



## Coalition for Safe, Active and Healthy Streets (CASHS) and Safe Routes to School (SRTS) Action Team

The Coalition for Safe, Active and Healthy Streets helps increase awareness of problematic intersections and street crossings in New Ulm while providing evidence-based solutions. It works to improve the safety of New Ulm's streets by incorporating traffic calming measures (slowing traffic) so that more people will feel safe using walking and bicycling as a form of transportation.

The Safe Routes to School Action Team works to make it safer for children to walk and bicycling to school by addressing the six Es – education, encouragement, equity, evaluation, engagement and engineering.

### 2025 Accomplishments

#### SEE.SAFE.SMART. Campaign

- In April, the Safe Routes to School Action Team launched a public safety campaign called “SEE.SAFE.SMART,” encouraging community members to SEE people biking and walking, act SAFE, and be SMART! The campaign shared five different safety messages over several months reminding everyone in New Ulm to be aware of and alert to people — especially kids — who are out walking and biking in the community.

The goal was to help ensure everyone's safety on our sidewalks and streets, and encourage people to make smart decisions when encountering people walking and riding their bikes. Each safety message featured photos of kids and adults from New Ulm — everyone's neighbors and friends — and all of the schools in New Ulm participated in the campaign.

#### Walk, Bike and Roll to School Days

- To encourage walking or bicycling to school, the SRTS team promoted two Walk, Bike and Roll to School Days in May and October.

#### Bicycle Friendly Community Award

- The teams collaborated with the New Ulm Bicycle Club on the application for the League of American Bicyclists' Bicycle Friendly Community and New Ulm was once again designated a Bicycle Friendly Community at the Bronze level for 2025-2029. New Ulm first received the designation in 2017 and communities must re-apply every four years. A Bicycle Friendly Community welcomes bicyclists by providing safe accommodations for bicycling and encouraging people to bike for transportation and recreation.

