

# Cupertino SafeRoutes2School

*Moving beyond improving infrastructure to change behavior*

January 12<sup>th</sup>, 2017  
Working Group  
Meeting



# Cupertino SR2S: Member Introductions and Intentions

- Please introduce yourselves to the group with:
  - Your Name
  - School/Organization
  - A 2017 intention (safety-related or otherwise)



# January Focus : Participation

**THE MORE THE  
PARTICIPATION IS,  
THE SOONER WE  
WILL ACCOMPLISH  
THIS PROJECT.**

Ali Babacan

QUOTEHD.COM

Don't let your  
fear of  
failing  
triumph over  
the joy of  
participating.

*Marilyn Monroe*

# Cupertino Safe Routes 2 School (SR<sub>2</sub>S)

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



# SR<sub>2</sub>S: 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 SR<sub>2</sub>S group members (that’s us) to meet, choose projects, and move them along at different school sites, district-wide, or City-wide.

# Project Updates: Pedestrian Crossing Flags

## ■ Cupertino Pilot Locations:

- McClellan and Linda Vista
- McClellan and Byrne
- McClellan and Orange
- Finch and Phil
- Tilson and Tantau

## ■ Feedback:

- Are they working?
- Pros and Cons?
- Comments

## ■ More Locations?



# Project Updates: Walk Audits

- **What:** 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. To improve traffic flow and safety around school sites.
- **Progress:**
  - Completed at Homestead HS, reviewing report
  - Scheduled at Eaton and Faria Elementary Schools
  - Scheduling with Regnart
- **To-do:** Continue working with me to schedule a walk audit at your school site!



# Project Updates: Map Creation Stations

**What:** Safe Routes Map-Creation Workshop

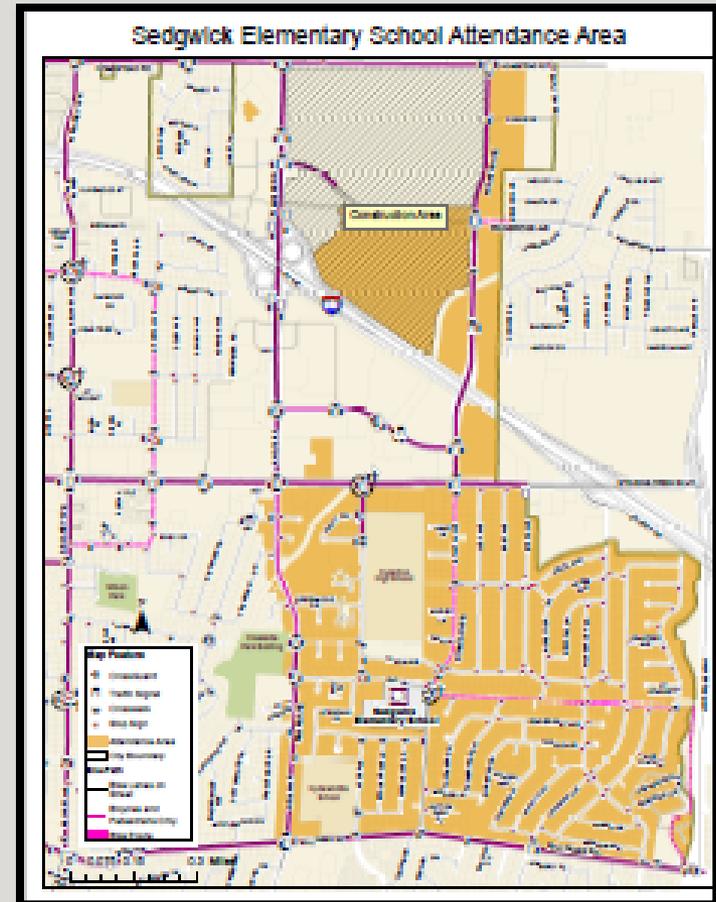
**Who:** SR2S Coordinator, school staff, parents, SRO's, City Traffic Engineer, City GIS Department

**Where:** Stand-alone event or combined with another school event

**When:** During school event w/ a lot of families

**Why:** Grass-roots approach to finding what routes are best for each school to walk/bike

**Result:** A suggested-route-to-school map tailored to your school community



# Project Updates: Map Creation Stations

- Completed school community mapping phase at:

- Lincoln Elementary School
- Sedgwick Elementary School
- Kennedy Middle School
- Homestead High School



- Next Steps:

1. **In progress:** Review maps with City traffic team
2. **In progress:** Create draft route maps and present to Working Group/schools
3. Publish final maps
4. Follow above procedures for all schools



# Project Updates: High School Banner Design Contest

- **What:** Streetlight pole banner design competition! Theme is “Safe Transportation/Bicycle Encouragement”
- **Who:** Homestead HS, Monta Vista HS, Cupertino HS, **Fremont HS, Lynbrook HS**
- **Where:** Stevens Creek Blvd., DeAnza Blvd., N. Stelling Rd., Torre Ave.
- **Why:**
  - 1) To spread awareness about sharing the road
  - 2) Reminders to drive and cycle safely
  - 3) Because students are amazing artists!
- **Judges:** Panel of judges will include members of the Cupertino Teen Commission



# Project Timeline: High School Banner Design Contest

- Estimated Project Timeline:
  - Release contest guidelines and entry forms to schools: **Complete**
  - Contest Duration: **December 2016-February 28<sup>th</sup>, 2017**
  - Winners Selected: **February/March 2017**
  - Banners Displayed: **Spring-Summer 2017**
  - Update from High Schools?



# Engineering: “FAQ from the Front Lines”

David Stillman  
Associate Civil Engineer  
City of Cupertino



# New Projects: Safety Hackathon

- **What:** a design, sprint-like event in which a large group of teens collaborate intensively on projects and come up with solutions using software, hardware, or other means.
- **Why:** An alternative use of the Safety Grant used in the past for Walk One Week (WOW)
  - To focus more on creating long-term changes to school travel patterns
  - To focus more on parent attitudes
  - Challenges with coordinating WOW in schools
- **Who:** Created and led by the Cupertino Teen Commission. Participants will include teens in the area (Cupertino and nearby)
- **When:** April 7<sup>th</sup> and 8<sup>th</sup>, 2017
- **Where:** Quinlan Community Center in Cupertino



# New Projects: Safety Hackathon

- **Hackathon Guidelines:** Hackers will be instructed to collaboratively come up with a solution that falls into one of the following:
  - 1) Reducing traffic around schools
  - 2) Public safety
  - 3) Environmental Health w/ emphasis on reducing carbon emissions
- Hackers will have 12 hours to come up with some kind of solution or long-term solution plan and the winning team will be selected using a panel of judges
- Ideas born in hackathons:
  - Facebook "Like" button, timeline, etc.



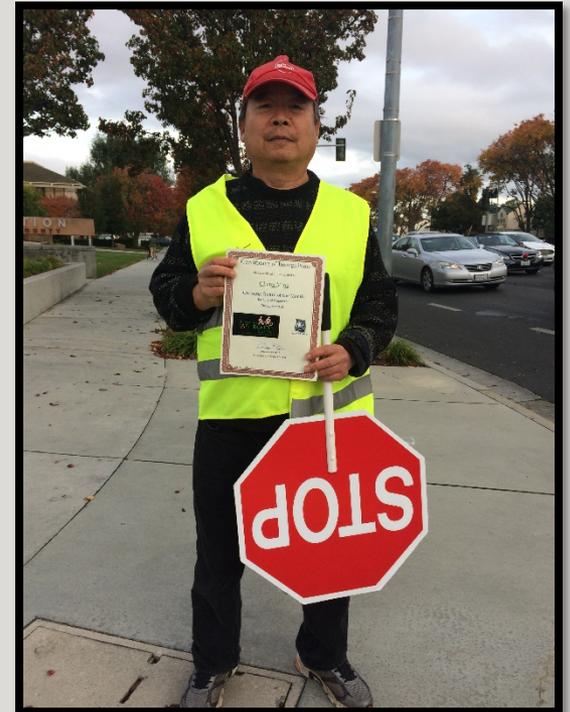
# New Projects: “Walk One Wednesday” Pilot

- **What:** An alternative to Walk One Week-recurring campaign for students to walk, bike, skate, scooter, etc. every Wednesday
- **Why:** To promote longer term change
- **Who:** All Cupertino Middle and Elementary Schools
- **When:** Ongoing discussion with Teen Commission to perhaps pilot WOW in April and May of 2017
- **If your school would to participate in the pilot please let us know!**



# More New Projects

- **Safe Routes 2 School Monthly Newsletter**
  - Produced and distributed 1x/month
  - Features New Safe Routes 2 School projects, infrastructure projects around town, etc.
  - Ideas for submission? Contact us!
- **Crossing Guard of the Month**
  - Guard Selected 1x/month to be celebrated for their dedication and hard work
  - Short interview and certificate
  - Nominations? Contact us!



# Upcoming Events: SR2S Parent Meet-Up

**Announcement:** In place of our regularly-scheduled Working Group Meeting next month, we will be hosting a special 2-hour Parent Networking Event open to all parents in the region interested in Safe Routes to School.

## The event will include:

- Presentation by Palo Alto Safe Routes to School parents and City Staff
- Interactive Q and A session
- Parent Speed Networking (speed-dating) session
- Review of a Safe Routes to School “Parent Champion” and opportunity to sign up

## Goals for the Event:

- Parent networking and best practices exchange
- Increase parent participation in SR2S
- Create a stronger partnership between City of Cupertino and Cupertino school parents
- Recruit a Safe Routes Champion at every school



# Upcoming Events: SR2S Parent Meet-Up

## Other Information:

- All parents are welcome!
- Event will include snacks and refreshments
- 2 hours long

## Logistics:

- February 8<sup>th</sup>, 2017
- 3-5 PM
- Cupertino Community Hall
- Register by emailing [saferoutes@Cupertino.org](mailto:saferoutes@Cupertino.org) or following the [bit.ly](http://bit.ly) link on the flyer



## Spread the Word!

**Everyone reading this is invited to attend this event!** We need experienced SR2S parents in the room to share ideas and re-emphasize the importance of parent participation in creating a successful Safe Routes program. We also need many new parents there to come learn about Safe Routes 2 School and sign up to get involved. **Please invite at least 2 other parents at your school site to attend this event!**

# Reminders and Events

## Upcoming Events:

- **February 8<sup>th</sup>** – SR2S Parent Meet-Up ft. Palo Alto Safe Routes to School (in place of WG meeting)
- **April 22<sup>nd</sup>** - Cupertino Earth and Arbor Day Festival and SR2S Family Bike Ride

## To-Do:

- **Schools and Districts:** Please advertise “Parent Meet-Up” to your parents
- **Parents:** Invite **AT LEAST 2 other parents** from your school to attend February’s event
- Contact us to schedule a map-creation workshop!
- Contact us to schedule a school walk audit!

# Thank You!

- Have any additional feedback to share?
  - Email: [saferoutes@cupertino.org](mailto:saferoutes@cupertino.org)
  - Website: [cupertino.org/saferoutes](http://cupertino.org/saferoutes)
- Questions, Comments, Concerns?

