

# Cupertino Safe Routes to School

*moving beyond improving infrastructure to  
change behavior*

June 2<sup>nd</sup>, 2015

Working Group Meeting #1

Presented by: Erin Cooke, Assistant to the City Manager

David Stillman, Senior Civil Engineer

Chelsea Biklen, Safe Routes to School Coordinator



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# Cupertino's Safe Routes Working Group

- \* **Meeting Goals & Agenda Overview**
- \* **Table Introductions**
- \* **Safe Routes Background & Current Efforts**
- \* **5 Es: What's Happening in Cupertino Now**
  - \* Engineering/Evaluation
  - \* Enforcement/Encouragement
  - \* Education
- \* **Safe Routes Cupertino: R&D**
  - \* Goals
  - \* Working Group & First Steps
- \* **Next Steps & Meeting**

# Participant Introductions

- \* Select 1 recorder (thank you for volunteering!)
- \* Find the blank paper
- \* Respond to the following:
  - \* What brought you here?
  - \* What successes are happening @ your school?
  - \* What challenges are happening at/around your school?

# Safe Routes Background & Current Efforts

- \* Federal, State, County Programs: Public Health Dpt.
- \* Other City's Models: San Carlos & Millbrae
- \* Cupertino Efforts to Date
  - \* Engineering & Evaluation
  - \* Enforcement & Encouragement
  - \* Education

# Safe Routes Background: Federal, State & County Programs

Santa Clara County  
**PUBLIC**  
**HEALTH**

# Safe Routes Background: Other City Models

- \* District-wide Efforts:
  - \* Student Valet
  - \* BikeFest
  - \* Walking School Bus
  
- \* School-specific Efforts:
  - \* Pedestrian Crossing Flags
  - \* Bike Blender Cooking Show



[SCSDk8.org](http://SCSDk8.org)

# The 5 E's of Biking

*The essential elements that are consistent in making great places for bicycling*

## Education

Giving people of all ages and abilities the skills and confidence to ride



## Enforcement

Ensuring safe roads for all users



## Engineering

Creating safe and convenient places to ride and park



## Encouragement



Creating a strong bike culture that welcomes and celebrates bicycling

## Evaluation and Planning

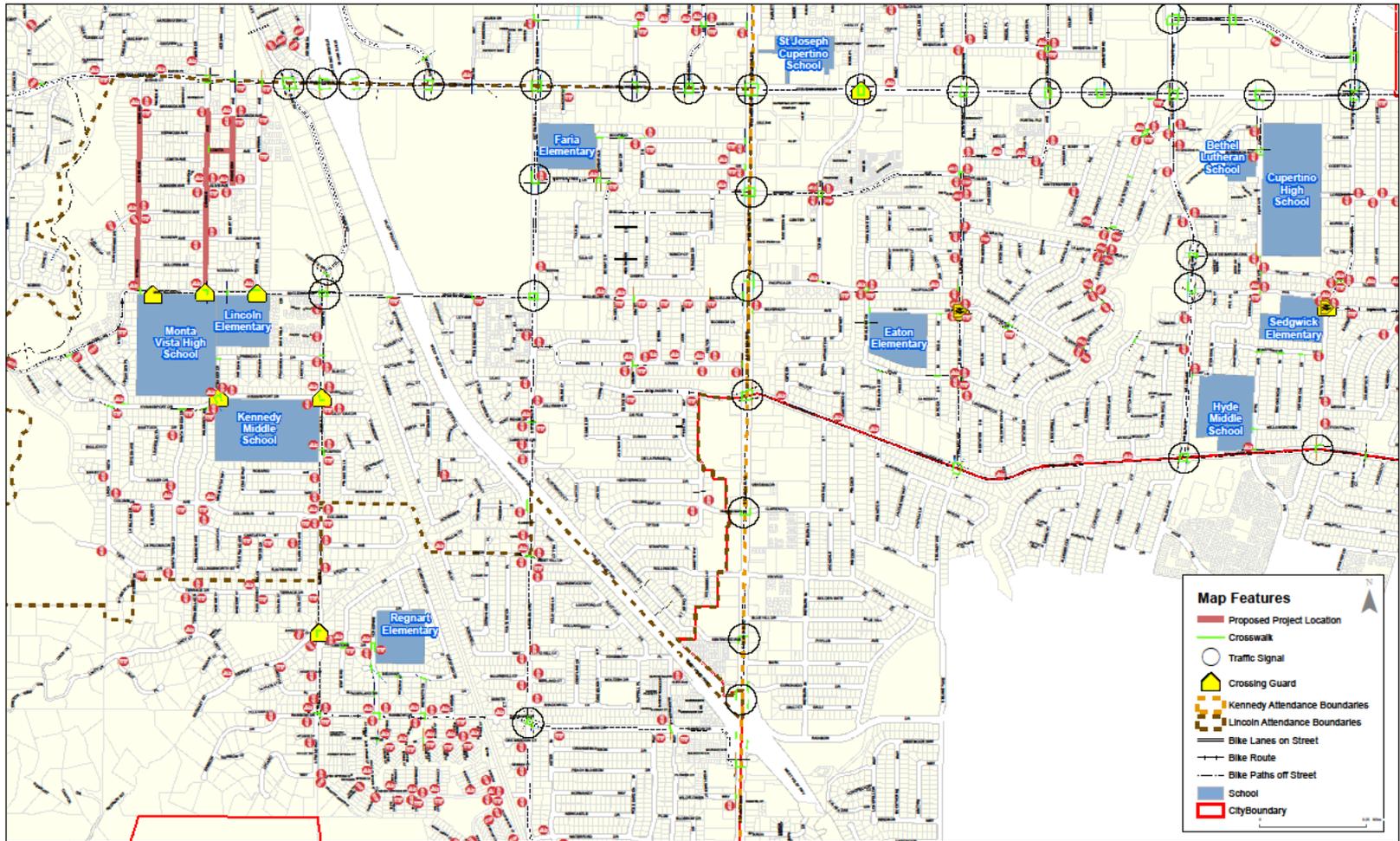


Planning for bicycling as a safe and viable transportation option

The 5 E's. Information from the [American League of Bicyclists](#)

Infographic By Hank Cavagnaro

# Safe Routes Background: Cupertino Engineering & Evaluation



# Safe Routes Background: Cupertino Enforcement & Encouragement





**WALK**  **BIKE**   
**CUPERTINO**

*Advocating Safe-Easy Biking & Walking Routes for Cupertino*

## **Join the Movement**

**Together we can make Cupertino safer to walk and bike  
— and a better place to live**

Sign up to get involved @ **walkbikecupertino.org**



# Who We Are

❖ **Walk-Bike Cupertino (WBC)** is a volunteer-based organization working with

- ❖ City management and elected officials
- ❖ Cupertino elementary, middle and high schools
- ❖ Santa Clara County Sheriff
- ❖ Like-minded walk/bike/hike groups
- ❖ WBC Goals:
  - ❖ Safer and smarter pathways to schools, offices and shops
  - ❖ More enjoyable routes in neighborhoods
  - ❖ Kids, adults, seniors walking and biking in the city and parks



# What We've Done

- ❖ Proposed to increase Bike/Ped city budget  
\$685K for the 2014-15 fiscal year
- ❖ Worked with city in Bike/Ped project planning
- ❖ Published newsletters to all members
- ❖ Advocated to add sharrows  
McClelland Road from Monta Vista High School to Foothill Blvd
- ❖ Promoted green bike lanes  
Stevens Creek Boulevard from DeAnza to Foothill.
- ❖ Collaborated with schools, colleges and organizations  
Partnered with DeAnza College for smarter routes



# Current Projects

## ❖ Safe Routes to School

Working with the city and CUSD schools to establish a bike/ped safety training plan for students and parents.

## ❖ “Way-finder” Bike/Ped Signs

Installing the signs with destinations and distances shown.

## ❖ Green Bike Lanes

Extending green bike lanes around all schools areas.

## ❖ 2016 Bike and Pedstrian Plan

Working to collect best practices from other municipalities and ideas from community members to help shape the city planning.

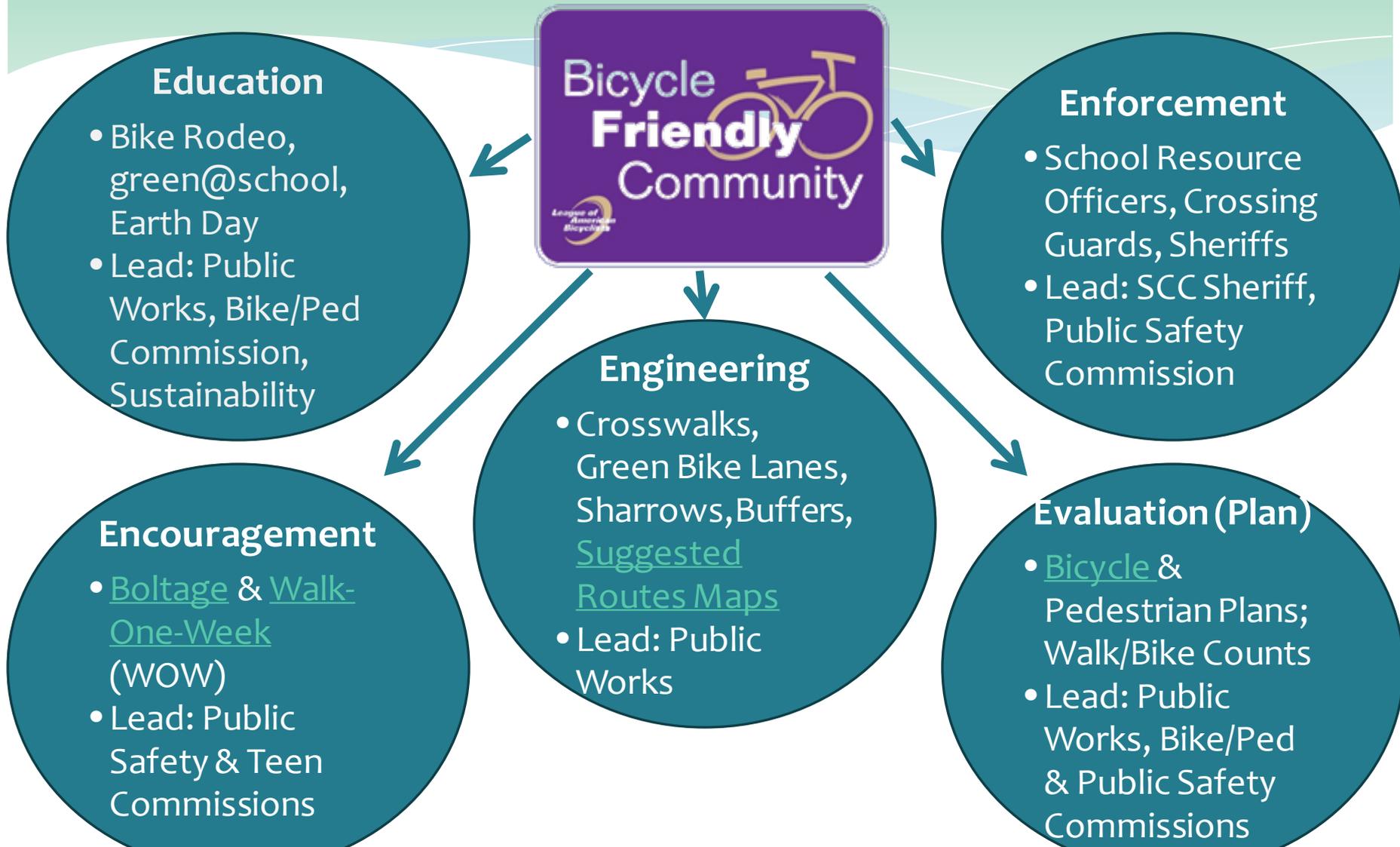


# How Can You Help?

- ❖ Visit [walkbikecupertino.org](http://walkbikecupertino.org)
- ❖ Become a member of Walk-Bike Cupertino
- ❖ Sign up our newsletters and we will keep you posted  
We'd like your name, email address, street only (to identify your neighborhood), city and zip code. Our mailing list is confidential and will not be shared.
- ❖ Report new incidents and concerns
- ❖ Suggest areas of improvements
- ❖ Attend City Council meetings and voice your opinions

# Safe Routes Background: Cupertino

## 5Es Historic Approach



# Historic Approach: Results

## Elementary School Commute – Family Vehicle



Walk Score  
**45**

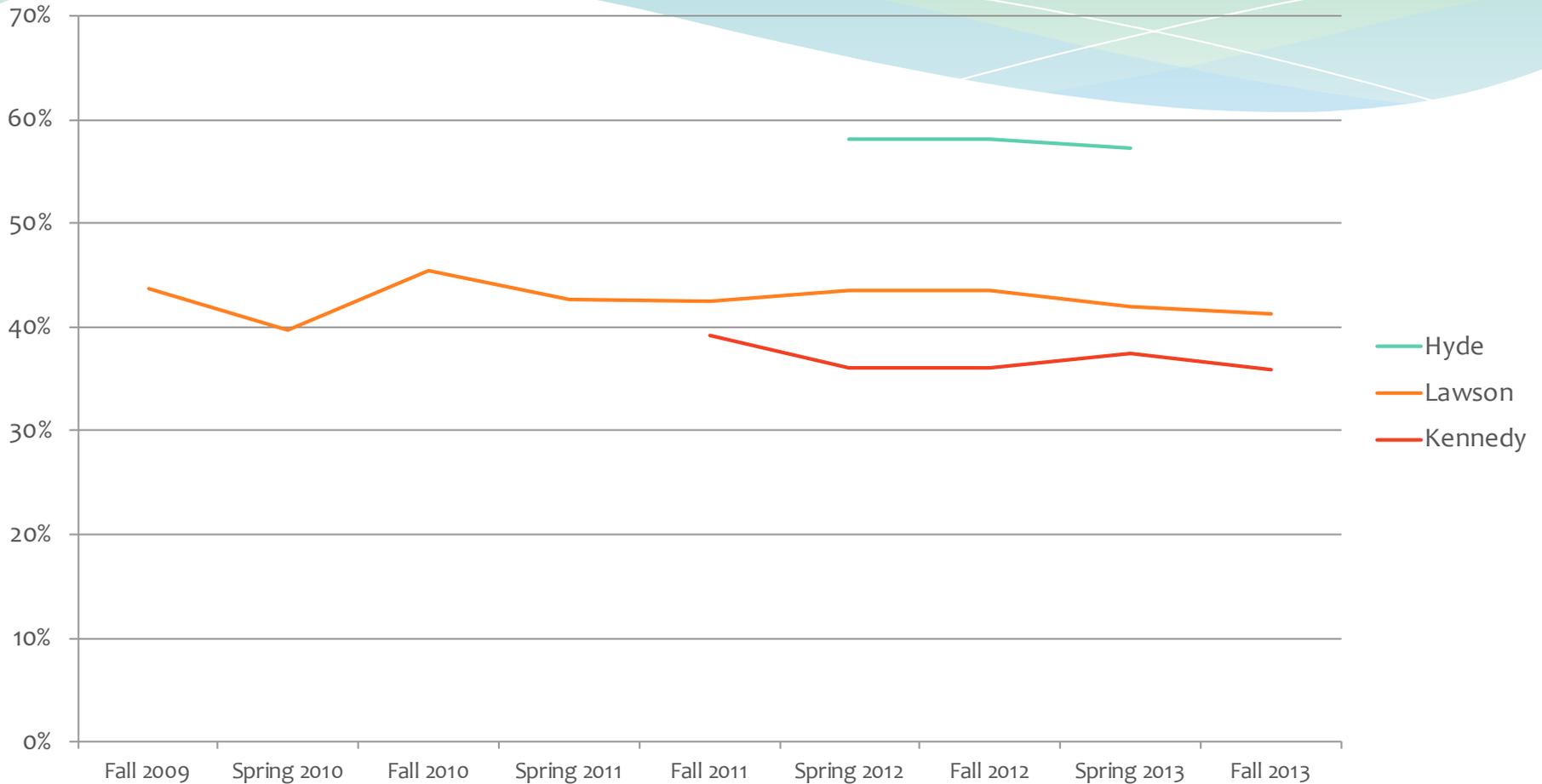
**Cupertino is a Car-Dependent city**

Most errands require a car.

Data Compiled by Public Safety Commissioner Jerry Tallinger

# Historic Approach: Results

## Middle School Commute – Family Vehicle



Data Compiled by Public Safety Commissioner Jerry Tallinger

# Historic Approach: Results

## School Commutes – Walk/Bike

	Walk		Bike	
	Low	High	Low	High
Elementary Schools:	1% S. Creek, Faria	6% Sedgwick	7% Faria	37% Collins, G. Gate
Middle Schools:	4% Hyde	14% Lawson	13% Hyde	30% Kennedy



# Nation-wide School Commutes – Walk/Bike

1969		2001	
% kids walking	< 1 mi.	% kids walking	< 1 mi.
42%	87%	16%	63%

Data Source: CDC, 2005 via [Wisconsin Safe Routes to School Presentation](#)

## Barriers

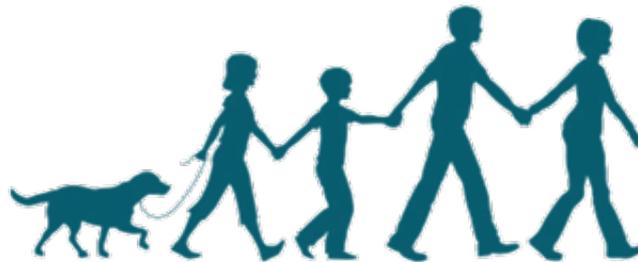
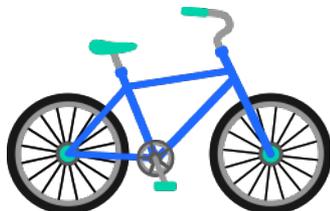
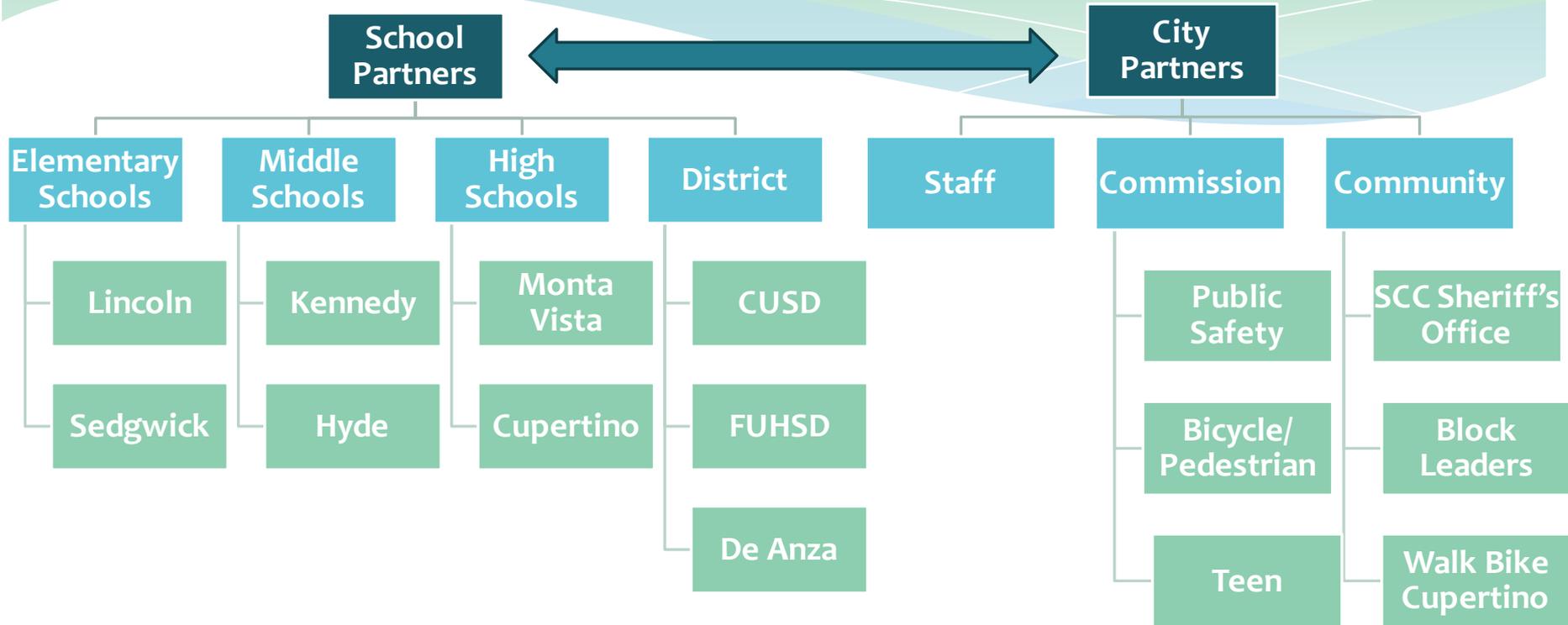
Long Distances	Traffic Danger	Adverse Weather	Fear of Crime/Danger
62%	30%	19%	12%



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# Expanding Our Reach & Results: Safe Routes to School Pilot (R&D)



# Expanding Our Reach & Results: Safe Routes to School Models

SchoolPoolMarin.org



# Expanding Our Reach & Results: Safe Routes to School Initial Steps

Develop Partnerships  
& Institutionalize  
Policies

- March – April 2015
- City & SDs Adopt Safe Routes Resolutions

Recruit Partners &  
Outreach to Schools

- April – May 2015
- Connect with Pilot Schools, Neighbors, etc.

Launch Working  
Group

- May – June 2015
- Schedule, Invite, Host 1<sup>st</sup> & Ongoing Meetings

# Cupertino's Safe Routes Working Group: Your Goals/Priorities

- \* Select 1 recorder (thank you for volunteering!)
- \* Find the blank paper (*hint: back of the first sheet*)
- \* Respond to the following:
  - \* Goals – *what would you like to prioritize?*
  - \* Working Group Focus – *where should we focus?*
  - \* First Steps – *where should we start?*
- \* Select 1 reporter (thank you for volunteering!)
  - \* Report back to the group

# Expanding Our Reach & Results: Safe Routes to School Initial Steps

Develop Partnerships & Institutionalize Policies

- March – April 2015
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Recruit Partners & Outreach to Schools

- April – May 2015
- Connect with Pilot Schools, Neighbors, etc.

Launch Working Group

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Develop & Implement School Programming

- June – September 2015
- Review, Create Assemblies, Rodeos, Curriculum, etc.

Engage Schools, Expand Capacity w/Coordinator

- September – December 2015
- Host Walkability Assessments, Engineering Studies

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