



Program Evaluation Plan Worksheet

1. Program Planning Information

1A. PROGRAM GOAL(S):

- 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.
- 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.

1B. LOCAL CONDITIONS AND ISSUES (FORMATIVE ASSESSMENT):

(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 numbers:

- 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

(5) Other assets that can benefit the 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

Conclusions:

We have the potential to become a school district that encourages and supports a network of safe routes for students to travel to and from our centrally located school campus from throughout the village

Education Strategy:

Provide educational programs for students, parents and residents that promote safety expectations for walking and biking

- 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 Open House
 - To 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:

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.

- 1) Explore all crosswalks adjacent to the schools and suggest changes.
- 2) Solicit RFP for Engineering Survey for multi-modal paved year round Campus Trail.

3) Create map of existing safe walking and biking routes - publish on website

4) Audit and improve signage to better manage pedestrian and bicycle traffic and regulate/calm vehicle traffic

Enforcement Strategy:

- 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
- Improve drop-off and pick-up areas at each school.

1) Develop a Parent Driver Safety Campaign that includes a school zone speed enforcement program and a clear enforcement message.

2) Develop safer "Parent Drop Off" routes and enforce the rules.

3) Incorporate new signage to better create public awareness of school safety zone

4) 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

2. Objectives

For each strategy, write at least one objective that describes what will be done (also called a process objective) and another objective that describes the change expected (also called an outcome objective). See the next page.

3. What, How and When to Measure

Next to each objective, fill in what will be measured, how it will be measured, and when (before, during or after the program). See the next page.

EDUCATION STRATEGY:

Provide basic bicycle and pedestrian safety classroom lessons (Walking Wisdom and Bike Drivers Ed) to school children, reinforced by take-home safety sheets for parents as well as a map of existing safe walking and biking routes.

Time Frame:

Year-long with focus on month before start of program

Data Collectors:

- Safe Routes to School Coordinator to count number of presentations scheduled
- Classroom teachers to count number of students at presentations
- Safe Routes to School Taskforce to do traffic counts

What will be Done	What will be Measured	How and When it will be Measured
All 1st-8th grade classes receive bicycle and pedestrian safety presentations	<ul style="list-style-type: none"> ▪ Number of presentations ▪ Number of children present 	Count number of presentations and children in attendance
Take-home bicycle and pedestrian safety sheets for parents via backpack mail (500 sheets)	Safety Sheets distributed	Count number of safety sheets created and distributed
Continue the "Second Step" Guidance program at the Elementary Level which many types of lessons on personal safety and violence prevention	<ul style="list-style-type: none"> ▪ Number of students attending the program 	Data recorded at the end of the school year
Provide Bike and Walking Safety information to Village residents via organizational newsletters and public brochures	<ul style="list-style-type: none"> ▪ Number of brochures ▪ Number of inserts in local newsletters 	Record data Once a year
Map of initial safe routes sent to all parents via backpack mail	Number of maps distributed	Maps and routes distributed in the fall of each school year

Change Expected	What will be Measured	How and When it will be Measured
90 percent of 1st-8th graders will increase knowledge of safe behavior	Student safety knowledge	<ul style="list-style-type: none"> ▪ Count number of students who receive presentations. ▪ Score on student knowledge tests ▪ Observe student safety behavior ▪
50 percent of parents will increase their knowledge of safe behavior	Parent safety knowledge	<ul style="list-style-type: none"> ▪ Count number of parents who receive safety sheets ▪ Count number of parent-driver violations before and after distribution of safety sheets
20 percent of students and families will identify and preference designated safe walking and bicycling routes	Students walking and biking to school	Number of students using existing walking routes through traffic counts before, during and at the end of the school year

Notes:

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.), poster contest and encouragement board to create interest and enthusiasm.
- 2) 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.

Time Frame:

Kick-off in October (International Walk to School Month) and promote weekly through school year

Data Collectors:

- SRTS Program coordinator to conduct travel surveys and walking school buses location information
- PE teacher to count participants
- School Wellness Coordinator or nurse to collect incentive sheets and distribute incentives

What will be Done	What will be Measured	How and When it will be Measured
Poster Contest	<ul style="list-style-type: none"> ▪ Number of student poster submissions ▪ Selection of 1 message and poster 	<ul style="list-style-type: none"> ▪ Count posters ▪ Count number of times safe message is replicated in safety campaign materials
Accomplishment Board?		<ul style="list-style-type: none"> ▪
A six-week long PE? incentive program with 50 children participating	<ul style="list-style-type: none"> ▪ Number of students who sign-up to participate ▪ Number of students who receive incentives 	Total count of participating students at beginning and end of six week program

Change Expected	What will be Measured	How and When it will be Measured
20 percent increase in children walking or bicycling to school on Wednesdays	Number of children walking or bicycling	School travel tally sheets collected before, during and after program

Notes:

ENGINEERING STRATEGY:

- 1) Improve safety and accessibility to school site through construction of sidewalks directly across from both schools.
- 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, explore designated parking areas for parents parking to drop off kids.

Time Frame:

Over the next three years (sidewalks installed in 2011)

Data Collectors:

- Town engineer/planner to evaluate current conditions
- Safe Routes Taskforce to collect traffic counts and explore crosswalks

What will be Done	What will be Measured	How and When it will be Measured
Sidewalks engineered and installed in 2011		
Crosswalk is improved	Improvements made to crosswalk	Way crosswalk was improved (paint signage, etc.)
Portions of the Campus Trail paths paved	Monitor use	

Change Expected	What will be Measured	How and When it will be Measured
Safety at designated drop off sites improves	Number of cars and improper safety incidents	Traffic and incident counts at before enforced changes
100 percent of students who walk and bicycle have access to a safe crosswalk to the school	<ul style="list-style-type: none"> ▪ Number of students using crosswalk ▪ Number of pedestrian and bicycle accidents involving a motor vehicle at crosswalk site 	<ul style="list-style-type: none"> ▪ Traffic counts before and after crosswalk improvement ▪ Police data of accident reports six months after improvement ▪ Anecdotal data from Principal six months after improvement

Notes:

ENFORCEMENT STRATEGY:

- 1) Develop a Parent Driver Safety Campaign that includes a school zone speed enforcement program and a clear enforcement message.
- 2) Develop safer "Parent Drop Off" routes and enforce the rules.
- 3) Incorporate new signage to better create public awareness of school safety zone
- 4) Collaborate with BDPD to display speed trailer during first weeks of school and periodically throughout the school year

Time Frame:

Month-long fall campaign to be repeated in the spring

Data Collectors:

- Police to measure speeds
- Police to report enforcement activities and citations issued
- Safe Routes to School Team to collect enforcement

What will be Done	What will be Measured	How and When it will be Measured
A revised parent drop-off route is designated and rules enforced	<ul style="list-style-type: none"> ▪ Revised drop-off route is designated and promoted 	<ul style="list-style-type: none"> ▪ The way the revised drop-off site is publicized (number of new signs, announcements)
Distribute 500 fliers/stickers to parent drivers with enforcement message	Number of fliers/stickers distributed	Number of fliers/stickers distributed at end of month-long campaign
Site speed trailer in high-traffic school zone area	Number of speeding cars and average speeds	Record number of cars that are over speed limit and speed (single day count)
Police conduct enforcement activity 3 days each month of the campaign	<ul style="list-style-type: none"> ▪ Number of days of enforcement activity ▪ Number of traffic violators 	<ul style="list-style-type: none"> ▪ Count number of police enforcement days ▪ Count number of citations
Conduct 1 news conference	Number of media that are present at news conference	Media stories from news conference

Change Expected	What will be Measured	How and When it will be Measured
Reduce average speed from 35 mph to 25 mph during arrival and departure times	Reduced speeds	<ul style="list-style-type: none"> ▪ Speed data from speed trailer during one-day counts ▪ Number of traffic violations during police enforcement days
Increase parent driver awareness and improve driver behavior	Number of traffic violations (cited and observed)	<ul style="list-style-type: none"> ▪ Observations during Walk and Wheel Wednesdays at beginning and end of month-long campaign ▪ Police data collected at end of month-long campaign

Notes:

Evaluation Strategy

Periodically assess the effectiveness, efficiency and progress of our efforts and adjust our objectives as needed to reach our goals.

Hold regular committee meetings to review and assess data and observations		Monthly meetings and semi-annual progress reports
Connect with another community involved with SRTS for periodic comparisons/conferencing		Via email, phone, and/or personal contact throughout the three year process
Seek a mentor/advisor from outside the district		
Change expected:		
Generate creative solutions to challenges that arrive		
Fostering partnerships with other communities, business and organizations		
Make revisions to our objectives as needed		

4. Conduct the Program and Monitor Progress

FINDINGS DURING THE PROGRAM:

- Data Results:
- Number of Surveys collected:
- Students and families were unaware of existing safe routes to school
- Three walking school bus routes established
- Police report speeding is reduced by some but not all drivers
- Parents interviewed unaware of speed enforcement
- Incentive program increases participation in Walk and Wheel Wednesday program
- Parents do not yield to pedestrians in crosswalk

RECOMMENDATIONS FOR ADJUSTMENTS:

- Reinforce student safety presentations with hands-on safety events
- Identify two more routes for walking school buses
- Get media coverage of enforcement efforts
- Send information home to parents about enforcement efforts
- Introduce different incentive programs throughout the school year
- Crossing guard needs to be stationed at crosswalk

5. Collect Information and Interpret Findings

RESULTS:

- Students walking to school increased from 50 to 75, a 50 percent increase
- 50% increase in helmet usage among students bicycling to school

- Four walking school buses started; 5th bus to start next fall
- Parent surveys show awareness of speed campaign but not more willing to let children walk
- Nearly all (90%) of parents use new drop-off site

RECOMMENDATIONS:

- Continue walking school bus program
- Continue Walk and Wheel to School day
- Secure source for free bicycle helmets
- Continue speed enforcement program with more effort to inform parents at the start of school next year

6. Plan for Using Results

Individual or Organization with Whom to Share Results	Format in which the Results will be Shared	Channel by which the Results will be Shared	Which Results or Recommendations will be Shared
School parents	Report	<ul style="list-style-type: none"> ▪ PTA meeting ▪ Article in newsletter 	<ul style="list-style-type: none"> ▪ Speeding reduced ▪ Walking buses a success ▪ More students walking
Community	Media story	<ul style="list-style-type: none"> ▪ Local newspaper ▪ Radio station 	<ul style="list-style-type: none"> ▪ Speeding reduced ▪ Walking buses a success ▪ More students walking
Community officials	Report	Town Council meeting	<ul style="list-style-type: none"> ▪ Speeding reduced ▪ Walking buses a success ▪ More students walking
Students	Presentation	School assembly and classrooms	<ul style="list-style-type: none"> ▪ Walking buses now a way to get to school ▪ More students walking
Local business contributors	Presentation	Chamber of Commerce meeting	<ul style="list-style-type: none"> ▪ More students walking ▪ Part of encouragement programs
Funders	Presentation/ Report	News conference with funders present	<ul style="list-style-type: none"> ▪ More students walking ▪ Safer because of reduced speeds ▪ How program should be continued with recommendations