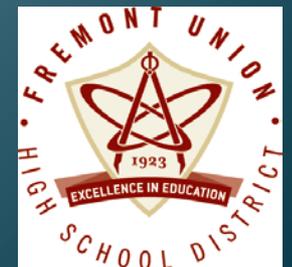


# Cupertino SafeRoutes2School

*Moving beyond improving infrastructure to  
change behavior*

March 23<sup>rd</sup>, 2016  
Working Group Meeting #8

Presented by: Chelsea Biklen, Safe Routes to  
School Coordinator



# March Focus - Clarity

Vision without action  
is merely a dream.  
Action without vision  
just passes the time.  
Vision with action can  
change the world.

-Joel Barker

# Let's Get Moving! Kinetic Name Game

- Each member introduces themselves and their favorite exercise or physical activity and acts out that activity
- Group responds with "Hi \_\_\_\_\_!" and acts out activity

Ex) "My name is Chelsea and I like to surf!"



# 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 eight Working Group Meetings (**as of today**)
- Held 21 Team Meetings
- Collected student and parent transportation survey data from seven Cupertino schools: **Fall, 2015**
- Collecting Bike Count Data from 6 Pilot Schools: **Ongoing**
- 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
- Upcoming- SR2S Bike Rides at Earth Day Festival: **April 30<sup>th</sup>, 2016**

# Mission Statement

- **National SRTS Mission Statement** : “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.”
- **Cupertino SR2S Mission Statement**: Create a safer environment for students and families in Cupertino to travel to and from school actively.
- **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, and/or City-wide.



# Program Objectives: Re-visiting our feedback survey (December, 2015)

- **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”

# Program Objectives: Re-visiting our feedback survey (December, 2015)

- **Q) Long-term goals for Cupertino SR2S (2+ years)**
- **Responses:**
  - “Reduce the traffic on roads”
  - “Building better bike/pedestrian 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)

# Cupertino SR2S

**Mission Statement:** *"Create a safer environment for students and families in Cupertino to travel to and from school actively."*



# SR2S Primary Objectives

- 1) Increase motorist, pedestrian, and cyclist education for parents and students for all schools in Cupertino (Education)
- 2) Measure and evaluate how students get to/from school (Evaluation)
- 3) Continue the working group, practice direct engagement with schools, commitment by school staff and District administration to make SR2S a priority (Encouragement)
- 4) More signage on school campuses and City streets, green bike lanes, building better bike/ped. pathways physically separated from cars, more crosswalks, adding crossing guards, etc. (Engineering)
- 5) Increasing police presence in school zones during drop-off and pick-up times (Enforcement)

# SR2S Secondary Objectives

- 1) Influencing behavior and changing habits (toward more sustainable transportation)
- 2) Measurable per capita increase in number of people walking and biking to/from school
- 3) Reduce traffic on roads
- 4) No more bike/pedestrian or vehicle/pedestrian collisions (vision zero)
- 5) Positive shift in perception of safety when walking/biking

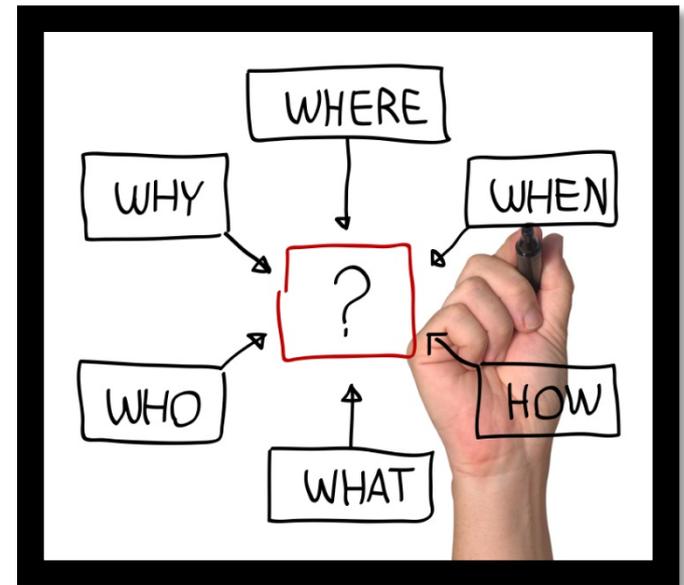
# Clarifying Roles

**Objective:**

City Role:

School/District Role:

Parent Role:



# Clarifying Roles- Objective #1

“Increase motorist, pedestrian, and cyclist education for parents and students at all schools in Cupertino.”

**City Role:** Research and provide education materials to schools and community, offer to host education workshops at school sites and City Hall, train schools to teach bike/ped. education, fund education workshops when funding is available, etc.

**School/District Role:** Help mandate bike/ped. curriculum to become part of school time, require teachers to teach bike/ped. laws and safety during class, schedule annual or bi-annual SRO presentations at your school, host parent information workshops in tandem with City and help advertise events, etc.

**Parent Role:** Work with your school and/or City to host student and parent bike/ped. trainings at your school, advertise and attend education workshops hosted by your school or the City, rally fellow adults to attend these education workshops, help disseminate bike/ped./motorist education materials, etc.

# Clarifying Roles- Objective #2

“Measure and evaluate how students get to and from school”

**City Role:** provide data-gathering templates, clarify data gathering procedures, schedule and coordinate survey dates with schools and districts, advertise dates and provide information for schools to advertise, collect and analyze surveys, share results with community, etc.

**School/District Role:** Participate in data gathering procedures, require all teachers to collect data on scheduled days, promote parent and students surveys at schools and encourage participation, turn in data sheets to City coordinator, etc.

**Parent Role:** complete bi-annual parent surveys and encourage neighbors/friends to do so, encourage your school's staff to participate in bi-annual student data collection, etc.

# Clarifying Roles- Objective #3

“Continue this Working Group, practice direct engagement with schools, attain commitment by school staff and District administration to make SR2S a priority”

**City Role:** Continue to host monthly WG meetings, continue to engage with pilot schools (and eventually all schools in Cupertino) by providing safety tips, information, and materials, provide an SR2S guidebook to schools, school districts, and parents, continue working with school communities to enhance safety and increase the number of students walking, biking, and carpooling to school, etc.

**School/District Role:** Nominate a staff person(s) at each organization to be a Safe Routes to School Champion that regularly attends Working Group and Community meetings and keeps in regular contact with SR2S coordinator to facilitate projects on-site (bike rodeos, family education workshops, presentations, active transportation competitions, information nights, etc.)

**Parent Role:** Attend SR2S Working Group meetings and work with the City Coordinator to help lead SR2S projects at your school site and recruit help from staff, parents, and/or students at your school.

# Clarifying Roles- Objective #4

“More signage on school properties and City streets, green bike lanes, building better bike/pedestrian pathways physically separated from cars, more crosswalks, adding crossing guards, etc. ”

**City Role:** Prioritize these infrastructure changes on our streets through methods such as the Bicycle Transportation Plan , the Pedestrian Transportation Plan, and other Public Works and Community Planning Projects. Pursue grant opportunities to fund infrastructure projects. Advise schools and districts on safest infrastructure projects for school properties.

**School/District Role:** Coordinate and fund these improvements on school properties, notify City SR2S Coordinator about improvements needed on City streets near schools, educate about and encourage use of newly implemented bike/ped. Infrastructure to your school communities.

**Parent Role:** When unsure about how to navigate new infrastructure – learn about it (consult online resources, City staff, literature, etc). Follow all traffic laws and behave safely on the roads. Educate others about infrastructure changes. Send concerns/requests about infrastructure to [saferoutes@cupertino.org](mailto:saferoutes@cupertino.org). Participate in the democratic process: attend community meetings and offer feedback to help influence change!

# Clarifying Roles- Objective #5

“Increase police presence in school zones during drop-off and pick-up times”

**City Role:** Work with SCCPD to increase PD presence in school zones.

**School/District Role:** Work with SCCPD to increase PD presence at your school during drop-off and pick-up times.

**Parent Role:** Report unlawful motorist and cyclist behavior to Police Department, be a role model for safe driver and cyclist behavior, provide peer pressure for other drivers to act safely and appropriately on the road.

# SR2S Primary Objectives- Progress

- **1) Increase motorist, pedestrian, and cyclist education for parents and students for all schools in Cupertino (Education)**

Progress: Hosted City-wide Bike Rodeo, wrote and distributed several education articles, drafting an education curriculum guide for K-8, SRO bike rodeos, working on student safety video contest, education materials available on SR2S webpage

- **2) Measure and evaluate how students get to/from school (Evaluation)**

Progress: Collected Spring 2015 student travel data, collected Fall 2015 student travel data, collected Fall 2015 parent survey data, conducting bike counts at pilot schools since Nov. 2015, collected WOW student travel data, travel pattern observations taken for Bike Plan Update, collecting Spring 2016 student and parent survey data, working on GIS-enrollment boundary maps as part of PICH grant, Dero

- **3) Continue the working group, practice direct engagement with schools, commitment by school staff and District administration to make SR2S a priority (Encouragement)**

Progress: Hosting ongoing WG and team meetings since June 2015, working with several school communities on specific active travel encouragement and school safety projects, online communication with WG since June, 2015, pilot school and District staff attending meetings and keeping consistent communication with SR2S coordinator, etc.

- **4) More signage on school campuses and City streets, green bike lanes, building better bike/ped. pathways physically separated from cars, more crosswalks, adding crossing guards, etc. (Engineering)**

Progress: Consistent infrastructure projects added since May 2015 (green bike lanes, sharrows, bike barriers, crossing guards, etc) and more to come with Bike Plan Update, replacing signage in necessary locations, always open to public feedback and suggestions for changes

- **5) Increasing police presence in school zones during drop-off and pick-up times (Enforcement)**

# Coming Soon! - SR2S Guidebooks

City of Cupertino, Safe Routes to School Program  
Simple Steps to Safer Routes @ Your School!  
A Primer for Principals, Parents & Pupils ©  
DRAFT: March 22, 2016  
**NOTE: Italics are notes from me to the author ©**

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## Background

*Insert program history – when did it start, who’s involved, what was accomplished (in no more than 1 paragraph ©) and from this why we thought creating this tool would be helpful to expand our program and connect school leaders to the resources already available to help them grow safe routes programs on their campus.*

## Goals

*Intro sentence followed by these – others (let’s keep it to three simple goals)*

- **Improve citywide safety and awareness** (about how to use new infrastructure projects etc.)
- **Promote active mobility among all ages** (kids rising obesity rate and inactivity – health and academic performance connections – then kids encourage adults, etc.)
- **Encourage program participation** (you likely already have a third – let’s make sure they are citywide/communitywide goals – not just specific to our agency)

## Simple Steps & Resources Available

Intrigued and interested in getting involved? Or already involved in Safe Routes and want to do more? Here are the resources that are already available for you as a leader looking to launch Safe Routes at your school (or something like this):

- **Share information about Safe Routes across your school networks and media, here’s just a few ideas and resource to make this as easy as copy/paste:**
  - Add Safe Routes to your School’s Website – *should have a “click here” to find a template created by Cupertino’s team*
  - Publish a Safe Routes article in your School Newsletter – *also have a “click here” and we should have running content available on the website so folks can continue to access information on an ongoing basis (like a list “newsletter idea 1” “newsletter idea 2”)*
  - Print Safe Routes Flyers and display in your front office – *also a “click here” and add other locations to consider sharing flyers – should we also have a poster available?*
- **Plan an event or attend one already planned by the City!**
  - City Events:
    - Participate in the citywide Safe Routes Working Group (*confirming this is now citywide?*)
    - Participate in Cupertino’s Annual Bike Rode (*the next two could go away if too many steps*)
    - Encourage Student Participation in Cupertino’s Annual Pedal4the Planet
  - Events to Host @ Your School:
    - Schedule a Bike Rodeo *list steps how to request/ host*
    - Go WOW *describe or offer alternative date (not sure if this is too complicated – may be a next generation to do for some)*

City of Cupertino, Safe Routes to School Program  
Simple Steps to Safer Routes @ Your School!  
A Primer for Principals, Parents & Pupils ©  
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## Simple Steps Checklist for Your School (should all fit on 1 page and be printable as a list)

This handy checklist was prepared to simplify the steps to safer routes for your school, follow this list to complete these inaugural milestones, then reach out to [saferoutes@cupertino.org](mailto:saferoutes@cupertino.org) to learn what’s next to grow your program to Safe Routes to School 2.0.

### Step 1 → SHARE

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
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- \_\_\_\_\_
- \_\_\_\_\_

### Step 2 → PLAN

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### Step 3 → TRACK

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- \_\_\_\_\_
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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Finished with your list? Great job! Please contact [saferoutes@cupertino.org](mailto:saferoutes@cupertino.org) for next steps to grow your school SR2S program.

# Partner Item- PICH Grant

## “Partnerships to Improve Community Health - Grant, 2015- 2016”



### Grant Tasks:

- 1.1) Build Open Data

### 1.2) Accelerate Community Engagement

- 1.3) Prioritize Traffic Calming Infrastructure
- 1.4) Engage Businesses

# Partner Item- PICH Grant

## 1.2) Accelerate Community Engagement

**Grant Deliverable:** "All pilot schools advertising SR2S on their websites and directing to City SR2S Webpage"



**Action Item for School Staff and District Staff – due 4/18**

- Post blurb about Cupertino SR2S on School or District Webpage with link to [cupertino.org/saferoutes](http://cupertino.org/saferoutes) by 4/18
- Email [saferoutes@cupertino.org](mailto:saferoutes@cupertino.org) when item is complete

# “FAQ from the Front Lines”

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



# Education Strategies- Breakout Session (15 minutes)

- Objective #1: “Increase motorist, pedestrian, and cyclist education for parents and students at all schools in Cupertino.”
  - Questions to Consider:
    - 1) How do we embed bicycle/pedestrian safety education into K-12 school curriculum?
    - 2) How can we increase parent attendance and participation at safety events/workshops?
    - 3) How do we reach drivers (both teens and adults) with safety education?
- \*\* Consider barriers and benefits for each question**

# Reminders: First Annual Earth Day Festival Bike Ride!

## **What:** Cupertino's "Pedal for the Planet" Family Bike Ride!

- **Date:** Saturday April 30<sup>th</sup>, 2016
- **Time:** 10 AM – 12 PM
- **Place:** Cupertino City Hall, exact location TBD
- **Event:** Chaperoned 6 mile bike ride for kids 8+ and their families to explore Cupertino schools and parks **completely free of charge!** Open to non-residents. Routes will likely include:

- Class 4 Bikeway (bike barrier)
- Mary Avenue Bridge
- Safe pathways around schools



**Bonus:** Free bike checks and tune-ups starting at 9:30 AM!

To sign-up, volunteer, or read more about the event visit:  
[cupertino.org/pedalfortheplanetride](http://cupertino.org/pedalfortheplanetride)

# Reminders: Bike Plan Update

- The Cupertino 2016 Bicycle Transportation Plan draft can be found online at:
- <http://www.cupertino.org/index.aspx?page=26&recordid=1498&returnURL=%2findex.aspx%3fpage%3d1>

Or: Cupertino.org>home>news



# Reminders: Regional Bike Plan Community Feedback Meetings

- VTA is in the process of developing a Countywide Bicycle Plan and would like to hear your vision for bicycling in Santa Clara County. Three workshops will be held for community members to: 1) learn what the VTA Countywide Bicycle Plan is and what it can do, 2) share where they bike and how trips can to be better, easier, safer, and more connected, and 3) tell VTA how it can improve the bike-transit connection. Workshops will be held in Gilroy, San Jose, and Cupertino on the following days:
  - **1) Tuesday, March 29, 2016, 5:30 to 8 p.m.**
    - Glen View Elementary School
    - 600 W. 8th Street, Gilroy, CA 95020
  - **2) Wednesday, March 30, 2016, 5:30 to 8 p.m.**
    - Educational Park Branch Library
    - 1772 Educational Park Drive, San Jose, CA 95133
  - **3) Thursday, March 31, 2016, 5:30 to 8 p.m.**
    - Quinlan Community Center Social Room
    - 10185 N. Stelling Road, Cupertino, CA 95014



# HW: Action Items

Please have the following done by our next Working Group Meeting on 4/18/2016 😊

## Schools/District Admin:

- ❑ Include the link to [cupertino.org/saferoutes](http://cupertino.org/saferoutes) on your organization's website

## PTA Members:

- ❑ Include the link to [cupertino.org/saferoutes](http://cupertino.org/saferoutes) on your PTA website

## Everyone:

- ❑ Review today's meeting materials and presentation (reference my meeting debrief email)
- ❑ Ensure that at least one staff person and one parent from your school attend the April Working Group Meeting

# 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*