

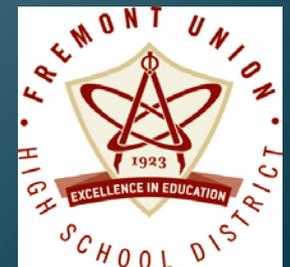
Cupertino SafeRoutes2School

*Moving beyond improving infrastructure to
change behavior*

May 16th, 2016

Working Group Meeting #9

Presented by: Chelsea Biklen, Safe Routes to
School Coordinator



May Focus – Action!

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 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 nine 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 3rd, 2015**
- Approved full time Safe Routes 2 School Coordinator – **March 2016**
- Ongoing materials development, outreach, engineering, and evaluation
- Upcoming- SR2S Bike Rides at Earth Day Festival: **April 30th, 2016**

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) **(Education)** Increase motorist, pedestrian, and cyclist education for parents and students for all schools in Cupertino
- 2) **(Evaluation)** Measure and evaluate how students get to/from school
- 3) **(Encouragement)** Continue the working group, practice direct engagement with schools, commitment by school staff and District administration to make SR2S a priority
- 4) **(Engineering)** 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.
- 5) **(Enforcement)** Increasing police presence in school zones during drop-off and pick-up times

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

SR2S Event Recap- Family Bike Ride

- **“Pedal 4 the Planet” Family Bike Ride at Earth Day!**
 - Hosted: Saturday April 30th, 2016
 - 7 mile bike ride around Cupertino schools and parks
 - Included Mary Ave. Bridge and a temporary Class 4 bikeway
 - Free Bicycle Checks and tune-ups
- **Will plan future events quarterly**
 - Email me to volunteer to help plan routes!



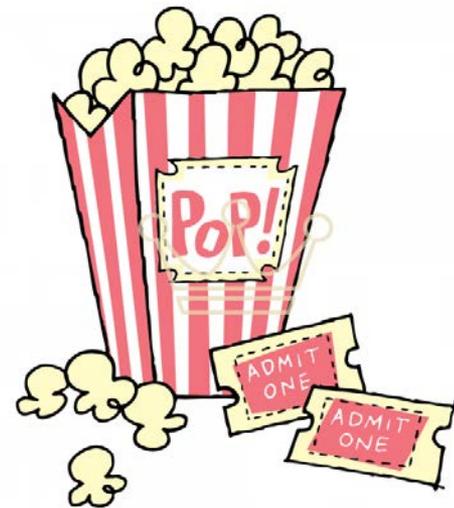
Pedal 4the Planet Ride- Video!

- <https://vimeo.com/165735247>



SR2S Project Update- Promo. Video

- **What:** Video to increase SR2S program awareness and highlight Cupertino SR2S safety and active transportation programs happening around the city
- **Summary of progress:**
 - Rented film equipment
 - Created outline and script
 - Completed over 10 interviews
- **Projected time of completion:**
 - Fall 2016



SR2S Data Results- Fall 2015

Student Tally

CUSD Fall Averages:

- Walk: 25%
- Bike: 4%
- Carpool: 18%

Avg. % who...	Collins	Eaton	Faria	G. Gate	Lincoln	Regnart	Sedgwick	S. Creek	ES Avg.	Hyde	Lawson	Kennedy	MS Avg.	Total Avg.
Walk	37.4%	25.0%	8.4%	35.4%	25.8%	16.8%	N/A	12.1%	21%	N/A	30.7%	28.0%	29.2%	24.2%
Bike	0.5%	3.1%	0.1%	3.1%	1.6%	4.1%	N/A	0.8%	2.0%	N/A	8.3%	8.1%	8.2%	4.3%
Walk Part Way	0.0%	1.4%	0.1%	0.4%	0.0%	2.4%	N/A	5.9%	1.5%	N/A	0.0%	0.5%	0.3%	1.0%
Family Vehicle	47.5%	58.6%	60.5%	44.7%	51.0%	61.2%	N/A	70.5%	56.9%	N/A	45.4%	37.7%	41.1%	51.1%
Carpool	12.8%	9.6%	29.8%	13.9%	21.0%	14.5%	N/A	10.5%	16.9%	N/A	15.1%	24.3%	20.2%	18.1%
Transit	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	N/A	0.0%	0.2%	N/A	0.1%	0.2%	0.1%	0.2%
Other	1.8%	2.3%	0.1%	2.5%	0.5%	0.9%	N/A	0.2%	1.2%	N/A	0.4%	1.3%	0.9%	1.1%
Missing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	N/A	0.0%	0.0%	N/A	0.0%	0.0%	0.0%	0.0%
Any WBC	52.5%	41.4%	39.5%	55.3%	49.0%	38.8%	N/A	29.5%	43.1%	N/A	54.6%	62.3%	58.9%	48.9%

SR2S Data Results- Fall 2015

Student Tally

Elementary Schools	Average Percentage	Middle Schools	Average Percentage
Any Walk-Bike-Carpool	43%	Any Walk-Bike-Carpool	59%
By Family Vehicle	57%	By Family Vehicle	41%
By Bicycle	2%	By Bicycle	8%
Walking (Any)	22.87%	Walking (Any)	29.46%
Carpool	16.91%	Carpool	20.22%
Other	1%	Other	1%

SR2S Data Results- Fall 2015

Student Tally

Avg. % who...	Cupertino High	Monta Vista	HS Avg.
Walk	23.6%	18.2%	21%
Bike	14.2%	10.3%	12.3%
Walk Part Way	0.2%	0.7%	0.4%
Family Vehicle	46.7%	57.4%	52.0%
Carpool	10.4%	12.8%	11.6%
Transit	2.5%	0.0%	1.3%
Other	2.3%	1.2%	1.8%
Missing	0.0%	0.0%	0.0%
Any WBC	53.3%	43.3%	48.4%

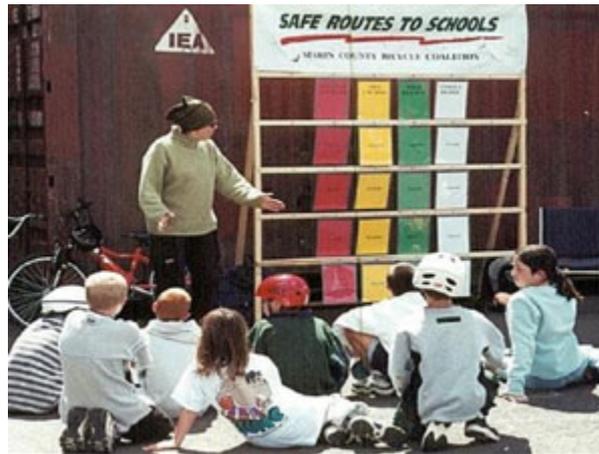
SR2S Data Results – Walk One Week

School	How many students WALKED to school?	How many students participated in a CARPOOL?	How many students RODE a bike?	How many students took the BUS?	TOTALS
Lincoln ES	11	12	10	0	<u>33</u>
Collins ES	113	113	8	2	<u>236</u>
Sedgwick ES	0	0	0	0	<u>0</u>
Regart ES	186	29	17	0	<u>232</u>
Hyde MS	131	246	83	1	<u>461</u>
Kennedy MS	160	199	49	0	<u>408</u>
Monta Vista HS	112	70	43	2	<u>227</u>
Cupertino HS	31	56	107	2	<u>196</u>
TOTALS	<u>744</u>	<u>725</u>	<u>317</u>	<u>7</u>	<u>1793</u>

*Results taken on one day of week

Safety Tip Sheets – Writer's Workshop (15 min)

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



Walk Audits- Call for Volunteers

- **What:** 2 walk audits happening May 18th at MVHS and Lincoln
- **Summary:** Observations of school drop-off and pick-up followed by a discussion and map-marking with members of the City, schools, and Alta consulting
- **Why:** To help influence future infrastructure changes and attain grant funding
- **Need volunteers!**
 - Lincoln Elementary Parents/staff
 - MVHS parents/staff
 - Please help if you live near or your students attend those schools

SR2S Partnership- Clarifying Roles

Objective: Increase effectiveness of Cupertino SR2S

City Role:

School Role

District Role:

Parent Role:



SR2S Guides and Toolkits- Workshop (25 min)

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 ©

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 Rode *list steps how to request/hosts*
 - Go WOW *describe or offer alternative date (not sure if this is too complicated – may be a next generation to do for some)*

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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 to learn what’s next to grow your program to Safe Routes to School 2.0.

Step 1 → SHARE

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Step 2 → PLAN

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Step 3 → TRACK

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Finished with your list? Great job! Please contact saferoutes@cupertino.org for next steps to grow your school SR2S program.

Reminders- Next WG Meeting

- Thursday June 9th from 4-5:30 PM @ Community Hall
 - Final Working Group Meeting of the 2015/16 school year
 - Meeting and End-of-Year Celebration!



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*