

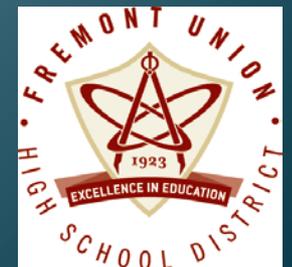
Cupertino SafeRoutes2School

*Moving beyond improving infrastructure to
change behavior*

June 9th, 2016

Working Group Meeting #10

Presented by: Chelsea Biklen, Safe Routes to
School Coordinator



June Focus – Appreciation

- For Our Partnership
- For Our Accomplishments
- For Our Students
- For Each Other
- For You!

“Trade your expectation for appreciation and the world changes instantly.”

— TONY ROBBINS —

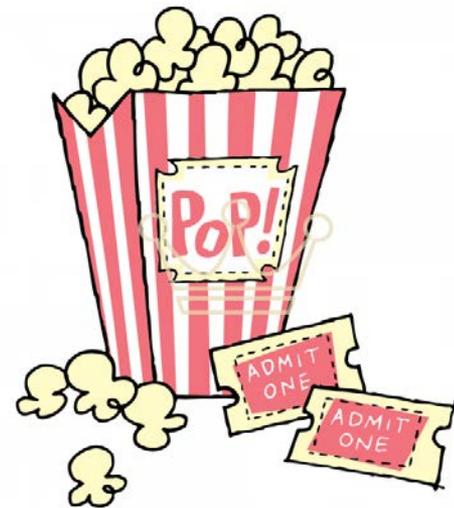
Cupertino SR2S

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



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 2015/16 Recap-



- **Education**

- SRO presentations at CUSD schools
- 2nd Annual City Bike Rodeo on October 3rd, 2015
- Created plan for all Cupertino Middle Schools to hold Safe Routes 2 School Safety assemblies in 2016/17
- Creating SR2S Program Video
- Creating Motorist, Pedestrian, and Cyclist tip sheets for 2016/17 school year

- **Encouragement**

- Formed a united group of City, School District, Schools, and community volunteer personnel to work on safety issues
- Engaged 7 schools in Safe Routes to School information and activities throughout the year
- Held 10 Working Group meetings and over 20 team meetings
- Established Working Group email list of over 100 people
- Published 5 Safe Routes to School articles in the Cupertino Scene/Courier
- Planned and executed first City-sponsored Family Bike Ride with over 50 riders!
- Will be expanding program to all Cupertino schools in 2016/17
- Created SR2S Banner and logo as a group, banners to be displayed in Fall 2016
- Celebrated International Walk to School Day and Walk One Week

SR2S 2015/16 Recap -



Evaluation

- Conducted two school Walk Audits
- Collected Fall 2015 and Spring 2016 Student Tally Data
- Collected 6 months of bike count data
- Collected Fall 2015 Parent Survey Data
- Collected Walk One Week travel Data
- Building SR2S enrollment boundary maps in GIS in order to create Walk to School maps in 2016/17 school year

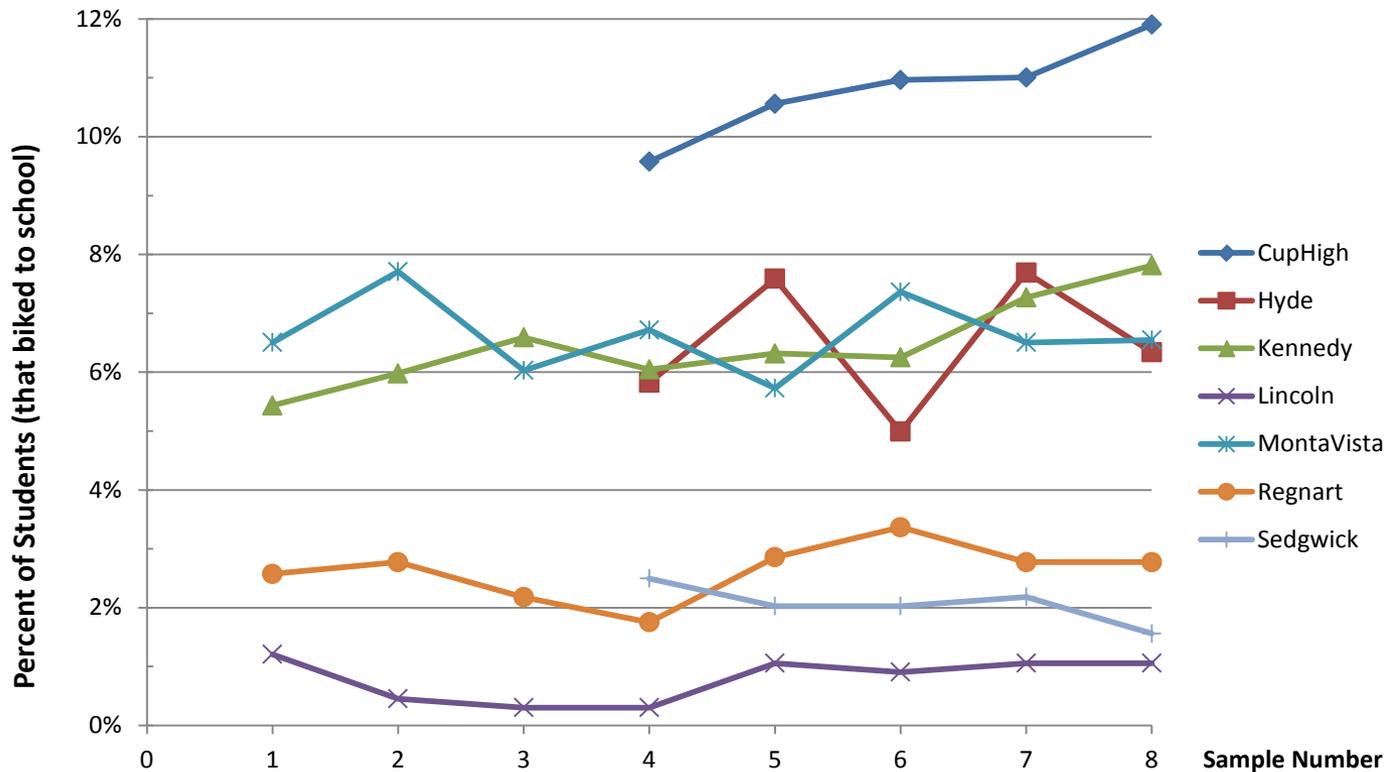
Engineering

- Updated and approved our 2016 Bike Plan
- Added Green Bike lanes to various locations surrounding schools
- Added Sharrows along various school routes
- Added 4 crossing guards for a **total of 16 guards** at 15 locations
- Changed “No Parking” to “No Stopping” signs along Bubb and McClellan.
Work order in place for Bollinger Rd.
- Hired full time Safe Routes to School program Coordinator, permanent position

Bike Count Data (2015/16)

	Average	Sdev	Min	Max	Range
CupHigh	10.8%	0.8%	9.6%	11.9%	2.3%
Hyde	6.5%	1.2%	5.0%	7.7%	2.7%
Kennedy	6.5%	0.8%	5.4%	7.8%	2.4%
Lincoln	0.8%	0.4%	0.3%	1.2%	0.9%
MontaVista	6.6%	0.6%	5.7%	7.7%	2.0%
Regnart	2.4%	0.7%	1.2%	3.4%	2.2%
Sedgwick	2.1%	0.3%	1.6%	2.5%	0.9%

Bike Count Data: Nov 2015 - May 2016



SR2S Partnership- Clarifying Roles

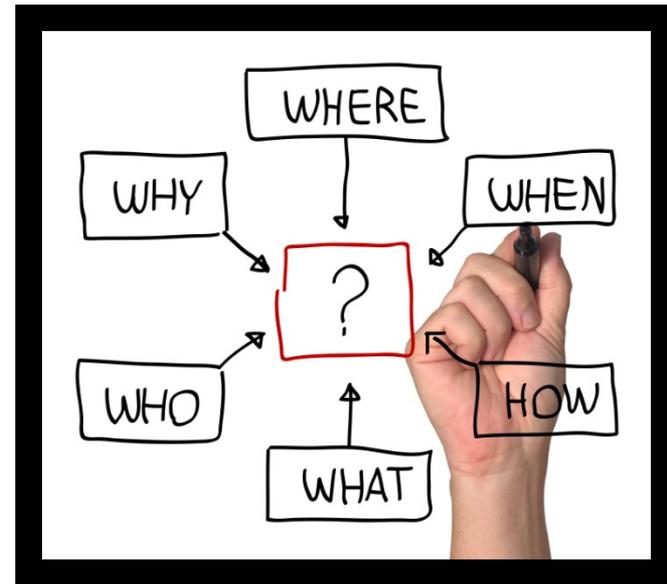
Objective: Increase effectiveness of Cupertino SR2S

City Role:

School Role

District Role:

Parent Role:



SR2S Primers- Workshop (20 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/ host*
 - 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

- _____
- _____
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Step 2 → PLAN

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Step 3 → TRACK

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- _____
- _____
- _____

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

“FAQ from the Front Lines”

David Stillman
Associate Civil Engineer
City of Cupertino



Outreach Strategies and Events- Breakout Session (15 minutes)

- Please work in your table groups to fill out the “Outreach Strategies and Events” worksheet 😊



Let's Celebrate!

- Bike Blender and refreshments
 - Raspberry-Pineapple-Banana Smoothies!
- P4PR Video: <https://vimeo.com/165735247>



Reminders- Bring SR2S to Back to School Events!

Please start thinking about including Safe Routes 2 School information at your 2016/2017 'Back to School' events!

Ideas:

- Host a Bike Rodeo!*
 - Host a Bike Education Event*
 - Distribute SR2S Information and Flyers*
 - Bring the SR2S Coordinator to the event*
-
- Email saferoutes@cupertino.org with your interest and the date/time of the event



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*