

La Crosse County Safe Routes to School (SRTS) Strategic Plan 2017-2021

Goal: To make walking and biking to and from school a safe, realistic, and appealing option for students and families in La Crosse County.

Planning Objective	Strategies/ Action Steps
<p>By 2021, support all La Crosse County communities in developing, updating, maintaining, and promoting SRTS Plans by completing the outlined action steps.</p>	<p>Short Term (2017)</p> <ul style="list-style-type: none"> - Determine the process for updating SRTS Plans in each community and identify those ready to update plans. Create a document that summarizes the process each community follows to update their plan. - Review SRTS Plans to identify recommended updates and to ensure vulnerable populations are considered. - Communicate the recommended updates with communities and work with them to make the changes while ensuring that equity is addressed. - Apply for TAP funds (or other grant opportunities) to continue implementing non-infrastructure activities.
	<p>Intermediate (2018-2019)</p> <ul style="list-style-type: none"> - Share SRTS Plans with communities and schools through newsletters, email, social media, Get Active website, etc. - Review county SRTS Strategic Plan and make updates as needed, soliciting feedback from volunteers and community partners. - Create a flowchart or template for communities to follow, to guide implementation of their own SRTS Plans. - Apply for TAP funds (or other grant opportunities) to continue implementing non-infrastructure activities.
	<p>Long-Term (2020-2021)</p> <ul style="list-style-type: none"> - Form a SRTS Taskforce and develop a SRTS Plan for the Village/School District of Bangor. - Review community SRTS Plans and work with communities to identify and make updates.

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Engineering Objective	Strategies/ Action Steps
<p>By 2021, support La Crosse County communities in making infrastructure improvements within 2 miles of schools by completing the outlined action steps.</p>	<p>Short Term (2017)</p> <ul style="list-style-type: none"> - Determine the process for making infrastructure improvements near schools in each community. - Identify infrastructure concerns through parent/guardian surveys. - Use the results from the parent/guardian surveys to develop a report summarizing the findings and share it with communities and decision makers and support them in integrating feedback into SRTS Plans. - Participate in community specific bicycle/pedestrian groups and committees and advocate for improvements near schools. - If applicable, support communities in applying for TAP grant funds (or other grant opportunities) using updated SRTS Plans/recommendations.
	<p>Intermediate (2018-2019)</p> <ul style="list-style-type: none"> - Assess school infrastructure needs through the SRTS mini-grant application. - Use the results from the applications to develop a report summarizing the findings and share it with communities and decision makers and support them in integrating feedback into SRTS Plans. - Use the results from the parent/guardian surveys to develop a report summarizing the findings and share it with communities and decision makers and support them in integrating feedback into SRTS Plans. - Participate in community specific bicycle/pedestrian groups and committees and advocate for improvements near schools. - If applicable, support communities in applying for TAP grant funds (or other grant opportunities) using updated SRTS Plans/recommendations.
	<p>Long-Term (2020-2021)</p> <ul style="list-style-type: none"> - Assess school infrastructure needs through the SRTS mini-grant application. - Use the results from the applications to develop a report summarizing the findings and share it with communities and decision makers and support them in integrating feedback into SRTS Plans. - If applicable, support communities in applying for TAP grant funds (or other grant opportunities) using updated SRTS Plans/recommendations. - Use the results from the parent/guardian surveys to develop a report summarizing the findings and share it with communities and decision makers and support them in integrating feedback into SRTS Plans. - Participate in community specific bicycle/pedestrian groups and committees and advocate for improvements near schools.

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Encouragement Objective	Strategies/ Action Steps
<p>By 2021, increase the number of K-8th grade students walking/biking to school by completing the outlined action steps.</p>	<p>Short Term (2017)</p> <ul style="list-style-type: none"> - Work with schools participating in the La Crosse County SRTS mini-grant program to implement encouragement strategies (see Attachment 1-School MOU): <ul style="list-style-type: none"> -Maintain weekly Walking School Bus routes - Hold monthly themed Walk to School Days (Nov-Mar) - Hold Bike to School Day - Hold Winter Walk to School Day - Invite all public and private schools to participate in annual activities that include International Walk to School Day and Coulee Region Walk to and Bike to School Challenges. - Research existing technology that would allow for the use of smartphones, mass texting, and Get Active website for promoting and tracking walking/biking related information and challenges. - Develop a series of school challenges/goals for the 2017-2018 school year as part of the 10 year anniversary of La Crosse County SRTS.
	<p>Intermediate (2018-2019)</p> <ul style="list-style-type: none"> - Continue operating mini-grant program (activities as outlined above), maintaining current school participation and recruiting new schools. - Invite all public and private schools to participate in annual activities that include those outlined above. - Introduce a new encouragement strategy and implement with schools. - Evaluate current encouragement strategies and make changes to improve and expand participation. - Research and identify successful SRTS programs at middle schools. Use the information to engage middle school(s) in SRTS. - Research successful bike and scooter train programs and establish a route(s). - Identify schools who need additional volunteer support and work with schools to identify a pool of volunteers who can be depended on for school activities and events (with the SRTS Liaison) and consider reaching out to businesses, worksites, and churches.
	<p>Long-Term (2020-2021)</p> <ul style="list-style-type: none"> - Continue operating mini-grant program (activities as outlined above), maintaining current school participation and recruiting new schools. - Invite all public and private schools to participate in annual activities that include those outlined above.

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	<ul style="list-style-type: none">- Explore the possibility of working with local businesses to “sponsor” a Walking School Bus in the form of donations and volunteers.- Explore the concept of “Park and Walk” activities and identify other programs that have been successful in implementing the concept (outside of a Walking School Bus). If feasible, recruit schools to participate.- Research “Walk home from school” models and determine if there is interest among schools.- Determine if there is a course at local universities to use student experiences to support SRTS activities and establish a partnership with the professor.
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Education Objective	Strategies/ Action Steps
<p>By 2021, educate schools, students, families, drivers, and the community on safe walking and biking to school practices by completing the outlined action steps.</p>	<p>Short Term (2017)</p> <ul style="list-style-type: none"> - Provide resources, materials, sample activities, equipment and staffing, to schools to implement educational strategies as part of their participation in the mini-grant program (see Attachment 2 for a full list). - Promote county-wide initiatives like International Walk to School Day and Bike Rendezvous' to all schools. - Develop educational messages related to bicycle and pedestrian safety and distribute through monthly Facebook posts, quarterly media releases, Get Active newsletters, school newsletters, etc. - Engage community members, partners and local elected officials in SRTS activities so they can learn the benefits, challenges, impact, etc. of SRTS. - Distribute bicycle helmets to schools participating in mini-grant program and require education to those receiving helmets. - In partnership with Urban Connections and the School District of La Crosse, hold a 3-day summer school course targeting 5th-8th grade students. - Continue partnering with Urban Connections and the Bicycle Federation of Wisconsin to hold Bike Rendezvous events. - Determine the possibility of staff becoming League of American Bicyclists' Certified Instructors.
	<p>Intermediate (2018-2019)</p> <ul style="list-style-type: none"> - Continue operating mini-grant program (activities as outlined in the attachment referenced above), maintaining current school participation and recruiting new schools. - Research/develop a new educational strategy and implement with schools. - Continue engaging community members, partners, and local elected officials in SRTS activities so they can learn the benefits, challenges, impact, etc. of SRTS. - Collaborate with local school districts to hold a teacher training for PE staff on incorporating bicycle education into PE. - Support staff in attending National SRTS Conference. - Determine the possibility of staff becoming League of American Bicyclists' Certified Instructors.
	<p>Long-Term (2020-2021)</p> <ul style="list-style-type: none"> - Continue operating mini-grant program (activities as outlined in the attachment referenced above), maintaining current school participation and recruiting new schools.

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	<ul style="list-style-type: none"> - Determine the possibility of staff becoming League of American Bicyclists' Certified Instructors. - Continue engaging community members, partners, and local elected officials in SRTS activities so they can learn the benefits, challenges, impact, etc. of SRTS.
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Enforcement Objective	Strategies/ Action Steps
<p>By 2021, engage local law enforcement agencies in SRTS activities (not limited to overtime patrolling) by completing the outlined action steps.</p>	<p>Short Term (2017)</p> <ul style="list-style-type: none"> - Reach out to local police departments to determine interest and their capacity in conducting overtime patrolling near participating schools. - Develop a yearly budget for departments interested in participating in overtime patrolling (based off the number of participating schools). - Communicate areas of concern and popular routes (identified through parent/guardian surveys, school feedback, and mini-grant applications) to local law enforcement to determine focus areas for overtime patrolling. - Invite law enforcement to participate in SRTS activities. - Use yard signs to increase awareness of areas where pedestrian are present.
	<p>Intermediate (2018-2019)</p> <ul style="list-style-type: none"> - Analyze school participation and continue coordinating overtime patrolling as outlined above. - Continue soliciting feedback related to walking/biking to/from school and work law with enforcement to adjust areas of focus as needed. - Invite law enforcement to participate in SRTS activities. - Engage law enforcement in a sub-committee focused on identifying and analyzing existing data related to bike/pedestrian accidents involving children/youth and use the data to design an educational intervention.
	<p>Long-Term (2020-2021)</p> <ul style="list-style-type: none"> - Analyze school participation and continue coordinating overtime patrolling as outlined above. - Continue soliciting feedback related to walking/biking to/from school and work with law enforcement to adjust areas of focus as needed. - Continue inviting law enforcement to participate in SRTS activities. - Explore whether speed trailers could be used to influence traffic speeds near schools and educate drivers. Determine if the county Health Dept. could "own and loan" the trailer local agencies.

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Evaluation Objective	Strategies/ Action Steps
<p>By 2021, implement a variety of strategies to evaluate the effectiveness of La Crosse County SRTS activities (past and present) by completing the outlined action steps.</p>	<p>Short Term (2017)</p> <ul style="list-style-type: none"> - Develop and populate a dashboard with data from 2007-present. - Use a shared Google document and support schools (participating in the mini-grant program) in reporting participation data in the document. - Update general SRTS handout with 2016-217 data to share with schools and the community.
	<p>Intermediate (2018-2019)</p> <ul style="list-style-type: none"> - Identify strategies to get a better return rate on parent/guardian surveys and classroom tallies. - Review dashboard and Google document layout and make changes as needed. - Update SRTS handout with current data and share with partners. - Distribute/collect Parent/Guardian Surveys at all schools participating in the mini-grant program. - Distribute/collect Classroom Tally Sheets at all schools participating in mini-grant program. - Using past and current data, develop a school and district summary sheet showing progress, change, and participation information and share with participating schools and districts. - Use school summaries to develop a “best practices in La Crosse County” resources for new schools. - Engage community partners in a sub-committee to identify existing data related to bike/pedestrian accidents involving children/youth and use the data to design a new educational intervention. - Track improvement and progress by developing program summaries using the dashboard. Include an analysis of walk/bike numbers at participating schools, Walking School Bus numbers/routes, and other measures. Use results to guide interventions with vulnerable populations as needed.
	<p>Long-Term (2020-2021)</p> <ul style="list-style-type: none"> - Monitor program progress by tracking and analyzing data reported by schools and collected through surveys and tally sheets to monitor program progress. - Use speed trailer data to monitor vehicle counts near schools (if purchased).