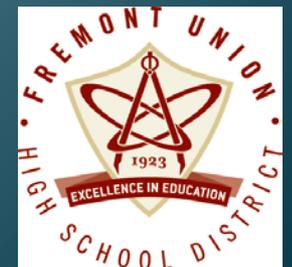


Cupertino SafeRoutes2School

*Moving beyond improving infrastructure to
change behavior*

November 16th, 2015
Working Group Meeting #5

Presented by: Chelsea Biklen, Safe Routes to
School Coordinator



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, evaluation, 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 7th, 2015
- CUSD Resolution in support of Safe Routes Pilot: **April 21st, 2015**
- FUHSD Resolution in support of Safe Routes Pilot: **April 21st, 2015**
- Hired part-time Safe Routes to School Coordinator: **June 1st, 2015**
- Held five Working Group Meetings (**as of today**)
- Held 15 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 3rd, 2015**
- Ongoing materials development, outreach, engineering, and evaluation

“FAQ from the Front Lines”

David Stillman
Senior Civil Engineer
City of Cupertino



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.

SR2S Team Reports

Education Team

- **Status:** Crafting the logistics of a bike skills certification process.
- **Next Steps:** Attend a training to learn how to run Safe Routes to School activities, video outline for peer-to-peer bike/pedestrian safety education video and series of video announcements

Encouragement Team

- **Status:** Finalizing banners, designing lawn signs, and recruiting participation in the parent surveys
- **Next Steps:** Video outline for a Cupertino Safe Routes to School promotional video

Evaluation Team

- **Status:** Collecting in-class student surveys from all schools, bike counts at pilot schools
- **Next Steps:** Analyzing results of students surveys, parent surveys, and bike counts and beginning preparation of school walk-bike-carpool data reports by May 2016

What's Happening! Parent Surveys

- **Safe Routes to School Parent Surveys** - to gather information about what modes of transportation parents allow their children to take and what traffic concerns they may have
 - Available to parents of Lincoln, Sedgwick, Hyde, Lawson, Kennedy, CHS, and MVHS
 - 16 questions long
 - **Surveys Close January 1st, 2015**
 - Survey Links can be found at:
cupertino.org/saferoutes under "Happening Now!"



Parent Survey Lawn Signs

- Check with your principals if you'd like these signs and indicate how many on the sign-up sheet.

**Lincoln Parents,
Tell us about your traffic concerns!**

Take the **SafeRoutes2School**
Parent Survey

Survey closes 1/1/16!

Learn More: www.cupertino.org/saferoutes



Active Transportation Programs: Workshop

- **We will now transition into our interactive workshop portion of the meeting!**
- 4 tables:
 - 1) Sedgwick “Active Bodies, Global Minds Club” and hiring the Bay Area Bike Mobile
 - 2) Quad-School Traffic Committee Parent Information Night
 - 3) Lawson Integrates Walking/Rolling Parent Information at 6th Grade Orientation
 - 4) Creating Drop-off area maps for your school

Active Transportation Programs: Workshop

- **Table leaders please answer these questions for the group:**
 - 1) What is the Program/Event Name?
 - 2) Describe how you organized the program/event and what resources you used or provided to your school community?
 - 3) What are your recommendations for the group on how to replicate this program and/or event elsewhere?

Next Initiative: Walk Audits

- **Part 1: Model Program: Palo Alto**
 - **Who:** School staff person, school parents, City Engineer, District staff member (optional)
 - **Where:** School Site
 - **When:** Roughly 2 hours on a school-day morning (starting 30 min. before bell and continuing after bell)
 - **Why:** To work together and record observations about areas of concern and plot them on a map. To create something physical that City engineers can bring back with them and reference. To create route maps.

Next Initiative: Walk Audits

■ Part 2: Cupertino Proposal

Step 1) Get the “ok” from Principals and pick a date

Step 2) School and City advertise date of walk audit to school parent community and recruit volunteers

Step 3) Walk Audit happens at each pilot school site (Audit group integrates information on maps)

Step 4) City Public Works Dept. reviews Walk Audit Data and recommends safety improvement projects

* Walk Audit maps can be used to create Routes to School Maps for schools

Next Initiative: Walk Audits

- Part 3: Feedback and Recruit Champions



Group Feedback: When should we do this? How should we advertise? Do we like this idea?

We need site champion(s) from each school to volunteer to advocate for this and spread information with me during Principal meetings, PTA presentations, and online communications

Results of Banner Vote!



Cupertino, Let's
Walk and Roll!

Cupertino.org/saferoutes

Working Group: Next Steps

- **Education Team:** Attend a training to learn how to run Safe Routes to School activities, video outline for peer-to-peer bike/pedestrian safety education video and series of video announcements
- **Encouragement Team:** Video outline for a Cupertino Safe Routes to School promotional video
- **Evaluation Team:** Analyzing results of students surveys, parent surveys, and bike counts and beginning preparation of school walk-bike-carpool data reports
- **Working Group:** Organizing Walk Audits, Promo Video Volunteers
- **December Meeting?**

Thank You!

- Interested in joining a SR2S Team or have any additional feedback to share?
 - Email: saferoutes@cupertino.org
 - Website: cupertino.org/saferoutes
- “Coming together is a beginning, keeping together is progress, working together is a success” – Henry Ford