

# Cupertino SafeRoutes2School

*moving beyond improving infrastructure to  
change behavior*

October 13<sup>th</sup>, 2015  
Working Group Meeting #4

Presented by: Chelsea Biklen, Safe Routes to School  
Coordinator



CUPERTINO GREEN



*for team members*

Respect

On time

Listening

Effort

**Know your ROLE!**



# What are we doing here?

- \* **Safe Routes to School:** “sustained efforts by parents, schools, community leaders and local, state, and federal governments to improve the health and well-being of children by enabling and encouraging them to walk and bicycle to school.”
- \* **We are:** an active working group coming together to prioritize campus and adjacent roadway/sidewalk programs in order to make the above happen. This includes infrastructure, enforcement, education, and encouragement.
- \* **Our meetings are:** Venues for SR2S group members (that’s us) to meet consistently, work together to choose projects, and move them along at different school sites, district-wide, or City-wide. To share our smaller teams progress with the rest of the group to gather feedback and ideas



# Our Program: Background & Recap

## Cupertino Efforts to Date

- \* City Council Resolution in support of Safe Routes Pilot: **April 7<sup>th</sup>, 2015**
- \* CUSD Resolution in support of Safe Routes Pilot: **April 21<sup>st</sup>, 2015**
- \* FUHSD Resolution in support of Safe Routes Pilot: **April 21<sup>st</sup>, 2015**
- \* Hired part-time Safe Routes to School Coordinator: **June 1<sup>st</sup>, 2015**
- \* Held four Working Group Meetings (**as of today**)
- \* Held 12 Team Meetings (**as of yesterday**)
- \* Implemented 2 infrastructure improvement projects as a direct result of Safe Routes communications/meetings
- \* Applied and received a \$35,000 grant to support our program: **October, 2015**
- \* Held City-wide FREE Bike Rodeo: **October 3<sup>rd</sup>, 2015**
- \* Ongoing materials development, outreach, engineering, and evaluation

# “FAQ from the Front Lines”



# SR2S Teams

## SR2S Working Group

Education Team

Teach children and adults about safety and the benefits of bicycling and walking.

Outreach/Encouragement Team

Elevate awareness and participation in the SR2S program through general messaging and communication tools and active transportation encouragement events.

Evaluation Team

Collect and analyze data related to SR2S in order to gauge and the effectiveness of the program and direct future efforts.

**Education:** Teach children and adults about safety and the benefits of bicycling and walking.

## Team Goals

- Collaborate with Cupertino SRO's to adjust and update Bike Safety Education materials for optimal behavior change impact
- Increase SafeRoutes2School student education in schools
- Increase SafeRoutes2School parent education using events and varied communication methods

**Outreach/Encouragement:** Increase the number of Cupertino students walking and rolling to and from school.

### Team Goals

- Devise, plan, and implement methods to encourage active transportation amongst students and parents
- Coordinate and host events to generate excitement about walking and bicycling
- Produce and distribute SR2S communications materials to the Cupertino Community
- Formulate ways to expand support for SR2S program

**Evaluation:** Collect and analyze data related to SafeRoutes2School in order to gauge effectiveness of program and direct future efforts.

## Team Goals

- Work with Public Safety Commission to collect and analyze student travel tallies and parent surveys bi-annually
- Work with City to organize community walkability and bike-ability assessments of areas of student travel
- Use results of data to make recommendations for program improvement

# Year 1: Straw Man Proposal

## Indicators of Success for a First Year Safe Routes Program



### 1) Visibility and Strengthening Relationships

- \* Communicating that there is work being done to improve safety... that there is a place to go to voice concerns and ideas and a group receptive to working on solutions
- \* Breaking down silos

### 2) Gathering Comprehensive Travel Data and Reporting Results

- \* Fall and Spring PSC data, Parent Survey Data, Walk Audits, etc.
- \* Report information back to Schools and Districts

### 3) Increasing safety education in pilot schools

- \* Student education and parent education

### 4) Executing a successful encouragement event

- \* Intra-school walk/roll competition
- \* Multi-school bike festival

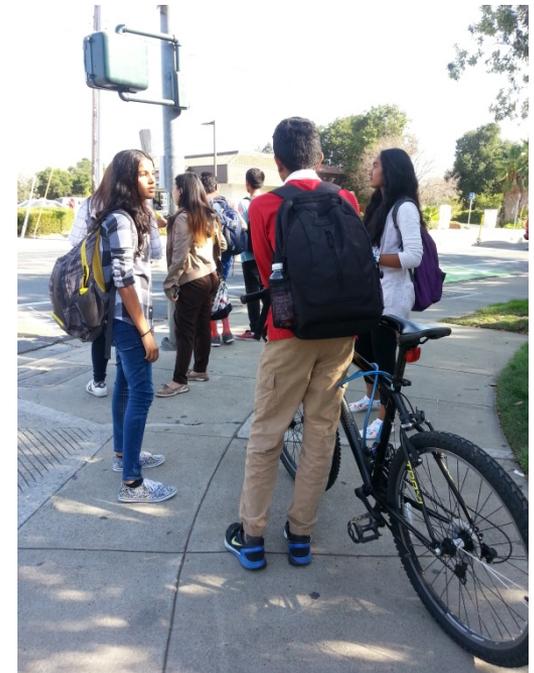
# What's Happening: Active Transportation Encouragement

## \* Recent Events:

- \* City Bike Rodeo: Oct. 3rd
- \* International Walk to School Day = Success! Oct. 7<sup>th</sup>
- \* **New Program:** Sedgwick Elementary School: “Active Bodies Healthy Minds”



Oct. 7<sup>th</sup>, 2015



# SR2S Team Reports

## \* Education Team

- \* **Current Focuses:** Adjusting Walk One Week dates and working with teen commission, how to introduce more parent education
- \* **Sample Project:** Red curb painting at Sedgwick to improve safety

## Encouragement Team

- \* **Current Focuses:** Gathering participation in Fall data collection, logistics of an inter-school walk/roll competition, creating a promotional video
- \* **Sample Project:** Infrastructure updates in next Cupertino Scene and Courier, upcoming banners

## Evaluation Team

- \* **Current Focuses:** Fall PSC data collection, Fall Parent Survey data collection, attaining High School travel data
- \* **Sample Project:** Analyzing Bike Pedestrian Survey to identify largest parent safety concerns about letting their child(ren) walk/roll

# Upcoming Data Collection- Details

## Fall PSC Walk Bike Carpool Survey

- \* **What is it?** In-class survey asking students how they got to and from school.
- \* **Process:** In every CUSD school, teachers will collect data on how their students traveled to school during class time using a tally sheet over a 3-day period.
- \* **Dates of Collection:** October 26<sup>th</sup>, 27<sup>th</sup>, 28<sup>th</sup>

## \* Fall Parent Survey Data Collection

- \* **What is it?** A 15-question survey that asks parents how their kids are getting to/from school, what their safety concerns are, and what they need to see happen in order to allow their kids to walk or roll.
- \* **Process:** Every pilot school will be provided a specific link that their parents can follow to take the online survey. You do not need to set up any accounts to take the survey.
- \* **Dates of Collection:** The parent survey will be available online from November 1<sup>st</sup>, 2015 – January 1<sup>st</sup>, 2015. It will be available in English and Spanish

# Walk Audit



- \* **What is it?** Walkability Assessment of a School's Walking Routes. A key planning tool that provides schools with the technical assistance necessary to assess walking and biking conditions and create a plan for improving them.
- \* **Who is involved?** City Traffic Engineer, Safe Routes to School Coordinator, School Officials, Parents, and District staff to approve certain infrastructure changes on school property if necessary.
- \* **Where does it take place?** At the school site and surrounding neighborhood routes.
- \* **Why do it?** To identify things that are working or need improvement. To record the conditions of the environment you are auditing and have something to submit to local government officials who can then use the report to help make changes.
- \* **How to start?** Form a team with your school and notify Chelsea via email or phone call.

# Banner Vote!



- \* Please take this time to mark the box next to your favorite banner design. If you have any additional suggestions for the design, please write them on your paper and leave the paper at your seat
- \* These banners will be displayed at all pilot schools that allow them, across Stevens Creek Blvd, and other locations around the City tbd

# “Roses and Thorns”

In your table groups,  
please take the next 20  
minutes to answer  
these questions about  
our SR2S program:



- \* 1) What does your group think of the straw man’s proposal?  
(Likes, dislikes, suggested changes)
- \* 2) What can each member of your group do to help ensure participation in the in-class student surveys and the online parent surveys?
- \* 3) What would you like to see happen with our Safe Routes program by the end of December, 2015?
- \* 4) Is your school interested in participating in a Walk Audit?  
Please indicate your interest and write the appropriate contact for us to follow up with.

# Thank You!

- \* Interested in joining a SR2S Team or have any additional feedback to share?

- \* Email: [saferoutes@cupertino.org](mailto:saferoutes@cupertino.org)

- \* Website: [cupertino.org/saferoutes](http://cupertino.org/saferoutes)

- \* “Coming together is a beginning, keeping together is progress, working together is a success” – Henry Ford