



Neillsville

Safe Routes to School Plan 2025





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NEILLSVILLE SAFE ROUTES TO SCHOOL TASK FORCE

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A photograph of a school building with a brick facade and large windows. The words "SCHOOL DISTRICT" are visible on the building. In the foreground, a group of students are walking on a paved sidewalk. There are trees with green leaves in the upper part of the image, and a grassy area at the bottom. A "NO PARKING" sign is visible on the left side of the sidewalk.

The Neillsville Safe Routes to School is a program to create a safer environment for students walking and biking to and from school.



EXECUTIVE SUMMARY



Executive Summary

Safe Routes to School (SRTS) is an international movement with its roots in promoting walking and biking to school. During the 1970s in Denmark, there were an alarming number of child injuries and fatalities due to crashes on roadways. This is where SRTS began. SRTS reached the United States in 1997 when The Bronx, New York received local funds to implement a SRTS program. By the year 2000, SRTS programs were nationwide after convincing other communities to adopt SRTS programs. By 2005, Congress saw the importance of these programs and consequently signed a federally funded SRTS program into law.

Safe and enjoyable environments for children walking and biking to and from school should be implemented in communities of all sizes. An active SRTS program will help Neillsville create safer, easier, and more enjoyable routes for kids. There are many benefits to the entire community when walking and biking conditions are improved.

As part of the planning process, collecting and analyzing existing conditions and data are extremely important. The task force members discussed existing conditions, both for the district and individual schools, and summarized a list of key district-wide findings.

WHY SAFE ROUTES TO SCHOOL?



Roads near schools are congested, decreasing safety and air quality for children.



Kids are not getting enough physical activity

KIDS WHO WALK OR BIKE TO SCHOOL:



Arrive alert and able to focus on school.



Get most of their recommended daily physical activity just from traveling to and from school.



Feel better about their physical health



Are more likely to have good mental health



Have better school performance and test scores.

THE REINFORCING CYCLE OF WALKING AND BIKING TO SCHOOL

More students walking and biking to school

Greater focus on policies, infrastructure, and programs to support walking and biking

Better air quality and more pleasant bike and pedestrian environments

Safer and easier routes to and from school



Funding

Funding sources vary widely in their eligibility and magnitude. Federal Transportation Alternatives Program (TAP) funding is the primary source for those projects that specifically address SRTS efforts, both infrastructure and non-infrastructure.

In 2023, the West Central Wisconsin Regional Planning Commission applied for TAP funding through the Wisconsin Department of Transportation. In a consortium of various schools, WCWRPC was able to receive planning money to develop new SRTS Plans for school districts in the region. In Clark County, Neillsville and Colby were a part of the application.

Other grants may be appropriate for funding smaller projects. Other funding sources are listed and described at wcwsrts.com

The 6 E's

In order to accomplish the goals of the SRTS program. The school district and the City will use the 6 E's Framework: Engineering, Education, Encouragement, Engagement, Equity, and Evaluation. This comprehensive approach allows communities to maximize the number of students walking and biking to school.

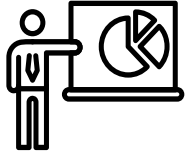
Engineering

Creating physical improvements to streets and neighborhoods that make walking and biking to school safer, more comfortable and more convenient.



Education

Providing students and the community with the skills to walk and bike safety, education them about the benefits of walking and biking, and teaching them about the broad range of transportation choices.



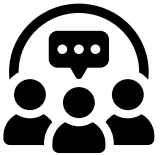
Encouragement

Generating enthusiasm and increased walking and biking for students through events and activities.



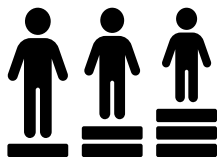
Engagement

All SRTS initiatives should begin with listening to students, families, teachers, and school leader and working with existing community organizations, and build intentional engagement opportunities into the program structure.



Equity

Ensuring that SRTS initiatives are benefiting all demographic groups, with particular attention to ensuring safe and fair outcomes for low-income students, students of color, all genders and students with disabilities.



Evaluation

Assessing which approaches are more or less successful, ensuring that programs and initiatives are supporting equitable outcomes and identifying unintended consequences or opportunities to improve the effectiveness of each approach.

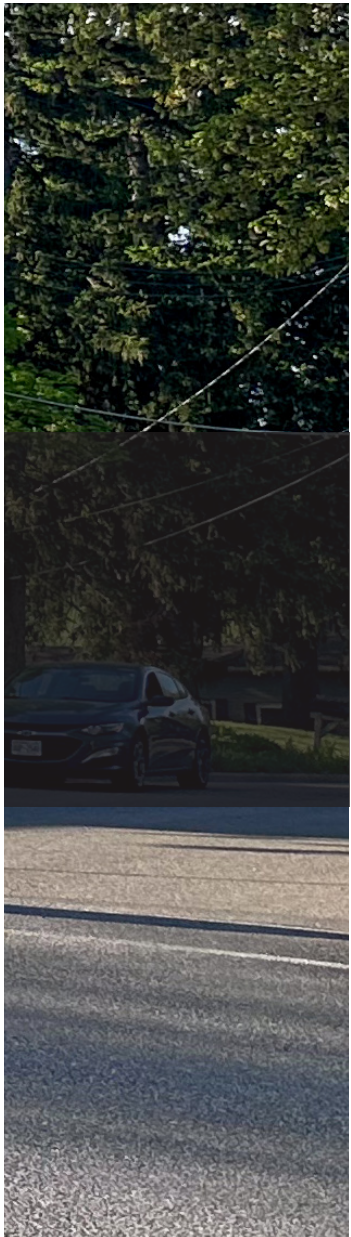




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A photograph of a residential street scene. On the left, a two-story house with light blue siding and a dark blue roof is visible. A large tree with reddish-brown leaves stands in front of it. In the foreground, two children with backpacks are crossing a paved road. A stop sign is visible on the right side of the road. The text "SECTION I: INTRODUCTION" is overlaid in white, bold, sans-serif font on the left side of the image.

SECTION I: INTRODUCTION



Introduction

Safe and enjoyable environments for students who walk and bike to/from school should not be viewed as an extreme concept. Rather, it should be a basic component of how we design a community. In other parts of society we protect people from vehicles with pedestrian zones, higher speeding fines, traffic calming, and reduced speed limits. We should enhance the same types of precautions adjacent to our schools and along corridors to our schools.

Outcomes of Safe Routes to School

Safer Routes

One of the reasons parents do not allow their children to walk and bike to school because the routes are too dangerous. Problems such as an incomplete sidewalk network, high traffic speeds, and congested streets in the vicinity of schools discourage walking and biking.

Healthier Children

In the past few decades, the number of active children in the United States has decreased and the number of overweight children has almost doubled. In addition kids are spending more and more time indoors and not being active. Numerous health organizations and associations recommend that children participate in at least 60 minutes of moderate to vigorous physical activity every day. One way to achieve a large portion of this goal is to walk/bike to and from school. Walking just one mile to/from school covers 2/3 of this goal.

Background

All housed under one building, the School District of Neillsville has a total enrollment of 847 students for the 2024-2025 school year, according to the Wisconsin Department of Public Instruction. The District includes 4K-12. The School District of Neillsville is mostly rural as it covers many of the surrounding towns.

The City of Neillsville is located in southwest Clark County, Wisconsin. The City has a population of 2,320 people according the US Census

In order to specifically consider the economic standing of students, a carefully tracked index is commonly used and it is defined as an “economically disadvantaged” student. An economically disadvantaged student is a member of a household that meets the income eligibility guidelines for free or reduced-price meals under the National School Lunch Program (NSLP). In the 2024-2025 school year, the School District of Neillsville percentage of total students who met this criteria was 46%.



Cleaner Environment

Emissions from vehicles pollute the air our children breathe and can cause serious health problems such as asthma and bronchitis. Motor vehicle use is generally recognized as the source of more air pollutions than any other human activity. In order to decrease air pollution, communities should look to reduce the number of cars on the roads near schools. Fewer cars emitting pollutants will improve air quality, thus decreasing health problems in children.

Other Outcomes:

- » Enhanced community accessibility
- » Increased community involvement
- » Improved partnerships among schools, local municipalities, parents, and other community groups.

Safe Routes to School Task Force

A SRTS Task Force is a group of people who represent different facets of the SRTS program in the community and work together to develop and implement a plan to increase the number of students walking and biking to school.

The Task Force along with staff from WCWRPC met in March 2025. There were a variety of city wide and school specific issues and opportunities that were brought up and discussed during the meetings. In addition, the Task Force reviewed all the survey data and parent comments from the surveys. They also reviewed the observations from the walk and bike audits.

Vision and Goals

A vision and two goals were developed to bring the SRTS program's direction into focus and to make it fit the specific needs and desires of the City of Neillsville and the Neillsville School District. It is important to revisit the vision and goals throughout the planning and implementation stages of the program to ensure that projects are heading in the intended direction and in a coordinated manner. There may be times when the vision and goals need to be updated to meet changing needs in the local environment.

Vision

The City of Neillsville and the School District of Neillville will work together and collaborate with other community stakeholders to create safe and encouraging environment for walking and biking to and from school by encouraging safe driving habits, and creating viable options to get to school.

Goals:

- » Make walking and biking safe ways to get to school
- » Encourage more children to walk or bike to school.



Previous Safe Routes to School Work

Traffic Calming

Utilizing COVID-19 American Rescue Plan Act (ARPA) grant dollars intended to support community recovery, the Clark County Health Department was able to reallocate \$50,000 and put it back into 6 communities in Clark County to improve the physical infrastructure, make safety improvements, and provide opportunities for physical activity. In Neillsville, SRTS improvements included a sidewalk and crosswalk at the intersection of 2nd and Willow, which were completed in 2024.

Walk to School Day

Since 2019, the Clark County Health Department (CCHD) hosted the Annual Walk to School Day in cooperation with the School District. They joined together to form the Optimist Club which now hosts the Walk to School Day. CCHD is responsible for creating fliers, volunteer forms, and letters to parents to promote the event.

Connection to other Documents

According to the City's Comprehensive Plan (adopted 2021), the city does not currently have a Bicycle and Pedestrian Plan. However, the Comprehensive Plan does recognize the need for better connected sidewalks.



SECTION II: EXISTING CONDITIONS



Walk and Bike Audit

Walk and bike audits allow the Task Force to specifically assess the issues and existing conditions of the physical environment near the school. These are done during drop-off (AM) and pick-up (PM). These assess street infrastructure and conditions, documenting barriers, positive features, activities and perceptions of the environment.

The locations where Task Force members assessed are:

- » 2nd and Willow
- » 4th and State
- » Bus Drop Off Area
- » Drop-off and Pick-up Areas (Bus and Parent)
- » 4th and Hewitt

Walk and bike audits were performed at both buildings in May 2024. Both AM and PM audits were conducted and included discussions with school staff to go over the issues and opportunities at their respective schools.

Classroom Tally Sheets

Classroom tally sheets were used to figure out how students were traveling to and from school during a one-week period. The tally sheets were completed in May 2025. Of the classrooms that took the survey, 5 percent of the trips were students walking to school and 1 percent of the trips were students biking to school. Data only shows counts for elementary and middle school students. The high school did not complete the classroom tally sheets. The classroom tally sheet showed that more students walk and bike home from school than to school. This shows that students also have the ability to walk in the AM as well.

Parent Surveys

Surveys are one of the best tools in gathering input from community members about various topics. The District pushed out a survey that had two avenues. Depending on the first question, *Do you have a child enrolled at the School District of Neillsville?*, the survey navigated you to either a community member survey or a parent survey. There were a total of 131 respondents, 32 community and 99 parent. The results of the survey can be found in at the end of this section. Results of the open ended questions can also be found in Appendix A.

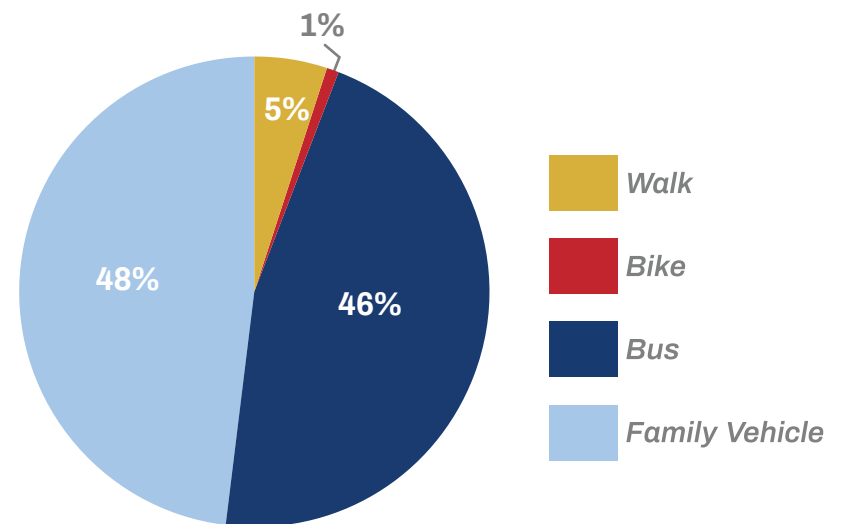


Chart showing district-wide student travel mode to/from school in percent (Classroom Tally).



The community member survey inquired about how much they value safe walking and biking connections for students, how often they use active transportation for work, recreation, physical activity, etc, and what factors discourage them from walking or biking. Their top three concerns are: sidewalk quality (47%), vehicle traffic (44%) and lack of sidewalks (44%).

The parent survey was framed around issues associated with their child walking or biking to school. This allowed parents to identify barriers and concerns about why they do not allow their child to walk/bike to school. They also share what would make the biggest impact on their decision of the issue was resolved, which shows what kinds of improvements matter the most to parents. Excluding the unchangeable things (distance, time, weather), the three main reasons why parents do not allow their child to walk or bike to school are: amount of traffic, unsafe intersections and lack of crossing guards all at 40%.

Attendance Area & Walk Zone

At this time, all students who attend the District can be bussed to school.

By assessing and updating the Unusually Hazardous Transportation Plan (UHT), the district may want to implement a Walk Zone. This will require students living within a designated boundary to walk or bike to school. SRTS improvements and maintenance should then be prioritized in this area.

Crossing Guards

There are no crossing guards - adult or students - within the community.

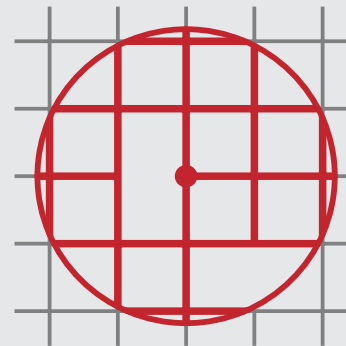
Crash Data

Crash data from the State of Wisconsin were used to locate areas with high crash numbers. Data shows that over a five year period from 2020-2024 there were no crashes involving pedestrians or bicyclists. There were a total of 111 reported vehicle crashes during the same period. This averages to about 22 crashes per year.

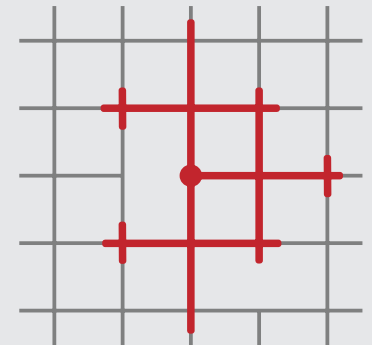
Walksheds

A walkshed is the network of streets within a defined walking distance of a specific location, such as a school. They are a more accurate way to identify actual walking routes and distances to destinations. Unlike approaches that measure straight-line distance to a destination, walksheds attempt to consider gaps in the network where streets don't connect and where there are physical barriers, cul-de-sacs, etc. Mapping walksheds on the street network helps identify individual street segments that pedestrians and cyclists are likely to take to a specific destination within a given walking distance or time.

Crow Flies Radius Network



Walkshed Network





ISSUES - “Which of the following issues affect your decision to not allow your child to walk or bike to/from school?” (from parent survey)

20-30% 30-40% 40%+

Schools	Distance	Convenience of driving	Time	Speed of traffic	Amount of traffic	Adults to walk with	Sidewalks or pathways	Safety of intersections	Crossing guards	Violence or crime	Weather or climate
Elementary	41%	2%	19%	36%	46%	26%	26%	43%	43%	23%	30%
Middle	55%	11%	37%	33%	33%	15%	33%	37%	44%	29%	40%
High	46%	7%	23%	42%	38%	11%	30%	38%	30%	27%	53%
District Wide	46%	6%	25%	37%	40%	19%	29%	40%	40%	26%	39%

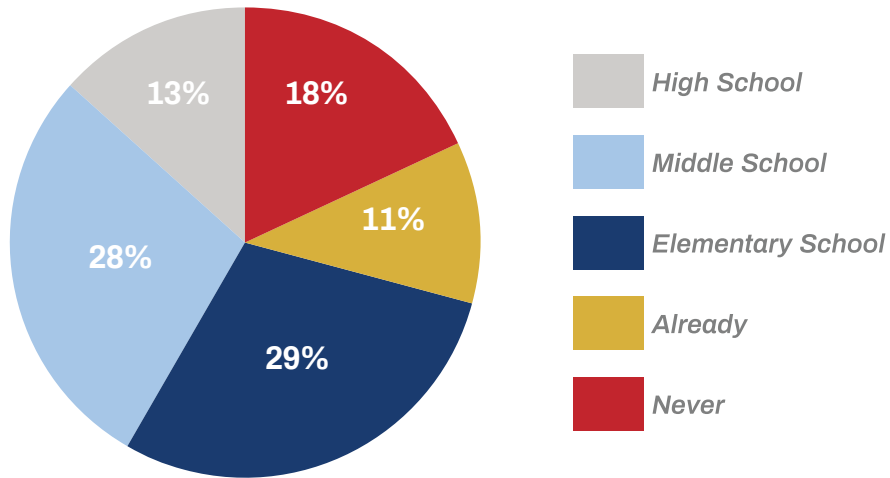
SOLUTIONS - “Would you let your child walk/bike to/from school if this problem was changed/improved?” (from parent survey)

40-49% 50-59% 60%+

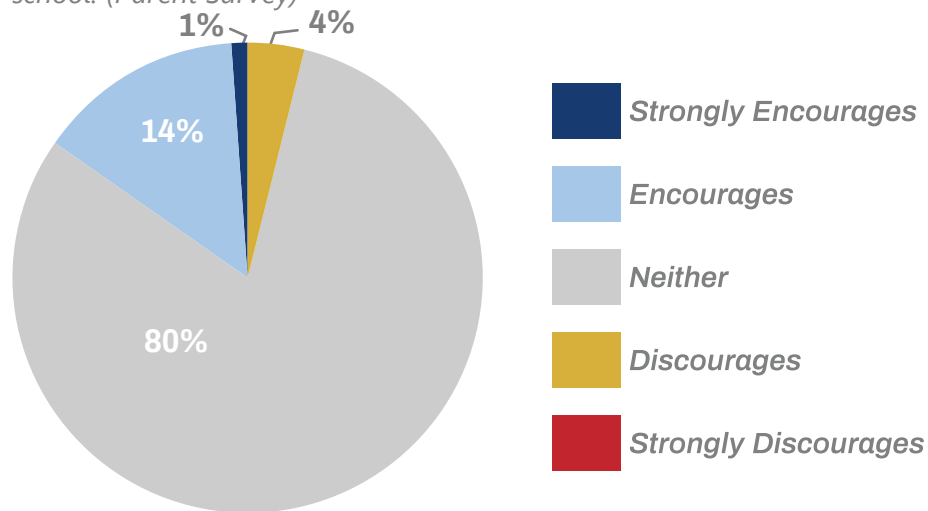
Schoolse	Distance	Convenience of driving	Time	Speed of traffic	Amount of traffic	Adults to walk with	Sidewalks or pathways	Safety of intersections	Crossing guards	Violence or crime	Weather or climate
Elementary	32%	15%	22%	52%	58%	47%	36%	65%	69%	28%	32%
Middle	37%	0%	18%	30%	41%	30%	33%	56%	59%	33%	37%
High	35%	15%	38%	35%	35%	26%	42%	58%	34%	19%	39%
District Wide	34%	15%	25%	41%	47%	37%	37%	60%	57%	27%	35%



PARENT SURVEY RESULTS



Age parents feel comfortable allowing their child to walk or bike to school. (Parent Survey)



Results of parent survey question: "How much does your child's school encourage or discourage walking/biking to/from school?"

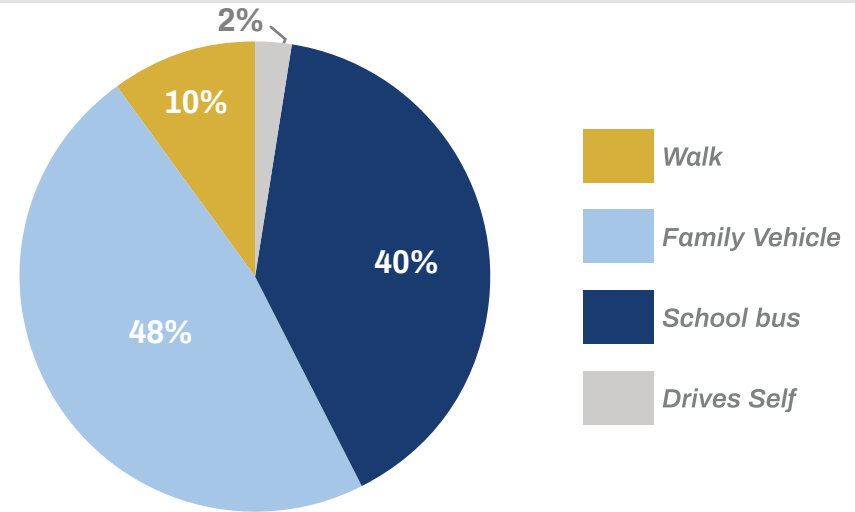


Chart showing student travel mode of students living within 1 mile of school in AM (Parents Survey).

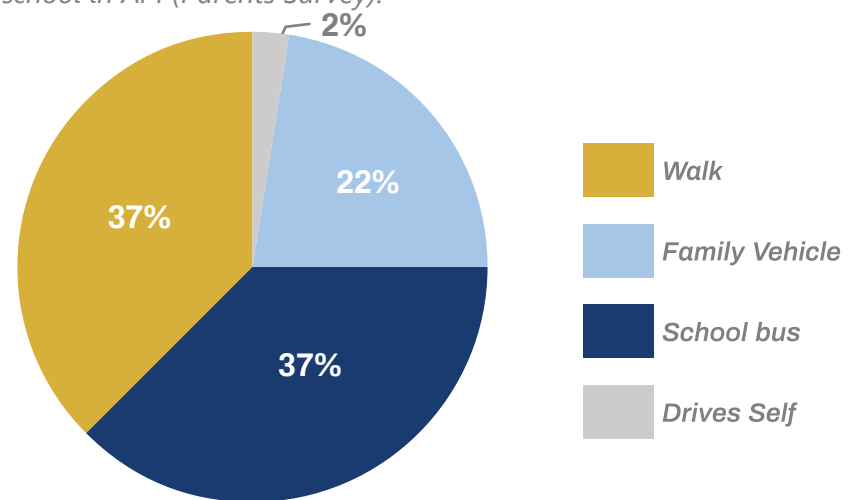
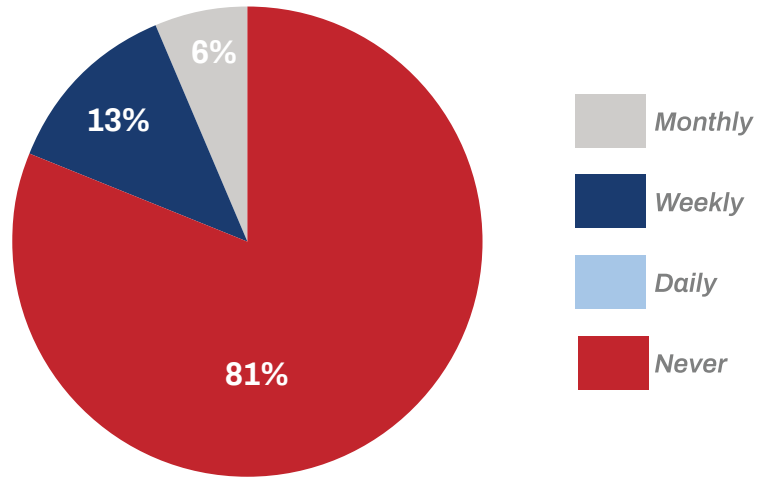
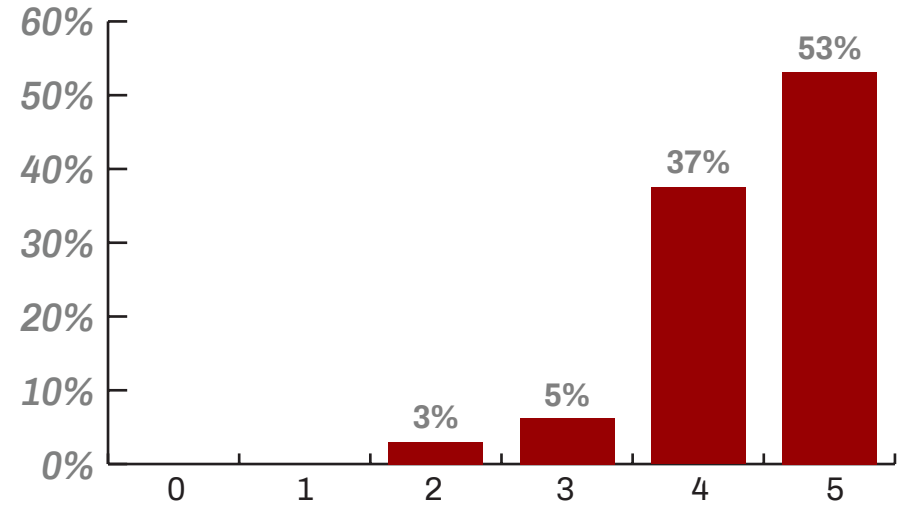


Chart showing student travel mode of students living within 1 mile of school in PM (Parents Survey).

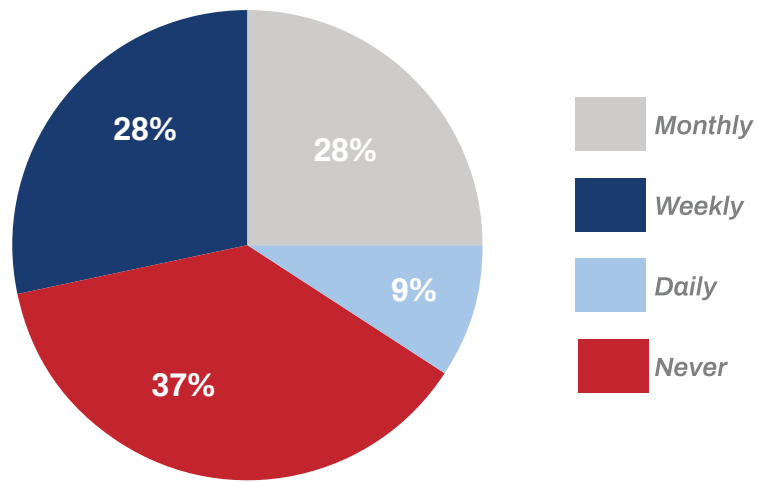
COMMUNITY SURVEY RESULTS



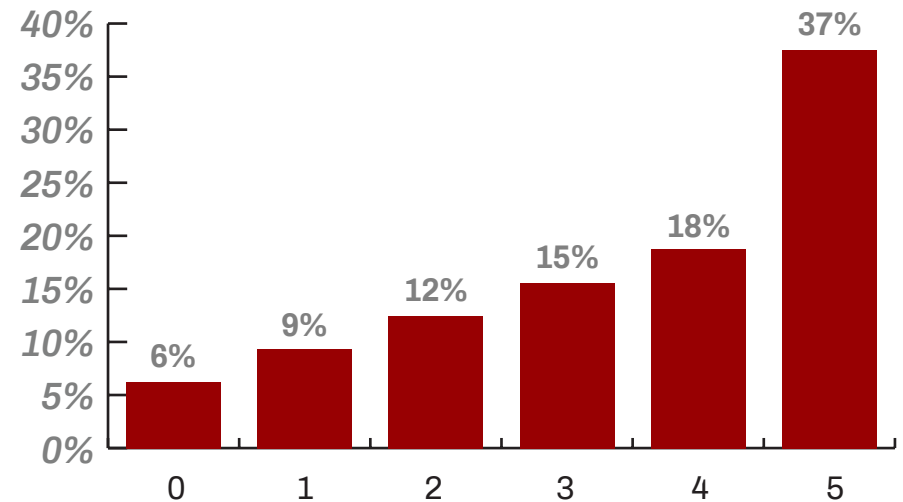
Results of survey question: How often do you bike for work, school or errand? (Community Survey)



The graph above shows the importance of city investment for students walking and biking to school. 5 = Very Important (Community survey)



Results of survey question: How often do you walk to work, school, errand? (Community Survey)








The graph above shows the importance of city investment in safer walking and biking routes for themselves. 5 = Very Important (Community survey)



CONTEXT MAP

The map on the right shows the context in which the city falls within the school district boundary

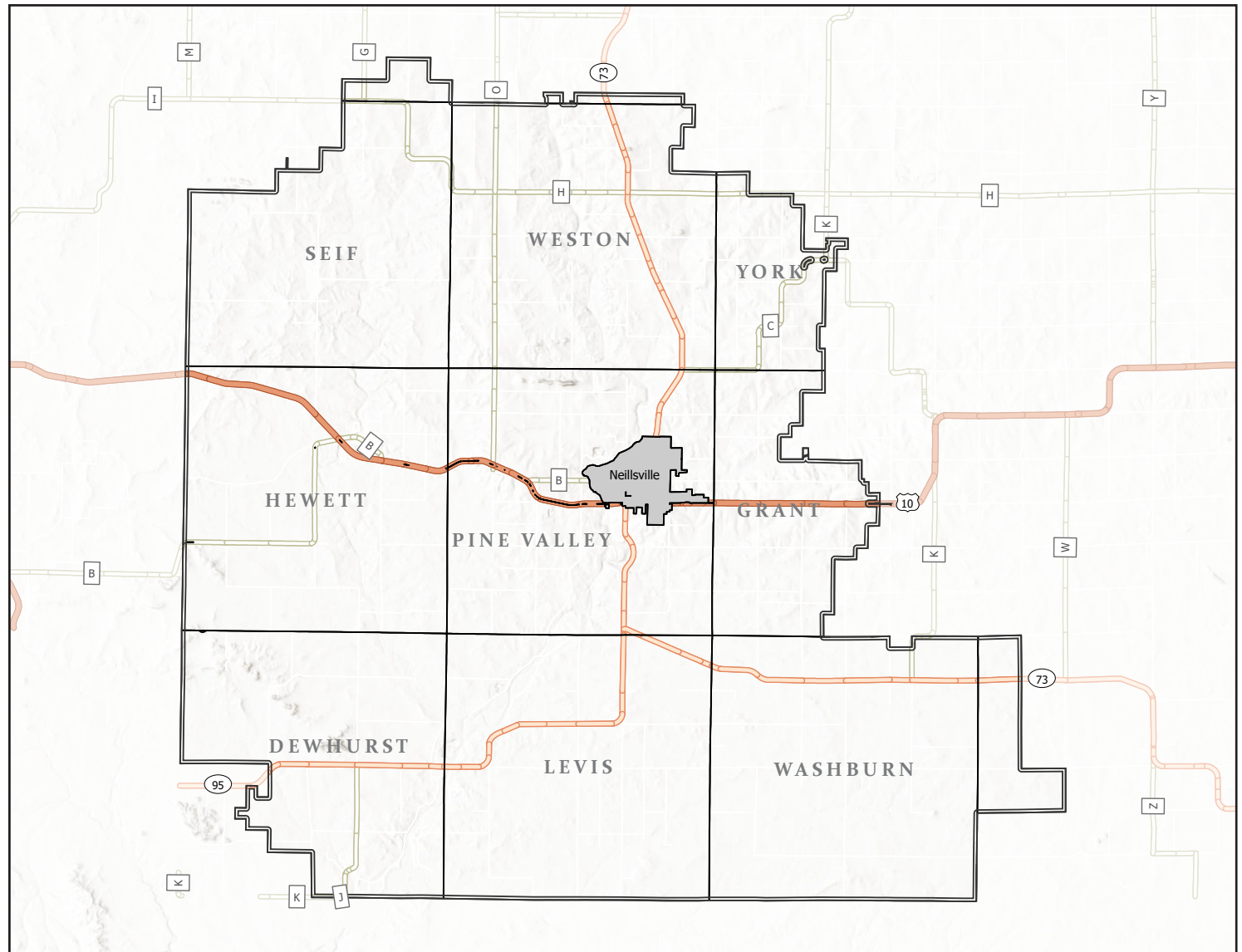
Legend

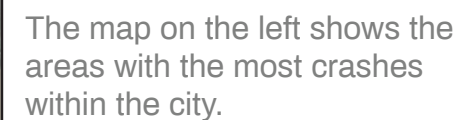
-  US Highway
-  State Highway
-  District Boundary
-  Town Boundary
-  City Boundary

May 2025



Maps prepared by: WCWRPC





7

Crash Density
Low High



25



SIDEWALK GAP MAP

The map on the right where there are gaps in the sidewalk network within the City.

Legend



School



No Sidewalk



Current Sidewalk

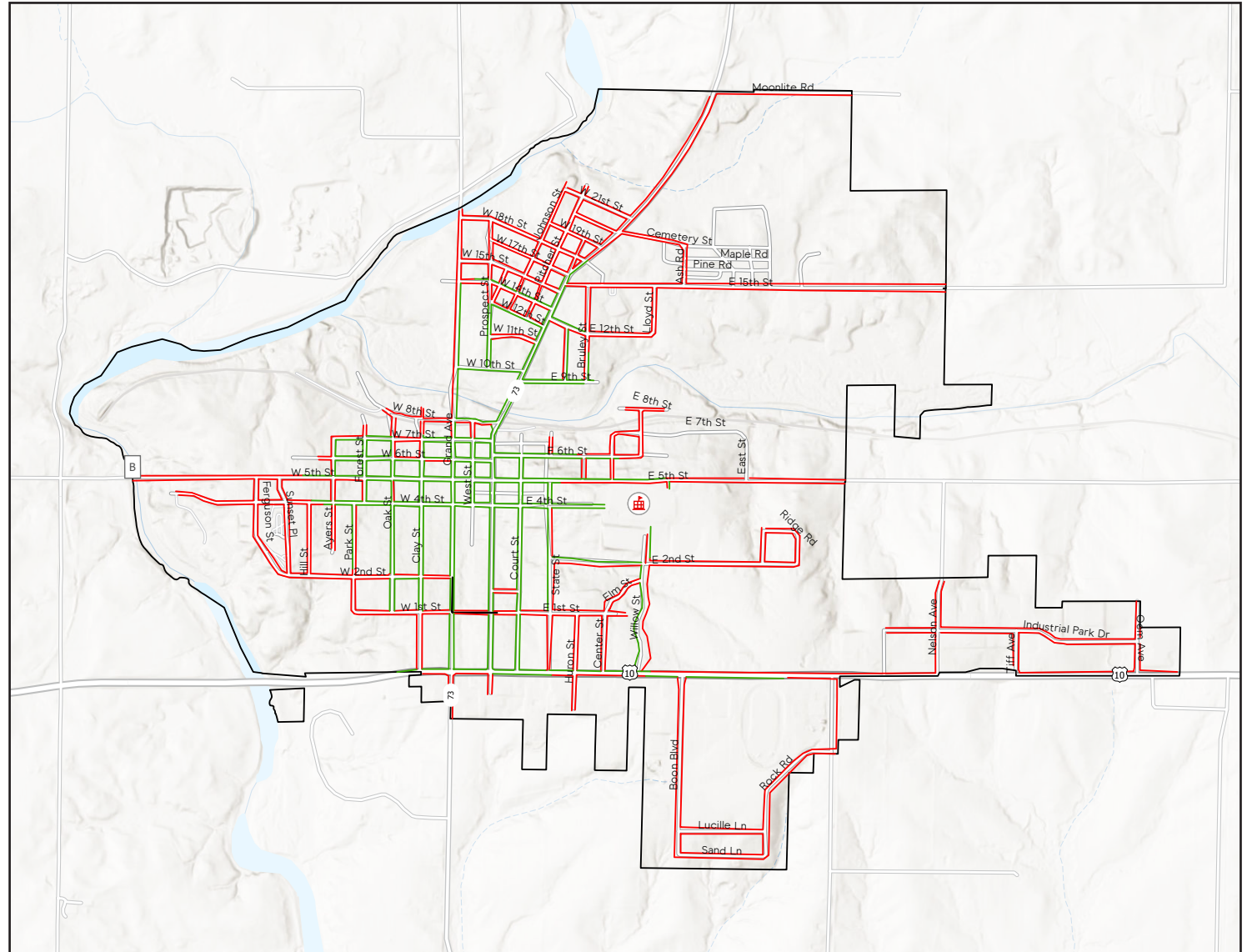


City Boundary

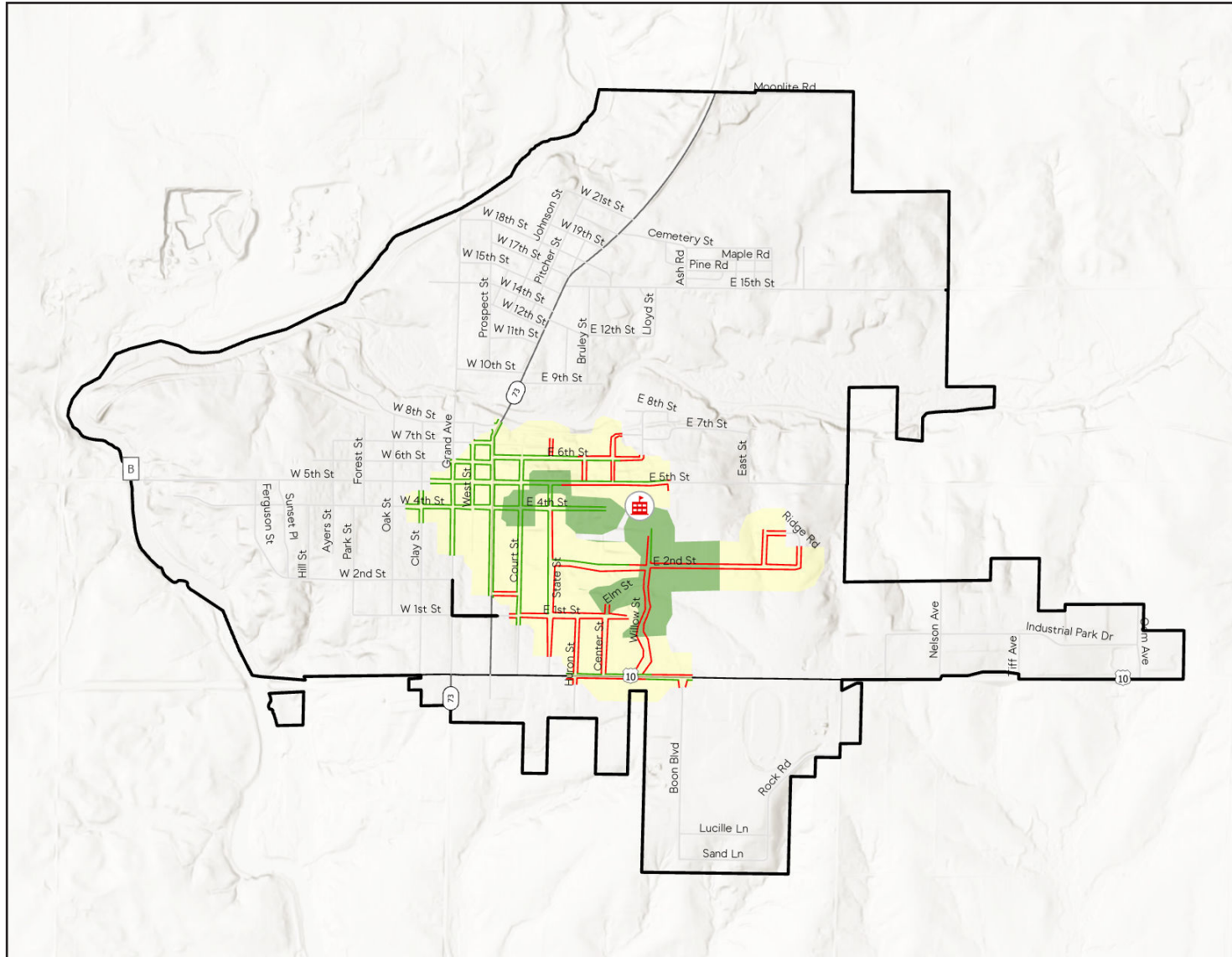
May 2025



Maps prepared by: WCWRPC








WALKSHED MAP



The map on the left shows 1/2 mile and 1/4 mile walkshed from the school. In addition, it also shows the areas closest to school without sidewalks.

Legend

-  School
-  No Sidewalk
-  Current Sidewalk
-  1/2 mi Walkshed
-  1/4 mi Walkshed
-  City Boundary

May 2025



Maps prepared by: WCWRPC



CURRENT SRTS FACILITIES

The map on the right where current SRTS related facilities are. School zone signs, crosswalks and flashing signs are shown.

Legend



School Zone Sign



Flashing Pedestrian Sign



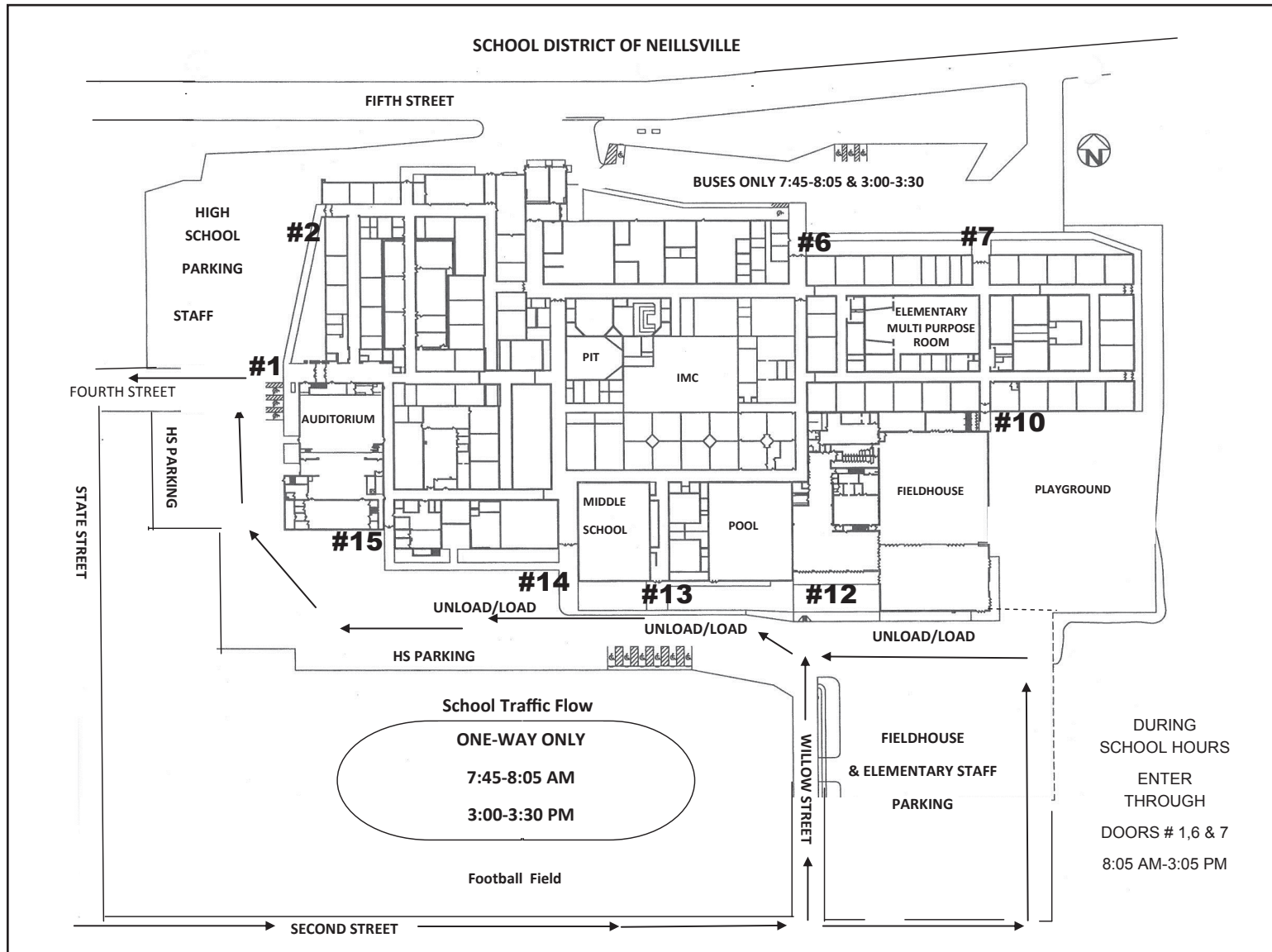
Crosswalk

May 2025



Maps prepared by: WCWRPC

SCHOOL TRAFFIC FLOW

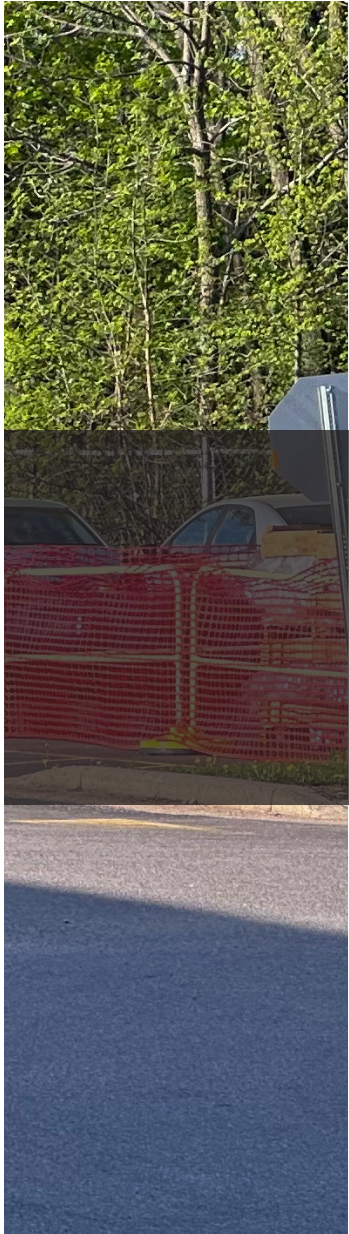


The map on the left shows the flow of traffic parents should follow when dropping off or picking up their child before and after school.

This map was provided by the School District.



SECTION III. SRTS IMPROVEMENT AREAS



After assessing the existing conditions collected from the audit, parents survey, and tally sheet, the Task Force was then presented with a list of various issues and opportunities. These issues range from physical environment, like sidewalks and street lighting, to behavioral issues, like students not utilizing sidewalks when provided.

With each issue there is a provided recommendation to make walking and biking in that location safer for students. There were six observation areas identified through the walk audit - the biggest concern was 4th Street and Hewett Street.

The last map in this section is the Designated Safe Routes to School. In these areas are the corridors kids should take to school. The Task Force has identified these as the safest routes for students to take. However, along some of these corridors there may still need to be improvements made. The City of Neillsville should prioritize these areas as most students should travel here. These corridors should also be prioritized for municipal maintenance, such as snow removal and refreshing crosswalks.

The Designated Safe Routes map also shows potential corridors that extend out from the safe routes that should be explored in the future.

PROJECT/PROGRAM IMPLEMENTATION CHECKLIST:



Identify a Project, which will be implemented to produce an identifiable and usable facility or activity



If the project includes non-infrastructure improvements:

- **Work with the Task Force** to identify costs from similar efforts elsewhere or develop estimates for anticipated costs of programs and events



If the project includes infrastructure improvements:


- **Work with an engineer** to define specific limits of the project and begin preliminary cost estimates
- **Work with county or local municipality** to identify mutual opportunities

IMPROVEMENT AREA MAP

The map on the right shows the areas that are potential SRTS improvement areas.

Legend

1 Improvement Area

 School

May 2025



Maps prepared by: WCWRPC





1 4TH AND HEWETT

Positives

1. Has flashing crossing signs.
2. There is nothing obstructing the view of people trying to cross the street.
3. It is well lit.

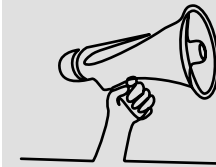
Issues

1. Hewett is also known as STH 73. There is a lot of semi-truck traffic and vehicles speed through the downtown area.
2. Vehicles to not yield to people trying to cross Hewett.
3. The crossing signals flash constantly, which can desensitize drivers to them.
4. During the afternoon pick-up time, traffic becomes backed up along 4th all the way to State. The wait times can cause drivers to become impatient and shoot gaps.
5. Crosswalk is extremely faded, but it appeared to be in the standard style, which is common throughout the City.
6. There is no crossing guard.

7. Buses were observed not yielding to pedestrians after school.

Recommendations

1. Increase visibility of crosswalk. Because the crossing is at an uncontrolled location, the crosswalk on Hewett should be in the style of zebra or continental.
2. Update the crossing sign to a button-operated Rectangular Rapid Flashing Beacon (RRFB).
3. This location should be the first location for a crossing guard, if a program is created.
4. Work with Neillsville Police Department to enforce and educate community on yielding to people crossing; especially when it is children.
5. Ensure bus drivers are educated on the importance of following the rules of the road and complete yearly assessments.
6. Research options to install bumpouts at 4th and 5th on Hewett.



4th and Hewett was mentioned as a concern for 39/79 survey respondents.

79/131 answered the optional open ended question. (Appendix A)



4th and Hewett - Faded Crosswalks



4th and Hewett - Intersection



2 2ND AND WILLOW

Positives

1. City recently improved and extended the sidewalks leading up to the intersection.
2. Intersection is ADA accessible

Issues

1. The intersection is not conventional. The east and west sides of 2nd do not align into a perfect 4-way stop.
2. Because 2nd is not aligned and uncontrolled, it creates a barrier area for students crossing the street.
3. Vehicles tend to speed once leaving the school parking lot.
4. During the PM audit, students were seen not utilizing the crosswalk or sidewalk on Willow. They would cross on the east side and follow up to Center St.
5. There are no sidewalks on 2nd east of Willow.
6. Students were seen waiting at the intersection to cross because vehicles did not yield to them.

Recommendations

1. Research options for a traffic circle with pedestrian facilities to help with speeding through the intersection and to keep traffic flowing and creating safer areas from students crossing the street.
2. Construct sidewalk on east side of Willow and add a crosswalk with appropriate signs over to Center.
3. Construct sidewalk east of Willow on 2nd along school property.
4. Encourage and teach students about the importance of safe pedestrian practices.
5. Work with Neillsville Police Department to enforce and educate community on pedestrian right-of-way laws.
6. Consider placing an adult crossing guard at this location. Either assign school faculty or staff, or hire community members.



2nd and Willow - Intersection



Students not using crosswalk/sidewalk



Off-kilter Intersection



3 USH 10 CROSSING

Positives

1. Speed limit is 30 mph near the crossing.
2. It is ADA compliant.

Issues

1. This crossing is not well marked. There is no crosswalk and no crossing sign.
2. More students walk towards USH 10 in afternoon than in the morning. They usually walk west to the stop lights/Kwik Trip instead of utilizing this crosswalk.
3. There are no sidewalks on both sides of USH 10 in either direction.
4. Many community members use this crossing to access the Clark County Fairgrounds.

Recommendations

1. Paint a zebra or ladder style crosswalk.
2. Work with WisDOT to
 - » Install a Rectangular Rapid Flashing Beacon;
 - » Construct sidewalk on south side of 10.
 - » Long term: Pedestrian overpass
3. Research options to add another crossing to the west.



More students traveled along USH 10 in the PM than in the AM.





4 PARENT DROP-OFF/ PICK-UP SYSTEM

Positives

1. Vehicles yield near the high school parking lot crossings.
2. Elementary students are released earlier than middle and high school students

Issues

1. Vehicles do not obey no U-turn sign.
2. There is a parking lot exit near the school driveway. This causes congestion with kids walking and lined up vehicles.
3. There are two areas that parents use to drop-off or pick-up their children.
4. A lot of congestion occurs after parents pick-up children in the afternoon on 4th. They get backed up all the way to State.



The age of the youngest student who walked to school was 2nd grade.

Recommendations

1. Encourage more students to walk or bike to school through various programs:
 - » Walking School Bus/Bike Train
 - » Offer earlier dismissal for students who walk or bike. This allows them to leave the school premises before the bulk of the chaos occurs.
2. Reward parents for correctly following the pick-up and drop-off procedure.
3. Use cones to block the exit on the west side of the parking lot to force vehicles to exit onto 2nd. This will mitigate some of the congestion around the system.
4. Block vehicles from completing a U-turn near the school entrance. Short-term: use cones. Long-term: construct a median within the circle. (Appendix B)



Students crossing on W. side of school



No U-turn sign and parent drop-off/pick-up area



PM release congestion



5 4TH STREET

Positives

1. There are sidewalks and crosswalks at each intersection leading up to the school.
2. The street is well lit. Which helps in the winter months when students may walk or bike in the dark.

Issues

1. The street is a long, relatively steep hill, which can be hard to walk and bike up.
2. A lot of congestion occurs after parents pick-up children in the afternoon on 4th. They get backed up all the way to State.
3. While there are remnants of crosswalks, many of them are faded.
4. There are no pedestrian crossing signs at any of the uncontrolled intersections.

Recommendations

1. Use street art to paint crosswalks using vibrant colors and pictures to make it more visually appealing to those walking or biking.
2. Add crossing signs at all uncontrolled intersections.
3. Encourage more students to walk or bike to school through various programs:
 - » Walking School Bus/Bike Train
 - » Offer earlier dismissal for students who walk or bike. This allows them to leave the school premises before the bulk of the chaos occurs.
4. Add flashing school zone signs at the top and bottom of the hill that are programmed to only flash 30 minutes before and after school.
5. Research options to install bumpouts at State and Court. This will reduce traffic speeds, provide a safer crossing, and reduce the time that people are exposed to vehicle traffic when crossing the street.





6 5TH STREET AND BUS AREA

Positives

1. When needed, students cross in an area that is visible from both directions at the top of the hill.
2. Students utilized sidewalk after they crossed the street.

Issues

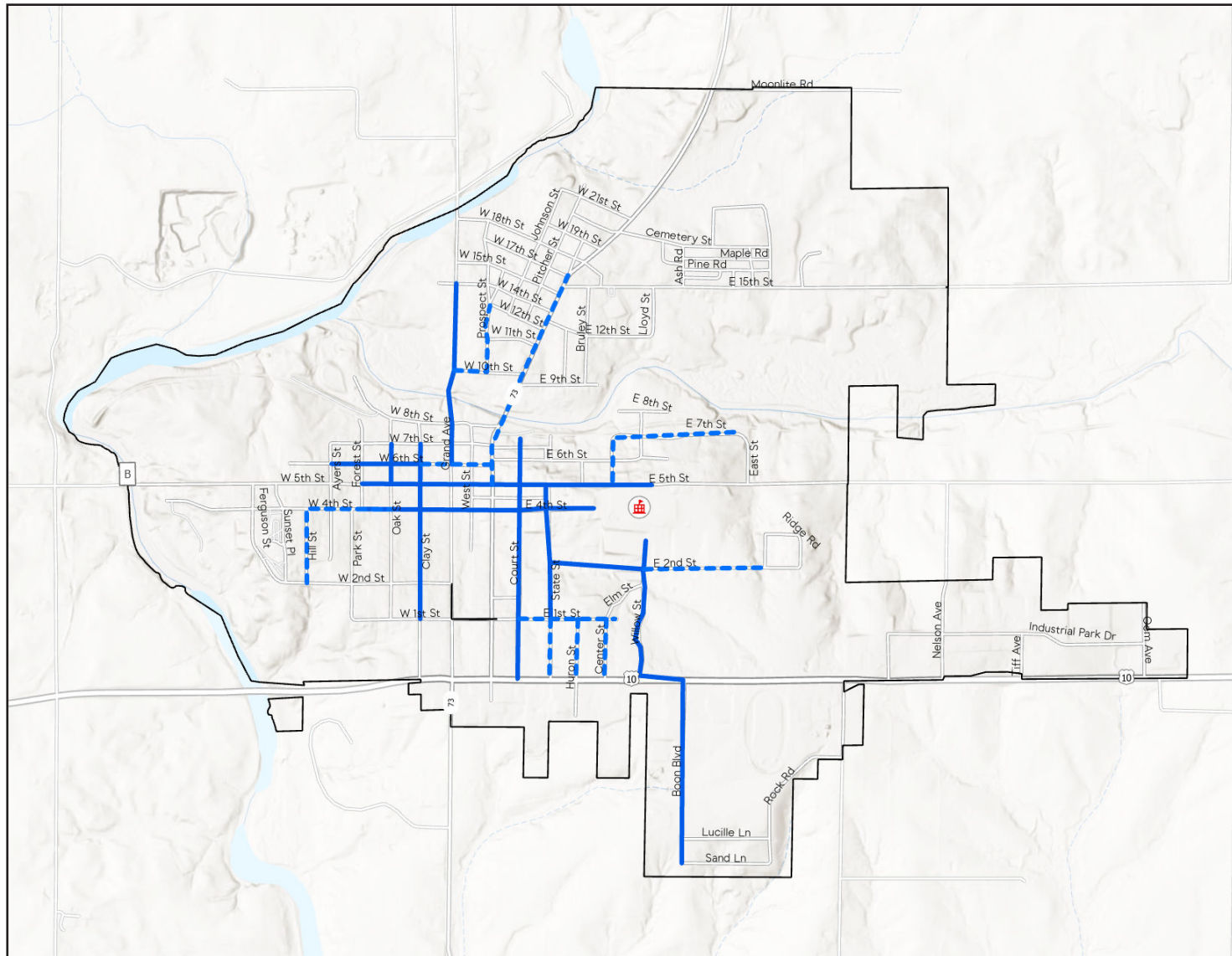
1. Sits at the crest of a hill.
2. There is no crosswalk for students to cross 5th. The sidewalk is on the opposite side from the school due to a steep hill on the south side of 5th.
3. On the day of the audit there were about 7-10 students who crossed in the morning and in the afternoon.
4. Due to the location to the city boundary, residents entering the city may be traveling faster than the designated 30 mph.

Recommendations

1. Make the entire crest of the hill a pedestrian area with yellow hash lines.
2. Install crossing signs on each end of pedestrian area.
3. Install a flashing school zone sign on the east side of the hill for drivers heading west, to alert drivers of the 15 mph speed limit.



DESIGNATED SAFE ROUTES



The map on the left shows designated Safe Routes to School and future SRTS corridors pending improvements.

Legend



School



Designated SRTS



Future SRTS

June 2025



Maps prepared by: WCWRPC



SECTION IV. COMMUNITY-WIDE STRATEGIES

Implementation

In order for the recommendations to become a reality, it is best if the Task Force stay active in the years following plan completion. The group's role will be to evaluate, track and finalize projects that further SRTS efforts. They will serve as the champion of SRTS. It is important to have both City and School District representation on the SRTS Task Force. Meetings should be held at least twice a year to allow for updates and help keep implementation items on their proposed timeline. It is also recommended that the implementation strategies correspond with City and School District capital budget cycles to improve the likelihood of implementation as a function of normal municipal planning, engineering, and programming.

The following is a list of criteria that could be used by the SRTS Task Force. During the planning process, it was discussed that several strategies were of high priority. It is planned that over the coming months and years, the SRTS Task Force will update the strategies that are to be at highest priority levels. In addition, it should be noted that some strategies can be accomplished easily and that even though they are not the highest priority, these can and should be implemented when the resources are available.

- 1. Safety**
- 2. Ease of Implementation**
- 3. Usage**
- 4. Cost**
- 5. Healthy Outcomes**
- 6. Time Required**

In addition, recommendations are put into three categories: short-term, medium-term, and ongoing. Short-term recommendations are items that can be implemented quickly and are less expensive. Medium-term recommendations cost more and take more manpower to implement. Ongoing items are things that are already happening for they need to be continuously monitored.

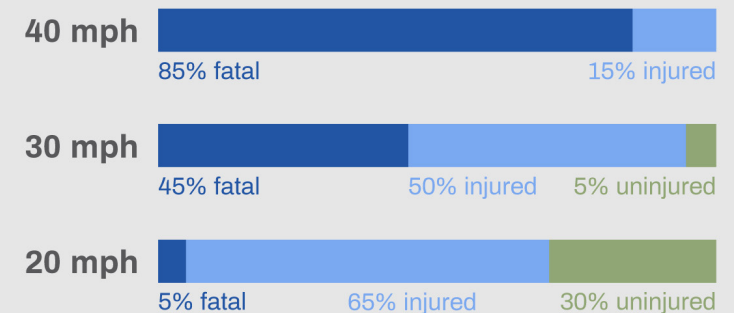


1 mile of walking each way = **2/3** of the daily recommended 60 minutes of physical activity

Source: Safe Routes Partnership, 2018

SLOW IT DOWN!

Pedestrian Injuries at Impact Speeds



Source: Traffic Advisory Unit, 1993



Education

City

- » Locate a sign at major entrances of the City that says “Neillsville is a Safe Routes to School Community.” (short-term)
- » Adopt City Council proclamation proclaiming Neillsville as a “Safe Routes To School Community,” raising awareness of plans, strategies, partnerships, and City commitment. (short-term)

School District

- » Adopt proclamation proclaiming School District of Neillsville as a “Safe Routes To School District,” raising awareness of plans, strategies, partnerships, and commitment. (short-term)
- » Distribute an annual letter at the beginning of the school year with a brief description stating that the community has completed a SRTS plan and where designated SRTS corridors are located. (short-term)
- » Include vehicle/bike/pedestrian law education on school website and on social media. (short-term)
- » Host fitness speakers at schools that promote walking/biking (athlete/coach from university or high school, members of the community, etc.). (medium-term)

City/School District

- » Form a crossing guard program or safety patrol and place at strategic locations around the school zone. (medium-term)

- » Promote SRTS on website and social media. (short-term)
- » Work with local media in promoting SRTS. (short-term)
- » Work with local drivers education programs to include importance of driving safely around schools and in school zones. (medium-term)
- » Share information about the physical, mental, and environmental benefits of active transportation. (short-term)

Encouragement

City

- » Host bike rodeos in coordination with the school district and the police department. (medium-term)
- » Provide incentives for vehicles traveling the designate school zone speed limit. (medium-term)

School District

- » Host special events like International Walk to School Day (May) and Bike to School Day (October). (short-term)
- » Create a mileage club with incentives to motivate students and families. (short-term)
- » Create a Walking School Bus and/or Bike Train Program and utilize designated SRTS Routes. (medium-term)
- » Dedicate days for walking and biking to school, whether weekly, monthly or annually. (short-term)



- » Provide incentives for parents following designated drop-off and pick-up procedure. (short-term)
- » Provide incentives to students who are smart and educated pedestrians and cyclists. (short-term)

Engagement

School District

- » Involve parents in the program through training, workshops, and volunteer opportunities. (short-term)
- » Partner with school organizations like the Parent Teacher-Community Connection to raise awareness and promote participation. (short-term)
- » Collaborate with local businesses, community organizations, and the City of Neillsville to support SRTS initiatives. (short-term)

City

- » Collaborate with the School District in supporting and commenting on SRTS initiatives. (ongoing)
- » Contribute staff, funding or other resources to support SRTS programs including grant writing, outreach and program implementation (ongoing)
- » Oversee the construction and maintenance of sidewalks, crosswalks and other infrastructure improvements that enhance SRTS routes. (ongoing)

Create your own WALKING SCHOOL BUS



Adult-Child Ratios:

Ages 4 to 6 —————> 1 adult per 3 children

Ages 7 to 9 —————> 1 adult per 6 children

Ages 10+ —————> Fewer adults necessary

1

Decide when,
where and
how often to
meet



2

Plan a safe
route and
teach safety
skills



3

Start small,
you can
always add
more kids





Engineering

City

- » Maintain vegetation that obstruct SRTS signs like school zone and pedestrian crossings. (ongoing)
- » Require future development to meet pedestrian, bicycle and SRTS policies. (medium-term)
- » Require future development to have adequate pedestrian/bicycle facilities that feed to the schools. (short-term)
- » Incorporate SRTS principles and recommendations in all applicable City plans and capital improvement projects.
- » Locate appropriate crosswalk treatment at all SRTS intersection crossings. (short-term)
- » Locate crosswalk signage at uncontrolled crossings. (short-term)
- » Paint "SCHOOL ZONE" on street pavement when entering school zone. (short-term)
- » Where they do not currently exist, construct sidewalks along all SRTS corridors. (medium-term)
- » Extend and infill sidewalks that are adjacent to SRTS corridors. (medium-term)

School District

- » Install speed limit signs and temporary speed bumps in school parking lots. (short-term)

- » Improve bicycle parking areas with covered bike parking and student art. (medium term)

City/School District

- » Allow school district to comment on all new City subdivision and rezoning applications. (short-term)
- » Incorporate unique signage designating the SRTS route. This can include signage that has a city theme, school theme, or neighborhood theme. (medium-term)
- » Incorporate street art in high pedestrian/cyclist intersections. (medium term)
- » Improve lighting along SRTS corridors, where needed. (medium-term)

Equity

School District

- » Make sure all population groups in the school are being positively impacted SRTS implementation. (short-term)

City/School District

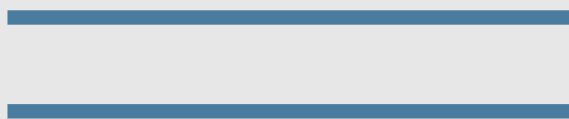
- » Continue to incorporate SRTS programs and implement SRTS policies that work with and provide for all demographic groups. (ongoing)



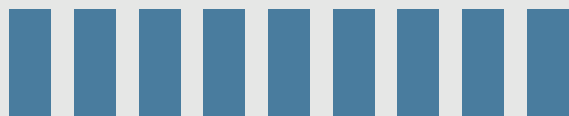


Crosswalk Styles

Standard



Continental



Dashed



Zebra



Ladder



Evaluation

City

- » Update City committees and council on SRTS issues, opportunities, and progress. (ongoing)

School District

- » Hire or designate a staff person to implement this SRTS Plan/Program (short-term)
- » Complete classroom tally sheet every two years to monitor the effectiveness of SRTS efforts. (short-term)
- » Complete a parent survey every two years to monitor the concerns and opinions of parents. (short-term)

City/School District

- » Continue to meet as an SRTS Task Force (at least twice a year). (ongoing)

APPENDIX A.

Survey Comments

Parent Survey

- Crossing guards would be the best thing
- I am all for kids walking or biking to and from school. I think it is great for kids. So none of the issues brought up are a concern for me. My biggest concern are drivers not paying attention due to cell phones or being in the morning rush. I personally have had cars nearly miss me as an adult. I have watched cars go right around school buses with the stop sign out and flashing red lights. So I choose to take the extra time to drop off and pick up my kids every day.
- Parents that pick up students in the field house parking lot do not follow any sort of flow of traffic or traffic rules. They park wherever they want to and it's difficult to see around cars when they are parked randomly in the aisles.
- Need sidewalks
- While driving is the regular transportation for my children because of distance, they do walk from school when going to their grandparents' house in town, and I do feel comfortable with this.
- Kids don't want to walk or riding. Too much effort. Lazy
- We live 12 miles from school. Walking or biking would take way to long.
- I do not want my kids kidnapped.
- We live just outside of town. I haven't thought about this before, but we would be interested in thoughts of safe drop off locations that children could walk/ride from.
- We live in the country not town
- The drop off area is terrible. The flow of traffic doesn't work and people park in the drop off area to walk their kids to the door.
- Having sidewalks at the bottom of Mt.Mouldy on that road would be helpful and crossing guards on those corners because cars fly around that intersection and there is no sidewalk for the kids to walk on. 4th & State with the hills on both sides of State Street and the speed of cars and having no choice but to cross that intersection due to no sidewalk it becomes scary to let the kids cross.
- My main concern is unsafe driving I have seen around town including excessive speed and lack of regard for school buses (getting too close and/or even passing buses when they are stopped)
- We live too far for our kids to walk or bike, and I would feel better knowing my children make it to school each day by riding the bus or getting dropped off.
- We have many violent child predators living in city limits, distracted driving and accidents happen frequently. Kids can and do get hurt. We cannot go away from bus routes. This is not an option for many families and will only cause further hardships.
- School drop off is typically chaos full of drivers cutting in and out of other vehicles, driving too fast, not properly stopping at stop signs and not paying attention to others. It is not a safe environment to begin with much less adding more children trying to cross streets or the parking lots to reach school.
- Way too many sex offenders in our area. People drive way too fast. Lack of patrol in area.
- It would also be really helpful to get the dropoff flow correct.

APPENDIX A.

Like no stopping and parents getting out of their vehicle in front of the fieldhouse circle and the intersection in from of the high school entrance be marked so people use both lanes.

- It's unsafe especially with the amount of sex offenders in the area.
- The willow street east 2nd st intersection is so dangerous in the morning and after school. I think this should be a 4 way stop there are times the willow street side is backed up 15 cars because of cross traffic. I have not seen a single person stop for a child at this intersection.
- We depend on the bus service and hope it stays.
- Add traffic lights for crossing the road
- Even though we are over 3 miles out of town the boys have requested to walk and I have let the older one do this if he is up to it and finished his chores.
- The road between these intersections has no sidewalk and no lights. Needs both. Many kids walk this route.
- I feel like, at least during the school year, 4th and Hewett St intersection should be a 4 way stop.

Community Survey

- Having paved bike trails and / or Bicycle traffic lanes would be wonderful!
- There is NOT a safe route or trail for families to bike that doesn't entail busy roads to school or parks. More people I think would ride bikes in our community if we had safer routes.
- NEIGHBORHOODS WITHOUT SIDEWALKS - SUN SET, HILL, CENTER, HURON, STATE, BACKAS ADDITION, 18TH. ALL PROPERTIES SHOULD HAVE SIDEWALKS, OR THOSE WHO DO SHOULD RECEIVE A TAX BREAK BECAUSE THEY DO.

- My kids walked to school when they were students. The crossing guard at 4th & Hewett was very appreciated and made them feel safe when crossing.
- Dogs not on leash or securely confined
- Neillsville doesn't have much to offer, so it would be nice to have some bike/walking trails that are safe for the families in our community to use.

Intersection Comments

Parent Survey

"List your top three locations within the City that are concerns for walking and biking to school?"

- Hewitt st. Grand ave and by the school when parents are dropping off
- Corner of 4th and hewett
- Intersection by the library. There used to be a crossing guard after school
- Crossing Hewett street and grand Ave
- Hwy 10, homeless around parks and fairgrounds, no side walks on all of hwy 10
- Big hill by school, no sidewalk and slippery to walk up in winter
- My one and only concern is the field house parking lot.
- 2nd and Court, Hewett St, Grand Ave
- "Willow st.
Center st.
1st Street East hill"

APPENDIX A.

- 4th Street & Grand, 4th Street and Hewett, school parking lot
- Highway 10, River Avenue, CTH B
- Division street, library intersection, field house parking lot
- Grand/73/10
- Intersection by football/track. Lacking sidewalks by golf course park.
- The biggest concern is the actual parking lot and drop off area. People drive like idiots and aren't patient which disrupts the flow of traffic. I'm afraid drivers won't see the kids walking.
- Corner of 4th State, 5th and State, 1st & Hewitt
- Post office intersection, 4-way by gazebo, and intersection heading up to the school off Hewett St
- Any and all locations are concerns for younger children
- The intersection by the school on the golf course side and the parking lot where drop offs take place
- Hewett St, the entire center of town, Court St
- near Catholic church and Prock Park, Division Street business district, 4th street riff-raff apts.
- "The intersection at the library-Center and Hewett Intersection at State and Center
The intersection at the beginning of the fieldhouse and parking lot. The entire school parking lot from Schuster Park through the HS"
- Corner of 4th and Hewett needs a crossing guard!!
- All of 5th street, crossing Grand, Crossing Hewitt.
- We ride bike along main Street then use State St to 4th, some

areas could use pavement marking to denote bike/parking lanes on the roads deemed most traveled for students. No parking during school hours could help. Parked cars narrow the road. Especially with the upcoming road projects some of these things could be considered in design.

- Crossing Hewitt Street to go up to school
- "1. Hewitt street, Black River Rd/Hwy 73
2. West 5th street
3. State Hwy 10"
- Hewitt and 4th, 1st and Hewitt,
- Any Intersections along Hewett st
- Library intersection, grand ave areas, and other main Street areas
- Corner of 4th and Hewett is very dangerous without a crossing guard. It's super busy and traffic doesn't stop for kids waiting to cross. It also has blind spots with parking on the west side of Hewett that may keep people from seeing kids crossing the street at that intersection; 4 way stop at grand and 4th
- Hewitt and 4th / grand and 4th
- 3rd & State, 4th & State, the intersection at the bottom of the school parking lot
- Willow st and E 2nd street
- "Hewett St. & 4th St.
5th St. & Grand Ave."
- I would like to see a crossing guard at Hewett/ 4th and 2nd and willow. I'd also like to see a four way stop at 2nd and willow. It's an uneven intersection and cars fly through there.
- Hwy 10 intersection and the intersection by the Pavillion

APPENDIX A.

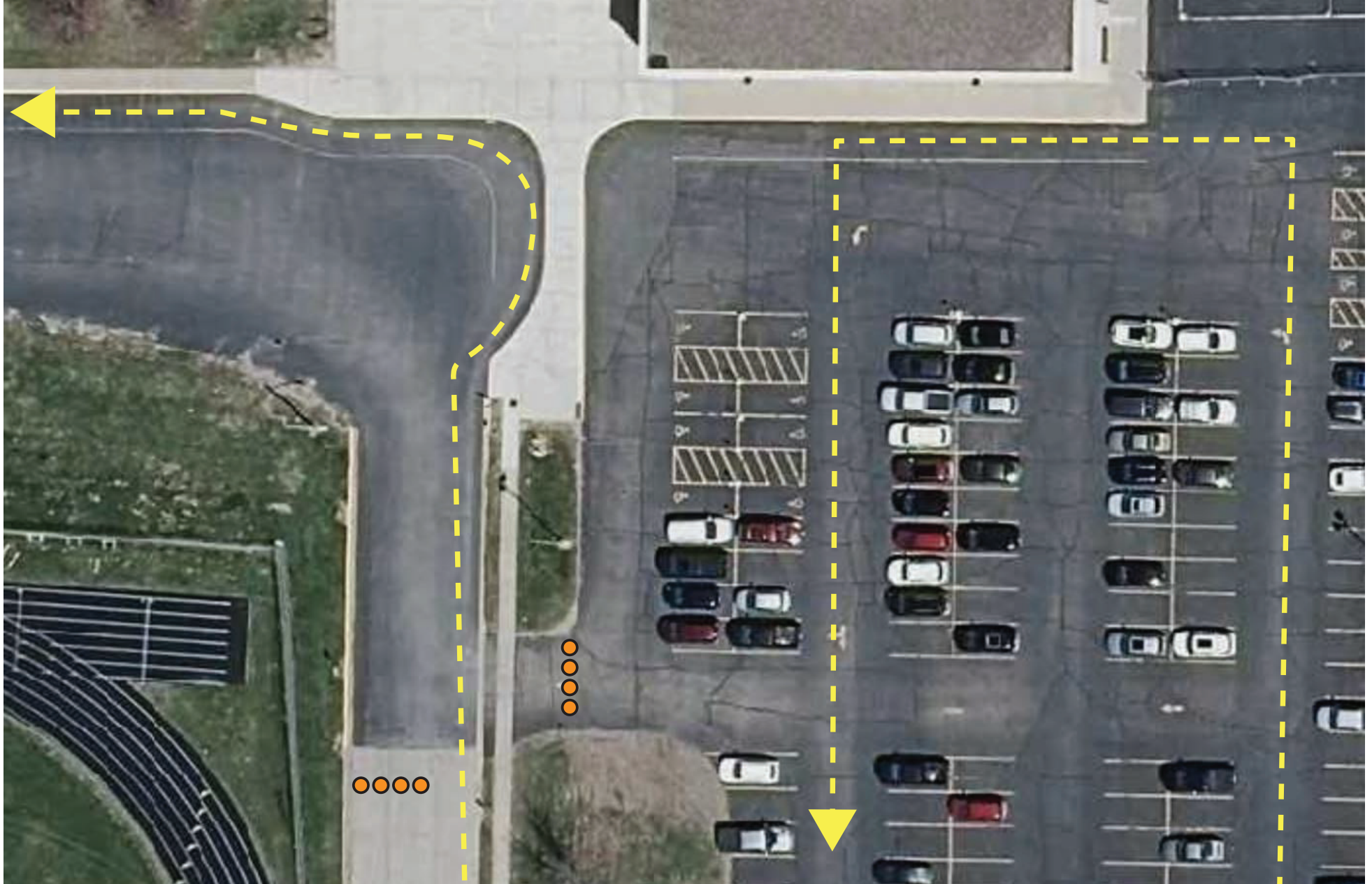
- Hewett Street, Division Street, West 5th Street
- Our children often like to ride their bikes to school. We live on Fairground Ave. We have been asking the city for a crosswalk at some point on Hwy 10 for a long time. We haven't gotten very far in this request. It also seems like this would be an asset to the community for all the events held at the Fairground. There is not a safe way to cross Hwy 10 from the sidewalk that runs from the Fairgrounds down to Russells and then picks up again on the other side of the road by the tennis courts.
- Hwy B, old hwy 10. And new hwy 10
- Hwy 10, Hewitt St
- Crossing hewett and crossing grand ave
- Hewitt and 4th st intersection, Hewitt, and 1st intersection, 2nd st traffic between state and willow st
- Grand street
- All intersections on State Street - 1st Street to 5th Street
- Willow/center and center/1st
- 4th and Hewett St intersection
- the intersection by the golf coming towards the school by the golf course and the parking lot

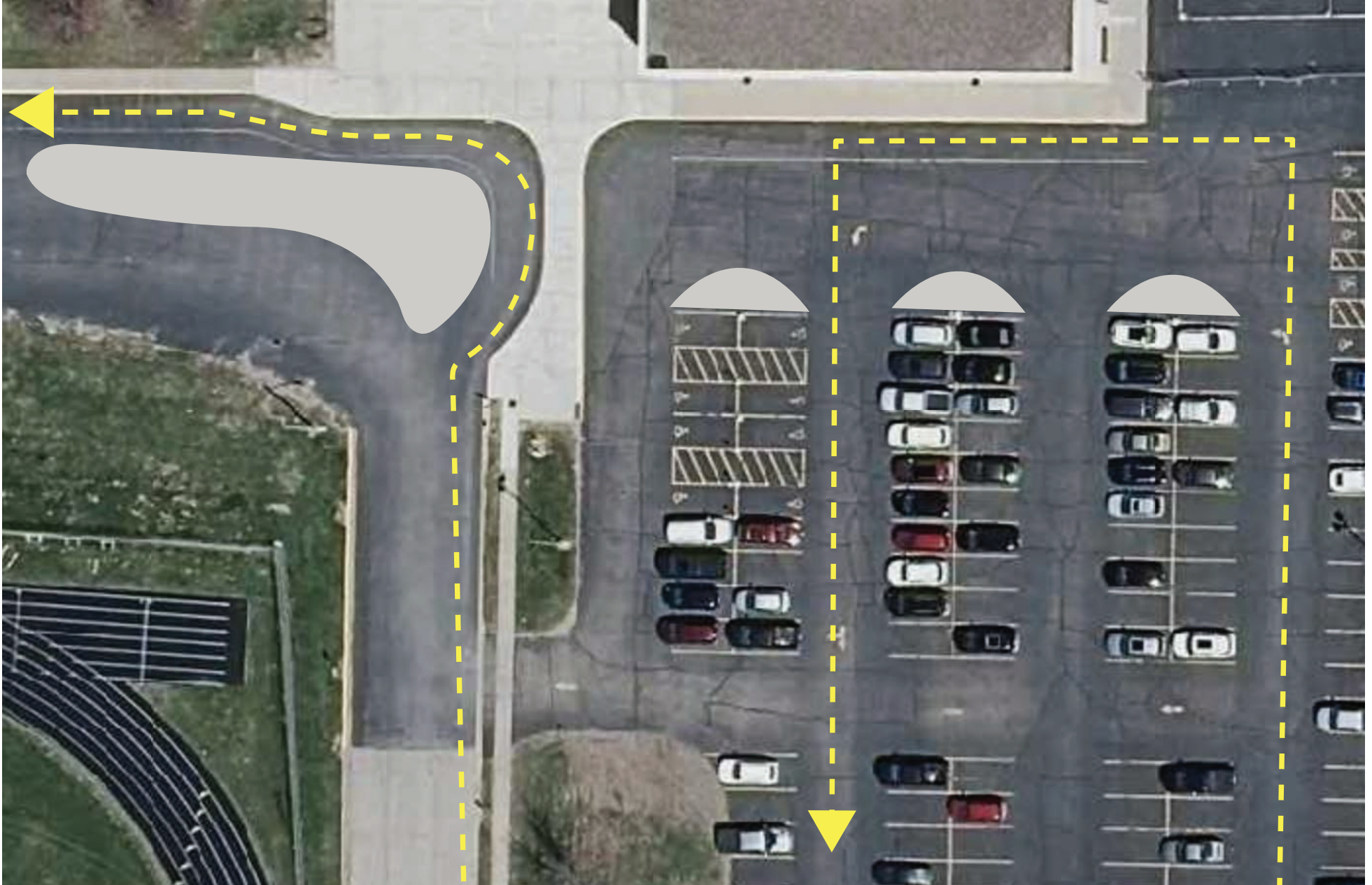
Intersection Comments

Community Survey

"List your least favorite intersection to interact with? List up to three"

- The corner by the library crossing the street there is difficult.
- 5th and Hewett
- Highway 10, Hewett and 5th, 2nd St by the school (before and after school)
- Hewitt/4th, Hewitt/3rd (busy, especially for crossing on foot)
- Both corners by the library off of Hewitt St
- E Division Street / US Hwy 10
- Hewett & 4th Street, Hewett & 5th, Hwy 10 & Hewett
- Corner of 5th and Grand
- The corner by Grand Ave and 5th Street
- 4TH AND HEWETT
- 4th and Hewett. Court and division
- 4th & Hewett
- 1st Street & Hewett Street; 4th Street and Hewett Street; State Street & Division Street
- 4th and Hewett, Division and Willow, Willow and 2nd
- 4th St and Hewitt
- Grand and 5th, Division and Grand, Schuster Park and Division
- IGA to Momma G's







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