

CHAPTER 4

Implementation Strategies

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“ We're suggesting that parents stop
driving their kids to school. ”

– *Patrick Franco,*
Morris County Transportation Planner





CHAPTER 4: IMPLEMENTATION STRATEGIES

Implementation of both infrastructure improvements and programmatic activities on the MacKinnon and Duffy School campus will be an essential ingredient in the creation of a successful SRTS Program. Each recommended improvement or activity plays a part in creating the network needed to implement the SRTS program, both on a physical and social level. The following sections address the phasing and costs of these recommendations, along with specific ideas of how to integrate SRTS over the course of the 2006-2007 school year.

Phasing and Costs

Given that sufficient resources to immediately undertake all recommended improvements are unlikely to be available, the practical approach involves phasing the implementation of physical improvements to maximize their utility. The recommended phasing of both infrastructure improvements and programmatic activities proposed in this SRTS Program Plan are listed in order below. Generally they begin with improvements on or near the campus, and subsequently extend into adjacent neighborhoods.

An estimated cost or range of costs for each proposed short-term and long-term task is provided. For the engineering recommendations, the low end of the range reflects the anticipated average construction cost bid assuming a basic design, using basic materials (no-frills) and assuming that the tasks are not bid separately but part of a package of improvements, thus minimizing one time costs such as bonding. The high-end range reflects several possibilities: 1) general contingencies to account for currently unknown circumstances such as the extent of involvement with utilities; 2) enhanced treatments that use more costly materials for durability or aesthetics; and 3) the overall extent of the treatment. For example, in some cases, such as traffic calming for the school gateway treatment area on East Central Avenue (Figure 17), the improvements could consist of a series of relatively simple treatments, such as a series of speed humps or speed tables using simple materials; or, they could consist of a more extensive combination of treatments, such as curb extensions, raised intersections and medians that include design elements intended to achieve a particular aesthetic effect in addition to their traffic calming benefits. The scale of an individual project, such as the total number of signs or quantity of striping can also have an economy of scale that will affect project cost. The higher cost range reflects smaller scale independent projects. All costs exclude right of way acquisition, design fees or other external costs.

ENGINEERING: Short-Term Tasks	Cost
• Install new school crossing signs along school routes (1A) <i>(~13 signs installed along school routes – See concept 1A fig.12)</i>	\$400-\$500 each = \$5,200-\$6,200
• Stencil the school mascot or other symbol along school routes (1B) <i>Approximately 200 logos to cover all school routes</i>	\$63 each = \$12,600
• Install bike lane signing & striping along Baker Avenue (1B) <i>Approximately 2,100 feet of road striped on each side, 10 signs and 10 pavement symbols</i>	\$14,000-\$17,000
• Install striping to designate shared lanes “Sharrows” (1B) <i>Approximately 40 pavement symbols (20 locations, each side of the road)</i>	\$100-\$150 each = \$4,000-\$6,000
• Stripe high visibility crosswalks along school routes (2) <i>Approximately 43 crosswalks to cover all school routes</i>	\$550-\$850 each = \$24,000-\$36,000



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<ul style="list-style-type: none"> Install Flashing Beacons at the Main Street Crossing (3) <i>(2 beacons at \$5,000-\$7,500 each)</i> 	\$10,000-\$15,000
ENGINEERING: Long-Term Tasks	Cost
<ul style="list-style-type: none"> Install sidewalks at missing locations (1A) <i>Approximately 3,200 feet of total sidewalk</i> 	\$128,000-\$160,000
<ul style="list-style-type: none"> Apply geometric changes to the sidewalks at the Main Street Interchange with I-80 (1C) 	\$300,000-\$600,000
<ul style="list-style-type: none"> Widen Sidewalks along East Central Avenue near the School (2) <i>Approximately 500 feet of new wider (5') sidewalk</i> 	\$20,000-\$25,000
<ul style="list-style-type: none"> Install raised intersection at East Central and Stickle Avenues (2) <i>Includes paving, drainage, signs and striping</i> 	\$80,000-\$100,000
<ul style="list-style-type: none"> Install bollards on sidewalk of East Central at Stickle Avenue (2) <i>Assumes 10 bollards located 6 feet on center along Stickle Avenue intersection</i> 	\$750-\$1,000 each = \$7,500-10,000
<ul style="list-style-type: none"> Install Speed Humps on East Central Avenue near the Schools (2) <i>(2 humps installed every 50 feet)</i> 	\$2,000-3,000 each = \$4,000-6,000
<ul style="list-style-type: none"> Install pedestrian scale lighting around school (2) <i>(20 lighting fixtures, each fixture to be 12 feet tall and installed every 50 feet)</i> 	\$1,500-\$2,250 each = \$30,000-45,000
<ul style="list-style-type: none"> Install Main Street crossing enhancements (3) (Per Block) 	\$50,000-\$100,000
<ul style="list-style-type: none"> Construct shared use path connecting West Central Avenue and Burns Street near the Morris Canal <i>Approximately 1/4 mile of path</i> 	\$60,000-\$115,000
<ul style="list-style-type: none"> Construct a Sterling Park Walkway <i>Approximately 250 feet of 8 foot wide path between Sterling Street and Columbia Street</i> 	\$20,000-\$25,000
PROGRAMMATIC: Short-Term Tasks	Cost
Assemblies/Guest Speakers	\$0-250
Walk or Bike Across America	\$0
Walking Math	\$0
Classroom Activities	\$0
Campus Walks	\$250
Walkability/Bikeability Assessments	\$0
Walk and Roll Days/Walking Wednesdays	\$250 (initially)
Frequent Walker Cards/Frequent Rider Miles	\$300
Golden Sneaker Awards	\$0
Family Picnic Activity	\$250
Bicycle and Pedestrian Safety Quiz Show	\$250
Walk to School Days/I-Walk	\$0
"Keep Kids Alive - Drive 25" Campaign	\$500-1,500
School Safety Zones	\$2,500-4,000
Neighborhood Watch Programs	\$250
PROGRAMMATIC: Long Term-Tasks	Cost
Neighborhood Working Groups	\$250
Walking Education Programs	\$250-2,500
Media Campaign	\$600
Walking School Bus or Cycle Train	\$0
Pace Cars/Bumper Sticker Program	\$300
Proclamations/Resolutions	\$0
Sidewalk, Building and Property Maintenance Laws	\$0
Pedestrian Sting Operations	\$2,500-4,000
Speed Trailers	\$2,500-4,000
Law Enforcement Presence	\$5,000
Photo Enforcement (Red Light Camera)	\$2,500-4,000



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Events

The 2006-2007 school year at both MacKinnon and Duffy Schools will serve as a SRTS Demonstration Year for Morris County as a whole. The events and ideas that evolve out of Wharton's SRTS Program will serve as a base upon which other schools countywide can develop their SRTS program. **Figure 20** illustrates some of the proposed ideas for this Demonstration Year.

Walking/Biking Events

The following days present great opportunities to hold Walk/Bike to School Events. For example, the Election Day Walk could be presented in Social Studies as students learn about the importance of citizens being able to vote in the United States.

Furthermore, the Winter Holiday walking event can be used to stress to students that they can still walk/bike to school, even in inclement weather.

- International Walk to School Day (October 06)
- Halloween Campus Walk (October 06)
- Election Day: "Walk to the Polls" (November 06)
- Bike Rodeo (November 06 or April 07)
- Winter Holiday Event (December 06)
- Earth Day Celebration (April 07)
- Last Day of School Parade (June 07)



Special Events

These following events present various opportunities to market the SRTS mission, goals and benefits. They include:

- **Canal Day (August 06).** Make available general SRTS literature for parents and students, along with residents and visitors to the large Borough event.
- **First Day of School Event (September 06).** Hold some sort of walking/biking to school event that will let children know right at the beginning of the year that several similar events will be occurring over the course of the '06-'07 school year.
- **Family Picnic (September 06).** At the Public Visioning Workshop, this Family Picnic was discussed as a prime opportunity to market the mission of SRTS. Several various activities and educational opportunities relating to SRTS should be available at this family picnic on Saturday, September 16. Ideas to consider include a Bike Rodeo, a Walking Education Program, a Bicycle-Pedestrian Safety Quiz Show, a booth containing informative marketing material and other activities that require active participation.
- **Guest Speaker Presentations (January 07).** During the months when students generally do not find walking/biking too appealing, guest speakers presentations can serve as tools to both maintain a focus on walking/biking and





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demonstrate to students that walk/biking can be fun even when its snowy, rainy or cold.

- **Bicycle-Pedestrian Safety Quiz Show (February 07).** Similar to the Guest Speakers, the Bicycle-Pedestrian Safety Quiz Show can be a fun way to keep students focused on the benefits of walking and bicycling, even in the winter months.
- **Walking Wednesday Months (March, April, May 07).** The Walking Wednesday Program should be initiated during the month of March, after students have listened to guest speakers and learned more about bicycle and pedestrian safety. Encouragement contests, such as the Golden Sneaker, should also be implemented at this time so that awards can be presented in conjunction with the last day of school.

Training Sessions

In an effort to create a sustainable SRTS program led by local parents, teachers, and municipal representatives, two training seminars will be offered in Wharton during the Fall 2006 semester. First, an Engineering Seminar will be held in November. Representatives from the Wharton Borough and County governments will be invited to learn the basic SRTS engineering ideas, including traffic calming, security and safety, and bicycle/pedestrian facilities design. Second, a Curriculum Seminar will be held in December. Wharton Public School teachers will be invited to learn how to integrate SRTS ideas into their lesson plans. Both training sessions are intended to further educate SRTS stakeholders on their potential role in making the program a success.

Strategies

During the SRTS Demonstration Year at Wharton schools, several strategies are recommended to help maintain student, parent and community interest in the program. **Figure 20** also lists these strategies and when they should be applied.

1. Publish SRTS Outreach Materials (Newsletters and Web Site)

Adequately communicating the mission of the Wharton SRTS Program with students, parents, teachers and other community members will be key to increasing the number of children who walk and bike to school.

2. Add Walk to School Day to School/Borough Calendars (July 06)

This occurred during the summer of 2006 so the October International Walk to School Event will be included on both the 2006-2007 School and Borough Calendars.

3. Adopt SRTS Plan Resolutions (August 06)

The Borough Council should officially recognize acceptance of the Wharton SRTS Plan in the form of a resolution.

4. Initiate SRTS Activities focusing on Health/Geography (September 06)

Classroom Activities for the Fall Semester '06 should focus on both the health and geography aspects of SRTS, as this time of year presents optimal opportunities for these types of lessons. For instance, the Walk/Bike Across America Program could be tied to a geography lesson.



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5. Surveys (October 06 and May 07)

It is recommended that attitudinal and travel mode surveys be distributed to parents and students once a semester. Using baseline data from the spring 2006 survey, Wharton SRTS volunteers can track the progress of the program per semester.

6. Initiate SRTS Activities focusing on the Environment/Science (March 07)

Classroom Activities for the Spring Semester '07 should focus on both the math and environmental aspects of SRTS, as this time of year presents optimal opportunities for these types of lessons. For instance, the Earth Day Celebration can tie nicely into an environmental lesson, such as the Auto Emissions Exercise.





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Figure 20 - Implementation Schedule

August 2006

