



2011-2012

# Brown Deer School District and Village Safe Routes to School Plan



## Second Edition

“Every trip to School a Safe One”



### Safe Routes to School (SRTS)

Safe Routes to School (SRTS) is an international movement that has taken hold in communities throughout the United States. We are working with our school community and Village officials to increase the number of children who walk or bicycle to school. School and Village officials are committed to promote walking and bicycling through education/encouragement programs aimed at children, parents, and the community.

Let’s work together to make bicycling and walking to school safer and more appealing transportation choices thus encouraging a healthy and active lifestyle from an early age.

### Goals for 2011-2012

- 1) Within the next three years, provide access and enable all school children including those with disabilities to walk and bicycle to school as evidenced by 50% increase in safe walking and bicycling to school as evidenced by baseline assessments.
- 2) Reduce traffic congestion by 25% around Dean Elementary and Brown Deer Middle school as evidenced by Student Arrival and Departure audits conducted each fall and spring.
- 3) Continue to promote the 5 E’s—Education, Encouragement, Engineering, Enforcement, and Evaluation

### Why is SRTS Important?

Thirty years ago, 60% of children living within a 2-mile radius of a school walked or bicycled to school. Today, that number has dropped to less than 15%. Roughly 25% commute by school bus, and well over half are driven to or from school in vehicles. And 20% of our children between the ages of 6 and 11 were considered to be overweight or obese. These statistics point to a rise in preventable childhood diseases, worsening air quality and congestion around schools, and missed opportunities for children to grow into self reliant, independent adults. Safe Routes to School Programs are intended to reverse these trends by funding projects that improve safety and efforts that promote walking and bicycling within a collaborative community framework. It is through local champions working with a coalition of parents, schools, professionals in transportation, engineering, health, and law enforcement, that the most sustainable projects are expected to emerge. We are on our way!

2011-2012

SRTS

Activities

- Completed Surveys of parents and students
- Dangerous Intersections identified
- Review of Walking and Biking Audits
- Bike Rodeo—June 2011—see page 3
- Improved access and safety for pedestrians and vehicle traffic
- Modified traffic patterns around schools to reduce congestion
- Promoted healthy and active lifestyles through addition of biking unit and purchased of bicycles/helmets
- Improved environment through reduced carbon emissions -cars and busses
- New and improved infrastructure to support goals of program
- Enhanced partnerships with community organizations

## Proposed SRTS Brown Deer/Village Projects

The Village and School District of Brown Deer are collaborative partners in developing successful students and community members who value life-long learning, wellness, and healthy lifestyles. This SRTS project supports improved pedestrian, bike and handicap access to our school campus through construction of a sidewalk, improved routes, and multi-modal paved year-round campus trail.

### Priorities for 2011-2012

- 1) Creation of a .75 mile long, 6 foot wide sidewalk along Dean Road from Teutonia Avenue to the school campus at 55<sup>th</sup> Street to allow access for students and parents to safely walk or bike to their respective schools. This will provide a safe separate place for walkers and bikers that does not exist today. The Village has completed the engineering survey as of Fall 2011. This improvement would allow for more than 200 students accessibility to their schools in a safe and orderly manner.
- 2) Safer access routes to our school campus through improved signage, traffic patterns, and crosswalk safety programs. Pedestrian/bike training/education for special needs children and our school community will occur because of these new access routes. Handicap accessibility (especially for our special needs children) will now have equitable access for walking and biking to school.
- 3) Construction of a paved 10 foot-wide campus trail for pedestrians and bicycles to provide safe access to all schools, recreation activities, rain gardens, and outdoor classroom education along a portion of Southbranch Creek, a tributary of the Milwaukee River. The campus trail—a walking and biking connector will serve as an internal circulation trail leading to each school and the community library located on the school campus and provide connections to the sidewalk network off of school property. The school district is committed to maintaining this trail for year-round use.
- 4) Partnerships—School and Village personnel continue to partner and improve conditions through the Green and Healthy Schools focus on recycling, and shared Park and Recreational activities through a Carol M. White Physical Education Program (PEP) grant - as part of an increased focus on safety, health and environmental awareness.

### Recent Audit Results to Know...

Dean Elementary—Grades K4-4th

556

Enrollment

Brown Deer Middle School—Grades 5th-8th

501

70

Walkers

40

6

Bike Riders

8

73%

Percentage of Students Living  
within two miles of school

41%

## Bike Rodeo a Success!

This past June 2011, the Brown Deer Police Department in partnership with our PTO and staff hosted the 9th annual bicycle rodeo. By implementing this program, we had over 200 student participants that gained valuable safety information and skills to ride their bikes safely to school and in the neighborhood. Check out the slide show of the event on our web page. Special thanks to our BDPD and PTO in making



**Brown Deer Police Department and Dean Elementary  
3rd and 4th grade students**

**Learn Bike Safety and Safe Bike Routes to School**

## SRTS Program Goals

- 1) Within the next three years, provide access and enable all school children including those with disabilities to walk and bicycle to school as evidenced by 50% increase in safe walking and bicycling to school as evidenced by base-line assessments.
- 2) Reduce traffic congestion by 25% around Dean Elementary and Brown Deer Middle school as evidenced by Student Arrival and Departure audits conducted each fall and spring.



## Local Conditions

### 1) School Information

- ◆ Half of school enrollment lives within a mile of school
- ◆ School District currently has no special programs encouraging a walking or bicycling
- ◆ All Three Schools are centrally located and on the same Campus Entire Village area is four square miles

### 2) Walking and Bicycling Statistics

- ◆ 12% Dean Elementary students walk or bicycle to school
- ◆ 10 % of Middle School students walk or bicycle to school



### 3) Safety Issues

- ◆ Dean Elementary (K4-4th)-hazardous conditions for walking due to lack of sidewalks and limited access for parents dropping off children at arrival/departure times - over 50% of students live south of Brown Deer Road
- ◆ Middle School (5-8th) - 60th Street and Dean is dangerous intersection for walkers and bikers even with crossing guards - several accidents on 60th street due to excessive speed -two pedestrians were hit by cars on 60th Street this past year
- ◆ Principals indicated the need for better signage to calm traffic and reinforce safety expectations
- ◆ Police stated that speeding was a problem; placing officers along 60th street in morning and afternoon when possible
- ◆ Observation of school campus during morning arrival showed traffic congestion around drop-off area to be a problem for walkers and bicyclists and motorists.
- ◆ Bike racks not located in safe areas for visibility



### 4) Attitudes affecting walking and bicycling

- ◆ Parents and students indicated in interviews that safety as main concern and deterred them from walking or biking to school - follow up online survey for staff and students is planned
- ◆ Discussions with parents showed interest in their children being able to walk to school if adult supervision provided
- ◆ Students interviews indicate need for safe place to park their bicycles -security seems to be an issue

## Brown Deer School District STRS Plan—(continued)

### 5) Other Assets that will benefit our program

- ◆ Opportunity to receive grant to fund program
- ◆ Collaborative partnership with Village of Brown Deer, local organizations, and businesses that promote walking and biking to school
- ◆ Parents and Senior other village residents willing to provide volunteer help
- ◆ All school buildings are located on the same campus



### Promoting the SRTS Five (5) E's

#### **Education Strategy:**

- 1) Provide bicycle and pedestrian safety classroom lessons (Walking Wisdom and Bike Drivers Ed) to school children using community organizations reinforced by take-home safety sheets for parents.
- 2) Distribute map of existing safe walking and biking routes - hand out at Fall Open House
- 3) Increase walking and bicycling to school strategies include on-going safety review of campus and improvements, educational programs promoting safety expectations for walking and biking, and community support through volunteer efforts that promote safe routes to school.

#### **Encouragement Strategy:**

- 1) Launch the SRTS Initiatives at August registration by distributing safety tips for walking and biking to school. Organize raffle of various prizes that support SRTS (pedometers, bike helmets, water bottles, etc.) to create interest and enthusiasm.
- 2) Pass out information promoting parent online survey in September.
- 3) Engage Student Councils from each school to survey students and share results
- 4) Create website for SRTS to enhance communication and promote safety expectations
- 5) Collaborating with PE staff, promote fitness as a part of SRTS using punch cards to record participation - offer prizes and incentives through a drawing of completed punch cards every month.



#### **Engineering Strategy:**

- 1) Improve safety and accessibility to school site through construction of sidewalks directly across from both schools. Work towards creating physical improvements such as additional sidewalks, safer crosswalks and improved signage.
- 2) Explore all crosswalks adjacent to the schools and suggest changes.
- 3) Solicit RFP for Engineering Survey for multi-modal paved year round Campus Trail.
- 4) Create map of existing safe walking and biking routes - publish on website
- 5) Audit and improve signage to better manage pedestrian and bicycle traffic and regulate/calm vehicle traffic

## SRTS Five (5) E's -(continued)



### Enforcement Strategy:

- 1) Working with our BDPD, meet annually to review hazardous routes along with suggestions to calm traffic on main roads to school campus. Efforts are needed to reduce speeds around the school and congestion around the campus during all school activities and events
- 2) Improve parent drop-off and pick-up areas at each school. And enforce new expectations
- 3) Develop a Parent Driver Safety Campaign that includes a school zone speed enforcement program and a clear enforcement messages
- 4) Incorporate new signage to better create public awareness of school safety zone
- 5) Collaborate with BDPD to display speed trailer during first weeks of school and periodically throughout the school year

### Evaluation Strategy:

- 1) Collect baseline information during the September 2010 and early June 2011 and share with school community at Parent-Teacher Conferences and post on website.
- 2) Monitor progress and identify challenges and areas of improvement
- 3) At the end of three years, identify changes in behavior attitudes/safety



## Final Thoughts

The SRTS Committee meets every July and then quarterly to review SRTS goals and update information to post on the SRTS website.—[www.browndeerschools.com](http://www.browndeerschools.com). Go to this site and then click on the tab on the left side of page—Safe Routes to School. Findings from our audits and survey results are now available on the website and presented at School and Village Board meetings.

Please take a few moments to review the SRTS plan on the web site or with the Safe Routes to School Committee. Special thanks to our building principals, PTO and parents working together to improve all routes safe to school.

### **SRTS Committee**

***Jean Wells, Ellen Schminz, Kathy Stresman, Libby Greaves,  
BDPD Officer Brad Caddock, Dr. Lucey, Kortney Smith, and Dr. Deb Kerr***