

Vision Statement and Goals and Objectives for the Onalaska SRTS Plan

Example Vision Statement

The City of Onalaska is committed to ensuring that more of our students can utilize *physically active transportation*, such as walking and bicycling, for a safe and enjoyable trip to school. This Safe Routes to School Plan aims to address the issues that impede active transportation and seeks to strategically solve these problems by implementing a Safe Routes to School program.

Goals:

Examine and institute city policies regarding bicycle and pedestrian friendly subdivision design, and new development design; examine new housing patterns within the city to determine future school siting and consider physically active transportation routes for those locations

Objectives:

1. Use best practices in design of new neighborhoods
2. Consider the design of bicycle/pedestrian facilities early in the planning process
3. Examine the most current standards for walkability/bikability in neighborhood/residential design

Examine the relationship between the health of students and school attendance and achievement – students who walk or bike to school are less likely to be tardy and are more alert and ready to participate in academic activities

Objectives

1. Encourage walking/biking of students so they are less dependant on parents for ride to school
2. Educate students about bicycle/pedestrian safety
3. Empower children to make decisions
4. Consider the overprogramming of students in terms of afterschool activities and how it affects their health and ability to use active transportation modes
5. Promote community awareness of effects of walking/biking in terms of getting children to after school sports/practices/activities
 - a. for example, swim lessons at the Y start very soon after school dismissal making it hard for kids to get there other than by automobile

Determine the reasons that more children do not take the bus if cycling and walking are not options

Objectives

1. Survey parents
2. Examine bus routes for timetable and duration of ride

Decrease the number of students who are driven to and from school which will in turn, increase the safety conditions for those students who walk or bike to school

Objectives

1. Ask parents why they drive their kids to school – survey
2. Consider the creation of a safe drop off point for kids that is a short distance from the school – to mitigate congestion
3. Institute infrastructure improvements
4. Educational efforts – increase in health, decrease in environmental affects
5. Routine evaluation of improvements and current conditions

Decrease traffic congestion around Northern Hills Elementary and Onalaska Middle School
Objectives

1. See above

Increase levels of parent education regarding the benefits of walking/biking to school for their children
Objectives

1. Emails to parents – information can be provided as an attachment; parents can read it at their leisure
2. Open house forums
3. Educate the student who can in turn, educate their parents (example: the stop smoking campaign)
4. Early education of children – it then becomes the norm for them to bike/walk to middle or high school
5. Classroom competitions

Increase the levels of community wide awareness of the conditions around the schools in the plan – ie. Congestion, pollution, safety concerns, safe driving etc.
Objectives

1. Education, encouragement

Increase education levels regarding the SRTS program and plan among Onalaska School District Teachers
Objectives

1. Education of teachers – newsletters, emails throughout the planning process
2. Make sure updates are regularly provided
3. Include logo in emails/outreach
4. Use of county SRTS coordinator – presentation to school-wide assemblies and staff meetings
5. Encouragement - Walking Wednesdays and class competitions

Envision long-term results of the SRTS plan and incorporate the plan into other community wide planning efforts such as neighborhood plans, comprehensive plans etc.
Objectives

1. Reference the plan where appropriate
2. Use SRTS plan as a gauge of walkability/bicycling of other plans

Improve the health of the children of Onalaska
Objectives

1. Education about the benefits of biking/walking
2. Reduce the number of vehicles around the school
3. Idling campaign
4. Drop off students farther from school

General objectives:

- Education – classroom presentations and programs, bicycle rodeo, pedestrian safety course for elementary aged children
- Encouragement – armbands and flashing light distribution, school newsletter articles, possible purchase of pedestrian standards

- Engineering – mapping of arterials routes; crosswalk, signage and intersection improvements; Oak Avenue extension
- Enforcement – increased enforcement of traffic laws around school zones by the Onalaska Police Department
- Evaluation – survey distribution to gauge success
- To identify the primary routes students use, or could use if they existed, to access local schools
- To make specific recommendations which will improve pedestrian and bicycle safety access to Onalaska schools
- To identify costs, where possible, and potential funding sources for proposed recommendations
- To build public awareness for pedestrian and bicycle laws, especially as they apply to school zones
- To educate students about Wisconsin bicycle and pedestrian rules and helpful safety pointers