

Cupertino SafeRoutes2School

Moving beyond improving infrastructure to change behavior

**November 14th,
2017
Working Group
Meeting**



November's Theme: Family!

- Please introduce yourselves to the group with:
 - Your Name
 - An event with friends or family you have planned for the holidays



Cupertino Safe Routes 2 School (SR₂S)

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



SR₂S: 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/school site programs in order to make the above happen. This includes engineering, enforcement, education, evaluation, encouragement, and equity.
- **Our meetings are:** Venues for SR₂S group members (that’s us) to meet, choose projects to advance our mission, and move them along at different school sites, district-wide, or City-wide.

Project Updates: Goal-Setting Session!

Deliverables:

- Combined project document highlighting school Goals and activities for the year
- **Need: schools to review and fill in the gaps and send back**



Reminders

- Please continue to reference your planning documents at your sites!

Project Updates: Pogo

What? Carpool App pilot at Cupertino High School

Who? All families at Cupertino High School

Why? To facilitate carpools and increase # of students carpooling to school

When? Soft launch coming soon with PTSA, larger full-school launch in January 2018

How? If your child attends Cupertino high School, talk to your staff admin. Geoff Wright for more information about joining the app



Project Updates: YMCA Workshops

What? ½ day bike/pedestrian education and skills workshops coming to the YMCA run by SVBC

Where? YMCA Staff Learning Days at Stevens Creek Elementary and Meyerholtz Elementary

Why? To reach more students with bicycle and pedestrian education and skills training

When? Nov. 20th, Jan. 26th, April 9th and May 18th

Details: Funded by Cupertino SR2S, will include 45-minute presentation, 45-min. bike skills course, 45-min. group ride



Project Updates: “Light Up for Winter” Reflectivity Campaign

What? Reminder to remind kids to “light up” and wear reflective clothing, stickers, materials, and to add lights to their bikes and helmets

Materials: We have flyers for each school to use as you see fit, as well as a blurb to send out to families

Why: It is getting darker earlier and being bright and reflective is the safest way to walk or ride!



Project Updates: Reflective Sticker Giveaway!

What? We won 5,000 packets of free reflective sticker sample packets!

Why? These stickers can be applied to bikes, helmets, scooters, backpacks, clothes, etc. to make the person more reflective!

Details: We have approximately 350 per school, would prefer these be awarded to students as incentives for walking/biking to school and applied immediately upon receiving the stickers to ensure they're not wasted. Could also be used as part of a school safety/reflectivity campaign

Next Steps: If your school would like these stickers, please email me with details of when and what you will be using them for



Engineering: “FAQ from the Front Lines”



David Stillman, Transportation Manager,
City of Cupertino

Jenn Chu, Civil Engineer, City of Cupertino



Event Updates: Fall Bike Festival

- What
 - Cupertino's Fall Bike Festival and Family Bike Rides
- When:
 - Saturday October 21st, 2017
- Highlights:
 - Over 100 participants/riders!
 - 2 different rides around Cupertino
 - Bike Blended smoothies all day
 - Free Bike Repairs from Cognition Cyclery
 - Garden Gate had the most students, winning a free bike rodeo for their school!



Event Updates: Fall Bike Festival



Event Updates: Collins Bike Rodeo

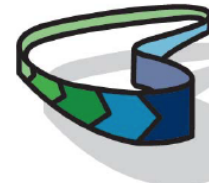


Event Updates: Stevens Creek Monster Mash



Physical Activity Break! Walk to the Regnart Creek Trail

With Jennifer Chu, Civil Engineer,
Cupertino Transportation Division



THE LOOP
Cupertino

Cupertino's proposed network of connected bikeways
and trails around the City

Imagining the **Regnart Creek Trail** Segment



UPCOMING MEETING

Regnart Creek Trail "Walkshop"

Give your input and walk the proposed creek trail with City staff. Drop in
anytime during the morning or afternoon session, whenever works for you.

Date: Saturday, November 18, 2017

Location: Access gates on Rodrigues Ave
(next to the City Hall parking lot)

PLEASE
**SHARE
YOUR**
THOUGHTS!

Morning Session

10:30 - 11:00am Project Intro

11:00 - 12:00pm Site Walk

Afternoon Session

1:00 - 1:30pm Project Intro

1:30 - 2:30pm Site Walk



STAY UPDATED!

visit www.cupertino.org/bikeplan to learn more about the project!

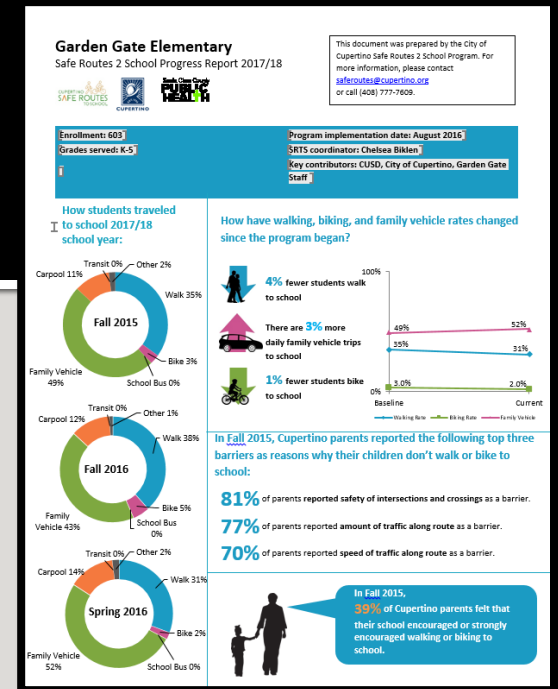
Data Discussion

- Bike Counts

- We'd like to start collecting bike count data at schools. What is the best way? Students?

- Data Report Cards

- Coming soon



Cupertino Safe Routes 2 School Activities

EDUCATION

Transportation safety training
Teaching students and community members about the broad range of transportation choices, and making sure they have the skills and know-how to be safe from traffic and crime while walking, bicycling, and using public transportation. Ensuring that education efforts address equity by assessing who is receiving education services and whether the content and lessons are engaging and useful for all student groups.

ENCOURAGEMENT

Walk to school day
Using events and activities to promote walking, bicycling, public transportation, and physical activity. Encouragement activities can include new partnerships with faith-based groups, civil rights and neighborhood coalitions, and tenants' organizations, as they coordinate activities like walking school buses, walk to school events, bicycling incentives, and art and active transportation events.

ENFORCEMENT

Partnering with SCCSO to address traffic and crime concerns in the neighborhoods around schools and along school routes, while ensuring that law enforcement builds trust with communities. By supporting partnerships between community empowerment groups and law enforcement, Safe Routes to School plays a role in working toward enforcement efforts that improve safety and security for everyone.

ENGINEERING

Making physical improvements to the streetscape and built environment around Cupertino schools that decrease the risk of injury from motor vehicles and increases street safety for all. Equity requires community engagement and means that policies and investments ensure that physical improvements address street safety in all neighborhoods.

Looking Ahead: Fall/Winter Events

- **Nov. 18th:** Regnart Creek trail “Walk-Shop”, 10:30 AM- 2:30 PM @ gates off Rodriguez Ave.
- **November 25th:** Small Business Saturday, 11 AM – 4 PM @ Main Street Cupertino
 - Will have a bike and stroller decorating station!
- **Jan. 16th:** SR2S Working Group Meeting, 4-5 PM @ Conference Room C (City Hall)



JOIN US FOR

SMALL BUSINESS
SATURDAY[®]
NOVEMBER 25

www.cupertino.org/SmallBusinessSaturday

CELEBRATE CUPERTINO
BUSINESSES ON SATURDAY, NOV. 25
11:00am - 4:00pm

Main Street Cupertino
Town Square

MAINst
CUPERTINO

First 200 attendees receive a free limited edition “Shop Small” canvas tote bag!

- Live performances by **The Big Dreamers**
- Balloon twister • Craft activities
- Bicycle & Stroller Decorating

SHOP SMALL



CUPERTINO

Reminders: Action Items

- No Working group meeting in December!
- Complete and send back completed Goal-Setting document
- Contact us to plan a bike rodeo!
- Call for Volunteers! If you are interested in staffing the bike/stroller decorating station at Small Business Saturday, please let Chelsea know ASAP 😊



Thank You!

- Have any additional feedback to share?
 - Email: saferoutes@cupertino.org
 - Website: cupertino.org/saferoutes

- Questions, Comments, Concerns?

