



MMN Elementary Safe Routes to School Plan 2013 - 2018

Lac qui Parle Valley School District | Madison | Lac qui Parle County | Minnesota



Three to Five Year Implementation Guide
September 2013

Executive Summary

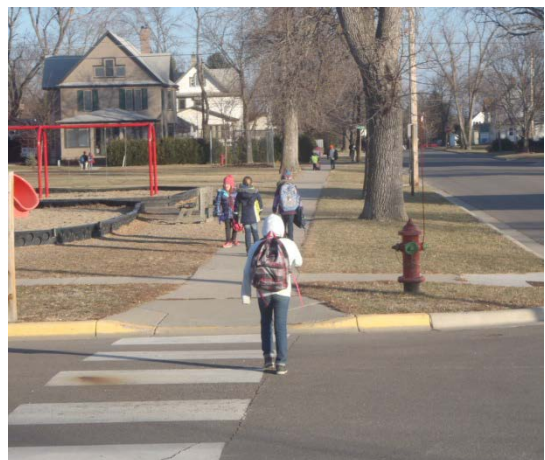
Safe Routes to School (SRTS) efforts are gaining momentum nationally, state-wide and locally for a wide variety of reasons. Health trends, incorporation of more physical activity into daily routine, availability of funding, lack of bicycle and pedestrian infrastructure, and stress on academic achievement are some of the many reasons why schools, parents and communities are excited to participate in SRTS efforts. Now, fewer children are walking or bicycling to school than ever before and school officials, health advocates and transportation officials feel that increased walking and bicycling to school can positively contribute to the well-being of students.

This Safe Routes to School Plan and the continuing SRTS program in the Madison community uses the model of “The Five E’s” to improve the health and safety of children walking and bicycling to school. “The Five E’s” include Education, Encouragement, Engineering, Enforcement and Evaluation. Recommendations in this Plan cover each of these five core areas.

Before changes can take place, it is important to understand current conditions and issues; develop a shared vision and goals for Safe Routes to School; and engage stakeholders and the community in developing strategies to overcome barriers regarding walking and bicycling to school. All of these steps were taken as part of the MMN Elementary SRTS planning process. As another part of the SRTS planning process, a SRTS Team was formed to provide input into the process and was ultimately responsible for the direction of the SRTS Plan and future program in the Madison community. SRTS Team members included representatives from the schools, the City of Madison, parents, Countryside Public Health and other interested stakeholders. The SRTS Team met at key benchmarks during the process to oversee the preparation of the plan and provide direction for policy development.

The SRTS Team developed recommendations to address current barriers to walking or bicycling to school as well as strategies on how to increase the number of students walking and bicycling to school. The recommendations have been developed into an action plan for implementation prioritized by the SRTS Team. In general, this plan recommends education and encouragement activities for the near-future and bigger infrastructure improvements for the long-term. Potential funding sources for implementation of infrastructure and non-infrastructure strategies are also listed in the action plan in Chapter 5.

Finally, evaluation of SRTS efforts is a key component to a successful SRTS Program and Chapter 6 details evaluation that should be done to measure the effectiveness of SRTS strategies that have been implemented.



Acknowledgements

A special thanks goes out to all of those who helped provide input into this plan. Thanks to MnDOT for providing the funding and various technical resources for this plan and the local SRTS Team Members who devoted their time and expertise to this Safe Routes to School Planning process.

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Chapter 1 | Introduction

HISTORY AND BACKGROUND

Safe Routes to School (SRTS) has recently been gaining popularity among health advocates, school officials and transportation officials nationally, state-wide and locally. However, research on the safety of children walking and bicycling to school began in the United States in the early 1970s and was highlighted by release of the United States Department of Transportation (U.S. DOT) publication “School Trip Safety and Urban Play Areas” in 1975. The term “Safe Routes to School” was first used in Denmark in the late 1970s as part of a very successful initiative to reduce the number of children killed while walking and bicycling to school. Safe Routes to School spread internationally, with programs springing up throughout Europe, Australia, New Zealand, Canada, and the United States.



The first modern Safe Routes to School program in the U.S. began in 1997 in the Bronx, N.Y. Then in 1998, Congress funded two pilot SRTS programs through the US DOT. The National Highway Traffic Safety Administration (NHTSA) issued \$50,000 each for Safe Routes to School pilot program in Marin County, California and Arlington, Massachusetts. Within a year of launching the pilot programs, many other grassroots Safe Routes to School efforts were started throughout the United States.

Efforts to include a larger SRTS program in federal legislation began in 2002. In 2003, the League of American Bicyclists organized the first meeting of leaders in pedestrian and bicycle issues to talk about Safe Routes to School and how a national program might work. At the same time, a number of states were developing their own SRTS programs, continuing to build momentum for the movement.

After the initial success of Safe Routes to School pilot programs in the United States, subsequent federal funding facilitated SRTS's expansion nationwide. The 2005 passage of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) institutionalized Safe Routes to School by allocating \$612 million among the fifty states. The Federal Highway Administration administered the Safe Routes to School program funds and provided guidance and regulations about SRTS programs. Federal SRTS funds were distributed to states based on student enrollment, with no state receiving less than \$1 million per year. SRTS funds could be used for both infrastructure projects and non-infrastructure

activities. The legislation also required each state to have a Safe Routes to School Coordinator to serve as a central point of contact for the state.

SafeRoutes

National Center for Safe Routes to School



Safe Routes to School programs operate in all 50 states and D.C. Children benefiting from SRTS funds live in urban, rural and suburban communities representing varying income levels and a range of walking and bicycling conditions. With legislative extensions, the Federal Safe Routes to School Program has apportioned nearly \$1.15 billion to states as of September 30, 2012. These funds have benefited or will benefit more than 13,000 schools.

In July 2012, Congress passed a new federal transportation bill, Moving Ahead for Progress in the 21st Century (MAP-21), which continued funding for SRTS activities; however it eliminated SRTS as a stand-alone program. SRTS activities are now eligible to compete for funding alongside other programs including the Transportation Enhancements program, the Recreational Trails program and National Scenic Byways program, as part of a new program called Transportation Alternatives. SRTS funds can still be used for both infrastructure projects and non-infrastructure activities; however states are no longer required to have a SRTS Coordinator under MAP-21.

Historical investment of SAFETEA-LU federal dollars on SRTS activities in Minnesota has ranged from \$1 million in 2005 to a high of nearly \$3.4 million in 2011. Between 2005 and 2012, a total investment of \$18,573,023 in federal funds has been made on SRTS projects, programs and initiatives. This does not include funding for SRTS activities under MAP-21 because states are currently in the process of determining how to adapt the program to the new legislation.

In addition to federal funds that support SRTS programs, the State of Minnesota has recently made the decision to invest in the program, a step that few other states have taken. This step shows the broad support for SRTS in Minnesota as an effective and successful program to make walking and bicycling to school safer and increase the number of students who do so. In the 2013 legislative session, Minnesota provided funding for a statewide SRTS program. This new SRTS program provides \$500,000 for the biennium for non-infrastructure SRTS activities. Additionally, SRTS advocates hope to secure funding for infrastructure projects during the next legislative session.

Another opportunity unique to Minnesota that supports Safe Routes to School is the Minnesota Department of Health's (MDH) Statewide Health Improvement Program (SHIP). One of the focus areas of this program is active living and MDH has made SRTS a big part of that focus area.

Health: Rates of obesity and overweight are at all-time highs for all ages. According to the Center for Disease Control (CDC), obesity has more than doubled in children and tripled in adolescents in the past 30 years. In 2010 that meant that more than one-third of children and adolescents were overweight or obese.¹ Even more alarming is the increasing rate at which youth are obese or overweight. The percentage of children aged 6 through 11 years in the United States who were obese increased from 7 percent in 1980, to nearly 18 percent in 2010. Similarly, the percentage of adolescents aged 12 to 19 years who were obese increased from 5 percent to 18 percent over the same time period.

Childhood obesity has both immediate and long-term effects on health and well-being, which are depicted below.

Immediate Health Effects:

- Obese youth are more likely to have risk factors for cardiovascular disease, such as high cholesterol or high blood pressure. In a population-based sample of 5- to 17-year olds, 70% of obese youth had at least one risk factor for cardiovascular disease.
- Obese adolescents are more likely to have pre-diabetes, a condition in which blood glucose levels indicate a high risk for development of diabetes.
- Children and adolescents who are obese are at greater risk for bone and joint problems, sleep apnea, and social and psychological problems such as stigmatization and poor self-esteem.

Long-Term Health Effects:

- Children and adolescents who are obese are likely to be obese as adults and are therefore more at risk for adult health problems such as heart disease, type 2 diabetes, stroke, several types of cancer, and osteoarthritis. One study showed that children who became obese as early as age two were more likely to be obese as adults.
- Overweight and obesity are associated with increased risk for many types of cancer, including cancer of the breast, colon, endometrium, esophagus, kidney, pancreas, gall bladder, thyroid, ovary, cervix, and prostate as well as multiple myeloma and Hodgkin's lymphoma.

¹ <http://www.cdc.gov/healthyouth/obesity/facts.htm>

The CDC says that healthy lifestyle habits, including healthy eating and physical activity, can lower the risk of becoming obese and developing related diseases. The CDC also emphasizes that schools play a particularly critical role by establishing a safe and supportive environment with policies and practices that support healthy behaviors and that schools also

provide opportunities for students to learn about and practice healthy eating and physical activity behaviors.

Despite the U.S. Department of Health and Human Services' recommendation of at least one-hundred and fifty minutes of physical activity per week, inactivity among adults and youth remains high throughout the country. According to County Health Rankings, twenty-eight percent of Swift County residents are physically inactive, compared to only nineteen percent for the State of Minnesota as a whole.² The health implications of inactive Americans are problematic not only to public health officials, but to all residents, communities and tax payers due to rising healthcare costs.

In 2000, medical costs in Minnesota associated with physical inactivity were \$495 million (Minnesota Department of Health, 2002). However, just one additional day of physical activity per week has been found to reduce medical charges by 4.7% (Pronk, Goodman, O'Connor & Martinson, 1999).³

Bicycling and walking are healthy transportation options for students and people of all ages. If students walked or bicycled to school more often, that time could help contribute to the recommended levels of physical activity per week that many people are not getting.

"A 2008 study for the state of Minnesota shows that healthcare costs are 12 percent higher for overweight people and 37 percent higher for obese people, relative to those for people of normal weight. By 2020, the cost of treating an obese person will be 61 percent greater than that of treating an average-weight person, if trends continue. The study also notes that nearly 31 percent of the overall increase in healthcare costs between 2005 and 2020 will be due to the projected increases in obesity and overweight. The two conditions are projected to add \$3.7 billion to Minnesota's annual healthcare costs by 2020." World Watch Institute

Environmental: According to the Environmental Protection Agency (EPA), transportation is the fastest growing source of greenhouse gas emissions in the United States, accounting for twenty-eight percent of all greenhouse gas emissions. Of that twenty-eight percent, passenger vehicles account for nearly half of all U.S. transportation sector's greenhouse gas emissions.

Children in particular are more vulnerable to air pollution because they breathe faster than adults and inhale more air per pound of body weight. The congregation of school buses and passenger vehicles around schools where children are present then become even more harmful air pollution hazards.

² <http://www.countyhealthrankings.org/app/minnesota/2013/swift/county/outcomes/overall/snapshot/by-rank>

³ From *Why Parks and Trails are Important*, the Foundation for Preserving a Minnesota Legacy, 2010.

Walking and bicycling are the most environmentally friendly forms of transportation and could play a large role in helping Americans of all ages reduce their carbon footprint. For all ages, the potential to replace driving with bicycling or walking trips is high for many Americans, including many Madison residents. The U.S. DOT reports half of all trips in the United States are three miles or less, a distance easily traversable by bicycle. However, seventy-two percent of those trips are made by vehicles and less than two percent are made by bicycle. Additionally, trips of a mile or less are made by automobile sixty percent of the time.

For short trips, switching to a more environmentally friendly mode choice, such as bicycling or walking, can make the most environmental impact; as short automobile trips cause the most pollution per mile driven. According to the League of American Bicyclists, “sixty percent of the pollution created by automobile emissions happens in the first few minutes of operation, before pollution control devices can work effectively. Since ‘cold starts’ create high levels of emissions, shorter car trips are more polluting on a per mile basis than longer trips.” Reducing the short automobile trips to and from school can help to reduce the auto emissions and pollution around the schools where they are harmful to children.

With an area of two and a half square miles, the City of Madison is easily traversable by bicycle or walking. However, there are many barriers to walking and bicycling in Madison that are discussed in the existing conditions chapter of this plan.



Land Use & Livability: Land use patterns have a big impact on the ability to walk or bicycle safely and easily in a city. The cores of many cities are walkable and bikable, due to their well-connected grid patterned streets, available sidewalk infrastructure, compact and mixed-use development and a building scale that is comfortable for bicyclists and pedestrians. However, areas of cities that were developed in the last sixty or seventy years are much more auto-oriented in nature with a lack of sidewalk infrastructure, large intersections that make crossing the street as a pedestrian a terrifying experience, and seas of parking between the road and buildings. Additionally, newer developments use more land, making the distance between places too great to walk or bicycle. Recent development patterns are one reason parents may choose to drive their children to school.

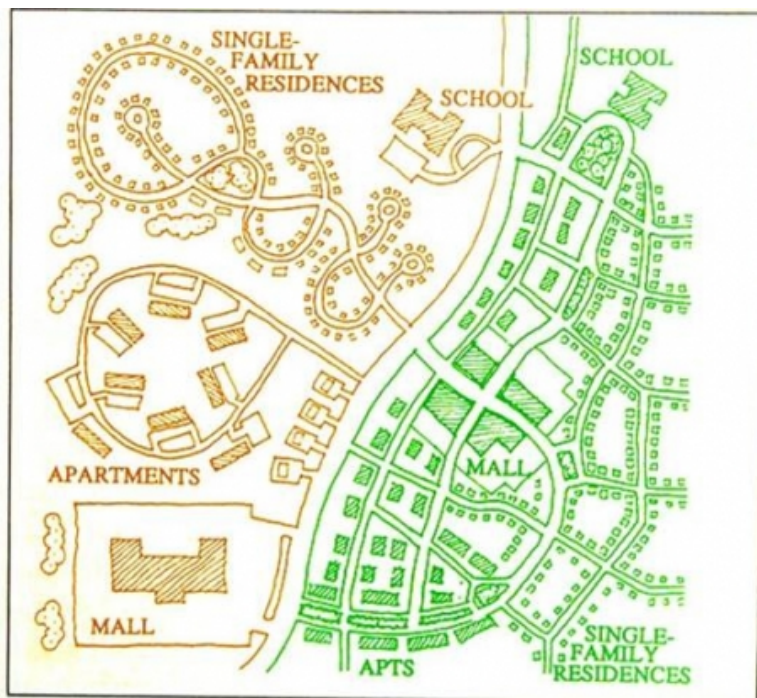
School siting or location has been a major barrier to walking and bicycling to school in many communities. Traditionally, schools were located in the center of communities and in close proximity to residential areas. This made it easy for students to walk and bicycle to school. However, beginning in the 1970s, rather than renovating existing schools or building schools within existing residential communities, districts often built new schools located on the edges of communities where the land costs were lower. School siting policies may also dictate a certain acreage minimum that precludes many inner-community locations. Schools located on the edges of communities inherently have fewer children who live close enough to these facilities to make walking or biking to school practical.

Although MMN Elementary is located in a location close to residential areas, where many students can easily walk or bicycle, approximately 20 years ago, Madison was home to not only an elementary school, but junior and senior high schools as well. The Madison school and most of the school districts in the Upper Minnesota Valley Region have seen a decline in enrollment, due to the declining population of the region, for many years. As a result, many individual communities' schools consolidated into multi-city school districts. This is exactly what happened in Madison and the other communities that make up the Lac qui Parle Valley School District. The efficiencies that come from consolidation make it appealing; however, there are unintended negative consequences on areas such as transportation and active living when schools are consolidated and moved out of city centers.

Currently, the Lac qui Parle Valley School District could house all of its K-12 students in the Junior and Senior High School building, but at this point in time, they have refrained from

doing so. However continuing decreases in enrollment make Madison and other communities in the region vulnerable to future school consolidation. The Madison community understands the importance of having a school in the community and is committed to keeping MMN Elementary within Madison.

On a nationwide level, the effects of consolidation are measureable. Between 1940 and 2003, the number of public school districts decreased from 117,108 to 14,465, and the number of public and private elementary and secondary schools went from over 226,000 to approximately 95,000 in 2003. During this same period, the number of students who attended



A connected network of streets (right side of drawing) with sidewalks cuts walking distances between housing, shopping, work and school.

(Source: A. Duany/E. Plater-Zyberk)

elementary and secondary schools grew from 28 million to 54.5 million according to the U.S. Department of Education (DOE).

The consolidation of schools has increased the number of students attending each school, while decreasing the number of school buildings. Consolidation has created increased efficiencies in many areas, but it has also had many unintentional consequences such as increased expenditures in transportation and traffic congestion around the schools due to the concentrated the flow of traffic to one location.

Safety: Safety was often the number one concern and impetus to undergo the Safe Routes to School planning process for schools and communities in the Upper Minnesota Valley Region. School officials and community members were right to be concerned about student's safety when it comes to transportation to and from school. According to the National Highway Traffic Safety Administration (NHTSA), motor vehicle traffic crashes were the leading cause of death for ages 3 through 14 as of 2007. During 2009, there were a total of 33,808 traffic fatalities in the United States. The 14-and-younger age group accounted for 1,314 or four percent of those traffic fatalities. This represents a 3 percent decrease from the 1,350 fatalities in 2008. However, an average of 4 children, age 14 and younger were killed and 490 were injured every day in the United States in motor vehicle crashes during 2009.⁴

While traffic fatalities are decreasing among many modes of transportation, pedestrians were one of the few groups of road users to experience an increase in fatalities in the United States in 2011. Pedestrian deaths accounted for 14 percent of total motor vehicle deaths nationwide in 2011, totaling 4,432 deaths.

Traffic fatalities also increased nine percent among pedalcyclists from 2010 to 2011. Pedalcyclists include bicyclists and any other riders of wheeled, non-motorized equipment powered solely by pedals. According to NHTSA, 677 pedalcyclists were killed and an additional 48,000 were injured in motor vehicle traffic crashes in 2011. Pedalcyclist deaths accounted for two percent of all motor vehicle traffic fatalities and made up two percent of the people injured in traffic crashes during the year.⁵

Often these pedestrian and pedalcycle crashes are most prevalent during morning and afternoon peak periods, when traffic levels are highest, and coincidentally, when children are out of school. Bicycle crashes, like pedestrian crashes, affect all age groups, but the highest injury and fatality rates (per population) are associated with younger bicyclists. The 10 to 15 age group has both the highest fatality rate and the highest injury rate. Crash-involvement rates are also highest among 5-9 year-old



⁴ <http://www-nrd.nhtsa.dot.gov/Pubs/811387.pdf>

⁵ <http://www-nrd.nhtsa.dot.gov/Pubs/811743.pdf>

males, further emphasizing the gravity of preventative traffic safety efforts. Crash types for this age group include ride-outs from driveways and intersections, swerving left and right, riding in the wrong direction and crossing midblock. These are not the same crash types observed in other age groups. Overwhelmingly, crashes experienced by child bicyclists are due to inappropriate behavior by the bicyclist. Likewise, nearly three out of four pedestrian deaths occur in urban areas at non-intersections, again indicating inappropriate behavior by the pedestrian.

Therefore, bicycle and pedestrian safety training is crucial to a successful Safe Routes to School Program. Children are not adults and they do not have the same understanding of traffic safety. There are several key differences between children and adults that affect children negatively when it comes to traffic safety. Children have a narrower field of vision, cannot easily judge a car's speed and distance, assume that if they can see a car, the driver is able to see them, and have difficulty concentrating on more than one thing at a time.

Fortunately, safety training and education programming can increase a child's awareness of automobiles and their place within the traffic network, potentially reducing traffic conflicts leading to crashes. There are many safety training programs readily available. In fact, MnDOT has recently created a traffic safety curriculum specifically designed for Safe Routes to School programs for all schools in the state to use and adapt as they see fit.

Wearing proper safety equipment, such as helmets, also affects the severity of crashes children experience. While wearing a helmet may not impact the frequency of crashes,



numerous studies have found that use of approved bicycle helmets significantly reduces the risk of fatal injury, serious head and brain injury, and middle and upper face injury among bicyclists of all ages involved in all types of crashes and crash severities. This is where Safe Routes to School programs can provide guidance in safety education and enforcement. A detailed list of education programs is provided in Chapter 5.

WHY SAFE ROUTES TO SCHOOL?

Nationally, and locally in Madison, students are walking and bicycling to school less than ever before. At the same time, childhood obesity is increasing, more children are dying in automobile crashes, air quality has deteriorated, time for physical activity during the school day has decreased, and land use practices have centered on automobile reliance.

Figure 1.1 shows a dramatic inverse representation of students' transportation modes to and from school in 1969 compared to 2001. In 1969, over 40 percent of children walked or biked

to school, while about 15 percent were driven in a personal vehicle. In 2001, however, those statistics are quite the opposite with approximately 45 percent of students arriving to school via car and approximately 15 percent walking or bicycling to school.

Over the very same time period, the rates of obesity and overweight among children in all age categories increased dramatically. There are many factors that contribute to this increase; however, the lack of physical activity is certainly a big one. Walking or bicycling to school can help increase levels of physical activity among students.

Figure 1.1 Walking & Biking Comparison

Changes in Walking & Cycling to School, 1969 to 2001

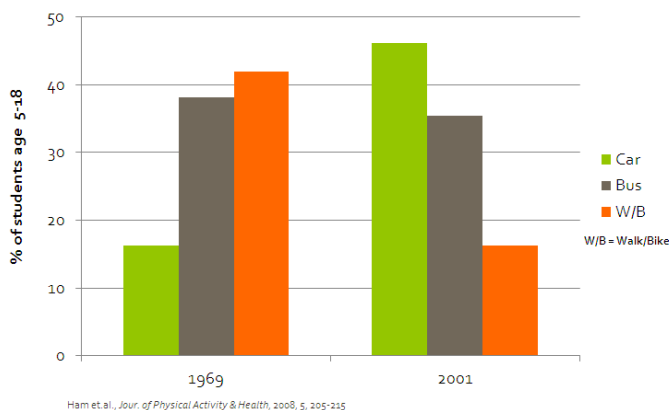
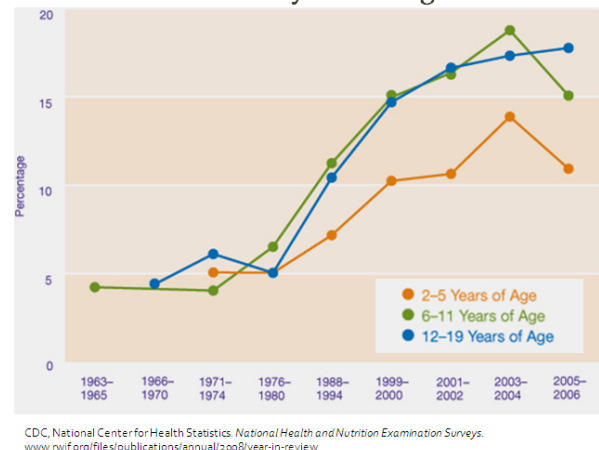


Figure 1.2 Obesity Trends

Trends in Childhood Obesity & Overweight



Walking and bicycling to school can be an important tool to help address and potentially reverse the trends identified previously, as walking and biking to school can help to increase physical activity among students to help lower rates of childhood obesity, prevent environmental pollution caused by automobiles, cut back on gas costs for school transportation departments and families, and lower traffic congestion at school drop off and pick up areas. Walking and bicycling to school can also empower children by giving them a sense of responsibility and independence, allow for time to enjoy the outdoors and provide time to socialize with their parents, friends and neighbors.

Safe Routes to School programs are sustained efforts to improve the health and well-being of children by enabling and encouraging them to walk and bicycle to school. The SRTS effort begins by understanding why children are not walking and bicycling to school safely. Safe Routes to School programs audit conditions around the school and conduct surveys of parents, teachers and students to determine existing attitudes and facility conditions surrounding the school. SRTS programs then identify opportunities to make bicycling and walking to school a safer and more appealing transportation choice, thus encouraging a healthy and active lifestyle from an early age.

THE SAFE ROUTES TO SCHOOL PLANNING PROCESS



The planning effort undertaken by MMN Elementary's Safe Routes to School Team and planners from the Upper Minnesota Valley Regional Development Commission (UMVRDC) entailed collecting and analyzing information, identifying community needs and priorities, and recommending steps to remedy existing problems and accomplish community goals and objectives.

Safe Routes to School refers to a variety of multi-disciplinary programs and facility improvements aimed at promoting walking and bicycling to school. SRTS largely centers around five core areas, called "The Five E's". They are Education, Encouragement, Engineering, Enforcement, and Evaluation, and are described below. This plan is organized around policy change, programs and projects in all five core areas.

Engineering -

Engineering is a broad concept used to describe the design, implementation, operation, and maintenance of traffic control devices or physical measures. It is one of the complementary strategies of SRTS, because engineering alone cannot produce safer routes to school. Safe Routes to School engineering solutions may include adequate sidewalks or bike-paths that connect homes and schools, improved opportunities to cross streets (such as the presence of adult crossing guards, raised medians, or pedestrian signals), and traffic calming measures (such as reduced speed limits, speed bumps, or stanchions).

Enforcement -

Enforcement includes policies that address safety issues such as speeding or illegal turning, but also includes getting community members to work together to promote safe walking, bicycling, and driving.

Education -

Education includes identifying and promoting safe routes, teaching students to look both ways at intersections, obey crossing guards, learning how to handle potentially dangerous situations, and to recognize the importance of being visible to drivers. Education initiatives also teach parents to be aware of bicyclists and pedestrians and the importance of practicing safety skills with their children. SRTS education efforts alert all drivers to the potential presence of walkers and bikers and the need to obey speed limits, especially in school zones. Additionally, the Safe Routes to School plan educates local officials by identifying regulatory changes needed to improve walking and bicycling conditions around schools. This strategy is closely tied to Encouragement strategies.

Encouragement -

Encouragement combines the results of the other "E's" to improve knowledge, facilities and enforcement to encourage more students to walk or ride safely to school. Most importantly, encouragement activities build interest and enthusiasm and help ensure the program's continued success. Programs may include "Walk to School Days" or "Mileage Clubs and Contests" with awards to motivate students.

Evaluation -

Evaluation involves monitoring outcomes and documenting trends through data collection before and after SRTS implementation to identify methods and practices that work and those that need improvement.

While Safe Routes to School plans largely prioritize improvements in areas where children predictably congregate, such as school zones and major transportation links between the school and residential areas, it is important to remember that children are a part of every community. Adequate facilities are therefore necessary everywhere where people walk or can be expected to walk. Streets that allow children to walk and bicycle to school safely will better accommodate all users and create a more vital pedestrian environment.

Formation of the Safe Routes to School program in Madison was a community-driven effort with planners from the Upper Minnesota Valley Regional Development Commission working in tandem with the local SRTS Team. The SRTS was made up of school staff, municipal officials, local law enforcement, local elected officials, the county engineer, parents and other interested community members. Development of the plan entailed collecting and analyzing information, identifying community needs and priorities and recommending steps to remedy existing problems and accomplish community goals and visions.

The SRTS Team was comprised of a variety of people from different disciplines and among “the 5 E’s” to help guide the planning process and set the vision and goals for the plan. The people listed in the chart to the right made up the Madison Safe Routes to School Team.

Figure 1.3 SRTS Team

Madison SRTS Team	
Kipp Stender, MMN Elementary Principal (Team Leader)	
Kristin Pierce, Transportation Coordinator	
Carmen Vaala, Teacher	
Josh Amland, Parent Representative	
Lisa Bacon, Parent Representative	
Jon Radermacher, Madison City Manager	
Allan Thompson, City Streets Supervisor	
Greg Thole, Mayor of Madison	
Paul Zahrbock, City Council Member/Parent	
Rick Halvorson, Lac qui Parle County Sheriff	
Steve Kubista, Lac qui Parle County Engineer	
Natasha Haukos & Cindy Skulstad, Countryside Public Health	

The initial kick off meeting focused on giving the SRTS Team an overview of the SRTS planning effort, including the purpose and benefits of SRTS, planning process timeline and goals and the role of the SRTS Team. The first meeting was also used to discuss local issues and concerns, develop a vision statement to guide the planning process and assign specific tasks to the SRTS Team members.

The second SRTS Team meeting was used to share with the SRTS Team the information and data that had been collected, as well as the results of the walking/biking audit, observation of dismissal, student travel tallies and parent surveys. The Team also reviewed the vision statement and goals generated at the first meeting and began brainstorming solutions to current identified issues and barriers.

The third SRTS Team meeting focused on developing an action plan of projects, programs and policies that can be implemented over the next five years to increase the number of students

and community members who walk and bicycle and making it safer for them to do so. The last and final meeting was the public open house used to inform the community about the Safe Routes to School projects, programs and policies that the SRTS Team wants to implement. It also provided valuable public input and feedback to the SRTS Plan. From the beginning, the Madison SRTS Team wanted the SRTS Plan and principles to extend beyond just the students in Madison, the SRTS Team wanted this plan to help make walking and bicycling the easy, safe, fun and convenient choice for all Madison residents.



The process included SRTS Team review at key benchmarks in the process. Over a 12-month time period, there were three SRTS Team meetings, a walking and biking audit completed by a small group of SRTS Team members, and a community open house. The planning process is outlined in greater detail below. All meeting materials, notes, tools and reports can be found in the Appendix.

Safe Routes to School Planning Process

- Introduction to SRTS and Visioning
 - SRTS Plan Start Up and Introduction to SRTS
 - Meeting # 1 Introduction to SRTS and Goal Setting (October 16, 2012)
 - Visioning and Goal Setting
- Assessing Existing Conditions and Current Issues
 - Assessment of Issues and Barriers
 - Collect and Review Existing Information (existing policies, programs, bike & ped facilities, crash data, etc.)
 - Conduct Walking/Biking Audits and Observation of Dismissal (November 27 & 28, 2012)
 - Administer Student Travel Tallies and Parent Surveys (October, 2012)
 - Meeting #2 Identifying Issues and Developing Action Steps (March 27, 2013)
- Developing Strategies and Action Steps
 - Develop Recommendations
 - Meeting # 3 Finalizing Action Steps (July 17, 2013)
 - Meeting #4 Public Open House (September 3, 2013)
 - Finalize SRTS Plan

VISION STATEMENT, GOALS AND STRATEGIES

The SRTS Team, with help from the planning team, developed a vision statement, goals objectives and strategies for Safe Routes to School in the Madison community. A vision statement is an idealistic statement about where the community aspires to be in the future. As such, a vision statement must combine idealism and pragmatism. It should express the highest hopes for what citizens want their community to become regarding Safe Routes to School, while taking into account the realities of where the community is at and the directions it is currently going. The vision statement for Safe Routes to School in the Madison community is as follows:

Vision Statement | Madison is a community where physically active forms of transportation are safe, convenient and enjoyable for residents of all ages and abilities. Multiple transportation options lead to a sense of independence for Madison residents, young and old.

To support and achieve the idealistic and futuristic vision statement, it needs to be broken down into more specific actionable items that can take place over time that contribute to and move in the direction of the vision statement. These specific actionable items are the goals and strategies.

Goals are the main framework for the strategies, which in turn, provide specific information on how decisions should be made by the schools, city, county and other SRTS partners on a day-to-day basis. Strategies are based on Madison's current and emerging issues that were identified during the SRTS planning process and parent survey. Together these goals and strategies establish a foundation for implementing the action plan related to "The 5 E's" in Chapter 5.

Goals are general, broad, idealistic statements that express the overall focus of this Safe Routes to School Plan and are intended to be attained at some undetermined future date. They are purposely general in nature and describe ideal outcomes for which the community will strive. Goal statements answer the question, "What do we want to achieve?"

Madison's Safe Routes to School Goals are as follows:

1. Reduce congestion and conflicts between buses, automobiles, pedestrians and bicyclists at arrival and dismissal.
2. Increase the number of students walking and bicycling to and from school.
3. Educate students, parents and the community about bicycle and pedestrian safety and laws.
4. Improve bicycle and pedestrian facilities, such as signage, crosswalks, sidewalks, etc., to create a safer physical environment for walking and bicycling.
5. Reduce conflicts between buses, automobiles, pedestrians and bicyclists at arrival and dismissal.

6. Increase the number of programs that focus on bicycle and pedestrian education and encourage residents to bicycle and walk more often, as part of a healthy lifestyle.
7. Evaluate the effectiveness of SRTS efforts.

Strategies offer a **recommended** course of action to achieve the desired outcomes described in the community's goals. Strategies can also be converted into action work plans. It should be noted that the strategies are "**guides**" that may not be feasible to carry out in all circumstances. Strategies are specific, measurable activities that answer the question, "How will I meet my goal?"

Strategies for Goal #1: Reduce congestion and conflicts between buses, automobiles, pedestrians and bicyclists at arrival and dismissal.

- 1.1 Develop an effective off-site loading/drop-off location to mitigate traffic conflicts and increase the incidence of walking and bicycling to school.
- 1.2 Create separate areas for school buses and parent vehicles at arrival and dismissal.
- 1.3 Continue to work cooperatively with local units of government, such as the police department, city officials and traffic authorities to enhance the safety and effectiveness of the bicycle and pedestrian network as well as arrival and dismissal procedures.
- 1.4 Educate parents about new and changed arrival and dismissal procedures.

Strategies for Goal #2: Increase the number of students walking and bicycling to and from school and evaluate annually.

- 2.1 Identify the primary routes students use, or could use if they existed, to access the school.
- 2.2 Make specific recommendations that will improve safe pedestrian and bicycle access to MMN Elementary.
- 2.3 Promote walking and bicycling to parents and students.
- 2.4 Implement a walking and bicycling to school incentive program.
- 2.5 Develop a "Get Moving Madison" campaign to encourage physical activity for all residents.
- 2.6 Conduct student travel tallies twice a year.

Strategies for Goal #3: Identify suggested routes for students to walk and bicycle to and from school to strategically make infrastructure improvements that increase safety along those routes.

- 3.1 Make specific recommendations regarding bicycle and pedestrian facilities on identified primary routes to school that will make getting to and from school via foot or bicycle safer and more enjoyable.
- 3.2 Identify costs, where possible, and potential funding sources for proposed recommendations.
- 3.3 Ensure that the City and School District work together to identify bicycle and pedestrian needs throughout the city, especially on identified routes to school.

- 3.4 Seek outside sources of funding, such as federal and state Safe Routes to School funding to fund the implementation of bicycle and pedestrian facilities.

Strategies for Goal #4: Educate students, parents and the community about bicycle and pedestrian safety and laws.

- 4.1 Build awareness in the community about bicycle and pedestrian laws through events, community education, enforcement, marketing materials and other efforts.
- 4.2 Educate students about Minnesota bicycle and pedestrian rules and helpful safety pointers through classroom curriculum, Bike Rodeo events and other efforts.
- 4.3 Work and partner with other entities and programs that are working to educate the public about safe driving, walking, and bicycling practices such as SHIP, Bicycle Alliance of Minnesota or MnDOT's Toward Zero Deaths Initiative.

Strategies for Goal #5: Find creative ways to enforce new Safe Routes to School changes that do not rely completely on local law enforcement.

- 5.1 Engage students, parents and community members in ensuring everyone knows the rules of the road and follows them.
- 5.2 Make walking and biking to school part of a normal routine through education and encouragement activities taught in the classroom and throughout the community.
- 5.3 Incorporate Safe Routes to School principles and ideas into other City Plans and whenever possible, incorporate Safe Routes to School ideas into planned construction projects.
- 5.4 Encourage and take advantage of programs from a variety of local, state-wide and national sources, including, but not limited to, the school, community education, the City of Madison, local law enforcement, Bicycle Alliance of Minnesota and others as they become available.

Chapter 2 | Existing Conditions

This chapter provides an overview of the Madison, Marietta and Nassau communities, the Lac qui Parle Valley school district and specifically, MMN Elementary School. It details an inventory of existing policies, plans, physical and social infrastructure and programs related to biking, walking and Safe Routes to School concepts. This chapter also highlights past plans or studies that may impact recommendations or action steps identified in Chapter 6 of this plan.

COMMUNITY AND SCHOOLS OVERVIEW



MMN Elementary School is located in Madison, Minnesota, which is in Lac qui Parle County. It is approximately 150 miles west of Minneapolis, ten miles east of the South Dakota border, 50 miles east of Watertown, South Dakota and 145 miles south of Fargo, North Dakota. Madison is the county seat and the largest city in the county and provides many services and recreational opportunities to the region including a hospital and clinic, nursing home facilities, a golf course, a museum, the

county fair, the courthouse, and a swimming pool. The 2011 population according to U.S. Census Bureau estimates was 1,572. Over the years, Madison has seen a fluctuation of population gains and losses; however its overall rate of change, since 1960, has been negative at nearly 35 percent. The major highways that run through Madison include U.S. Highway 75 and Minnesota State Highway 40.

MMN Elementary is part of the Lac qui Parle Valley School District that covers approximately 760 square miles and serves the residents of communities and townships in Big Stone, Chippewa, Lac qui Parle, Pope and Swift counties. A map of the Lac qui Parle Valley School District boundaries can be found in Appendix C. The cities that MMN Elementary primarily serves are the cities of Madison, Marietta and Nassau. Since 1990, the Lac qui Parle Valley School District has seen a decrease in enrollment of nearly 35 percent. For the 2010-2011 school year, the school district enrollment was 820. This includes students at MMN Elementary in Madison, A-M Elementary in Appleton and students at the Junior and Senior High School located between the cities of Appleton, Madison and Milan on Minnesota State Highway 119. Enrollment at MMN Elementary for the 2011-2012 school year was 148 with students in grades Kindergarten through 4th grade.

The table below provides a snapshot of demographic information for the communities that make up MMN Elementary as well as a comparison to Region 6W (Big Stone, Chippewa, Lac qui Parle, Swift and Yellow Medicine Counties), the State of Minnesota and the Nation. The data depicted below is five-year estimates, gathered from the 2007 - 2011 American Community Survey from the U.S. Census Bureau.

Table 2.1 Demographic Information

Demographic	Madison	Marietta	Nassau	Lac qui Parle County	Region 6W	Minnesota	United States
Population	1,572	222	96	7,298	45,276	5,312,239	309,231,244
Median Age	55.8	43.4	43	48.3	45.4	37.5	37.2
Average HH Size	2.14	2.27	2.46	2.32	2.28	2.47	2.62
Average Family Size	2.69	2.95	3.21	2.76	2.82	3.04	3.21
Gender							
Male	46.6%	45.0%	50.0%	50.2%	50.10%	49.60%	49%
Female	53.4%	55.0%	50.0%	49.8%	49.90%	50.40%	51%
Median HH Income	\$41,136	\$35,078	\$36,250	\$48,269	\$46,401	\$57,439	\$51,484
Poverty Status	12.3%	9.5%	8.3%	9.1%	10.90%	11.60%	15.20%
Educational Attainment							
High School Grad +	84.6%	91.9%	76.4%	88.5%	88.20%	91.70%	85.60%
Bachelor's Degree +	100.6%	0.0%	11.1%	16.2%	16.40%	31.90%	28.20%
Race, % White	97.2%	100.0%	95.8%	97.8%	96.10%	86.00%	74.20%

Source: U.S. Census Bureau, 2007-2011 American Community Survey

Figure 2.2 Madison Community Amenities Map



Crash Data

Minnesota Data:

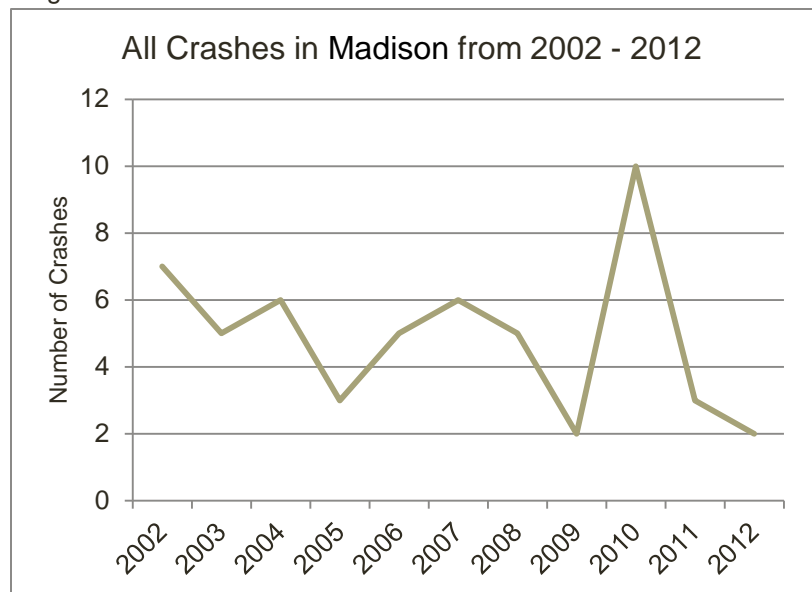
In 2012 there were 395 fatalities on Minnesota roadways. Of those 395 fatalities, seven were bicyclists. An additional 47 bicyclists were severely injured in a crash, 261 moderately injured and 566 sustained minor injuries and 54 were not injured in their crash. Overall 935 bicyclists were involved in a crash in Minnesota in 2012 alone. Of the 395 fatalities, 40 were pedestrians. An additional 108 pedestrians were severely injured in a crash, 285 were moderately injured, 480 sustained minor injuries and only 6 were not injured in their crash. Overall, 919 pedestrians were involved in a crash in Minnesota in 2012 alone.

Local Madison Data:

In Madison in 2012, there were 2 crashes of all kinds. There were no bicycle or pedestrian crashes reported in 2012. However, in the last 10 years, there have been 3 reported crashes involving pedestrians. One of these crashes resulted in an incapacitating injury. This type of injury is second in severity only to a fatal crash. The crash took place on Lac qui Parle County State Aid Highway 204 or 6th Street, which is also Madison's main street through the downtown area. The overall trend in the last ten years is a reduction in all types of crashes as seen in figure 2.3;

however, bicycle and pedestrian crashes have increased and become a major topic of conversation nationally.

Figure 2.3 Crash Data

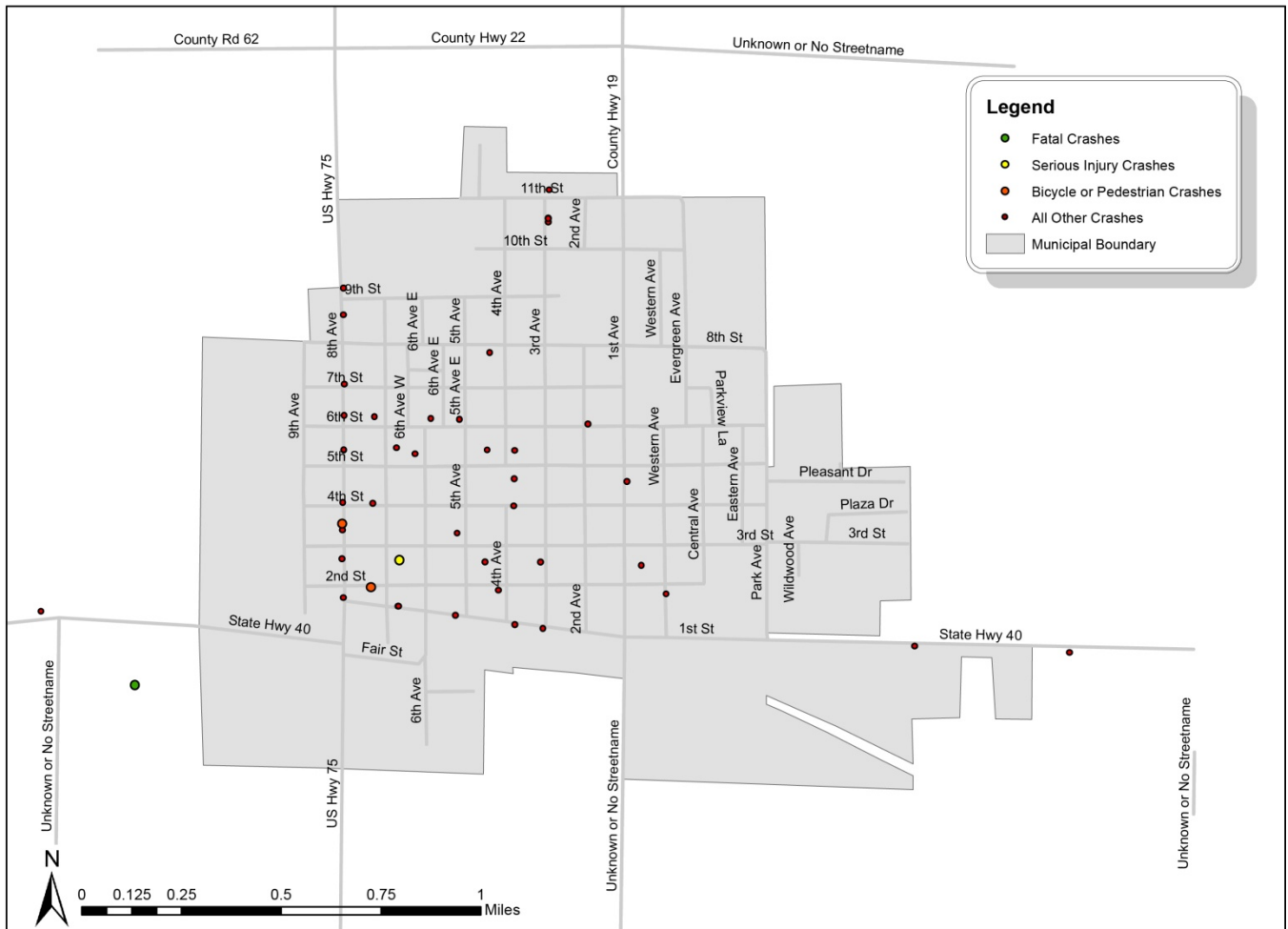


Speed plays a factor in survival rates for pedestrians. If a vehicle traveling 20 miles per hour or slower crashes into a pedestrian, that pedestrian has a 95 percent survival rate. However the survival rate decreases dramatically as speeds increase. For example, the survival rate for a pedestrian who was hit by a vehicle traveling 40 miles per hour drops to only 15 percent.

The map below depicts all of the crashes that have occurred in Madison from 2002 through 2012, highlighting bicycle or pedestrian crashes, severe injury crashes and fatal crashes. There have been several bicycle or pedestrian crashes near the schools in the past ten years. It also depicts all other crashes, including those that are less serious, which make up the majority of the crashes in the City of Madison.

Figure 2.5 Crash Data Map

Madison Crashes, 2002 - 2012

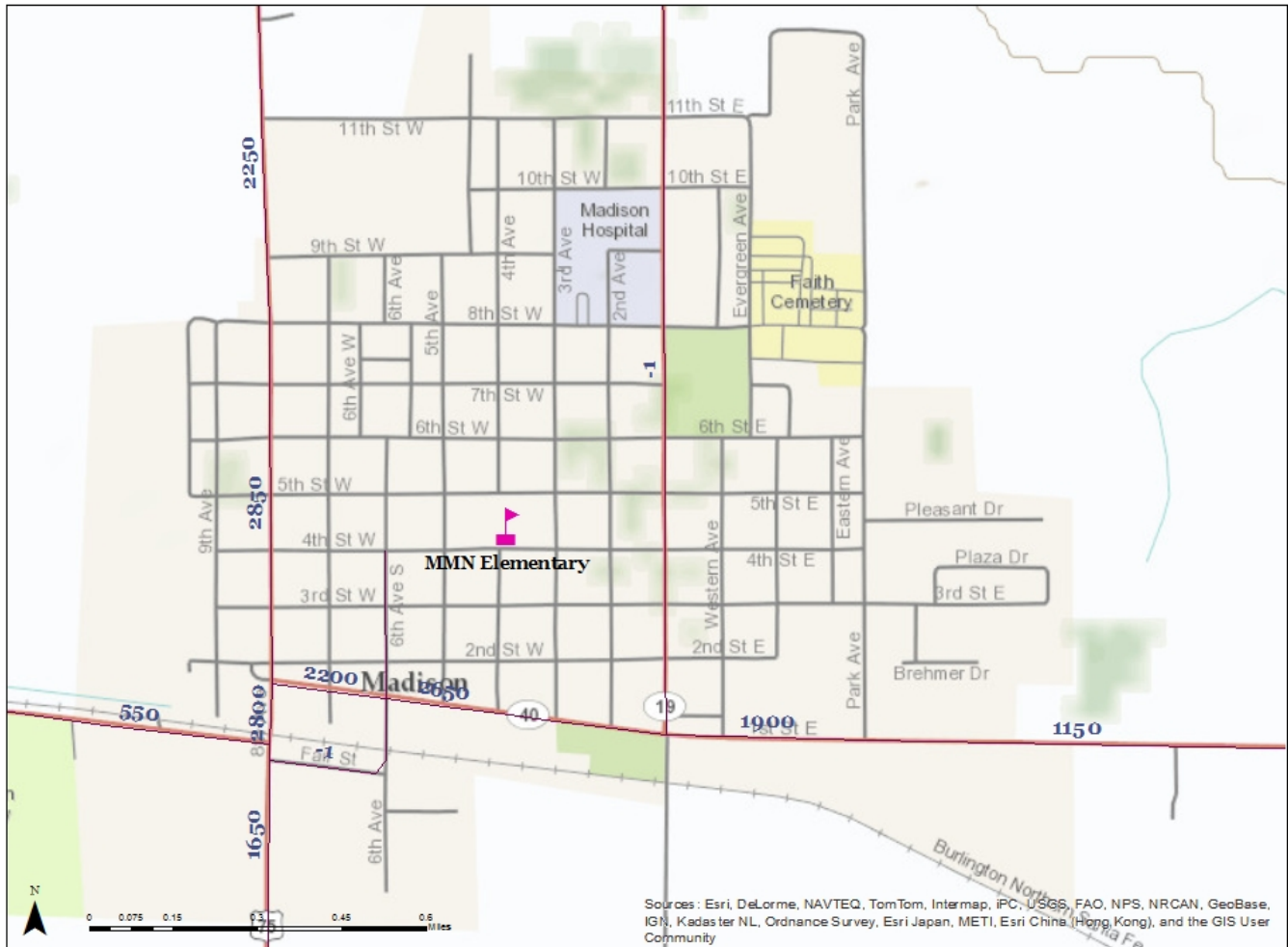


Annual Average Daily Traffic (AADT)

U.S. Highway 75 runs north and south on Madison's west side and Minnesota State Highway 40 runs east and west on Madison's south side. Although the traffic counts on these highways are not particularly high, they do see the most traffic in the city and much of the traffic is heavy commercial truck traffic.

Figure 2.6 AADT

Madison Annual Average Daily Traffic



Student Travel Tally Results

Student travel tallies were conducted in October of 2012 to gather baseline data regarding the number of students who walk and bicycle to school. They were conducted in all grades, kindergarten through grade four, at MMN Elementary. The student travel tallies revealed that most students at MMN Elementary arrived and left school in a family vehicle or the school bus.

The majority of students arrived to MMN Elementary in the morning via the school bus or family vehicle. In the afternoon, the number of children who left school via parent vehicle drops and the numbers of students who walked, took the school bus, and the city bus, all increased. Congestion at the school was worse in the mornings due to the increased number of parent vehicles at that time.

The largest portion of students, 41 percent, traveled to and from school via family vehicle. The second largest portion of students, 29 percent, traveled to and from school via the school bus. These students either live too far from school to walk or bicycle, or they live in an area where it is hazardous to do so. Therefore, mode switch for this group of students is unlikely.

Despite the fact that students who ride the bus live too far from school to walk or bicycle, the MMN SRTS Team feels it is important to involve those students in the SRTS program in other ways. It may be through remote drop-off locations for walk and bicycle to school days, encouraging walking and bicycling as healthy and fun forms of exercise and transportation, or any number of

Figure 2.7 Student Travel Tally Results

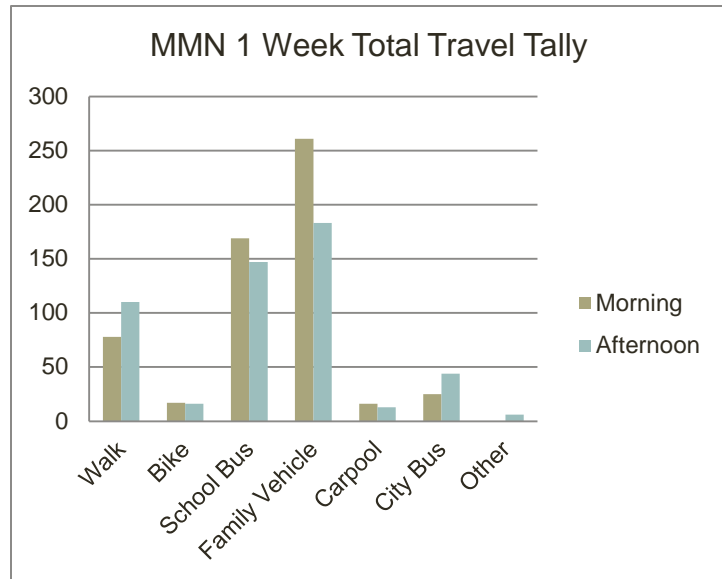
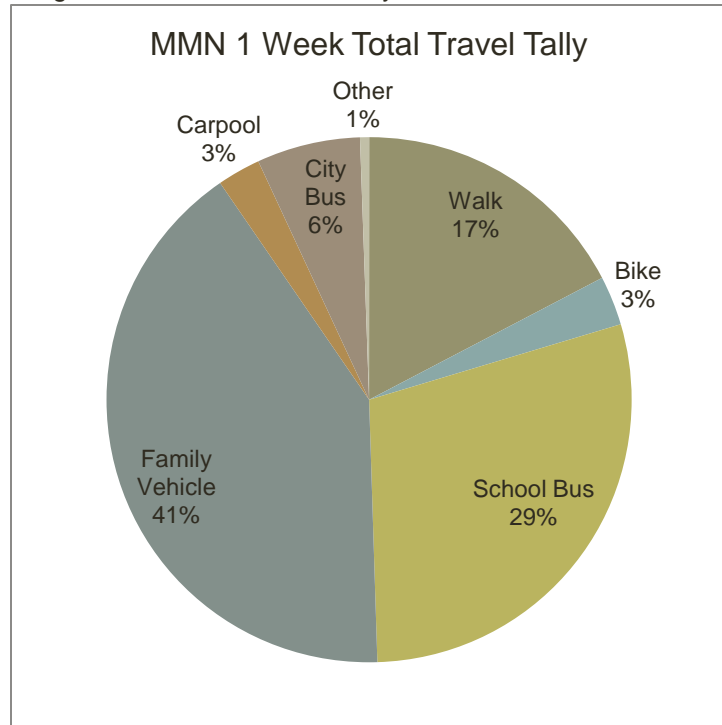
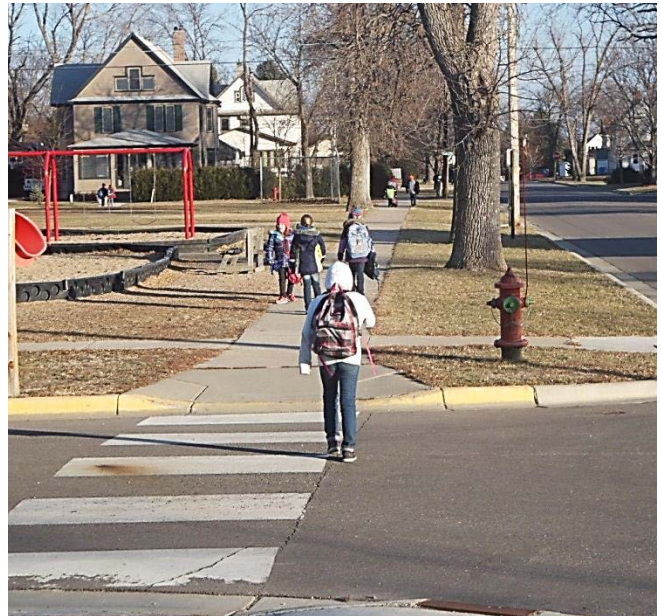


Figure 2.7 Student Travel Tally Results



other ways that engage students in the SRTS program if they cannot walk or bicycle to school from their home.

Many students, about 20 percent, at MMN Elementary do get to and from school by walking or bicycling, however this number could be larger, as 47 percent of the students at MMN Elementary are not eligible for busing. This means that they live within the city limits and are not considered to be living in hazardous areas.



Physical Environment/Infrastructure –

The city of Madison has an existing network of infrastructure that serves pedestrians relatively well in many areas of the city due to the grid street network and existing sidewalks. However, there are also areas throughout the city, especially in newer developments, that lack sidewalk infrastructure. Madison sees quite a bit of heavy commercial truck traffic on the main highways that cut through the south and west sides of the city. U.S. Highway 75 on the west side of the city is a barrier to students



walking and bicycling to school as there are several housing developments on the west side of the highway and the school is on the east side of the highway. Minnesota State Highway 40, on the south side of the city, is not as much of a barrier because there aren't many residential areas south of the highway or children needing to cross that highway to get to school.

Roads

Madison is home to U.S. Highway 75 that runs north and south along the city's western edge and Minnesota State Highway 40 that runs east and west along the city's southern edge. It is also home to two county highways, County Road 204, which is also the main street through downtown Madison and County Highway 19, which runs north and south through the middle of the city.

Sidewalks

The approximate number of miles of sidewalk in Madison is unknown; however there are not sidewalks along all city streets. A next step would be to map the existing sidewalk infrastructure in Arc GIS or another program to have that data readily available for future evaluation metrics of the SRTS Program.

Bike Lanes

As of the fall of 2013, there are no marked bike lanes, sharrows or other on street bicycle facilities in the City of Madison.

Trails

As of the fall of 2013, there are no paved multi-use trail facilities in the City of Madison.

Social Infrastructure -

Social infrastructure is as important as physical infrastructure to a Safe Routes to School Program or any other successful active transportation initiative. The community and school have strong social infrastructure, in that there are many individuals within the school system, city government, and community who are excited and passionate about the students, safe and active transportation, and making their community a better place for all residents. There are many partners in the Madison community who currently do, and potentially could, play a large role in Safe Routes to School and active living efforts.

Partnerships:

- MMN Elementary
- Lac qui Parle Valley School District
- City of Madison
- Lac qui Parle Sheriff's Office
- Madison Community Foundation
- Swift County
- Local Businesses
- Local Media
- Drivers Education Programs
- Safe Communities Coalition
- Countryside Public Health
- Upper Minnesota Valley Regional Development Commission

Current Bike-Walk/Active Transportation Initiatives and Events:

Organization/project/event/program	Inception	Timeframe	Emphasis
Bike Rodeo	Unknown	Occasionally	Bike safety
International Walk to School Day	Fall 2012	Yearly	Encouragement
School Wellness Policy/Committee	Unknown	Ongoing	Student and faculty health
Safe Routes to School Team	Summer 2012	Ongoing	Planning and Policy

Political Infrastructure—Laws and Policies Related to Active Transportation -

Sidewalk Requirements

Sidewalks are not currently required with new development. Sidewalk maintenance is the responsibility of the property owner.

Snow Removal Requirements

Snow removal on sidewalks is required and the responsibility of the property owner. The City is responsible for snow removal on streets and sidewalks on City-owned property.

School Wellness Policies

The Lac qui Parle Valley School District, of which MMN Elementary is a part, has a wellness policy with a purpose to assure a school environment that promotes and protects students' health, well-being, and ability to learn by supporting healthy eating and physical activity. Under this wellness policy, the following are general statements of policy:

1. The school board recognizes that nutrition education and physical education are essential components of the educational process and that good health fosters attendance and education.
2. The school environment should promote and protect students' health, well-being, and ability to learn by encouraging healthy eating and physical activity.
3. The school district encourages the involvement of students, parents, teachers, food service staff, and other interested persons in implementing, monitoring, and reviewing school district nutrition and physical activity policies.
4. Children need access to healthy foods and opportunities to be physically active in order to grow, learn, and thrive.
5. All students in grades K-12 will have opportunities, support, and encouragement to be physically active on a regular basis.
6. Qualified food service personnel will provide students with access to a variety of affordable, nutritious, and appealing foods that meet the health and nutrition needs of students; try to accommodate the religious, ethnic, and cultural diversity of the student body in meal planning; and will provide clean, safe, and pleasant settings and adequate time for students to eat.

Related to physical activity, the policy states the following:

1. Students need opportunities for physical activity and to fully embrace regular physical activity as a personal behavior. Toward that end, health education will reinforce the knowledge and self-management skills needed to maintain a healthy lifestyle and reduce sedentary activities.
2. Opportunities for physical activity will be incorporated into grades K-10 students' schedules.

3. Students in grades 10-12 will be provided curriculum opportunities for physical activity and for further developing an understanding of the benefits of lifelong physical fitness.
4. The district will provide opportunities for physical activities before and after school hours through the Extra-curricular, Intramural and Community Education programs.
5. Schools will not withhold physical activity, including scheduled recess, as a punishment for poor behavior or academic performance.

Transportation Policies

Students within the city limits are not provided transportation unless they have special needs or reside within the Hazard Bus Area. As of the 2010 -2011 school year, 70 MMN Elementary students were not eligible for busing, meaning that they lived within the city limits and not within the hazard bus area. Those 70 students are students who could walk or bicycle to school.

Hazard Bus Area Policies

Six students live within the hazard bus area which is south of Minnesota State Highway 40 and west of U.S. Highway 75.

Past Studies and Plans

- *City of Madison Comprehensive Plan, 1982:* Madison's Comprehensive Plan is a vision of what the City wants to be. It is a guide to help the City preserve what they value and to enhance what they feel should be improved. It addresses physical planning issues such as land use, transportation, housing, public facilities, and parks and open spaces. Yet it also considers social and economic issues. It addresses the needs of the community broadly over a long period of time. The following are policies and goals in the Comprehensive Plan that support or affect this Safe Routes to School Plan.
 - Objective: Support a public and private transportation system that encompasses all modes of transportation that economically move people and products.
 - Guideline Policy: The planning for the transportation system should focus on helping meeting the City's economic and social needs.
 - Guideline Policy: Consideration for all potential modal impacts should be evaluated for each project.
 - Guideline Policy: Consideration should be given to the aging and disabled populations when designing transportation programs.
 - Guideline Policy: Encouragement should be given toward the development of pedestrian and bicycle friendly facilities to help provide balance to the transportation system.
 - Guideline Policy: Long-range planning should be done to ensure there is a minimum of transportation barriers (access management, safety, etc.,) that impact the economic vitality of the City.
 - Objective: Invest strategically in transportation infrastructure to enhance the vitality of the City.

- Guideline Policy: Pedestrian and bicycle trails should be an important part of the overall transportation plan.
- Objective: Develop a financially responsible transportation plan that best allocates available resources.
 - Guideline Policy: A pedestrian and bicycle plan should be developed that is part of the City's overall transportation plan and identifies current and future needs in this transportation infrastructure.
- Transportation Planning Activities: The City should develop a pedestrian and bicycle plan that analyzes current and future needs for trails, sidewalks and bicycle routes. This plan should also provide ways to promote trail use and plan for what these transportation links should be connecting or providing access to.
- 2013 Upper Minnesota Valley Regional Development Commission Trails Plan: the Plan provides trail guidelines priorities and resources for not only trail developers, but also trail funders such as the DNR and MnDOT. Below are the overall priorities in the region for trail development. The plan places the highest priority on local and community trails that connect residential areas to schools, parks, downtowns and other community attractions.
 - Priority #1: local and community trails
 - Priority #2: trails that are part of the Minnesota River State Trail
 - Priority #3: other regional trails

Chapter 3: Issue Identification

This chapter explores issues and barriers related walking and bicycling that may exist in the community regarding attitudes, policies, programs and infrastructure. Issues and barriers to walking and bicycling to school in Madison were identified in a number of ways. Information was collected from the SRTS Team; parent surveys, student travel tallies and a walking/biking audit were conducted; observations of the dismissal procedures at the school sites were made; and a public open house was held to review the draft plan and share information about the Safe Routes to School program.

PARENT SURVEY RESULTS

Student travel tallies and parent surveys were administered in the fall of 2012 as part of the SRTS planning process. They provided valuable insight on parent views regarding walking and bicycling to school as well as information on how many students are currently walking or bicycling to school. The parent survey response rate was good and it had good representation from all grades kindergarten through fourth grade. This section of the plan shares some of the information gathered from the parent survey, but all survey results can be found in Appendix H.

Most, or 55 percent, of parents responded that their child lives within two miles of school and 39 percent live within one mile of school. There is however, a large portion of students, 43 percent, who live more than 2 miles from school and will likely never walk or bicycle to or from school the entire way.

On average, a little over 20 percent of MMN Elementary students walk or bicycle to school. However, with 39 percent of students reportedly living within one mile of school, the number of students who walk or bicycle to school could be much higher. When parents were asked, “at what age would you let your child walk or bicycle to school without an adult,” many (32 percent), responded that they would not feel comfortable at any age. This response may be due to the fact that many

Figure 2.3

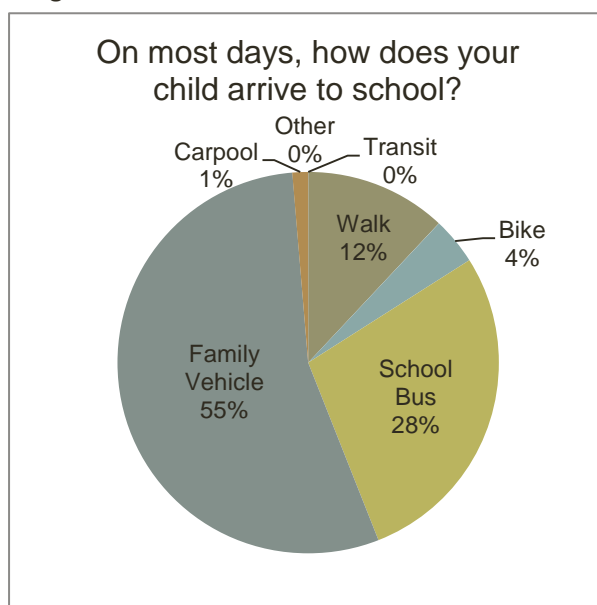


Figure 2.4

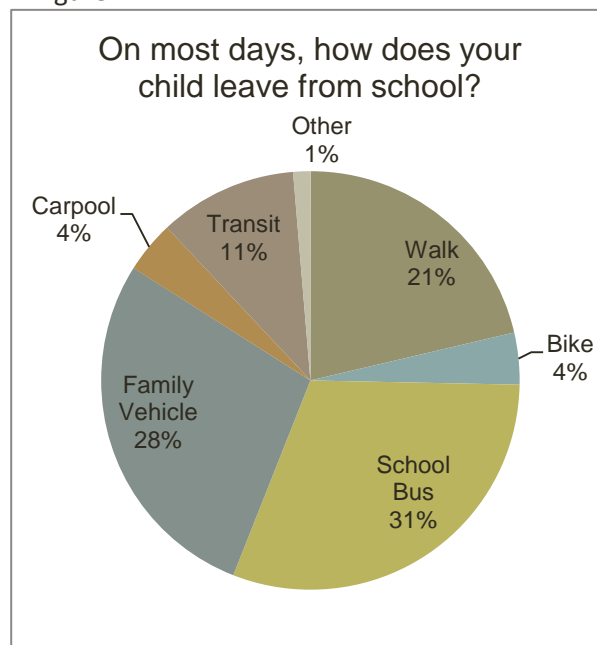
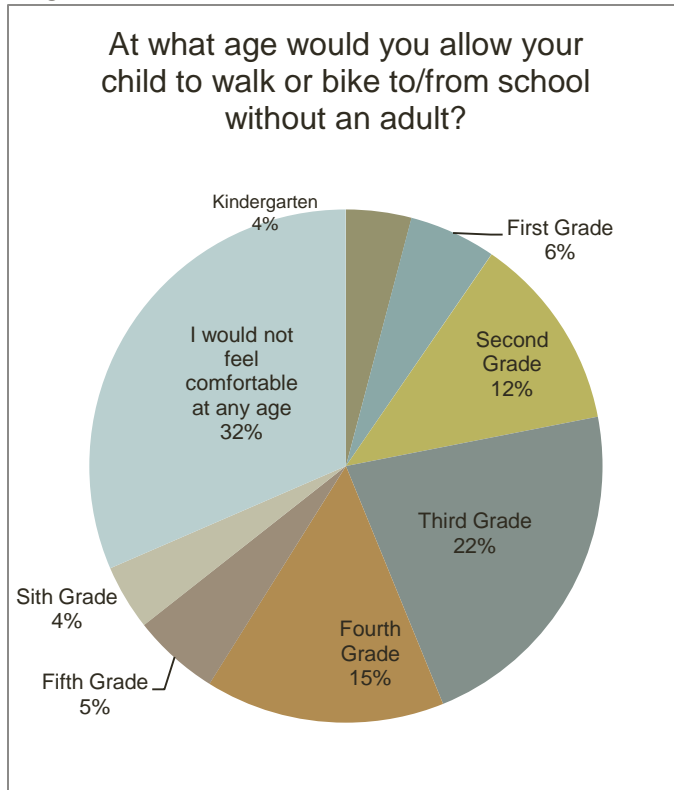


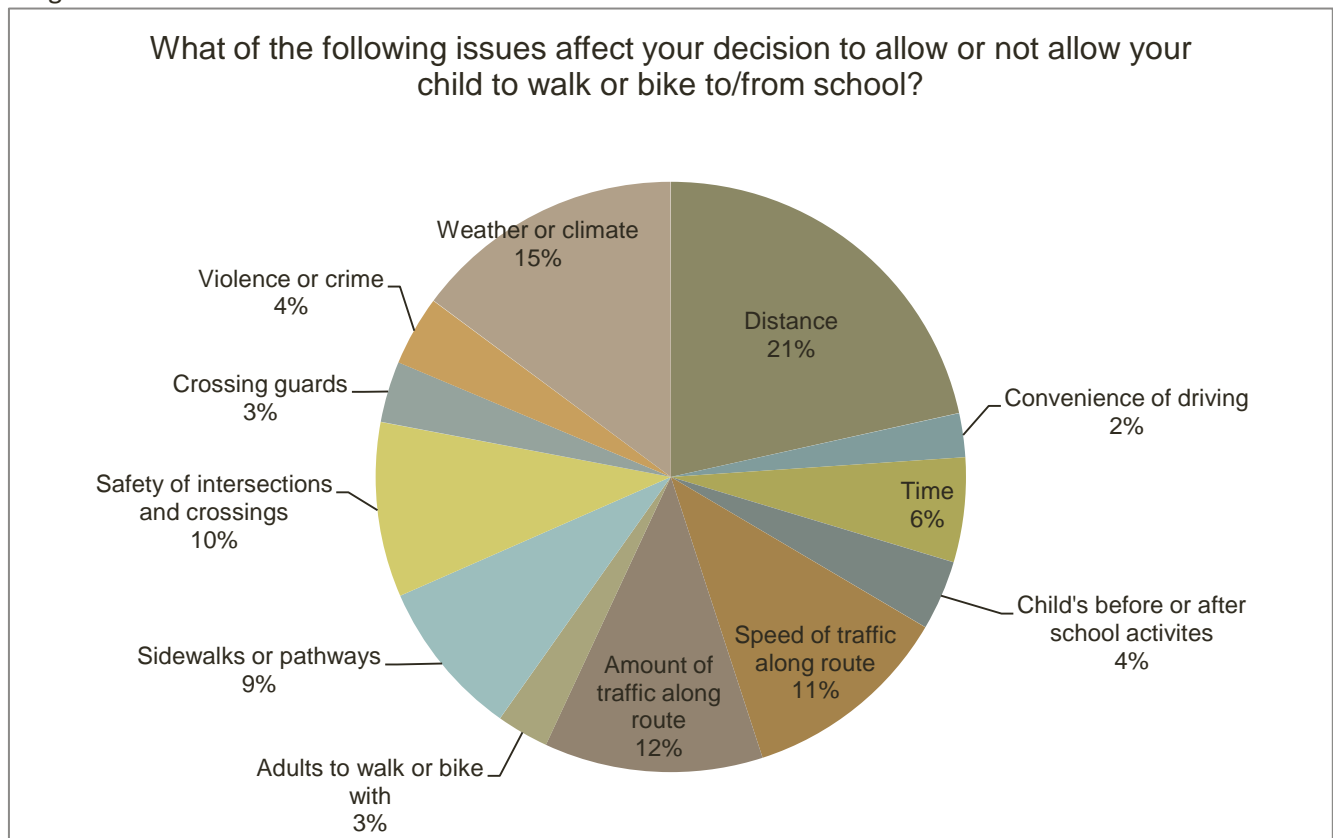
Figure 2.5



students live more than two miles from school in rural areas. Many parents report that they would let their child walk or bicycle to or from school when the reach grades two, three or four. Figure 2.5 shows all of the responses from the survey question asking, “at what age would you allow your child to walk or bike to/from school without an adult?”

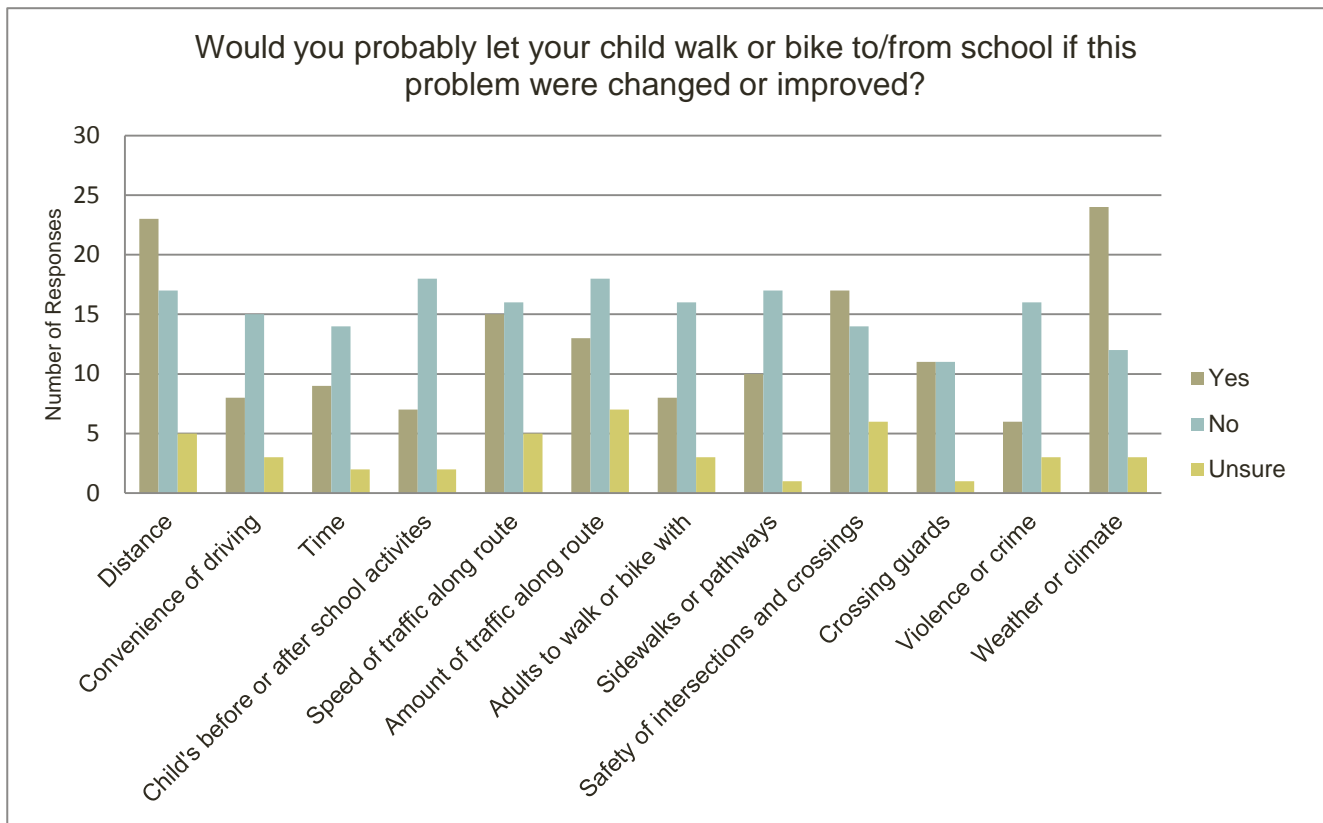
When asked about the issues affecting parents’ decisions to allow or not allow their child to walk or bicycle to school, distance was cited the most often as a barrier to walking or bicycling to school. Weather or climate, amount of traffic along route and speed of traffic along route were also commonly cited issues affecting parents’ decisions to allow or not allow their child to walk or bicycle to school. Another question in the parent

Figure 2.6



survey asked, “would you probably let your child walk or bike to or from school if this problem were changed or improved?” Many parents responded that they would let their child walk or bicycle to school if distance or the climate were not issues. Several other popular positive responses related to issues that could be changed included addressing the speed of traffic along the route and safety of intersections and crossings. All answers are shown below in figure 2.7.

Figure 2.7



Some issues, such as weather or climate, distance, and children’s before or after school activities cannot be easily changed. However, many of the issues presented in the survey, such as crossing guards, safety of intersections and sidewalks or pathways, can be addressed through the SRTS planning process. The SRTS Team spent time looking at those issues that can be changed or improved and this plan addresses those issues. The plan also addresses those issues identified in the question asking if problems were changed or improved, parents would probably let their child walk or bicycle to school.

Comments from the parent surveys revealed that parents are extremely worried about the safety of their children. However, some indicated that if measures were taken to address safety issues, such as having crossing guards at more intersections, or having more separated bicycle facilities, they would feel more comfortable allowing their children to walk or bicycle to school.

ENVIRONMENTAL ASSESSMENT

The MMN Safe Routes to School Team was fortunate to have national SRTS expert, Mark Fenton conduct a SRTS workshop in the Madison community. The Team met with Fenton on November 27, 2012 to view dismissal at the school and then again the next day to view arrival and conduct a walking audit of the community.

Arrival/Dismissal Procedure at MMN Elementary: school

buses line up nose to tail along Fourth Street in front of the school. The city bus lines up at the end of the school bus line-up on Fourth Street. Currently, there is no good designated spot for family vehicles to drop-off and pick-up. As a result, there have been many issues regarding family vehicles mixing with the bus traffic along Fourth Street and students dangerously crossing Fourth Street between cars and buses in the middle of the street because vehicles drop them off on the other side of the street (which is not allowed) or in the parking lot across the street. Overall, parents, students, school officials, city officials, local law enforcement and the SRTS Team feel that the arrival and dismissal procedures at MMN Elementary are chaotic, dangerous and need to be changed.



During dismissal, students who walk or bicycle to school are let out 15 minutes prior to students who leave school via bus or parent vehicle. This procedure helps to reduce traffic conflicts between walkers and bikers and vehicles. To date, this procedure has worked well for MMN Elementary students and the SRTS Team would like to see this practice continue.

Walk/bike Audit Results



After observing arrival on November 28, 2012, as part of a regional SRTS workshop with national expert, Mark Fenton, the workshop participants and the MMN SRTS Team conducted a walking audit around the school and community to assess and evaluate biking and walking infrastructure in the community. Sidewalks exist on many, but not all city streets throughout Madison. Crosswalks are sometimes marked and most are marked with two white lines. Fenton pointed out how

curb bump outs on Sixth Avenue, the main street through Madison's downtown, could make it easier to cross the street for pedestrians of any age or ability.

The largest infrastructure barriers to walking and biking to school appear to be the gaps in the sidewalk network in newer developments in the city and crossing U.S. Highway 75. See map for sidewalk network, difficult crossings, etc. The assessment worksheets and results can be found in Appendix I and J.

However, the largest safety concern for students getting to and from school, by any transportation mode, was the congestion around the school on Fourth Street as buses, vehicles, bicyclists and pedestrians all tried to navigate the same space at the same time.

SUMMARY OF ISSUES AND BARRIERS TO WALKING AND BICYCLING IN MADISON

Physical Environment: For the most part, Madison is well suited for walking and bicycling for residents of all ages. The city is relatively compact in size, has good street connectivity and relatively good sidewalk connections. The biggest safety concern is the congested drop-off and pick-up area on Fourth Street on the south side of the school. All modes of traffic are in one location on the street where general traffic is also present. However, there are other physical barriers to walking and bicycling in Madison. The major barrier to bicycling in Madison is the lack of bicycle facilities, however the streets carry relatively low levels and speeds of traffic, therefore bicycle education could greatly help this barrier. The major barrier to walking for school children in Madison is crossing U.S. Highway 75 on the west side of the city.

There are also other intersections throughout the city that could be improved to enhance safety for children walking or bicycling to school. Figure 2.8, on the next page, depicts difficult crossings on suggested routes to school. Each of these crossings is on a highway with heavy traffic and heavy commercial traffic. Although speeds at each of these intersections are posted at 30 miles per hour, they are often difficult to cross and dangerous for young students because they are often wide, unsignalized and experience a lot of traffic. Crossing the railroad tracks can also be challenging.

Specifically, figure 2.8 identifies the intersections that are problematic, identifies what makes them problematic and offers suggestions to help mitigate the problems.



U.S. Highway 75 on the west side of Madison

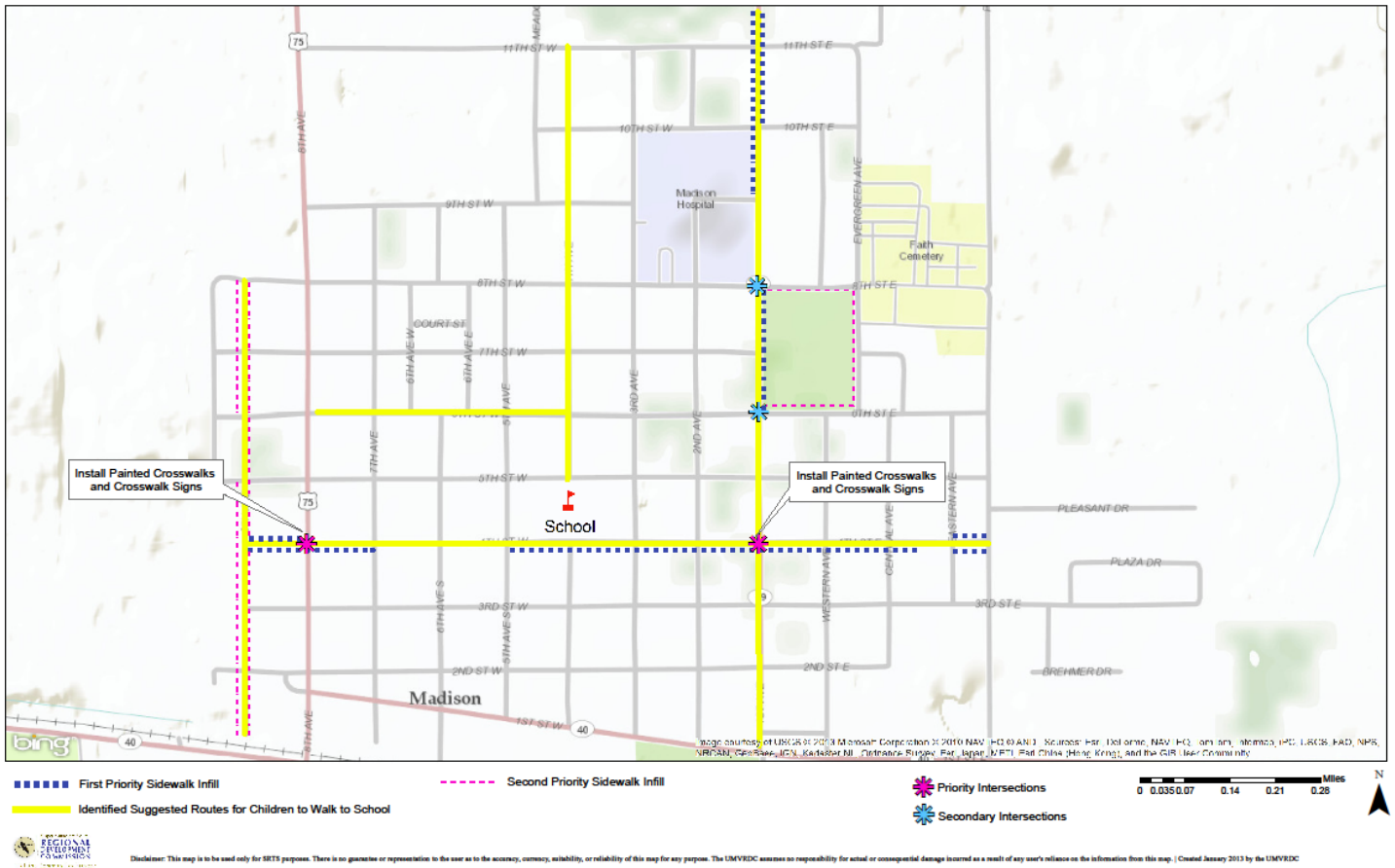
Figure 2.8

Safer Crossings Matrix			
Crossing	Current Conditions	Problems	Possible Solutions
Eighth Street (U.S. Hwy 75) and 4 th Street	<ul style="list-style-type: none"> • No marked crosswalk • No sidewalk south on south side of 4th Street • Intersection lighting 	<ul style="list-style-type: none"> • Wide street • Fast moving traffic • Heavy commercial traffic • Through streets 	<ul style="list-style-type: none"> • Pedestrian scale streetscaping • Crosswalk flags • HAW signal • RRFB signal • Curb bump outs • Painted crosswalk • Crosswalk signage
1 st Avenue (County Highway 19) and 4 th Street	<ul style="list-style-type: none"> • No marked crosswalk • No sidewalk on south side of 4th St. • Uncontrolled intersection 	<ul style="list-style-type: none"> • Wide street • Fast moving traffic • Through streets 	<ul style="list-style-type: none"> • Painted crosswalk • Crosswalk signage • Crosswalk flags • Curb bump outs • Intersection controls (stop sign) • Crossing guards or school patrol • Median crosswalk sign
1 st Avenue (County Highway 19) and 6 th Street	<ul style="list-style-type: none"> • Faded crosswalk 	<ul style="list-style-type: none"> • Wide street • Fast moving traffic • Through street 	<ul style="list-style-type: none"> • Painted crosswalk • Crosswalk signage • Crosswalk flags • Median crosswalk sign • Curb bump outs
1 st Avenue (County Highway 19) and 8 th Street	<ul style="list-style-type: none"> • Faded crosswalk 	<ul style="list-style-type: none"> • Wide street • Fast moving traffic • Through street 	<ul style="list-style-type: none"> • More visible crosswalks • Crosswalk signage • Crosswalk flags • Median crosswalk sign • Curb bump outs

Figure 2.9 below shows suggested routes to school that the SRTS Team identified as well as infrastructure improvements that need to be made to the routes to make them safer for students to walk or bicycle to school. Some of the identified routes to school are currently missing sidewalk segments.

Figure 2.9

Current Conditions & Identified Suggested Routes to School



Social Environment: The major social barrier to walking and biking to school is fear for children's safety related to traffic volumes, speeds and the lack of supervision. Additionally, like in many cities, large and small, throughout the country, walking and bicycling are not the common modes of transportation in Madison, despite its compact size. There are many misconceptions about bicycle and pedestrian laws which tend to pit drivers, bicyclists and pedestrians against one another, and the City of Madison is no exception.

Political Environment: The major political barrier to walking and biking to school is that funding bicycle and pedestrian infrastructure projects can prove to be difficult and sometimes viewed as non-essential when funds are in short supply. While there may be political support for walking and bicycling to school, it is difficult to actually allocate the appropriate funds to make positive impacts on bicycling and walking throughout the city. Additionally, there are few Safe Routes to School or bicycle and/or pedestrian advocate groups that exist at the local level to give a political voice to bicycle and pedestrian concerns and issues.

Chapter 4: Best Practices and Implementation Resources

This chapter provides information on best practices for Safe Routes to School programming and implementation as well as resources for ideas, case studies and funding Safe Routes to School projects and programs. Before jumping into the recommendations specific to the Madison community, this chapter offers a variety of different bicycle and pedestrian facility types that could provide solutions to problems identified in Madison related to walking and biking.

THE “FIVE E’s” OF SAFE ROUTES TO SCHOOL

Flourishing Safe Routes to School projects see remarkable changes in the way students and parents choose to travel to and from school. These projects succeed by including each of the “Five E’s” of Safe Routes to School to ensure that their project is a well-rounded, multi-faceted and time-tested approach to getting more students walking and bicycling. The Five E’s of Safe Routes to School include:

Engineering – Creating operational and physical improvements to the infrastructure surrounding schools that reduce speeds and potential conflicts with motor vehicle traffic, and establish safer and fully accessible crossings, walkways, trails and bikeways.

Evaluation – Monitoring and documenting outcomes, attitudes and trends through the collection of data before and after the intervention(s).

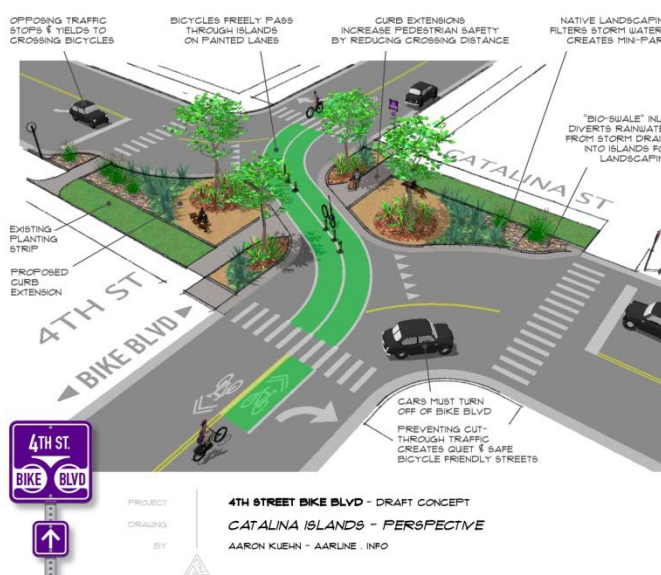
Education – Teaching children about the broad range of transportation choices, instructing them in important lifelong bicycling and walking safety skills, and launching driver safety campaigns in the vicinity of schools.

Encouragement – Using events and activities to promote walking and bicycling and to generate enthusiasm for the program among students, parents, staff and others in the community.

Enforcement – Partnering with local law enforcement to ensure that traffic laws are obeyed in the vicinity of schools (this includes enforcement of speeds, yielding to pedestrians in crosswalks and proper walking and bicycling behaviors) and initiating community enforcement such as crossing guard programs or student safety patrols.

BEST PRACTICES – Engineering Solutions, Bicycle and Pedestrian Facility Types:

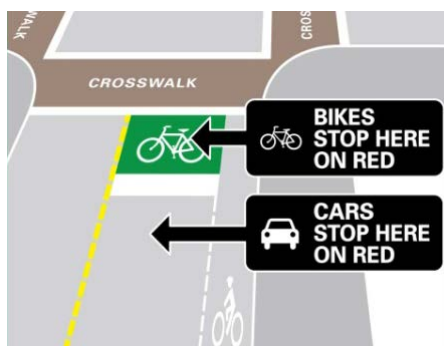
This section of the chapter provides an overview with illustrations of common, but not all, bicycle and pedestrian facilities that the Madison community may wish to consider to carry out the goals and recommendations of the Safe Routes to School Plan. These facility types are simply meant to give an idea of what other communities are doing to become more bicycle and pedestrian friendly for people of all ages. They are not intended to be specific recommendations, and some of these solutions may not be appropriate for young children, or may not be a good option for the City of Madison.



Bicycle Boulevard: Low-volume, low-speed streets that have been optimized for bicycle travel through treatments such as traffic calming, traffic reduction, signage, pavement markings and intersection crossing treatments. Bicycle boulevards often restrict through traffic, forcing automobiles to turn left or right while bicyclists and pedestrians can make through movements. Traffic calming measures can be as many or as few as needed to achieve the desired level of automobile traffic on the bicycle boulevard.

Bicycle Lanes: One-way, on-street lanes that are marked and signed to designate the space occupied by cyclists on the roadway, typically in the direction of traffic. Common widths for bicycle lanes range from five to six feet.

Bicycle Path or Trail: A paved path physically separated from motor vehicle traffic. It is often shared with pedestrians and other non-motorized users. Typical widths are ten to twelve feet.

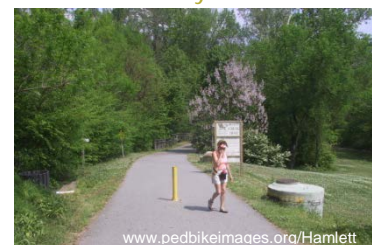


Bike Boxes: An intersection safety treatment designed to prevent bicycle/car collisions. The box creates space between motor vehicles and the crosswalk that allows bicyclists to position themselves ahead of motor vehicle traffic at the intersection. They are especially helpful for bicyclists wanting to make a left turn.

Bicycle Lane



Bicycle Path/Trail



Bike Dots or Wayfinding Pavement Markings: In Seattle, bike dots are used as a tool to provide wayfinding. They are pavement markings for signed bicycle routes. Unlike sharrows, bicycle dots are not intended to provide guidance on bicycle positioning, they are rather to mark designated bike routes.

Buffered Bike Lane: Bicycle lanes that are buffered from motor vehicle lanes with extra width from striping or cross-hatching.

Color Contrast Crosswalks: Create a more visible crosswalk by differentiating the color and/or texture of the crosswalk from the roadway.

Colored Bicycle Lane: Bicycle lanes that are striped and painted with a solid color of paint. They increase the visibility of the bike lane for drivers and are particularly helpful in conflict areas, such as turning lanes.

Contraflow Bike Lane: Bicycle lanes in the opposite direction of motor vehicles on a one-way street. They are usually separated by delineators and marked with signage. Contraflow lanes are not preferred, but are a good choice when it is the most direct route or provides access to a popular destination.

Bike Dots



Buffered Bike Lane



Color Contrast Crosswalk



Colored Bicycle Lane



Colored Bicycle Lane



Curb Extensions or Bump Outs: Areas at intersections where the sidewalk and curb extends to reduce the roadway width from curb to curb. They increase pedestrian crossing safety as they shorten the crossing distances, draw attention to the crosswalks and increase visibility of pedestrians for drivers. They also tighten the radii at corners, reducing the speed of turning vehicles.



Cycletrack



Cycletrack or Median Separated Bicycle Lane: Bicycle lane or lanes in one or two directions that are physically separated by a curb or median from motor vehicle lanes.

HAWK



High Intensity Activated Cross Walk (HAWK): A treatment to make midblock crosswalks on busy streets safer. The HAWK consists of red and yellow signals for motorists to stop for pedestrians crossing the street. The signals remain off until a pedestrian activates the system by pressing a button. Drivers are allowed to proceed during the flashing red after coming to a complete stop and making sure there is no danger to pedestrians.

Refuge Island



Medians or Refuge Islands: Raised islands placed in the street at an intersection or midblock to separate crossing pedestrians from motor vehicles. They are typically used when the street is very wide, or at a crossing where no light exists to provide a safe midpoint resting spot for pedestrians crossing the street.

Pedestrian Linkages: When a grid or other dense street network is not available, pedestrian linkages should be provided to maintain walking continuity.



Cul-de-sacs, loop roads and similar road designs that disrupt pedestrian continuity should incorporate pedestrian linkages, such as 'cut-throughs' to adjoining developments. These shortcuts enable pedestrians to travel by the most direct route between destinations. In most cases, routes will have fewer vehicular conflicts since the pedestrian does not have to use an arterial street to get from one local street to another.

Rectangular Rapid Flashing Beacons (RRFB): User-activated amber LEDs that supplement warning signs at un-signalized intersections or midblock crosswalks. They can be activated by pedestrians manually by a push button or passively by a pedestrian detection system. Cost is approximately \$10,000 to \$15,000 for purchase and installation of two units (one on either side of a street). This includes solar panels for powering the units, pad lighting, indication units (for both sides of street) with RRFBs in the back and front of each unit, signage on both approaches, all posts, and either passive infrared detection or push buttons with audio instructions. Costs would be proportionately higher for additional units placed on a median island, etc.

RRFB



Reverse Angle Parking: Improves visibility so motorists are able to see oncoming traffic and bicyclists when leaving a parking space. It also creates a safer environment for pedestrians and children when exiting a vehicle, as doors open in a way that directs them toward the sidewalk rather than the street. Additionally, it improves loading and unloading conditions as the trunk is located adjacent to the sidewalk rather than the street.

Reverse Angle Parking



Road Diet: The reconfiguring of a roadway to reduce the number of travel lanes or the effective width to improve safety or provide space for other users. In a study conducted for MnDOT, it was found that the highest urban corridor accident rates are found on four-lane undivided roads. The collision rate was 35 percent higher than on urban three-lane roads.

Four Lanes w/o center turn lanes



center turn lanes, bike lanes, ped refuge island at bus stop



Sharrow or Shared Roadway: Marked and signed roads where cyclists and motor vehicles share the roadway. Sharrows are a bicycle-friendly solution when road widths do not accommodate a bicycle lane. Unlike bicycle lanes, sharrows do not designate a particular part of the road for the exclusive use of bicyclists. They are simply a marking to guide bicyclists to the best place to ride and help motorists expect to see and share the lane with bicyclists.

Sharrow



Speed Humps



Speed Humps: Round, raised areas placed across the roadway. They are good for locations where very low speeds are desired.

Speed Tables and Raised Crosswalks: Flat-topped speed humps often constructed with brick or other textured materials on the flat section. Raised crosswalks are speed tables with crosswalk markings and signage. They raise the level of the crossing, making pedestrians and the crosswalk area more visible to motorists.

Raised Crosswalk



Traffic Circles: Raised islands placed in the center of intersections around which traffic circulates. They are good for calming intersections, especially within neighborhoods where large vehicle traffic is not a major concern, but speeds, volumes and safety are problems.

Woonerf or Living Street: Popular in the Netherlands, these are streets where pedestrians and cyclists have legal priority over motorists. The techniques of shared spaces, traffic calming and low speed limits are intended to improve pedestrian, bicycle and automobile safety.

Traffic Circle



EVALUATION

Evaluation is an important component of all Safe Routes to School programs. SRTS planning efforts begin and end with evaluation. The two most common types of evaluation for Safe Routes to School, and those required by MnDOT of all SRTS grantees, are the student travel tallies and parent surveys. These are excellent evaluation tools to assess how students are getting to and from school as well as parent attitudes regarding how their children get to and from school.



However, there are other evaluation tools that schools and communities can use in conjunction with the student travel tallies and parent surveys to get a more robust idea of how the community is stacking up in terms of not only Safe Routes to School, but broad-scale bicycle and pedestrian amenities as well. Three other areas to consider tracking are bicycle and pedestrian facilities, behavior and attitudes in the community, and broader measures of community performance.

Bicycle and pedestrian facilities are the easiest to measure and they provide a good sense of what exists in the community in terms of opportunities to walk and bike. Things to consider keeping track of in this category include, but are not limited to:

- Miles of: sidewalks, multi-use trails, bike lanes, sharrows, bike boulevards, etc.
- Number of bike racks, benches, waste receptacles, drinking fountains, informational kiosks, etc., or anything that supports a healthy bicyclist and pedestrian environment
- Number of improved intersections
- Number of traffic calming measures installed
- Number of road construction/reconstruction projects that have included bicycle and pedestrian needs
- Number of recommendations in the Plan that have been implemented
- Number of crosswalks painted or repainted

Tracking behavior and attitudes can be a bit more difficult and less scientific; however, it is important to know if improvements made have impacted community members. Measurements to track behavior and attitudes include, but are not limited to:

- Deaths and injuries by mode
- Crashes by mode and type
- Mode shift: tracking bike and walk trips over time
- Percentage of children walking and bicycling to school (student travel tallies)
- Vehicle Miles Traveled (VMT) or Single Occupancy Vehicle (SOV) trip reduction
- Incorporation of multi-modal level of service into transportation plans versus only automobile level of service
- Bicycle and pedestrian counts throughout the city

- Number of participants at SRTS and bike/walk events
- Number of participants at bicycle and pedestrian education classes
- Surveys and survey responses
- Groups participating in the maintenance of trails
- Volunteer hours for all bicycle and pedestrian activities
- Bicycle organization membership

Finally, while broader community performance measures may be harder to quantify and collect, they show that bicycling and walking have had wide reaching positive impacts on the community. Broader community performance measures could include, but are not limited to:

- Air quality improvement, specifically around the school (ground-level ozone, particulate matter, carbon monoxide, sulfur dioxide and nitrogen dioxide)
- Health indicators (obesity, chronic disease, diabetes, physical activity)
- Economic impact of bicycling and walking and SRTS events (new jobs created/businesses opening in proximity of multi-modal streets or trails, dollars spent from walk/bike or SRTS events, etc.)

EDUCATION



Education is a key component to Safe Routes to School programs for not only students, but also the entire community. There are a number of formal and informal educational opportunities related to SRTS and walking and bicycling in general. The list below is simply meant to offer ideas; it is in no way exhaustive of all educational activities that could be a part of a successful SRTS program. More educational ideas are provided in Appendix K in the Safe Routes to School Matrix designed by MnDOT's Safe Routes to School consultant, Alta Planning and Design.

Bicycle Rodeos: Events that offer bicycle skills and safety stations for children, and sometimes parents, to visit (i.e. obstacle course, bicycle safety check, helmet fitting, instruction about the rules of the road, etc.). Bicycle rodeos can be held as part of a larger event or on their own and either during or outside the school day. Adult volunteers can administer rodeos or they may be offered through the local police or fire department.

Bike Mechanic Training: Learning bike repair skills encourages students and families to bicycle to school and empowers students to take charge of their own transportation. A bicycle mechanic training can be made available to students as a one-time basics lesson or as a multi-session course. This training can be offered after school or on weekends and can be combined with an earn-a-bike program, bike rodeo, or bicycle safety/skills trainings.

Classroom Lessons: Safe Routes to School classroom lessons address walking and/or bicycling and other related topics while also meeting state or district curriculum standards. Lessons can

be taught as part of many subjects, including math, science, social studies, health and physical education.

Family Biking Class: Family biking classes are great tools for educating and encouraging families to ride bicycles. Education trainings can cover safety checks, skills instruction, basic bike maintenance, how to carry kids by bicycle, cargo bike demonstrations, bike rodeos, and/or guided bike rides.

Walk and Bike to School Route Map: Route maps show signs, signals, crosswalks, sidewalks, paths, crossing guard locations, and hazardous locations around a school. They identify the best way to walk or bike to school. Liability concerns are sometimes cited as reasons not to publish maps; while no route will be completely free of safety concerns, a well-defined route should provide the greatest physical separation between students and traffic, expose students to the lowest traffic speeds, and use the fewest and safest crossings.

Other educational ideas include presentations to community groups and City Council about Safe Routes to School and bicycle and pedestrian issues, incorporating bicycle education into driver's education classes, bicycle safety trainings for trainers, and many more.

ENCOURAGEMENT

Encouragement programs keep students and community members excited about Safe Routes to School and walking and bicycling in general. Encouragement events and programs can also induce students who would not otherwise walk or bicycle to school. The list below offers several ideas of encouragement events. More ideas can be found in Appendix K and other online SRTS resources covered in Chapter 5.



Bike Train: a bike train is very similar to a walking school bus. Groups of students, accompanied by one or more adults, bicycle together on a pre-planned route to school. Routes can originate from a particular neighborhood, or in order to include children who live too far to bicycle the whole way, begin from a park, parking lot, or other meeting place. Bike trains help address parent's safety concerns, while providing a chance for students and their families to socialize and be active.

International Walk and Bike to School Day: The event takes place each year in October and encourages students and their families to try walking or bicycling to school. Parents and other adults accompany students, and staging areas can be designated along the route to school where groups can gather and walk or bike together. These events are often promoted through press releases, backpack, folder, electronic mail, newsletter articles, or posters. Students can earn incentives for participating if there is a celebration at school following the morning event. These events can be held for more than one day.

Park and Walk: This program is designed to encourage families to park several blocks from school and walk the rest of the way to school. Not all students are able to walk or bicycle the whole distance to school; they may live too far away or their route may include hazardous traffic situations. This program allows students who are unable to walk or bike to school a chance to participate in SRTS programs. It also helps reduce traffic congestion at the school.

Poster, T-Shirt, or Video Contest: These types of activities are great for engaging middle and high school students in SRTS efforts. Students can get creative for a cause by designing and producing posters, t-shirts, videos or other materials that communicate about active transportation. A contest like this can be combined with any type of campaign, like a school safety or anti-idling campaign.

Trip/Mileage Tracking Program: A trip or mileage tracking program can be implemented as an opt-in club, a classroom activity, or a collaborative school-wide event. Students track trips or mileage by walking, bicycling, transit, and/or carpools with some type of goal or culminating celebration or reward. Students can work toward a certain milestone to earn a prize or raffle entry, or they can track their individual or group progress as miles across their town, the State of Minnesota, or the United States.

ENFORCEMENT



It is important to continue to work with the Madison Police Department to ensure officers are aware of Safe Routes to School efforts and that they are up-to-date on laws regarding bicyclist and pedestrians. However there are many community enforcement approaches that can aid in successful enforcement of Madison's Safe Routes to School program. These community enforcement approaches come from www.walkinginfo.org, which provides numerous resources for Safe Routes to School programs.

Neighborhood Speed Watch: In this approach, a radar speed unit is loaned to residents who are trained by law enforcement officials on how to collect speed data and vehicle descriptions. Residents send the information to the police who obtain the motorists' address from the recorded license plate numbers. Then the vehicle owner will be sent a letter asking for voluntary compliance. This measure often has limited long-term effectiveness in changing the problem, but can be useful in other ways. It can educate neighbors about the issue; for example, most speeders live in the neighborhood, and help boost support for long-term solutions such as traffic calming.

Slow Down Yard Sign Campaigns: Allow residents of neighborhoods with speeding problems to participate in reminding drivers to slow down. Neighborhood leaders, safety advocates and law enforcement officials work in partnership to identify problem areas, recruit residents to post yard signs, organize distribution of yard signs, garner media attention, and evaluate the effectiveness of the campaign. Slow down yard sign campaigns may be conducted along with

other speed enforcement efforts such as pace car campaigns and the use of speed radar trailers.

Pace Car Campaigns: Neighborhood pace car programs aim to make neighborhoods safer for pedestrians, bicyclists and drivers. Resident pace car drivers agree to drive courteously, at or below the speed limit and follow other traffic laws. Programs usually require interested residents to register as a pace car driver, sign a pledge to abide by the rules, and display a sticker or sign on their vehicle.

Neighborhood Fight Back Programs: Collaborative efforts between local governments and concerned residents to address crime, blight, and other issues negatively impacting their neighborhoods. Though traditionally used to address illegal drug activity, traffic and pedestrian safety may be one area of concern. The local government provides multi-agency support over a limited period of time to concentrate enforcement activities in specific neighborhoods.

Radar Speed Trailers and Active Speed Monitors: Fixed motorist feedback signs or movable radar speed trailers can be used as part of a community education program. Radar trailers are moved to different locations and are occasionally supplemented with motor officer enforcement for those motorists who do not believe that there is any reason to pay attention to the speed trailers. Some radar speed trailers can record speed data and traffic counts by 15-minute or hourly intervals throughout the day, which will help in targeting future police enforcement. As with neighborhood speed watch programs, these have limited long-term effectiveness in changing the problem, but can be useful in educating people and helping to boost support for long-term solutions.



Adult School Crossing Guards: Play a key role in promoting safer driver and pedestrian behaviors at crosswalks near schools. They help children safely cross the street and remind drivers of the presence of pedestrians. A guard helps children develop the skills to cross streets safely at all times. Adult school crossing guards can be parent volunteers, school staff or paid personnel. Annual classroom and field training for adult school crossing guards, as well as special uniforms or equipment to increase visibility are recommended, and in some locations, required. The presence of guards can lead to more parents feeling comfortable about their child walking or bicycling to school.

Chapter 5: Action Plan

This chapter presents possible solutions to alleviate, improve, or mitigate existing concerns related to walking and bicycling to school with the overall goal of increasing the number of students who walk and bicycle to school. The recommendations in this chapter have been developed around “The 5 E’s” of Safe Routes to School—Education, Encouragement, Engineering, Enforcement and Evaluation in terms of policy change, programs and projects. A successful SRTS Program must incorporate components from each of “The 5 E’s” to thoroughly address all aspects of a Safe Routes to School Program and bicycle and pedestrian planning in general.

Implementation of this Safe Routes to School Plan will require the utilization of existing resources in new and innovative ways as well as seeking out outside funding specifically for Safe Routes to School.

It will not be feasible to address all of the recommendations included in this plan right away, or all at one time. This plan identifies short-term and long-range needs and recommendations to make Madison a more walkable and bikeable community, not only for students, but all residents over time. Therefore, the plan lists projects or programs currently identified through the SRTS planning process with an estimated project timeline. The plan also identifies general project and program priorities for those projects and priorities that have not yet been identified.

POLICY, PROGRAM AND PROJECT RECOMMENDATIONS

Engineering:

1. Identify and fill in missing sidewalk gaps in the community. There are multiple segments along identified suggested routes to school as well as other areas of the city, where sidewalk infrastructure is missing. Another common problem is damaged sidewalks. A sidewalk inventory throughout the city should be done to better assess sidewalk needs. Priority should be given to identified suggested routes to school.
 - a. Apply for SRTS infrastructure funding to fill sidewalk gaps on identified suggested routes to school.
2. Improve crossing conditions throughout the city: HAWK signals or RRFB could be used at several intersections including, but not limited to - Eighth Avenue (U.S 75) and Fourth Street. Other intersection improvements should be considered throughout the city.
3. Install bicycle racks at the school and throughout the city to encourage more people to bicycle by having a place to store them while not in use. Several locations other than the school include, but are not limited to, the downtown area,



near the entrance of the library and Slen Memorial Park, which is home to the pool, tennis courts, basketball courts and other amenities.

4. Consider reverse or back-in angle parking on Sixth Avenue (Main Street) to increase the visibility of bicyclists to motorists in the downtown area. Other benefits include:
 - a. *Decreased number of collisions*: Motorists no longer have to back out blindly from their parking space. When used on steep streets, back-in angle parking automatically curbs a driver's wheels, which reduces the threat of runaway vehicles.
 - b. *Improved safety*: For children, car doors open in a manner that directs them toward the sidewalk, rather than the street. For cyclists, as vehicles exit their parking stall, they are able to see cyclists in the roadway.
 - c. *Improved loading and unloading*: Trunks are adjacent to the sidewalk and open car doors offer protection from the street, allowing loading and unloading to occur outside of the traveled roadway.
 - d. *Improved handicapped parking*: Handicapped parking spaces can be placed adjacent to curb ramps.
 - e. *Increased space*: Back-in angle parking does not require as much space to maneuver as traditional angle parking, which may result in an increased number of parking spaces or additional room for sidewalks, bike lanes, etc.
 - f. *Traffic calming*: Traffic moves at slower speeds to navigate through the roadway.
 - g. *Improved visibility and increased field of vision*: When leaving the parking space, motorists are able to see oncoming traffic.



5. Create a spot for family vehicle drop-off and pick-up on the north side of the school to eliminate the mixing of parent vehicles and bus traffic on Fourth Street.
6. Calming traffic on all state and US highways that cut through the city:
 - a. Look into conducting a speed study to get school zone speed signs posted
 - b. Post a speed trailer that tells drivers their speed
 - c. Other ways to change driving behavior include physical changes to the roadway or surrounding environment such as:
 - i. Narrowing the feel of the roadway by adding a bike lane, planting boulevard trees to provide enclosure on the street, or adding

permanent or seasonal curb extensions or bump outs at crosswalks/intersections

Education and Encouragement:

7. Market the SRTS Program: Develop printed, online, radio and other marketing materials regarding the Safe Routes to School program at MMN Elementary to educate and encourage parents, students and community members about safety and the benefits of walking and bicycling.
8. Institute Remote Drop-Off: this is an effective way to build awareness around students walking and bicycling to school and to encourage safe driving behavior among parents and passersby. A school traffic safety campaign can use media at or near schools, such as posters, business window stickers, yard signs, and/or street banners to remind drivers to slow down and use caution around schools. This type of campaign can also address other specific hazards or behaviors, such as walking or bicycling to school, school bus safety and/or parent drop-off and pick-up behavior.
9. Institute a Walk/Bike Challenge: Competitions and contests reward students by tracking the number of times or miles they walk or bicycle to school. Challenges can be individual, classroom competitions, school wide, or between schools. Students and classrooms can compete for prizes and bragging rights. Inexpensive incentives, such as shoelaces, stickers, biking helmets, or class parties, can be used as rewards for participation. Examples include a golden sneaker award classroom competition of a walk and bike to school day challenge.
10. Develop a Punch Card System for Walking and Bicycling: A punch card tracking system for walking and bicycling can be implemented as an opt-in club, a classroom activity, or a collaborative school-wide event. Students track trip or mileage made by walking or bicycling with some type of goal or culminating celebration or reward when they've marked so many times or miles of walking or bicycling on their punch card. Students can work toward certain milestones to earn a prize or raffle entry, or they can track their individual or group progress as miles across town, the State of Minnesota, or the United States.
11. Create a "Get Moving Madison" Campaign: The "Get Moving Madison" campaign would extend beyond school children to all Madison area residents. It would encourage everyone to get more physical activity in their day, especially in ways they could easily incorporate physical activity into every day routines, such as walking and bicycling to places throughout the city. The campaign would need to be marketed and



advertised and could include monthly activities throughout the whole year such as events, many of the programs listed in this section and more. The “Get Moving Madison” campaign would tie all SRTS efforts together as well as expand the healthy living initiatives already taking place in Madison.

12. Formal bicycle and pedestrian education: incorporate bicycle and pedestrian safety into the physical education curriculum. Once MnDOT releases their bicycle and pedestrian safety curriculum, the school can use that as a base curriculum.

13. Institute a weekly walk/bike to school day:
Ongoing walk and bike to school days are organized events encouraging students to walk or bicycle to school. The events can be formal or informal depending on organization capacity, the level of support and school interest.



14. Continue to host a bike rodeo with local law enforcement. The bike rodeo teaches students valuable bicycle safety skills and empowers them to ride on their own. The bike rodeo could be held in conjunction with another event, such as Family Fun Night, part of walk and bike to school day/week/month, and/or part of the safety campaign.

Enforcement:

15. Enforce no parking areas around the school, especially on Fourth Street on the south side of the school. No parking, standing or stopping is allowed for the safety of the children; however this has been a problem along Fourth Street. Increase enforcement on Fourth Street, especially during the first few weeks of school so parents and students get in the habit of not parking, standing or stopping along Fourth Street.
16. Target enforcement of traffic laws at identified crossings for improvement.
17. Target enforcement of traffic laws on identified state and U.S. Highways.
18. Utilize crossing guards or school patrol at identified crossings for improvement. Crossing guards or school patrol would need to undergo training.



Additionally, the SRTS Team, the school, City and Madison community should consider other creative community enforcement approaches such as the neighborhood speed watch or pace car campaigns identified in Chapter 4.

These approaches further engage the community in SRTS efforts and take enforcement into their own hands. They are effective in helping communities or

neighborhoods further evaluate an issue such as speeding. For example, the speeding culprits may mostly be neighborhood residents. Then the neighborhood can assess better ways to effectively address the problem. These community enforcement approaches can also be useful in educating the community and building support for long-term solutions.

Evaluation:

19. Continue to conduct student travel tallies.

20. Continue to conduct parent surveys: this could happen once every other year.

Additionally, the SRTS Team, the school, City and Madison community should consider tracking bicycle and pedestrian facilities, behavior and attitudes and broader community performance measures as identified in Chapter 4. It is not necessary, or perhaps practical, to begin tracking all of these measures at once, however the more the community can track and measure, the better it will be at telling its story and potentially securing grant funding. Evaluation is essential to a Safe Routes to School program and it should be conducted in some fashion at least once per year, every year.

The form is titled "Safe Routes to School Students Arrival and Departure Tally Sheet". It includes fields for School Name, Teacher's Name, and Teacher's Last Name. It has a section for "Arrival" and "Departure" with checkboxes for "On-time", "Late", and "Absent". It also has a section for "Mode of Transportation" with checkboxes for "Walking", "Bike", "School Bus", "Carpool", "Taxi", and "Other". It includes a "Key" section with symbols for "Walking", "Bike", "School Bus", "Carpool", "Taxi", and "Other". It has a "Notes" section at the bottom.

Other Recommendations:

There are other recommendations that do not fit as nicely into the "Five E" areas, but are still important. Those recommendations are presented here.

- 21. Continue to meet as a SRTS Team
- 22. Apply for future SRTS funding through the state and FHWA
- 23. Utilize currently funded SRTS non-

An evaluation of a slow-down sign campaign by the Safe Community Coalition of Madison and Dane County concluded that the signs are noticed and people do slow down when the signs are up, especially when speed boards are used to show drivers their approaching speed.

www.walkinginfo.org

infrastructure implementation dollars to implement one program and one event in the next year and to strengthen the SRTS program in Madison.

The following page depicts all of the recommendations in an easy to read Implementation Matrix. It details the target audience, timeline and person(s) responsible for each project, policy or program recommendation.

Madison SRTS Implementation Matrix										
	Project	Target Audience	Estimated Project Timeline						Project Responsibility	
			Year 1	Year 2	Year 3	Year 4	Year 5	Ongoing	Champion	Partner
Engineering										
1	Identify & Fill in Missing Sidewalk Sections	Students & Community	X	X	X	X	X	X	City of Madison	SRTS Team
2	Improve Identified Crossings	Students & Community			X	X	X	X	City of Madison	SRTS Team
3	Install Bike Racks Throughout the City	Community & Students	X	X	X				School & City of Madison	SRTS Team
4	Revers Angle Parking	Community					X		City of Madison & Lac qui Parle County	SRTS Team, School
5	Parent Drop-Off at North Side of School	Parents	X	X	X	X	X	X	School	SRTS Team
6	Calm Traffic on Identified Highways	Students & Community			X	X	X	X	MnDOT & City of Madison	SRTS Team
Education & Encouragement										
7	Market the SRTS Program	Students, Parents & Community	X	X	X	X	X	X	SRTS Team	UMVRDC
8	Remote Drop Off	Students & Parents		X	X	X	X	X	School	SRTS Team
9	Institute a Walk/Bike Challenge	Students	X	X	X	X	X	X	School	SRTS Team
10	Punch Card for Walking & Biking	Students	X	X	X	X	X	X	School	
11	Create “Get Moving Madison” Campaign	Students, Parents & Community	X	X	X	X	X	X	City of Madison, School, SRTS Team	Public Health
12	Formal Bicycle & Pedestrian Education	Students		X	X	X	X	X	School	
13	Institue a Weekly Walk/Bike to School Day	Students	X	X	X	X	X	X	School	Parents, SRTS Team
14	Bike Rodeo	Students	X	X	X	X	X	X	Law Enforcement	School

Madison SRTS Implementation Matrix (Continued)										
	Project	Target Audience	Estimated Project Timeline						Project Responsibility	
			Year 1	Year 2	Year 3	Year 4	Year 5	Ongoing	Champion	Partner
Enforcement										
15	Enforce No Parking Areas Around the School	Drivers	X	X	X	X	X	X	Law Enforcement	School
16	Enforce Traffic Laws at Identified Crossings for Improvement	Drivers	X	X	X	X	X	X	Law Enforcement	SRTS Team
17	Enforce Traffic Laws on Identified State & U.S. Highways	Drivers	X	X	X	X	X	X	Law Enforcement	SRTS Team
18	Utilize Crossing Guards at Key Intersections	Students	X	X	X	X	X	X	LqPV School District	
Evaluation										
13	Conduct Student Travel Tallies	Students, School, MnDOT & National SRTS Clearinghouse	X	X	X	X	X	X	School	Students
14	Conduct Parent Surveys	Students, School, MnDOT & National SRTS Clearinghouse	X	X	X	X	X	X	School	Students

Additionally, it should be noted that future implementations will likely surface as this plan is utilized for implementation and carrying out Madison's SRTS program. Therefore, the following general guidelines for project and program priorities may be helpful in determining the best use of time, resources and energy to devote to new SRTS ideas. These general priorities guided the prioritization of the projects that made it to the implementation matrix and that were previously identified.

Project and Program Priorities	
Projects	Programs
Projects that have a high number of users (current and/or potential)	Programs that promote bicycling and pedestrian safety
Projects that address safety concerns	Programs that have the potential to promote walking and bicycling to users beyond students
Projects that provide important connections and create greater bicycle and pedestrian access throughout the city	Programs that have demonstrated community support
Projects that are located on identified suggested routes to school	Programs that have limited cost compared to impact or reach
Projects that have demonstrated community support	Programs that have the best potential for grant or non-school or city funding
Projects that have the best potential for grant or non-school or city funding	Programs that reach all students, not only those who live within the walk/bike area
Projects that are feasible, politically, economically and practically	
Projects that have a high impact and lower costs	

POTENTIAL FUNDING SOURCES AND PARTNERS

There are a variety of ways to fund the implementation aspects of Madison's Safe Routes to School program. Having this Safe Routes to School Plan in place allows Madison access to more funding opportunities than would be available without having gone through the Safe Routes to School Planning process. There are a variety of public and private funding sources that can help pay for Safe Routes to School improvements in the Madison community. This section of the Plan lists those potential funding sources, partners that the Madison community may wish to turn to for help with implementation of the Plan and other helpful resources for ideas and inspiration as the Madison SRTS program launches.

The funding sources are broken out into public grant funding, local public sources and how to budget for SRTS programs and then all other sources including private sources locally as well as nationally.

The following page, Figure X, shows a table of many of the available public grant funding sources known at this time to support Safe Routes to School efforts. This list is constantly changing, so keep in contact with the Upper Minnesota Valley Regional Development Commission for the latest on public grant funding sources.

Figure 5.X Public Grant Funding

Grant/Program Name		Description	Local Match	Contact Information
1	Minnesota Safe Routes to School Program	The MN Legislature authorized \$500,000 in funds for the 2013-2014 biennium to be used for non-infrastructure SRTS activities.	Unknown at this time	MnDOT & local RDCs lindsey.knutson@umvrdc.org
2	Transportation Alternatives Program (TAP)	SRTS planning, infrastructure and non-infrastructure activities are now eligible under TAP. TAP also funds bicycle and pedestrian facility improvements that address transportation needs.	20%	MnDOT & local RDCs lindsey.knutson@umvrdc.org
3	Highway Safety Improvement Program (HSIP)	This program can fund bicycle and pedestrian improvements that will achieve a significant reduction in traffic fatalities and serious injuries. It can be used on all public roads including non-state owned public roads and roads on tribal lands.	20%	MnDOT & local RDCs lindsey.knutson@umvrdc.org
4	Federal Recreational Trails Program	Funds motorized and non-motorized trail projects; maintenance/restoration of existing recreational trails; development/rehabilitation of recreational trail linkages; environmental awareness and safety education programs relating to the use of recreational trails; and redesign/relocation of trails to benefit/minimize the impact to the natural environment.	25%	MN DNR traci.vibo@state.mn.us
5	Local Trail Connections Program	Eligible projects include acquisition and development of trail facilities. Projects must result in a trail linkage that is immediately available for use by the general public.	25%	MN DNR traci.vibo@state.mn.us
6	Trail Legacy Grant Program	Eligible projects include acquisition, development, improvement, and restoration of park and trail facilities of regional or statewide significance.	0%	MN DNR audrey.mularie@state.mn.us
7	Statewide Health Improvement Program (SHIP)	SHIP funds projects and programs that are aimed at active living, healthy eating and tobacco-free living. SRTS activities have been funded in the past. The RFPs for SHIP grants are currently open and funding for implementation may be available July 2014.	Unknown at this time	MDH & Local County Health Boards natasha@countryside.co.swift.mn.us

Local Funding:

Though some communities have implemented complex local government financing tools such as sales tax funding or bonds to fund SRTS programs, the easiest and most common way to access local funding is to identify existing pots of money that are currently flowing to transportation, safety or health issues and tap into them.

There are two categories of local funding through which to pursue SRTS funds: capital improvement projects and operating budgets.

Capital Improvement Projects: Capital improvement projects (CIPs) are new infrastructure projects implemented using public funds. These projects are identified through a capital improvement planning process which is tied to the local budget. During the planning process, the local government identifies and prioritizes capital improvements such as new roads and sidewalks, and then allocates funding for construction at least one year before the project is implemented.

Because CIPs may take a couple of years to complete, CIPs tend to have multi-year budgets. However, most CIPs have the capacity to make changes and fund newly identified projects and pressing needs. A local transportation planner or engineer serving on a SRTS taskforce or committee could assist in identifying infrastructure projects and including them in the capital improvement planning process.

Operating Budgets: Local operating budgets may provide avenues for non-infrastructure programs and infrastructure maintenance and repair. Transportation budgets may include funding for pedestrian and bicycle programs or school zone improvements. Police or Public safety budgets may include funding for traffic law enforcement or school crossing guards. Public school budgets may include opportunities for safety education or walking and bicycling encouragement programs. Recreation budgets may include funding for after school programs. Including a representative from these departments on a SRTS taskforce or committee allows complementary sources of funding to be more easily identified.

Most local operating budgets include funding for general maintenance and repair of infrastructure. Depending on the size of the budget, these funds can be used for inexpensive projects such as striping crosswalks or installing signage, or more costly projects such as installing curb ramps.

Other Funding Sources:

Often, local Safe Routes to School (SRTS) programs can solicit funding from non-governmental resources within their own communities. The multiple benefits of SRTS programs, including the safety, health, environment and community impacts, often align with the interests of the local community.

The following is a list of potential private funding sources taken from the Safe Routes to School Toolkit, published by National Highway Traffic Safety Administration (NHTSA):

- **Corporations and businesses:** Contact local corporations and businesses to ask if they will support your program with cash, prizes, and/or donations such as printing services. It's good to ask your parent leaders where they work; they often can help you get a "foot in the door." When contacting a company, ask for information about their "community giving programs."
- **Foundations:** There are institutions throughout the country that provide funding to non-profit organizations. The Foundation Center is an excellent source of potential funding sources. Narrow your funding possibilities by first searching for geographic region of giving. Look under categories for transportation, health, environment, and community building.
- **Individuals:** Statistically, individuals give more money than corporations and foundations combined. You can begin a local fund drive by working within your existing network of team leaders, and outreaching to the larger community.
- **Events:** Many programs have raised funds by holding special events. Use the SRTS theme to attract funding. Hold a walkathon or a bicycling event. You also can choose more traditional fundraising efforts, such as bake sales, concerts, talent shows, etc.
- **Parent teacher associations (PTAs) and school districts:** Many PTAs have funds to distribute to school programs and often schools have safety funding. Contact your local PTA and the School District to see if there is a method for applying for a grant.
- **RWJF Grants:** One of the largest foundations in the country, the Robert Wood Johnson Foundation offers grants that address public health issues such as childhood obesity and asthma. More information about the Robert Wood Johnson Foundation can be found on their website: www.rwjf.org
- **People for Bikes:** People for Bikes is a bicycling advocacy group. They give out a variety of community grants to increase the numbers of people who ride bikes. More information about People for Bikes and their community grants can be found on their website: <http://www.peopleforbikes.org/pages/community-grants>.

- **Target:** Target gives grants to schools and communities in areas related to education, the arts, public safety and more. For more information about Target's giving, visit their grants page on their website: <https://corporate.target.com/corporate-responsibility/grants>.
- **Walmart:** Walmart gives a variety of grant funds to schools and communities for a variety of topics. For more information about Walmart's giving, visit their grants page on their website: <http://foundation.walmart.com/apply-for-grants/>.
- **National Center for Safe Routes to School:** funds a local \$1,000 mini-grant program that supports the goal of Safe Routes to School (SRTS) programs, which is to enable and encourage children to safely walk and bicycle to school. SRTS programs are implemented nationwide by parents, schools, community leaders, and local, state, and tribal governments.

Mini-grants may fund activities ranging from the nuts and bolts that help start or sustain a program to new ideas that explore the range of benefits of safe walking and bicycling. The National Center invites student and adult leaders to consider their school's needs and interests and to propose solutions that are also part of a broader safe walking/bicycling to school effort.

Beyond grant or funding sources, there are many free resources to help parents, educators, planners, city officials and communities develop and sustain successful Safe Routes to School programs. Some of these resources offer ideas for education and encouragement events, others offer case studies on what other communities have done and others provide more technical information about different bicycle and pedestrian treatments that are most effective. Following is a list of some, but certainly not all Safe Routes to School resources with information, ideas and inspiration.

Other Resources:

National Center for Safe Routes to School: Established in May 2006, the National Center for Safe Routes to School assists states and communities in enabling and encouraging children to safely walk and bicycle to school. The National Center serves as the information clearinghouse for the federal Safe Routes to School program. The organization also provides technical support and resources and coordinates online registration efforts for U.S. Walk to School Day and facilitates worldwide promotion and participation.

The National Center is part of the University of North Carolina Highway Safety Research Center with funding from the U.S. Department of Transportation Federal Highway Administration. ⁶

Pedestrian and Bicycle Information Center (PBIC): Our mission is to improve the quality of life in communities through the increase of safe walking and bicycling as a viable means of transportation and physical activity. Through our comprehensive Web sites, we offer information and training to diverse audiences about health and safety, engineering, advocacy, education, enforcement, access, and mobility as it relates to pedestrians and bicyclists. ⁷

National Highway Traffic Safety Administration's Safe Routes to School Toolkit: the toolkit is designed to help schools and communities initiate and implement a Safe Routes to School Program. ⁸

National Walk/Bike to School Site: this website is part of the National Center for Safe Routes to School and it has many ideas for creating a successful walk and/or bike to school day in your community. This is also the place to register of local walk and bike to school days for tracking purposes. ⁹

:

⁶ <http://www.saferoutesinfo.org/>

⁷ <http://www.pedbikeinfo.org/>

⁸ <http://www.nhtsa.gov/people/injury/pedbimot/bike/Safe-Routes-2002/overview.html>

⁹ <http://www.walkbiketoschool.org/>

Chapter 6: Conclusion

Madison's Safe Routes to School Plan lays the groundwork for a successful Safe Routes to School program. It identifies projects and programs to address engineering, education, encouragement, enforcement and evaluation needs related to children walking or bicycling to school.

This plan is a living document, meant to guide the development of SRTS projects and programs by defining a broad vision and setting goals for Safe Routes to School as well as walking and bicycling throughout the Madison community for residents of all ages and abilities.

This plan was developed with stakeholder and public input through a thoughtful and data based process. It will put the Madison community in a better position to receive grant funding for not only Safe Routes to School funding, but also grant funding for other bicycle and pedestrian projects and programs that are needed in the community.

The implementation of the Madison Safe Routes to School Plan will provide Madison residents of all ages with increased transportation options and contribute to making Madison a more vibrant and livable community.

Appendix

Appendix A: SRTS Team Meeting Agendas

Appendix B: SRTS Team Meeting Notes

Appendix C: Map of School District Boundary

Appendix D: Madison Community Amenities Map

Appendix E: Student Travel Tally Form

Appendix F: Student Travel Tally Results

Appendix G: Parent Survey Form

Appendix H: Parent Survey Results

Appendix I: Bike/Walk Audit Assessment Worksheets

Appendix J: Bike/Walk Audit Assessment Results

Appendix K: MnDOT & Alta Planning Program Matrix



Appendix A: SRTS Team Meeting Agendas



MMN Elementary Safe Routes to School Plan Meeting #1

Elementary School

Tuesday, October 16, 2012

9:00 am to noon

20 minutes	Welcome and introductions
20 minutes	Overview of the Safe Routes to School (SRTS) planning effort including the following: <ul style="list-style-type: none">• The purpose and benefits of SRTS• Timeline of the SRTS planning process• Goals of the SRTS Plan• Role of the SRTS Team
20 minutes	Review of the SRTS planning assistance grant application—especially to go over the goals identified in the application
30-40 minutes	Discussion of local issues and concerns
20-30 minutes	Develop a vision statement to guide our planning process
30 minutes	Discuss the neighborhood assessment tool and next steps
20 minutes	Set the meeting schedule for the next three meetings and discuss next steps
	Adjourn



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MMN Elementary Safe Routes to School Plan Meeting #2

Developing Action Steps

Location: Madison City Hall (404 6th Ave. N.)

Date: Wednesday, March 27

Time: 1:30 pm

5 minutes	Welcome and introductions
15 minutes	Overview of infrastructure grant submitted
75 minutes	<div>Presentation<ul style="list-style-type: none">• Overview of the walking audit and observation of dismissal• Overview of the Regional SRTS Workshop and mini Mark Fenton Presentation (5 E's of bicycle and pedestrian planning, developing projects, programs and policies to support SRTS)• Review of the data collected for Stevens Elementary and the City of Dawson<ul style="list-style-type: none">✓ Student Tallies✓ Enrollment Boundary✓ Traffic Volumes (AADT)✓ Bus Routes and Stops?✓ Parent Survey Data</div>
55 minutes	<div>Discussion and brainstorming of solutions and action steps (review ideas from SRTS workshop)<ul style="list-style-type: none">• 5 E's Worksheet/dot exercise</div>
25 minutes	Review vision statement and goals
5 minutes	Wrap-up/next steps
	Adjourn



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MMN Safe Routes to School Plan Meeting #3

Finalizing Action Steps & Planning Process

Location: City Hall

Date: Wednesday, July 17, 2013

Time: 9:00 – 10:30 am

Review of Regional SRTS Coordinator Grant Award

- What does this mean for your community and schools?
 - Help implementing one program
 - Help implementing one event
 - Money to spend on incentive prizes for the students (\$1,500)
 - Money to spend on printing and marketing of implementation (\$500)

Determine specific project details for top implementation ideas (project worksheet)

- Who is the target audience
- What behavior or issue are you trying to address with this implementation idea
- Who takes the lead on this idea
- Who are potential partners
- What supplies are needed
- How often will this program occur (one time, ongoing, daily, weekly, monthly, yearly)

Review remaining SRTS planning process timeline

- July – August UMVRDC staff will draft the SRTS Plan document
- September Draft Plan will be available to SRTS Team and the public
- September/Fall – does the team want to hold an open house for the public to review and comment on the draft plan? The open house could coincide with another school event
- Fall 2013 UMVRDC staff will finalize the plan
- Fall 2013 we will begin with the implementation of the plan – UMVRDC staff can help with the implementation of one event and one program.



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Appendix B: SRTS Team Meeting Notes



MMN SRTS Kick-Off Meeting (#1) Notes

Current Conditions:

- Some students currently walk or bike to school, but there are also many students that are dropped off by the bus or parent vehicles
- The biggest challenge for students walking and biking to school is the area immediately surrounding the school because parents in vehicles, buses and students walking and biking to school as well as regular city traffic all share the same space on the block of streets adjacent to the school
 - There are buses coming to drop students off at the elementary school as well as buses picking up students to bring them to the Middle and High School (6 buses total, 3 that stay and 3 that go to the middle and high school)
 - High school and middle school students come to the elementary to board their bus that takes them out to the middle and high school (in the country)
 - A designated spot for parent drop-off and pick-up would be helpful, currently parents drop-off and pick-up in various and not specified locations around the school
- Sidewalks are present throughout most of the community, but there are some gaps and maintenance issues
- There currently are no school patrols
- There are about 30 parent cars that drop students off at the school on any given day
- Many bicycles lay on the front lawn of the school (near the entrance), there is a bike rack on the west side of the building, perhaps it would be better utilized if moved to the front of the building
- One door in at the back of the school is open for parents that drop their kids off there
- Dismissal occurs about 15 minutes before any buses show up at the school in an attempt to get the walkers and bikers on their way as well as those who are picked up by their parents so they aren't in conflict with the students boarding the bus—however this doesn't always work the way it was intended because some families have students in both the elementary grades and the middle or high school grades
- The County Sheriff's Department (who are the local law enforcement) hold a bike rodeo
- Students are allowed to come to school as early as 7:30
- According to the SRTS Team, the biggest reason why more students don't walk or bike to school, is not distance, it's safety concerns—safety in terms of the amount and speed of traffic, crossing intersections, kidnapping, etc.

Things the SRTS Team Would Like to See in the Future:

- A walking school bus or some type of supervised walking to school for young children or those who have to travel longer distances—ideas for supervision include parents, high school students and organizations (NHS), senior citizens and retired citizens, etc.

- Would like to have all students involved in walking and biking to school and physical activity aspect of SRTS—we could count how far students walked to get to the bus stop for students living in the country, etc.
- There could be designated safe houses along the identified suggested routes to school
- Having school patrol at key intersections along the identified suggested routes to school is desired

Vision Statement and Goal Ideas—yet to be more developed:

Vision Statement: Madison is a community where physically active forms of transportation are safe and enjoyable for residents of all ages—because of this, children learn independence from an early age...still needs tweaking.

Goals: (I have added a couple action steps from what we talked about to the goals)

1. Reduce the congestion and conflicts between buses, automobiles and pedestrians at arrival and dismissal
2. Increase the number of students walking and/or biking to and from school by X percent by X date
 - a. Promote walking and biking to school to parents and students
 - b. Implement an exercise reward program (that is inclusive of all students, even those that have to ride the bus)
3. Identify suggested routes for students to walk and bike to and from school and make infrastructure improvements to increase safety along identified routes
4. Educate students, parents and community members about bicycle and pedestrian safety and laws
5. Find creative ways to enforce new SRTS changes such as designated drop-off/pick-up areas, walking, routes, etc.

MMN SRTS Meeting #2 Notes

Meeting began at approximately 1:30pm at Madison City Hall

In attendance: Jon Radermacher, Allan Thompson, Kristen Pierce, Cindy Skulstad, Lindsey Knutson & J. Sigdahl

- Reviewed the grant proposal that was submitted for a total of \$299,842.00. Hoping to hear something in April—UPDATE, the infrastructure grant was not funded.
- Went over the statistics and data collected from the parent survey
- Overview of the Mark Fenton presentation – 5 E's
- Handed out the SRTS matrix that was developed by MnDOT. Took a few minutes to review the matrix.
- Collected ideas after everyone brainstormed and wrote down their solutions and action steps for prioritizing. They all selected a favorite idea and 2 secondary choices. These ideas were reviewed and discussed in the areas of enforcement/engineering/encouragement/education
- Reviewed ideas from the Nov 28th Healthy Community workshop – Get Moving Madison
- Encourage Walkers/Biking: Bike racks, Get Moving Madison, remote drop off for students – have the elementary students walk from that destination.
- Reviewed vision statement and goals.
- Decided to evaluate annually the number of students walking and/or biking to and from school

The group reviewed project, program and event ideas that have been discussed previously and that were included in the project matrix worksheet from Alta Planning (the consulting firm working on the Metro SRTS Plans) and came up with the following ideas. Then the team went through a dot exercise to prioritize all of the project ideas. So the colors behind each idea reflect our voting with the dots and the most popular activities: **Red-first choice/Blue—second favorite/Green** when we voted the second time with an emphasis on increasing walking and biking versus only increasing safety

- Engineering:
 - Bike Racks * **
 - Reverse angle parking *
 - Remote bus drop-off area 1 ½ block south of school
 - North side as car drop-off area *
 - Use East street as drop-off w/reverse angle parking **
- Education:
 - Public info
 - SRTS on website – show the preferred route by using the parent portal
 - Older peer educate on bus safety – bike rodeo, etc.
 - Bike rodeo
 - Walking/biking safety training ***
 - Add bus safety to curriculum *
 - Institutionalize walking/biking safety training
- Enforcement:
 - Crossing guards
 - Kids enforce parent behavior at arrival

- Eliminate mixed traffic on 4th Street at the school during arrival & dismissal *****
- *****
- Enforce no parking zones
- Encouragement:
 - “Get Moving Madison” – monthly events *** **
 - Pedometer challenges
 - Remote drop-off for all students *****
 - Remote drop-off at softball field
 - Family walk to school day with safe routes on a weekend
 - Punch card for outside walking at lunch time
 - Move car drop-off site to East side of school ***
 -

Vision Statement:

Madison is a community where physically active forms of transportation are safe and enjoyable for residents of all ages – because of this, children learn independence from an early age.

Goals:

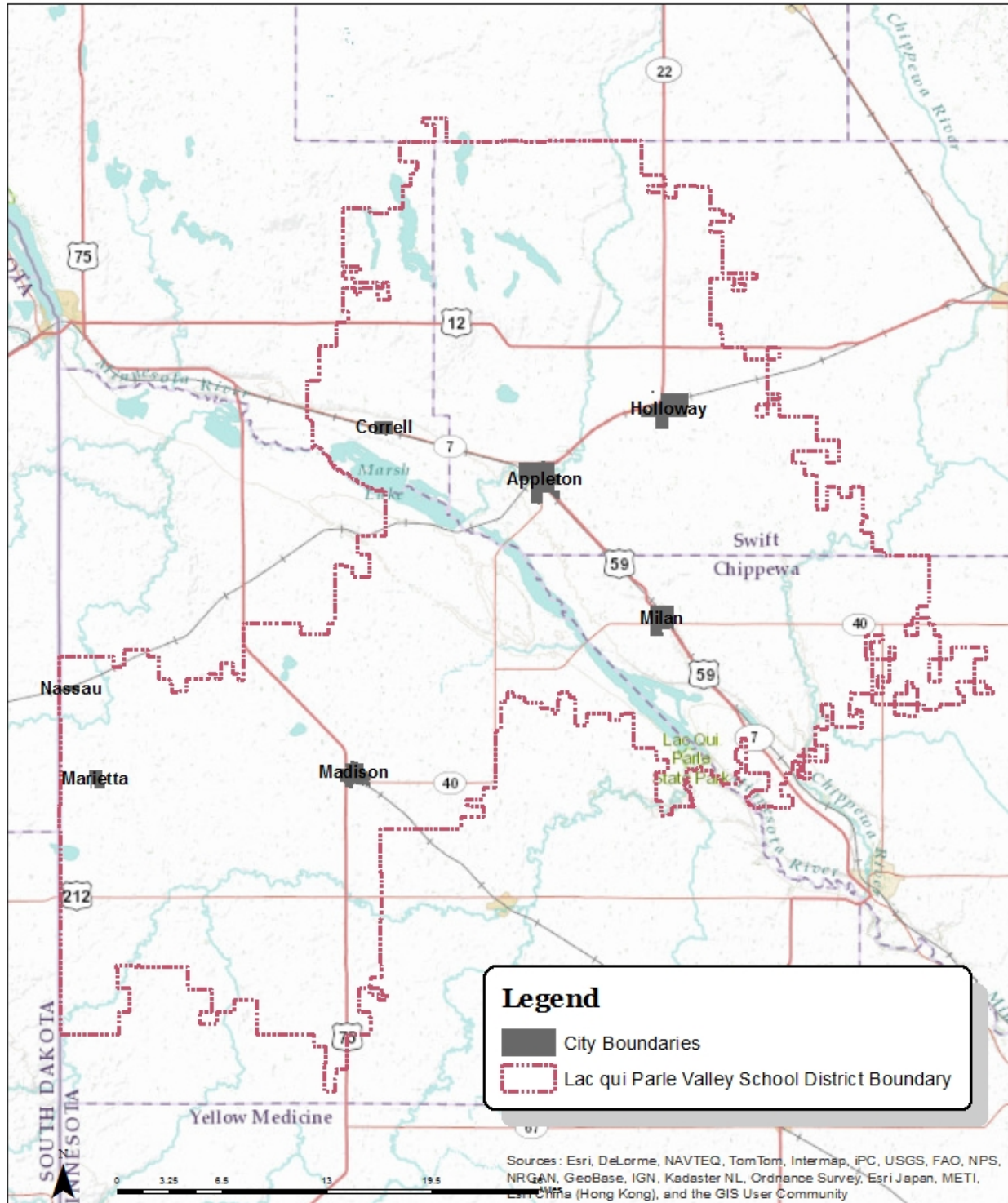
6. Reduce the congestion and conflicts between buses, automobiles and pedestrians at arrival and dismissal
7. Increase the number of students walking and/or biking to and from school – **evaluate annually**
 - a. Promote walking and biking to school to parents and students
 - b. Implement an exercise reward program (that is inclusive of all students, even those that have to ride the bus)
8. Identify suggested routes for students to walk and bike to and from school and make infrastructure improvements to increase safety along identified routes
9. Educate students, parents and community members about bicycle and pedestrian safety and laws
10. Find creative ways to enforce new SRTS changes such as designated drop-off/pick-up areas, walking, routes, etc.

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Appendix C: Map of School District Boundary



Lac qui Parle Valley School District Enrollment Boundary



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Appendix D: Madison Community Amenities Map





- 1 **J.F. Jacobson Park** - Home of Lou T. Fisk! Picnic facilities, shaded parking, playground and modern campsites make this a popular stopover for tourists and other visitors to the Madison area.
- 2 **Lac qui Parle County Historical Center** - The "Smithsonian" of western Minnesota is located adjacent to the J.F. Jacobson Park and the Lac qui Parle County Fairgrounds along South Highway 75.
- 3 **National Guard Armory** - Built in 1914, this noble building stands out among armories in the State of Minnesota.
- 4 **Madison City Hall** - A stately building which is on the National Register of Historical Buildings also serves as home to the Senior Citizens' Center and Madison Mealsite.
- 5 **Madison Public Library** - A unique Carnegie Library, member of the Pioneerland Library System, with more than 900,000 titles to choose from. The renovated library is handicapped accessible.
- 6 **Prairie Arts Center** - The Lac qui Parle Players host visiting artists to present live theater from the prairie at this building. The annual Country Christmas is a popular production that plays to a packed house.
- 7 **Lac qui Parle County Courthouse** - Listed on the National Register of Historical Buildings, this 113-year-old courthouse is worth a visit. The beautifully maintained building is surrounded by lush grass and wonderful flowers.
- 8 **Theodor S. Slen Park** - Lou's Pond (swimming pool) is a good place to cool off at this park. Two shelter houses and restroom facilities are available for those who want to have a picnic at the park. Playground equipment, basketball and tennis courts and sand volleyball are available as well as off-street parking.



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Appendix E: Student Travel Tally Form



Safe Routes to School Students Arrival and Departure Tally Sheet

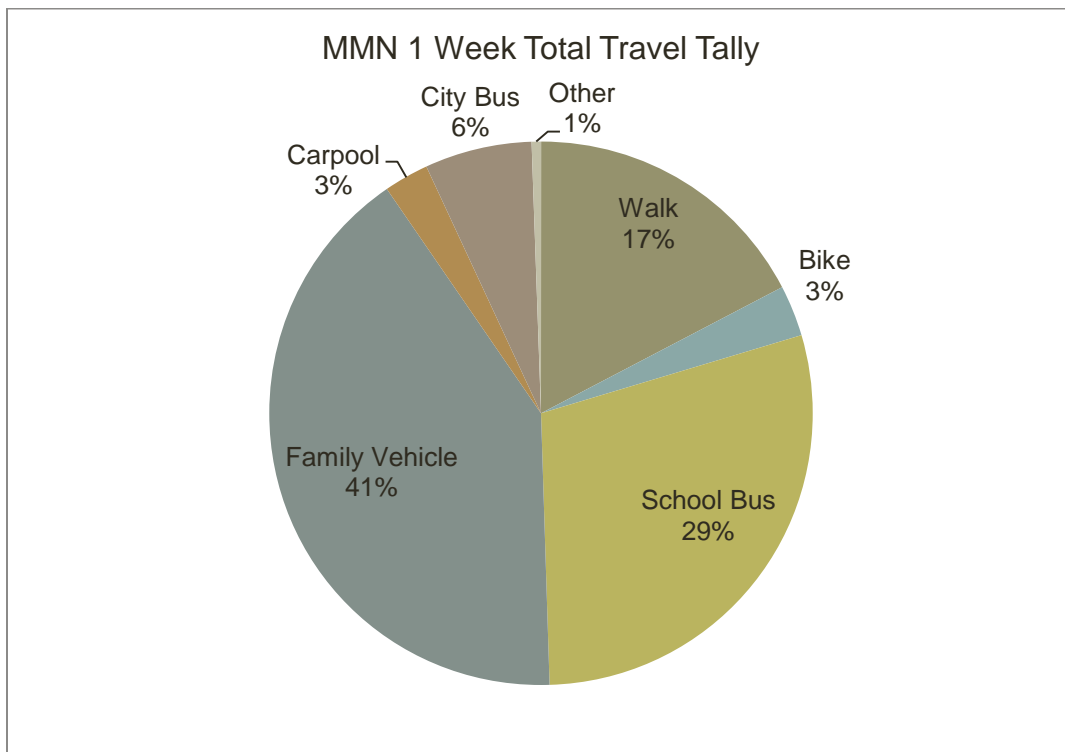
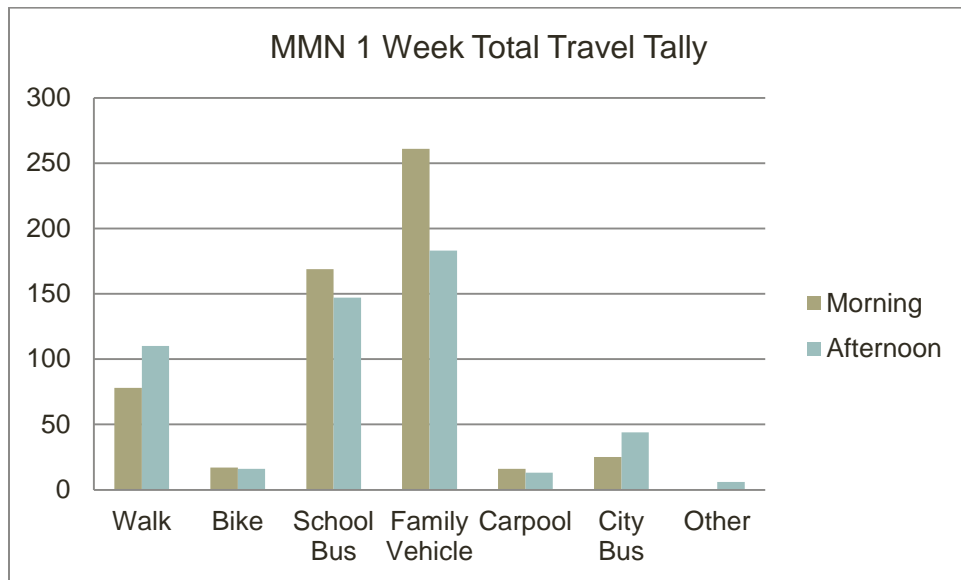
+ CAPITAL LETTERS ONLY – BLUE OR BLACK INK ONLY +															
School Name:					Teacher's First Name:					Teacher's Last Name:					
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0 2		M M D D Y Y Y Y				1 5									
<ul style="list-style-type: none"> • Please conduct these counts on two of the following three days Tuesday, Wednesday, or Thursday. (Three days would provide better data if counted) • Please do not conduct these counts on Mondays or Fridays. • Before asking your students to raise their hands, please read through all possible answer choices so they will know their choices. Each student may only answer once. • Ask your students as a group the question "How did you arrive at school today?" • Then, reread each answer choice and record the number of students that raised their hands for each. Place just one character or number in each box. • Follow the same procedure for the question "How do you plan to leave for home after school?" • You can conduct the counts once per day but during the count please ask students both the school arrival and departure questions. • Please conduct this count regardless of weather conditions (i.e., ask these questions on rainy days, too). 															
Step 1. Fill in the weather conditions and number of students in each class					Step 2. AM – "How did you arrive at school today?" Record the number of hands for each answer. PM – "How do you plan to leave for home after school?" Record the number of hands for each answer.										
Key		S = sunny R = rainy O = overcast SN = snow	Student Tally Number in class when count made	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other					
		Only with children from your family					Riding with children from other families			City bus, subway, etc.			Skate-board, scooter, etc.		
Sample AM		S N	2 0	2	3	8	3		3	1					
Sample PM		R	1 9	3	3	8	1	2	2						
Tues. AM															
Tues. PM															
Wed. AM															
Wed. PM															
Thurs. AM															
Thurs. PM															
Please list any disruptions to these counts or any unusual travel conditions to/from the school on the days of the tally.															
+ +															

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Appendix F: Student Travel Tally Results



MMN Elementary Student Travel Tally Results Fall 2012



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Appendix G: Parent Survey Form



Dear Parent or Caregiver,

After you have completed this survey, send it back to the school with your child or give it to the teacher. Your responses will be kept confidential and neither your name nor your child's name will be associated with any results.

+	CAPITAL LETTERS ONLY – BLUE OR BLACK INK ONLY	+
---	------------------------------------------------------	---

[illegible]

- [illegible]

5. How far does your child live from school?

- | | |
|----------------------------------------------------------------------------------------------------------|---|
| Place a clear 'X' inside box. If you make a mistake, fill the entire box, and then mark the correct box. | + |
|----------------------------------------------------------------------------------------------------------|---|

- Leave from school**

- | | | |
|---|---------------------------------------------------------------------------------------------------------|---|
| + | Place a clear 'X' inside box. If you make a mistake, fill the entire box, and then mark the correct box | + |
|---|---------------------------------------------------------------------------------------------------------|---|

- Travel time from school

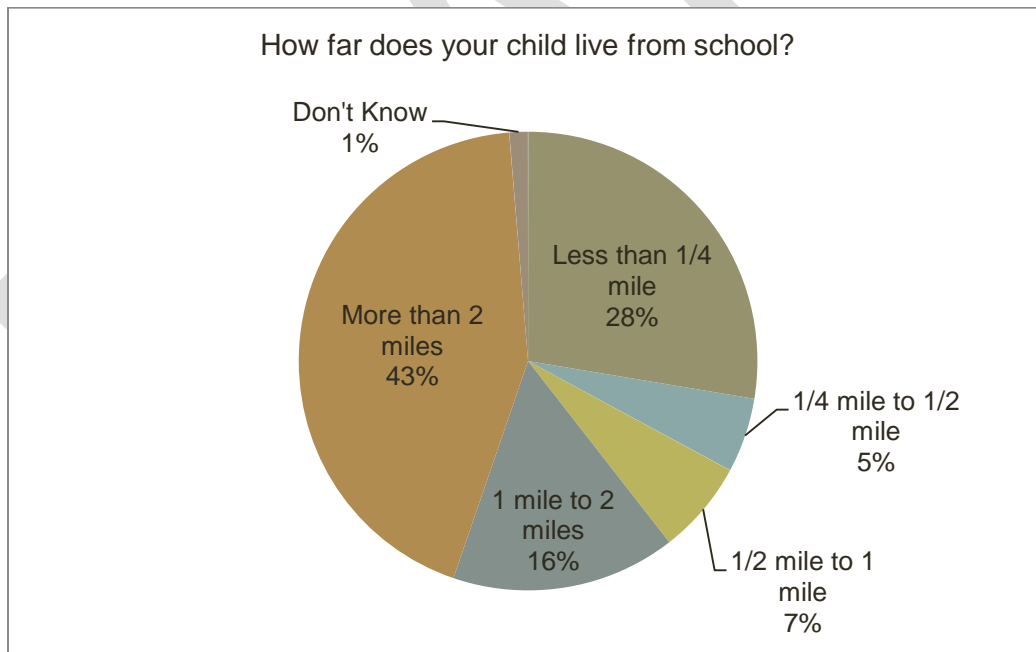
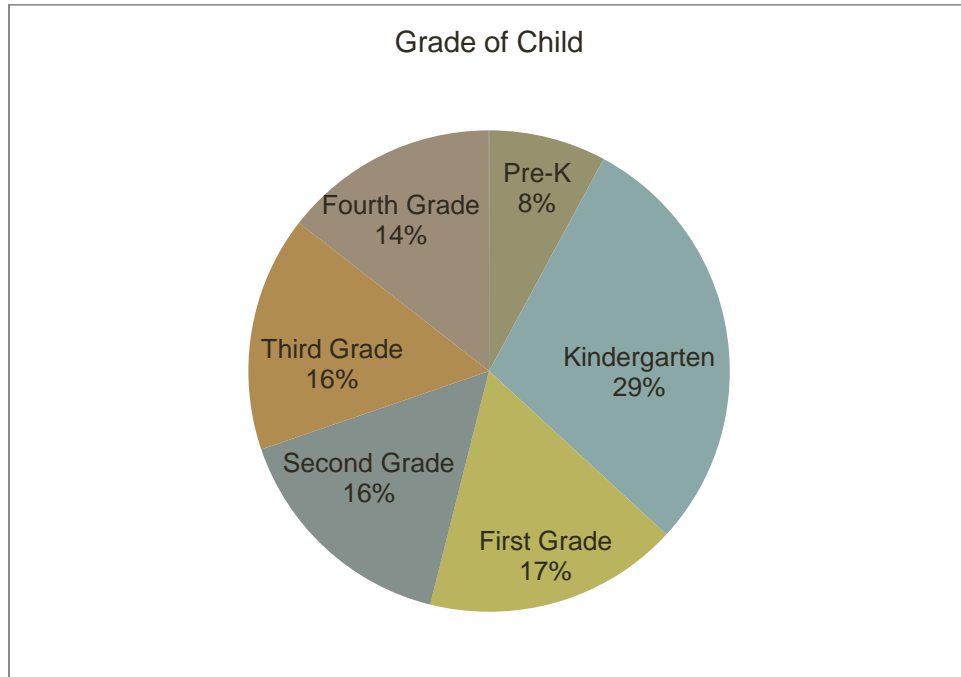
- | | | |
|---|--|---|
| + | | + |
|---|--|---|

+		+
8. Has your child asked you for permission to walk or bike to/from school in the last year? <input type="checkbox"/> Yes <input type="checkbox"/> No		
9. At what grade would you allow your child to walk or bike to/from school without an adult? (Select a grade between PK,K,1,2,3,...) <input style="width: 30px; height: 20px; border: 1px solid black;" type="text"/> grade (or) <input type="checkbox"/> I would not feel comfortable at any grade		
Place a clear 'X' inside box. If you make a mistake, fill the entire box, and then mark the correct box		
10. What of the following issues affected your decision to allow, or not allow, your child to walk or bike to/from school? (Select ALL that apply)	11. Would you probably let your child walk or bike to/from school if this problem were changed or improved? (Select one choice per line, mark box with X)	
<input type="checkbox"/> Distance.....	<input type="checkbox"/> My child already walks or bikes to/from school	
<input type="checkbox"/> Convenience of driving.....	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Sure	
<input type="checkbox"/> Time.....	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Sure	
<input type="checkbox"/> Child's before or after-school activities.....	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Sure	
<input type="checkbox"/> Speed of traffic along route.....	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Sure	
<input type="checkbox"/> Amount of traffic along route.....	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Sure	
<input type="checkbox"/> Adults to walk or bike with.....	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Sure	
<input type="checkbox"/> Sidewalks or pathways.....	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Sure	
<input type="checkbox"/> Safety of intersections and crossings.....	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Sure	
<input type="checkbox"/> Crossing guards.....	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Sure	
<input type="checkbox"/> Violence or crime.....	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Sure	
<input type="checkbox"/> Weather or climate.....	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Sure	
Place a clear 'X' inside box. If you make a mistake, fill the entire box, and then mark the correct box		
12. In your opinion, how much does your child's school encourage or discourage walking and biking to/from school?		
<input type="checkbox"/> Strongly Encourages <input type="checkbox"/> Encourages <input type="checkbox"/> Neither <input type="checkbox"/> Discourages <input type="checkbox"/> Strongly Discourages		
13. How much fun is walking or biking to/from school for your child?		
<input type="checkbox"/> Very Fun <input type="checkbox"/> Fun <input type="checkbox"/> Neutral <input type="checkbox"/> Boring <input type="checkbox"/> Very Boring		
14. How healthy is walking or biking to/from school for your child?		
<input type="checkbox"/> Very Healthy <input type="checkbox"/> Healthy <input type="checkbox"/> Neutral <input type="checkbox"/> Unhealthy <input type="checkbox"/> Very Unhealthy		
Place a clear 'X' inside box. If you make a mistake, fill the entire box, and then mark the correct box		
15. What is the highest grade or year of school you completed?		
<input type="checkbox"/> Grades 1 through 8 (Elementary)	<input type="checkbox"/> College 1 to 3 years (Some college or technical school)	
<input type="checkbox"/> Grades 9 through 11 (Some high school)	<input type="checkbox"/> College 4 years or more (College graduate)	
<input type="checkbox"/> Grade 12 or GED (High school graduate)	<input type="checkbox"/> Prefer not to answer	
16. Please provide any additional comments below.		

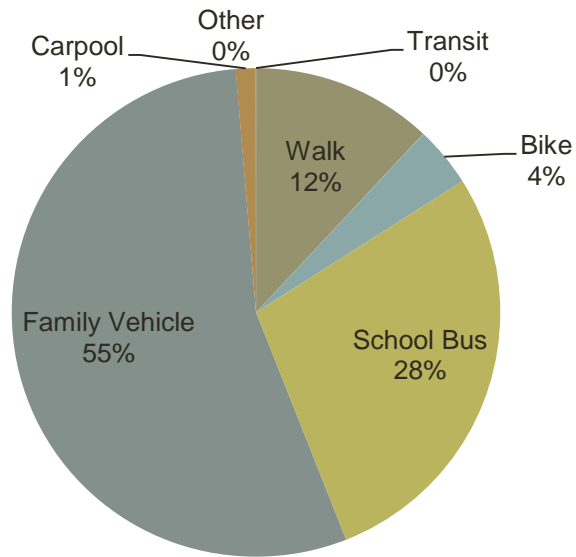
Appendix H: Parent Survey Results



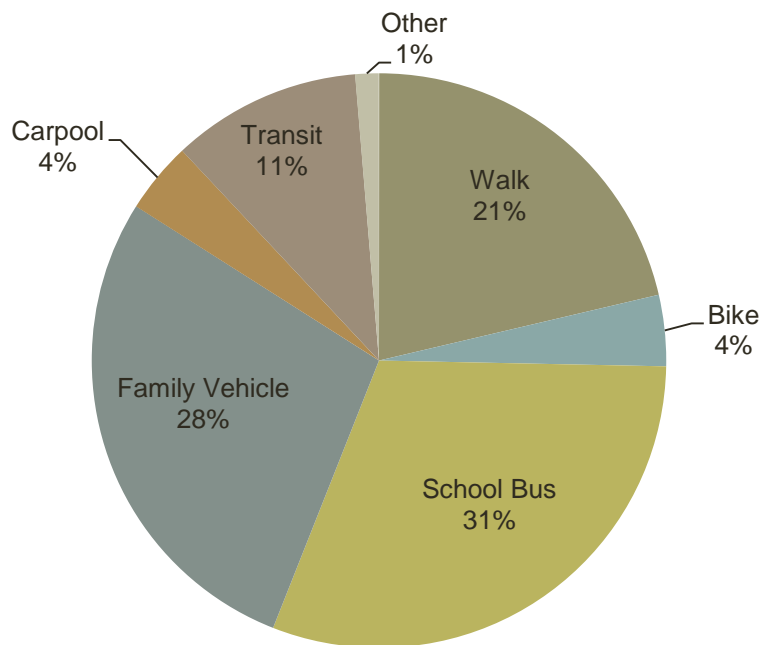
MMN Elementary SRTS Parent Survey Results Fall, 2012



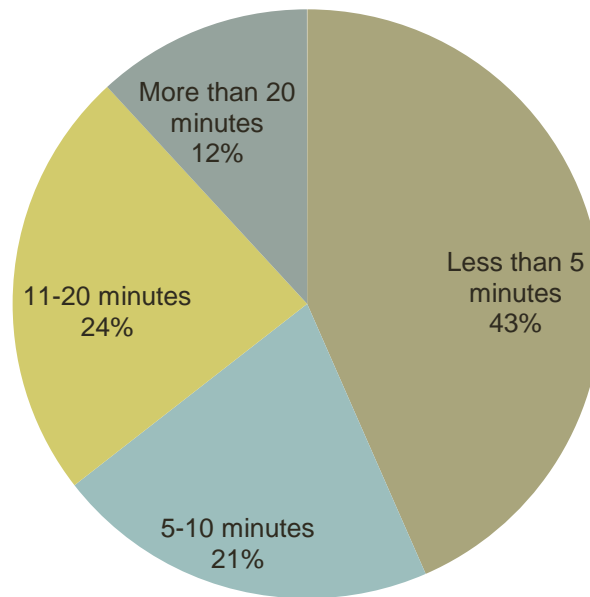
On most days, how does your child arrive to school?



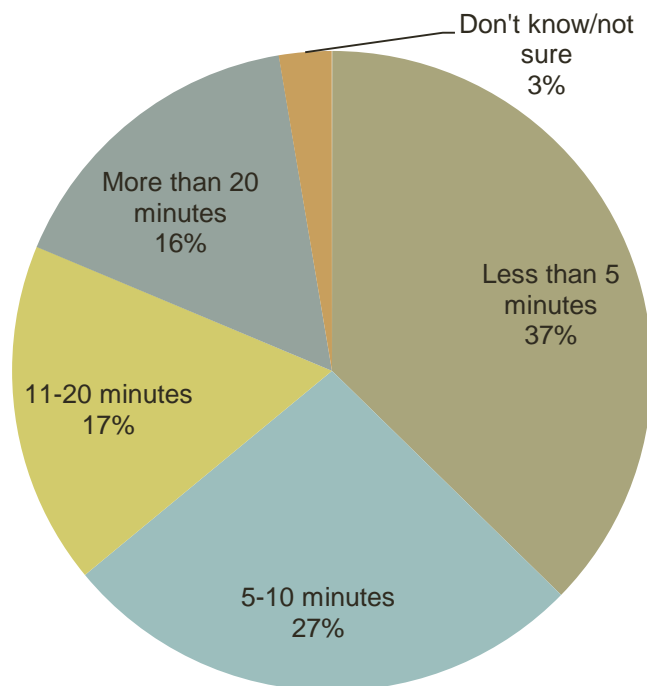
On most days, how does your child leave from school?



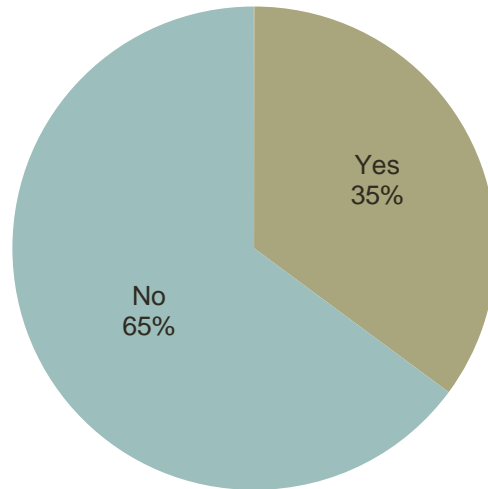
How long does it normally take your child to get to school?



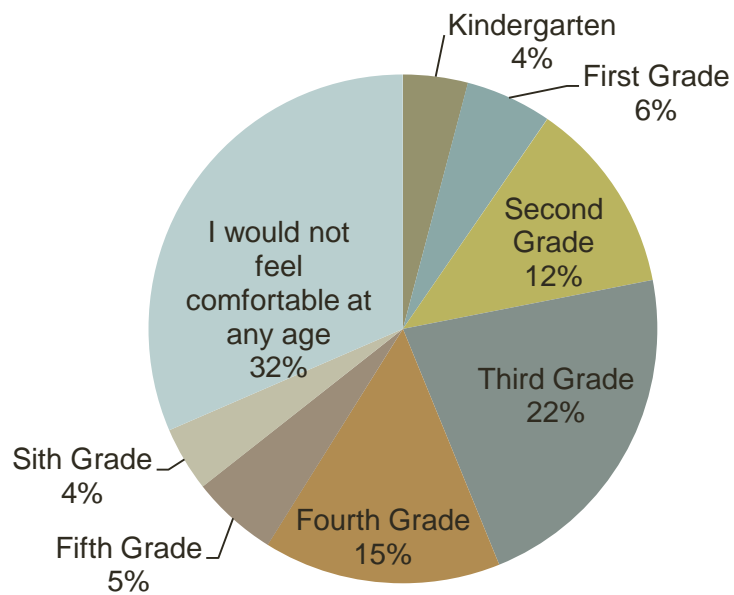
How long does it normally take your child to get home from school?



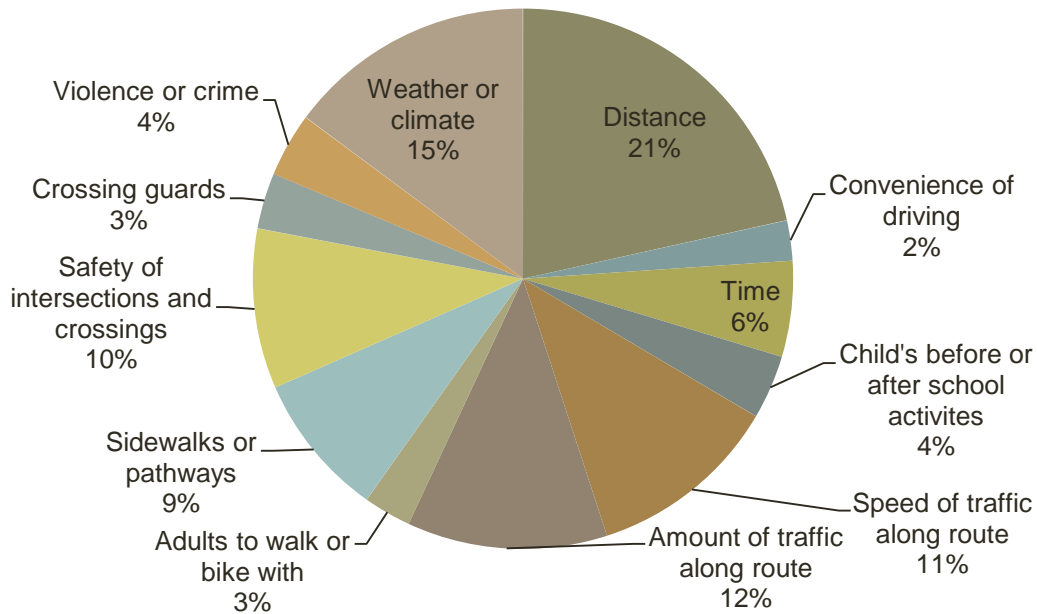
Has your child asked for your permission to walk or bike to/from school in the last year?



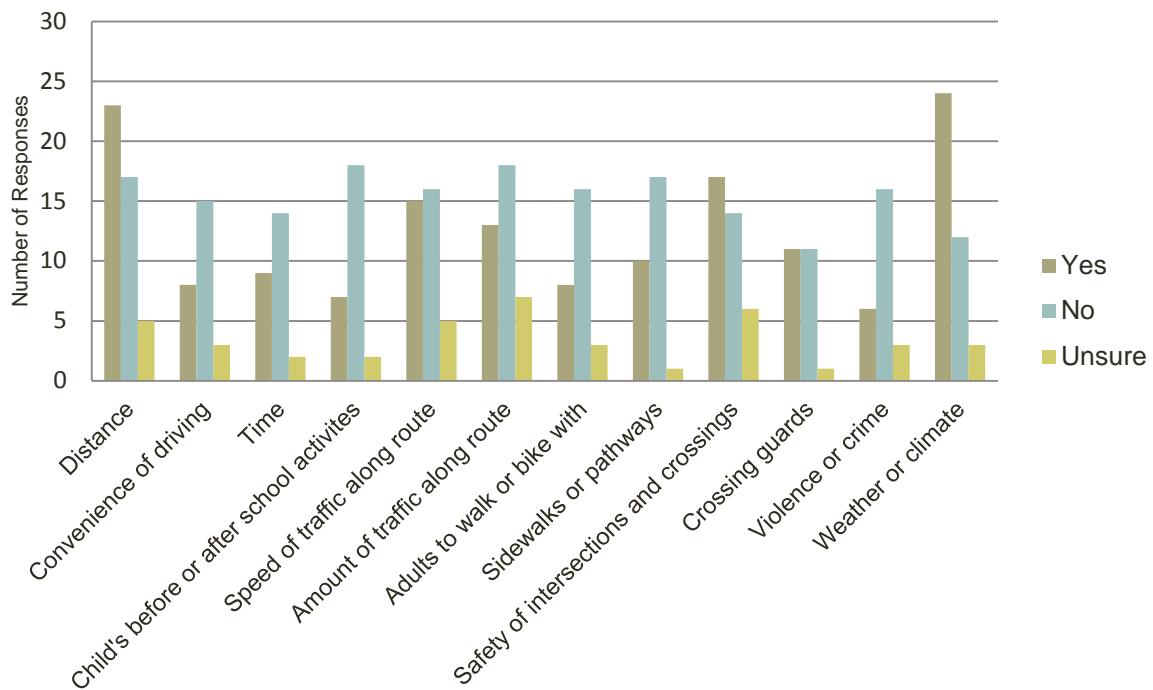
At what age would you allow your child to walk or bike to/from school without an adult?



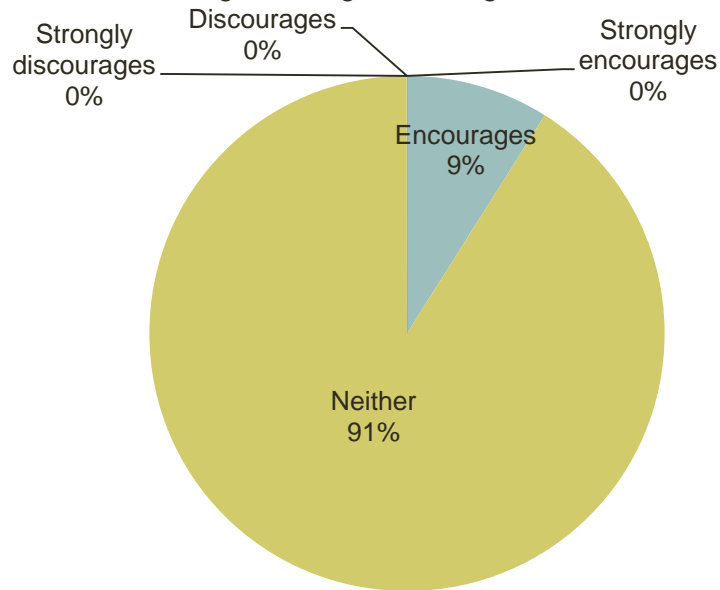
What of the following issues affect your decision to allow or not allow your child to walk or bike to/from school?



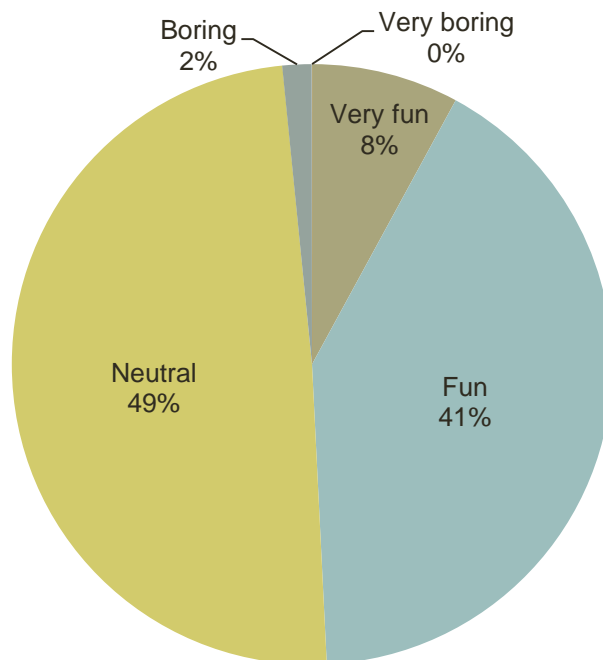
Would you probably let your child walk or bike to/from school if this problem were changed or improved?

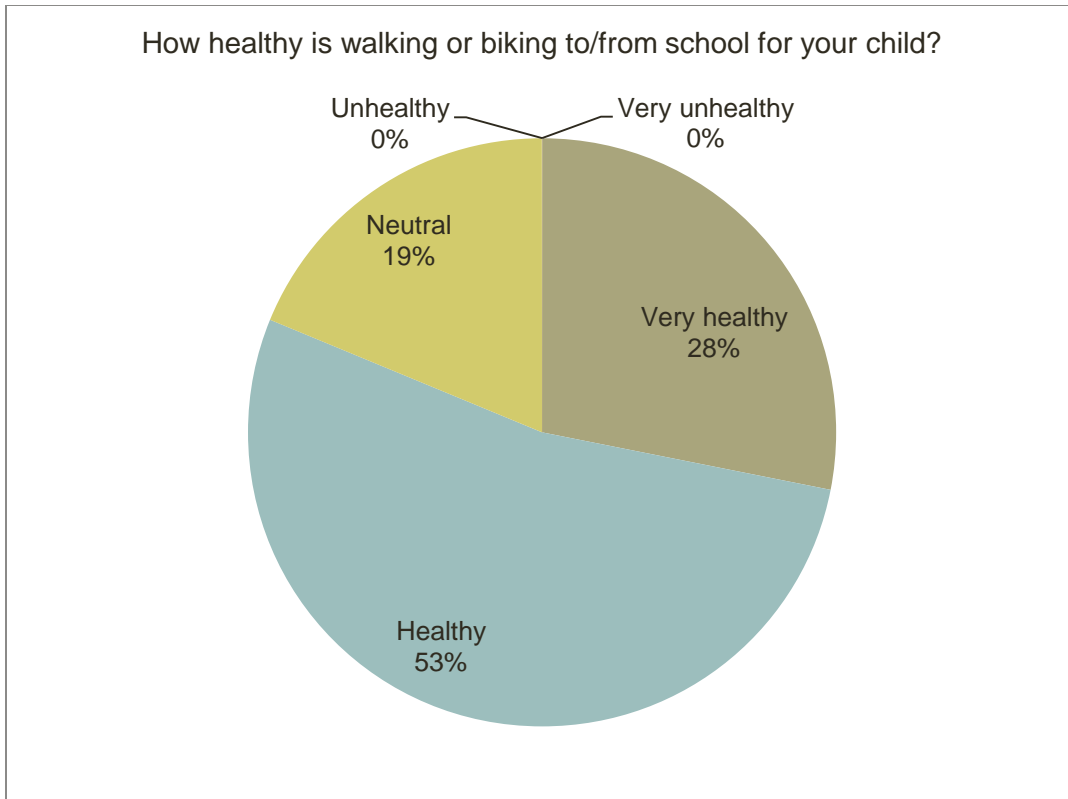


In your opinion, how much does your child's school encourage or discourage walking and biking to/from school?



How much fun is walking or biking to/from school for your child?





Comments:

- “Our main concern is our child does not always, consistently look both ways when crossing the street. Once we are comfortable with that, we will reconsider allowing him to walk or ride bike.”
- “He doesn’t know how to ride bike. It is too far to walk on a busy highway.” (Note this person selected ½ mile to 1 mile for distance from school).
- “Instead of worrying about how our children get to school, maybe the school should focus on school bullying before the kids get to H.S. because the victims are being blamed for the bullying instead of the bullies themselves, leaving the victims no other choice but to go to a different school to make it stop.”
- “Biking and walking paths would be a great improvement not only for kids but for residents as well.”
- “Bike paths would be a great improvement not only for kids but for residents as well!”
- “My children do walk and bike to and from school and I think crossing guards would be ideal.”
- “The community of Madison should have complete police staff. It was helpful in the past when a police officer would be at the school before and after school. The presence of a police officer was added safety and reinforced laws such as going too fast, seatbelt requirements also children seeing the police as someone who can help you.”

- “Crossing guards would be great with all the traffic and children mixing together after school.”
- “We live in the country so walking or riding bike is not an option.”
- “Live 15 ½ miles from school.”
- “We live in the country and my children ride the school bus to daycare.”
- “I live out of town, bring my kids to school and they walk or get picked up. They walk as weather permits and are picked up otherwise. Very happy with everything as far as I’m concerned.”
- “Hard to answer when child is in pre-school.”
- “We live in the country so my child would never walk to school.”
- “Questions 13 and 14 (How much fun is walking or biking to/from school and how healthy is walking or biking to/from school?) are really not applicable in our case as we live over 10 miles away from school.”
- “It makes me very nervous having her ride her bike, because you never know who is out there that might grab her. Even in a small town.”

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Appendix I: Bike/Walk Audit Assessment Worksheets



Walking Audit Form

School:
Date:
Weather:

Items to have along during audit:

- Clipboard and a pen/pencil
- Camera
- Map showing school zone

Observations during drop-off / pickup

Walkers / Bikers

Include a description of where students are accessing campus.

Bus System

Show circulation on a map.
Note where public transit stops are located.

Car Loop / Lot

Show circulation on a map.
Note any cones, signs, etc. that are being used to control traffic.

Crossing Guards / Patrols

Note exact locations and mark on a map.

Observations were obtained during:

- ☐ Arrival (__: __ AM - __: __ AM)
☐ Dismissal (__: __ PM - __: __ PM)

Observations from walking assessment

School Infrastructure

Bike Racks

In addition to location, note number of spaces and type of rack.

Pedestrian Paths

Note the surface type and find out if they are plowed in the winter.

Community Infrastructure (In school zone)

Sidewalks

Note if there are any obvious issues such as major obstacles or deterioration of the surface.

Bike Routes

Are there bike lanes or other types of bicycle facilities?

Streets

Include traffic signs, speed control, signals and markings.

Intersections

Provide detailed information on **crosswalks** (marked and what type?), **curb ramps** (do they exist and are they up to ADA standards), **traffic control** and **pavement markings**. Also, note crossing distances.

Traffic

Note traffic patterns and driver behavior.

Community Infrastructure (around school zone)

Note other community resources such as **parks** and **community centers** near the school. Also, note adjacent businesses that attract children such as convenience stores. Additionally, assess **other intersections or conflict areas** that have been identified outside of the school zone.

Some general questions to ask during the walking audit:

Do I have room to walk (are there sidewalks and paths)?
Is it easy to cross streets?
Do drivers behave well?
Is the walk generally pleasant?

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Appendix J: Bike/Walk Audit Assessment Results



Walking Audit Form

School: *MMN Elementary (Madison)*
Date: *11/27/12 + 11/28/12*
Weather: *Sunny, cold*

Items to have along during audit:

- Clipboard and a pen/pencil
- Camera
- Map showing school zone

Observations during drop-off / pickup

Walkers / Bikers

Many headed north and east of the school, but some students going in all directions.

Include a description of where students are accessing campus.

Bus System

Buses line up nose to end on 4th St. in front of the school (s. side).

Show circulation on a map. Note where public transit stops are located.

They would like to change this OR car drop off.

Car Loop / Lot

All over - some on N./back side of school. Some in County parking lot at W. end of school, some across the street @ St. Michael's parking lot, and WAY too many in the bus line up

Show circulation on a map. Note any cones, signs, etc. that are being used to control traffic.

Crossing Guards / Patrols

None.

along 4th St. This needs to change!

Note exact locations and mark on a map.

Observations were obtained during:

- ☒ Arrival *(7:30 AM - 8:00 AM)*
☒ Dismissal *(3:00 PM - 3:30 PM)*

Observations from walking assessment

School Infrastructure

Bike Racks

one bike rack at west end of school - not well used.

In addition to location, note number of spaces and type of rack.

Pedestrian Paths

no multi-use paths/trails in Madison.

Note the surface type and find out if they are plowed in the winter.

Community Infrastructure (in school zone)

Sidewalks

Some deterioration. Sidewalks present on many, but not all city streets.

Note if there are any obvious issues such as major obstacles or deterioration of the surface.

Bike Routes

None

Are there bike lanes or other types of bicycle facilities?

Streets Relatively low traffic volumes and speeds. Most traffic on US Hwy 75, and MN 40 on the edges of town.

Include traffic signs, speed control, signals and markings.

Some parental concern about traffic on CR 19.

Intersections

Not many marked crosswalks.
US Hwy 75 and MN 40 can be hard to cross, but not many people need to cross MN 40. Some concern about crossing CR 19 at 4th St.

Provide detailed information on **crosswalks** (marked and what type?), **curb ramps** (do they exist and are they up to ADA standards), **traffic control** and **pavement markings**. Also, note crossing distances.

Traffic

low levels of traffic and generally low speeds.
30 mph throughout town.

Note traffic patterns and driver behavior.

Community Infrastructure (around school zone)

Library + downtown are a block west of school. City park is several blocks NE of school.
Ball fields are several blocks SE of school.

Note other community resources such as **parks** and **community centers** near the school. Also, note adjacent businesses that attract children such as convenience stores. Additionally, assess **other intersections or conflict areas** that have been identified outside of the school zone.

Crossing US Hwy 75 and CR 19 could be better addressed.

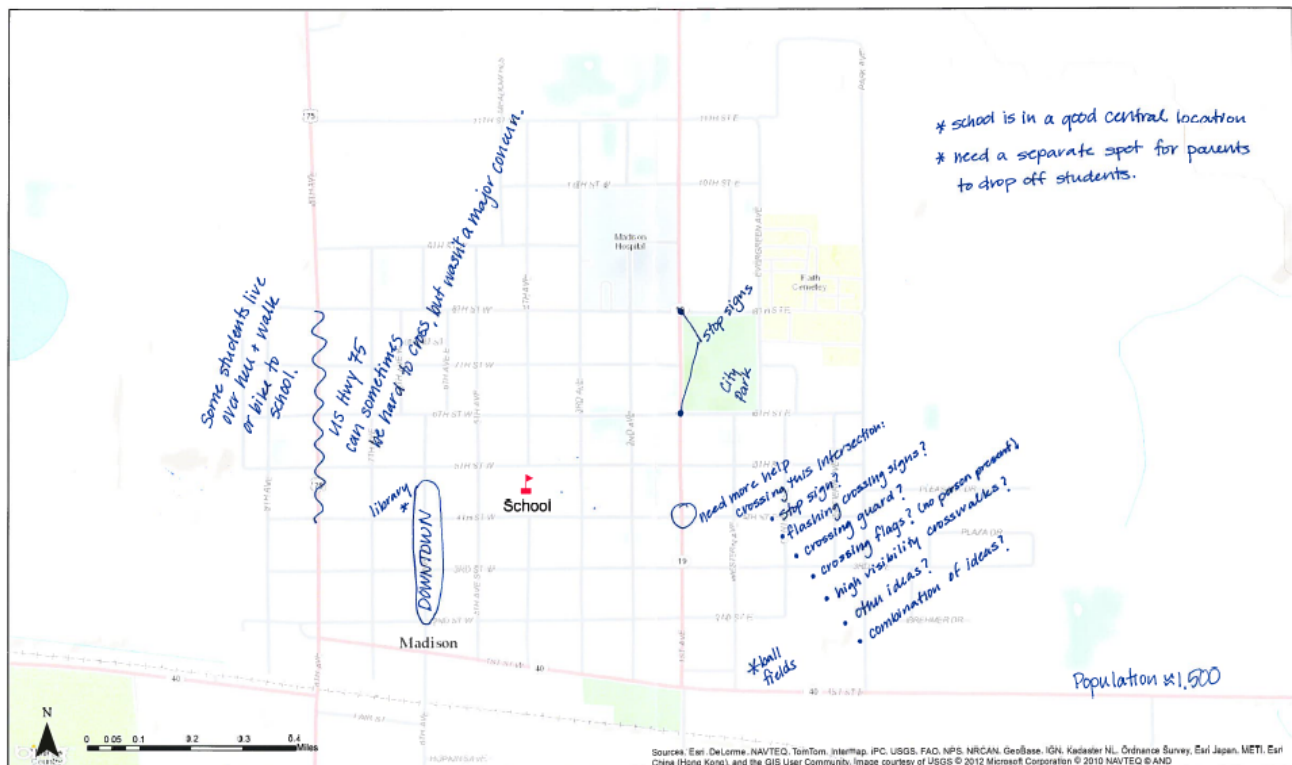
Some general questions to ask during the walking audit:

Do I have room to walk (are there sidewalks and paths)?
Is it easy to cross streets?
Do drivers behave well?
Is the walk generally pleasant?

MMN Elementary, Madison MN



Madison, MN



Appendix K: MnDOT & Alta Planning Program Matrix



Education Programs Safe Routes to School Matrix							
Program Name	Description	Topics	Format	Target Audience	Primary Outcomes	Secondary Outcomes	Resource Notes
Assemblies/ Game Shows	Assemblies grab students' attention through fun, interactive activities, such as games, skits, or demonstrations. Safe Routes to School assemblies often cover pedestrian and/or bicycle safety but can also address bicycling skills, the environment, health, and other topics. A game show covering safety questions makes a good format for a smaller group such as a single classroom.	Bicycling; Walking; Bus/Transit; Driving/Carpool; Safety; Skills; Incentives; Environment; Health	Assembly; Event; Contest/Competition; Curriculum/Classroom Activity	Elementary; Middle School; High School; Teachers/Faculty/Staff; Parents; District; Neighbors	Increased Walking, Bicycling, Transit Use, and Carpooling; Improved Walking/Bicycling and Driving Safety Behavior; Health and Environmental Connections; Youth Empowerment	Increased Walking, Bicycling, Transit Use, and Carpooling; Improved Walking/Bicycling and Driving Safety Behavior; Health and Environmental Connections; Youth Empowerment	Potential Lead/Champion: Parent, teacher, or administrator Potential Partners: Teachers/administrators/staff; PTA/parents; school district; public health/local gov't; local law enforcement; local groups/advocates/volunteers; League of American Bicyclists instructors; older students Resources Needed: Time for preparation/rehearsal; script/presentation; props; A/V equipment; class time; assembly venue
Bicycle Rodeo	Bicycle Rodeos are events that offer bicycle skills and safety stations for children - and sometimes parents - to visit (e.g., obstacle course, bicycle safety check, helmet fitting, instruction about the rules of the road, etc.). Bicycle rodeos can be held as part of a larger event or on their own, and either during the school day or outside of school. Adult volunteers can administer rodeos, or they may be offered through the local police or fire department.	Bicycling; Safety; Skills; Incentives; Family	Assembly; Event; Skills Training/Hands On Training; Information for Parents	Elementary; Middle School; Parents	Improved Walking/Bicycling Safety Behavior; Youth Empowerment	Increased Bicycling; Health and Environmental Connections	Potential Lead/Champion: PTA/parents, local law enforcement, or bicycling group/enthusiast Potential Partners: Teachers/administrators/staff; PTA/parents; school district; public health/local gov't; local law enforcement; local groups/advocates/volunteers; League of American Bicyclists instructors; local bike shop/business; older students Resources Needed: Station content and materials; bicycles and safety gear; cones, street signs, and chalk; basic supplies; adult volunteers; planning/coordination time
Bike Mechanic Training	Learning bike repair skills encourages students and families to bicycle to school and empowers students to take charge of their own transportation. A bicycle mechanic training can be made available to students as a one-time basics lesson or as a multi-session course. This training can be offered after school or on weekends, and can be combined with an earn-a-bike program, bike rodeo, or bicycle safety/skills trainings.	Bicycling; Safety; Skills	Skills Training/Hands On Training	Middle School; High School	Increased Bicycling; Youth Empowerment	Improved Walking/Bicycling Safety Behavior; Health and Environmental Connections; Vocational Skills	Potential Lead/Champion: PTA or local group/volunteer/business Potential Partners: Teachers/administrators/staff; PTA/parents; school district; local groups/advocates/volunteers; League of American Bicyclists instructors; local bike shop/business Resources Needed: Curriculum; instructor(s); bicycle repair tools and equipment; venue for classes; time for planning/coordination
Classroom Lessons	Safe Routes to School classroom lessons address walking and/or bicycling and other related topics while also meeting state or district curriculum standards. Lessons can be taught as part of many subjects, including math, science, social studies, health, and physical education.	Bicycling; Walking; Bus/Transit; Driving/Carpool; Safety; Skills; Environment; Health	Curriculum/Classroom Activity	Elementary; Middle School; High School; Teachers/Faculty/Staff	Increased Walking, Bicycling, Transit Use, and Carpooling; Improved Walking/Bicycling Safety Behavior; Health and Environmental Connections; Youth Empowerment	Increased Walking, Bicycling, Transit Use, and Carpooling; Improved Walking/Bicycling Safety Behavior; Health and Environmental Connections; Youth Empowerment	Potential Lead/Champion: Teacher/administrator Potential Partners: School district; PTA/parents; public health/local gov't; local groups/advocates/volunteers Resources Needed: Curriculum; preparation time; class time; any visuals, worksheets, or instruction materials
Earn-A-Bike Program	Over a number of sessions, students learn the basics of bike repair and maintenance, bicycle safety, and related topics while refurbishing an abandoned or donated bike. At the end of the program, students earn the bikes they learned to repair.	Bicycling; Safety; Skills; Incentives; Environment; Health	Incentive Program; Skills Training/Hands On Training	Middle School; High School	Increased Bicycling; Improved Walking/Bicycling Safety Behavior; Youth Empowerment	Health and Environmental Connections; Vocational Skills	Potential Lead/Champion: PTA or local group/volunteer Potential Partners: Teachers/administrators/staff; PTA/parents; school district; local groups/advocates/volunteers; League of American Bicyclists instructors; local bike shop/business Resources Needed: Curriculum; instructor(s); bicycles, helmets, and safety gear; bike repair tools; time for planning/coordination; storage space
Family Biking Class	Family Biking Classes are great tools for educating and encouraging families to ride bicycles. Education trainings can cover safety checks, skills instruction, basic bike maintenance, how to carry kids by bicycle, cargo bike demonstrations, bike rodeos, and/or guided bike rides.	Bicycling; Safety; Skills; Environment; Health; Family	Event; Skills Training/Hands On Training; Information for Parents	Elementary; Parents	Increased Bicycling; Improved Walking/Bicycling Safety Behavior	Health and Environmental Connections	Potential Lead/Champion: Parents/PTA or bicycling group/unit/enthusiast Potential Partners: Teachers/administrators/staff; PTA/parents; school district; public health/local gov't; local groups/advocates/volunteers; League of American Bicyclists instructors; local bike shop/business Resources Needed: Curriculum; instructor; materials/handouts; bicycles/gear for demonstration and training; preparation time; venue for classes



Education Programs Safe Routes to School Matrix							
Program Name	Description	Topics	Format	Target Audience	Primary Outcomes	Secondary Outcomes	Resource Notes
Family Biking Guide	This guide is a how-to manual on family biking, including cargo bikes and gear, safety considerations, tips for picking a route, ideas for rides, etc. The guide can be distributed as part of an event or training or to interested parents at school.	Bicycling; Safety; Skills; Environment; Health; Family	Information for Parents	Elementary; Parents	Increased Bicycling; Improved Walking/Bicycling Safety Behavior	Health and Environmental Connections	Potential Lead/Champion: Parents/PTA or local groups/gov't. Potential Partners: Teachers/administrators/staff; PTA/parents; school district; public health/local gov't; local law enforcement; local groups/advocates/volunteers; League of American Bicyclists instructors; local business Resources Needed: Time to prepare guide and distribution strategy; platform for posting online or funds for printing copies
Idling Reduction Campaign	Car exhaust not only pollutes, it also disproportionately affects the health of exposed children. An anti-idling campaign debunks myths about idling your car and encourages drivers to spare the air by turning off their engines when waiting for student dismissal. The campaign can include street signs, a marketing campaign led by students, and informational materials for parents. Materials may be produced in school, but the campaign will likely take place during pick-up/drop-off or outside of school.	Bus/Transit; Driving/Carpool; Safety; Environment; Health; Family	Campaign; Information for Parents	Elementary; Middle School; High School; Parents; District	Improved Driving Safety Behavior; Health Connections; Environmental Connections	Youth Empowerment	Potential Lead/Champion: Parents/PTA, local groups/government, or student group Potential Partners: School district; teachers/administrators/staff; PTA/parents; public health/local gov't; students Resources Needed: Preparation time; informational materials/signs
In-School Bicycle Safety Education	Bicycle safety training is most appropriate beginning in or after the third grade. It helps children understand that they have the same responsibility as motorists to obey traffic laws. In-school curriculum often includes three parts: in-class lessons, mock-street scenarios or skills practice, and on-street riding. Various existing curricula are available online from a number of sources at no cost, or schools may choose to develop one on their own.	Bicycling; Safety; Skills	Assembly; Skills Training/Hands On Training; Curriculum/Classroom Activity	Elementary; Middle School	Improved Walking/Bicycling Safety Behavior; Youth Empowerment	Increased Bicycling; Health and Environmental Connections	Potential Lead/Champion: Teacher/administrator Potential Partners: PTA/parents; school district; public health/local gov't; local law enforcement; local groups/advocates/volunteers; League of American Bicyclists instructors Resources Needed: Curriculum; class time; time for instructor training/preparation, if needed; bicycles, helmets, and safety gear; cones, street signs, and chalk; basic supplies; chaperones
In-School Pedestrian Safety Education	Pedestrian safety education aims to ensure that every child understands basic traffic laws and safety rules. It teaches students basic traffic safety, sign identification, and decision-making tools. Training is typically recommended for first- and second-graders and teaches lessons such as "look left, right, and left again". Curriculum often includes three parts: in-class lessons, mock street scenarios, and on-street practice. Various existing curricula are available online at no cost, or schools may choose to develop one on their own.	Walking; Safety; Skills	Assembly; Skills Training/Hands On Training; Curriculum/Classroom Activity	Elementary	Improved Walking/Bicycling Safety Behavior; Youth Empowerment	Increased Walking; Health and Environmental Connections	Potential Lead/Champion: Teacher/administrator Potential Partners: PTA/parents; school district; public health/local gov't; local law enforcement; local groups/advocates/volunteers; older students Resources Needed: Curriculum; class time; time for instructor training/preparation, if needed; mock street and street signs; basic supplies; one or more adult chaperones
Mock City	A mock city provides a safe environment in which students can learn pedestrian, bicycle, or general traffic safety. A course is built or set up and students walk, bike, or "drive" through to learn appropriate behaviors in various street situations. A mock city requires a lot of work or a partnership with an organization that already has the equipment. This program can take place in or out of school, and is a memorable experience for students.	Bicycling; Walking; Bus/Transit; Driving/Carpool; Safety; Skills	Assembly; Event; Skills Training/Hands On Training	Elementary	Improved Walking/Bicycling Safety Behavior; Youth Empowerment	Increased Walking, Bicycling, Transit Use, and Carpooling; Improved Driving Safety Behavior	Potential Lead/Champion: Local law enforcement Potential Partners: School district; teachers/administrators/staff; PTA/parents; public health/local gov't; local groups/advocates/volunteers; older students Resources Needed: Mock city and curriculum
Parent Workshop	Since parents are usually the ones deciding whether their children walk or bike to school, a workshop designed for them can provide the tools, resources, and support needed to begin walking or biking for transportation. Topics could include starting a walking school bus, carpool matching, launching a safety campaign, how to be a responsible driver, or organizing an event, such as Walk and Bike to School Day.	Bicycling; Walking; Bus/Transit; Driving/Carpool; Safety; Skills; Incentives; Environment; Health; Family	Event; Skills Training/Hands On Training; Information for Parents	Elementary; Middle School; High School; Parents	Increased Walking, Bicycling, Transit Use, and Carpooling; Improved Walking/Bicycling and Driving Safety Behavior; Health and Environmental Connections	Increased Walking, Bicycling, Transit Use, and Carpooling; Improved Walking/Bicycling and Driving Safety Behavior; Health and Environmental Connections	Potential Lead/Champion: Parents/PTA or local groups/gov't. Potential Partners: Teachers/administrators/staff; PTA/parents; school district; public health/local gov't; local law enforcement; local groups/advocates/volunteers; League of American Bicyclists instructors Resources Needed: Presentation/agenda; instructor; materials/handouts; time for preparation and scheduling
Walk and Bike to School Route Map	Route maps show signs, signals, crosswalks, sidewalks, paths, crossing guard locations, and hazardous locations around a school. They identify the best way to walk or bike to school. Liability concerns are sometimes cited as reasons not to publish maps; while no route will be completely free of safety concerns, a well-defined route should provide the greatest physical separation between students and traffic, expose students to the lowest traffic speeds, and use the fewest and safest crossings.	Bicycling; Walking; Bus/Transit; Driving/Carpool; Safety; Family	Information for Parents	Elementary; Middle School; High School; Parents	Improved Walking/Bicycling Safety Behavior	Increased Walking, Bicycling, Transit Use, and Carpooling	Potential Lead/Champion: Public health/local government Potential Partners: School district; teachers/administrators/staff; PTA/parents; local groups/advocates/volunteers; local law enforcement Resources Needed: Time and technology to prepare map; funds for printing; platform for posting online; approval to distribute

For downloadable pdf of activity matrix, click [here](#).

Encouragement Programs Safe Routes to School Matrix							
Program Name	Description	Topics	Format	Target Audience	Primary Outcomes	Secondary Outcomes	Resource Notes
After-School Club	An after-school club can take many forms and address many different themes, including bike repair, sport cycling, environmental issues (green teams), community/civic engagement, etc.	Bicycling; Walking; Safety; Skills; Environment; Health	Skills Training/ Hands On Training; Campaign	Elementary; Middle School; High School	Increased Walking, Bicycling, Transit Use and Carpooling; Improved Walking/Bicycling and Driving Safety Behavior; Health and Environmental Connections; Youth Empowerment	Increased Walking, Bicycling, Transit Use and Carpooling; Improved Walking/Bicycling and Driving Safety Behavior; Health and Environmental Connections; Youth Empowerment	Potential Lead/Champion: Teacher/parent, local groups/advocates/volunteers Potential Partners: Teachers/administrators/staff; PTA/parents; school district; local groups/advocates/volunteers Resources Needed: Materials/supplies/equipment as needed; planning/instruction time
Bike Train	A Bike Train is very similar to a Walking School Bus: groups of students accompanied by one or more adults bicycle together on a pre-planned route to school. Routes can originate from a particular neighborhood or, in order to include children who live too far to bicycle the whole way, begin from a park, parking lot, or other meeting place. Bike trains help address parents' safety concerns while providing a chance for students and their families to socialize and be active.	Bicycling; Safety; Skills; Incentives; Environment; Health; Family	Event; School Journey/ Pick-up and Drop-off	Elementary; Middle School; Parents	Increased Bicycling	Improved Walking/Bicycling Safety Behavior; Health and Environmental Connections	Potential Lead/Champion: PTA/parents Potential Partners: Teachers/administrators/staff; PTA/parents; school district; public health/local gov't; local law enforcement; local groups/advocates/volunteers; local businesses/celebrities Resources Needed: Coordination/recruitment time; promotional materials, such as flyers/posters; supplies/materials, if needed
Competition/Challenge	Competitions and contests reward students by tracking the number of times they walk, bike, carpool or take transit to school. Contests can be individual, classroom competitions, school wide, or between schools. Students and classrooms can compete for prizes and bragging rights. Inexpensive incentives - such as shoelaces, stickers, bike helmets, or class parties - can be used as rewards for participation. Examples include a Golden Sneaker Award classroom competition or a Walk and Bike to School Day challenge. See also: Trip/Mileage Tracking Program	Bicycling; Walking; Bus/Transit; Driving/Carpool; Incentives; Environment; Health; Family	Event; Contest/Competition	Elementary; Middle School; High School	Increased Walking, Bicycling, Transit Use and Carpooling; Youth Empowerment	Health and Environmental Connections	Potential Lead/Champion: Faculty/staff or PTA Potential Partners: Teachers/administrators/staff; PTA/parents; school district; local groups/advocates/volunteers; older students; local business Resources Needed: Coordination time; promotional materials, such as flyers/posters; program materials, such as posters for tracking; rewards or prizes
Family Bike Ride	A family bike ride will generally take place in the evening or on a weekend, and is designed to give students and their family members an opportunity for safely giving bicycling a try and socializing with other families. Rides often have themes, always have a pre-planned route and designated route leader, and offer safety checks and basic skills reinforcement.	Bicycling; Safety; Skills; Environment; Health; Family	Event	Elementary; Middle School; Parents	Increased Bicycling; Improved Walking/Bicycling Safety Behavior	Health and Environmental Connections	Potential Lead/Champion: Parent or local group/volunteer Potential Partners: Teachers/administrators/staff; PTA/parents; public health/local gov't; local groups/advocates/volunteers Resources Needed: Planning/coordination time; ride leader and volunteers; promotional materials; bicycles, safety gear, and basic repair tools
International Walk and Bike to School Day	Walk and Bike to School Day is an international event that attracts millions of participants in over 30 countries in October. The event encourages students and their families to try walking or bicycling to school. Parents and other adults accompany students, and staging areas can be designated along the route to school where groups can gather and walk or bike together. These events are often promoted through press releases, backpack/folder/electronic mail, newsletter articles, and posters. Students can earn incentives for participating or there is a celebration at school following the morning event. These events can be held for more than a day; see Ongoing Walk and Bike to School Days.	Bicycling; Walking; Incentives; Environment; Health; Family	Event; School Journey/ Pick-up and Drop-off	Elementary; Middle School	Increased Walking and Bicycling; Youth Empowerment	Improved Walking/Bicycling Safety Behavior; Health and Environmental Connections	Potential Lead/Champion: PTA/parents or local groups/volunteers Potential Partners: Teachers/administrators/staff; PTA/parents; school district; public health/local gov't; local law enforcement; local groups/advocates/volunteers; older students; local business; local celebrities Resources Needed: Coordination time; promotional materials, such as flyers/posters; program materials; rewards or prizes
Ongoing Walk and Bike to School Days	Ongoing walk and bike to school days are organized events encouraging students to walk or bicycle to school. These events can be held monthly, weekly, or even on an ongoing basis, depending on organization capacity, the level of support, and school interest. Like Walk and Bike to School Day, incentives or celebrations recognize students' efforts. See International Walk and Bike to School Day for more information.	Bicycling; Walking; Incentives; Environment; Health; Family	Event; School Journey/ Pick-up and Drop-off	Elementary; Middle School	Increased Walking and Bicycling; Youth Empowerment	Improved Walking/Bicycling Safety Behavior; Health and Environmental Connections	Potential Lead/Champion: PTA/parents or local groups/volunteers Potential Partners: Teachers/administrators/staff; PTA/parents; school district; public health/local gov't; local law enforcement; local groups/advocates/volunteers; older students; local business; local celebrities Resources Needed: Coordination time; promotional materials, such as flyers/posters; program materials; rewards or prizes



Encouragement Programs Safe Routes to School Matrix							
Program Name	Description	Topics	Format	Target Audience	Primary Outcomes	Secondary Outcomes	Resource Notes
Park and Walk	This program is designed to encourage families to park several blocks from school and walk the rest of the way to school. Not all students are able to walk or bike the whole distance to school; they may live too far away or their route may include hazardous traffic situations. This program allows students who are unable to walk or bike to school a chance to participate in Safe Routes to School programs. It also helps reduce traffic congestion at the school.	Walking; Bus/Transit; Driving/Carpool; Safety; Skills; Incentives; Environment; Health; Family	Event; School Journey/ Pick-up and Drop-off	Elementary; Middle School; Parents	Increased Walking	Improved Walking/Bicycling Safety Behavior; Health and Environmental Connections	Potential Lead/Champion: PTA/parents Potential Partners: Teachers/administrators/staff; PTA/parents; school district; local law enforcement; local groups/advocates/volunteers; local businesses/celebrities Resources Needed: Coordination/recruitment time; promotional materials, such as flyers/posters; supplies/materials, if needed
Poster, T-Shirt, or Video Contest	These types of activities are great for engaging middle and high school students in Safe Routes to School efforts. Students can get creative for a cause by designing and producing posters, t-shirts, videos, or other materials that communicate about active transportation. A contest like this can be combined with any type of campaign, like a school safety campaign or anti-idling campaign.	Bicycling; Walking; Bus/Transit; Driving/Carpool; Safety; Skills; Incentives; Environment; Health	Contest/Competition; Campaign; Information for Parents	Elementary; Middle School; High School	Increased Walking, Bicycling, Transit Use and Carpooling; Improved Walking/Bicycling and Driving Safety Behavior; Health and Environmental Connections; Youth Empowerment	Increased Walking, Bicycling, Transit Use and Carpooling; Improved Walking/Bicycling and Driving Safety Behavior; Health and Environmental Connections; Youth Empowerment	Potential Lead/Champion: Teacher/parent Potential Partners: Teachers/administrators/staff; PTA/parents; school district; public health/local gov't; local law enforcement; local business; students Resources Needed: Materials/equipment as needed; promotional materials; oversight time; class time (if desired); funds for production/printing
Trip/ Mileage Tracking Program	A trip or mileage tracking program can be implemented as an opt-in club, a classroom activity, or a collaborative school-wide event. Students track trips or mileage made by walking, bicycling, transit, and/or carpool with some type of goal or culminating celebration or reward. Students can work towards a certain milestone to earn a prize or raffle entry, or they can track their individual or group progress as miles across their town, the state of Minnesota, or the United States. Example programs include Pollution Punchcards or Walk Across America. See also: Competition/Challenge	Bicycling; Walking; Bus/Transit; Driving/Carpool; Incentives; Environment; Health; Family	Event; Incentive Program	Elementary; Middle School; High School	Increased Walking, Bicycling, Transit Use and Carpooling; Youth Empowerment	Health and Environmental Connections	Potential Lead/Champion: Faculty/staff or PTA Potential Partners: Teachers/administrators/staff; PTA/parents; school district; local groups/advocates/volunteers; older students; local business Resources Needed: Coordination time; promotional materials, such as flyers/posters; program materials, such as punchcards or classroom posters for tracking; rewards or prizes
Walk/Bike Field Trip	A field trip made by foot or by bicycle gives students a supportive environment in which to practice their pedestrian safety or bicycling skills and showcases the many benefits of walking and bicycling for transportation, including health and physical activity, pollution reduction, and cost savings. The destination of the field trip may vary, or the field trip could be the ride itself.	Bicycling; Safety; Skills; Environment; Health	Event	Elementary; Middle School; High School; Teachers/Faculty/Staff; Parents	Increased Bicycling; Improved Walking/Bicycling Safety Behavior; Youth Empowerment	Health and Environmental Connections	Potential Lead/Champion: Teacher/parent Potential Partners: Teachers/administrators/staff; PTA/parents; school district; public health/local gov't; local groups/advocates/volunteers Resources Needed: Coordination time; bicycles, helmets, and safety gear; permission slips; basic repair tools; adult chaperones
Walking School Bus	A Walking School Bus is a group of children walking to school with one or more adults. Parents can take turns leading the bus, which follows the same route every time and picks up children from their homes or designated bus stops at designated times. Ideally, buses run every day or on a regular schedule so families can count on it, but they often begin as a one-time pilot event. A Walking School Bus can be as informal as a few parents alternating to walk their children to school, but often it is a well-organized, PTA-led effort to encourage walking to school.	Walking; Driving/Carpool; Safety; Skills; Incentives; Environment; Health; Family	Event; School Journey/ Pick-up and Drop-off	Elementary; Middle School; Parents	Increased Walking	Improved Walking/Bicycling Safety Behavior; Health and Environmental Connections	Potential Lead/Champion: PTA/parents Potential Partners: Teachers/administrators/staff; PTA/parents; school district; public health/local gov't; local law enforcement; local groups/advocates/volunteers; local businesses/celebrities Resources Needed: Coordination/recruitment time; promotional materials, such as flyers/posters; supplies/materials, if needed