and empowering schools and communities to foster healthy lifestyles through environmental changes and safe walking and bicycling. By working to make it safer and more appealing for students in grades K-8 to walk and bike to school, the Regional SRTS Program is continually making strides to improve childhood health, reduce traffic congestion and pollution, and create more livable communities.

Rosendale-Brandon School District Background Information

This Action Plan identifies current transportation behaviors within the Rosendale-Brandon School District. It lists known walking, bicycling, and driving barriers, and it identifies potential engineering and programmatic strategies to address those barriers. This Action Plan is available for use by the Village of Rosendale, Village of Brandon, Town of Rosendale, Town of Eldorado, Town of Springvale, Town of Lamartine, Town of Oakfield, Town of Metomen, Town of Alto, parents, students, and community members to guide the communities work on Safe Routes to School.

The School District of Rosendale-Brandon is located in East Central Wisconsin in Fond du Lac and Winnebago counties. It covers 131 square miles with an approximate population of 5,512. The school district employs over 123 full and part time individuals.



Students Served



Public Elementary Schools



Public Middle School



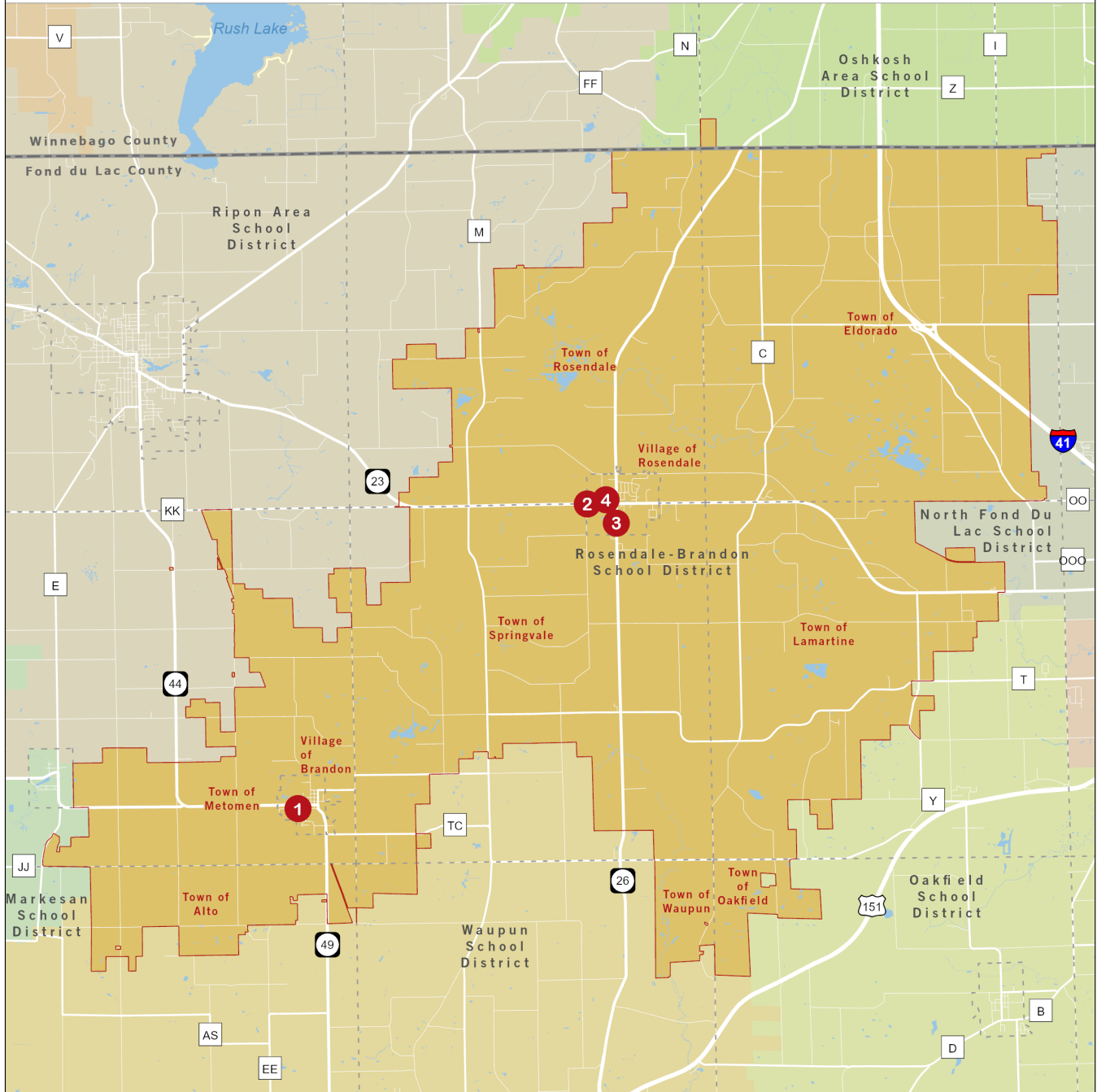
School District Population

Rosendale-Brandon School District Transportation Policies

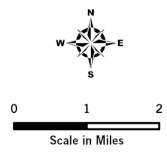
The Rosendale-Brandon School District provides bus and/or van transportation to all areas of the school district, except for students living within the boundaries of the Village of Brandon and the Village of Rosendale. The district also has an Unusually Hazardous Transportation Plan, where hazardous routes are designated with transportation provided for these areas. In the Village of Brandon, transportation is provided along Highway 49 in the south portion of the village that does not have sidewalk access on at least one side of Highway 49. In the Village of Rosendale, the following roads have been deemed as unusually hazardous and transportation is provided: Donovan Circle, Wilson Street, Jason Court, and the east side of Center Rad for the first 1/2 mile south of Highway 23, and Rose-Eld Road. Additional roads and areas are also designated as unusually hazardous, and can be referenced in the school district's policy book, Policy 751.

School Locations & District Boundaries

Rosendale-Brandon School District



- 1 Brandon Elementary
- 2 Laconia High
- 3 Rosendale Intermediate
- 4 Rosendale Primary
- County Boundary
- Municipal Boundary
- Rosendale-Brandon School District



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Source:
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 2021. SRTS data provided by ECWRPC,
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The 6 E's of Safe Routes to School

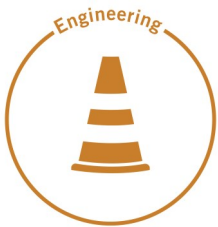
Comprehensive Safe Routes to School initiatives have been shown to be more effective at increasing physical activity and reducing injuries. The Regional Safe Routes to School program is based on these principles of the 6 E's.



Education– Providing students and the community with the skills to walk and bicycle safely, educating them about the benefits of walking and bicycling, and teaching them about the broad range of transportation choices.



Encouragement– Generating enthusiasm and increased walking and bicycling for students through events, activities, and programs.



Engineering– Creating physical improvements to streets and neighborhoods that make walking and bicycling safer, more comfortable, and more convenient.



Engagement– All Safe Routes to School initiatives should begin by listening to and working with students, families, teachers, school leaders, and existing community organizations, to build intentional and ongoing engagement opportunities into the program structure.



Evaluation– Assessing which approaches are more or less successful, ensuring that programs and initiatives are supporting equitable outcomes, and identifying unintended consequences or opportunities to improve the effectiveness of each approach. Events and programs will be evaluated on a regular basis.



Equity– Ensuring that Safe Routes to School initiatives are benefiting all demographic groups, with particular attention to ensuring safe, healthy, and fair outcomes for low-income students, students of color, students of all genders, students with disabilities, and others.

Event and Program Overview



Walk to School Day– A global event that involves communities from more than 40 countries walking and bicycling to school on the same day. This event occurs annually on the first Wednesday in October.



Bike to School Day– Focuses on increasing bicycle safety and encourages students to bicycle to school. Bike to School Day typically falls on the second Wednesday in May.



Winter Walk to School Month– Is held in February and promotes walking to school year-round, even during the cold Wisconsin Winters.



Walking School Bus Program– Is a group of children who walk to school together under the supervision of a trained route leader.



Frequent Walker Program– Is a walking at school program and it encourages students to walk before, during, and after school by making it fun and rewarding.



Youth Engagement– Empowers elementary and middle school students, leaders, teachers, and adult facilitators by providing knowledge and resources to help lead activities and events that support active transportation.



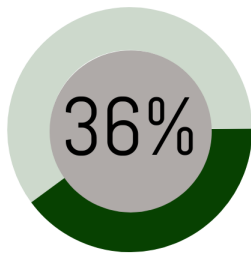
Project RADAR– Creates awareness about safe driving habits around school zones by developing educational materials utilizing radar velocity speed guns.



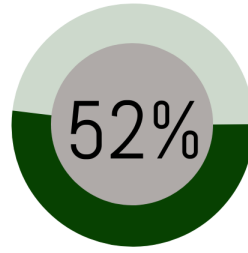
Parent Survey Results

Number of Surveys: 149

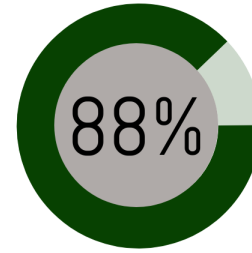
Student Transportation



Driven to School



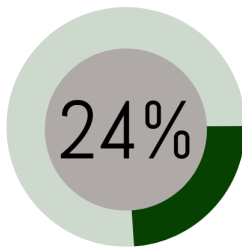
Use School Bus



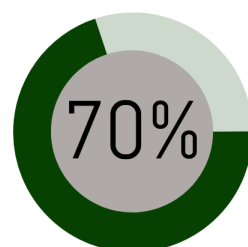
Total Vehicular



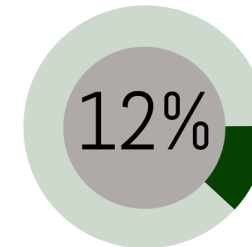
Student Transportation Alternatives



Students allowed to walk & bike to school



Believe their child needs walking or bicycling safety education



Students walking & biking to school

Top 5 Reasons Parents ALLOW Their Child to Walk or Bike to School

- 1) Weather or Climate
- 2) Convenience of walking or biking
- 3) Sidewalks or pathways
- 4) Crossing Guards
- 5) Amount of traffic along route

Top 5 Reasons Parents DO NOT ALLOW Their Child to Walk or Bike to School

- 1) Distance
- 2) Speed of traffic along route
- 3) Amount of traffic along route
- 4) Safety concerns at intersections and crossings
- 5) Lack of sidewalks or pathways

Top 4 Modes of Transportation Students Use to Get to School

- 1) School Bus
- 2) Parent Vehicle
- 3) Walk
- 4) Bike

Rosendale-Brandon School District Equity Analysis

School Name	Percent of Students Receiving Free and Reduced Cost Lunch	Median Household Income	Percent Arterials (Minor and Principal)
Brandon Elementary School	29%	\$76,176	11.10%
Rosendale Primary School	18%	\$75,370	31.00%
Rosendale Intermediate School	17%	\$76,176	47.20%

The Safe Routes to School Equity Analysis identifies schools that would benefit from additional resources to promote safe walking and bicycling. Data shows that people walking and bicycling in under-privileged communities suffer from higher injury and fatality rates than the general population.¹ With this in mind, the percent of students receiving free and reduced cost lunch, the median household income, and the percent of arterials a half a mile around the school were collected and analyzed.

Median household income data is used to identify the block groups where more children may be walking and bicycling. A block group is a geographical unit used by the U.S. Census Bureau; it is a subdivision of a census tract that covers a contiguous area and is a cluster of census blocks.² This is evaluated because data shows children from low-income families are twice as likely to walk to school as children from higher-income families. SRTS initiatives can support low-income schools and communities.¹

A low-income family is generally defined as one in which the family income is no more than twice the federal poverty limit. The 2021 poverty limit in WI is \$26,500 for a family of four, which means a low-income family of four makes \$53,000 or less.³ The Median Household Income was collected by block groups for the Rosendale-Brandon School District and is displayed in the map on page 7. Family income is also used to qualify students for the Free and Reduced Cost Lunch Program under the National School Lunch Program.

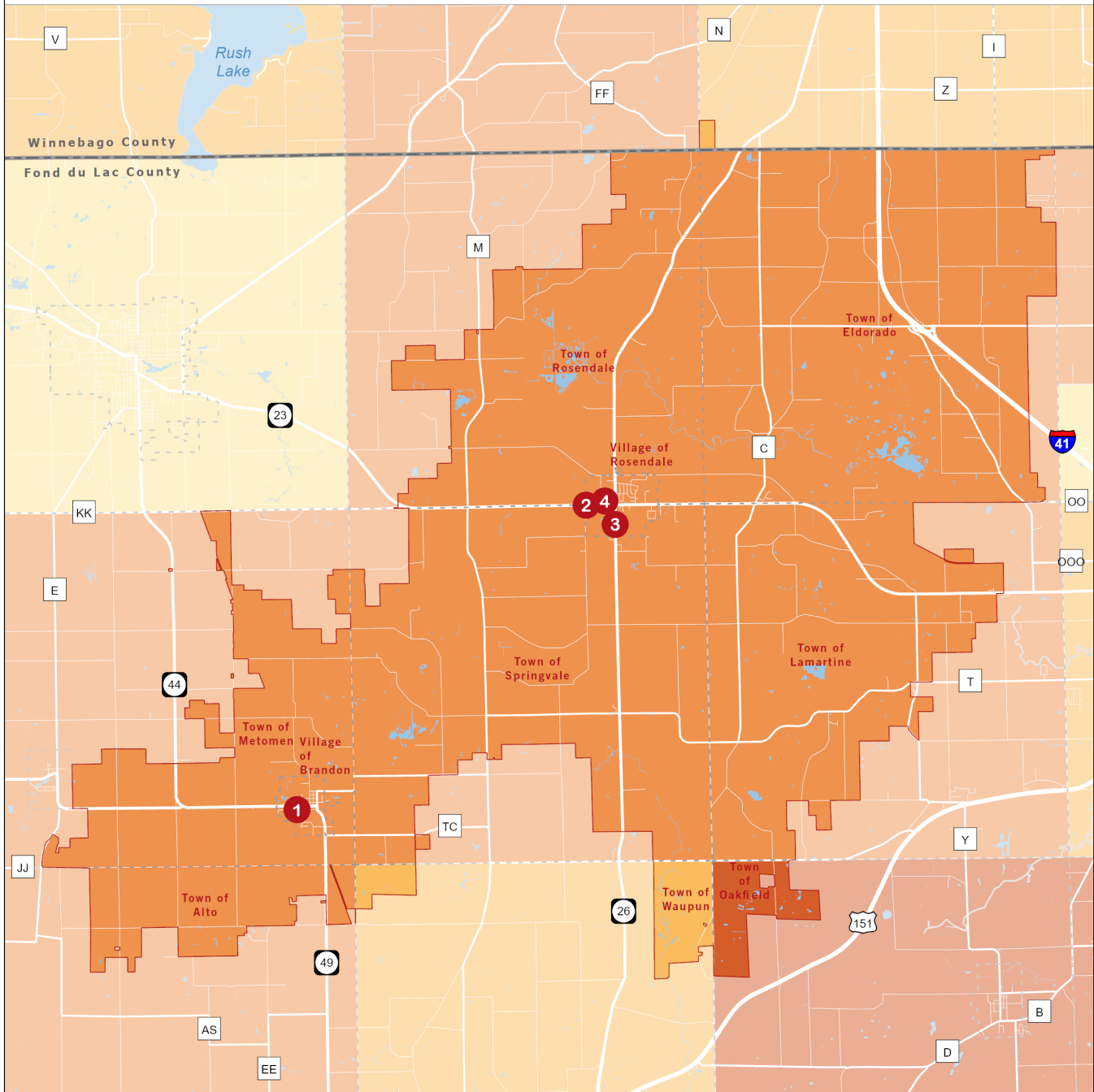
In addition to income levels, arterial road proximity to schools were analyzed. Arterial roads can be classified as roads which move high volumes of traffic over a long distance at high speeds.⁵ Analyzing the percentage of arterials within a half mile radius of each school, assists in prioritizing schools while making bicycle and pedestrian recommendations.

Improvements to safe and equitable walking and bicycling experiences can be provided for students and community members through the implementation of SRTS 6 E's. Participating in events and programs helps to educate and engage the community. In addition, engineering upgrades and installation of proper bicycle and pedestrian facilities will improve access and safety.

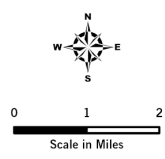
Arterial Road Information: ACS 2015-2019 / Median Household Income 2020/ Free and reduced lunch rates are based off 2019 data.

Median Household Income by Census Tract

Rosendale-Brandon School District



- 1 Brandon Elementary
 - 2 Laconia High
 - 3 Rosendale Intermediate
 - 4 Rosendale Primary
 - Rosendale School District
- | 2016-2020 ACS Median Household Income | |
|---------------------------------------|---------------------|
| | \$50,001 - \$60,000 |
| | \$60,001 - \$70,000 |
| | \$70,001 - \$80,000 |
| | \$80,001 - \$90,000 |



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Source: Household Income data provided by ACS, 2016-2020. Base data provided by Regional Counties, 2021. SRTS data provided by ECWRPC, 2022.

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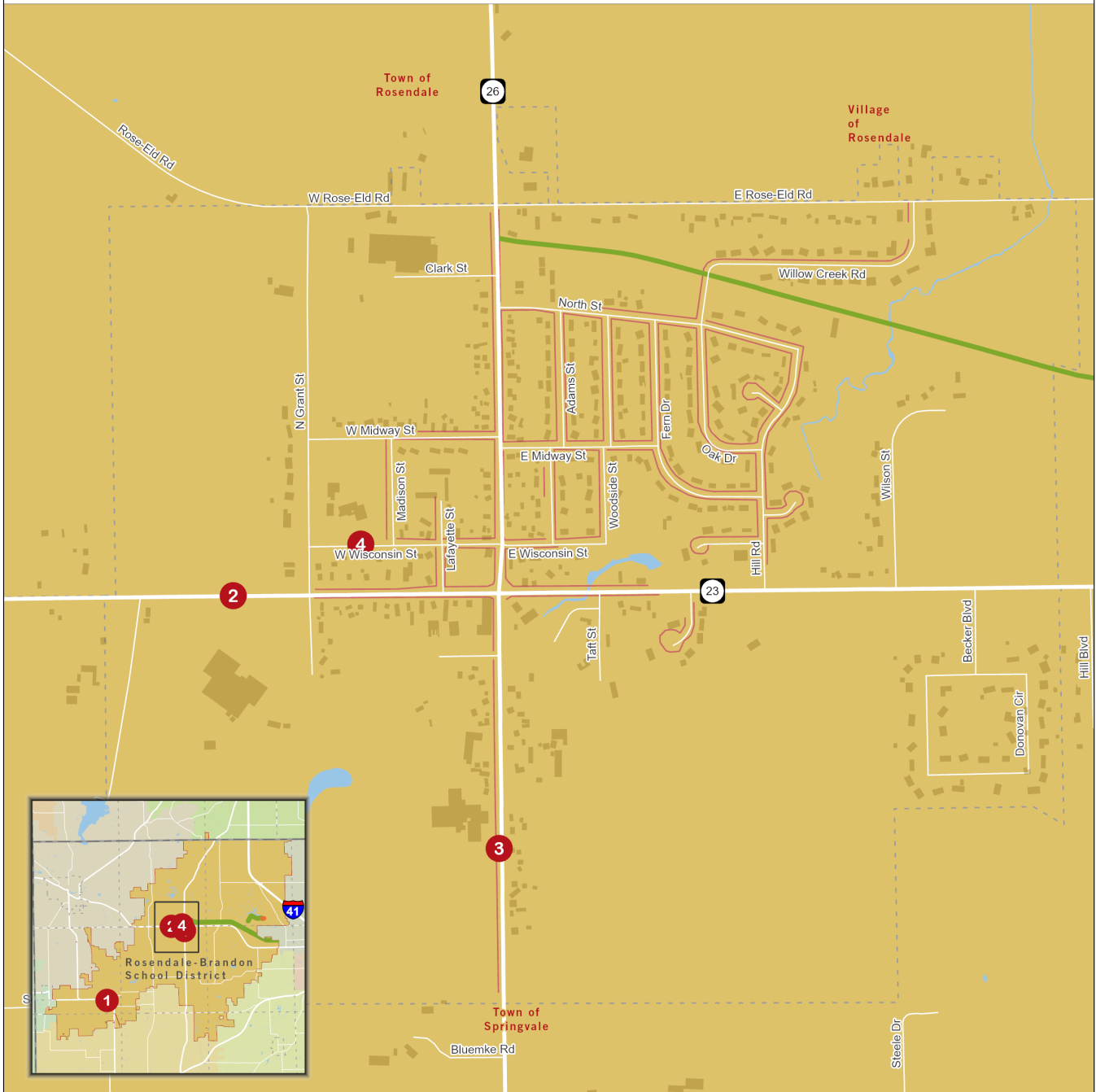
Equity Analysis Recommendations

With typically higher rates of walking, biking, and skating to school, students at under-privileged schools are particularly vulnerable to unsafe routes that lack bicycle and pedestrian accommodations, and where drivers speed. The equity analysis assessment can be used to identify schools that could benefit from additional resources as well as locations that lack physical infrastructure to promote safe walking and biking.

Rosendale-Brandon School District				
School Name	Current Participation	Recommended Events and Programs	Arterials Located 2 Miles From School	Bicycle/ Pedestrian Recommended Infrastructure
Brandon Elementary School	Not currently participating	Walk to School Day, Bike to School Day, Winter Walk to School Month, Frequent Walker Program	Highway 49, County Road T	Sidewalk on Bowen Street from First Street to State Street
Rosendale Primary School	Not currently participating	Walk to School Day, Bike to School Day, Winter Walk to School Month, Frequent Walker Program	Highway 23, Highway 26	There is no recommended infrastructure at this time.
Rosendale Intermediate School	Not currently participating	Walk to School Day, Bike to School Day, Winter Walk to School Month, Frequent Walker Program	Highway 23, Highway 26	Sidewalk on Highway 23 from Jason Court to Donovan Circle

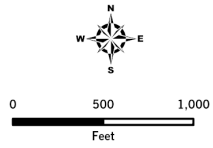
Existing Bike & Pedestrian Network

Village of Rosendale



- 2 Laconia High
- 3 Rosendale Intermediate
- 4 Rosendale Primary

- Unpaved Trail
- Sidewalk
- Rosendale-Brandon School District



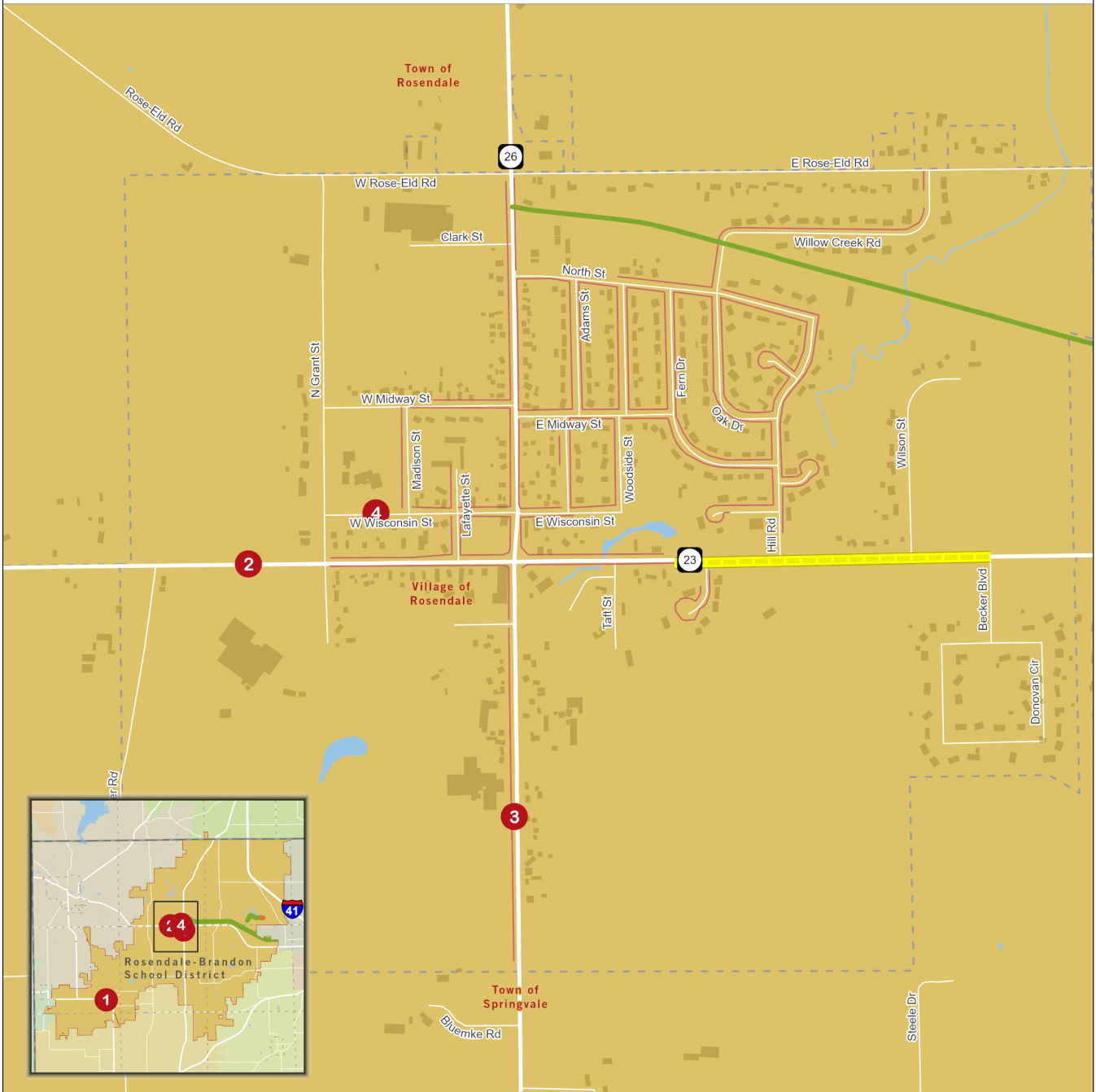
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Source:
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Recommended Bike & Pedestrian Improvements

Village of Rosendale



- 2 Laconia High
- 3 Rosendale Intermediate
- 4 Rosendale Primary
- Recommended Network Improvement
- Existing Network
- Unpaved Trail
- Sidewalk
- Rosendale-Brandon School District



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Source:
Base data provided by Regional Counties, 2021. Bicycle and Pedestrian data and SRTS data provided by ECWRPC, 2022.

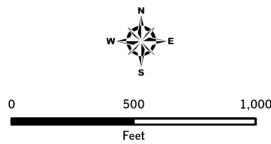
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Existing Bike & Pedestrian Network

Village of Brandon



- 1 Brandon Elementary
- Sidewalk
- Rosendale-Brandon School District



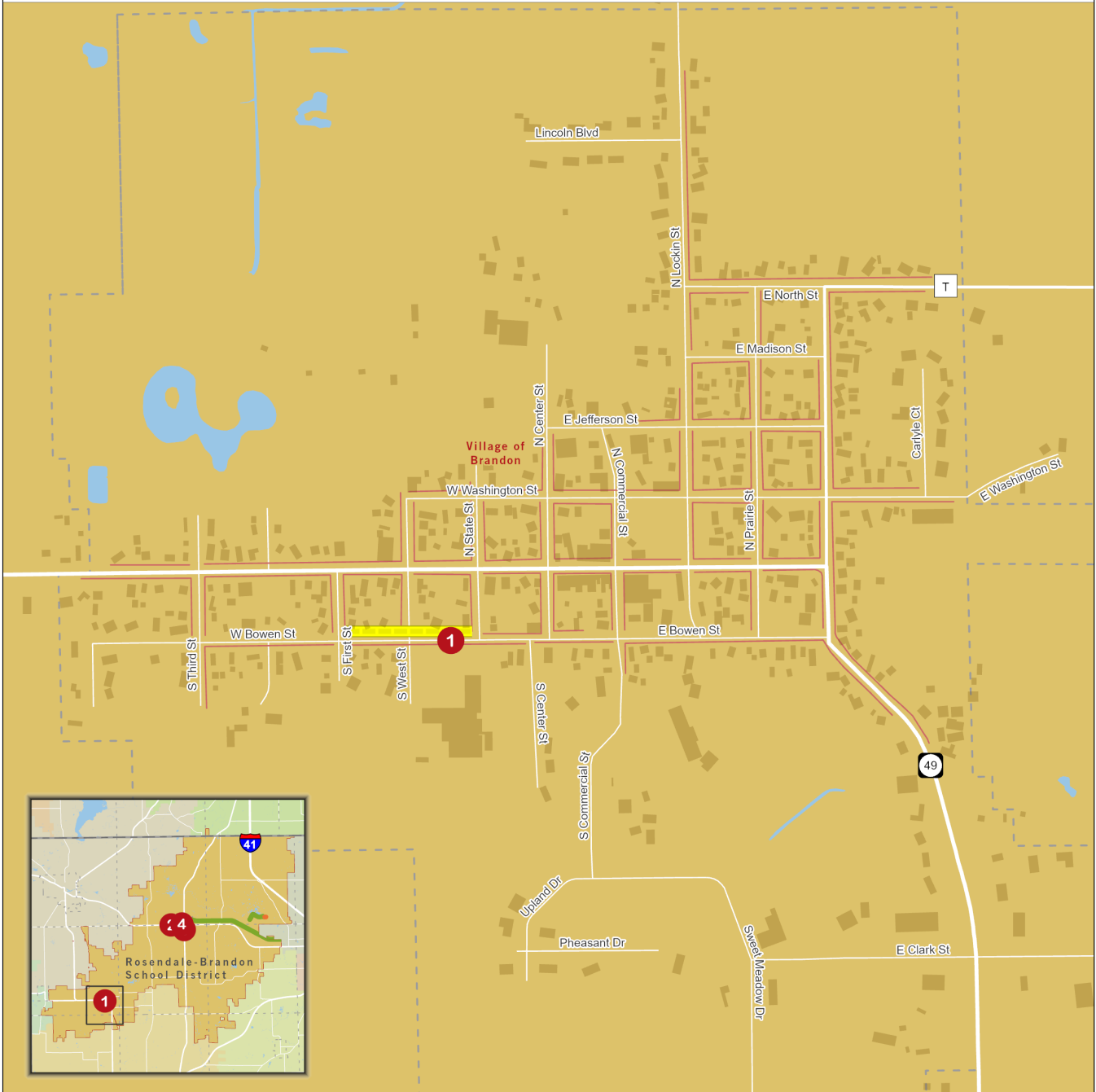
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Source:
 Base data provided by Regional Counties, 2021. Bicycle and Pedestrian data and SRTS data provided by ECWRPC, 2022.

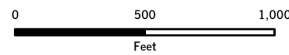
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Recommended Bike & Pedestrian Improvements

Village of Brandon



- 1 Brandon Elementary
- Recommended Network Improvement
- Existing Network
- Sidewalk
- Rosendale-Brandon School District



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Source:
Base data provided by Regional Counties, 2021. Bicycle and Pedestrian data and SRTS data provided by ECWRPC, 2021.

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Bicycle & Pedestrian Recommendations

The table below identifies bicycle and pedestrian connections that would support Rosendale-Brandon students walking and biking to school. These recommendations should be considered by the Villages of Rosendale and Brandon when planning for future facilities.

Rosendale-Brandon School District					
Road Name	From	To	Recommended Facility	Responsible Organization	Schools Impacted
Highway 23	Jason Court	Donovan Circle	Sidewalk on both sides of the road	Village of Rosendale	Rosendale Primary, Rosendale Intermediate, and Laconia High School
Bowen Street	First Street	Center Street	Sidewalk	Village of Brandon	Brandon Elementary School

*It is our recommendation that for all future developments and street upgrades, sidewalks be installed.

Brandon Elementary School Action Plan

Education & Encouragement

1. Participate in the Frequent Walker Program to provide all students, including those who cannot walk to school, the opportunity to be active during the school day.
2. Participate in Walk to School Day, Bike to School Day, and Winter Walk to School Month events to encourage students and parents to walk and bike to school.
3. Educate students to walk inside the crosswalks, especially when crossing Bowen Street, to minimize conflicts between students and vehicles.

Engineering

1. Replace both of the “No Parking” signs on Bowen Street because they are very faded. These signs should also be raised to be 6 feet from the base of the sign to the ground to be MUTCD compliant.
2. Update the curb cuts at the intersection of Main Street and Center Street; Main Street and State Street; and Main Street and West Street so that they are ADA compliant.
3. Consider moving the “End School Zone” sign further East on Main Street to further increase safety of students.
4. Add a curb cut at the intersection of Bowen Street and West Street.
5. Replace the pedestrian sign west of the school on Bowen Street; it is cracked and faded. Also raise the height of the school zone speed limit sign in the same location; it is too low to the ground.

Engagement

1. Participate in SRTS Educational Campaigns to educate parents and community members about safe driving, walking, and biking at school and in the community.

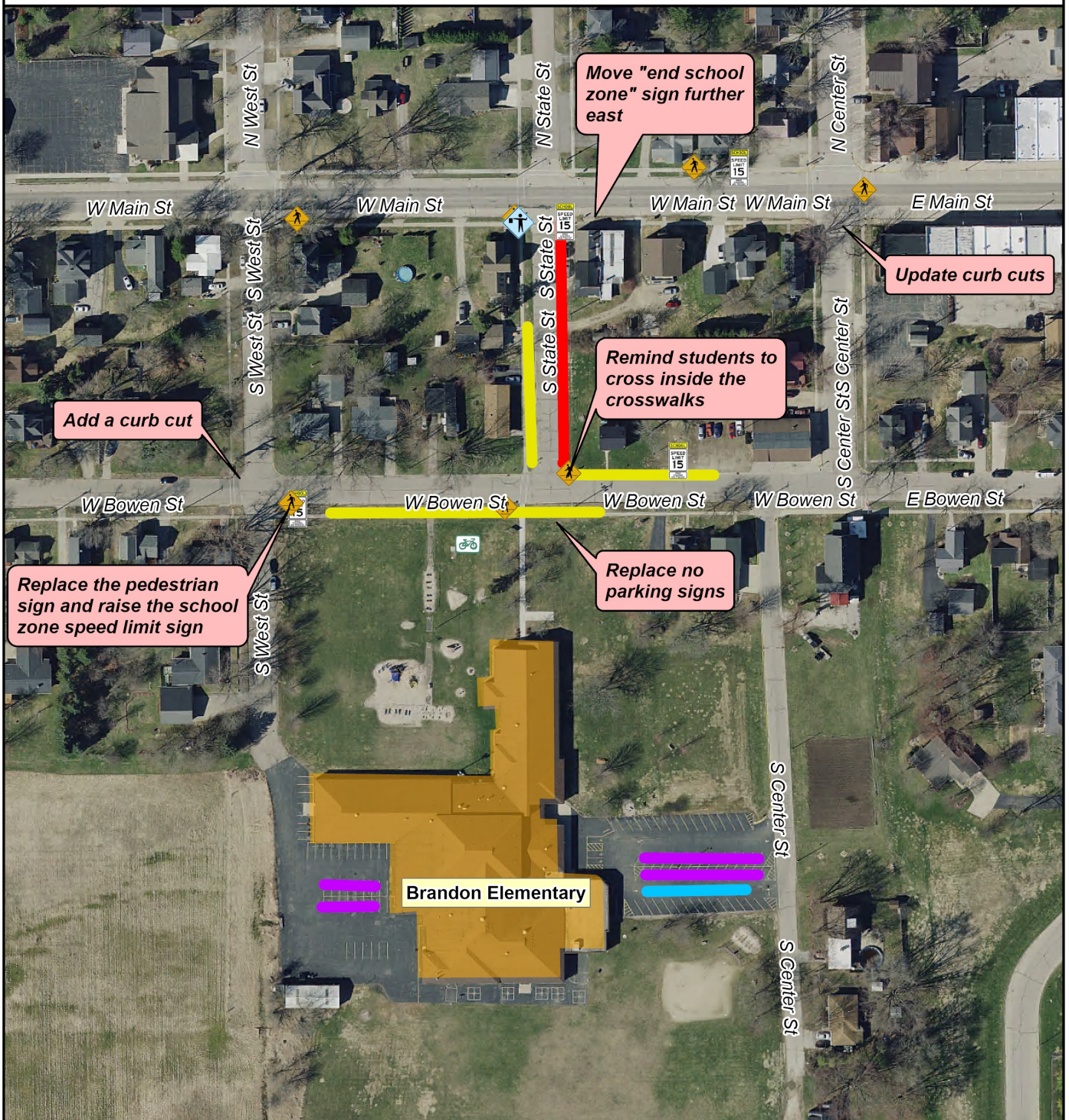
Evaluation

1. Continue to evaluate safety concerns through parent surveys regarding their children walking and biking to school.

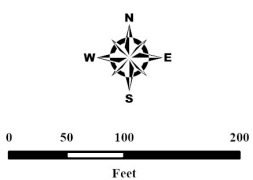
Equity

1. Please refer to the equity analysis discussion on page 6.

Bicycle & Walk Audit | Brandon Elementary School



- | | | | |
|---|------------------------------|---|------------------------|
|  | Crossing Guard |  | Bus Loading Area |
|  | School Zone Speed Limit Sign |  | Parent Pickup/Drop Off |
|  | Pedestrian Sign |  | Staff Parking |
|  | Bike Parking/Rack |  | No Parking |



Source:
Base data provided by Waupaca County 2015.
SRTS data provided by ECWRPC 2020.

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Rosendale Primary School Action Plan

Education & Encouragement

1. Participate in the Frequent Walker Program to provide all students, including those who cannot walk to school, the opportunity to be active during the school day.
2. Participate in Walk to School Day, Bike to School Day, and Winter Walk to School Month events to encourage students and parents to walk and bike to school.
3. Educate students to walk inside the crosswalks to minimize conflicts between students and vehicles.

Engineering

1. Paint a crosswalk across Madison Street along Wisconsin Street.
2. Paint crosswalks at the intersection of Lafayette and Wisconsin Streets. The curb cuts at this intersection also need to be upgraded to be ADA compliant.
3. Replace the handheld stop signs for the crossing guards to increase their visibility to drivers.
4. Consider adding school zone speed limit signs on Highway 26 to reduce traffic speeds and improve safety of students walking and biking.
5. Move the bike rack from the playground closer to the front of the school, in the southeast corner, to increase accessibility for bikers.
6. Replace the sidewalk on Madison Street because it is narrow and broken apart making it difficult for users of differing abilities.

Engagement

1. Participate in SRTS Educational Campaigns to educate parents and community members about safe driving, walking, and biking at school and in the community.

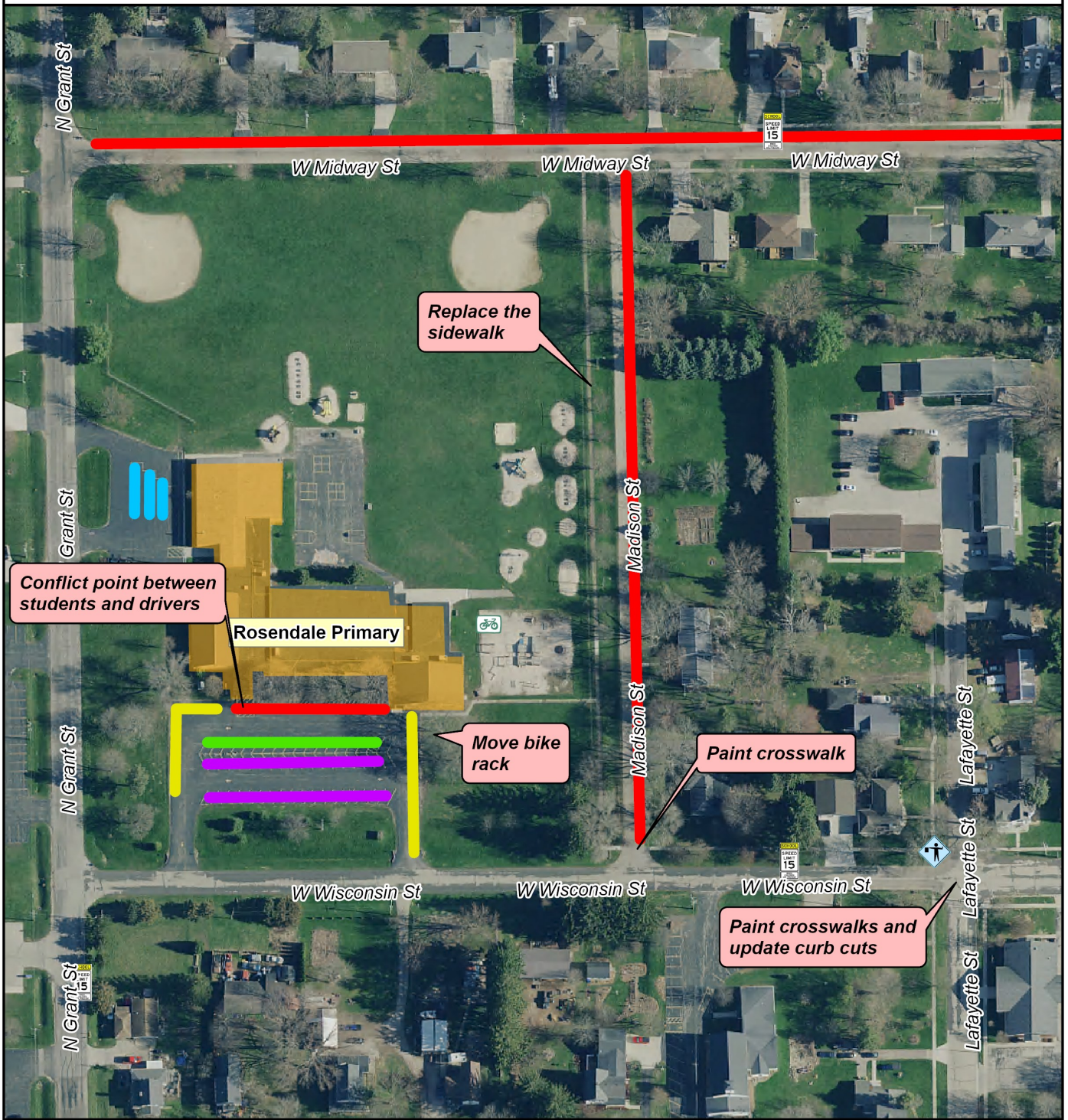
Evaluation

1. Continue to evaluate safety concerns through parent surveys regarding their children walking and biking to school.
2. Consider a staggered release between the middle school and primary school to allow for smoother pick-up times at both schools.

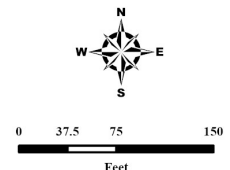
Equity

1. Please refer to the equity analysis discussion on page 6.

Bicycle & Walk Audit | Rosendale Primary School



-  School Zone Speed Limit Sign
-  Bike Parking/Rack
-  Bus Loading Area
-  Parent Pickup/Drop Off
-  Parent/General Parking
-  Staff Parking
-  No Parking



Source:
 Base data provided by Waupaca County 2015.
 SRTS data provided by ECWRPC 2020.

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Rosendale Intermediate School Action Plan

Education & Encouragement

1. Participate in the Frequent Walker Program to provide all students, including those who cannot walk to school, the opportunity to be active during the school day.
2. Participate in Walk to School Day, Bike to School Day, and Winter Walk to School Month events to encourage students and parents to walk and bike to school.
3. Educate students to walk their bikes while they are on school grounds to reduce conflicts between walkers and bikers.
4. Remind parents to park in the designated parking areas and not within bus loading.

Engineering

1. Consider adding school zone speed limit signs on Highway 26 to reduce traffic speeds and improve safety of students walking and biking.
2. Replace the “No Parking” signs in the bus loading zone and raise them to be 6 feet from the ground.
3. Move bus parking forward to allow for students to cross behind the busses instead of in between them. Alternatively, consider adding a crosswalk from the school building entrance to the sidewalk in the parking lot to allow for students to cross and increase their visibility.
4. Replace the handicap parking sign on the school building because it is very faded.

Engagement

1. Participate in SRTS Educational Campaigns to educate parents and community members about safe driving, walking, and biking at school and in the community.

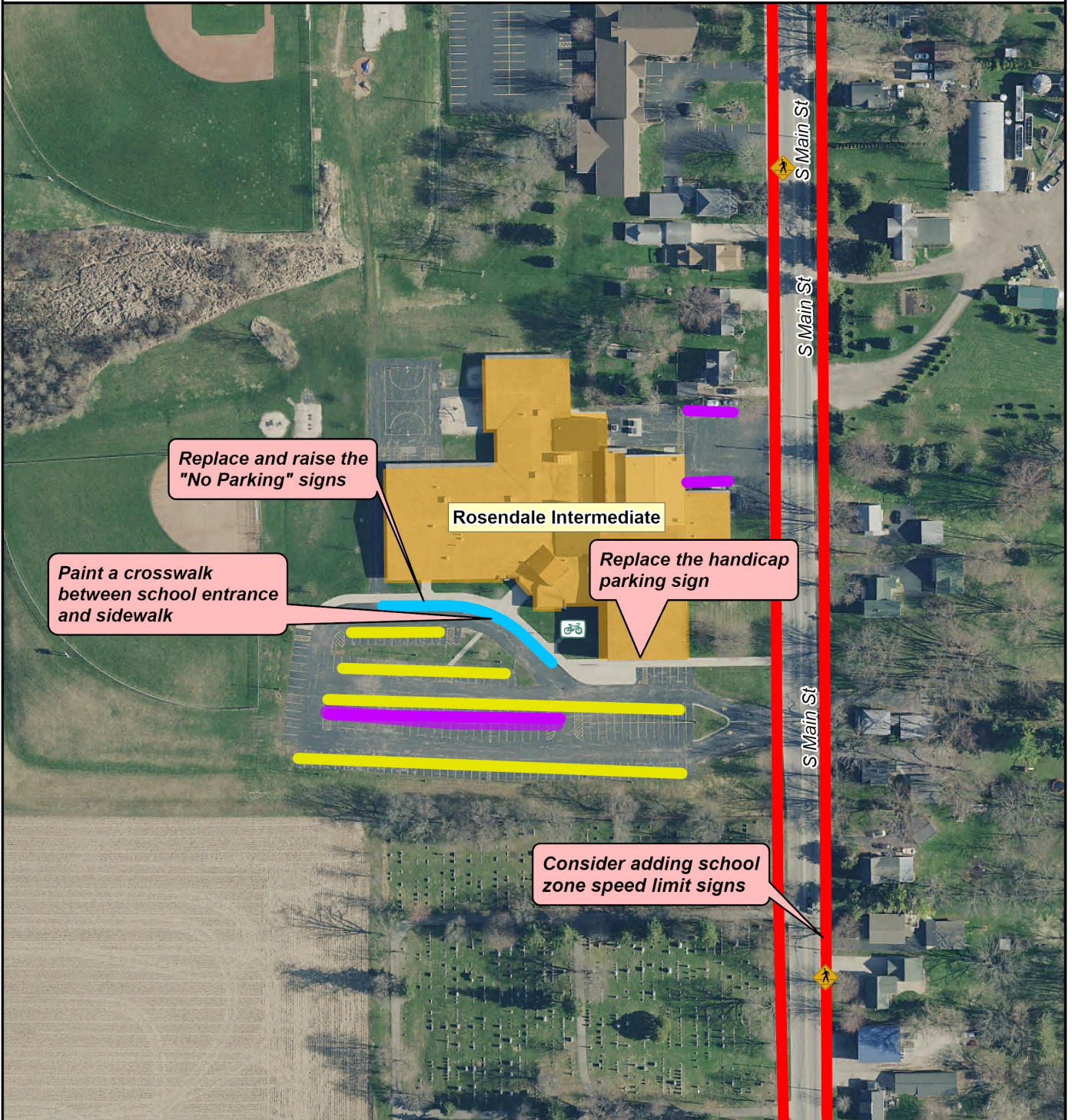
Evaluation

1. Continue to evaluate safety concerns through parent surveys regarding their children walking/ biking to school.
2. Consider a staggered release between the middle school and primary school to allow for smoother pick-up times at both schools.

Equity

1. Please refer to the equity analysis discussion on page 6.

Bicycle & Walk Audit | Rosendale Intermediate School



Replace and raise the "No Parking" signs

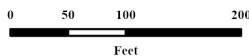
Paint a crosswalk between school entrance and sidewalk

Rosendale Intermediate

Replace the handicap parking sign

Consider adding school zone speed limit signs

-  Pedestrian Sign
-  Bike Parking/Rack
-  Bus Loading Area
-  Parent Pickup/Drop Off
-  Staff Parking
-  No Parking



Source:
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PREPARED SEPTEMBER 2022 BY:



Summary checklist: 2022 Engineering Recommendations

2022 Recommendations		✓
Brandon Elementary School		
Replace the no parking signs on Bowen Street because they are faded. They should also be raised to be 6 feet from the base of the sign to the ground to be MUTCD compliant.		
Update the curb cuts at the intersection of Main Street and Center Street; Main Street and State Street; and Main Street and West Street so that they are ADA compliant.		
Consider moving the Eastbound “End School Zone” sign further East on Main Street.		
Add a curb cut at the intersection of Bowen Street and West Street.		
Replace the pedestrian sign and raise the school zone speed limit sign west of the school on Bowen Street. The pedestrian sign is cracked and faded and the school zone sign is too low to the ground.		
Rosendale Primary School		
Paint a crosswalk across Madison Street along Wisconsin Street.		
Paint crosswalks at the intersection of Lafayette and Wisconsin Streets. The curb cuts at this intersection also need to be upgraded to be ADA compliant.		
Replace the handheld stop signs for the crossing guards to increase their visibility to drivers.		
Consider adding school zone speed limit signs on Highway 26 to reduce traffic speeds and improve safety of students walking and biking.		
Replace the sidewalk on Madison Street because it is narrow and broken apart, making it difficult for users of differing abilities.		
Rosendale Intermediate School		
Consider adding school zone speed limit signs on Highway 26 to reduce traffic speeds and improve safety of students walking and biking.		
Replace the “No Parking” signs in the bus loading zone and raise them to be 6 feet from the ground.		
Consider adding a ladder style crosswalk from the school building entrance to the parking lot to allow for students to cross and increase their visibility.		
Replace the handicap parking sign on the school building because it is very faded.		

Appendix A: SRTS Coalition Meeting Summary

Safe Routes to School partners met in October of 2022 to discuss the local SRTS Action Plan Recommendations. The agenda items and discussion topics from the meeting are outlined below. This coalition meeting took place following individual meetings with each school principal to go over their action plan and discuss any feedback.

Coalition Partners included:

Jennie Mayer.....	ECWRPC
Katie Livernash.....	ECWRPC
Kim Dieck.....	ECWRPC
Wayne Weber.....	School District Superintendent
Steve Kastenschmidt.....	School Resource Officer
Dan Holdridge*.....	Public Works Director, Village of Rosendale

Items on the Agenda included:

- Safe Routes to School Program Overview
- Safe Routes to School Action Plan Overview:
 - ⇒ Parent Survey
 - ⇒ Equity Analysis
 - ⇒ Walk and Bike Audits conducted at each school
 - ⇒ Action Plan developed for each school using survey, walk and bike audit data
 - ⇒ Bicycle and Pedestrian network and connections
- Review the Action Plan for each school
- Voice safety concerns around each school
- Review current bicycle and pedestrian network and discuss network improvements

*Dan Holdridge was not in attendance at the meeting, but did provide feedback over the phone after reviewing the plan.

Appendix A: SRTS Coalition Meeting Summary

The following areas were discussed in detail as areas of safety concerns around the schools. Improvements to these locations would help walker and biker safety during parents pick-up and drop-off times, as well as other times when pedestrians are accessing the school campus. The locations, safety concerns, and discussions on possible improvements are outlined in the table below.

LOCATION	CONCERNS	DISCUSSION ON IMPROVEMENT
Rosendale Primary School	School dismissal time is a concern for all with the mixing of cars flowing through parking lot and parents crossing with their children throughout the lot.	One suggested improvement is to extend the “No Parking Zone” in front of the school building further west across the entire length of the lot. This would eliminate cars backing into spots in the northwest corner of the parking lot, and parent pick-up would only be on the west and east sides of the parking lot.
Rosendale Intermediate School	Traffic gets backed up in the parking lot for parents leaving in the afternoon because of how busy HWY 26 is, especially during Packer and Badger game days.	As the Rosendale-Bandon School District pursues a referendum, the SRTS program recommends adding a road connection between Laconia High School and Rosendale Primary school. This will lessen the amount of traffic exiting onto 26, overall reducing conflicts between drivers. Further, with numerous families having students at both schools, making this connection will help pick up and drop off flow more smoothly.

Appendix B: SRTS Equity Analysis References

¹ <https://www.saferoutespartnership.org/sites/default/files/pdf/LowIncomeGuide.pdf>

² https://www.census.gov/programs-surveys/geography/about/glossary.html#par_textimage_4

³ <https://www.dhs.wisconsin.gov/medicaid/fpl.htm>

⁴ Wisconsin Department of Public Instruction: Enrollment and Participation Reports for Food and Nutrition Programs Operation in WI Schools and Institutions. October 2019.

⁵ <https://wsdot.wa.gov/sites/default/files/2021-10/WSDOT-Glossary.pdf>