

Appleton, WI Safe Routes to School (SRTS)



funded by the Wisconsin SRTS Program via the
Wisconsin Department of Transportation





SRTS Grants



Planning

- March 2007
- Pilot Program - Phase 1:
action plans for 3 schools
 1. Richmond Elementary
 2. Lincoln Elementary
 3. Franklin Elementary
- Plan completed August 2008

Implementation

- March 2008
- Pilot Program - Phase 2:
implementation at 3 schools
 1. Encouragement Programming
 2. Infrastructure Improvements
- SRTS Coordinator Position to facilitate citywide outreach



Infrastructure at Richmond School



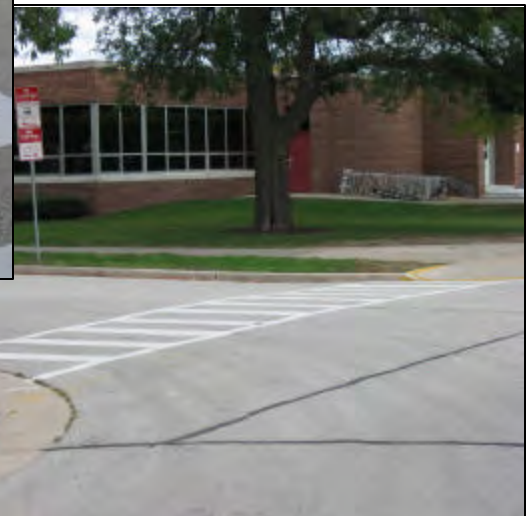
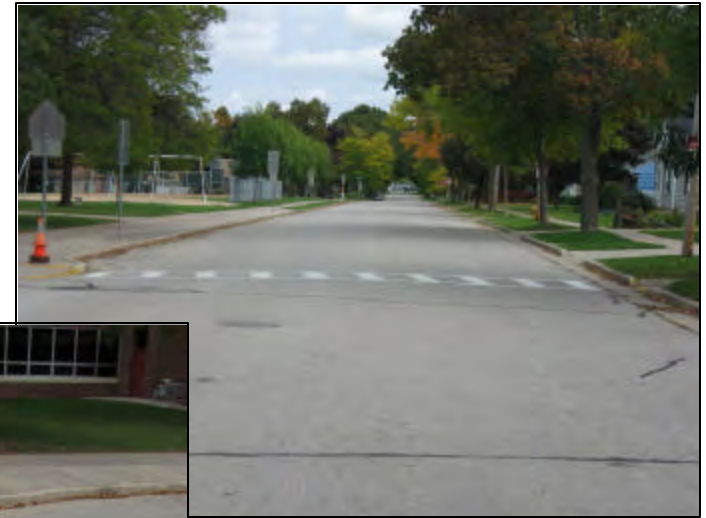


Infrastructure at Lincoln School





Infrastructure at Franklin School





Encouragement at Pilot Schools





Citywide Outreach: SRTS Web Site



The screenshot shows a Windows Internet Explorer browser window displaying the Appleton.org website. The address bar shows the URL: http://www.appleton.org/departments/public/traffic/info/safe_walk_routes/. The page title is "Appleton.org | City of Appleton, Wisconsin".

The main content area is titled "Appleton Safe Routes to School (SRTS) Program". Below the title, there is a paragraph of text: "The City of Appleton received funding from the WI Department of Transportation (WisDOT) to plan and implement a SRTS Pilot Project, including infrastructure improvements and incentive programming at three schools: Franklin, Lincoln and Richmond Elementary Schools. This page will serve as a tool for keeping the community up-to-date on activities associated with this exciting program throughout 2009."

On the left side of the page, there is a vertical navigation menu with the following links: DEPARTMENTS, ABOUT APPLETON, ANNOUNCEMENTS, EMPLOYMENT, COMMON COUNCIL, CONTACT US, and HOME.

The main content area contains several sections:

- SRTS ANNOUNCEMENTS AND MEETING INFORMATION**
 - [SRTS Open House - November 17, 2009](#)
- SRTS PLAN FOR APPLETON**
 - [SRTS Plan for Appleton - August 2008](#)
- SRTS GRANT APPLICATIONS TO WISDOT**
 - [SRTS Planning Grant Application - March 2007](#)
 - [SRTS Implementation Grant Application - March 2008](#)
- RECOMMENDED WALKING ROUTES FOR ELEMENTARY SCHOOLS**
- GENERAL INFORMATION:**
 - [Safe Walking Route Letter to Parents/Guardians](#)
 - [Crossing Advice for Parents](#)
- MAPS:**
 - [Janet Berry Elementary](#)
 - [Columbus Elementary](#)
 - [Edison Elementary](#)
 - [Edna Ferber Elementary](#)
 - [Foster Elementary](#)
 - [Franklin Elementary](#)
 - [Highlands Elementary](#)
 - [Horizons Elementary](#)
 - [Huntley Elementary](#)
 - [Jefferson Elementary](#)
 - [Johnston Elementary](#)
 - [Lincoln Elementary](#)
 - [McKinley Elementary](#)
 - [Richmond Elementary](#)

The bottom of the screenshot shows the Windows taskbar with the Start button and several open applications, including "Novell-delivered Appli...", "Novell GroupWise - M...", "Higgins on 'Appleton...", and "Appleton.org | City o...". The system clock shows 1:32 PM.



Citywide Outreach: Logo Design



Appleton
Safe Routes to School



Citywide Outreach: Window Clings

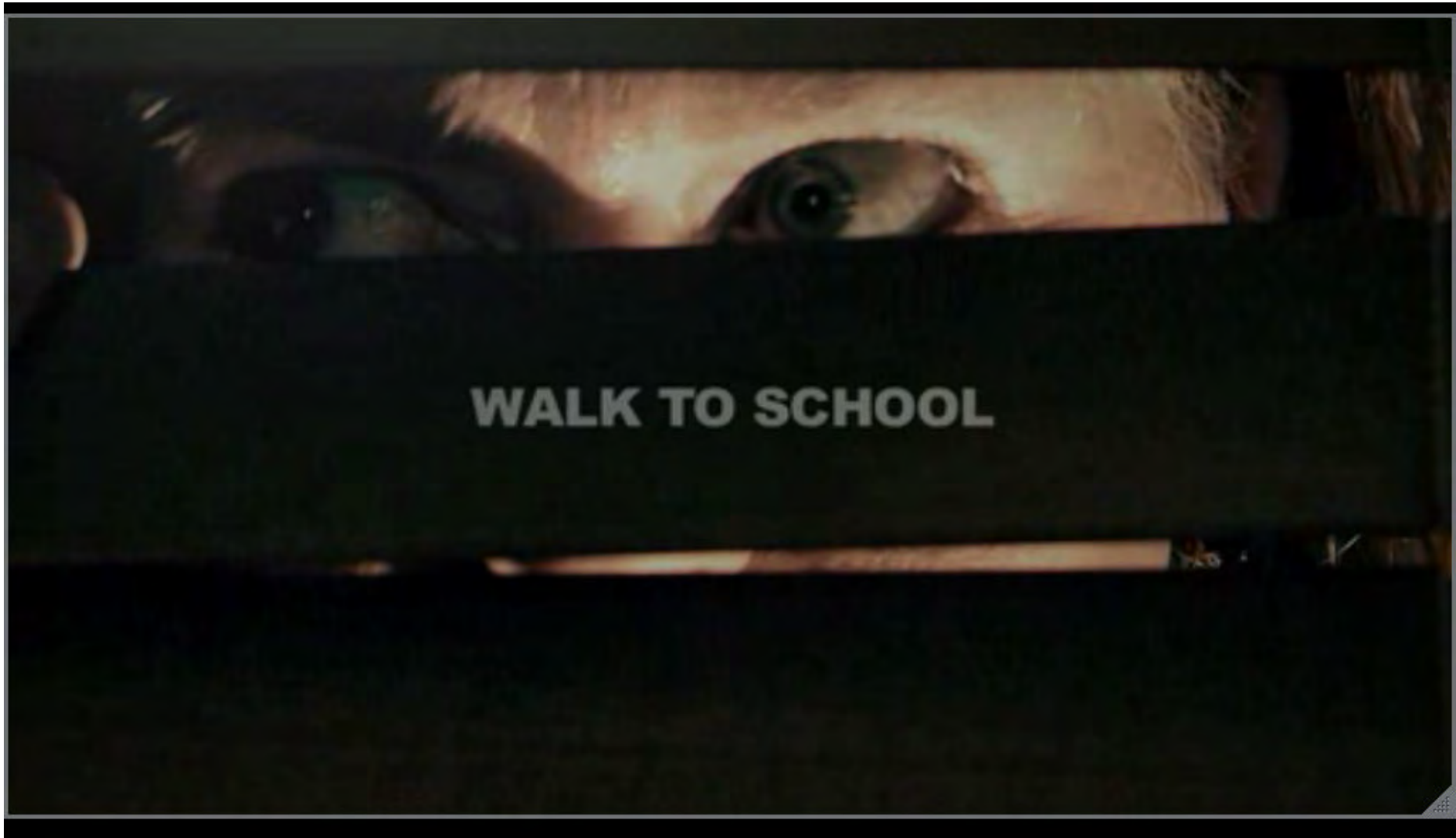


**YOU · ARE · THE
REVOLUTION**

We support Appleton Safe Routes to School



Citywide Outreach: Public Service Announcements





Citywide Outreach: SRTS Open House



**Appleton
Safe Routes to School**

November 17, 2009

OPEN HOUSE

meet
McGruff!



free
popcorn!

4:00 - 6:00 p.m.
(stop in at any time)
Appleton City Hall
(sixth floor - room 6A/B)