Stratford Area
Safe Routes to School Plan

December 2019

Prepared by: North Central Wisconsin Regional Planning Commission

ACKNOWLEDGEMENTS

The Stratford Area Safe Routes to School Plan was developed with the following residents and staff. Special thanks are extended to the following:

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Cover photos: NCWRPC

December 2019

This plan was developed by NCWRPC in conjunction with the Stratford School District and the Stratford Area SRTS Task Force as part of the North Central Wisconsin Regional Safe Routes to School Program. This Regional program was made possible in part by a Transportation Alternatives Program grant from the Wisconsin Department of Transportation. Additional funding provided by the NCWRPC.

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PREFACE

NCWRPC

The North Central Wisconsin Regional Planning Commission (NCWRPC) is a voluntary association of governments created in 1973 under Wisconsin State Statute 66.945, now 66.0309. NCWRPC provides assistance throughout the region in the areas of economic development, geographic information systems (GIS), intergovernmental cooperation, land use, and transportation. Staff regularly provides professional planning services to communities, for projects of both local and regional significance.

Under Wisconsin law ss. 66.0309(9), "The regional planning commission shall have the function and duty of making and adopting a master plan for the physical development of the region". The statute was later revised to add that the master plan must incorporate the elements described in ss. 66.1001 – the state's comprehensive planning law. To comply with that requirement, the NCWRPC adopted the "Regional Livability Plan" in 2015.

THE REGION

The Region consists of a ten county area stretching one hundred and eighty-five miles in a north-south direction, extending from Forest and Vilas Counties in the north to Adams and Juneau Counties in the south. The Region roughly follows the upper Wisconsin River Valley and covers 9,328 square miles, or about 17 percent of the state's total land mass.

The ten counties are: Adams, Juneau, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Wood, and Vilas. The Region includes 268 local units of government: 198 towns, 39 villages, 21 cities, and ten counties.

REGIONAL LIVABILITY PLAN

The Regional Livability Plan identifies ways to address the region's opportunities and weaknesses to become more livable for all residents. The plan addresses four specific areas: Housing, Economic Development, Transportation, and Land Use. The RLP introduces goals, objectives, and recommendations that can help the region use the money we have more effectively and efficiently by investing in solutions that solve multiple problems. Mainly, livable and sustainable developments are less expensive to build, require fewer municipal services, result in higher property values, and generate a range of long-term social and environmental benefits.

Working as a region, all communities can be made more livable. When residents are able to live near their place of employment, travel costs, transportation maintenance,

pollution, and congestion are reduced. Efficient use of land and support for walking, biking, and access to transit reduces energy consumption saving money for individuals, communities, and the region. The successful implementation of the RLP will save tax dollars, create more housing options, provide more transportation choices, increase economic development, accommodate an aging population, retain and attract a knowledgeable workforce, improve community health, protect the region's rural character, and enhance the region's scenic beauty.

The process to develop the plan included the creation of long term goals for the region in addition to more specific objectives and recommendations that economic development organizations, businesses, community organizations, and county and local governments can adopt to make a more livable region a reality.

THE NORTH CENTRAL REGIONAL SAFE ROUTES TO SCHOOL PROGRAM

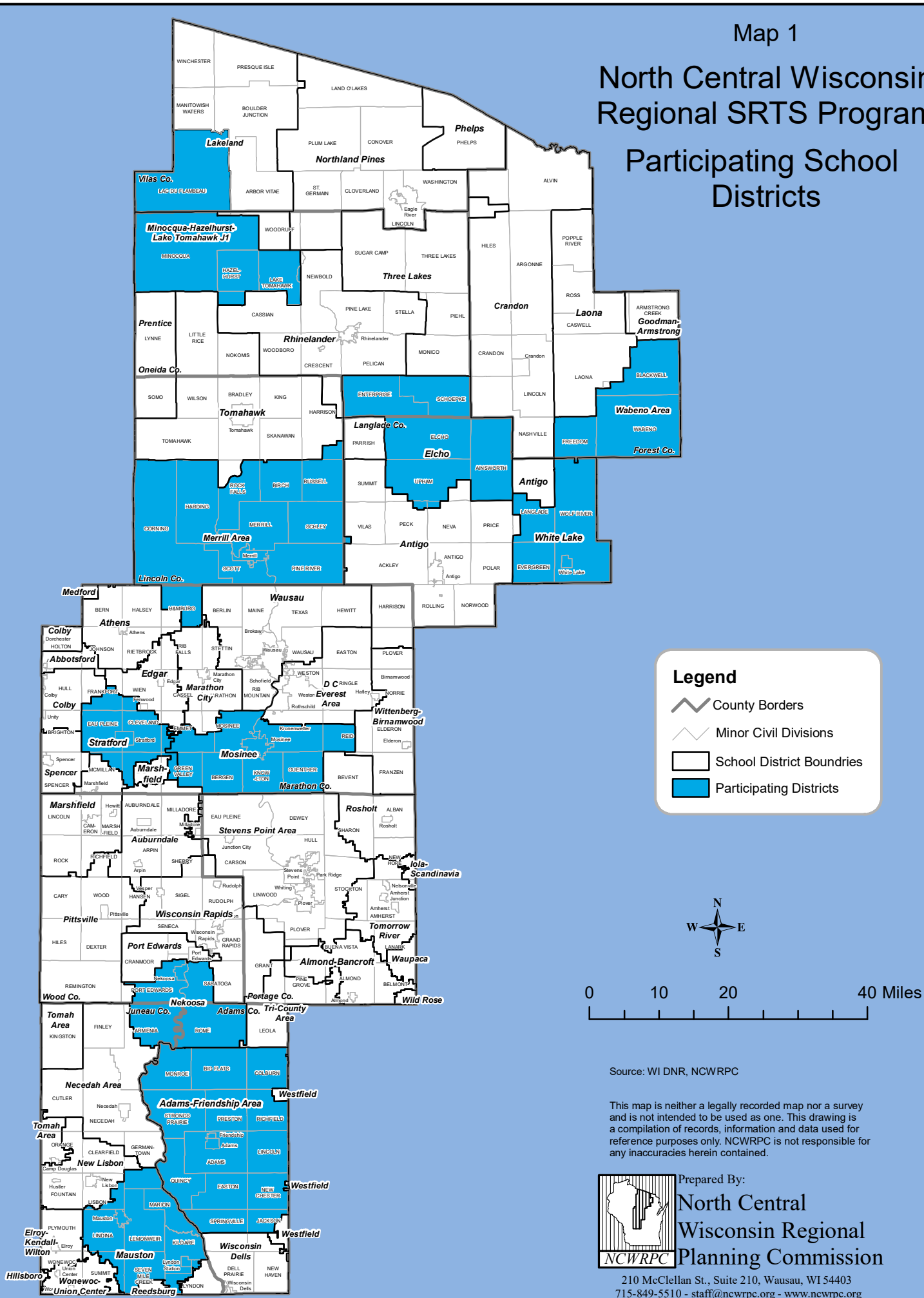
As part of its on-going commitment to implementation of the Regional Livability Plan, the North Central Wisconsin Regional Planning Commission (NCWRPC) has undertaken a regional Safe Routes To School (SRTS) program. Implementing safe routes to school advances livability principles by making it safer and more enjoyable for people to walk and bike within their communities. The program allows the NCWRPC to assist eleven school districts comprised of a total of 25 school sites, see Map 1, with the development of SRTS plans. This District Safe Routes to School Plan document and the associated school SRTS Action Plans are an outcome of the regional SRTS program.

To fund the program, the NCWRPC applied for and received a Transportation Alternatives Program (TAP) grant from the Wisconsin Department of Transportation. Additional funding to support the grant was provided by the NCWRPC. The regional SRTS Program will provide resources and ongoing support for public and private schools, as well as communities, within the North Central Region. This regional effort will effectively leverage local funds with state funds to greatly increase safe routes programming in the region and state.

Map 1

North Central Wisconsin Regional SRTS Program

Participating School Districts



Source: WI DNR, NCWRPC

This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.

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CHAPTER 1: INTRODUCTION

PURPOSE AND OVERVIEW

The purpose of the Safe Routes to School (SRTS) program is to provide safe pedestrian and bicycle facilities that encourage healthier lifestyles. Programs can be established to educate students, parents, and the community on the benefits of walking and bicycling to school and provide tips to do so safely. Major SRTS goals are:

1. To enable and encourage children, including those with disabilities, to walk and bike to school.

2. To make bicycling and walking to school a safer and more appealing transportation alternative, thereby encouraging a healthy and active lifestyle from an early age.

3. To facilitate the planning, development, and implementation of projects and activities that will improve safety and reduce traffic, fuel consumption, and air pollution in the vicinity of schools.

SAFE ROUTES TO SCHOOL (SRTS) PROGRAM:

PROBLEMS:
- **Pedestrian crashes**
- **Rising childhood obesity**

SOLUTIONS:
- **Use planning process and 5 E's to:**
- **Create safe routes to school; and**
- **Get students walking and biking to school again**

SRTS planning efforts assess the facilities and conditions near school, examine how students are currently traveling to/from school, and identify safety concerns/issues raised by parents and the community. Infrastructure and non-infrastructure recommendations are then created and implemented, sometimes with grant funding assistance, by the SRTS Task Force and other community members. SRTS plans focus on projects within two miles of an elementary or middle school (Kindergarten-8th grade) and address the five E's which are:

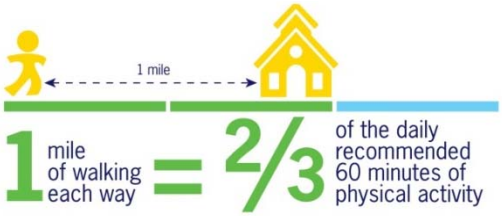
- Engineering
- Education
- Encouragement
- Enforcement
- Evaluation

WHAT IS SAFE ROUTES TO SCHOOL?

Safe Routes to School is a nationwide effort to increase the safety and health of children walking or bicycling to and from school. Nationally, walking and bicycling to school is viewed as a realistic way for children to achieve higher levels of daily physical activity and for communities to reduce the number and speed of vehicles in school zones.

Health and Obesity

- Over the past 40 years, rates of obesity have soared among children of all ages in the United States, and approximately 25 million children and adolescents—more than 33%—are now overweight or obese or at risk of becoming so.
- Kids are less active today, and 23% of children get no free time physical activity at all.
- The prevalence of obesity is so great that today's generation of children may be the first in over 200 years to live less healthy and have a shorter lifespan than their parents.
- Today, approximately one-quarter of health care costs in the United States are attributable to obesity, and health care costs just for childhood obesity are estimated at approximately $14 billion per year.
- People living in auto-oriented suburbs drive more, walk less, and are more obese than people living in walkable communities. For each hour of driving per day, obesity increases 6 percent, but walking for transportation reduces the risk of obesity.



Physical Activity and Academic Performance

- Physical activity and fitness boost learning and memory in children; fitness-associated performance benefits are largest for those situations in which initial learning is the most challenging.
- Sixth- and ninth-grade students with high fitness scored significantly better on math and social studies tests compared with less fit students, even after controlling for socioeconomic status. Muscular strength and muscular endurance were significantly associated with academic achievement in all grades.
- Lower performing students appear to derive particular benefit from physical activity. In addition, short bicycling exercise periods resulted in enhanced neuronal activity and increased cognitive performance for teenagers with intellectual and developmental disabilities.

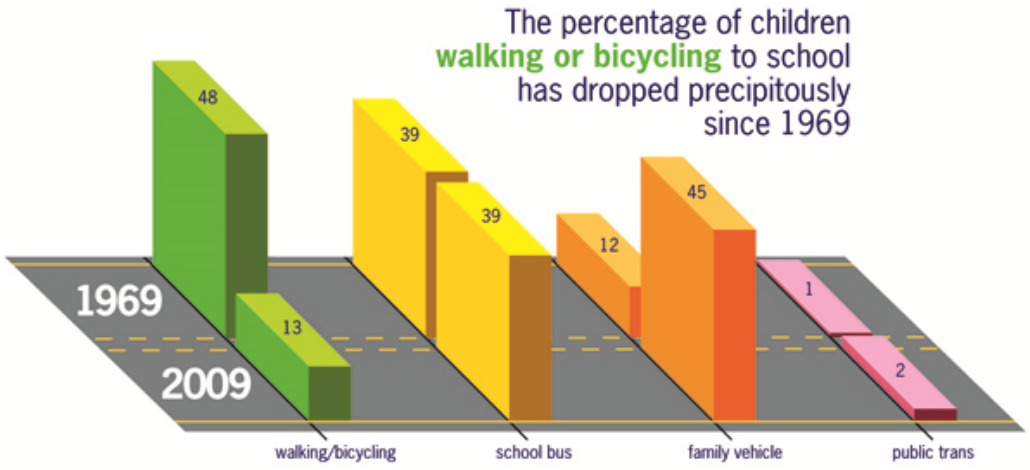
- When children get physical activity before class, they are more on task and fidget less. This is true for both girls and boys, and has been shown to be particularly beneficial for children who have the most trouble paying attention and those with attention deficit disorders.

Safety

- People walking are more than twice as likely to be struck by a vehicle in locations without sidewalks.
- In 2009, approximately 23,000 children ages 5-15 were injured and more than 250 were killed while walking and bicycling in the United States.

Traffic Congestion

- Neighborhoods are becoming increasingly clogged by traffic. By boosting the number of children walking and bicycling, Safe Routes to School projects reduce traffic congestion.
- Within the span of one generation, the percentage of children walking or bicycling to school has dropped precipitously, from approximately 50% in 1969 to just 13% in 2009.
- While distance to school is the most commonly reported barrier to walking and bicycling, private vehicles still account for half of school trips between 1/4 and 1/2 mile—a distance easily covered on foot or bike.



SAFE ROUTES TO SCHOOL PLANNING PROCESS

This Safe Routes to School (SRTS) Plan was prepared by the North Central Wisconsin Regional Planning Commission (NCWRPC) as part of its Regional Safe Routes to School Program. This program was made possible by a Transportation Alternatives Program (TAP) grant from the Wisconsin Department of Transportation. The School District was one of 11 to partner with the NCWRPC for the application submitted in January of 2016. Funding for the award was made available in the fall of 2018, and the NCWRPC coordinated with district officials to conduct student travel tallies and parent surveys and to organize a safe routes to school planning task force. Task force meetings were held over winter of 2018-19 into summer of 2019.

The planning process followed the recommended "5-E" approach. The process was driven by an ad-hoc citizen advisory committee and public input. An inventory of existing facilities was analyzed, including crash statistics and roadway suitability in order to determine ways to improve safety and security for bicyclists and pedestrians.

Goals and Objectives

1. Use planning process to create recommendations to establish safe routes to school

2. Use collaboration to help educate and encourage the schools, parents, and community members to encourage and implement use of safe routes and thereby increase the amount of students that choose biking and walking to school rather than parents driving students to school

SCHOOL DISTRICT OF STRATFORD

The Stratford School District is located in the southwestern portion of Marathon County, Wisconsin. Map 2 shows that the District includes the Village of Stratford, Town of Eau Pleine, Town of Cleveland, and partial sections in the Towns of Frankfort, Wien, Emmet, Green Valley, Day, and McMillan. The Village of Stratford is the most populated municipality within the District. The Stratford School District includes Stratford Middle/Senior High School and Stratford Elementary School.

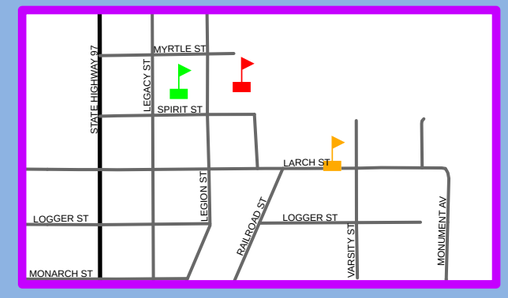
There are three schools included in this SRTS Plan, Stratford Elementary School, Stratford Middle school, and St. Joseph Catholic School. St. Joseph Catholic School is a private school that is not included in the Stratford School District. However it is located in relatively close proximity to the District schools and shares some District services including busing. Stratford Elementary School had 403 students in pre-kindergarten through 5th grade that were enrolled in 2017-2018. Stratford Middle School had 197 students enrolled in 6th through 8th grade for the 2017-2018 school year. St. Joseph Catholic School had 48 pre-kindergarten through 8th grade students enrolled in the 2017-2018 school year.

Map 2

School District Location

Stratford Area
Safe Routes To School

- St Joseph Elementary
- Stratford Elementary
- Stratford Junior / Senior High School
- Water
- Minor Civil Division



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Source: WI DNR, NCWRPC, Marathon Co

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Enrollment numbers have stayed fairly steady over the past several years with a slight increase in enrollment overall and are summarized in Table 1. Elementary and middle school enrollment have declined slightly overall, while numbers for kindergarten have increased. Pre-kindergarten numbers have decreased substantially, but this could be attributable to what constitutes pre-kindergarten enrollment and how it is tabulated. High school numbers have increased significantly, but are not included in this study. However it should be noted that the middle and high schools are connected and are in close proximity to the elementary school. Therefore, an increase in the number of high school drivers to and from school is a consideration in this safe routes plan.

Table 1: Stratford School District Relevant* Children (Public and Private)

	2010	2012	2014	2016
Total 3 years and over enrolled	1,080	1,070	1,230	1,105
Nursery School/Preschool	80	60	55	40
Kindergarten	75	80	140	105
Elementary School (Grades 1-8)	650	670	705	620
High School (Grades 9-12)	275	260	335	340

Source: American Community Survey

*Relevant children are those that live within the District and fall within a grade for which the District is financially responsible

COMMUNITY DEMOGRAPHICS

Table 2 displays population information for the minor civil divisions that are included in the Stratford School District. The Village of Stratford is the most populated municipality that is completely encompassed within the District. The Town of McMillan has the largest total population but is only partially included within the District. The Town of Cleveland is nearly all included in the District and follows closely behind Stratford in population. From 2010-2017 the divisions that experienced the greatest growth were the Towns of Wien (13.6%), Cleveland (6.7%), and the Village of Stratford (6.4%). The towns with most significant decline were Green Valley (-14.2%) and Day (-12.1%).

Table 2: Population of Minor Civil Divisions Within the Stratford School District

	1990	2000	2010	2017	2010-2017 % change
Village of Stratford	1,515	1,523	1,578	1,679	6.4%
Town of Cleveland	982	1,160	1,488	1,588	6.7%
Town of Day	1,010	1,023	1,085	954	-12.1%
Town of Eau Pleine	688	750	773	742	-4.0%
Town of Emmet	732	842	931	956	2.7%
Town of Frankfort	606	651	670	591	-11.8%
Town of Green Valley	396	514	541	464	-14.2%
Town of McMillan	1,697	1,790	1,968	2,020	2.6%
Town of Wien	705	712	825	937	13.6%
School District of Stratford*			4,921	5,189	5.4%

Source: US Census Data/American Community Survey Estimates

*School District total does not equal MCD total as the geographical boundaries differ

Household numbers within the minor civil divisions can be seen in Table 3. Correspondingly, the Town of McMillan has the greatest number of households, with the Village of Stratford and the Town of Cleveland following close behind. From 2010-2017 the Town of Cleveland experienced the greatest growth in number of households (12.1%) followed by the Town of McMillan (7.5%). The greatest decline in the number of households was seen in the Towns of Green Valley (-9.2%) and Day (-8.0%). Table 4 shows that household size numbers on the whole have undergone a decisive decline, with the only exceptions being the Town of Wien (14.8%) and the Village of Stratford (3.0%). The communities that saw the sharpest decline in household size were the Towns of Eau Pleine (-7.7%), Frankfort (-7.2%), and Green Valley (-5.6%).

Table 3: Households of Minor Civil Divisions Within the Stratford School District

	1990	2000	2010	2017	2010-2017 % change
Village of Stratford	560	603	666	686	3.0%
Town of Cleveland	303	396	530	594	12.1%
Town of Day	312	357	410	377	-8.0%
Town of Eau Pleine	225	275	298	310	4.0%
Town of Emmet	220	269	324	337	4.0%
Town of Frankfort	194	213	242	230	-5.0%
Town of Green Valley	139	192	218	198	-9.2%
Town of McMillan	524	611	709	762	7.5%
Town of Wien	212	248	283	280	-1.1%
School District of Stratford*			1,823	2,018	10.7%

Source: US Census Data/American Community Survey Estimates
*School District total does not equal MCD total as the geographical boundaries differ

Table 4: Average Household Size of Minor Civil Divisions Within the Stratford School District

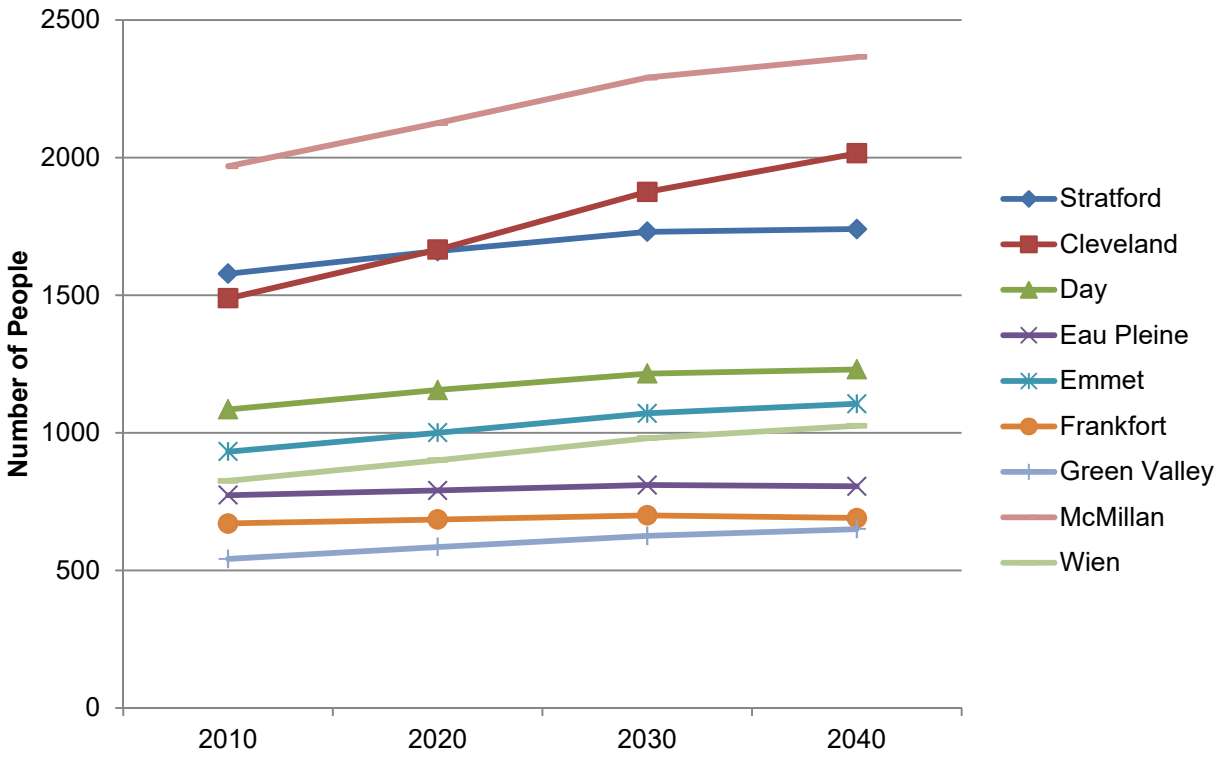
	2000	2010	2017	2010-2017 % change
Village of Stratford	2.50	2.37	2.44	3.0%
Town of Cleveland	2.93	2.81	2.67	-5.0%
Town of Day	2.87	2.65	2.53	-4.5%
Town of Eau Pleine	2.73	2.59	2.39	-7.7%
Town of Emmet	3.13	2.85	2.81	-1.4%
Town of Frankfort	3.06	2.77	2.57	-7.2%
Town of Green Valley	2.68	2.48	2.34	-5.6%
Town of McMillan	2.93	2.78	2.65	-4.7%
Town of Wien	2.86	2.91	3.34	14.8%
School District of Stratford		2.70	2.57	-4.8%

Source: US Census Data/American Community Survey Estimates

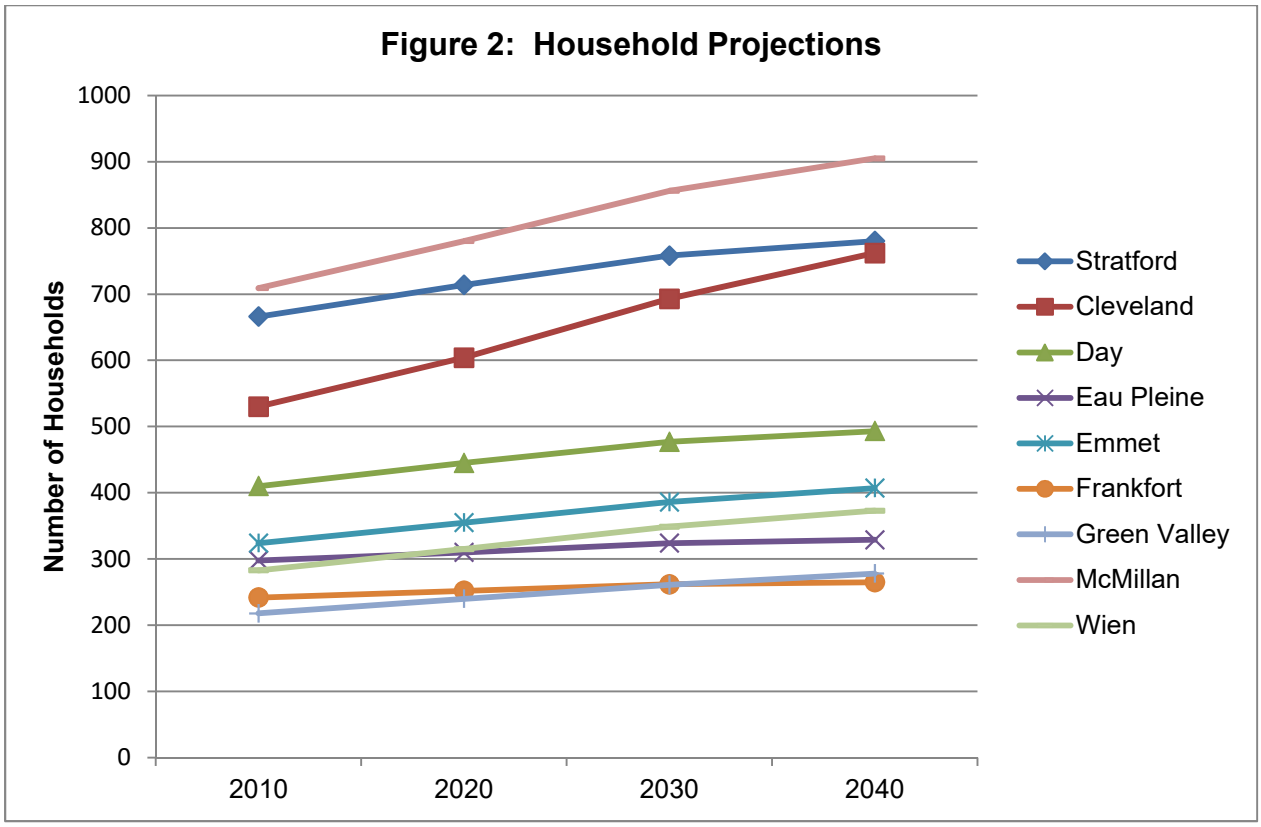
Figure 1 includes population estimates and projections taken from the Wisconsin DOA Demographic Services Center in 2013. The population projections begin for year 2015,

but in many communities across North Central Wisconsin, the DOA population projections have been lower than expected. From 2010 to 2040 the Village of Stratford is projected to increase by 162 persons or 10.3 percent. The Town of Cleveland is expected to experience the greatest growth at 35.4 percent. The Town of Frankfort is expected to have the lowest estimated growth rate at 3.0 percent. Additionally, Figure 2 shows the number of households is expected to increase 17.1 percent for the Village of Stratford, is projected the lowest at 9.5 percent for the Town of Frankfort, and highest at 43.8 percent for the Town of Cleveland between 2010 and 2040. The NCES estimated that in 2016 there were 1981 total households in the District, with 658 having at least one person below 18 years of age.

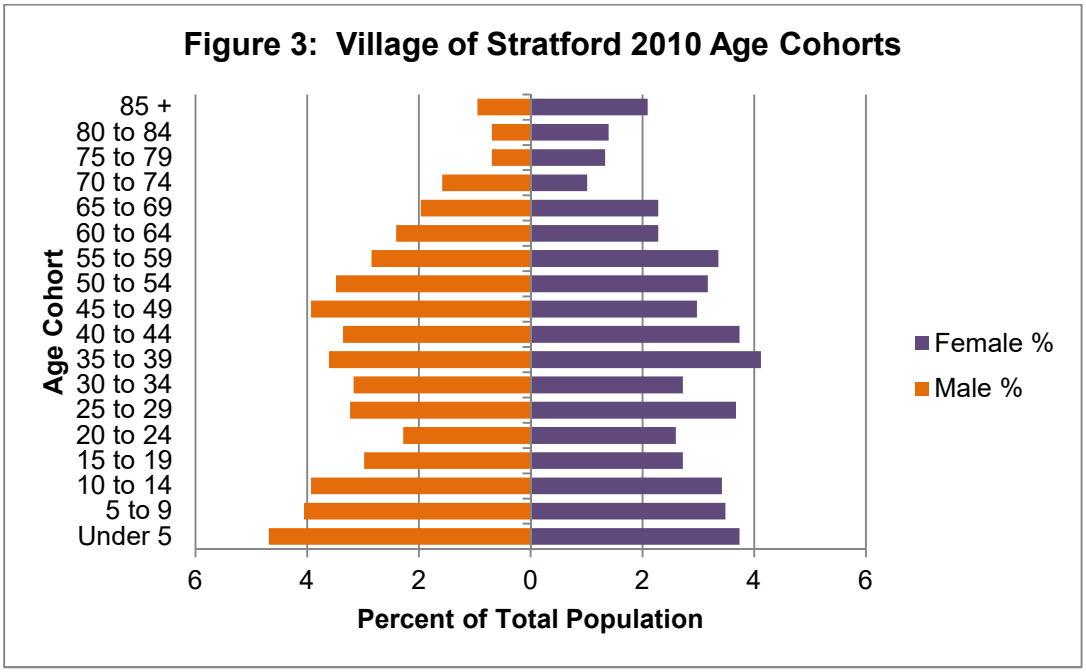
Figure 1: Population Projections



Source: Wisconsin Department of Administration Population Projections 2013



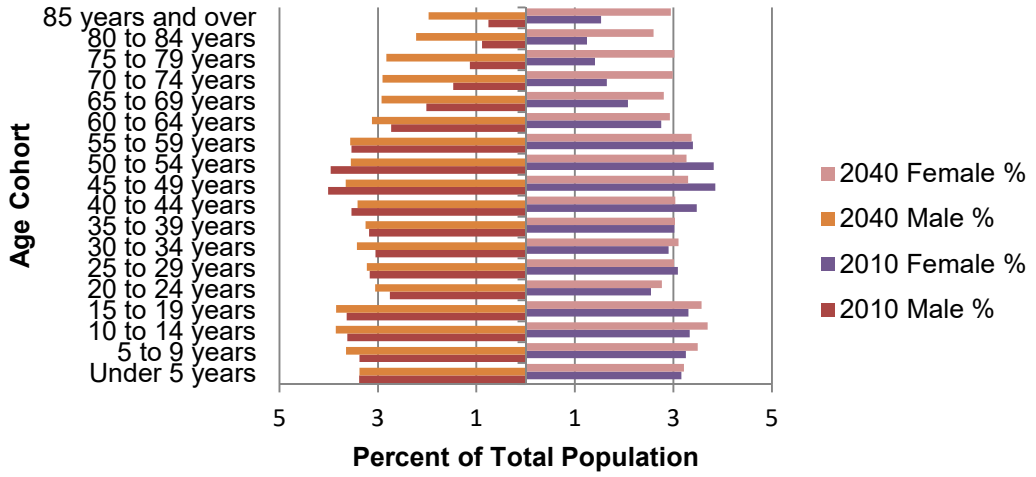
Source: Wisconsin Department of Administration Household Projections, 2013



Source: 2010 US Census

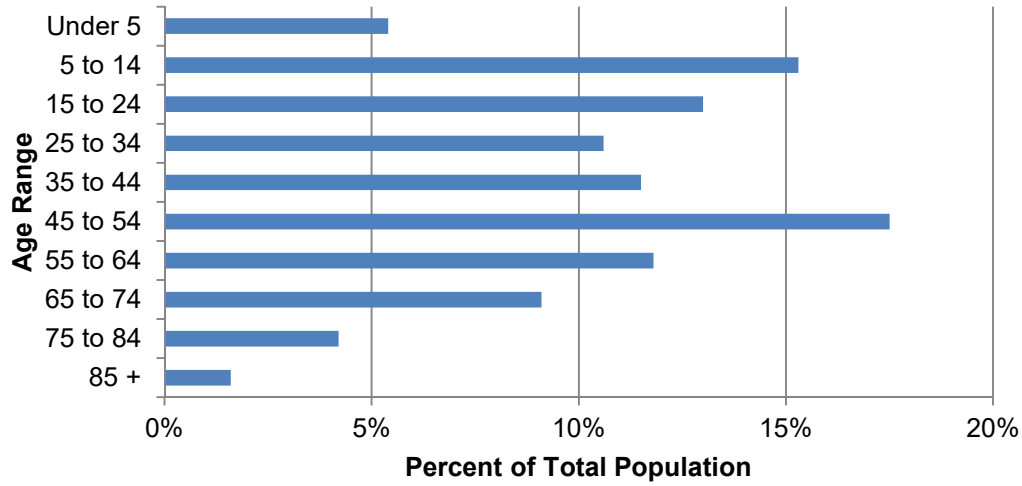
The median age for the village was 37.3, which was 2.1 years lower than the county and 1.2 years lower than the state, at 39.4 and 38.5 respectively in 2010. Stratford's median age was 3.5 years higher than it was in 2000, which reflects the general aging population of Wisconsin. Figure 3 shows an age population pyramid for the Village of Stratford illustrating population distribution with respect to age cohorts. Figure 4 shows that same interrelation for Marathon County both presently and with 2040 population projections.

Figure 4: Marathon County 2010 and Projected 2040 Age Cohorts



Source: 2010 Census, State of Wisconsin Demographic Services Center Projections

Figure 5: Stratford School District Population by Age



Source: American Community Survey 2012-2016

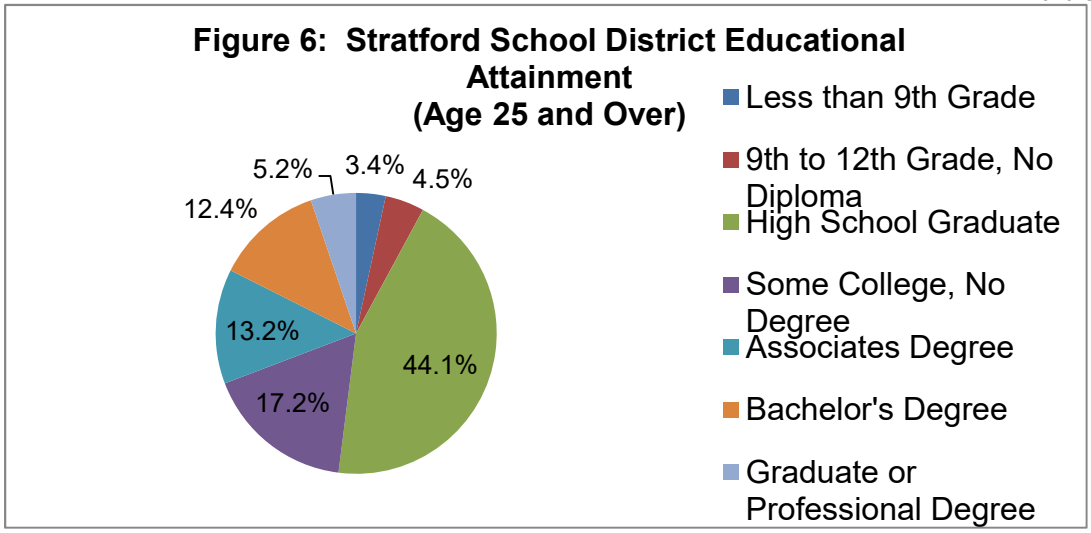
According to 2010 Census data, 87.9 percent of the Village of Stratford residents had a high school education or higher, as shown on Table 5. This was 4.9 percentage points

higher than the previous decade. Within the Stratford School District, the NCES estimated that in 2016 among adults that were 25 and older there were 1500 total high school graduates in the District and 422 total bachelor's degree recipients. Figure 6 shows the breakdown within the District, there were a total of 3135 (92.1%) high school degree holders or higher and 599 total (17.6%) bachelor's degree graduates or higher.

Table 5: Educational Attainment in Minor Civil Divisions

Educational Attainment	Stratford	Cleveland	Day	Eau Pleine	Emmet	Frankfort	Green Valley	McMillan	Wien
Less than 9th Grade	5.9%	5.7%	6.6%	3.2%	5.4%	5.1%	9.2%	2.9%	8.2%
9th to 12th Grade, No Diploma	6.2%	7.3%	3.8%	7.4%	6.2%	12.7%	7.4%	5.9%	5.2%
High School Graduate	46.8%	38.2%	48.8%	50%	44.9%	43.7%	39.8%	33.9%	42.6%
Some College, No Degree	20.0%	19.3%	23.1%	20.9%	22.6%	18.5%	19.6%	17.2%	18.4%
Associates Degree	6.2%	10.4%	7.6%	7.5%	7.8%	11.5%	11%	6.5%	15.8%
Bachelor's Degree	9.9%	12.0%	5.1%	7.0%	10.8%	5.9%	8.9%	16.3%	9.1%
Graduate or Professional Degree	4.9%	7.2%	5.1%	4.0%	2.3%	2.7%	4.1%	17.3%	0.6%
Percent high school graduate or higher	87.8%	87.1%	89.7%	89.4%	88.4%	82.3%	83.4%	91.2%	86.5%
Percent bachelor's degree or higher	14.8%	19.2%	10.2%	11.0%	13.1%	8.6%	13.0%	33.6%	9.7%

Source: 2010 Census



Source: American Community Survey 2012-2016

CHAPTER 2: EXISTING CONDITIONS

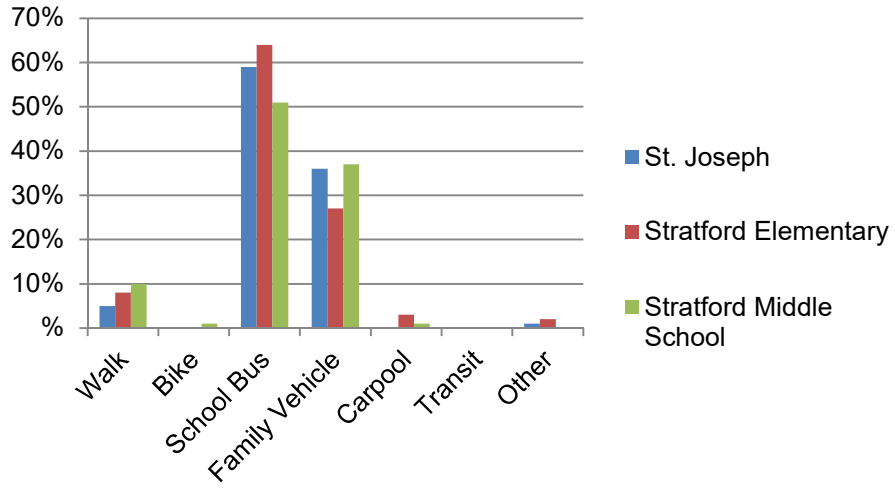
This chapter analyzes a range of background material and information used to help develop the recommended safe routes to school strategies, including: a review of the results of the student travel tallies and parent surveys conducted as part of this plan; discussion of information gleaned from the planning meetings and site assessments; and background information on the planning area including policies and practices that are in place, as well as traffic and crash data.

STUDENT TALLY OVERVIEW

In October of 2018 student tallies were administered by homeroom teachers from Stratford Elementary, Stratford Middle School, and St. Joseph Catholic School. The 3-day Students Arrival and Departure Tally Sheet from the National Safe Routes to School Center was used (See Attachment A). The results from Stratford Elementary School included 19 classrooms with a total of 903 morning trips and 904 afternoon trips. There were 12 classrooms from Stratford Middle School with 361 morning and 359 afternoon trips. St. Joseph Catholic School tallied students from seven classrooms and had 74 morning and 73 afternoon trips total. Student tallies occurred over a two-day period, so one student would tally four trips if they attended both days. However, it is possible that some students attended only one day due to illness or absence.

In the student tally, homeroom teachers documented how students got to and from school and had opportunity to note other relevant comments. Student tally results for the three schools included in the study can be seen in Figure 7. The vast majority of students from the three schools take the school bus to and from school, followed by the family vehicle. Tallies and surveys were administered to establish base line data, provide recommendations and compare future progress.

Figure 7: Stratford School District Student Tally Results (Total)



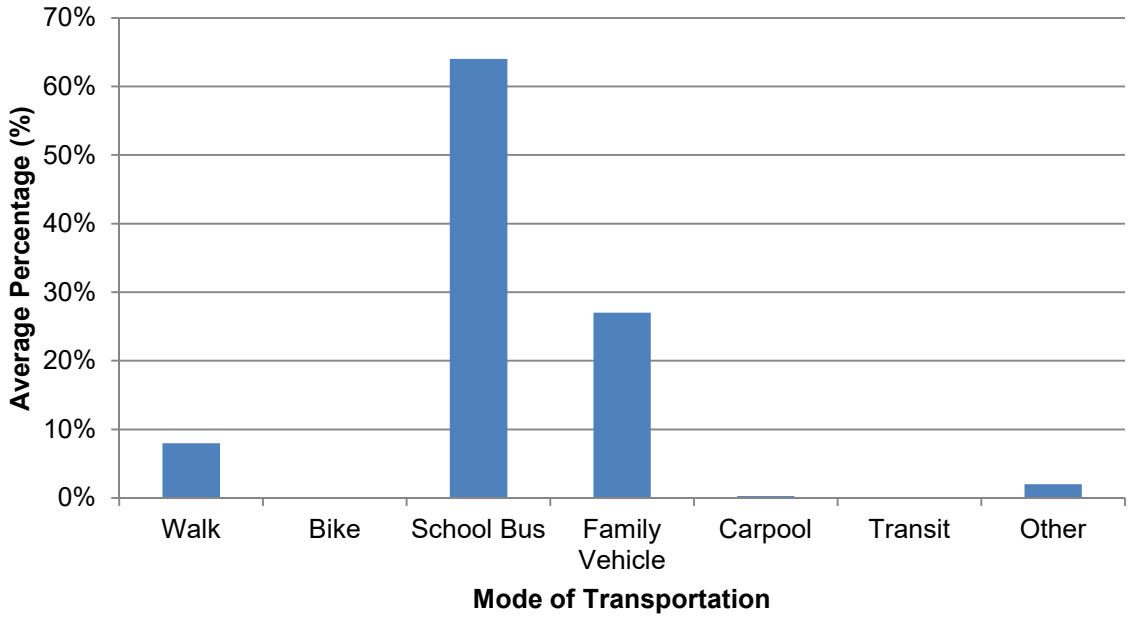
Stratford Elementary School Student Tally

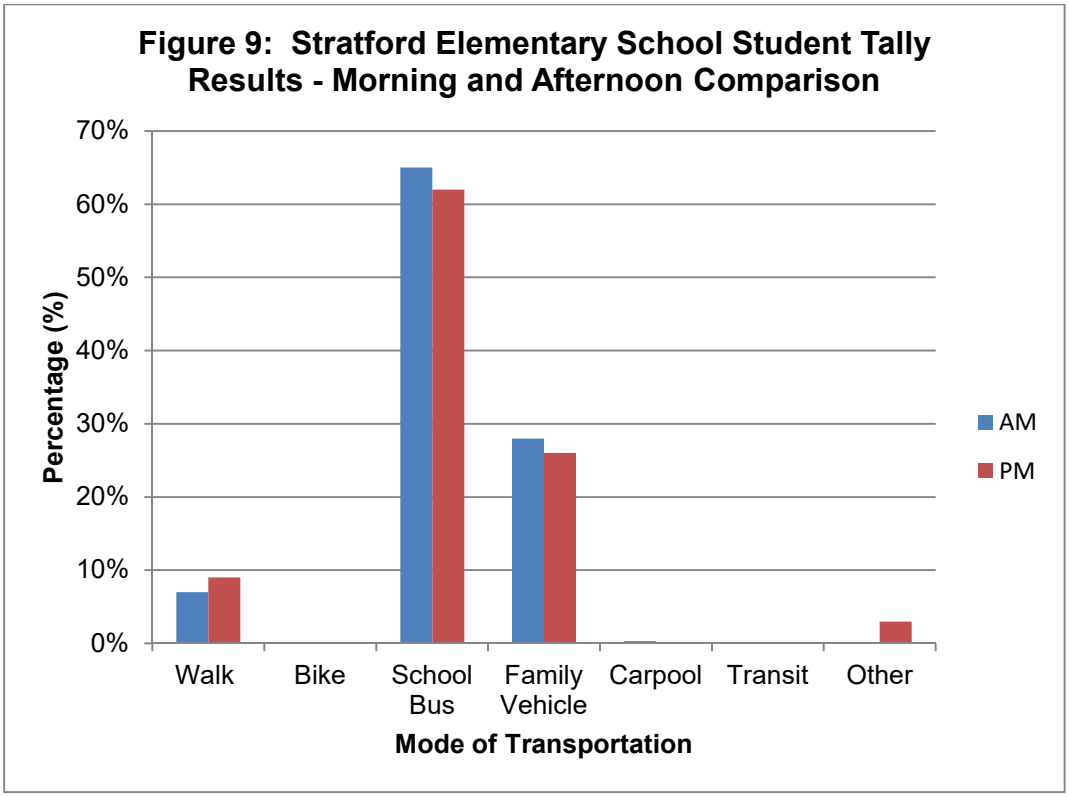
Students attending Stratford Elementary School are students pre-kindergarten through 5th grade. The primary mode of transportation for these students is by school bus and family vehicle.

- **Modes of Travel by Stratford Elementary School Students:**
  1. School Bus (64%)
  2. Family Vehicle (27%)
  3. Walk (8%)

Table 6: Stratford Elementary School – Student Tally Results			
Mode	**Average Percentage**	**Morning**	**Afternoon**
Walk	8%	7%	9%
Bike	0%	0%	0%
School Bus	64%	65%	62%
Family Vehicle	27%	28%	26%
Carpool	.3%	.3%	.2%
Transit	0%	0%	0%
Other	2%	0%	3%

Figure 8: Stratford Elementary School Student Tally Results





Stratford Middle School Student Tally

Students attending Stratford Middle/Senior High School are in grades 6-12, however only grades 6-8 were included in this assessment. Therefore, only Stratford Middle School will be referenced hereafter. The primary mode of transportation for these students is by school bus and family vehicle.

- **Modes of Travel by Stratford Middle School Students**
  1. School Bus (51%)
  2. Family Vehicle (37%)
  3. Walk (10%)

Table 7: Stratford Middle School – Student Tally Results

Mode	Average Percentage	Morning	Afternoon
Walk	8%	11%	10%
Bike	1%	1%	1%
School Bus	48%	54%	51%
Family Vehicle	42%	32%	37%
Carpool	.8%	2%	1%
Transit	0%	0%	0%
Other	0%	0%	0%

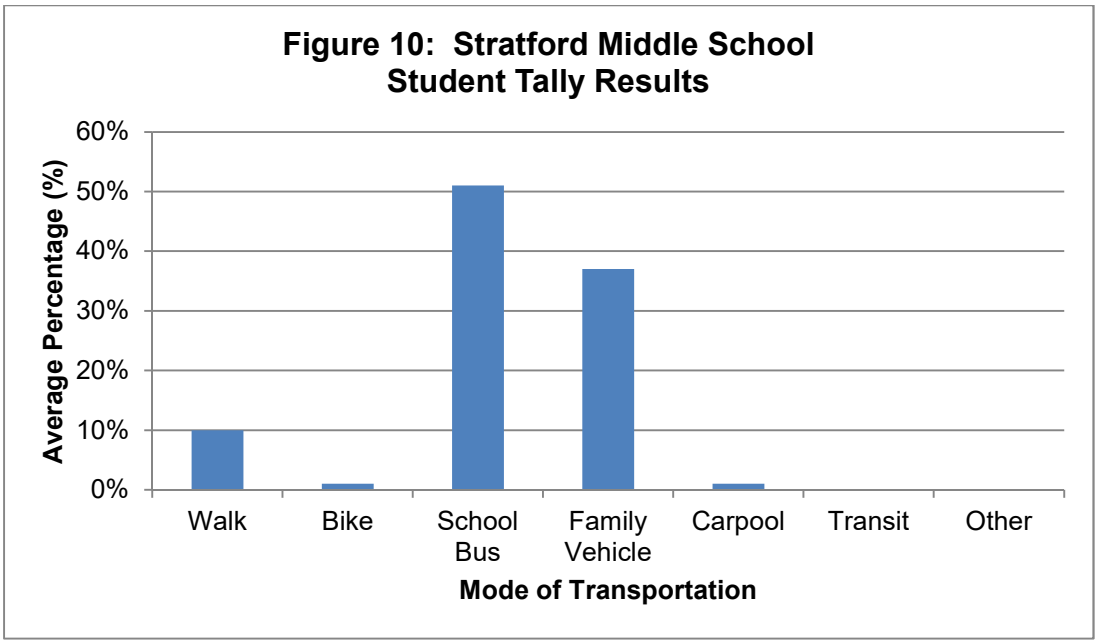


Figure 10: Stratford Middle School
Student Tally Results
Average Percentage (%)
60%
50%
40%
30%
20%
10%
0%
Walk
Bike
School Bus
Family Vehicle
Carpool
Transit
Other
Mode of Transportation

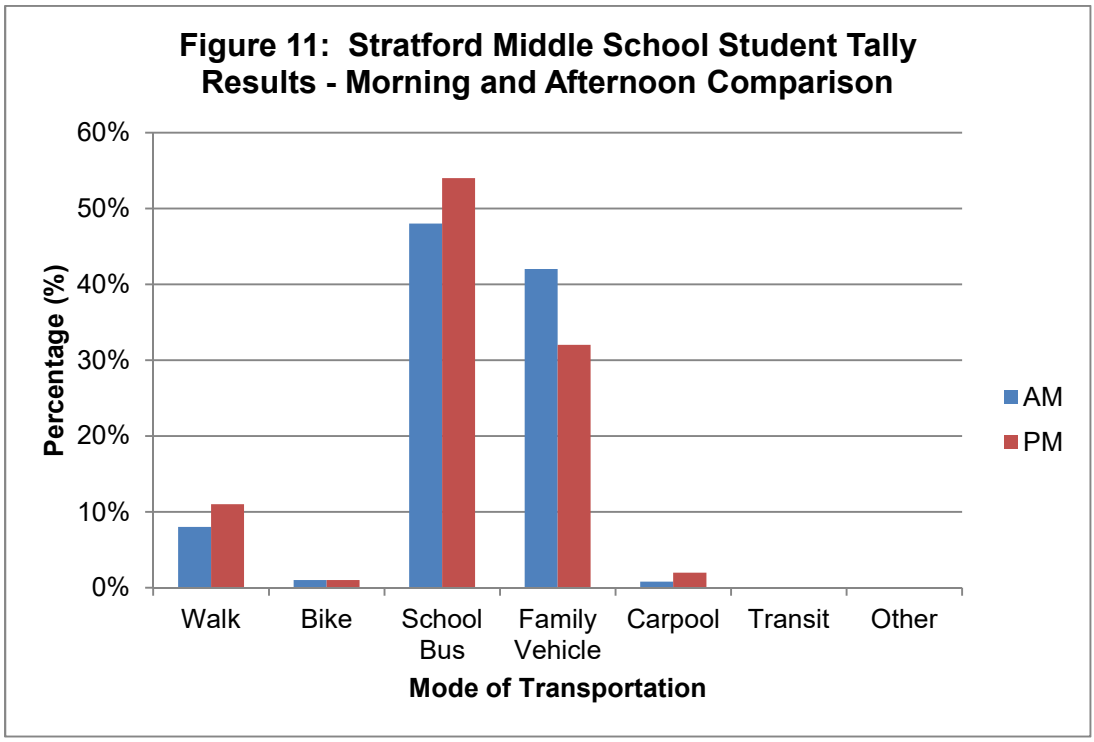


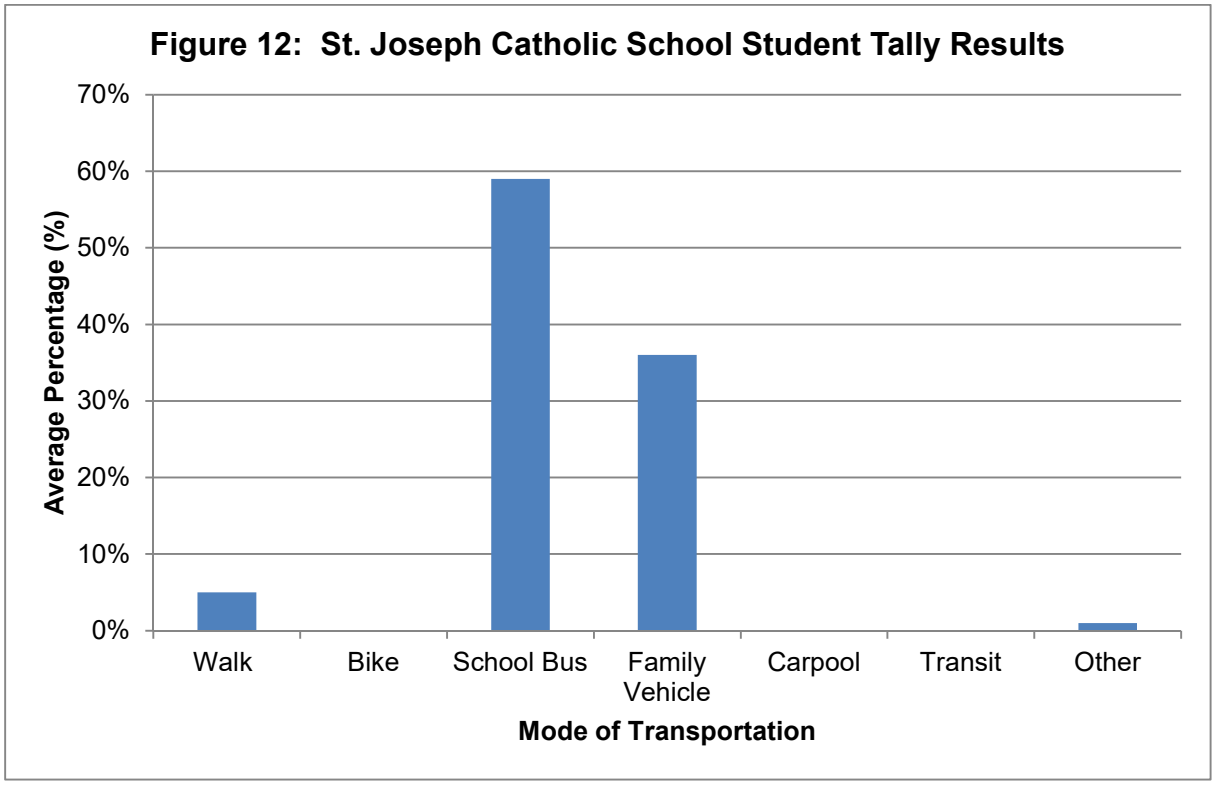
Figure 11: Stratford Middle School Student Tally
Results - Morning and Afternoon Comparison
Percentage (%)
60%
50%
40%
30%
20%
10%
0%
Walk
Bike
School Bus
Family Vehicle
Carpool
Transit
Other
Mode of Transportation
AM
PM

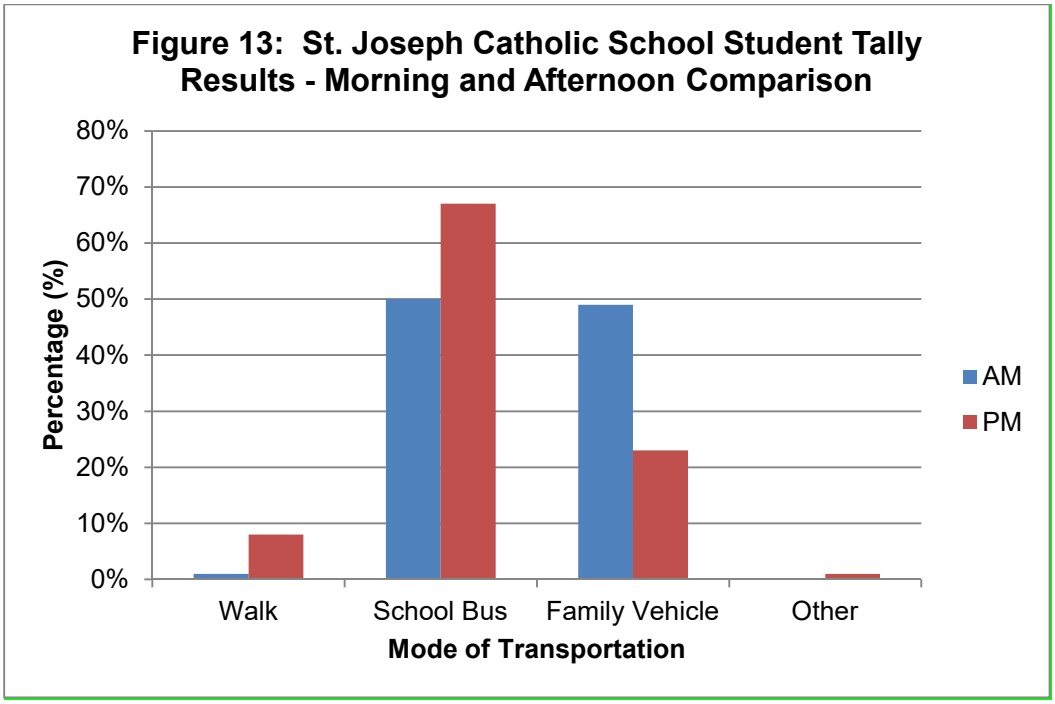
St. Joseph Catholic School Student Tally

Students attending St. Joseph Catholic School are in pre-Kindergarten through 8th grade. The primary modes of transportation are school bus and family vehicle for these students.

- **Modes of Travel by St. Joseph Catholic School Students**
  1. School Bus (59%)
  2. Family Vehicle (36%)
  3. Walk (5%)

Table 8: St. Joseph Catholic School – Student Tally Results			
Mode	**Average Percentage**	**Morning**	**Afternoon**
Walk	5%	1%	8%
Bike	0%	0%	0%
School Bus	59%	50%	67%
Family Vehicle	36%	49%	23%
Carpool	0%	0%	0%
Transit	0%	0%	0%
Other	1%	0%	1%





PARENT SURVEY OVERVIEW

While student tallies were being coordinated at school, parent surveys were sent home to be completed by parents. The Parent Survey from the National Safe Routes to School Center was used (See Attachment A). On the form, parents described how children got to and from school, total travel time, and factors that influence their decision to allow or not allow their children to walk/bike to and from school. Additionally they were asked if in their opinion biking/walking is fun and healthy and to what degree they felt that the school encouraged biking/walking.

Parents were instructed to fill out only one survey per school. If multiple children attended the same school, they were asked to fill out one survey for the child with the next birthday from today's date. There were 109 surveys returned for Stratford Elementary School, 39 from Stratford Middle School, and 13 from St. Joseph Catholic School. Expanded parent survey results can be seen in Attachment B.

Stratford Elementary School Parent Survey

Figure 14 shows that 69 percent of parents report living over 2 miles from the school, the remaining 31 percent of the respondents are under the 2 mile radius and are being addressed in this safe routes plan. Correspondingly, Figure 15 indicates that the most significant barrier reported by parents preventing them to allow walking or biking is distance.

- **Factors cited most by parents prohibiting biking/walking:**
  1. Distance (83%)
  2. Volume of traffic along route (67%)
  3. Weather (66%)
  4. Speed of traffic along route (65%)
  5. Safety of intersections and crossings (60%)

Figure 14: Stratford Elementary School - Parent Estimate of Distance from Home to School

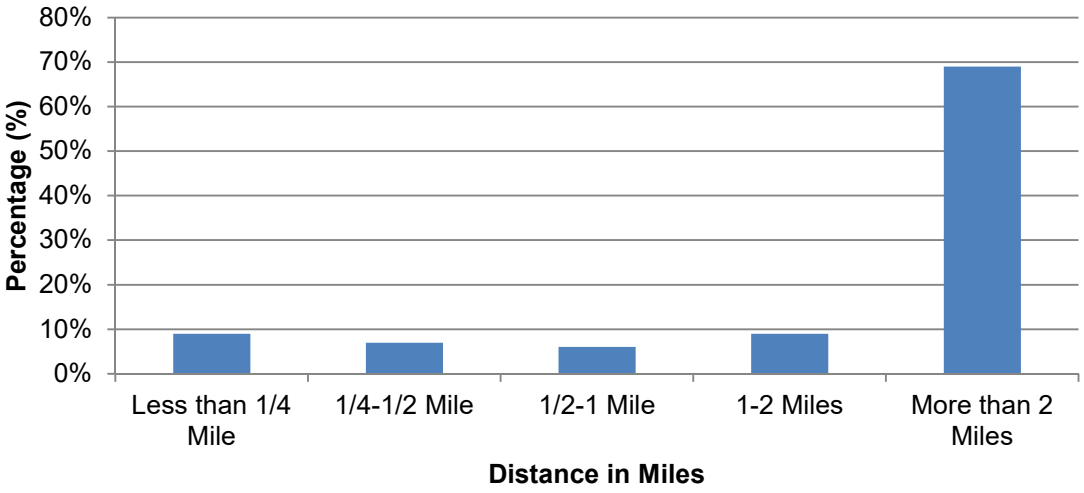


Figure 15: Stratford Elementary School - Issues Reported by Parents That Affect Their Decision to Not Allow Biking/Walking

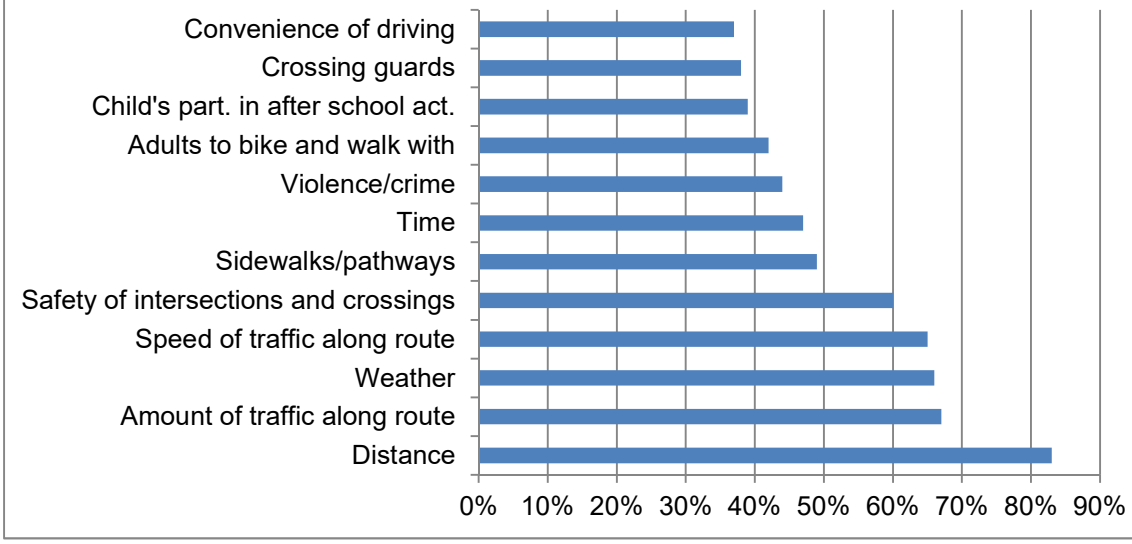
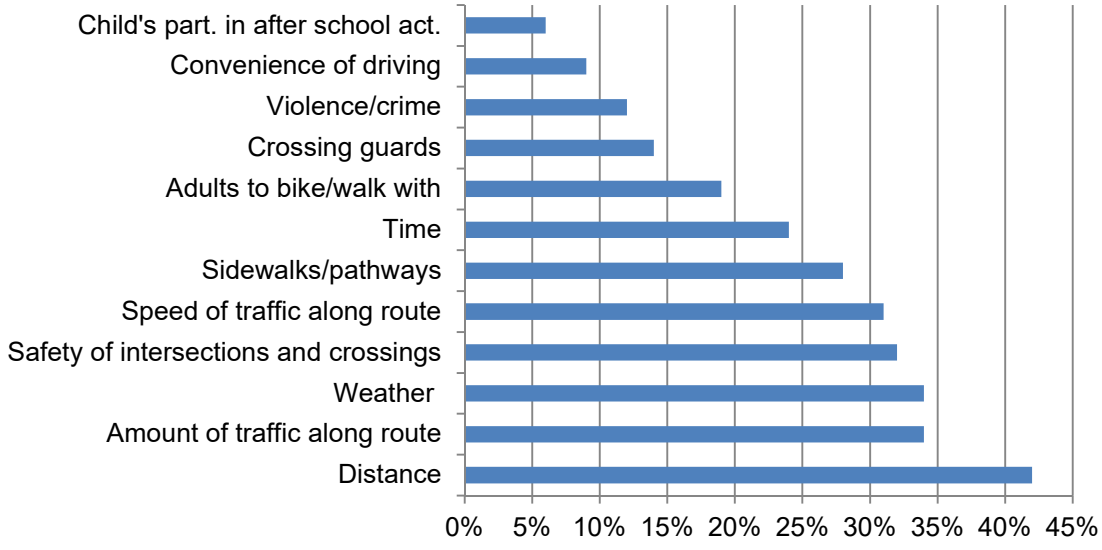


Figure 16: Stratford Elementary School Parents - If Issue Changed Would Allow Walking/Biking



Parents cited the variables in Figure 16 as the factors that would be most influential in their decision to allow biking and walking. The top five items are detailed below. This plan will focus specifically on amount of traffic, safety of intersections and crossings, and speed of traffic as distance and weather are fixed.

Proposed changes most cited by parents that would cause them to allow biking/walking

1. Distance (42%)
2. Amount of traffic along route (34%)
3. Weather (34%)
4. Safety of intersections and crossings (32%)
5. Speed of traffic along route (31%)

Stratford Middle School Parent Survey

Figure 17 indicates that 64 percent of parents reported to live more than 2 miles from the middle school. Therefore, 36 percent of students are included in the targeted study area. Similarly, 94 percent of parents report that distance is the most commonly cited factor in preventing permitting walking and biking to school, see Figure 18.

- **Factors cited most by parents prohibiting biking/walking:**
  1. Distance (94%)
  2. Speed of traffic along route (88%)
  3. Amount of traffic along route (78%)
  4. Weather (69%)
  5. Sidewalks or pathways (66%)

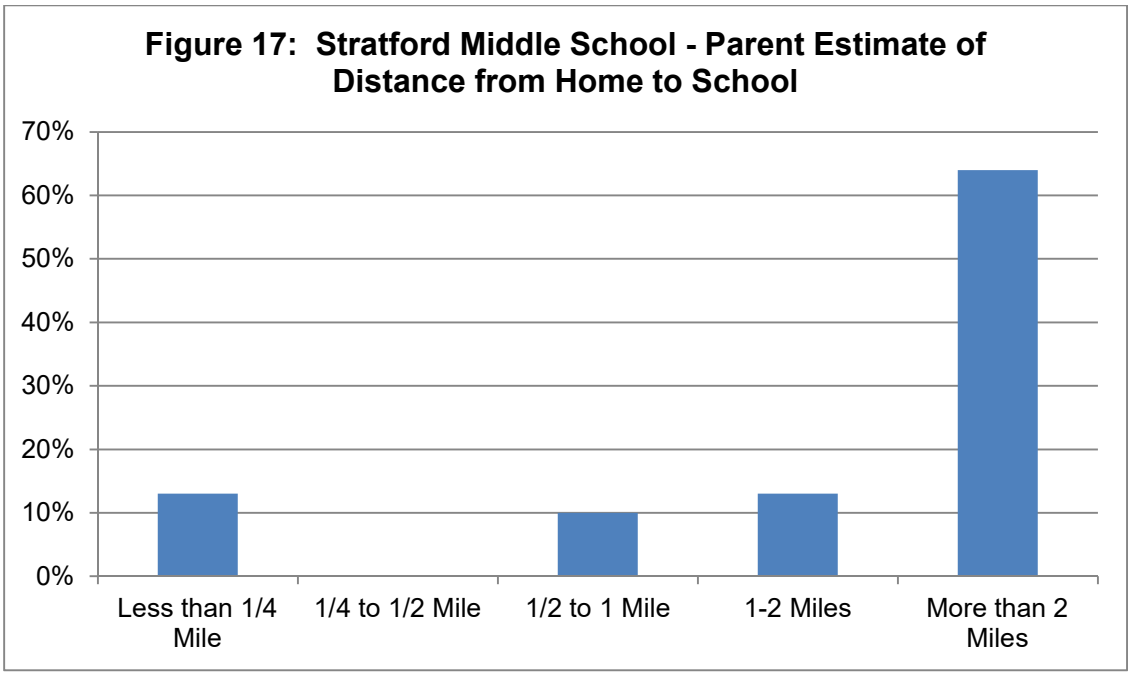


Figure 17: Stratford Middle School - Parent Estimate of Distance from Home to School
70%
60%
50%
40%
30%
20%
10%
0%
Less than 1/4 Mile
1/4 to 1/2 Mile
1/2 to 1 Mile
1-2 Miles
More than 2 Miles

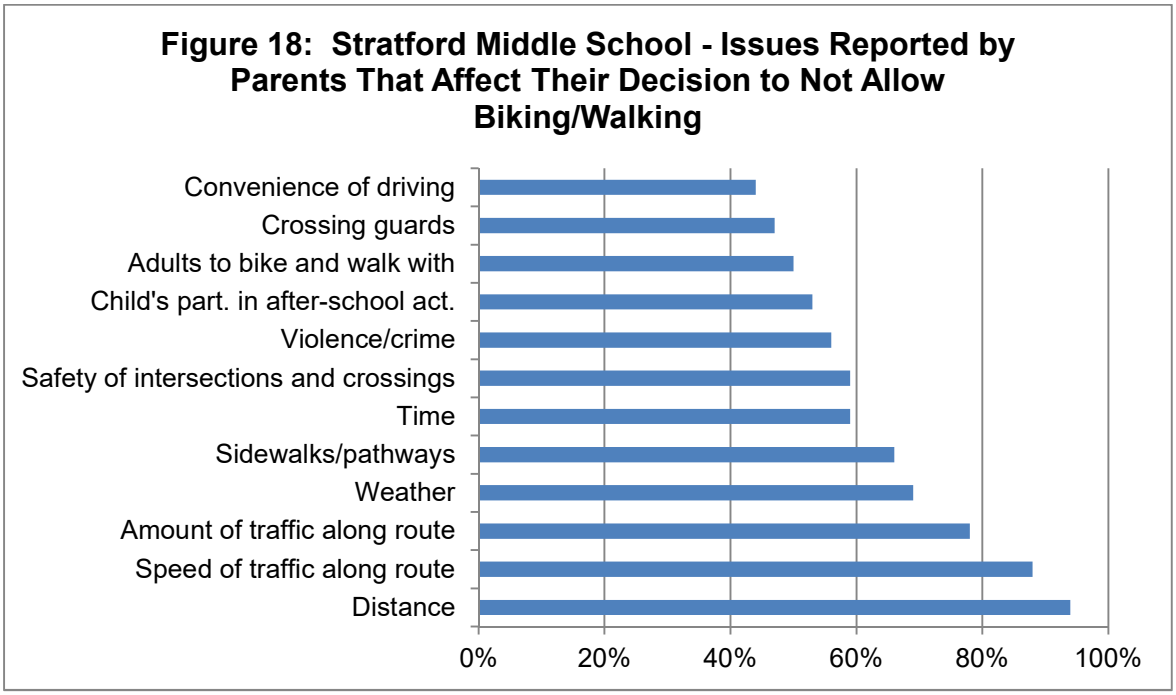
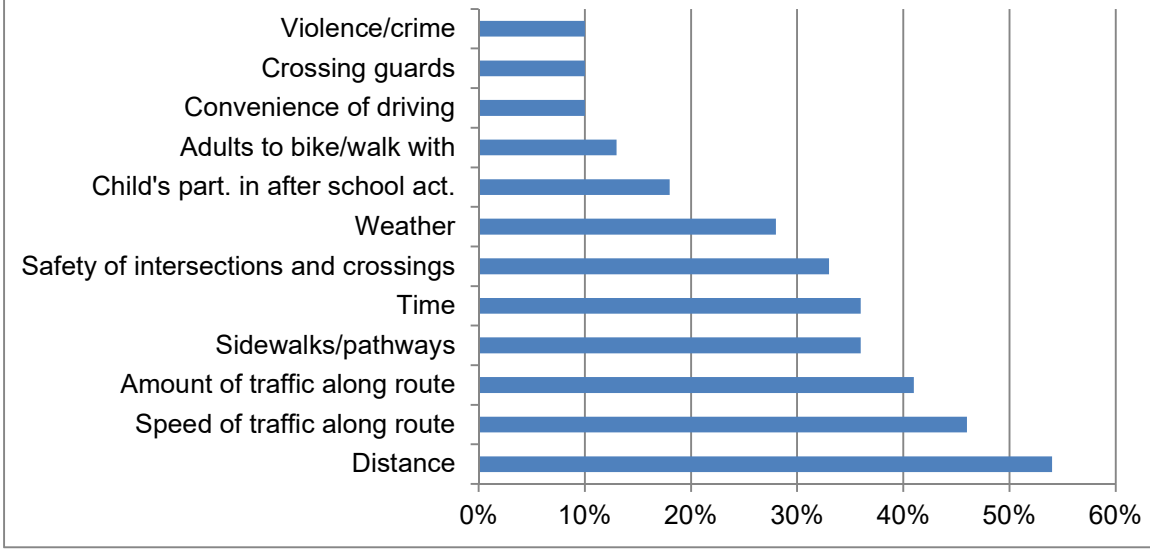


Figure 18: Stratford Middle School - Issues Reported by Parents That Affect Their Decision to Not Allow Biking/Walking
Convenience of driving
Crossing guards
Adults to bike and walk with
Child's part. in after-school act.
Violence/crime
Safety of intersections and crossings
Time
Sidewalks/pathways
Weather
Amount of traffic along route
Speed of traffic along route
Distance
0%
20%
40%
60%
80%
100%

Figure 19: Stratford Middle School Parents - If Issue Changed Would Allow Biking/Walking



Parents cited the factors in Figure 19 as most likely to influence their decision to allow biking and walking if changed. The top five issues are detailed below. This plan will focus specifically on the speed and amount of traffic, sidewalks/pathways, and ways to incent middle school students to take the time to bike and walk to and from school.

- **Proposed changes most cited by parents that would cause them to allow biking/walking**
    1. Distance (54%)
    2. Speed of traffic along route (46%)
    3. Amount of traffic along route (41%)
    4. Sidewalks/pathways (36%)
    5. Time (36%)

St. Joseph Catholic School Parent Survey

Figures 20-22 use number of children/responses rather than overall percentage due to the small sample size. A majority of the survey respondents live 2 miles or more from St. Joseph. However, interestingly traffic volumes were most commonly cited as a barrier to allow biking/walking. Distance and traffic speeds followed closely behind, see Figure 21.

- **Factors cited most by parents when prohibiting biking/walking:**
    1. Volume of traffic along route (11)
    2. Distance (10)
    3. Speed of traffic along route (10)
    4. Safety of intersections and crossings (8)
    5. Weather (7)

Figure 20: St. Joseph Catholic School - Parent Estimate of Distance from Home to School

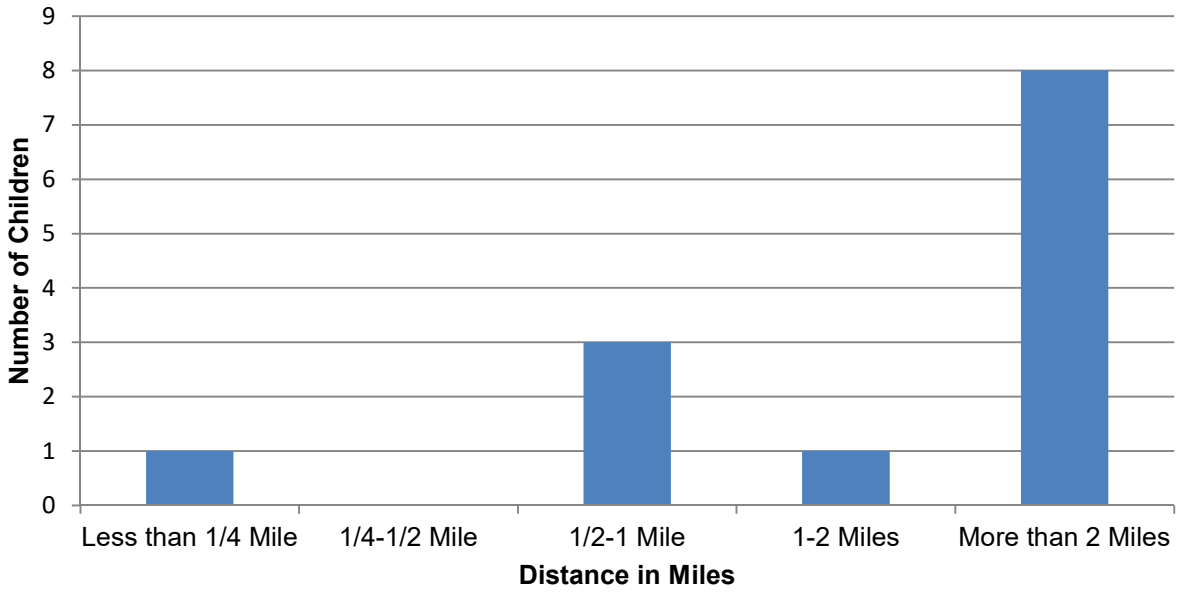


Figure 21: St. Joseph Catholic School - Issues Reported by Parents That Affect Their Decision Not to Allow Biking/Walking

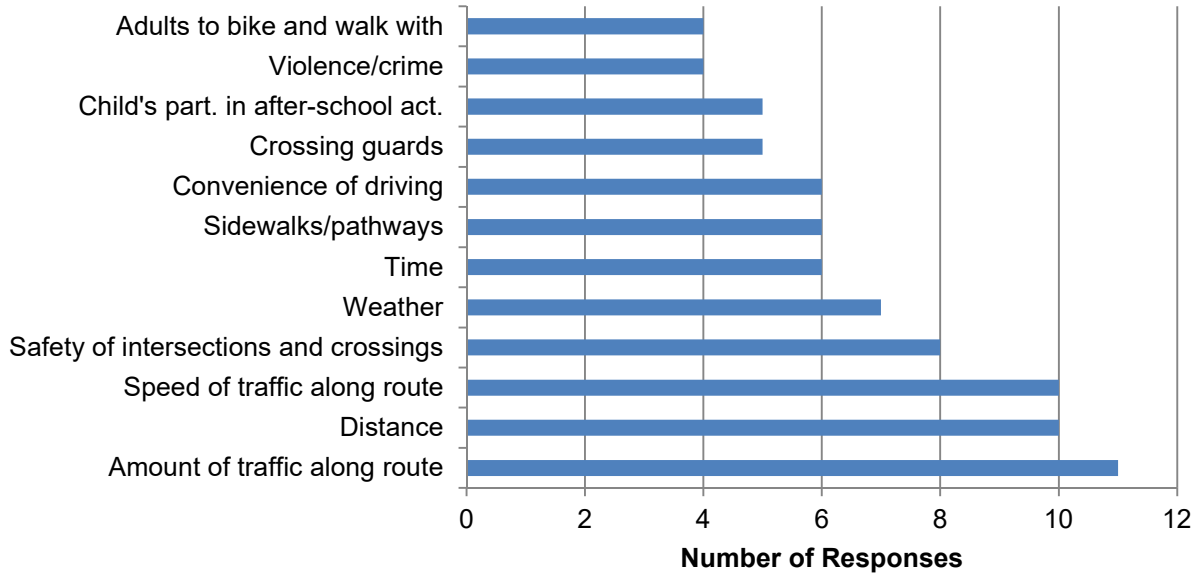
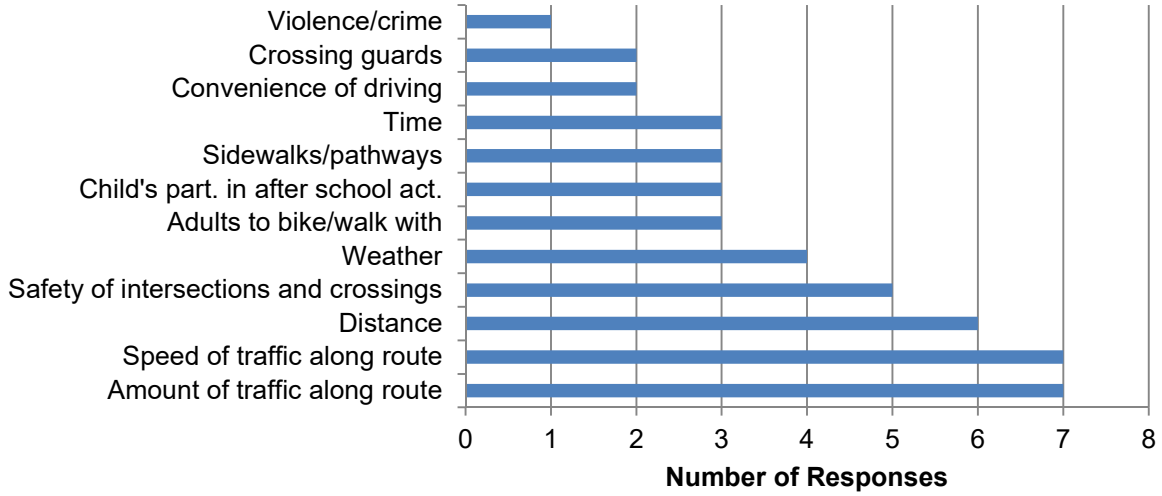


Figure 22: St. Joseph Catholic School Parents - If Issue Changed Would Allow Walking/Biking



Parents cited the variables in Figure 22 as the issues most likely to influence their decision to allow biking and walking if changed. The top five issues are detailed below. This plan will focus specifically on amount of traffic, speed of traffic, and safety of intersections and crossings, as distance and weather are fixed.

Proposed changes most cited by parents that would cause them to allow biking/walking

1. Amount of traffic along route (7)
2. Speed of traffic along route (7)
3. Distance (6)
4. Safety of intersections and crossings (5)
5. Weather (4)

SITE ASSESSMENT

As part of this Safe Routes to School planning process, a walking and bicycling site assessment was conducted within about a block around each of the three Stratford area schools encompassed in this plan, and the overall community where these schools are located. The assessment was conducted by NCWRPC staff. Some of the data collected from the assessment is shown on Map 3.

A walking and bicycling assessment is a process that involves a systematic gathering of data about the physical conditions that affect walking and bicycling in an area or site. The objective of the assessment is to document factors that help or hinder safe walking and bicycling. These factors include, but are not limited to, street lighting; existence of sidewalks and their width or condition; traffic volume, road widths, and topography.

Map 3

Site Assessment

Stratford Area
Safe Routes To School

Areawide Assessment

* Sidewalks are in good condition, and are kept free of snow.
* Sidewalk ramps exist on most corners.
* School Speed Limit zone signs are well maintained.

Vehicles not allowed during school.

Bike rack does not meet current guidelines, and is hidden, which discourages use.

Bike rack is in prominent location by an entrance.

Bike rack does not meet current guidelines.

Amber warning light blinks 24-hrs.

School Speed Limit sign could go in either location:

LUTHER ST
MYRTLE ST
SPIRIT ST
LARCH ST
STATE HIGHWAY 97
LEGACY ST
LEGION ST
SCHOLAR ST
VARSITY ST

- 24-hr blinking amber light
- School Crossing Ahead
- School Speed Limit "When Children Are Present"
- In-Street School Crossing Sign
- Missing School Speed Limit sign
- Restricted Access
- Sidewalks
- Path (Not Plowed in Winter)
- Crosswalk
- St Joseph Elementary
- Stratford Elementary
- Stratford Junior / Senior High School
- Bike Rack
- Parking
- Safety Patrol
- School Entrance
- 15 mph School Speed Limit
- Gate
- Chain Link Fence

N W E S

0 125 250 500 Feet

Source: WI DNR, NCWRPC, Marathon Co

This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.

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TASK FORCE MEETING OUTCOMES

The SRTS Task Force includes a diverse group of individuals (school, city, safety, health, etc.) that work toward the common goal of creating safe routes to school within the community. Through a series of meetings, the Task Force identified issues and objectives that helped to shape the recommendations put forth in this plan. The Task Force will continue to be instrumental in the implementation and evaluation stages.

Meeting 1: February 26, 2019

The most significant concern expressed by the Task Force members involved the two state highways that run through the Village. State highway 97 runs north and south through the Village boundary and State highway 153 runs east and west. Task Force members expressed concern about the speed and amount of traffic on these highways and also conveyed reservation about the lack of sidewalks and inadequate width of the paved shoulders. Members also noted lack of sidewalks of some streets in close proximity to the school (including Legion Street). The potential of a "walk to school week" with adult supervision was discussed to ascertain the desire of persons to utilize these routes if there were increased safety measures in place.

Meeting 2: May 23, 2019

The main concern of the Task Force at this meeting was the high number of vehicle accidents at the intersection of STH 97 and STH 153. The Task Force discussed engineering recommendations including a buffered bike lane on STH 97, possible materials and means for educating students about safe walking and biking practices, and the best encouragement strategies for the School District.

Meeting 3: July 15, 2019

At this meeting the Task Force continued to identify the most desirable intersections for safe routes and crossings for students. The five-point intersection at Legacy St., Legion St., and STH 153 is used frequently by pedestrians, as it is seen as a way to save time while travelling. It was determined that due to the difficulty in how these streets converge combined with the inability to safely install sidewalks south of STH 153 on Legion St., it is preferable to re-route students. The best option is STH 97 and STH 153 with some intersection enhancements including installing high visibility crosswalks, traffic signal modifications, and adding a crossing guard.

Adding general pedestrian RRFB's at the intersections of STH 97 and Spirit St. and at STH 97 and Fieldcrest Dr. was also discussed. There is a need for speed limit reduction north of Balsam Rd. There was an emphasis on circulating educational materials particularly for those students that are already walking. A "Walk to School Week" was discussed as a possibility to generate interest and create momentum for the engineering recommendations.

School Route Map

At WisDOT's request, Village of Stratford staff and NCWRPC created a school route map (Map 5) to show the major and minor (feeder routes) that children use to get to

school. Developing the school route map reinforced engineering recommendations that the Task Force requested of WisDOT.

Final Adoption (Fall 2019)
As soon as all the changes were made and WisDOT approved the recommendations for state highways, then the SRTS Plan was moved through the approval process at both the School Board and the Village Board in late summer of 2019.

See Attachment C for adoption documentation.

EXISTING POLICIES AND PRACTICES

Busing
According to Wisconsin law, a K-12 public school student living more than two miles from a public school is entitled to busing provided by the School District. Additionally, §121.5(9)(a), Wis. Stats., establishes the procedures to be followed in the development of an usually hazardous transportation (UHT) plan within a two mile radius. An "unusual hazard" is an existing transportation condition that constitutes more than an ordinary hazard and seriously jeopardizes the safety of pupils traveling to and from school. Stratford has several "hazardous walking areas" which are delineated in its UHT plan. Students living in these designated areas are bused to and from school.

Bike Racks
There are old style bike racks that are seasonally available near the school entrances for Stratford Elementary School, St. Joe's School, and Stratford Middle School. None of these racks meet current bike rack design guidelines found in Attachment D, which is typical for any school in Wisconsin.

Source: NCWRPC

Bike rack near Middle School side entrance

Crossing Guards
Adult crossing guards are usually assigned at heavily traveled intersections. The presence of crossing guards can significantly increase safety for youth by ensuring that they are learning and obeying pedestrian safety rules as they cross the street under their watch. There are no adult crossing guards, however there are student safety patrols.

Safety Patrols

Stratford Elementary School offers older students the opportunity to work as safety patrols. Safety patrols staff three intersections that are directly adjacent to the school. St. Joseph Catholic School also has student safety patrols in place and the front and rear entrances. Safety patrol locations are indicated in Map 3.

TRAFFIC COUNTS

Traffic volumes are not particularly high on the streets directly adjacent to the schools. The two highways with most significant traffic volumes are State Highways 97/Weber Avenue and 153/Fir Street. These roadways are the most significant barriers to walking and biking to and from school. Table 9 displays data from 2004 and 2010 and the percent change over time. Traffic has increased most significantly on State Highway 97/Weber Avenue north of State Highway 153. This highway is five blocks from St. Joseph Catholic School and two blocks from Stratford Elementary and Middle Schools. Additionally, in most cases traffic is highest when students are walking and biking to school. The locations that are relevant to the SRTS Plan include:

Table 9: Traffic Volumes

Street	AADT 2004	AADT 2010	Percent Change
Railroad St. (North of STH 153)	640	500	-21.9%
Larch St. (East of STH 97)	760	830	9.2%
Legion St. (North of STH 153)	1000	1100	10.0%
STH 153 (West of STH 97)	2900	3000	3.4%
STH 153 (Between STH 97 & Legacy St.)	5400	4600	-14.8%
STH 153 (Between Legion St. and Railroad St.)	No data	5900	N/A
STH 153 (West of CTH M)	4000	3100	-22.5%
STH 97 (North of STH 153)	6400	9000	40.6%

Source: Wisconsin Department of Transportation

Children have little concept of how fast cars are traveling, or how to anticipate what a driver is going to do, so it is up to adults to be responsible.

Map 4 shows the most current traffic volume counts within a half mile radius of the schools. It also details two bicycle accidents that occurred within a half mile radius. One was on S. Weber Ave. and E. Hemlock St. south of the village and one was on 2nd Ave. one block north of the elementary/middle school locations.

CRASH DATA

Safety is often cited as the primary reason people do not bike or walk more often. Creating a safer environment for these activities is an important factor that requires an understanding of safety issues and proven actions that can be taken to improve safety. Crashes involving motor vehicles that result in injuries or fatalities to bicyclists and pedestrians have been recorded at the state and federal levels for many years.

Over the past few decades, traffic safety experts have been moving away from the term "accident" in favor of the term "crash" to describe a collision. An accident is defined as an unforeseen and unplanned event or circumstance. WisDOT made this change in 1990 because traffic crashes are not accidents, but avoidable events caused by a single variable or chain of variables.

Crash data is reported universally for Wisconsin on form MV4000. However, it is important to highlight some shortcomings:

1. *Some studies indicate that as few as ten percent of all bicycle cashes are reported;*
2. *Some roads with a higher frequency of bicycle crashes may have higher bicycle use;*
3. *Very likely that there will be no detectable pattern of bicycle crashes because of the small number reported in rural areas and small cities.*

Table 10 outlines crash statistics that were examined to provide insight into the causes of traffic crashes involving bicycles and pedestrians. Reducing bicyclist and pedestrian traffic injuries and fatalities can be accomplished through safety and education efforts.

Table 10: Crash Data

Address	Type	Date
STH 97 & Trailview St.	Bicycle Crash	6/17/2005
Luther St. & Legacy St.	Bicycle Crash	8/12/2003

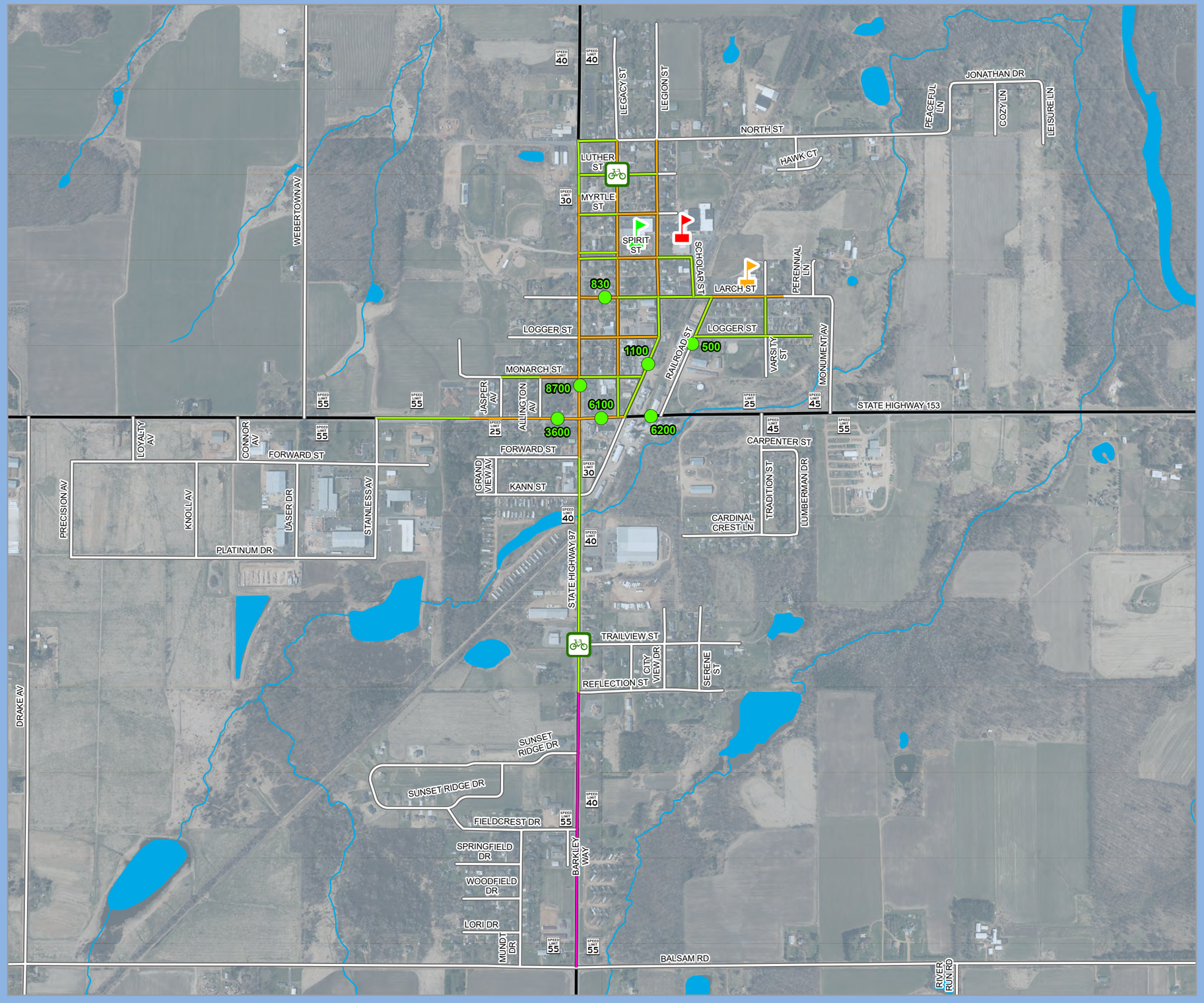
Source: Wisconsin Department of Transportation

Source: NCWRPC

Traffic in two lanes, where only one northbound lane exists.
STH 97 at STH 153

Map 4
Transportation

Stratford Area
Safe Routes To School



Sidewalk Location

- Both Sides
- One Side
- 7 ft wide, paved shoulders
- Traffic Count Location
- Speed Limit
- St Joseph Elementary
- Stratford Elementary
- Stratford Junior / Senior High School
- Water

Crash Type (2000-2018)

- Bicycle

N
W E
S

0 0.13 0.25 0.5 Miles

Source: WI DNR, NCWRPC, Marathon Co

This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.

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CHAPTER 3: RECOMMENDED STRATEGIES

This chapter was developed to address the issues and opportunities observed by school officials, Task Force members, parents, and NCWRPC staff throughout the development of this plan. Moreover, this chapter presents possible solutions to improve existing conditions and concerns. Previous chapters identified background information about the school and municipality, analyzed student and parent data, including quantifying attitudes toward walking and biking. Additionally Task Force outcomes were summarized and existing conditions were assessed.

The SRTS Task Force and NCWRPC have developed the following recommendations around the 5 E's for Safe Routes to School. A successful SRTS program incorporates components of each classification (i.e., the 5 E's: engineering, education, encouragement, enforcement, and evaluation).

Chapter 4 contains SRTS Action Plans for each school. A table in the back of each SRTS Action Plan identifies who may enact each item and provides the timeframe for each item's completion. Map 5 shows the location of physical recommendations.

Engineering

Engineering is a broad concept used to describe the design, implementation, operation, and maintenance of traffic control devices or physical measures. Children and adolescents need well designed paths, safe crossings, and well-maintained roads and pathways. The goal of these recommendations is to create a balanced roadway environment that can accommodate traffic, bicycles, and pedestrians of all types including those with disabilities. With regard to engineering, it is best to implement low-cost solutions first and then seek funding for the larger cost-intensive projects.

Note: Any improvements on STH 97 or 153 will need a permit from WisDOT.

Issue 1: Pedestrian Safety

There is concern that students are not safe with the amount and speed of vehicular traffic particularly when travelling along or when crossing STH 97 and STH 153. This concern was voiced by parents in parent surveys as well as by the Task Force.

Recommendations:

Intersection Treatments (See Map 6)

STH 153 & STH 97

- Add crossing guard.
- Paint high visibility crosswalks (Figure 23) on all 4 sides.

STH 153 & Legion St. (after sidewalk from Legacy St. to Tradition St. is installed)

- Install two street lights (i.e., southwest corner, and southeast corner to light both sides of pedestrians in crosswalk per FHWA-HRT-08-053 Figure 14).
- Install one street light on Legacy St at STH 153, just north of the crosswalk crossing Legacy Street.
- Paint high visibility crosswalk (Figure 23) from southwest corner to northwest corner (middle of the land peninsula between Legion St and Legacy St), and add new sidewalk ramp aligned with crosswalk on northwest corner.
- Install 2-sided pedestrian crossing signs (W11-2 and W16-7P) on STH 153, both westbound and eastbound at crosswalk.
- Install pedestrian crossing ahead sign, east of intersection (W11-2 and W16-9P).

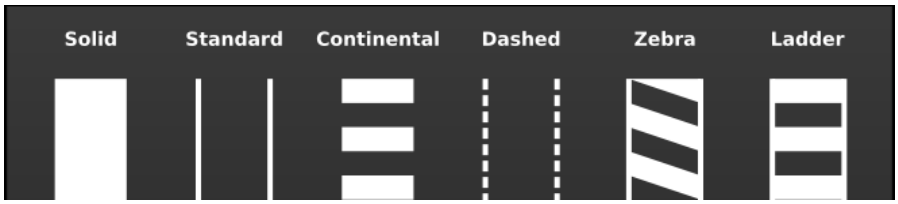
STH 97 & Spirit St.

- Install street light north of STH 97 crosswalk.
- Install RRFB Pedestrian Crossing Assembly on STH 97 at crosswalk.
- Continue to maintain school crossing ahead signs (S1-1 and W16-9P), both north and south of crosswalk on STH 97.
- Paint high visibility crosswalks (Figure 23) on north and east sides of intersection.

STH 97 & Trailview St

- Paint high visibility crosswalk (Figure 23).
- Install RRFB pedestrian/bicycle crossing assembly (W11-15 and W16-7P) at crosswalk.

Figure 23 Crosswalk Styles



WisDOT approved High visibility crosswalks are: Continental, Zebra, and Ladder.

Note: Pick one style of high visibility crosswalk for the whole community.

Sidewalk Installation

- Install #1 proposed sidewalk (Map 6) on the south side of STH 153 from Legion St. to Tradition St., and on one side of Legion St from STH 153 to STH 97.
- Install #2 proposed sidewalk (Map 6) on the west side of STH 97 from Forward St. south to Fieldcrest Dr.

- Install #3 proposed sidewalk (Map 6) on the east side of STH 97 from Reflection St. to mobile home park, just south of Fieldcrest Dr.
- Install #4 proposed sidewalk (Map 6) on one side of North St.

Shoulder Treatment

- Install five foot paved shoulders on STH 153 from Tradition St. to Monument Ave.
- Paint urban shoulder on STH 153 from STH 97 to Tradition St.

Modifications to Existing Infrastructure

- Remove four 24-hour flashing amber beacons, but maintain the signs in those locations (see Map 6).
- Replace bike racks at all schools with new bike racks that provide two points of contact to hold up the bike while locked, and that allow a bike to be locked with a u-lock. See Attachment D guidelines.

Education

Education activities include teaching pedestrian and bicyclist traffic safety, and may provide guidance on how to handle potentially dangerous or scary situations.

Issue 2: Lack of Walking and Biking Safety Knowledge

Stratford has a relatively flat topography making it a great place to walk or bike. There is a culture of maintaining the sidewalks in good condition and keeping them free of snow and ice in winter too. A general cultural shift has increased the use of motor vehicles for short trips that easily could be done by walking or biking, so we have more traffic on the roads. Students who are walking now are using unsafe routes to save travel time versus choosing alternative routes that are safer. Two ways to improve conditions include creating motivation to use safer routes, and teaching kids how to walk and bike safely in traffic.

Recommendations:

- Distribute National SRTS/NHSTA educational materials to students, parents, and teachers about reinforcing how to walk and bike safely.
- Consider school field trips that integrate safe walking and biking practices into the curriculum.
- Conduct an annual bike rodeo/safety city and possibly integrate into the summer school curriculum.

Encouragement

Before beginning Encouragement strategies, children should receive pedestrian and bicyclist safety education.

Encouragement strategies are about having fun; they generate excitement and interest in walking and bicycling. Encouragement activities also play an important role moving the overall SRTS program forward, because they build interest and enthusiasm, which can maintain support for changes that might require more time and resources – such as constructing a sidewalk.

Issue 3: Need for Motivation

The Village of Stratford, including the area immediately surrounding the schools, has a significant amount of walking and biking potential. There is a need not only to let students and parents know that this is a possibility, but to get them excited about this possibility.

Recommendations:

- Create a "Walk to School Week" every fall, preferably incorporated with National Walk to School Day which is the first Wednesday in October.
- Consider adding a walking/biking program where students are rewarded for walking and biking to and from school.

Enforcement

Enforcement includes students, parents, adult school crossing guards, school personnel, and neighborhood watch programs all working in conjunction with law enforcement. Working together to enforce rules for safe walking, bicycling and driving makes it safer and easier for everyone to walk and bicycle.

Issue 4: Safe Crossings and Consistency

In addition to intersection enhancements, the addition of crossing guards would better enable students to cross safely at high pedestrian traffic intersections.

Recommendations:

- Add a crossing guard at STHs 97 & 153.
- Continue maintaining school speed limit zone.

Evaluation

Evaluation can determine if the aims of the strategies are being met. It can also be used to ensure that resources are being directed toward efforts that show the greatest likelihood of success. Future evaluation can aid in determining what adjustments if any are needed. Therefore, it is important that evaluation measures are taken before, during, and after the creation of SRTS activities.

Issue 5: Measurement of Results Needed

A variety of issues have been identified and recommendations have been made to work toward creating Safe Routes to School for the School District of Stratford. However, it is imperative that student tallies and other measurement tools are utilized on an annual or semi-annual basis to determine if the suggestions that have been implemented have been effective. In this way, the Task Force can continue to make new observations and recommendations to help work toward the goal of creating safe routes for the students in the community.

Recommendations:

- Conduct student tallies to see if walking and biking have increased after a series of initial improvements/programs are implemented.
- If walking or biking have not increased, then review various educational programming on the "Resources" webpage of the school's SRTS website and implement one or more of the resources such as Wisconsin Bike Fed programming, a middle school bicycle mechanics program, or a middle school bicycle physical education unit.
    - "Resources" http://www.ncwrpc.org/marathon/stratford/srts/resources.html

Map 5

School Routes

Stratford Area
Safe Routes To School

- Main School Route
- Feeder School Route
- St Joseph Elementary
- Stratford Elementary
- Stratford Junior / Senior High School
- Water

N
W E
S

0 0.13 0.25 0.5 Miles

Source: WI DNR, NCWRPC, Marathon Co

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Map 6
Physical Recommendations
Stratford Area Safe Routes To School

Areawide Recommendation

Continue maintaining all existing school zone signage

Remove all four 24-hr flashing amber beacons

Replace all school bike racks per Attachment D guidelines

4 Proposed sidewalk

Paint urban shoulders

Proposed 5-ft paved shoulders

1 Proposed sidewalk

Intersection Treatment:

* Install street light north of STH 97 crosswalk
* Install RRFB Pedestrian Crossing assembly
* Maintain school crossing ahead signs
* Paint high visibility crosswalks at current crosswalk locations

Intersection Treatment:
(only after sidewalk #1 is installed).

* Install 3 street lights
* Paint high visibility crosswalk
* Install 2-sided pedestrian crossing signs
* Also install pedestrian crossing ahead sign, east of intersection

Intersection Treatment:

* Add crossing guard
* Paint high visibility crosswalks on all 4 sides.

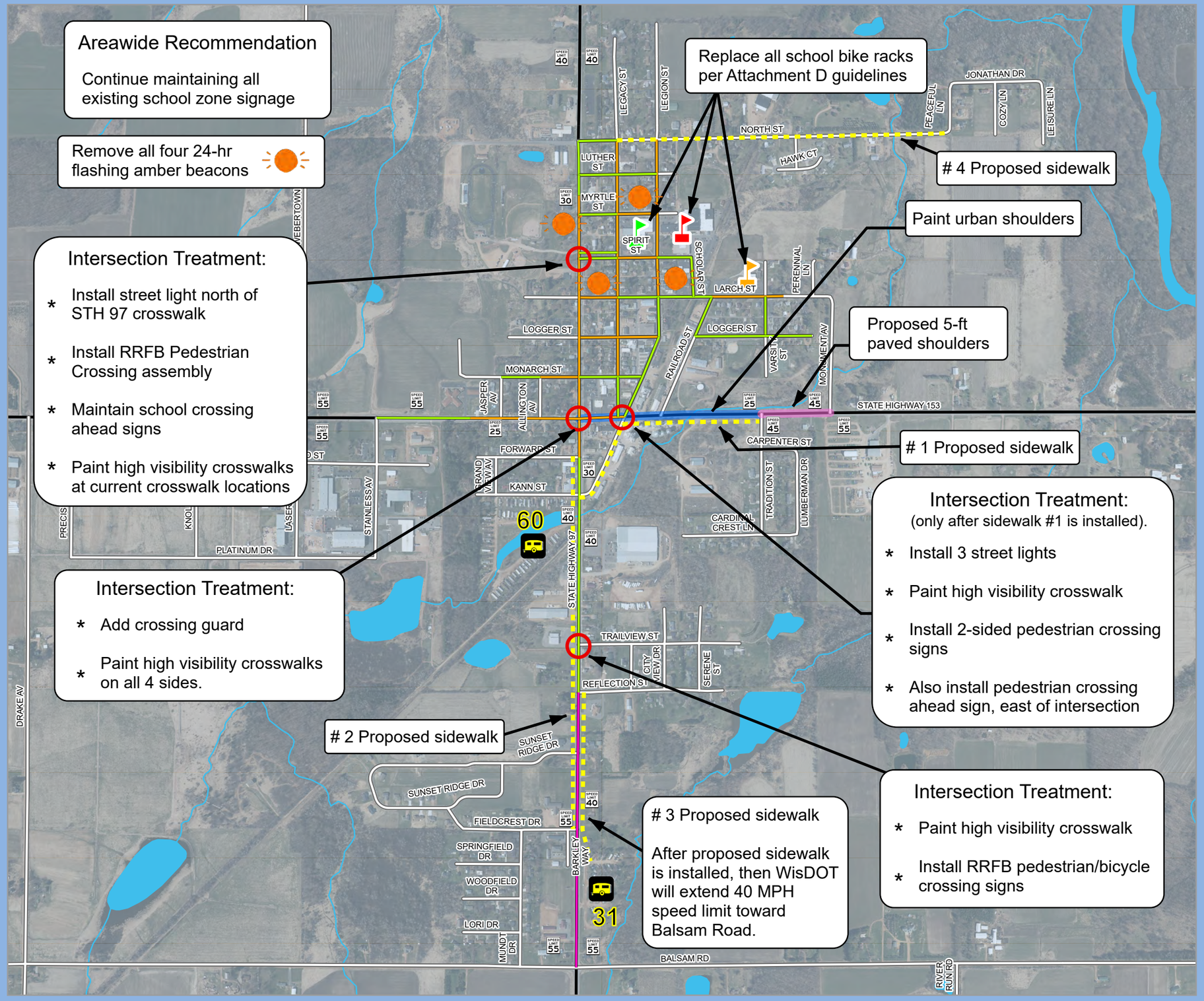
2 Proposed sidewalk

Intersection Treatment:

* Paint high visibility crosswalk
* Install RRFB pedestrian/bicycle crossing signs

3 Proposed sidewalk

After proposed sidewalk is installed, then WisDOT will extend 40 MPH speed limit toward Balsam Road.



Sidewalk Location

- Both Sides
- One Side
- 10-ft wide, paved shoulders
- Speed Limit
- St Joseph Elementary
- Stratford Elementary
- Stratford Junior / Senior High School
- Intersection Treatment
- Mobile Home Park # of mobile homes
- Water

N W E S

0 0.13 0.25 0.5 Miles

Source: WI DNR, NCWRPC, Marathon Co

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CHAPTER 4: SCHOOL ACTION PLANS

This plan contains a considerable amount of information including community demographics, facts and figures about the School District, student and parent survey information, recommendations, and guidelines for implementation. There may be circumstances in which a brief summary of this SRTS Plan is preferable to sharing the plan in its entirety. It is for this reason that School Action Plans have been created for each school. In this way, School District Administrators, teachers, and Task Force members can convey the plan highlights without having to distribute the entire plan.

School Action Plans contain a brief description of the Safe Routes to School program, background information about each school, key survey data, community data, Task Force highlights, and a site assessment map. The culmination on the last page is a recommendations table. This table is consistent with the recommendations section within the SRTS Plan, but is contained within one page. The columns include the recommended activity, location, funding, lead agency, and the time frame within which the recommendation could be realistically completed. In this way interested parties can distinguish high priority items and also ascertain where responsibility lies with regard to initiating each item.

These School Action Plans are included in the SRTS Plan. However, they can also be printed in a four page newsletter format for each school. It is advisable to have several copies available at any time, as they would be appropriate to distribute to student families, potential community partnership groups (i.e. bike and pedestrian committees, community health committees, and PTO/PTA's), and school neighbors.

An annual or biannual review of these School Action Plans by the SRTS Task Force will provide guidance to determine progress, set goals, and make modifications as needed. Additionally, if some areas have been found to be particularly successful, the Task Force may want to renew efforts in this specific area. New activities to consider may become apparent when data from newly administered student tallies and parent surveys are reviewed.

Resources are available on the Stratford Safe Routes to School Home Page under the "Resources" tab:

http://www.ncwrpc.org/marathon/stratford/srts/resources.html

The "Resources" link has information for students, parents, and teachers. In addition, there are links to other communities that have had success as well as more information about programs offered by the Wisconsin Bike Fed. If encouragement strategies are found to be especially successful, there is information on how to plan a walk to school event in seven days and details on National Walk and Bike to School day planning.

Stratford Elementary School Action Plan

Stratford Area Safe Routes to School Program

School Demographics:

Enrollment: 403

Grades: 4K-5th grade

Start Time: 8:00 a.m.

End Time: 3:10 p.m.

Principal: Amy Schmitt

522 N. 3rd Ave.
Stratford, WI

SRTS Background Information 1

Survey Results and Existing Conditions 2

Site Assessment Map 3

Recommendations: The 5 E's 4

Safe Routes to School Background Information

The purpose of the SRTS program is to provide safe pedestrian and bicycle facilities that encourage healthier lifestyles. Programs can be established to educate students, parents, and the community on the benefits of walking and bicycling to school and provide tips to do so safely. Major SRTS goals are:

- To enable and encourage children, including those with disabilities, to walk and bike to school.
- To make bicycling and walking to school a safer and more appealing transportation alternative, thereby encouraging a healthy and active lifestyle from an early age.
- To facilitate the planning, development, and implementation of projects and activities that will improve safety and reduce traffic, fuel consumption, and air pollution in the vicinity of schools.

SRTS Planning efforts assess the facilities and conditions near school, examine how students are currently traveling to /from school, and identify safety concerns/issues raised by parents and the community. Infrastructure and non-infrastructure recommendations are then created and implemented, sometimes with grant funding assistance, by the SRTS Task Force and other community members. SRTS Plans focus on projects within two miles of an elementary or middle school (Kindergarten-8th grade) and address the 5 E's:

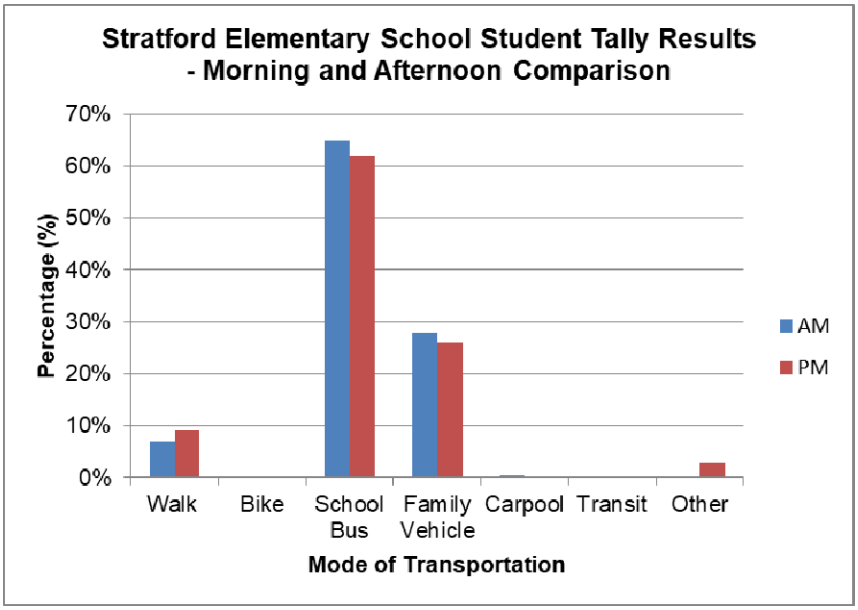
⇒ **Engineering**
⇒ **Enforcement**
⇒ **Education**
⇒ **Encouragement**
⇒ **Evaluation**

The main goal of SRTS programs is to get students walking and biking safely to and from school.

Stratford Elementary School Background Information

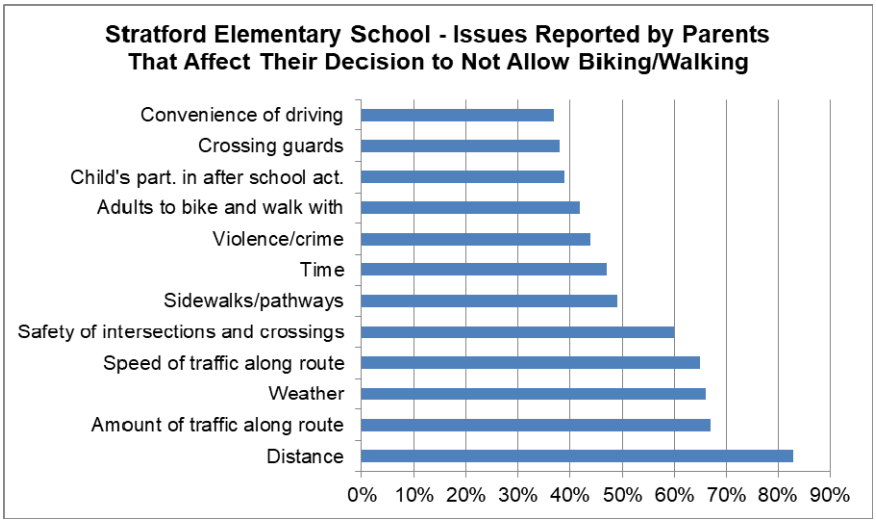
Stratford Elementary School is located in the Village of Stratford near Stratford Middle/High School in southwestern Marathon County. The majority of students (64%) travel to and from school on the school bus. In comparison, an average of 8% of students travel to and from school on foot or bike. The top three concerns of parents who do not allow their children to walk or bike to school are distance from school, the amount of traffic along the route, and weather. The two highways within a two mile radius with most significant traffic volumes are State Highways 97/Weber Avenue (8700 AADT north of SH153) and 153/Fir Street (6100 AADT east of SH 97).

The school bus is the most commonly used mode of transportation by Stratford Elementary School families.



Survey Data Collected Fall of 2018

The vast majority of students ride the bus (64%) compared with only 8% that bike or walk. Distance and amount of traffic are cited as the most common barriers by parents.



Survey Data Collected Fall of 2018

Community/Task Force

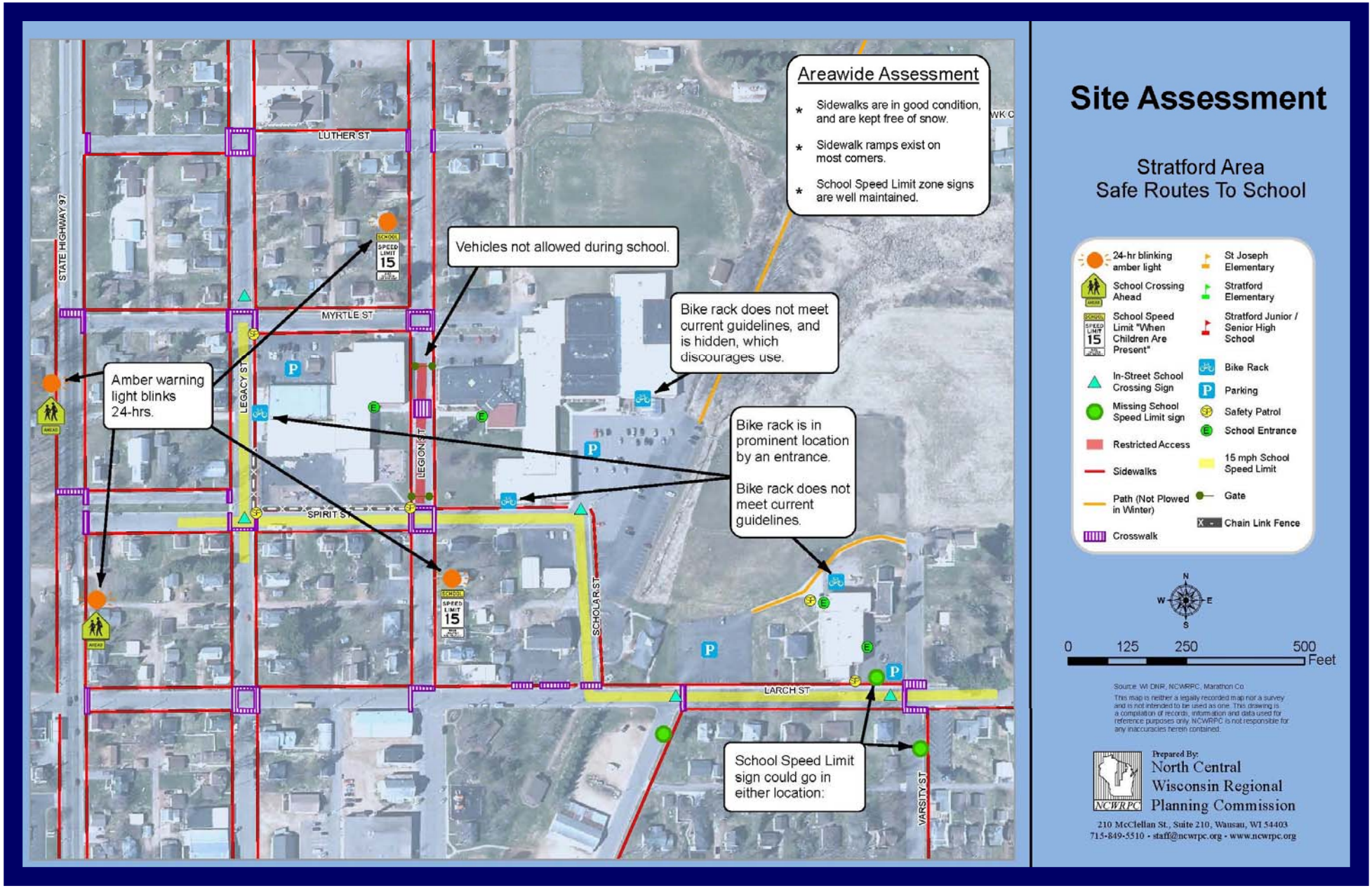
The task force expressed concern about State highways 97 and 153 which run through town and are in close proximity to the schools.

COMMUNITY

The Village of Stratford is a safe and stable community that was platted in 1891 and incorporated in 1910 with roots in forestry and agriculture. The Village center reflects a community that revolved around the railroad line. As a result, the area surrounding the schools includes intersections involving roads set at a diagonal that paralleled former train tracks, a substantial sized grain elevator that does not allow for sidewalks or a parkway area, and stretches of road that lack sidewalks. Additionally, the main concern of the task force are the two State Highways (STH 153 and STH 97) that intersect in the Village.

TASK FORCE PRIORITIES

With the exception of a few problem areas, most infrastructure is in place in the Village of Stratford to allow students to walk and bike safely. These problem areas can be addressed with the suggested modifications. There is school district support for students walking and biking to school. After engineering suggestions are implemented, the first priority is to educate students and parents about safe practices with regard to walking, biking, and sharing the road as a motorist. The second is to encourage students beginning with an organized fall "Walk to School Week". Other encouragement can be incorporated as needed. There is considerable potential for walking and biking in this community.


Areawide Assessment
* Sidewalks are in good condition, and are kept free of snow.
* Sidewalk ramps exist on most corners.
* School Speed Limit zone signs are well maintained.
Vehicles not allowed during school.
Bike rack does not meet current guidelines, and is hidden, which discourages use.
Amber warning light blinks 24-hrs.
Bike rack is in prominent location by an entrance.
Bike rack does not meet current guidelines.
School Speed Limit sign could go in either location:
LUTHER ST
MYRTLE ST
SPIRIT ST
LARCH ST
STATE HIGHWAY 97
LEGACY ST
LEGION ST
SCHOLAR ST
VARSITY ST
SCHOOL SPEED LIMIT 15
Site Assessment
Stratford Area
Safe Routes To School
24-hr blinking amber light
School Crossing Ahead
School Speed Limit "When Children Are Present"
In-Street School Crossing Sign
Missing School Speed Limit sign
Restricted Access
Sidewalks
Path (Not Plowed in Winter)
Crosswalk
St Joseph Elementary
Stratford Elementary
Stratford Junior / Senior High School
Bike Rack
Parking
Safety Patrol
School Entrance
15 mph School Speed Limit
Gate
Chain Link Fence
N
W
E
S
0
125
250
500
Feet
Source: WI DNR, NCWRPC, Marathon Co
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RECOMMENDATIONS TABLE

ACTIVITY	LOCATION	FUNDING	LEAD AGENCY (BOLD)	TIME FRAME
Engineering				
Paint high visibility crosswalks.	STHs 97 & 153	Village	**Village,** WisDOT	Short term
Install three street lights, new crosswalk ramp on north side, high visibility crosswalk, and crosswalk warning signs.	STH 153 at Legion St.	80% WisDOT, 20% Village	**Village,** WisDOT	Medium term (TAP application every other year)
Install street light, RRFB pedestrian crossing assembly, & paint high visibility crosswalk.	STH 97 at Spirit St.	80% WisDOT, 20% Village	**Village,** WisDOT	Medium term (TAP application every other year)
Install RRFB pedestrian/bicycle crossing assembly, and paint high visibility crosswalk.	STH 97 at Trailview St.	80% WisDOT, 20% Village	**Village,** WisDOT	Medium term (TAP application every other year)
Paint urban shoulder.	STH 153 from STH 97 to Tradition St.	WisDOT	**WisDOT**	Short term
Install sidewalk (#1 on Map 6).	South side of STH 153 from Legion St. to Tradition St.	80% WisDOT, 20% Village	**Village**, WisDOT	Medium term (TAP application every other year)
Install sidewalk (#2 on Map 6).	West side of STH 97 from Forward St. to Fieldcrest Dr.	80% WisDOT, 20% Village	**Village**, WisDOT	Medium term (TAP application every other year)
Install sidewalk (#3 on Map 6).	East side of STH 97 from Reflection St. to mobile home park drive just south of Fieldcrest Dr.	80% WisDOT, 20% Village	**Village**, WisDOT	Medium term (TAP application every other year)
Install sidewalk (#4 on Map 6).	One side of North St. from Peaceful Ln to Legacy St	80% WisDOT, 20% Village	**Village**, WisDOT	Medium term (TAP application every other year)
Install five foot paved shoulders.	STH 153 from Tradition St. to Monument Ave.	WisDOT	**WisDOT**	Medium term
Remove four 24-hour flashing amber beacons.	On STH 97 at Spirit St, Legion St. north of Larch St., and Legion St north of Myrtle St	Village	**Village**	STH 97 removal coinciding with intersection treatment at STH 97 and Spirit St.
Replace all bike racks.	All schools	School District, St. Joseph Catholic School	**School District, St. Joseph Catholic School**	Short term
Education				
Distribute National SRTS/NHSTA educational materials to students, parents, and teachers.	Communitywide	Free materials	**School District**	Ongoing
Consider school field trips that integrate safe walking and biking practices into the curriculum.	Schools	School District	**School District**	Short term
Conduct an annual bike rodeo/safety city.	Communitywide	Village or civic group	**Village or School District**	Annually
Encouragement				
Create a "Walk to School Week" every fall.	Community wide	Current staff	**School District**, Police Department, Village	Annually in fall
Add a walking/biking club program.	Schools	Current staff	**School District**, NCWRPC	Ongoing
Enforcement				
Add crossing guard.	STHs 97 & 153	Local taxes	**Village and School District**	Ongoing
Continue maintaining school speed limit zone.	School speed zones.	Village	**Village**	Ongoing
Evaluation				
Conduct student tallies to see if walking and biking have increased.	Schools	Current staff	**School District**, NCWRPC	After initial changes and as new modifications are made
If walking or biking have not increased, then review various educational programming on "Resources" webpage and implement one or more of the resources such as the following: Wisconsin Bike Fed programming Middle school bicycle mechanics program Middle school bicycle physical education unit	Schools	Current staff	**School District**	After student tally information has been collected

SRTS Action Plan prepared by North Central Wisconsin Regional Safe Routes to School Program. For additional information please contact Fred Heider or Carrie Edmondson, Regional SRTS Coordinators at 715-849-5510 or visit www.ncwrpc.org.

Stratford Middle School Action Plan

Stratford Area Safe Routes to School Program

School Demographics:

Enrollment: 197

Grades: 6-8

Start Time: 8:00 a.m.

End Time: 3:15 p.m.

Principal:
Janeen LaBorde

522 N. 3rd Ave.
Stratford, WI

SRTS Background Information 1

Survey Results and Existing Conditions 2

Bike and Walk Audit Results 3

Recommendations: The 5 E's 4

Safe Routes to School Background Information

The purpose of the SRTS program is to provide safe pedestrian and bicycle facilities that encourage healthier lifestyles. Programs can be established to educate students, parents, and the community on the benefits of walking and bicycling to school and provide tips to do so safely. Major SRTS goals are:

- To enable and encourage children, including those with disabilities, to walk and bike to school.
- To make bicycling and walking to school a safer and more appealing transportation alternative, thereby encouraging a healthy and active lifestyle from an early age.
- To facilitate the planning, development, and implementation of projects and activities that will improve safety and reduce traffic, fuel consumption, and air pollution in the vicinity of schools.

SRTS Planning efforts assess the facilities and conditions near school, examine how students are currently traveling to /from school, and identify safety concerns/issues raised by parents and the community. Infrastructure and non-infrastructure recommendations are then created and implemented, sometimes with grant funding assistance, by the SRTS Task Force and other community members. SRTS Plans focus on projects within two miles of an elementary or middle school (Kindergarten-8th grade) and address the 5 E's:

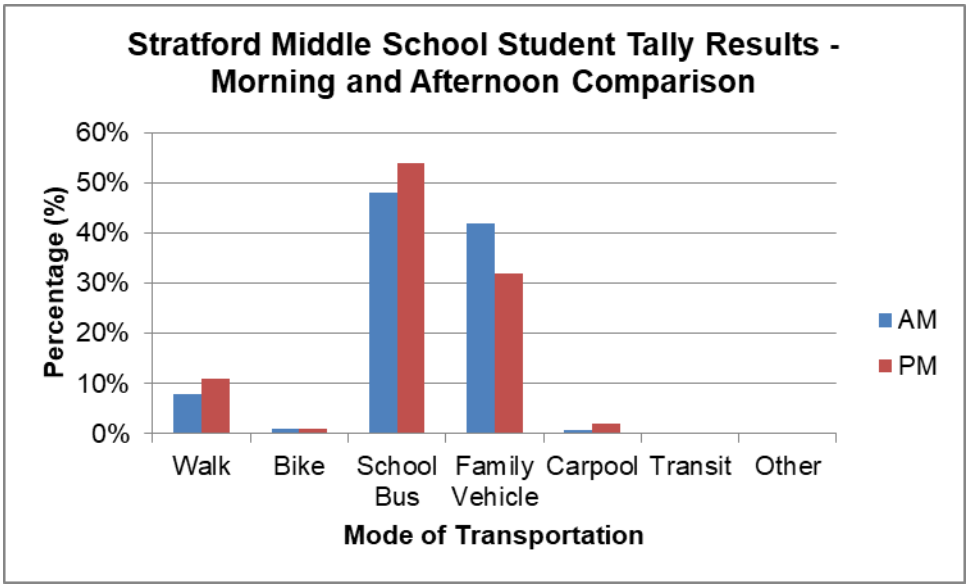
⇒ **Engineering**
⇒ **Enforcement**
⇒ **Education**
⇒ **Encouragement**
⇒ **Evaluation**

The main goal of SRTS programs is to get students safely walking and biking to and from school.

Stratford Middle School Background Information

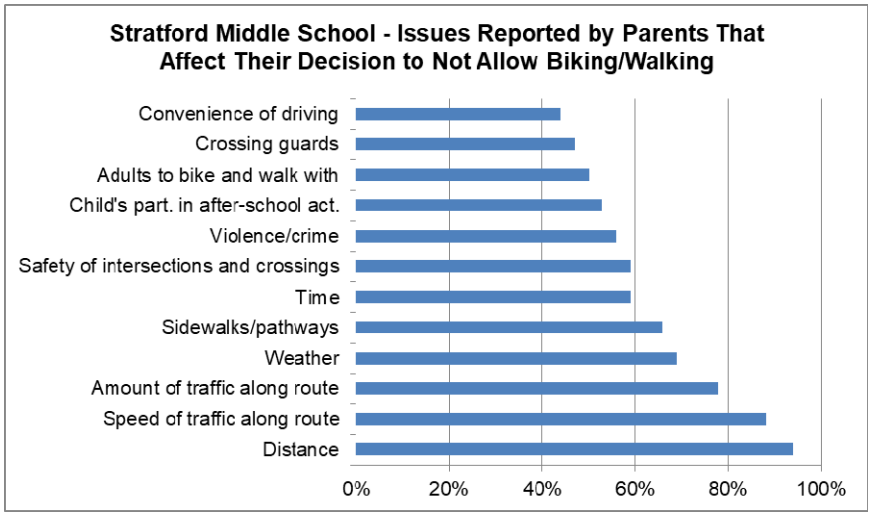
Stratford Middle School is located in the Village of Stratford connected to the High School and near the Elementary School. The majority of students (48%) travel to and from school on the school bus or in the family vehicle (42%). In comparison, an average of 9% of students travel to and from school on foot or bike. The top three concerns of parents who do not allow their children to walk or bike to school are distance from school, the speed of traffic along the route, and the amount of traffic along the route. The two highways within a two mile radius with most significant traffic volumes are State Highways 97/ Weber Avenue (8700 AADT north of SH153) and 153/Fir Street (6100 AADT east of SH 97).

The school bus is the most commonly used mode of transportation for Stratford Middle School families.



Survey Data Collected Fall of 2018

The vast majority of students ride the bus (48%) or take the family vehicle (42%) compared with only 9 percent that bike or walk. Distance, speed of traffic, amount of traffic are cited as the most common barriers by parents.



Survey Data Collected Fall of 2018

Community/Task Force

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COMMUNITY

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TASK FORCE PRIORITIES

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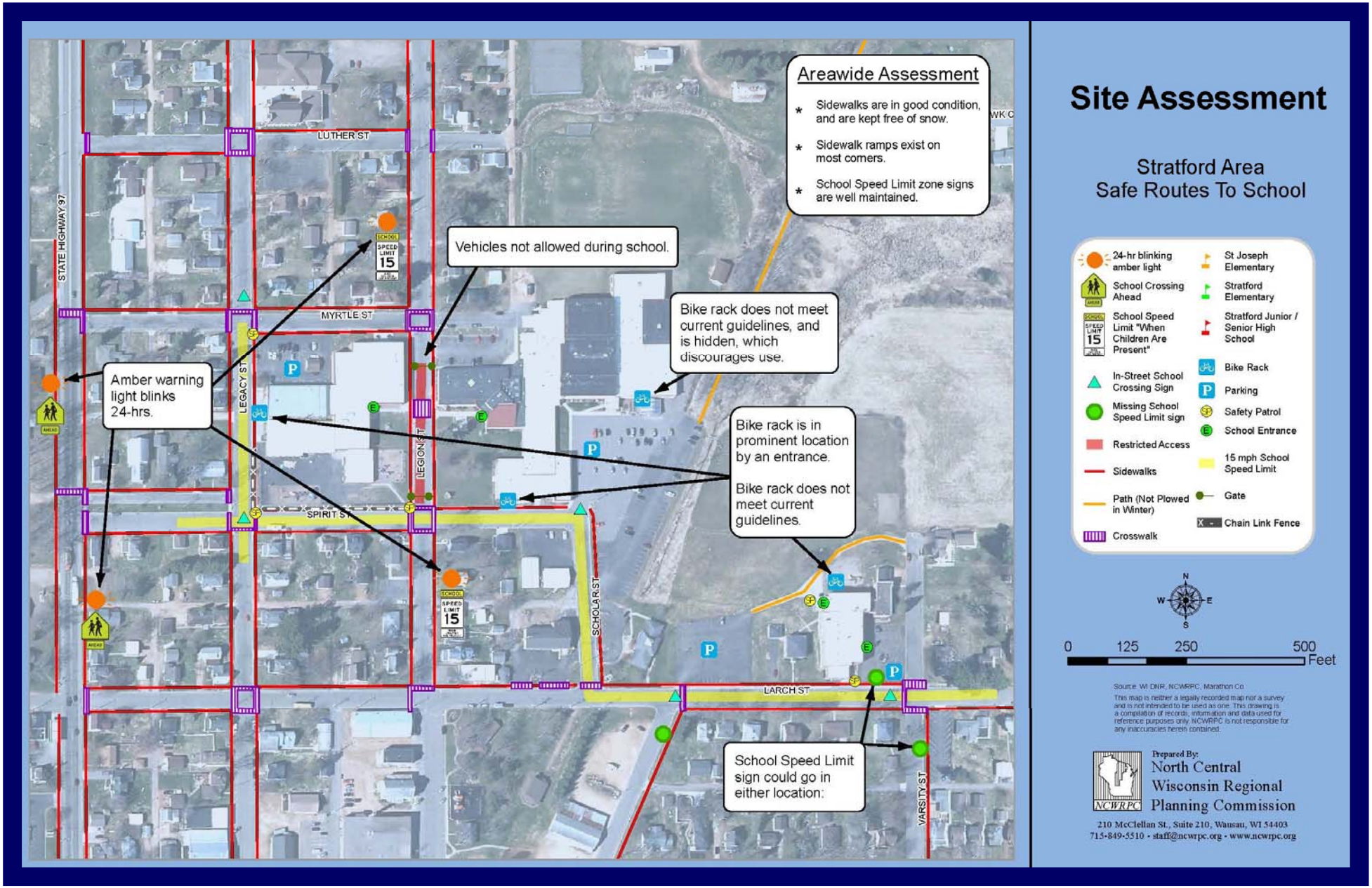
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* Sidewalks are in good condition, and are kept free of snow.
* Sidewalk ramps exist on most corners.
* School Speed Limit zone signs are well maintained.
Vehicles not allowed during school.
Bike rack does not meet current guidelines, and is hidden, which discourages use.
Amber warning light blinks 24-hrs.
Bike rack is in prominent location by an entrance.
Bike rack does not meet current guidelines.
School Speed Limit sign could go in either location:
LUTHER ST
MYRTLE ST
SPIRIT ST
LARCH ST
STATE HIGHWAY 97
LEGACY ST
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RECOMMENDATIONS TABLE

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Paint high visibility crosswalks.	STHs 97 & 153	Village	**Village,** WisDOT	Short term
Install three street lights, new crosswalk ramp on north side, high visibility crosswalk, and crosswalk warning signs.	STH 153 at Legion St.	80% WisDOT, 20% Village	**Village,** WisDOT	Medium term (TAP application
Install street light, RRFB pedestrian crossing assembly, & paint high visibility crosswalk.	STH 97 at Spirit St.	80% WisDOT, 20% Village	**Village,** WisDOT	Medium term (TAP application
Install RRFB pedestrian/bicycle crossing assembly, and paint high visibility crosswalk.	STH 97 at Trailview St.	80% WisDOT, 20% Village	**Village,** WisDOT	Medium term (TAP application
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Install sidewalk (#4 on Map 6).	One side of North St. from Peaceful Ln to Legacy St	80% WisDOT, 20% Village	**Village**, WisDOT	Medium term (TAP application
Install five foot paved shoulders.	STH 153 from Tradition St. to Monument Ave.	WisDOT	**WisDOT**	Medium term
Remove four 24-hour flashing amber beacons.	On STH 97 at Spirit St, Legion St. north of Larch St., and Legion St north of Myrtle St	Village	**Village**	STH 97 removal coinciding with intersection treatment at STH 97 and Spirit St.
Replace all bike racks.	All schools	School District, St. Joseph Catholic School	**School District, St. Joseph Catholic**	Short term
Education				
Distribute National SRTS/NHSTA educational materials to students, parents, and teachers.	Communitywide	Free materials	**School District**	Ongoing
Consider school field trips that integrate safe walking and biking practices into the curriculum.	Schools	School District	**School District**	Short term
Conduct an annual bike rodeo/safety city.	Communitywide	Village or civic group	**Village or School District**	Annually
Encouragement				
Create a "Walk to School Week" every fall.	Community wide	Current staff	**School District**, Police Department, Village	Annually in fall
Add a walking/biking club program.	Schools	Current staff	**School District**, NCWRPC	Ongoing
Enforcement				
Add crossing guard.	STHs 97 & 153	Local taxes	**Village and School District**	Ongoing
Continue maintaining school speed limit zone.	School speed zones.	Village	**Village**	Ongoing
Evaluation				
Conduct student tallies to see if walking and biking have increased.	Schools	Current staff	**School District**, NCWRPC	After initial changes and as new modifications are made
If walking or biking have not increased, then review various educational programming on "Resources" webpage and implement one or more of the resources such as the following: Wisconsin Bike Fed programming Middle school bicycle mechanics program Middle school bicycle physical education unit	Schools	Current staff	**School District**	After student tally information has been collected

SRTS Action Plan prepared by North Central Wisconsin Regional Safe Routes to School Program. For additional information please contact Fred Heider or Carrie Edmondson, Regional SRTS Coordinators at 715-849-5510 or visit www.ncwrpc.org.

St. Joseph Catholic School Action Plan

Stratford Area Safe Routes to School Program

School Demographics:

Enrollment: 41

Grades: Pre-K-8th grade

Start Time: 8:00

End Time: 3:15

Principal:
Michele Novak

Partnership:
St. Joseph Catholic Church and Stratford School District

119210 E. Larch St.
Stratford, WI

SRTS Background Information 1

Survey Results and Existing Conditions 2

Site Assessment Map 3

Recommendations: The 5 E's 4

Safe Routes to School Background Information

The purpose of the SRTS program is to provide safe pedestrian and bicycle facilities that encourage healthier lifestyles. Programs can be established to educate students, parents, and the community on the benefits of walking and bicycling to school and provide tips to do so safely. Major SRTS goals are:

- To enable and encourage children, including those with disabilities, to walk and bike to school.
- To make bicycling and walking to school a safer and more appealing transportation alternative, thereby encouraging a healthy and active lifestyle from an early age.
- To facilitate the planning, development, and implementation of projects and activities that will improve safety and reduce traffic, fuel consumption, and air pollution in the vicinity of schools.

SRTS Planning efforts assess the facilities and conditions near school, examine how students are currently traveling to /from school, and identify safety concerns/issues raised by parents and the community. Infrastructure and non-infrastructure recommendations are then created and implemented, sometimes with grant funding assistance, by the SRTS Task Force and other community members. SRTS Plans focus on projects within two miles of an elementary or middle school (Kindergarten-8th grade) and address the 5 E's:

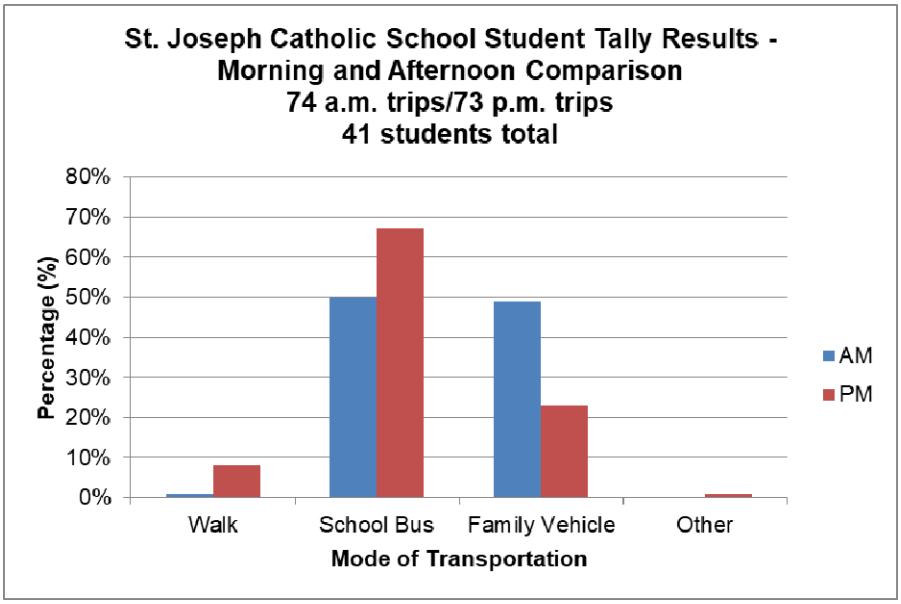
⇒ **Engineering**
⇒ **Enforcement**
⇒ **Education**
⇒ **Encouragement**
⇒ **Evaluation**

The main goal of SRTS plans is to get children safely walking and biking to and from school.

St. Joseph Catholic School Background Information

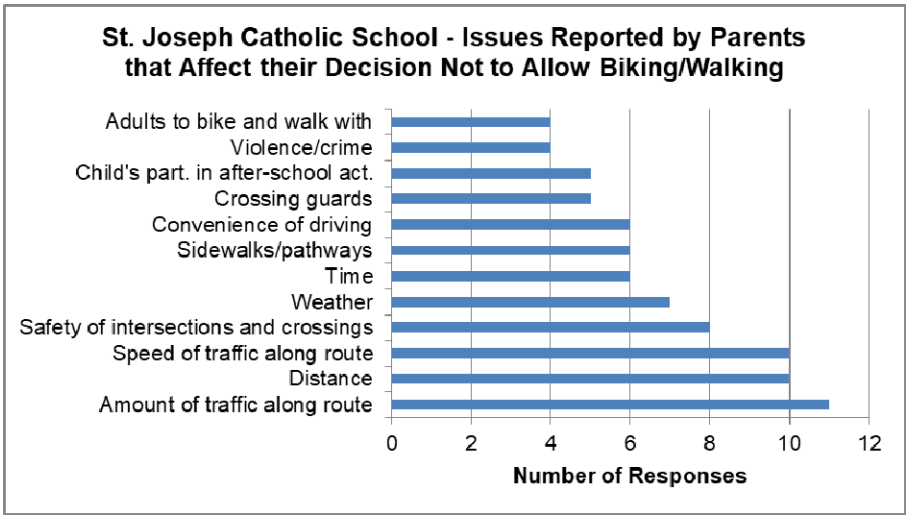
St. Joseph Catholic School is located in the Village of Stratford. Students participate in public school busing and this is most commonly how students travel to and from school (59%). This is in sharp contrast to only 5 percent of students on average that bike or walk to or from school each day. Parents report that 62 percent of students live a distance of two miles or greater from school. The top three concerns of parents who do not allow their children to walk or bike to school are the amount of traffic along the route, distance from school, and the speed of traffic along the route. The two highways within a two mile radius with most significant traffic volumes are State Highways 97/Weber Avenue (8700 AADT north of SH153) and 153/Fir Street (6100 AADT east of SH 97).

There were 41 students that attended St. Joseph Catholic School in the 2018 -2019 school year. Bus services are shared with the Stratford School District.



Survey Data Collected Fall of 2018

The vast majority of students ride the bus (59%) compared with only 5% that bike or walk. Amount of traffic, distance, and traffic volumes are the most common barrier cited by parents.



Survey Data Collected Fall of 2018

The task force expressed concern about State highways 97 and 153 which run through town and are in close proximity to the schools.

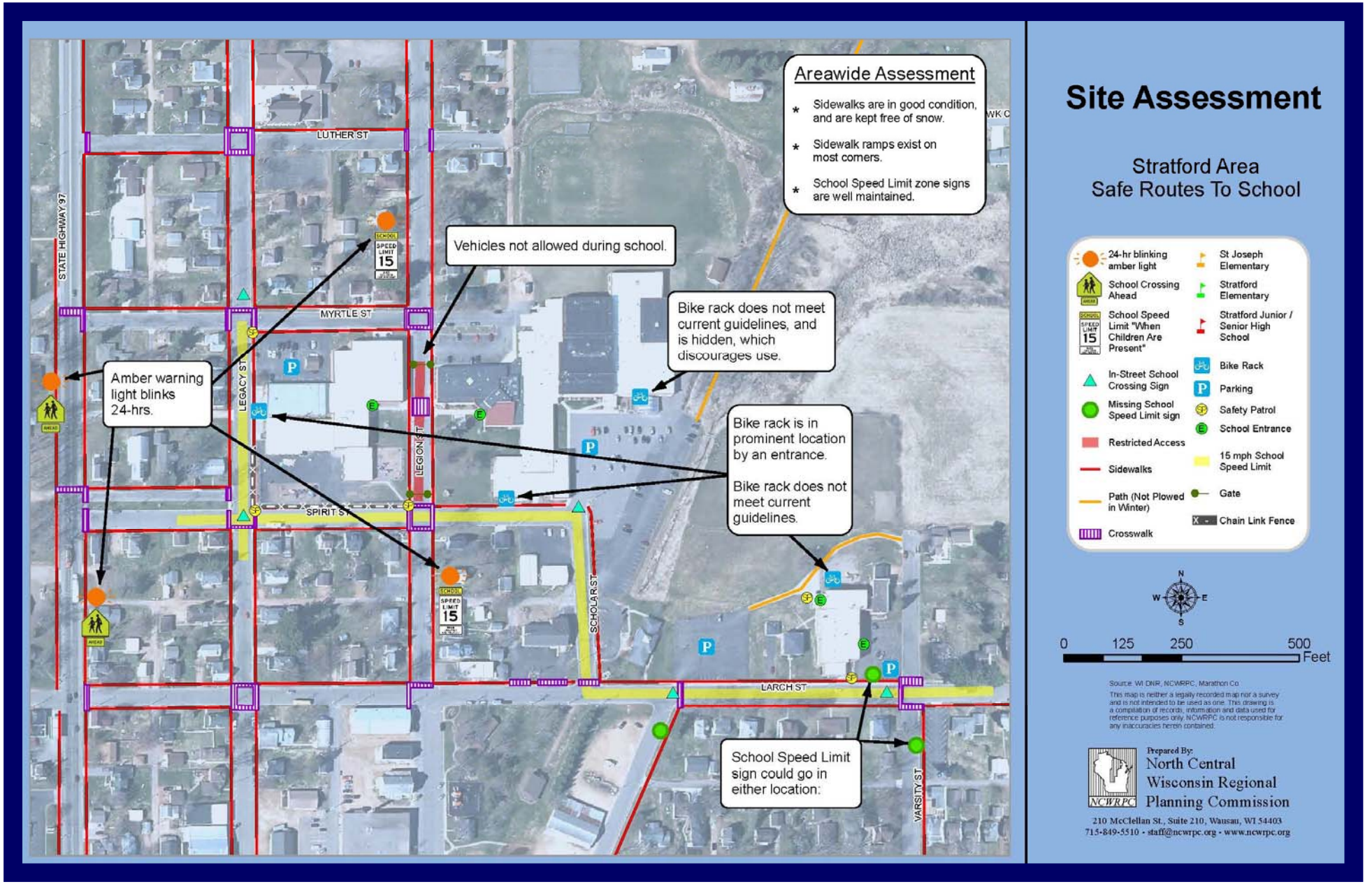
Community/Task Force

COMMUNITY

The Village of Stratford is a safe and stable community that was platted in 1891 and incorporated in 1910 with roots in forestry and agriculture. The Village center reflects a community that revolved around the railroad line. As a result, the area surrounding the schools includes intersections involving roads set at a diagonal that paralleled former train tracks, a substantial sized grain elevator that does not allow for sidewalks or a parkway area, and stretches of road that lack sidewalks. Additionally, the main concern of the task force are the two State Highways (STH 153 and STH 97) that intersect in the Village.

TASK FORCE PRIORITIES

With the exception of a few problem areas, most infrastructure is in place in the Village of Stratford to allow students to walk and bike safely. These problem areas can be addressed with the suggested engineering modifications. There is school district support for students walking and biking to school. After engineering suggestions are implemented, the first priority is to educate students and parents about safe practices with regard to walking, biking, and sharing the road as a motorist. The second is to encourage students beginning with an organized fall "Walk to School Week". Other encouragement can be incorporated as needed. There is considerable potential for walking and biking in this community.


Areawide Assessment
* Sidewalks are in good condition, and are kept free of snow.
* Sidewalk ramps exist on most corners.
* School Speed Limit zone signs are well maintained.
Vehicles not allowed during school.
Bike rack does not meet current guidelines, and is hidden, which discourages use.
Amber warning light blinks 24-hrs.
Bike rack is in prominent location by an entrance.
Bike rack does not meet current guidelines.
School Speed Limit sign could go in either location:
LUTHER ST
MYRTLE ST
SPIRIT ST
LARCH ST
STATE HIGHWAY 97
LEGACY ST
LEGION ST
SCHOLAR ST
VARSITY ST
Site Assessment
Stratford Area
Safe Routes To School
24-hr blinking amber light
School Crossing Ahead
School Speed Limit "When Children Are Present"
In-Street School Crossing Sign
Missing School Speed Limit sign
Restricted Access
Sidewalks
Path (Not Plowed in Winter)
Crosswalk
St Joseph Elementary
Stratford Elementary
Stratford Junior / Senior High School
Bike Rack
Parking
Safety Patrol
School Entrance
15 mph School Speed Limit
Gate
Chain Link Fence
N
W
E
S
0
125
250
500
Feet
Source: WI DNR, NCWRPC, Marathon Co.
This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.
Prepared By:
North Central Wisconsin Regional Planning Commission
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NORTH CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION (NCWRPC)

210 McClellan St., Suite 210
Wausau, WI 54403
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RECOMMENDATIONS TABLE

ACTIVITY	LOCATION	FUNDING	LEAD AGENCY (BOLD)	TIME FRAME
Engineering				
Paint high visibility crosswalks.	STHs 97 & 153	Village	**Village,** WisDOT	Short term
Install three street lights, new crosswalk ramp on north side, high visibility crosswalk, and crosswalk warning signs.	STH 153 at Legion St.	80% WisDOT, 20% Village	**Village,** WisDOT	Medium term (TAP application every other year)
Install street light, RRFB pedestrian crossing assembly, & paint high visibility crosswalk.	STH 97 at Spirit St.	80% WisDOT, 20% Village	**Village,** WisDOT	Medium term (TAP application every other year)
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Paint urban shoulder.	STH 153 from STH 97 to Tradition St.	WisDOT	**WisDOT**	Short term
Install sidewalk (#1 on Map 6).	South side of STH 153 from Legion St. to Tradition St.	80% WisDOT, 20% Village	**Village**, WisDOT	Medium term (TAP application every other year)
Install sidewalk (#2 on Map 6).	West side of STH 97 from Forward St. to Fieldcrest Dr.	80% WisDOT, 20% Village	**Village**, WisDOT	Medium term (TAP application every other year)
Install sidewalk (#3 on Map 6).	East side of STH 97 from Reflection St. to mobile home park drive just south of Fieldcrest Dr.	80% WisDOT, 20% Village	**Village**, WisDOT	Medium term (TAP application every other year)
Install sidewalk (#4 on Map 6).	One side of North St. from Peaceful Ln to Legacy St	80% WisDOT, 20% Village	**Village**, WisDOT	Medium term (TAP application every other year)
Install five foot paved shoulders.	STH 153 from Tradition St. to Monument Ave.	WisDOT	**WisDOT**	Medium term
Remove four 24-hour flashing amber beacons.	On STH 97 at Spirit St, Legion St. north of Larch St., and Legion St north of Myrtle St	Village	**Village**	STH 97 removal coinciding with intersection treatment at STH 97 and Spirit St.
Replace all bike racks.	All schools	School District, St. Joseph Catholic School	**School District, St. Joseph Catholic School**	Short term
Education				
Distribute National SRTS/NHSTA educational materials to students, parents, and teachers.	Communitywide	Free materials	**School District**	Ongoing
Consider school field trips that integrate safe walking and biking practices into the curriculum.	Schools	School District	**School District**	Short term
Conduct an annual bike rodeo/safety city.	Communitywide	Village or civic group	**Village or School District**	Annually
Encouragement				
Create a "Walk to School Week" every fall.	Community wide	Current staff	**School District**, Police Department, Village	Annually in fall
Add a walking/biking club program.	Schools	Current staff	**School District**, NCWRPC	Ongoing
Enforcement				
Add crossing guard.	STHs 97 & 153	Local taxes	**Village and School District**	Ongoing
Continue maintaining school speed limit zone.	School speed zones.	Village	**Village**	Ongoing
Evaluation				
Conduct student tallies to see if walking and biking have increased.	Schools	Current staff	**School District**, NCWRPC	After initial changes and as new modifications are made
If walking or biking have not increased, then review various educational programming on "Resources" webpage and implement one or more of the resources such as the following: Wisconsin Bike Fed programming Middle school bicycle mechanics program Middle school bicycle physical education unit	Schools	Current staff	**School District**	After student tally information has been collected

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CHAPTER 5: IMPLEMENTATION

In order for the recommendations included in this SRTS Plan to become reality, it is important that the SRTS Task Force remain active. The group's role will be to coordinate, track, and evaluate projects, programs, and grant applications. The Task Force will serve as the champion of SRTS within the Stratford community.

The identified strategies each have a suggested timeframe: short, medium or long term. The short-term projects are those that can be implemented without the need for specific grant funds or large coordinative efforts. The medium-term category includes those projects that may require some planning to include in school curriculum or would be eligible for upcoming grant cycles, such as applications to Wisconsin Department of Transportation TAP grant program. Long-term projects require a more coordinated effort, design time, or may need a more complex funding scheme. With different funding sources and a coordinated effort, some of these activities could start sooner.

The following is a list of criteria that could be used by the SRTS Task Force to evaluate projects and assign a priority level. Resources can then be directed to the strategies of high priority. As projects are completed over time, the SRTS Task Force will re-evaluate the remaining strategies to determine which activities to focus on. 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. Prioritization criteria include:

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

FUNDING OPPORTUNITIES

Determining how to fund various bicycle and pedestrian improvements is a key issue that communities face when implementing safe routes to school plans. While there are many funding options, each source may have limitations making it more or less appropriate for certain types of projects. Some funding sources are targeted to infrastructure while others target education and encouragement efforts. Some sources are not directly bicycle or pedestrian related but can be applied to bikeway and pedestrian projects that may have a nexus with another public priority such as historic preservation or public health. Some sources may support grants of hundreds of thousands or millions of dollars; others may be targeted to smaller amounts and require citizen volunteers or community involvement, as a part of the required local match.

Federal Funding Administered by State Agencies

The primary Federal Transportation funding programs for bicycling were consolidated under the MAP-21 legislation of 2012. The Transportation Enhancements, Safe Routes to School and National Recreational Trails programs were combined into the Transportation Alternatives Program (TAP). Funding levels were reduced over previous years, and some changes were made in project eligibility. Table 11 provides a summary of the types of potential safe routes to school projects that would be eligible for a wide range of Federal Transportation funding programs.

Programs that remain unchanged by MAP-21 include the following. Most of these programs are under a larger Surface Transportation Program known as STP with allocations to sub-programs.

- The Surface Transportation Program provides flexible funding that may be used by States and localities for projects on any Federal-aid highway, including bridge projects on any public road, transit capital projects, and intracity and intercity bus terminals and facilities. These funds may be used for either the construction of bicycle transportation facilities and pedestrian walkways, or non-construction projects such as maps, brochures, and public service announcements related to safe bicycle use and walking. Although seldom used for bicycle and pedestrian projects, this is still an excellent source of funding for hard to finance safe routes to school projects. Up to 80% of project costs can be covered by STP funds.

- The Transportation Alternatives program will provide the best opportunity for federal funding of safe routes to school projects. Projects that exceed $400,000 are the best fit for this program since a significant amount of administrative work is involved. As indicated above, this program combines several former programs.

- The Highway Safety Improvement Program and Railway-Highway Crossing Program are funded through a set aside of 10 percent of the State's annual Surface Transportation Program allocation and can address bicycle and pedestrian safety at hazardous locations.

- Funds from the Recreational Trails Program (RTP) may be used for development and maintenance of recreational trails and trail-related facilities. This is the only federal transportation funding source that can be used for maintenance activities.

- The Highway Safety Grant Program (Section 402) is administered by Wisconsin DOT. Federal 402 funds are used for pedestrian and bicycle public information and education programs. Funds are distributed to states annually from the National Highway Traffic Safety Administration (NHTSA) according to a formula based on population and road mileage. Government agencies or government-sponsored entities are eligible to apply for 402 funds. WisDOT has a program for teaching safe bicycling and "mini-grants" for new bike rodeo programs and law enforcement activities.

State Funding Sources

The Wisconsin Department of Transportation and the Wisconsin Department of Natural Resources both administer federally funded programs, all of which are listed on the previous page under: “Federal Funding Administered by State Agencies.”

Currently, the only state funded program that funds bicycle and pedestrian projects is the Department of Natural Resources’ Stewardship Program. The set of eligible activities includes paths, but only within a park. The need for such a path as a safe route to school is a possibility in some communities.

Local Funding Sources

Any physical improvements suggested on Map 5 can be funded through a school district’s or municipality’s general fund. Less strings and paperwork come with such funding too. Generally, the maintenance of any improvements that are installed with state or federal funding will need to be made with local funds.

Generally, the majority of the bikeway recommendations that are implemented as stand-alone projects will need to be funded through a municipality’s general fund. This is particularly true of any on-street markings. Projects that have a longer life than street markings (e.g., paths or sidewalks) may be able to be financed through general obligation debt in the same manner that many street or other infrastructure projects are financed. One effective approach is that bicycle and pedestrian facilities should be included as part of reconstruction projects and perhaps with resurfacing projects. However, to set the plan in motion, higher priority projects may need to be funded as independent projects. In order to do that, local funds will need to be used either on their own and/or as a match for federal funding.

Partnering with local or state service groups or organizations is a way of bringing additional resources to help implement some of the recommended programming activities in this SRTS Plan.

Table: 11 Potential Funding Sources For Safe Routes To School Projects										
Activity/Project	FTA	ATI	HSIP	NHPP/NHS	STP	TAP	RTP	PLAN	402	FLH
Access enhancements to public transportation	X	X			X	X				X
Bicycle and/or pedestrian plans	X					X		X		X
Bicycle lanes on road	X	X	X	X	X	X				X
Bicycle parking	X	X			X	X				X
Bike racks on transit	X	X			X	X				X
Bicycle share (capital/equipment; not operations)	X	X		X	X	X				X
Bicycle storage or service centers	X	X			X	X				
Bridges / overcrossings	X	X	X	X	X	X	X			X
Bus shelters	X	X			X	X				X
Coordinator positions (State or local)					X	X				
Crosswalks (new or retrofit)	X	X	X	X	X	X	X			X
Curb cuts and ramps	X	X	X	X	X	X	X			X
Helmet promotion						X			X	
Historic preservation (bike, ped, transit facilities)	X	X				X				X
Land/streetscaping (bike/ped route; transit access)	X	X			X	X				X
Maps (for bicyclists and/or pedestrians)	X	X				X			X	
Paved shoulders			X	X	X	X				X
Police patrols						X			X	
Recreational trails					X	X	X			X
Safety brochures, books						X			X	
Safety education positions						X			X	
Shared use paths / transportation trails	X	X	X	X	X	X	X			X
Sidewalks (new or retrofit)	X	X	X	X	X	X	X			X
Signs / signals / signal improvements	X	X	X	X	X	X				X
Signed bicycle or pedestrian routes	X	X		X	X	X				X
Spot improvement programs	X		X		X	X	X			
Traffic calming	X		X	X	X	X				
Trail bridges			X	X	X	X	X			X
Trail/highway intersections			X	X	X	X	X			X
Training						X	X		X	
Tunnels / undercrossings	X	X	X	X	X	X	X			X

Source: US Dept. of Transportation, 2018

FTA: Federal Transit Administration Capital Funds
ATI: Associated Transit Improvement
HSIP: Highway Safety Improvement Program
NHPP/NHS: National Highway Performance Program

STP: Surface Transportation Program
TAP: Transportation Alternatives Program
RTP: Recreational Trails Program
PLAN: Statewide or Metropolitan Planning

402: State and Community Traffic Safety Program
FLH: Federal Lands Highway Program (Federal Lands Access Program, Federal Lands Transportation Program, Tribal Transportation Program)

ATTACHMENT A:
Student Tally and Parent Survey Forms

From: National Center for Safe Routes to School

Parent Survey About Walking and Biking to School

Dear Parent or Caregiver,

Your child's school wants to learn your thoughts about children walking and biking to school. This survey will take about 5 - 10 minutes to complete. We ask that each family complete only one survey per school your children attend. If more than one child from a school brings a survey home, please fill out the survey for the child with the next birthday from today's date.

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.

Thank you for participating in this survey!

+ CAPITAL LETTERS ONLY – BLUE OR BLACK INK ONLY +

School Name:

1. What is the grade of the child who brought home this survey? ☐☐ Grade (PK,K,1,2,3…)

2. Is the child who brought home this survey male or female? ☐ Male ☐ Female

3. How many children do you have in Kindergarten through 8th grade? ☐☐

4. What is the street intersection nearest your home? (Provide the names of two intersecting streets)

and

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

5. How far does your child live from school?

- ☐ Less than ¼ mile
- ☐ ¼ mile up to ½ mile
- ☐ ½ mile up to 1 mile
- ☐ 1 mile up to 2 miles
- ☐ More than 2 miles
- ☐ Don't know

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

6. On most days, how does your child arrive and leave for school? (Select one choice per column, mark box with X)

Arrive at school	**Leave from school**
☐ Walk	☐ Walk
☐ Bike	☐ Bike
☐ School Bus	☐ School Bus
☐ Family vehicle (only children in your family)	☐ Family vehicle (only children in your family)
☐ Carpool (Children from other families)	☐ Carpool (Children from other families)
☐ Transit (city bus, subway, etc.)	☐ Transit (city bus, subway, etc.)
☐ Other (skateboard, scooter, inline skates, etc.)	☐ Other (skateboard, scooter, inline skates, etc.)

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

7. How long does it normally take your child to get to/from school? (Select one choice per column, mark box with X)

Travel time to school	**Travel time from school**
☐ Less than 5 minutes	☐ Less than 5 minutes
☐ 5 – 10 minutes	☐ 5 – 10 minutes
☐ 11 – 20 minutes	☐ 11 – 20 minutes
☐ More than 20 minutes	☐ More than 20 minutes
☐ Don't know / Not sure	☐ Don't know / Not sure

+ +

8. Has your child asked you for permission to walk or bike to/from school in the last year? ☐ Yes ☐ 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…) ☐☐ grade **(or)** ☐ 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)

	My child already walks or bikes to/from school		
☐ Distance	☐ Yes	☐ No	☐ Not Sure
☐ Convenience of driving	☐ Yes	☐ No	☐ Not Sure
☐ Time	☐ Yes	☐ No	☐ Not Sure
☐ Child's before or after-school activities	☐ Yes	☐ No	☐ Not Sure
☐ Speed of traffic along route	☐ Yes	☐ No	☐ Not Sure
☐ Amount of traffic along route	☐ Yes	☐ No	☐ Not Sure
☐ Adults to walk or bike with	☐ Yes	☐ No	☐ Not Sure
☐ Sidewalks or pathways	☐ Yes	☐ No	☐ Not Sure
☐ Safety of intersections and crossings	☐ Yes	☐ No	☐ Not Sure
☐ Crossing guards	☐ Yes	☐ No	☐ Not Sure
☐ Violence or crime	☐ Yes	☐ No	☐ Not Sure
☐ Weather or climate	☐ Yes	☐ No	☐ 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?

☐ Strongly Encourages ☐ Encourages ☐ Neither ☐ Discourages ☐ Strongly Discourages

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

☐ Very Fun ☐ Fun ☐ Neutral ☐ Boring ☐ Very Boring

14. How healthy is walking or biking to/from school for your child?

☐ Very Healthy ☐ Healthy ☐ Neutral ☐ Unhealthy ☐ 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?

☐ Grades 1 through 8 (Elementary)
☐ Grades 9 through 11 (Some high school)
☐ Grade 12 or GED (High school graduate)
☐ College 1 to 3 years (Some college or technical school)
☐ College 4 years or more (College graduate)
☐ Prefer not to answer

16. Please provide any additional comments below.

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:

Grade: (PK,K,1,2,3...) 0 2

Monday's Date (Week count was conducted) M M D D Y Y Y Y

Number of Students Enrolled in Class: 1 5

- 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	Weather	Student Tally	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
	S= sunny R= rainy O=overcast SN=snow	Number in class when count made	-	-	-	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.

ATTACHMENT B:
Student Tally and Parent Survey Results

From: National Center for Safe Routes to School Data Collection System

Student Travel Tally Report: One School in One Data Collection Period

School Name: Stratford Elementary

School Group: Stratford

School Enrollment: 0

% of Students reached by SRTS activities:

Number of Classrooms Included in Report: 19

Set ID: 27776

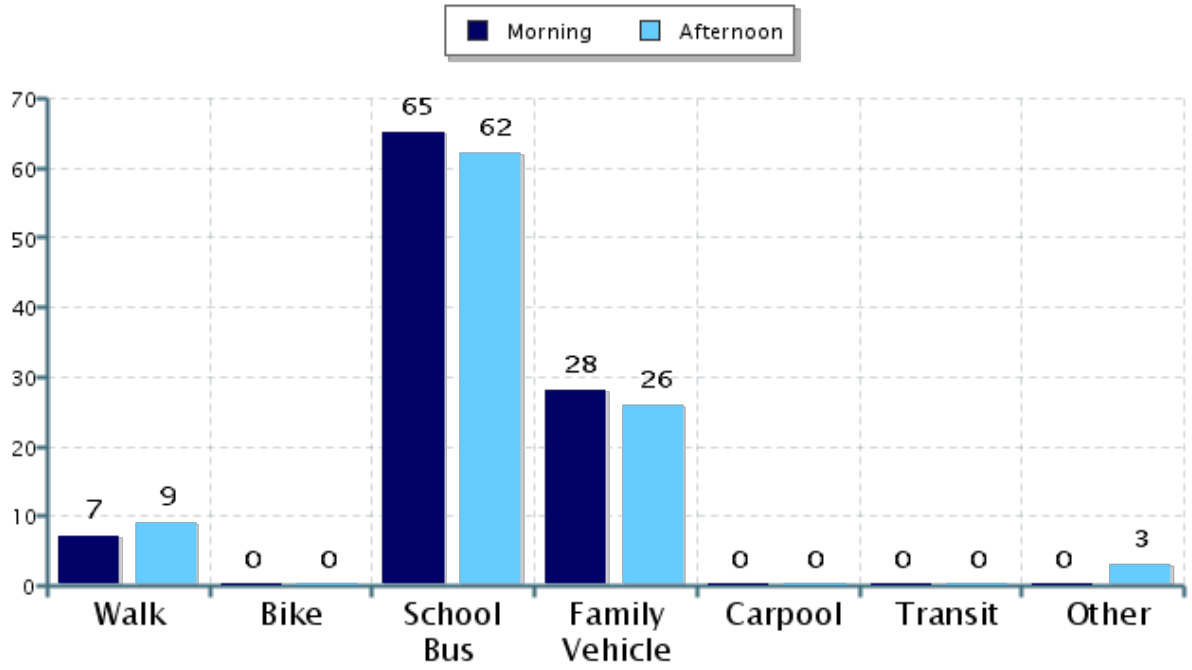
Month and Year Collected: October 2018

Date Report Generated: 01/03/2019

Tags:

This report contains information from your school's classrooms about students' trip to and from school. The data used in this report were collected using the in-class Student Travel Tally questionnaire from the National Center for Safe Routes to School.

Morning and Afternoon Travel Mode Comparison

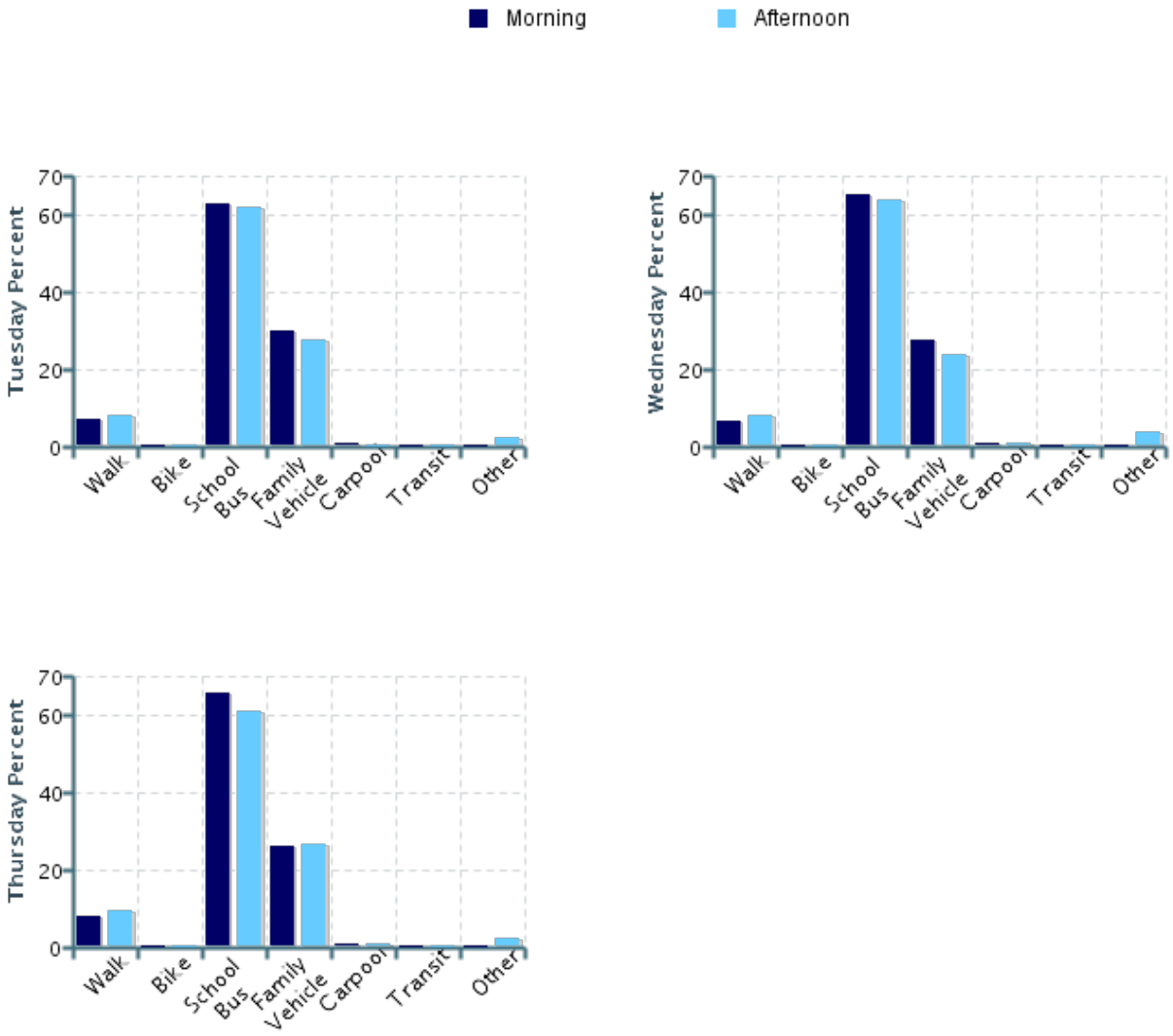


Morning and Afternoon Travel Mode Comparison

	Number of Trips	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Morning	903	7%	0%	65%	28%	0.3%	0%	0%
Afternoon	904	9%	0%	62%	26%	0.2%	0%	3%

Percentages may not total 100% due to rounding.

Morning and Afternoon Travel Mode Comparison by Day

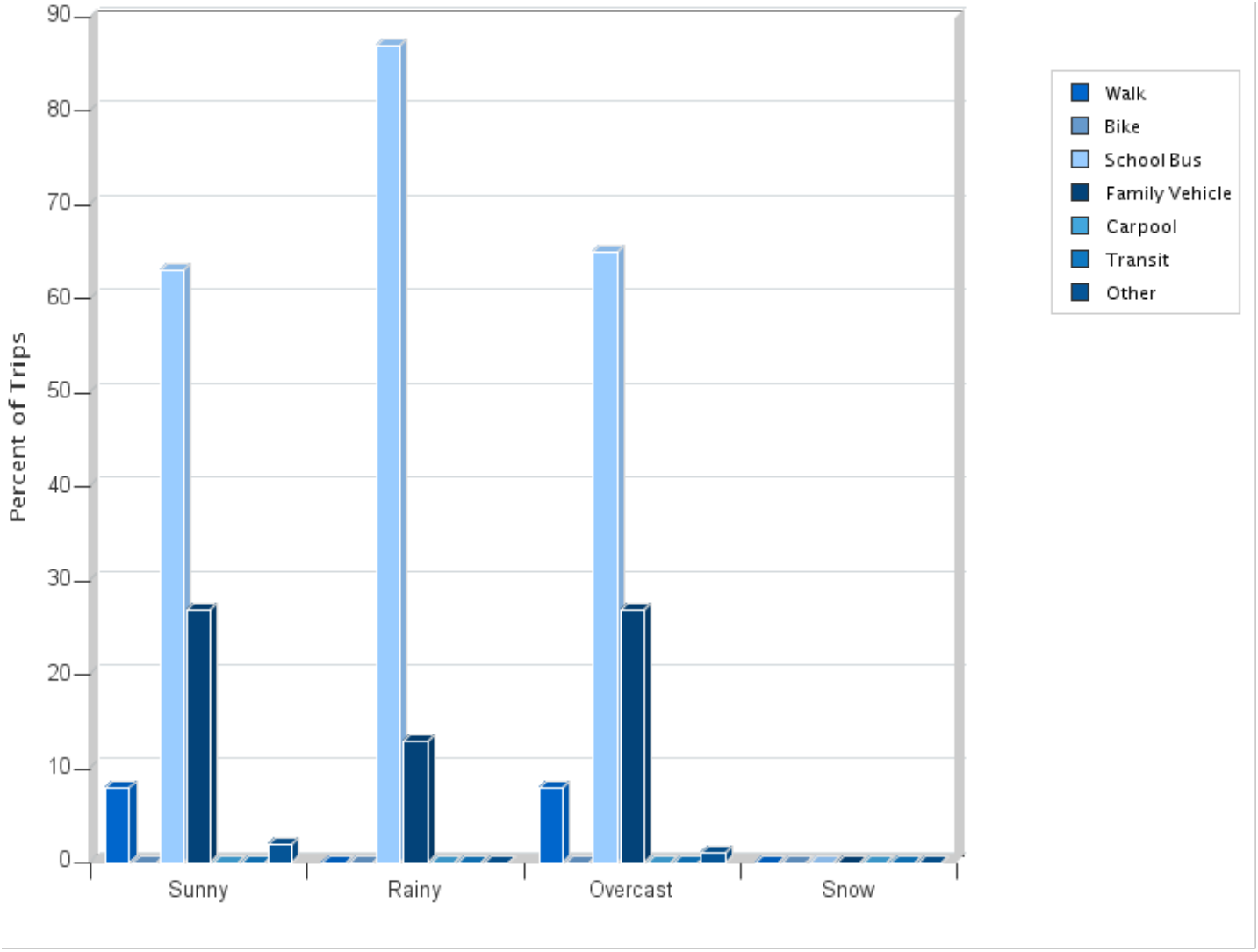


Morning and Afternoon Travel Mode Comparison by Day

	Number of Trips	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Tuesday AM	309	7%	0%	63%	30%	0.3%	0%	0%
Tuesday PM	309	8%	0%	62%	28%	0%	0%	2%
Wednesday AM	307	7%	0%	65%	28%	0.3%	0%	0%
Wednesday PM	307	8%	0%	64%	24%	0.3%	0%	4%
Thursday AM	287	8%	0%	66%	26%	0.3%	0%	0%
Thursday PM	288	10%	0%	61%	27%	0.3%	0%	2%

Percentages may not total 100% due to rounding.

Travel Mode by Weather Conditions



Travel Mode by Weather Condition

Weather Condition	Number of Trips	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Sunny	1288	8%	0%	63%	27%	0.3%	0%	2%
Rainy	15	0%	0%	87%	13%	0%	0%	0%
Overcast	504	8%	0%	65%	27%	0.2%	0%	0.6%
Snow	0	0%	0%	0%	0%	0%	0%	0%

Percentages may not total 100% due to rounding.

Student Travel Tally Report: One School in One Data Collection Period

School Name: Stratford Junior/Senior High School

School Group: Stratford

School Enrollment: 0

% of Students reached by SRTS activities:

Number of Classrooms Included in Report: 12

Set ID: 27745

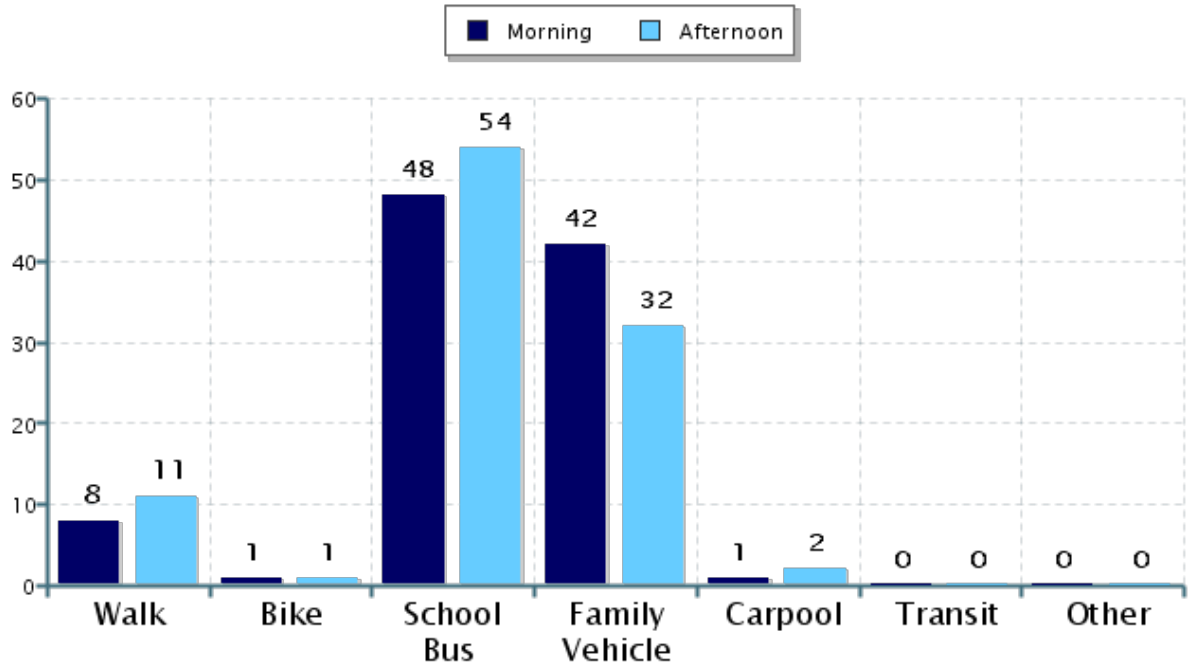
Month and Year Collected: October 2018

Date Report Generated: 02/28/2019

Tags:

This report contains information from your school's classrooms about students' trip to and from school. The data used in this report were collected using the in-class Student Travel Tally questionnaire from the National Center for Safe Routes to School.

Morning and Afternoon Travel Mode Comparison

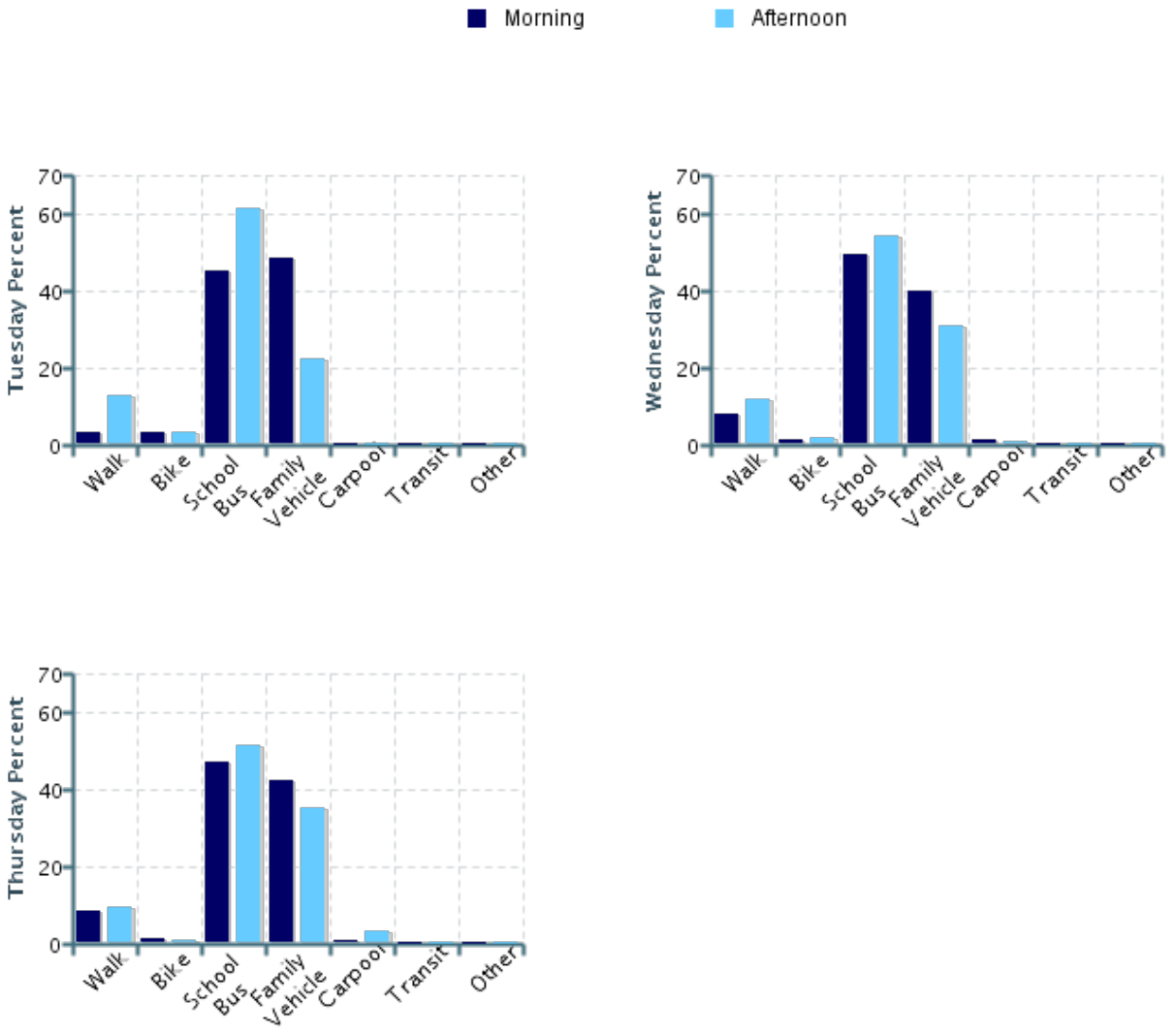


Morning and Afternoon Travel Mode Comparison

	Number of Trips	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Morning	361	8%	1%	48%	42%	0.8%	0%	0%
Afternoon	359	11%	1%	54%	32%	2%	0%	0%

Percentages may not total 100% due to rounding.

Morning and Afternoon Travel Mode Comparison by Day

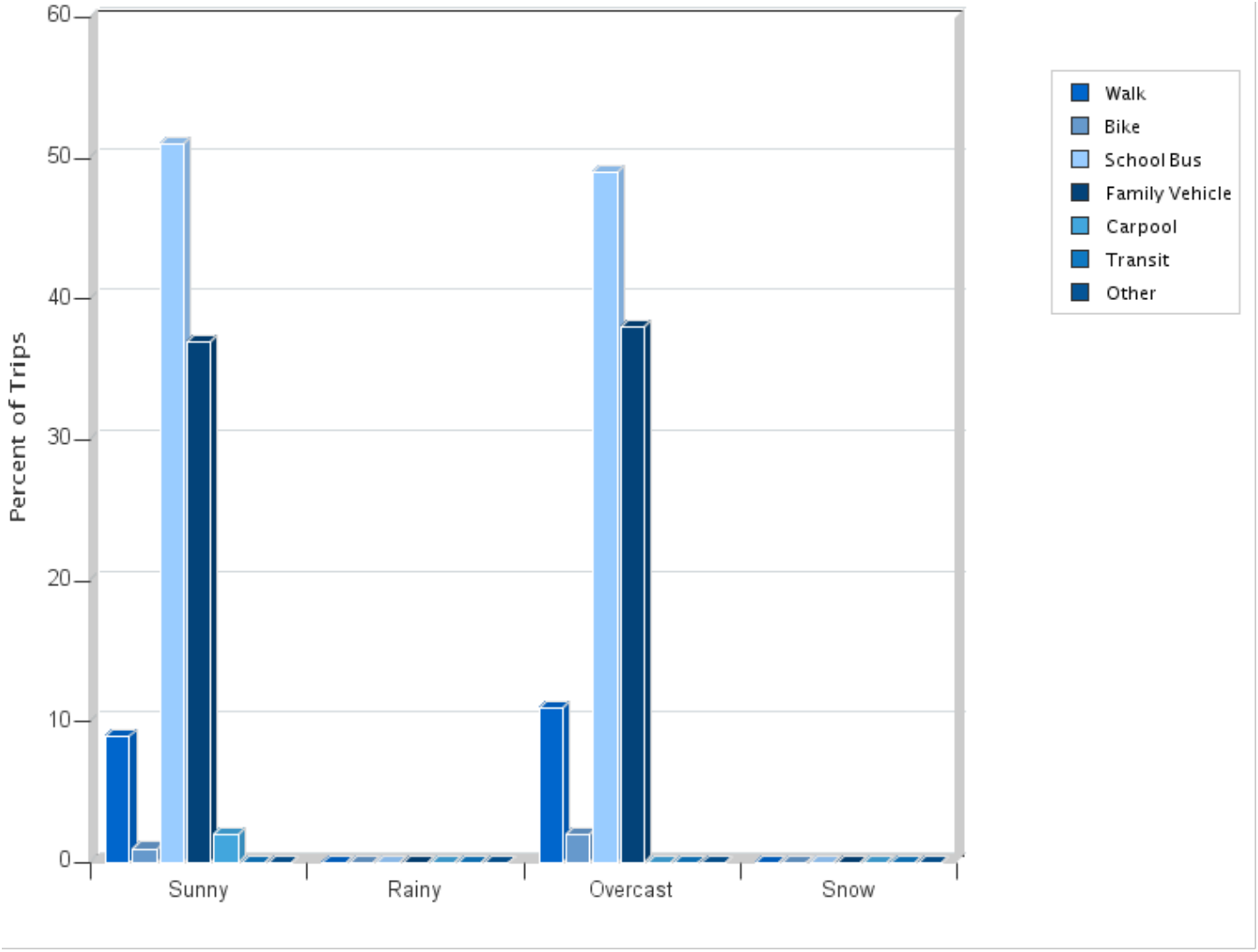


Morning and Afternoon Travel Mode Comparison by Day

	Number of Trips	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Tuesday AM	31	3%	3%	45%	48%	0%	0%	0%
Tuesday PM	31	13%	3%	61%	23%	0%	0%	0%
Wednesday AM	168	8%	1%	49%	40%	1%	0%	0%
Wednesday PM	167	12%	2%	54%	31%	0.6%	0%	0%
Thursday AM	162	9%	1%	47%	43%	0.6%	0%	0%
Thursday PM	161	9%	0.6%	52%	35%	3%	0%	0%

Percentages may not total 100% due to rounding.

Travel Mode by Weather Conditions



Travel Mode by Weather Condition

Weather Condition	Number of Trips	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Sunny	588	9%	1%	51%	37%	2%	0%	0%
Rainy	0	0%	0%	0%	0%	0%	0%	0%
Overcast	132	11%	2%	49%	38%	0%	0%	0%
Snow	0	0%	0%	0%	0%	0%	0%	0%

Percentages may not total 100% due to rounding.

Student Travel Tally Report: One School in One Data Collection Period

School Name: St Joseph

School Group: Stratford

School Enrollment: 0

% of Students reached by SRTS activities: Don't Know

Number of Classrooms Included in Report: 7

Set ID: 27741

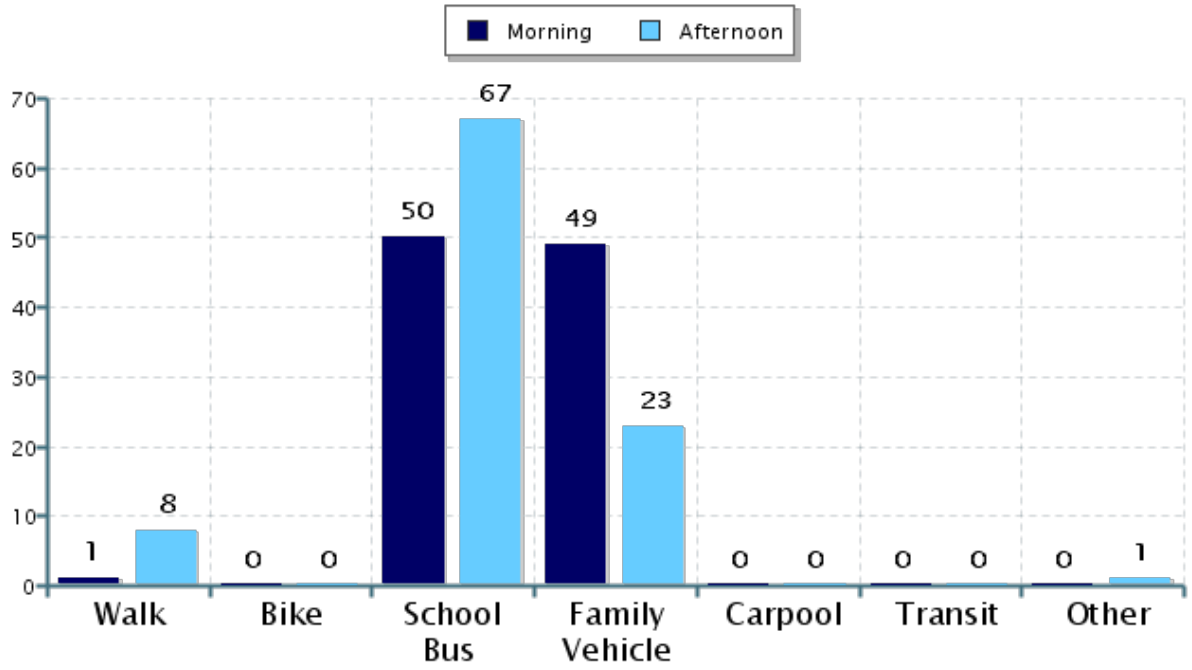
Month and Year Collected: October 2018

Date Report Generated: 02/28/2019

Tags:

This report contains information from your school's classrooms about students' trip to and from school. The data used in this report were collected using the in-class Student Travel Tally questionnaire from the National Center for Safe Routes to School.

Morning and Afternoon Travel Mode Comparison

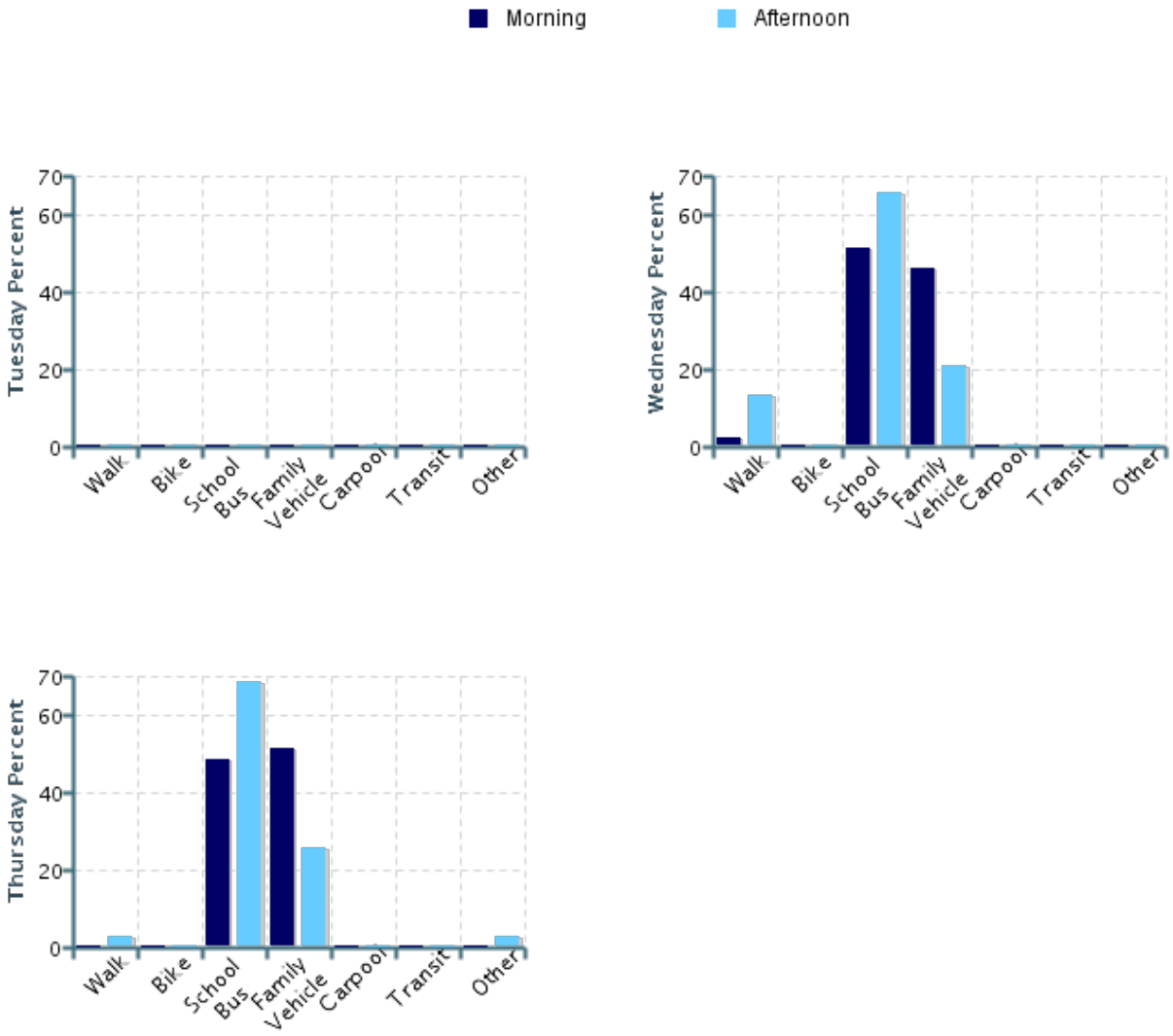


Morning and Afternoon Travel Mode Comparison

	Number of Trips	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Morning	74	1%	0%	50%	49%	0%	0%	0%
Afternoon	73	8%	0%	67%	23%	0%	0%	1%

Percentages may not total 100% due to rounding.

Morning and Afternoon Travel Mode Comparison by Day

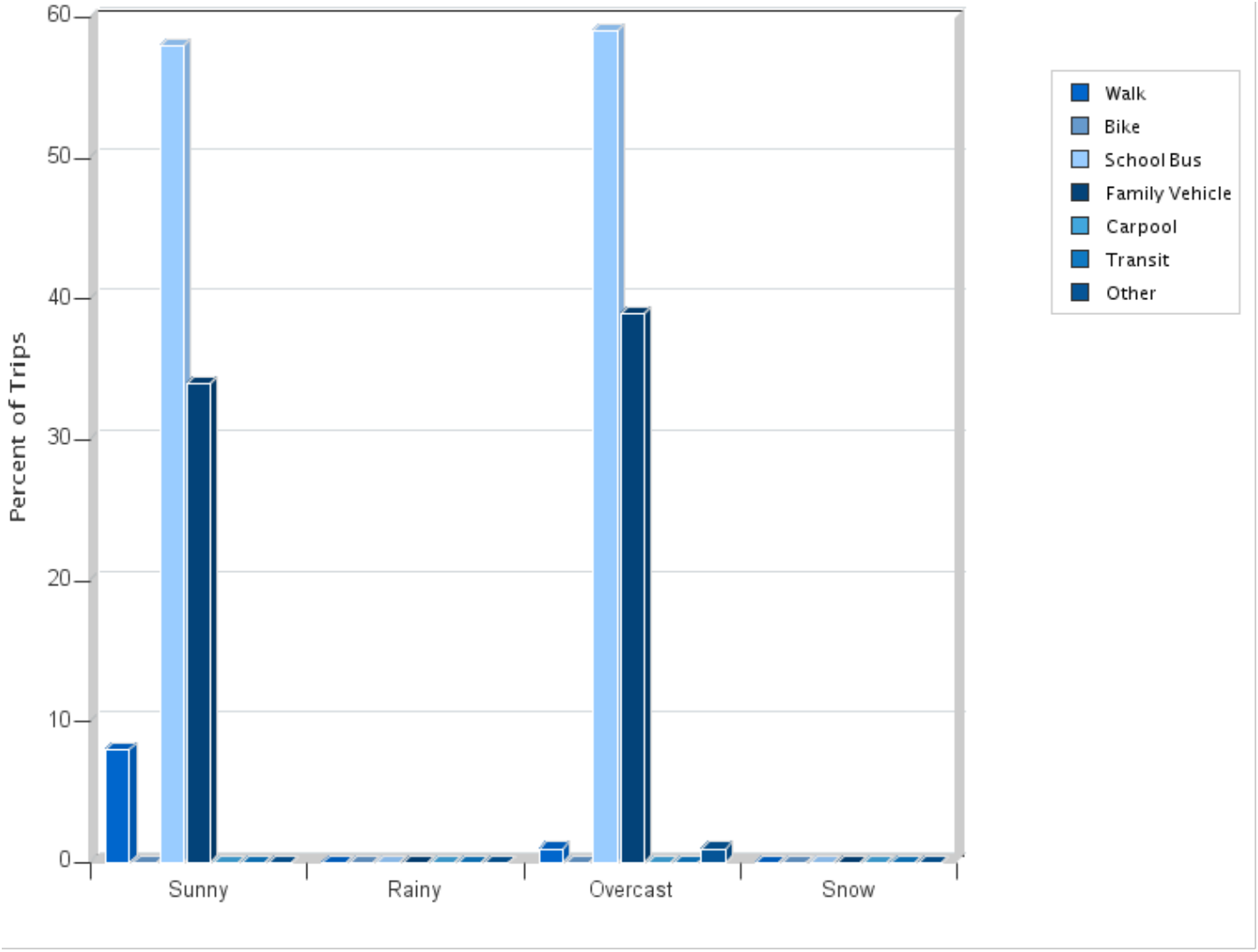


Morning and Afternoon Travel Mode Comparison by Day

	Number of Trips	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Tuesday AM		0%	0%	0%	0%	0%	0%	0%
Tuesday PM		0%	0%	0%	0%	0%	0%	0%
Wednesday AM	39	3%	0%	51%	46%	0%	0%	0%
Wednesday PM	38	13%	0%	66%	21%	0%	0%	0%
Thursday AM	35	0%	0%	49%	51%	0%	0%	0%
Thursday PM	35	3%	0%	69%	26%	0%	0%	3%

Percentages may not total 100% due to rounding.

Travel Mode by Weather Conditions



Travel Mode by Weather Condition

Weather Condition	Number of Trips	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Sunny	77	8%	0%	58%	34%	0%	0%	0%
Rainy	0	0%	0%	0%	0%	0%	0%	0%
Overcast	70	1%	0%	59%	39%	0%	0%	1%
Snow	0	0%	0%	0%	0%	0%	0%	0%

Percentages may not total 100% due to rounding.

Parent Survey Report: One School in One Data Collection Period

School Name: Stratford Elementary

Set ID: 18247

School Group: Stratford

Month and Year Collected: October 2018

School Enrollment: 0

Date Report Generated: 01/03/2019

% Range of Students Involved in SRTS: Don't Know

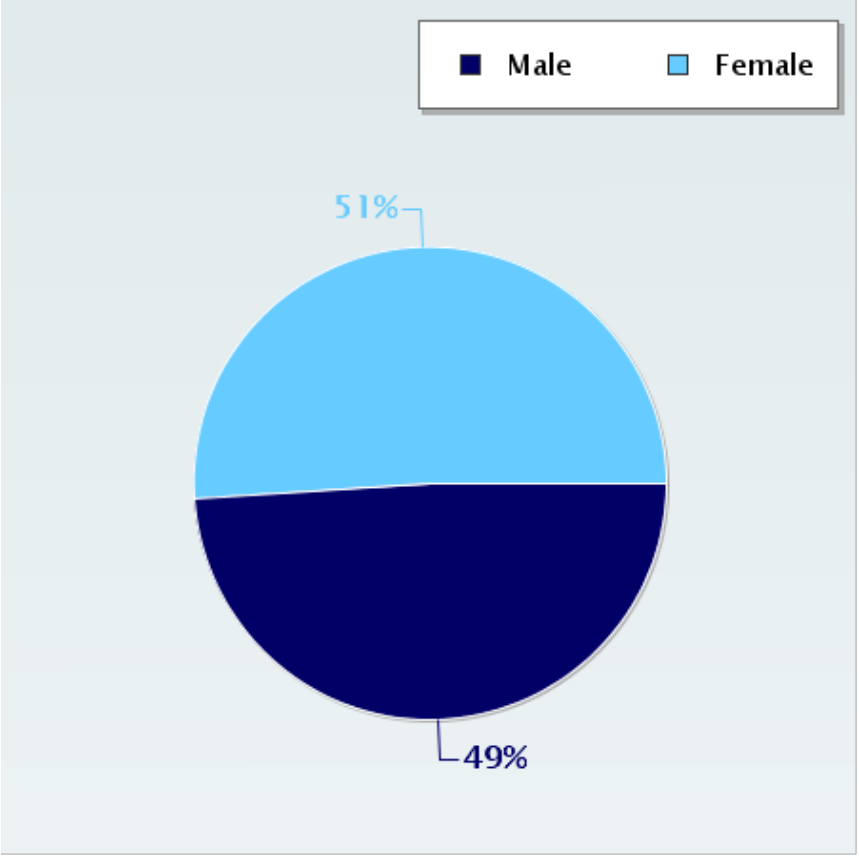
Tags:

Number of Questionnaires Distributed: 0

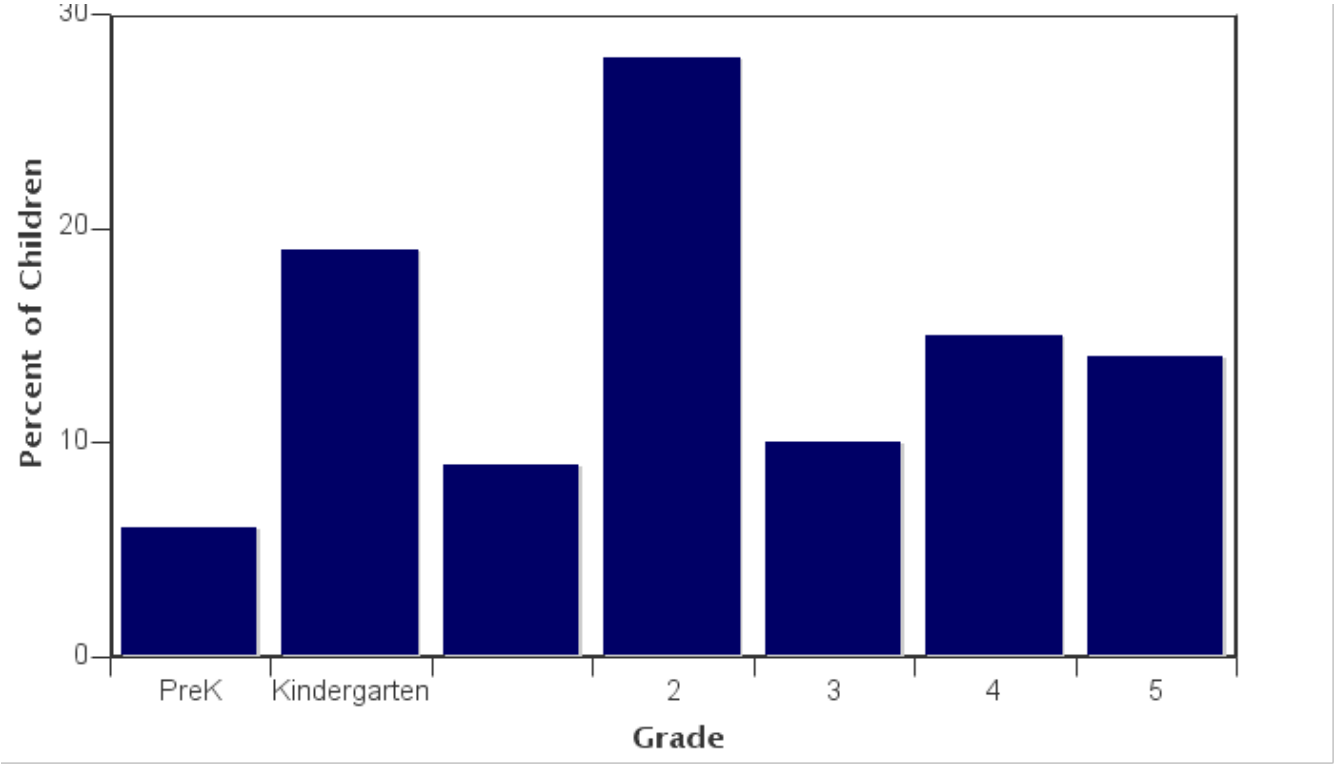
Number of Questionnaires Analyzed for Report: 109

This report contains information from parents about their children's trip to and from school. The report also reflects parents' perceptions regarding whether walking and bicycling to school is appropriate for their child. The data used in this report were collected using the Survey about Walking and Biking to School for Parents form from the National Center for Safe Routes to School.

Sex of children for parents that provided information



Grade levels of children represented in survey

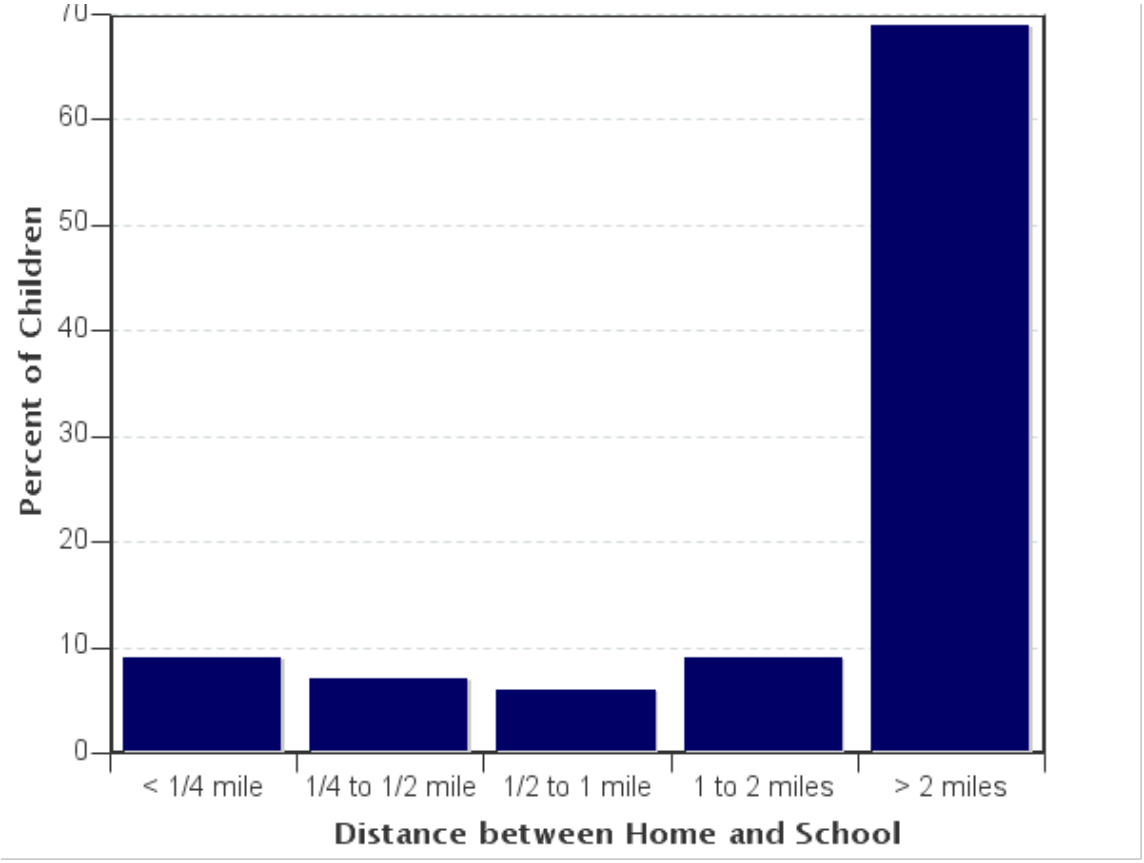


Grade levels of children represented in survey

Grade in School	Responses per grade	
	Number	Percent
PreK	6	6%
Kindergarten	21	19%
1	10	9%
2	30	28%
3	11	10%
4	16	15%
5	15	14%

No response: 0
Percentages may not total 100% due to rounding.

Parent estimate of distance from child's home to school

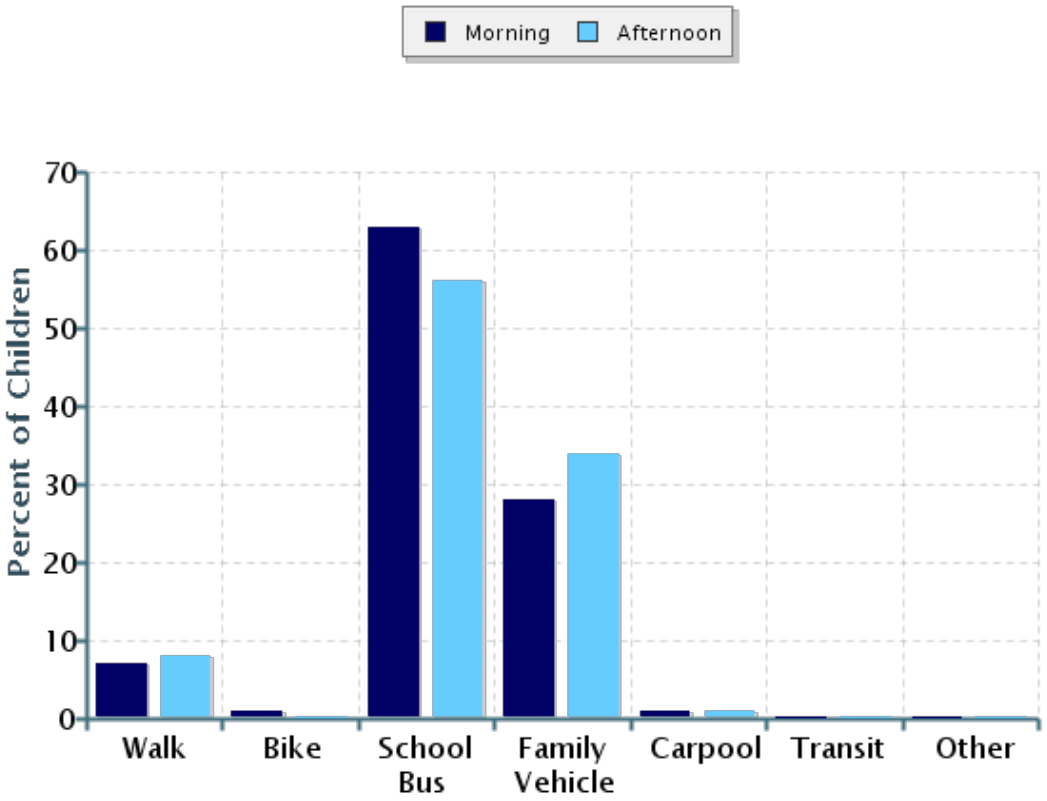


Parent estimate of distance from child's home to school

Distance between home and school	Number of children	Percent
Less than 1/4 mile	10	9%
1/4 mile up to 1/2 mile	7	7%
1/2 mile up to 1 mile	6	6%
1 mile up to 2 miles	10	9%
More than 2 miles	74	69%

Don't know or No response: 2
Percentages may not total 100% due to rounding.

Typical mode of arrival at and departure from school

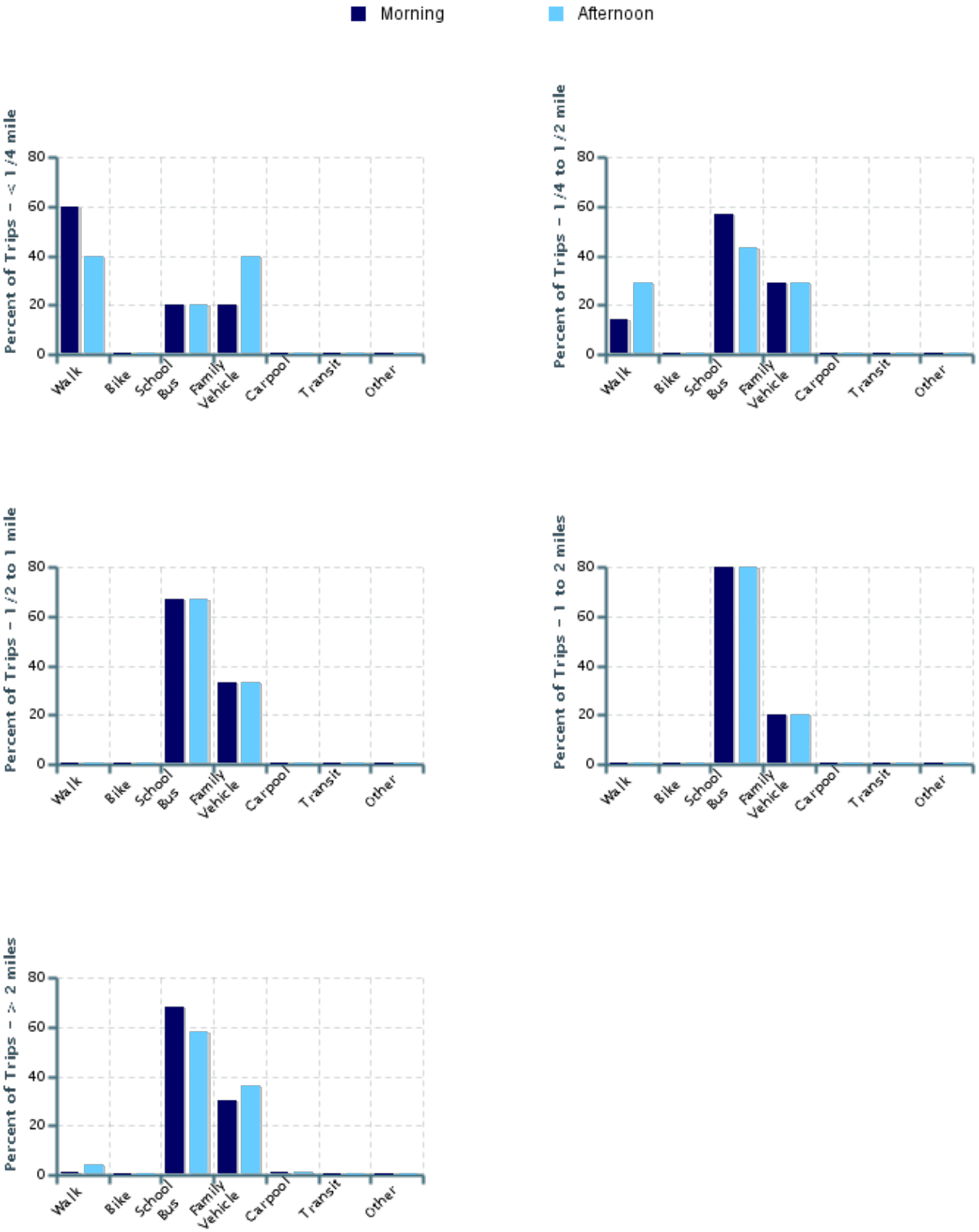


Typical mode of arrival at and departure from school

Time of Trip	Number of Trips	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Morning	108	7%	0.9%	63%	28%	0.9%	0%	0%
Afternoon	108	8%	0%	56%	34%	0.9%	0%	0%

No Response Morning: 1
No Response Afternoon: 1
Percentages may not total 100% due to rounding.

Typical mode of school arrival and departure by distance child lives from school



Typical mode of school arrival and departure by distance child lives from school

School Arrival

Distance	Number within Distance	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Less than 1/4 mile	10	60%	0%	20%	20%	0%	0%	0%
1/4 mile up to 1/2 mile	7	14%	0%	57%	29%	0%	0%	0%
1/2 mile up to 1 mile	6	0%	0%	67%	33%	0%	0%	0%
1 mile up to 2 miles	10	0%	0%	80%	20%	0%	0%	0%
More than 2 miles	74	1%	0%	68%	30%	1%	0%	0%

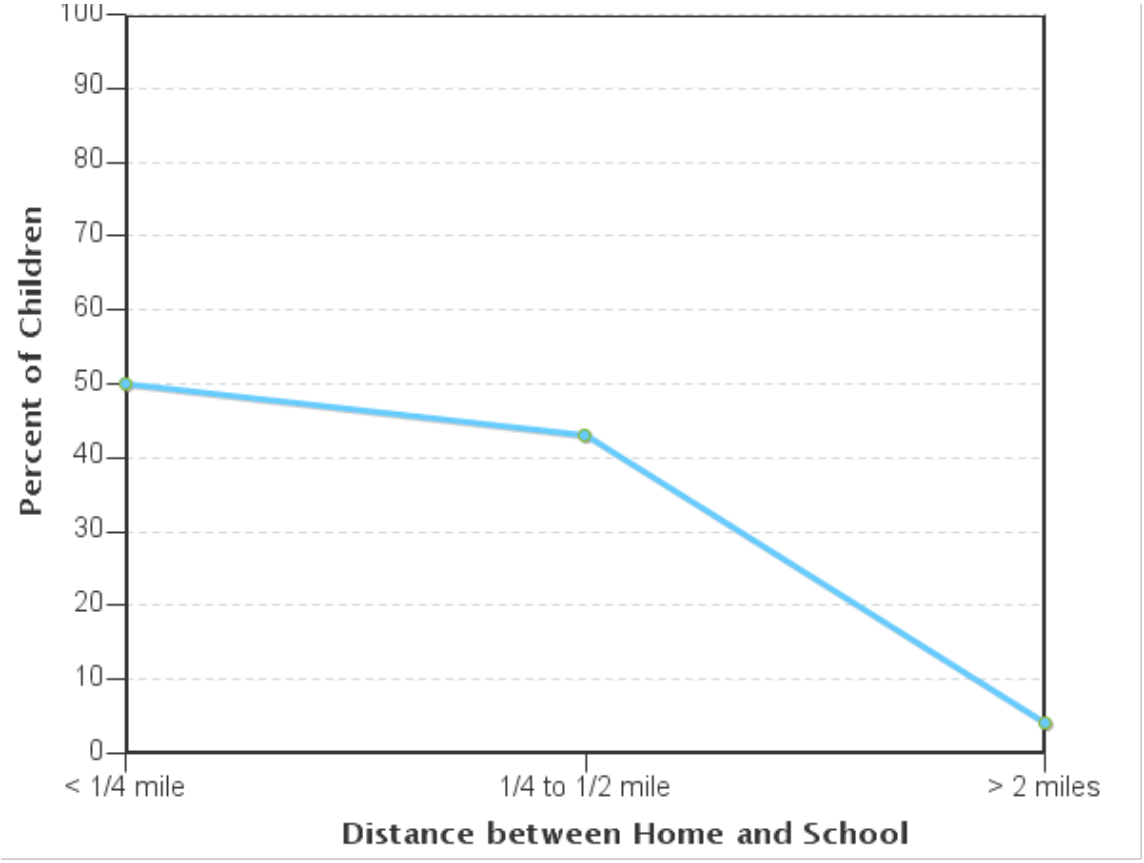
Don't know or No response: 2
Percentages may not total 100% due to rounding.

School Departure

Distance	Number within Distance	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Less than 1/4 mile	10	40%	0%	20%	40%	0%	0%	0%
1/4 mile up to 1/2 mile	7	29%	0%	43%	29%	0%	0%	0%
1/2 mile up to 1 mile	6	0%	0%	67%	33%	0%	0%	0%
1 mile up to 2 miles	10	0%	0%	80%	20%	0%	0%	0%
More than 2 miles	74	4%	0%	58%	36%	1%	0%	0%

Don't know or No response: 2
Percentages may not total 100% due to rounding.

Percent of children who have asked for permission to walk or bike to/from school by distance they live from school

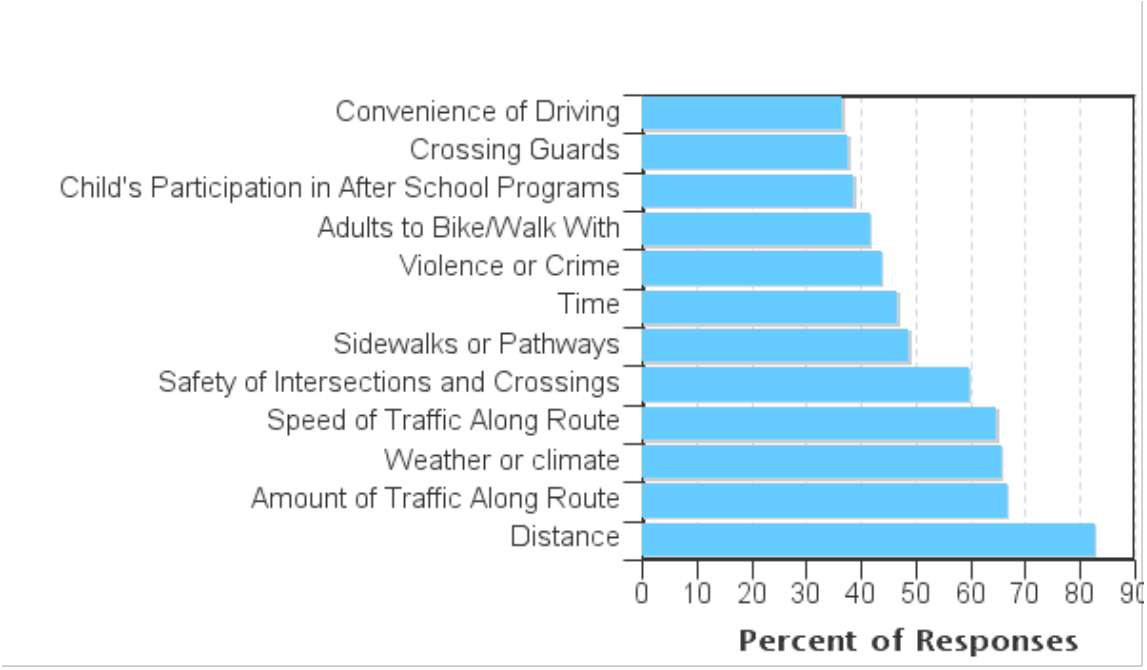


Percent of children who have asked for permission to walk or bike to/from school by distance they live from school

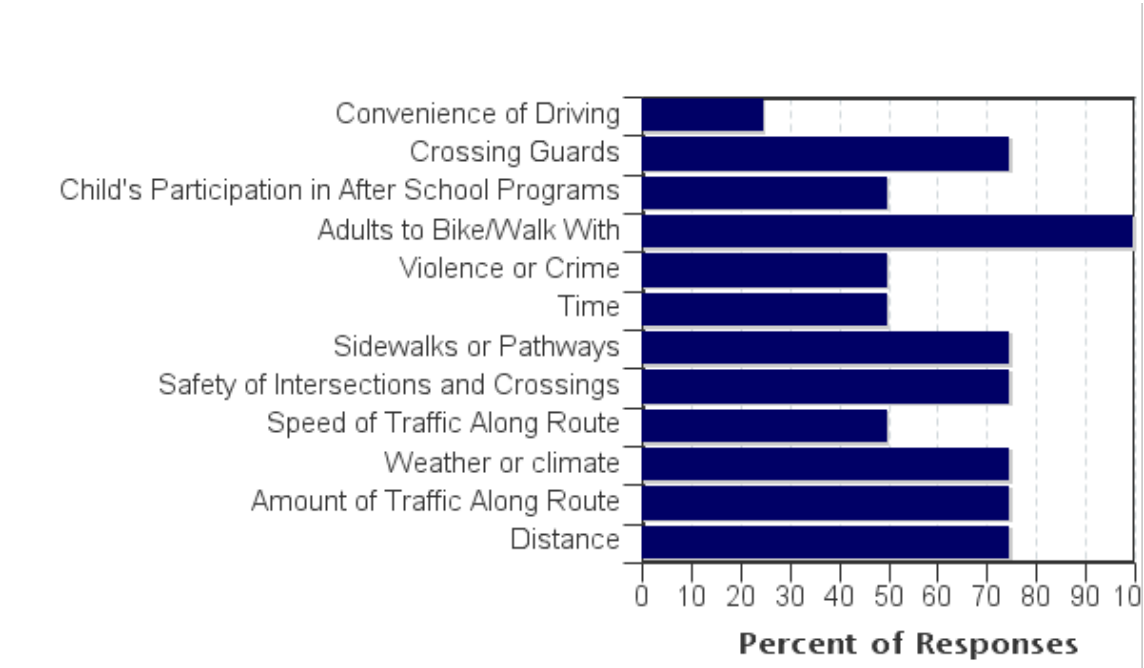
Asked Permission?	Number of Children	Less than 1/4 mile	1/4 mile up to 1/2 mile	1/2 mile up to 1 mile	1 mile up to 2 miles	More than 2 miles
Yes	11	50%	43%	0%	0%	4%
No	95	50%	57%	100%	100%	96%

Don't know or No response: 3
Percentages may not total 100% due to rounding.

Issues reported to affect the decision to not allow a child to walk or bike to/from school by parents of children who do not walk or bike to/from school



Issues reported to affect the decision to allow a child to walk or bike to/from school by parents of children who already walk or bike to/from school

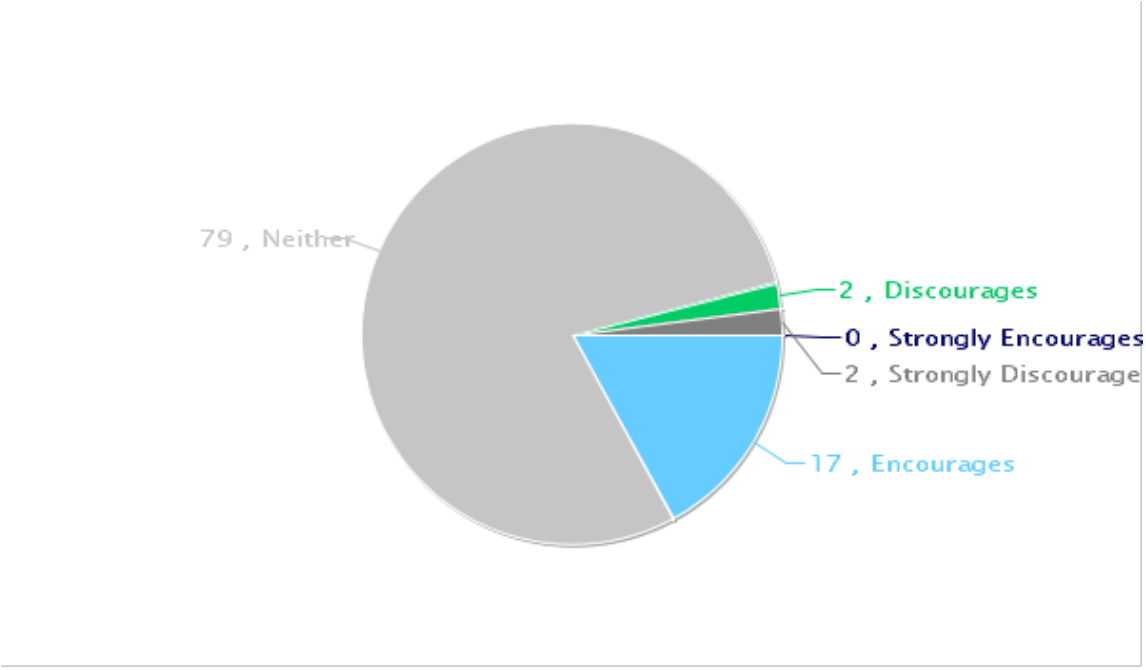


Issues reported to affect the decision to allow a child to walk or bike to/from school by parents of children who already walk or bike to/from school

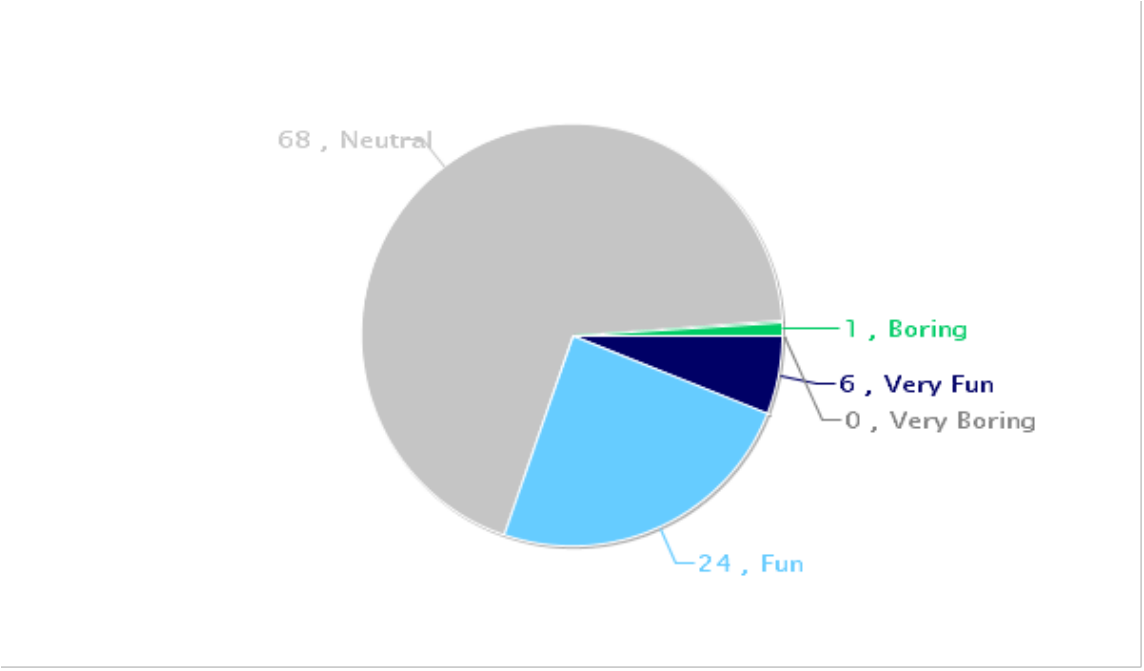
Issue	Child does not walk/bike to school	Child walks/bikes to school
Distance	83%	75%
Amount of Traffic Along Route	67%	75%
Weather or climate	66%	75%
Speed of Traffic Along Route	65%	50%
Safety of Intersections and Crossings	60%	75%
Sidewalks or Pathways	49%	75%
Time	47%	50%
Violence or Crime	44%	50%
Adults to Bike/Walk With	42%	100%
Child's Participation in After School Programs	39%	50%
Crossing Guards	38%	75%
Convenience of Driving	37%	25%
Number of Respondents per Category	**99**	**4**

No response: 6
Note:
--Factors are listed from most to least influential for the 'Child does not walk/bike to school' group.
--Each column may sum to > 100% because respondent could select more than issue
--The calculation used to determine the percentage for each issue is based on the 'Number of Respondents per Category' within the respective columns (Child does not walk/bike to school and Child walks/bikes to school.) If comparing percentages between the two columns, please pay particular attention to each column's number of respondents because the two numbers can differ dramatically.

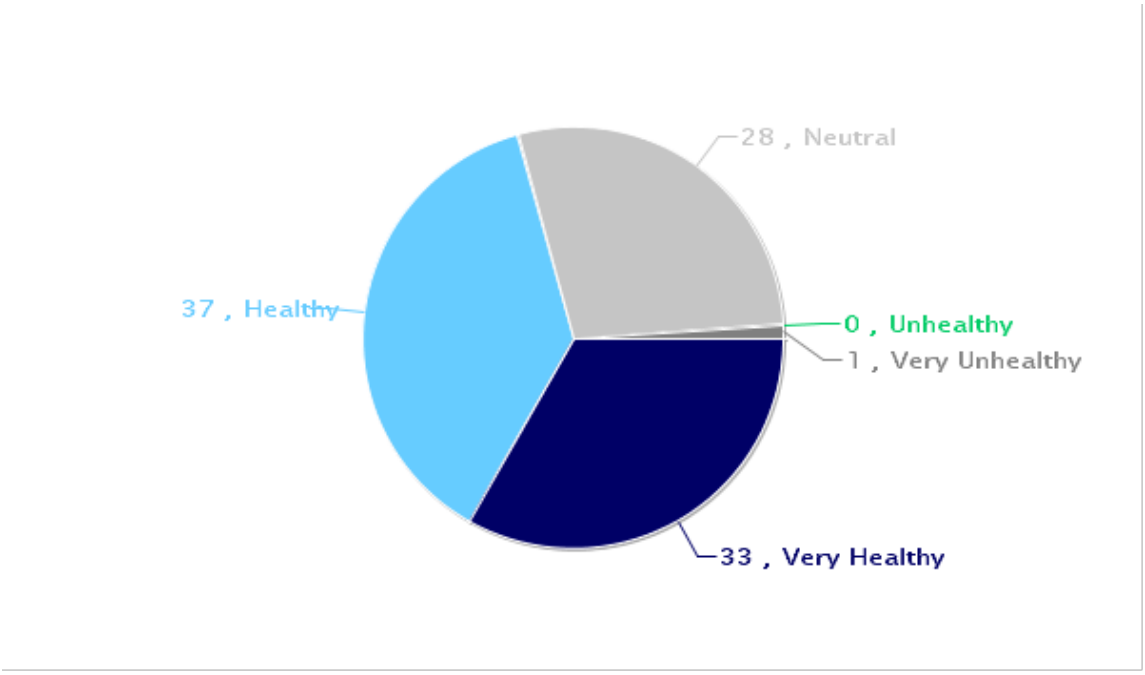
Parents' opinions about how much their child's school encourages or discourages walking and biking to/from school



Parents' opinions about how much fun walking and biking to/from school is for their child



Parents' opinions about how healthy walking and biking to/from school is for their child



Comments Section

SurveyID	Comment
1640366	We open enroll and live in Unity, so this is not an option for us.
1640383	Sidewalk added to North St. would be greatly beneficial and a great safety increase to our community.
1640426	We live too far away from school for our child to walk or bike safely to or from.
1640446	We would definitely walk our kids to school if we lived in town however it's to far (live in country) and not safe (busy state hwy without sidewalks).
1640361	No me siento segura si mis hijos tubiesen que usar la bisiclta o caminar para ilegar asus clases. [I do not feel safe if my children had to use their bicycle or walk to get to their classes.]
1640401	We live too far out of town to walk or bike approximately 8 miles.
1640442	If there was an affordable after school program I would be happy to let my child walk with a guardian to appropriate place.
1640396	I am most concerned about the safety of my child walking, because of possibly strange people in town - and her walking by herself. We only live 2 blocks from school and it would be very convenient for me if she could walk without me having to worry.
1640403	I don't like my children walking home because we live close to school and many times students are leaving school at a pretty fast speed and are driving distracted.
1640499	My child walks to school from daycare.
1640500	We live outside of the school district.
1640436	Our children live too far fro the school and would commute on busy highways, and therefore would not walk or bike to school.
1640503	I do not have a problem with my child walking in town when he is able to go some place in town.
1640564	We live approximately 5 miles from school. The distance makes these questions difficult to answer.
1640373	I allow my children to walk to and from school only because I can see the school from my front door. I watch then til they get to school and watch them walk home. If we lived farther I would not.
1640433	We live north of town on Highway 97 with a 55 mph speed limit there is no "safe" place for my child to walk or bike to school until in town.
1640390	We live more than 7 miles away so riding a bike or walking to school is not an option.
1640567	My children do not walk or ride their bikes to school since we don't live in town.

Parent Survey Report: One School in One Data Collection Period

School Name: Stratford Junior/Senior High School

School Group: Stratford

School Enrollment: 0

% Range of Students Involved in SRTS: Don't Know

Number of Questionnaires Distributed: 0

Set ID: 18241

Month and Year Collected: October 2018

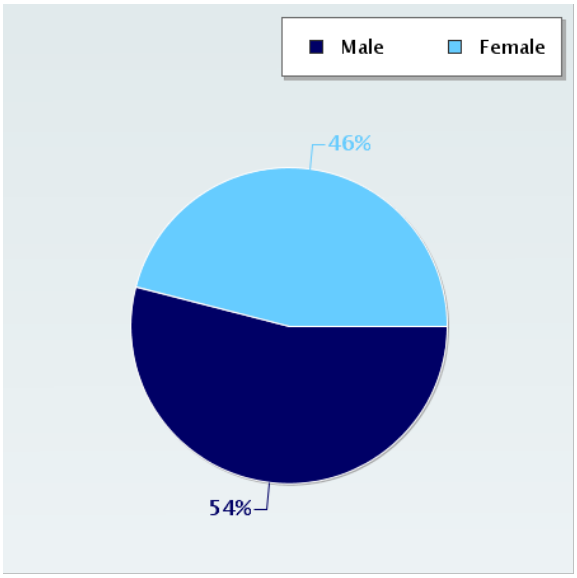
Date Report Generated: 01/03/2019

Tags:

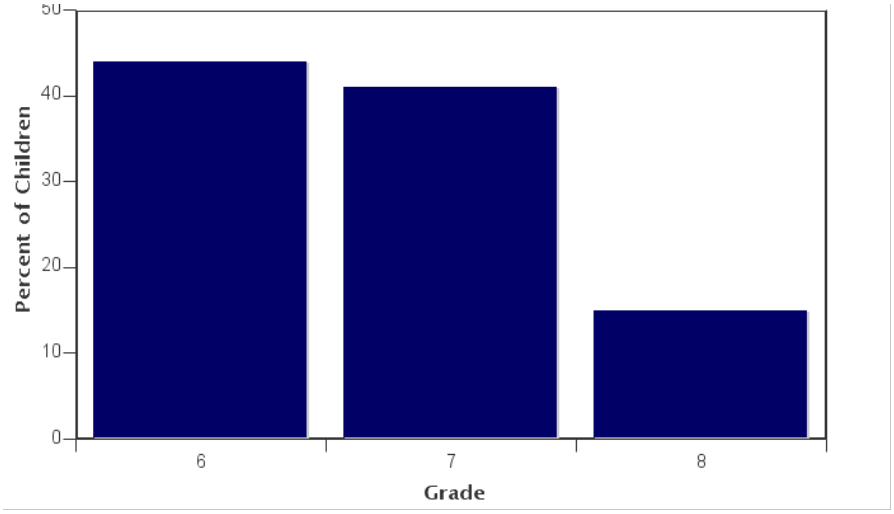
Number of Questionnaires Analyzed for Report: 39

This report contains information from parents about their children's trip to and from school. The report also reflects parents' perceptions regarding whether walking and bicycling to school is appropriate for their child. The data used in this report were collected using the Survey about Walking and Biking to School for Parents form from the National Center for Safe Routes to School.

Sex of children for parents that provided information



Grade levels of children represented in survey

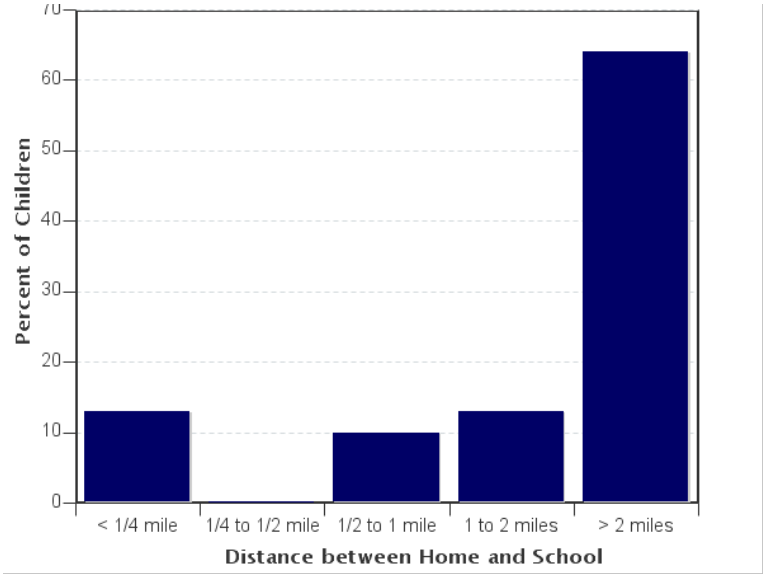


Grade levels of children represented in survey

Grade in School	Responses per grade	
	Number	Percent
6	17	44%
7	16	41%
8	6	15%

No response: 0
Percentages may not total 100% due to rounding.

Parent estimate of distance from child's home to school

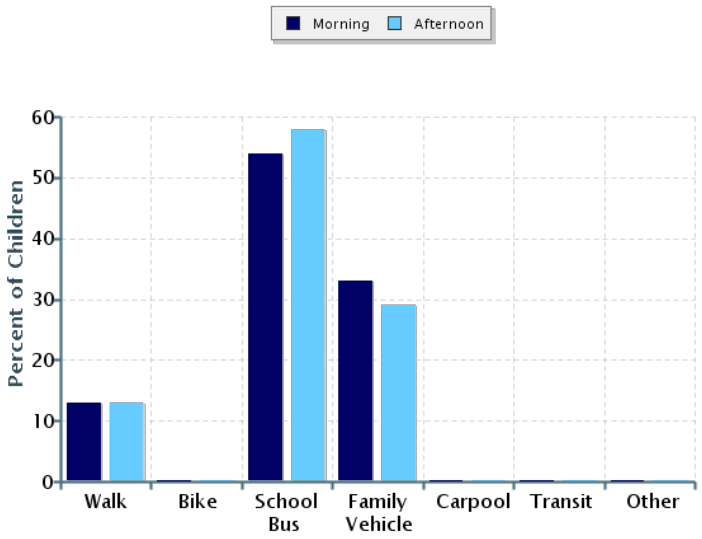


Parent estimate of distance from child's home to school

Distance between home and school	Number of children	Percent
Less than 1/4 mile	5	13%
1/4 mile up to 1/2 mile	0	0%
1/2 mile up to 1 mile	4	10%
1 mile up to 2 miles	5	13%
More than 2 miles	25	64%

Don't know or No response: 0
Percentages may not total 100% due to rounding.

Typical mode of arrival at and departure from school

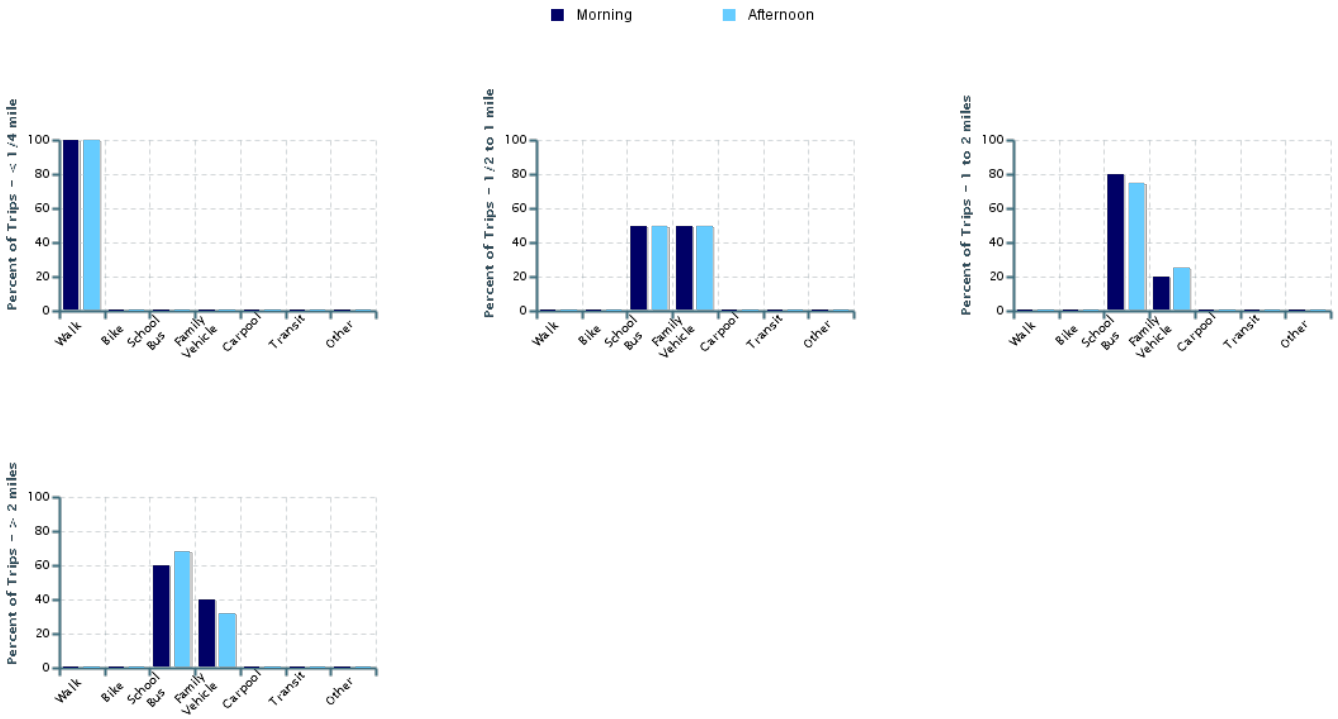


Typical mode of arrival at and departure from school

Time of Trip	Number of Trips	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Morning	39	13%	0%	54%	33%	0%	0%	0%
Afternoon	38	13%	0%	58%	29%	0%	0%	0%

No Response Morning: 0
No Response Afternoon: 1
Percentages may not total 100% due to rounding.

Typical mode of school arrival and departure by distance child lives from school



Typical mode of school arrival and departure by distance child lives from school

School Arrival

Distance	Number within Distance	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Less than 1/4 mile	5	100%	0%	0%	0%	0%	0%	0%
1/4 mile up to 1/2 mile	0	0%	0%	0%	0%	0%	0%	0%
1/2 mile up to 1 mile	4	0%	0%	50%	50%	0%	0%	0%
1 mile up to 2 miles	5	0%	0%	80%	20%	0%	0%	0%
More than 2 miles	25	0%	0%	60%	40%	0%	0%	0%

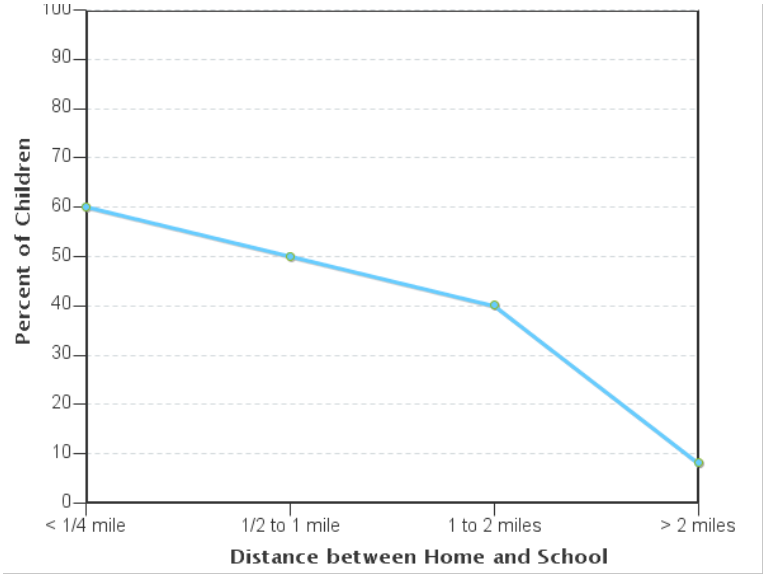
Don't know or No response: 0
Percentages may not total 100% due to rounding.

School Departure

Distance	Number within Distance	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Less than 1/4 mile	5	100%	0%	0%	0%	0%	0%	0%
1/4 mile up to 1/2 mile	0	0%	0%	0%	0%	0%	0%	0%
1/2 mile up to 1 mile	4	0%	0%	50%	50%	0%	0%	0%
1 mile up to 2 miles	4	0%	0%	75%	25%	0%	0%	0%
More than 2 miles	25	0%	0%	68%	32%	0%	0%	0%

Don't know or No response: 1
Percentages may not total 100% due to rounding.

Percent of children who have asked for permission to walk or bike to/from school by distance they live from school

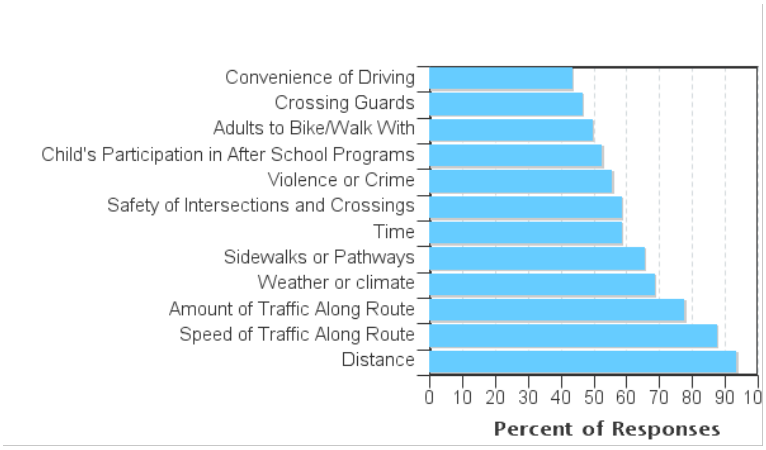


Percent of children who have asked for permission to walk or bike to/from school by distance they live from school

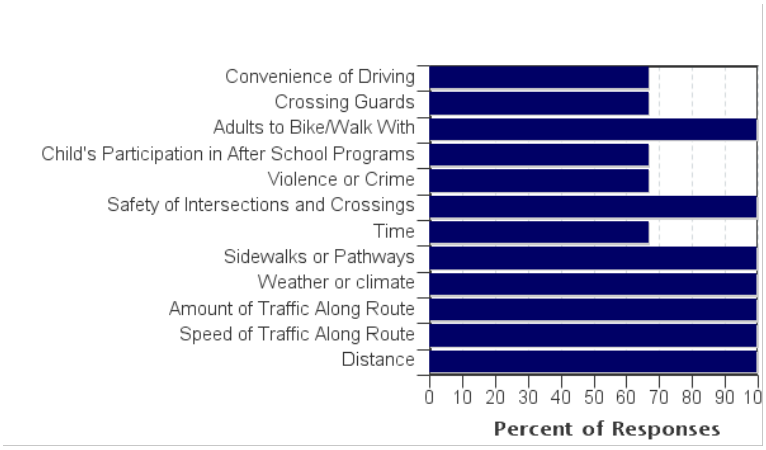
Asked Permission?	Number of Children	Less than 1/4 mile	1/4 mile up to 1/2 mile	1/2 mile up to 1 mile	1 mile up to 2 miles	More than 2 miles
Yes	9	60%	0%	50%	40%	8%
No	30	40%	0%	50%	60%	92%

Don't know or No response: 0
Percentages may not total 100% due to rounding.

Issues reported to affect the decision to not allow a child to walk or bike to/from school by parents of children who do not walk or bike to/from school



Issues reported to affect the decision to allow a child to walk or bike to/from school by parents of children who already walk or bike to/from school

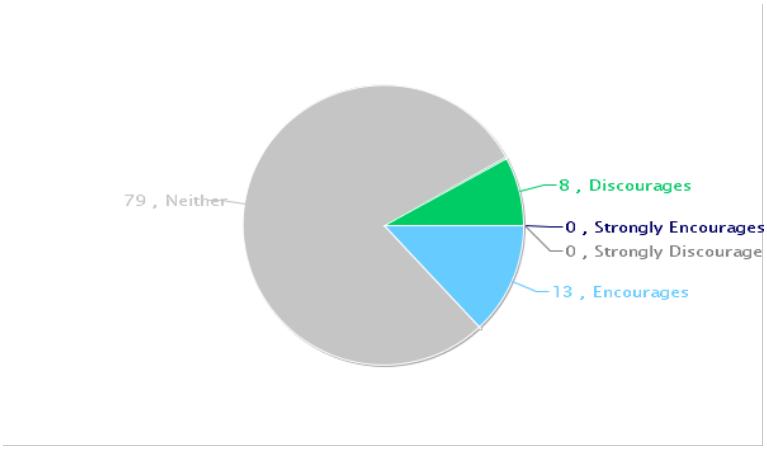


Issues reported to affect the decision to allow a child to walk or bike to/from school by parents of children who already walk or bike to/from school

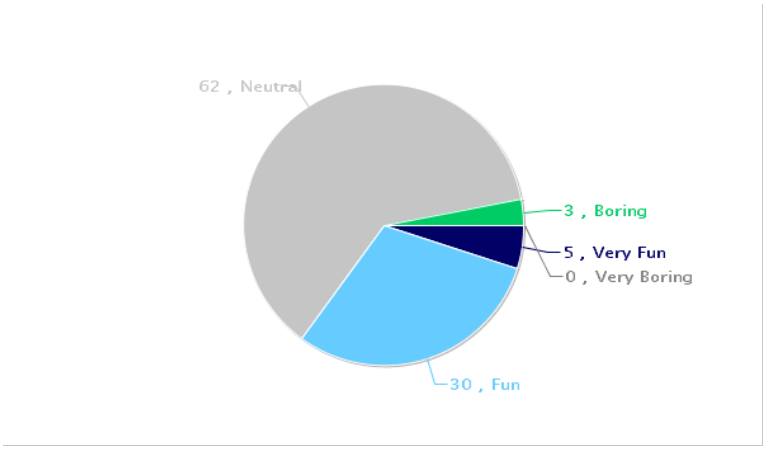
Issue	Child does not walk/bike to school	Child walks/bikes to school
Distance	94%	100%
Speed of Traffic Along Route	88%	100%
Amount of Traffic Along Route	78%	100%
Weather or climate	69%	100%
Sidewalks or Pathways	66%	100%
Time	59%	67%
Safety of Intersections and Crossings	59%	100%
Violence or Crime	56%	67%
Child's Participation in After School Programs	53%	67%
Adults to Bike/Walk With	50%	100%
Crossing Guards	47%	67%
Convenience of Driving	44%	67%
Number of Respondents per Category	**32**	**3**

No response: 4
Note:
--Factors are listed from most to least influential for the 'Child does not walk/bike to school' group.
--Each column may sum to > 100% because respondent could select more than issue
--The calculation used to determine the percentage for each issue is based on the 'Number of Respondents per Category' within the respective columns (Child does not walk/bike to school and Child walks/bikes to school.) If comparing percentages between the two columns, please pay particular attention to each column's number of respondents because the two numbers can differ dramatically.

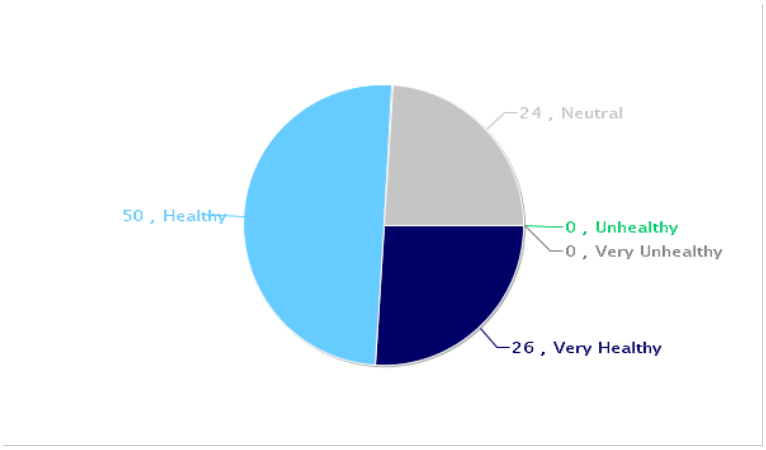
Parents' opinions about how much their child's school encourages or discourages walking and biking to/from school



Parents' opinions about how much fun walking and biking to/from school is for their child



Parents' opinions about how healthy walking and biking to/from school is for their child



Comments Section

SurveyID	Comment
1639745	We allow Matthew to walk because of the safety of the community and school district and convenience of sidewalks.
1640592	Will not walk or bike to school because our family lives 10 miles from the middle/high school.
1639718	We live in the country bike/walk is not really an option

Parent Survey Report: One School in One Data Collection Period

School Name: St Joseph

Set ID: 18240

School Group: Stratford

Month and Year Collected: October 2018

School Enrollment: 0

Date Report Generated: 01/03/2019

% Range of Students Involved in SRTS: Don't Know

Tags:

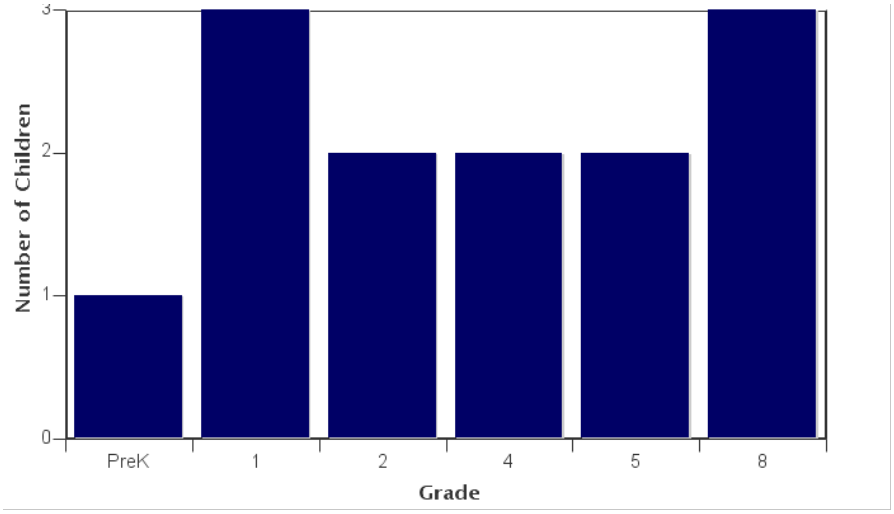
Number of Questionnaires Distributed: 0

Number of Questionnaires Analyzed for Report: 13

This report contains information from parents about their children's trip to and from school. The report also reflects parents' perceptions regarding whether walking and bicycling to school is appropriate for their child. The data used in this report were collected using the Survey about Walking and Biking to School for Parents form from the National Center for Safe Routes to School.

**Because less than 30 questionnaires are included in this report, each graph and table display counts rather than percentage information.

Grade levels of children represented in survey

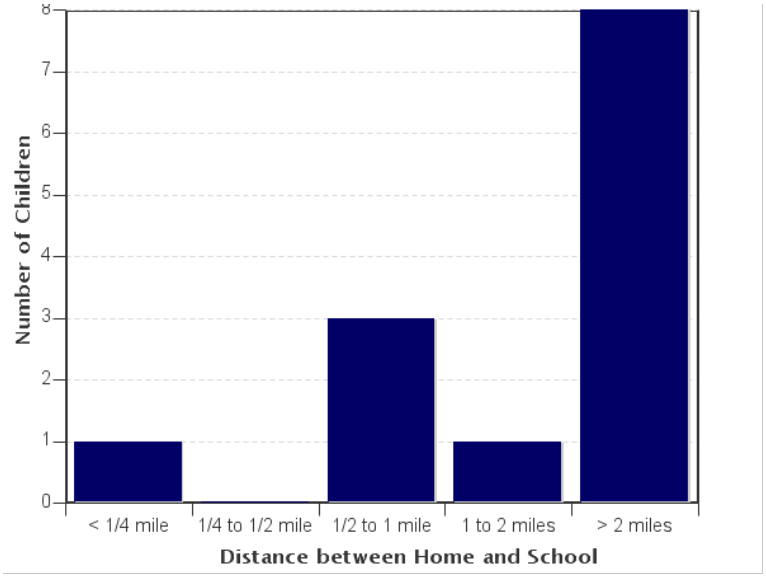


Grade levels of children represented in survey

Grade in School	Responses per grade
	Number
PreK	1
1	3
2	2
4	2
5	2
8	3

No response: 0
Numbers rather than percents are displayed because the number of respondents for this question was less than 30.

Parent estimate of distance from child's home to school

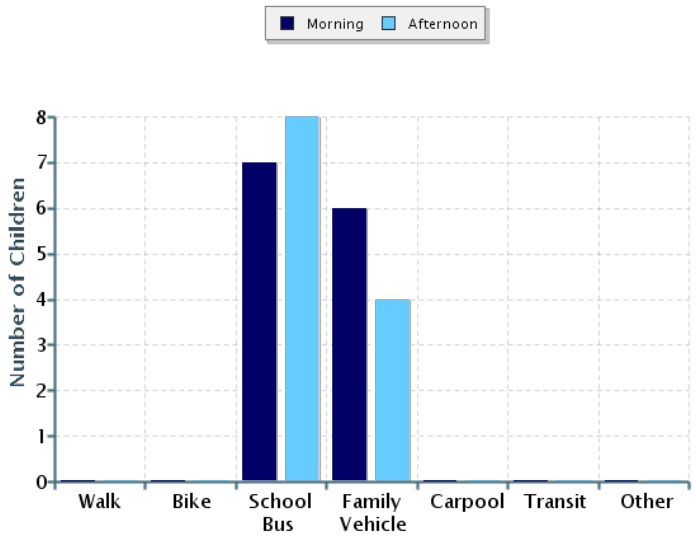


Parent estimate of distance from child's home to school

Distance between home and school	Number of children
Less than 1/4 mile	1
1/4 mile up to 1/2 mile	0
1/2 mile up to 1 mile	3
1 mile up to 2 miles	1
More than 2 miles	8

Don't know or No response: 0
Numbers rather than percents are displayed because the number of respondents for this question was less than 30.

Typical mode of arrival at and departure from school

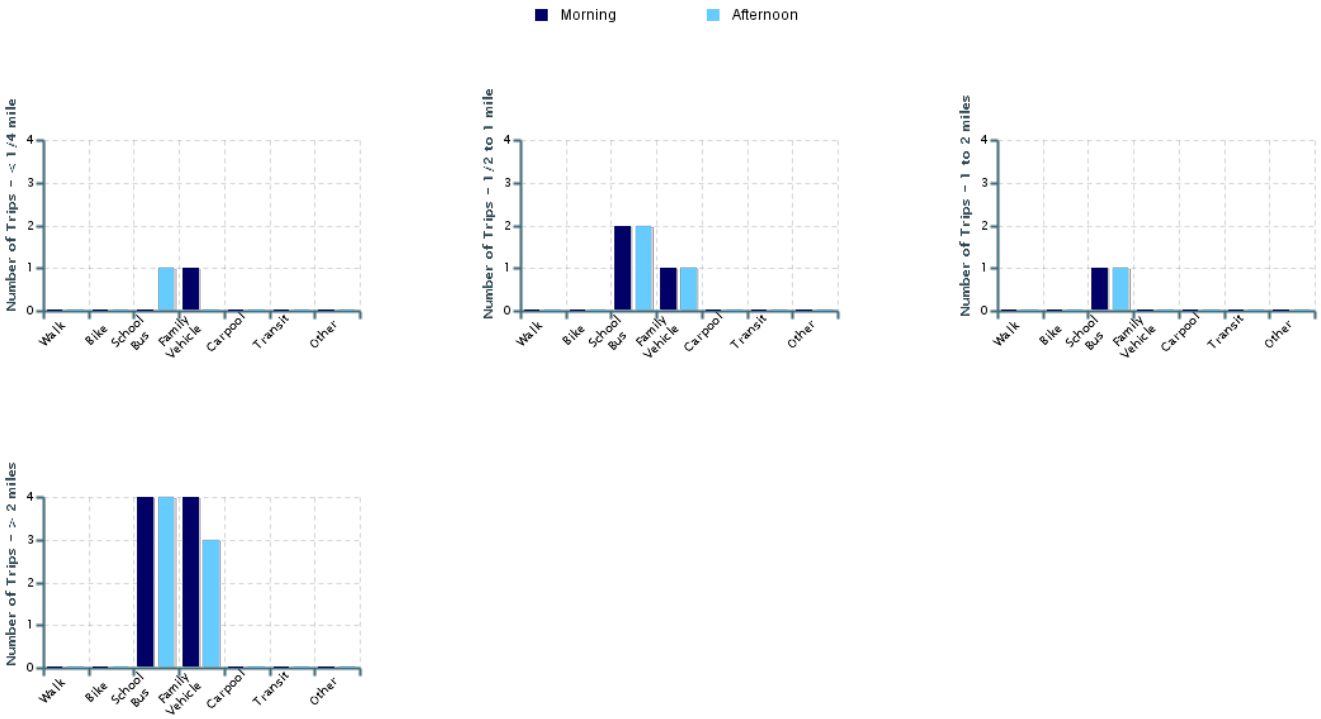


Typical mode of arrival at and departure from school

Time of Trip	Number of Trips	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Morning	13	0	0	7	6	0	0	0
Afternoon	12	0	0	8	4	0	0	0

No Response Morning: 0
No Response Afternoon: 1
Numbers rather than percents are displayed because the number of respondents for this question was less than 30.

Typical mode of school arrival and departure by distance child lives from school



Typical mode of school arrival and departure by distance child lives from school

School Arrival

Distance	Number within Distance	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Less than 1/4 mile	1	0	0	0	1	0	0	0
1/4 mile up to 1/2 mile	0	0	0	0	0	0	0	0
1/2 mile up to 1 mile	3	0	0	2	1	0	0	0
1 mile up to 2 miles	1	0	0	1	0	0	0	0
More than 2 miles	8	0	0	4	4	0	0	0

Don't know or No response: 0
Numbers rather than percents are displayed because the number of respondents for this question was less than 30.

School Departure

Distance	Number within Distance	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Less than 1/4 mile	1	0	0	1	0	0	0	0
1/4 mile up to 1/2 mile	0	0	0	0	0	0	0	0
1/2 mile up to 1 mile	3	0	0	2	1	0	0	0
1 mile up to 2 miles	1	0	0	1	0	0	0	0
More than 2 miles	7	0	0	4	3	0	0	0

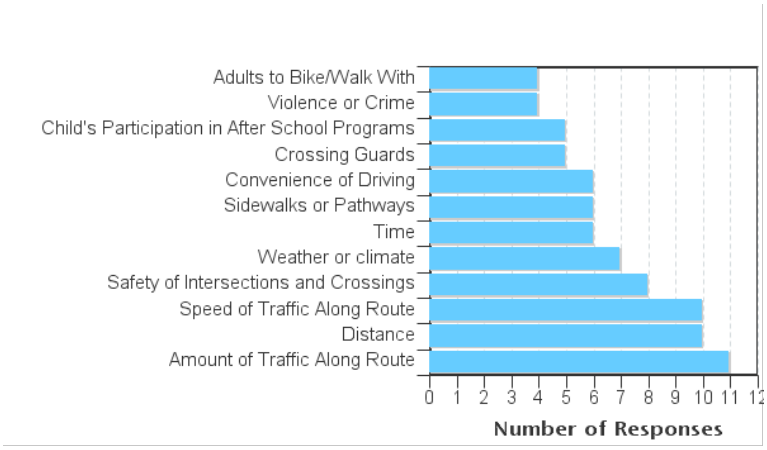
Don't know or No response: 1
Numbers rather than percents are displayed because the number of respondents for this question was less than 30.

Number of children who have asked for permission to walk or bike to/from school by distance they live from school

Asked Permission?	Number of Children	Less than 1/4 mile	1/4 mile up to 1/2 mile	1/2 mile up to 1 mile	1 mile up to 2 miles	More than 2 miles
Yes	1	0	0	0	0	1
No	12	1	0	3	1	7

Don't know or No response: 0
Numbers rather than percents are displayed because the number of respondents for this question was less than 30.

Issues reported to affect the decision to not allow a child to walk or bike to/from school by parents of children who do not walk or bike to/from school



Issues reported to affect the decision to allow a child to walk or bike to/from school by parents of children who already walk or bike to/from school

Issue	Child does not walk/bike to school	Child walks/bikes to school
Amount of Traffic Along Route	11	0
Distance	10	0
Speed of Traffic Along Route	10	0
Safety of Intersections and Crossings	8	0
Weather or climate	7	0
Time	6	0
Sidewalks or Pathways	6	0
Convenience of Driving	6	0
Crossing Guards	5	0
Child's Participation in After School Programs	5	0
Violence or Crime	4	0
Adults to Bike/Walk With	4	0
Number of Respondents per Category	**13**	**0**

No response: 0
Note:
--Factors are listed from most to least influential for the 'Child does not walk/bike to school' group.

Parents' opinions about how much their child's school encourages or discourages walking and biking to/from school

Level of support	Number of children
Strongly Encourages	0
Encourages	0
Neither	13
Discourages	0
Strongly Discourages	0

Parents' opinions about how much fun walking and biking to/from school is for their child

Level of fun	Number of children
Very Fun	0
Fun	1
Neutral	12
Boring	0
Very Boring	0

Parents' opinions about how healthy walking and biking to/from school is for their child

How healthy	Number of children
Very Healthy	2
Healthy	3
Neutral	7
Unhealthy	0
Very Unhealthy	0

Comments Section

SurveyID	Comment
1639608	Question 11 needs a "maybe" or sometimes choice; And one cannot change weather or climate.
1639632	Depends on the child [as to whether they would be able to bike walk to or from school]

ATTACHMENT C:
Task Force Meeting and Adoption Documentation

From: NCWRPC

Stratford Area Safe Routes To School (SRTS) Timeline

This schedule is provided as an overview of the plan development process.

Preliminary Tasks .....Fall 2018

- Create SRTS Task Force.
- Administer Student Travel Tally;
- Administer Parent Survey;

Meeting 1: Kick-Off Meeting ..... Winter 2018/2019

- Introduce the Safe Routes To School planning process.
- Present data, and results of Parent Survey and Student Tallies.
- Identify issues and concerns.
- Basic Walk Audit at each school.

Meeting 2: Recommendations..... Spring 2019

- Pick strategies from all **5-Es*** to recommend.

***5-Es** = *education, engineering, encouragement, enforcement, & evaluation.*

Meeting 3: Wrap-up Meeting ..... Spring 2019

- Review feedback from Village and School District.
- Possibly revise recommendations.
- Discuss plan adoption procedures.
- Identify next steps for possible implementation.

Meeting 4: Adoption Meetings..... Winter 2019-2020
(Non-NCWRPC attended)

- Village of Stratford approval meetings.
- Stratford School District approval meetings.

Village of Stratford

RESOLUTION 2019-06
Resolution Adopting the Safe Routes to School (SRTS) Plan

WHEREAS, the Village of Stratford supports policies and programs that focus on health and wellness and healthier community environments; and

WHEREAS, the health and safety of children is of highest concern to the citizens of the Village of Stratford; and

WHEREAS, Safe Routes to School efforts help remove barriers to walking and biking to school, and reduce traffic congestion and speed in and around schools; and

WHEREAS, the Village of Stratford has developed a Safe Routes To School (SRTS) Plan for the dual purposes of serving as a guide for future programming and infrastructure improvements (the 5 E's of education, encouragement, engineering, enforcement, and evaluation), and in order to be eligible for various funding programs including the Transportation Alternatives Program (TAP grant); and

WHEREAS, the Wisconsin Department of Transportation (WisDOT) requires, that in order to be eligible for funding of needed projects, municipalities to either create or amend their SRTS Plan; and

WHEREAS, the Village of Stratford had members/staff on the SRTS Task Force; and

WHEREAS, the SRTS Task Force collected data, reviewed the results, and provided direction for SRTS Plan development, and then incorporated those results into the SRTS Plan; and

NOW THEREFORE, BE IT RESOLVED, that the Village of Stratford hereby adopts Resolution 2019-06.

BE IT FURTHER RESOLVED, that the Village of Stratford staff is directed to begin implementing this SRTS Plan by coordinating efforts among the three entities who created this plan (Village of Stratford, St Joseph's Catholic School, and Stratford School District).

Adopted this 10th day of December, 2019.

Keith Grell, Village President

June Krueger, Clerk

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213060 Legion St
715-687-4166
StratfordClerk@StratfordWI.com

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Department of Public Works
212711 Legion St
715-687-4118
StratfordPubWorks@StratfordWI.com

SCHOOL DISTRICT OF STRATFORD

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Stratford, WI 54484-0007
http:www.stratford.k12.wi.us

Scott Winch
District Administrator
Rodney Huther
Business Manager
715-687-3130
715-687-4074 Fax
Janeen LaBorde
MS/HS Principal
715-687-4311
715-687-4652 Fax
Amy Schmitt
Grade School Principal
715-687-3535
715-687-4881 FAX

Stratford Area Safe Routes to School

An overview of the Stratford Area Safe Routes to School Plan was presented to the Stratford School Board on December 9, 2019. The Stratford Board of Education along with the School District of Stratford are in support of the proposed plan to provide more safe routes to school for our students and families.

Scott Winch District Administrator

Dan Thompson School Board President

ATTACHMENT D:
Bicycle Parking Guidelines

From: Association of Pedestrian and Bicycle Professionals (APBP)
One page summary sheet.

Bicycle Parking Guidelines

A summary of recommendations from the Association of Pedestrian and Bicycle Professionals

Bicycle Parking Design

- Required spaces shall be at least 2 feet by 6 feet.
- An access aisle of at least 5 feet shall be provided in each facility.
- Racks shall be situated to allow a minimum of 2 feet between adjacent bike parking stalls.
- Spaces shall have a vertical clearance of at least 80 inches.

Bicycle Rack Design

Structures that require a user-supplied locking device:

- must accommodate U-shaped locking devices;
- support the bike frame at two points;
- be securely anchored to the ground or the building structure; and
- be designed and maintained to be mud and dust free.

Bicycle Rack Location

- Racks should be located in a clearly designated safe and convenient location.
- Racks should be designed and located to be harmonious with the surrounding environment.
- Racks should be at least as convenient as the majority of auto parking spaces provided.

To learn more about bicycle parking guidelines, visit the Association of Pedestrian and Bicycle Professionals at: www.apbp.org.

These bicycle racks do NOT meet the design guidelines:

Grid or Fence Style Racks

Wave or Ribbon Style Racks

These bicycle racks DO meet the design guidelines:

Inverted-U Style Racks

Angled Wave Style Racks

Freestanding Style Racks

The above images are examples only. NCWRPC does not endorse any particular bicycle rack manufacturers.

If you have questions about whether a particular bicycle parking rack you are considering using meets these requirements, please contact NCWRPC planner **Fred Heider**, AICP at **fheider@ncwrpc.org**.