

**NONMOTORIZEDTRANSPORTATION PILOT PROGRAM
PHASE 2 Data Collection, Level 1**

Project Name - Project # 17 Village of Elkhart Lake Police Department

Type of Project - Educational/Outreach

Location - Village of Elkhart Lake. Project will be on STH 67.

Design - Project includes educational events such as bicycle rodeos, incorporating bicycle, pedestrian and active lifestyles materials into the school curriculum, hold a SRTS poster contest, provide prizes and other incentives for students who participate, coordinate event dates with the national SRTS program, and increase the enforcement of speed limits throughout the school zones with the use of speed boards and a police presence.

Project Cost - Approximately \$9,350

Project Purpose - The goal for this project is a 45% increase in the number of students who walk and ride bikes to school. The applicant hopes to gain motorists compliance with school-zone speed limits by 90%. With the increased police presence and the introduction of speed boards, motorists will be more aware of their speed, thus making walking and biking safer for students and residents.

Estimated Level of Use Including Target Audience - Many school aged children who walk or bike to school need to cross STH 67. Nearly 1.2 million vehicles travel this highway annually creating a hazardous situation for those children walking to school. This project aims to slow down traffic through education and the use of speed indicator signs. The speed boards will also be utilized during the summer months in the Village on Elkhart Lake and Town of Rhine to increase pedestrian and bicyclist safety.

Period of Performance and Timeline - Installation Summer 2008.

New or Continuation - New.

Leveraging Of NTPP and Other Revenue Sources - The initial cost of the speed boards will be covered by the NMTTPP grant, all other resource needs will be funded through the police department, grants from WisDOT, and community businesses.

Will this project include Level 2 and 3 data collection - Yes.