



# CITY OF MADISON SAFE ROUTES TO SCHOOL STRATEGIC PLAN



**Disability Rights Commission**  
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Pedestrian & Bicycle Administrator

# Meeting Purpose

- Describe the Safe Routes to School (SRTS) project
- Introduce the Draft Strategic Plan
- Respond to questions or comments



# About the Project

# Coordinated Partnership



City of  
Madison  
Traffic  
Engineering

+



Madison  
Metropolitan  
School  
District

+



Wisconsin  
Bike Fed

=



# What is Safe Routes to School?

- Initiative to make it **safer, easier, and more fun** for students to walk and bike to school
- Focused on the “Six E’s”:
  - **Engineering:** Physically improving streets and school zones
  - **Education:** Teaching safe walking, bicycling, and traffic decision-making skills
  - **Encouragement:** Promoting events and incentives to make active travel fun
  - **Evaluation:** Assessing the effectiveness of the programs
  - **Equity:** Ensuring initiatives benefit all students
  - **Engagement:** Working with the community to prioritize and encourage walking and biking to school

# Project Goals

- Sustainable and Equitable Program
- Safe Streets
- Safe Campuses
- Safe Behaviors
- Supportive Community



**More students  
walking, biking,  
and taking the bus**

# Two SRTS Planning Efforts

- Consultant-led SRTS Plan
  - 23 school-specific SRTS plans
  - **District-level Strategic Plan**
- Staff-led SRTS Planning
  - 9 school-specific SRTS plans

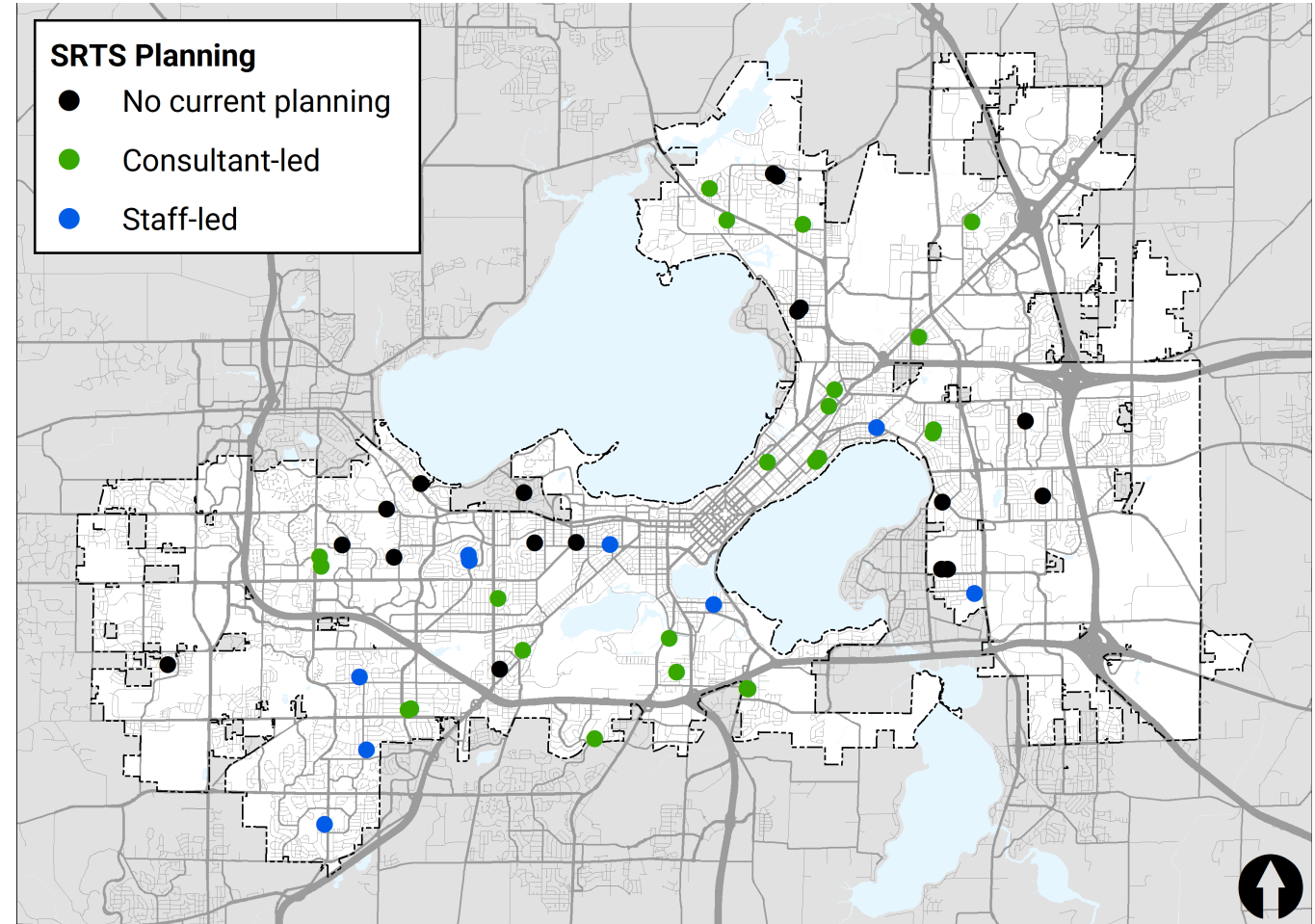


# School Plans

Draft recommendations

# School Specific Plans

- Schools prioritized for plans
  - Students nearby
  - Equity factors
  - Socioeconomic factors
  - Proximity to major streets
- Consultant-led plans for 23 schools
- Staff-led plans for 9 schools
- Goal to cover all schools in the future



# School Specific Plans – SRTS Plan

- Brief plans targeted at City, MMSD, Bike Fed and other stakeholders
- Provide recommendations for issues in the *immediate vicinity* of the school



# Plan Development

- Family survey and interactive map
- Site visit
- Principal interview
- Draft Plan development and principal review
- Draft recommendations interactive map for public review
- Final Plans to be posted on City website this summer



# School Specific Plans – Travel Brochure

- Two-page document for students and parents
- Shows safe arrival information
- Consistent design across schools
- Provided to schools for posting and distribution to student families

## Hawthorne Elementary

### Traffic Safety Brochure

2025-26 Bell Times: 7:35 am-2:30 pm (Mon 1:10 pm early release)

We want to get ensure that all our students get to and from school safely, no matter how they travel. Look at the map below to see where drop-off and pick-up locations are located for everybody!

**1 Hawthorne path.** Students and caregivers walking or biking students to school may use the path off N Fair Oaks Ave marked with the “Hawthorne School Open Space” entry sign.

**2 Crossing guard.** Our crossing guard is posted at Lexington and Fair Oaks at these times:

- 7 – 8 am (M-F)
- 1-2 pm (M)
- 2:15-3:15 pm (T-F)

**3 Vehicle Drop-off / Pick-up.** Caregivers driving to or from school should wait or park in legal parking zones on Lexington Ave or Jacobson Ave. Caregivers wanting remain in their vehicle should use the drop off / pick up areas on the school side of the street:

- Near the parking lot
- Near the walking path at Christianson Avenue.

Pull forward immediately after dropping off or picking up their student. Do not block the visibility of the crosswalks.

**4 Crosswalk.** This crosswalk is monitored by staff. If your student is crossing Lexington unaccompanied, they should cross here.

**5 Bicycle parking.** Please use the racks near Door 2. Wear a helmet and bring a lock!

**6 Concord Ave loop.** Before 7:35, caregivers may only drop off students here under special circumstances with prior approval. Students arriving after 7:35 must be dropped off at Door 1 (the main office).

9/2025 draft

Turn the page to learn more!

# School Specific Plans – SRTS Plan

- Summary of input from families, school staff, and site assessment
- Recommendations for short and long-term improvements

#	Location	Issues or Observations	Recommendations (Responsible Party)
	Lexington Avenue	<ul style="list-style-type: none"> <li>• Caregivers were observed parking on the opposite side of the street, and many parked too close to the crosswalk, limiting visibility. One caregiver was observed stopping and facing oncoming traffic.</li> <li>• Existing parking restrictions signs prohibit drop off (no stopping, standing and parking) on the school side of the street.</li> <li>• Lexington Avenue is a shortcut for car and truck traffic coming to or from Stoughton Road.</li> </ul>	<p><i>Immediate Priority:</i></p> <ul style="list-style-type: none"> <li>• Communicate expectations by sharing the school’s new Traffic Safety Plan. Encourage caregivers to drop off and pick up in legal parking zones on Lexington Avenue or Jacobson Avenue. Remind caregivers whose students must cross Lexington to walk them to the staff-monitored crosswalk. <b>(School leadership)</b></li> <li>• Add No Stopping, Standing or Parking signs within 15 feet of the crosswalks in front of the school and reinforce with flex posts and markings if necessary. Revise parking restrictions so they are Drop Off Pick Up No Parking on school days on the school side of Lexington Avenue west of the crosswalk. <b>(City of Madison)</b></li> </ul> <p><i>Medium Term (2-6 years):</i></p> <ul style="list-style-type: none"> <li>• Consider designating the portion of Lexington Avenue directly in front of the school as a <u>school street</u>. <b>(City of Madison)</b></li> </ul>
	Christianson Avenue, Jacobson Avenue, and Lexington Avenue between N Fair Oaks Avenue and Mayfair Avenue	<ul style="list-style-type: none"> <li>• Christianson and Jacobson Avenues lack sidewalks. The southern side of Lexington Avenue lacks sidewalks between N Fair Oaks Avenue and Mayfair Avenue. Missing sidewalks present a barrier to walking and bicycling to school.</li> </ul>	<p><i>Medium Term (2-6 years):</i></p> <ul style="list-style-type: none"> <li>• Construct new sidewalks where there are gaps on Christianson and Jacobson Avenues and on Lexington Avenue between N Fair Oaks Avenue and Mayfair Avenue. <b>(City of Madison)</b></li> </ul>

# Strategic Plan

Draft recommendations

# What is the SRTS Strategic Plan

- High level plan to get more kids safely walking, biking, and taking the bus to school
- Program and policy recommendations
- Targeted at implementation by the City, MMSD, Bike Fed, and other partners



# How the Draft Plan was Informed

- In-person and virtual engagement at schools, community centers & parent groups
- Conversations with principals (individual school plans)
- Student input sessions
- Three surveys:
  - Community wide
  - MMSD staff
  - Students (6-12 grade)



# Draft Vision & Plan Framework



*More Madison students and their families will walk, bike, and take the bus to school safely, comfortably, and enjoyably.*

# Sustainable and Equitable Program

- Coordinate and pursue funding for both SRTS infrastructure and non-infrastructure projects.
- Coordinate SRTS-related initiatives within MMSD.
- Support and promote programs that provide adult chaperones for students walking and biking to school, such as walking school buses.
- Update bus transportation processes and programs.
- Regularly evaluate the program.



# Safe Streets

- Complete safety improvements near schools.
- Continue to prioritize safety during street repaving and reconstruction projects.
- Develop consistent citywide guidance around signings, markings, and street design near schools.
- Conduct regular checks on signs and markings on streets near schools.
- Conduct regular evaluations of crossing guard locations.



# Safe Campuses

- Plan and design new school sites to make it convenient and safe to walk and bike to school.
- Invest in walking and biking infrastructure on existing campuses.
- Regularly update and maintain signs and markings in school parking lots and driveways.
- Promote consistent arrival and dismissal procedures.



# Safe Behaviors

- Provide pedestrian safety education to all elementary students.
- Provide bicycle safety education at all elementary and middle schools.
- Continue to conduct parking and traffic enforcement around Madison schools.
- Educate drivers about safe behaviors.
- Make traffic enforcement equitable and relevant to safety.



# Supportive Culture

- Support and promote programs that provide adult chaperones for students walking and biking to school, such as walking school buses and bike clubs.
- Provide mobility education and programs for middle and high school students.
- Implement an encouragement campaign to help parents and caregivers feel more comfortable with students riding the bus.
- Revise MMSD Board Policy 4233 to remove reference to specific grade levels or ages.



# SRTS Strategic Plan Timeline

- **June:** Plan revisions
- **Summer:** Plan adoption

## **Future Public Comment Opportunities** (dates TBD)

- Transportation Commission
- Common Council

Stay up to date at the [SRTS Plan website](#)





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