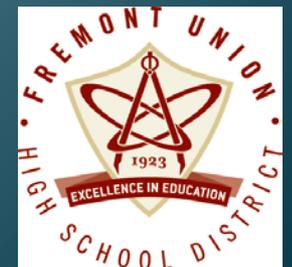


# Cupertino SafeRoutes2School

*Moving beyond improving infrastructure to  
change behavior*

January 11<sup>th</sup>, 2016  
Working Group Meeting #6

Presented by: Chelsea Biklen, Safe Routes to  
School Coordinator



# Happy New Year!



# Safe Routes for All- SCC

- This video was created by the Traffic Safe Communities Network of Santa Clara County and the SCC Safe Routes to School Providers Group
- <https://www.youtube.com/watch?v=oPlO1SZ5iRE&feature=youtu.be>

# 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 six Working Group Meetings (**as of today**)
- Held 18 Team Meetings
- 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

# 6-Month Program Feedback Survey

- **Q) In your own words, please describe a Safe Routes to School program.**
- **Responses:**
  - “ Collaborative efforts between Schools and the City to create a safe environment for bikers, walkers, and drivers”
  - “Implement infrastructure changes to improve safety on routes for walking and biking to school as needed. Educate people to use these safe routes safely”
  - “Publicize events and information to families that support student safety traveling to and from school”

# 6-Month Program Feedback Survey

- **Q) Biggest Successes of Cupertino SR2S To Date**
- **Responses:**
  - “Building an ongoing rapport between city staff, parents schools and school districts”
  - “Getting support from CUSD and FUHSD principals to encourage students to walk or cycle to school”
  - “Heightened awareness of the dangers and barriers to active travel to school”

# 6-Month Program Feedback Survey

- **Q) Short-term goals for Cupertino SR2S (Jan-June, 2016)**
- **Responses:**
  - “Measure and evaluate how students get to school”
  - “Parent and driver safety education”
  - “Increase police presence in school zones during drop-off/pick-up times”
  - “More signage (on school campuses and City streets)”
  - “More direct engagement with schools”
  - “Commitment by District administration to make this a priority”

# 6-Month Program Feedback Survey

- **Q) Long-term goals for Cupertino SR2S (2+ years)**
- **Responses:**
  - "Reduce the traffic on roads"
  - "Building better bike/ped. pathways physically separated from cars"
  - "Measurable per capita increase in number of people walking/biking"
  - "Comprehensive parent and student education on bike/road safety for all schools in Cupertino"
  - "Shift in perception of safety when biking and walking"
  - "More green bike lanes"
  - "Continue the working group"
  - "No more vehicle/pedestrian or vehicle/bike injuries" (Vision Zero)

# 6-Month Program Feedback Survey

- **Q) Ways to elevate the impact of Cupertino SR2S**
- **Responses:**
  - “The most important thing is to have a clear set of objectives that people generally can understand and demonstrate progress on that path”
  - “Creating more community awareness of the program and its efforts”
  - “Getting students involved”
  - “Increased parent participation from pilot schools”

# 6-Month Program Feedback Survey

- **Q) Working Group Meeting Frequency?**  
**Majority want to keep meeting monthly**
- **Q) Preferred Meeting Time?**  
**All different**
- **Q) Team Meeting Frequency?**  
**Majority want to continue meeting monthly**

# “FAQ from the Front Lines”

**David Stillman**  
**Senior Civil Engineer**  
**City of Cupertino**



# Parent Survey Data, Fall 2015

- **Safe Routes to School Online Parent Survey**
- Date Collected: **November 6<sup>th</sup> , 2015 – January 1<sup>st</sup> , 2016**
- Data collected from: **Seven Cupertino Schools**
- Length of Survey Period: **56 Days**
- Total Respondents: **850**
- Response Rate: **9%**

The image shows a screenshot of a web-based survey titled "Parent Survey About Walking and Biking to School". The form includes instructions for completion, a school name field, and several multiple-choice questions. Questions 1-4 ask about the grade of the child, who brought them to school, and how many children are in kindergarten through 5th grade. Questions 5-7 ask about the mode of transport used to get to school, with options for walking, biking, school bus, and family vehicle. Question 8 asks how long it normally takes the child to get to school, with options for 0-10 minutes, 11-20 minutes, and more than 20 minutes. The form also includes checkboxes for "Walk from school" and "Bike from school" for each mode of transport.

# Parent Survey Data- Highlights

- (pg. 6) Of the respondents:
  - 77% live less than 2 miles from the school their child(ren) attend(s)
  - 20% of students walk to school in the morning and 27% walk from school in the afternoon
  - 13% of students bike to and from school
  - 52% of students travel to school by family vehicle in the morning and 40% from school in the afternoon
  - 14% carpool in the morning and 17% carpool in the afternoon

# Parent Survey Data- Highlights

- “Typical mode of school arrival and departure by distance child lives from school” (pg.7)
  - The % of students carpooling increases as distance from school increases. Of respondents who live 2+ miles from school, 27% carpool in the morning and 34% in the afternoon
  - The % of students biking increases as distance from school increases to a peak of 18% (morning) and 19% (afternoon) for students that live 1-2 mi. from school. This drops down to 5% for those that live 2+ miles from school.
  - More students bike to school who live 2+ miles away (5%) than those that live ¼ mile from school (3%)
  - 80% of students that live less than ¼ mi. from school walk to and from school

# Parent Survey Data- Highlights

- Parental opinions (pg. 13)
  - 49% of respondents do think that schools encourage walking and biking to and from school
  - 46% of respondents think walking and biking to and from school is fun or very fun for their children
  - 87% of respondents think walking and biking to and from school is healthy or very healthy

# Parent Survey Data- Breakout

- *Take 10 minutes in your table groups to review the data report and answer the four worksheet questions. Please write your answers on the sheet of paper at the table.*



# Original Concept (option #1)

Cupertino, Let's Walk and Roll!

Cupertino Green

Fremont Union School District

[Cupertino.org/saferoutes](http://Cupertino.org/saferoutes)



# Professional Design Recommendation (option #2)



**12' x 4' version  
for schools**



## Design Considerations:

- 1) Quick read. It is easily understood?
- 2) Color. Is it setting the right tone?

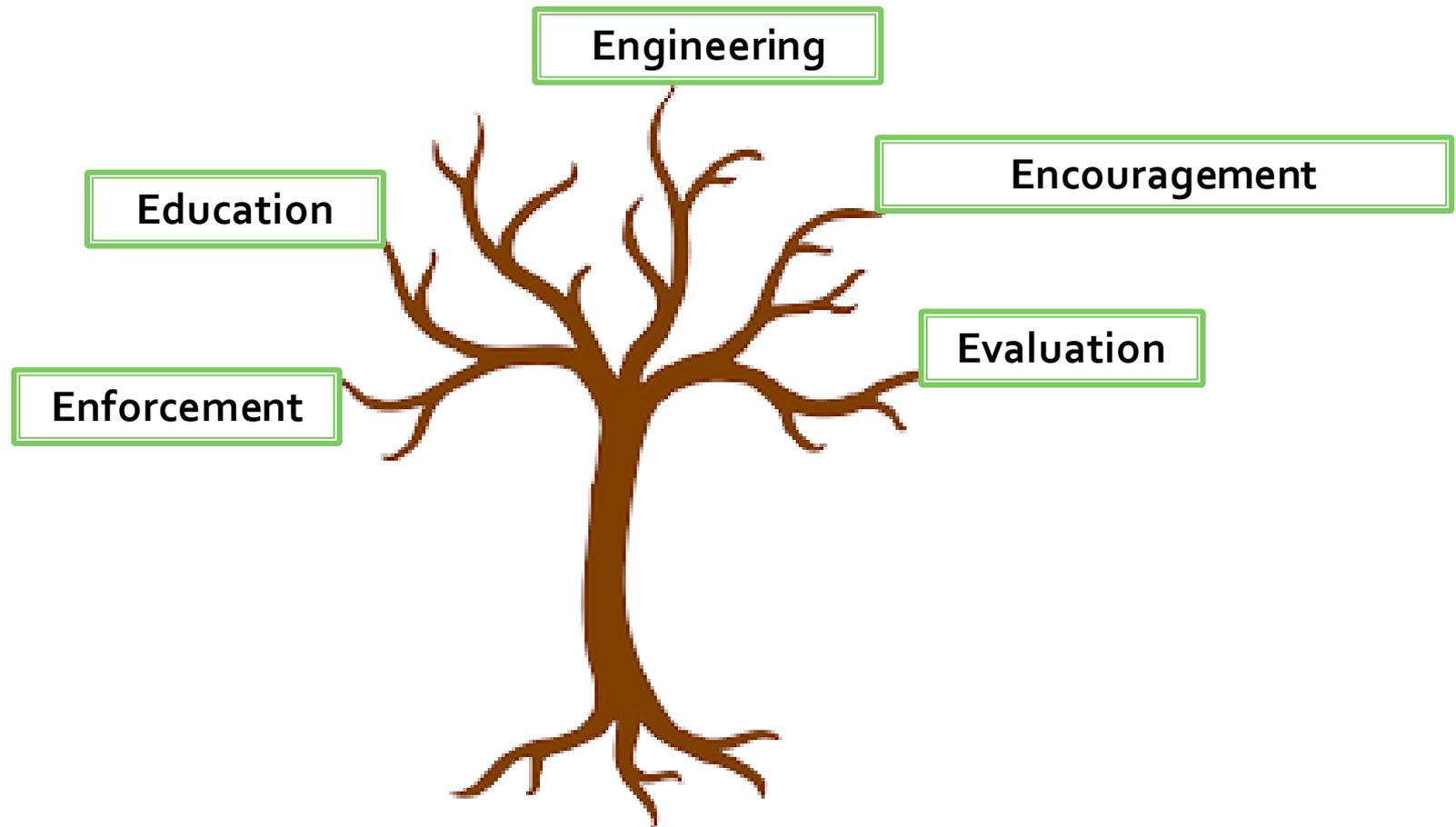
# Professional Design Recommendation (option #2)



**32' x 3' to hang across Stevens  
Creek Boulevard**



# Growing a Safe Routes Program on Your Campus - Breakout



# Reminders:

- Next Working Group Meeting: **Tuesday February 23<sup>rd</sup> from 11 am – 12:30 pm in Community Hall**
- Follow-up email summary, slides, and handouts will be sent out later this week

# 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