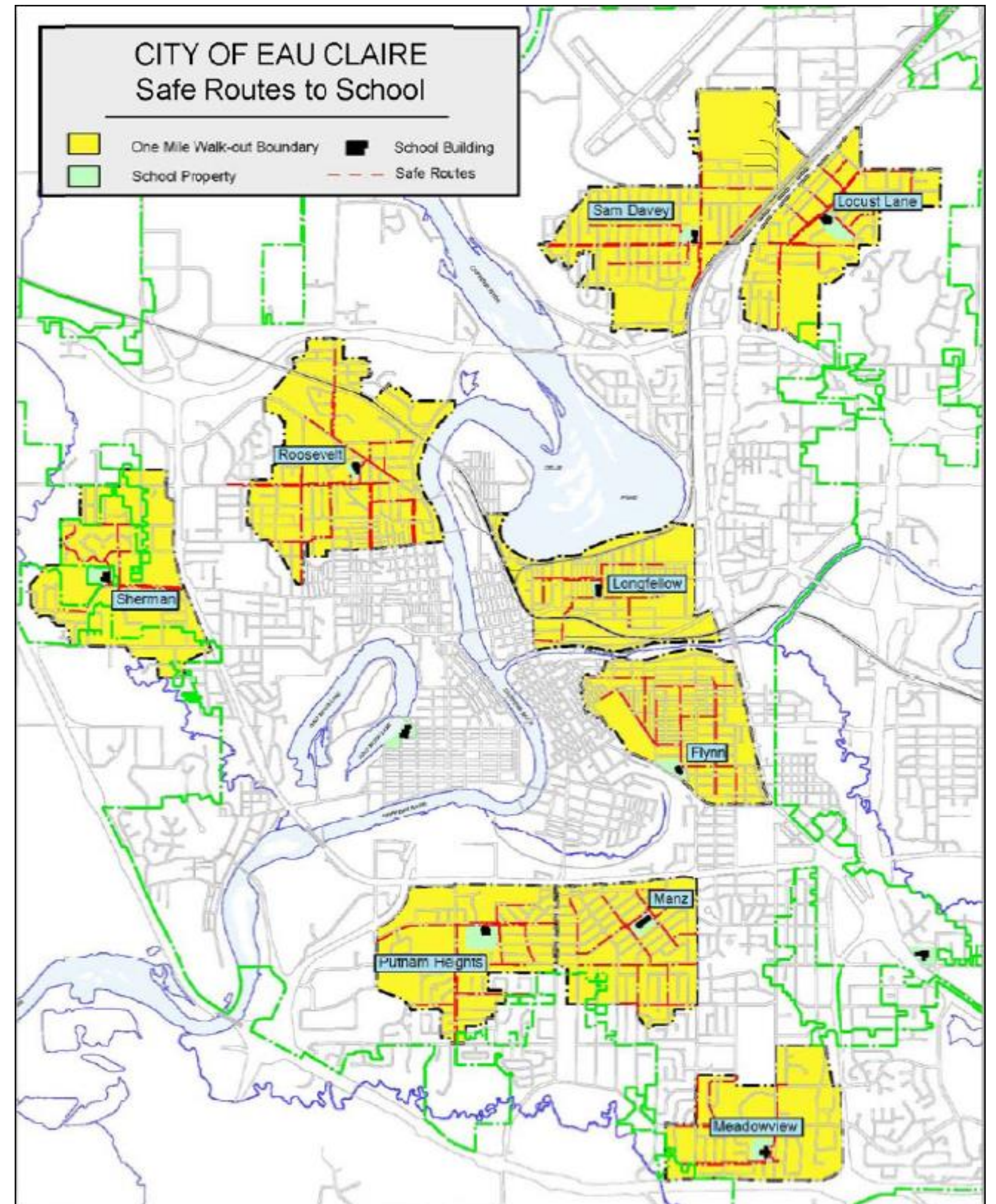


Safe Routes to School

Safe Routes to School (SRTS) programs are sustained efforts by parents, schools, community leaders and local, state, and federal governments to improve the health and well-being of children by empowering and encouraging them to walk and bicycle to school. Eau Claire, Chippewa Falls, and Altoona school districts each have SRTS plans.

The Five E's

- **Education**—teaching walkers, bicyclists, and drivers about safety, rules, and responsibilities
- **Encouragement**—holding events and activities to promote walking and bicycling
- **Enforcement**—partnering with local law enforcement to ensure that traffic laws are obeyed in the vicinity of schools; crossing guards help enforce crosswalks
- **Engineering**—creating physical and operational improvements to the infrastructure that reduce speeds and potential conflicts with vehicle traffic
- **Evaluation**—monitoring and documenting outcomes, attitudes, and trends through the collection and assessment of data over time



Altoona – Bartlett Avenue Corridor Concept



Chippewa Falls

- ★ Hillcrest Elementary
- ★ Middle School
- Improved Intersection
- SRTS Route
- City Boundary

Other routes created for each elementary school

