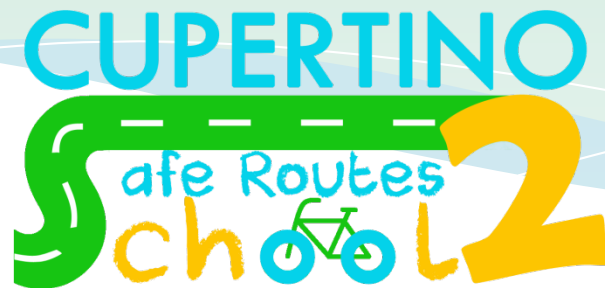


# Cupertino SafeRoutes2School

*moving beyond improving infrastructure to  
change behavior*

August 3rd, 2015  
Working Group Meeting #2

Presented by: Chelsea Biklen, Safe Routes to School  
Coordinator



CUPERTINO GREEN



# Cupertino's Safe Routes Working Group

- \* Meeting Goals & Agenda Overview
- \* Table Introductions
- \* Presentation: Safe Routes To School Recap
- \* Safe Routes Cupertino Progress
  - \* - Website and Materials
  - \* - School Outreach
  - \* - Updated SR2S Approach
- \* Team Meetings
  - \* - Outreach/Encouragement
  - \* - Evaluation
  - \* - Engineering
- \* Group work at tables
- \* Next Steps & Next Meeting



# Working Group Goals

- \* **We are:** an active working group coming together to prioritize campus and adjacent roadway/sidewalk programs
- \* **Our meetings are:** Venues for SRTS team members to meet again, work together to choose projects and move them along at different school sites, district-wide, or City-wide, and to share team progress with non-team members to gather feedback and ideas

# Safe Routes to School Background & Recap

**SRTS program: 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.**

- SRTS County Model: Santa Clara County
- SRTS Models of Inspiration: Palo Alto

## \* 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 Working Group Meeting #1: June 2<sup>nd</sup>, 2015
- \* Development of SR2S Teams and first Team Meetings: July, 2015
- \* Ongoing materials development, outreach, engineering, and evaluation



# Safe Routes Background: Cupertino

## 5Es Historic Approach



### Education

- Bike Rodeo, SRO green@school, Earth Day
- Lead: Public Works, Bike/Ped Commission, Sustainability

### Enforcement

- School Resource Officers, Crossing Guards, Sheriffs
- Lead: SCC Sheriff, Public Safety Commission

### Engineering

- Crosswalks, Green Bike Lanes, Sharrows, Buffers, Suggested Routes Maps
- Lead: Public Works

### Evaluation (Plan)

- Bicycle & Pedestrian Plans; Walk/Bike Counts
- Lead: Public Works, Bike/Ped & Public Safety Commissions

### Encouragement

- Boltage & Walk-One-Week (WOW)
- Lead: Public Safety & Teen Commissions

# Expanding Our Reach & Results: Safe Routes to School Initial Steps

Develop Partnerships  
& Institutionalize  
Policies

- March – April 2015
- City & SDs Adopt Safe Routes Resolutions

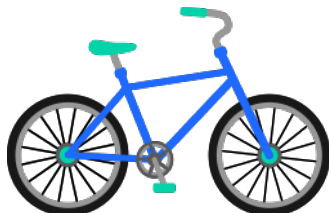
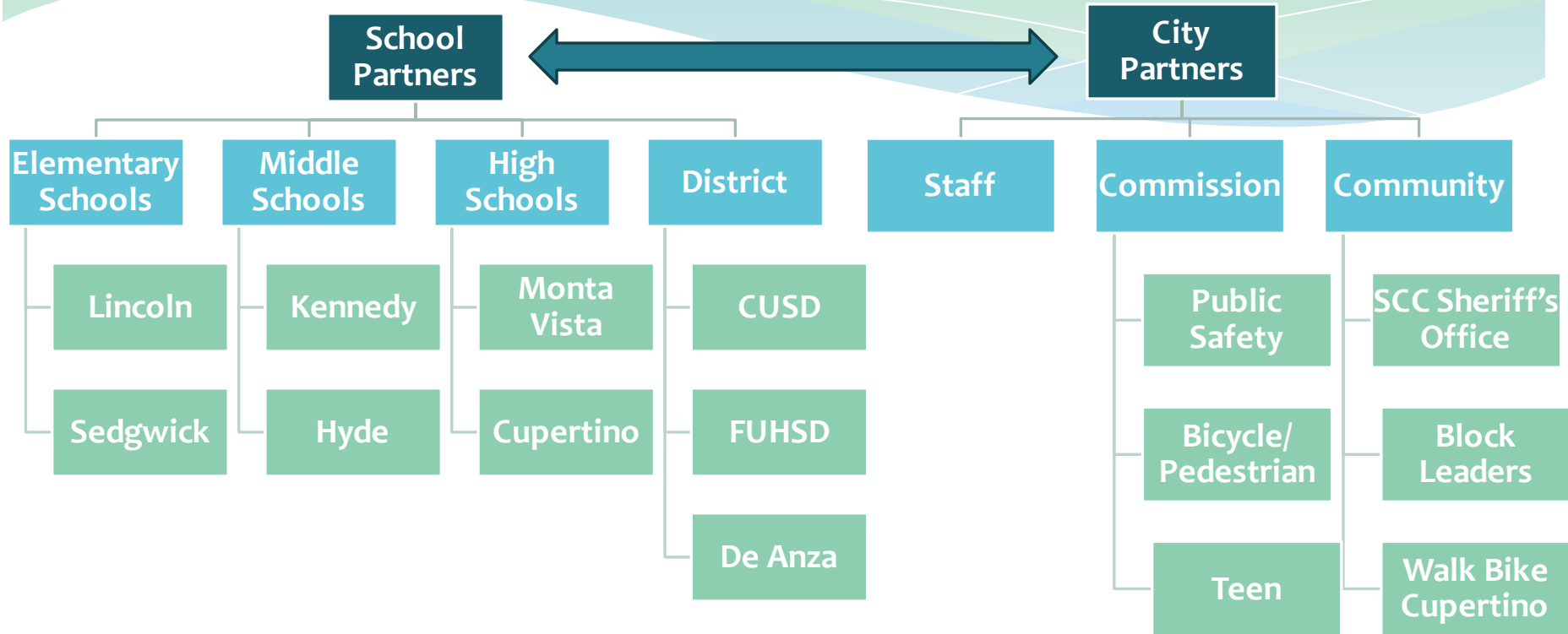
Recruit Partners &  
Outreach to Schools

- April – May 2015
- Connect with Pilot Schools, Neighbors, etc.

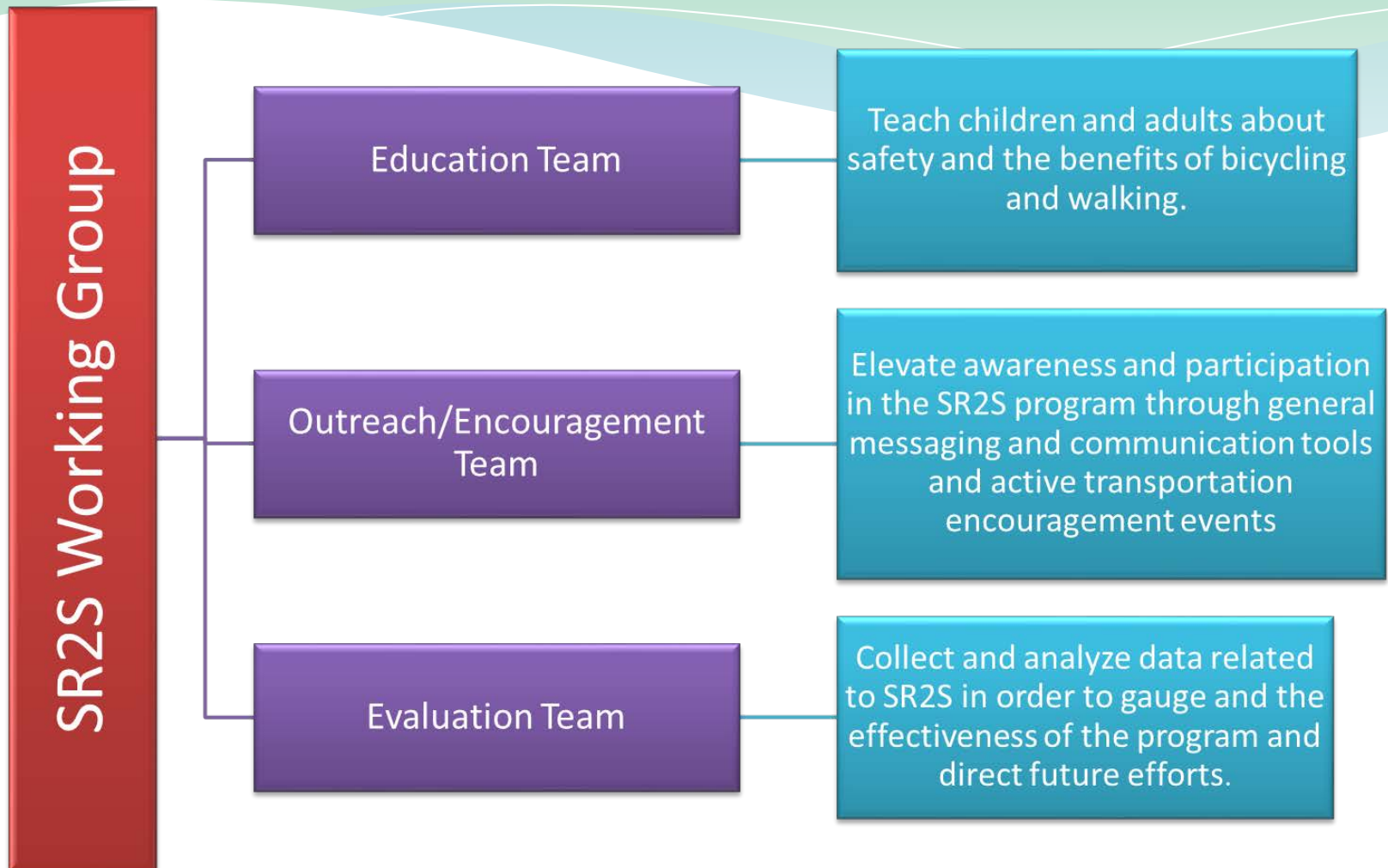
Launch Working  
Group

- May – August 2015
- Schedule, Invite, Host 1<sup>st</sup> & Ongoing Meetings

# Expanding Our Reach & Results: Safe Routes to School Pilot (R&D)



# Cupertino SR2S Approach





# Progress

- \* **Since we last met in early June...**
  - \* Informal meetings with school administrators and PTA's
  - \* Created 3 SRTS Teams: Outreach/Encouragement, Education, and Evaluation
  - \* Team meetings and building online platforms for e-communications, as well as planning more in-person meetings
  - \* New and improved [SR2S Website!](#) Find out what's happened so far, where the program is headed, and resources to start a SR2S project in your school or community
  - \* Developing Outreach Materials for Schools, Districts, PTA's, ongoing website development
  - \* City Infrastructure Improvements

# SR2S Education Team: Teach children and adults about safety and the benefits of bicycling and walking.

## Team Goals

- Collaborate with Cupertino SRO's to increase frequency of and participation in Bike Rodeos and Safety presentations
- Increase SafeRoutes2School student education in schools
- Increase SafeRoutes2School parent education using events and varied communication methods

# Education Team Meeting Highlights

## - Existing Education Programs/Opportunities

- \* SRO Safety Presentations and Bike Rodeos (some already scheduled for this year)
- \* W.O.W
- \* PTA events

## - Challenges to Safety Education

- \* Lack of parent attendance at safety presentations
- \* Fear of letting children walk/bike
- \* Unsafe driving behaviors (teens and adults)

## - Education Ideas

- \* Student safety videos
- \* SR2S presentations at PTA events
- \* Neighborhood education



**SR2S Outreach & Encouragement Team:** Elevate awareness and participation in the SR2S program through general messaging and communication tools and active transportation encouragement events.

## Team Goals

- Devise, plan, and implement methods to encourage active transportation amongst students and parents
- Coordinate and host events to generate excitement about walking and bicycling
- Produce and distribute SR2S communications materials to the Cupertino Community
- Formulate ways to expand support for SR2S program

# Outreach & Encouragement Team Highlights

- \* **Existing communication channels and encouragement campaigns**
  - \* School District Parent groups
  - \* Email blasts and newsletters
  - \* Cupertino Scene
  - \* Boltage
  - \* Walk One Week
- \* **Challenges to outreach and encouragement**
  - \* Finding the right outlet for communications and getting people to read them
  - \* Uniting communication between City, school districts, and schools
  - \* Lacking a platform to share best practices
- \* **Outreach ideas**
  - \* Incentivized parent education survey/quiz
  - \* Walk-part-way campaign
  - \* Student video contests

## How Safe Routes to School Helps

Education  
Encouragement  
Engineering  
Enforcement  
Evaluation



**SR2S Evaluation Team:** Collect and analyze data related to SafeRoutes2School in order to gauge effectiveness of program and direct future efforts.

### Team Goals

- Work with Public Safety Commission to collect and analyze student travel tallies and parent surveys bi-annually
- Work with City to organize community walkability and bikeability assessments of areas of student travel
- Use results of data to make recommendations for program improvement

# Evaluation Team Highlights

## \* Existing evaluation methods

- \* Walk Bike Cupertino student travel distances
- \* Bike Pedestrian Commission modes of transportation
- \* Public Safety Commission modes of transportation
- \* National Safe Routes to School data collection forms

## \* Challenges to data collection

- \* Not enough support for participation in surveys
- \* Surveys hard to find or fit into school schedules
- \* Data inventories are scattered

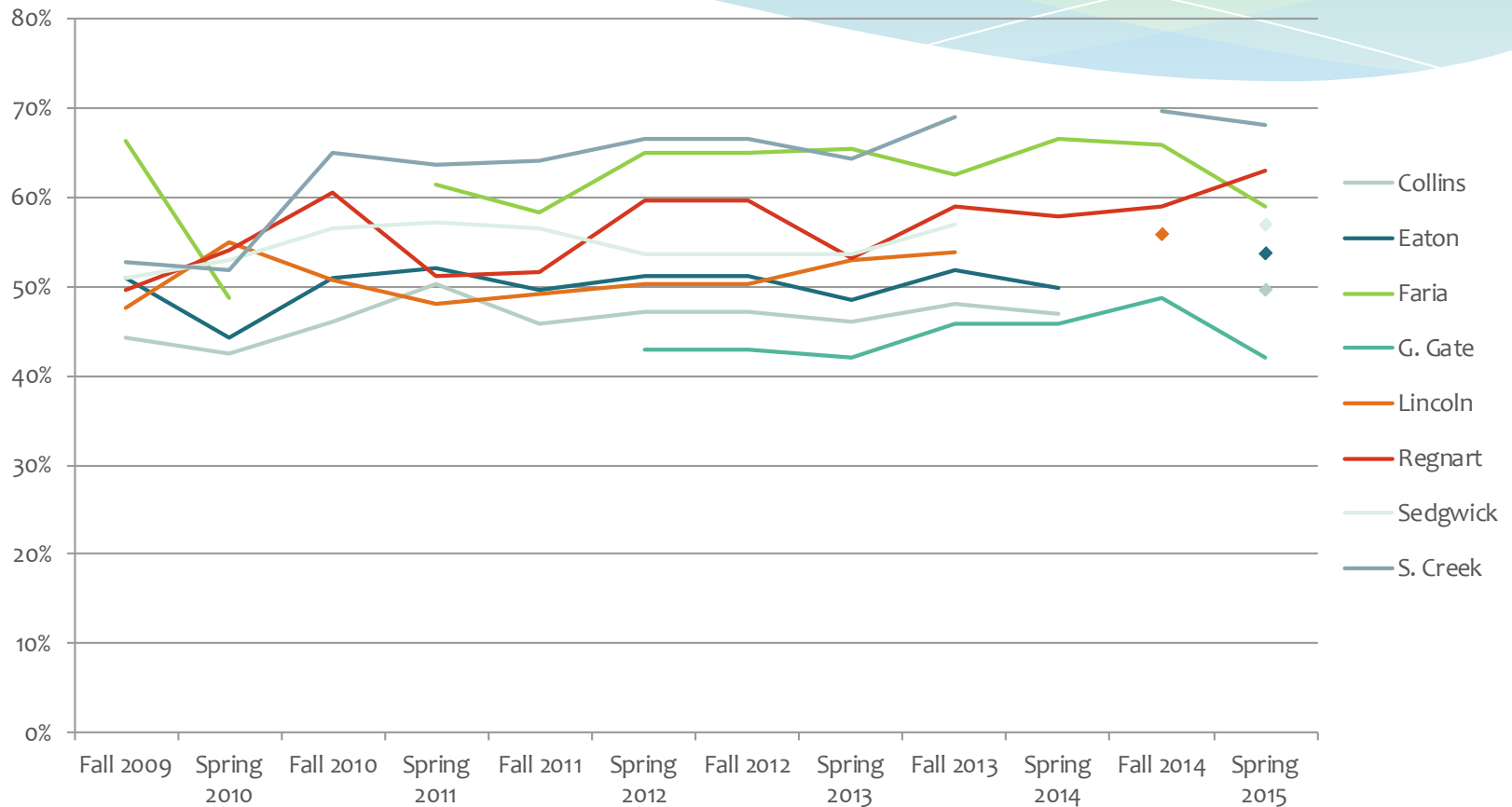
## \* Group ideas

- \* Incentive parent surveys
- \* Advertising surveys through signs and banners
- \* Write a compelling message “From a Cupertino Parent” to emphasize importance in data participation



# Historic Approach: Results

## Elementary School Commute – Family Vehicle

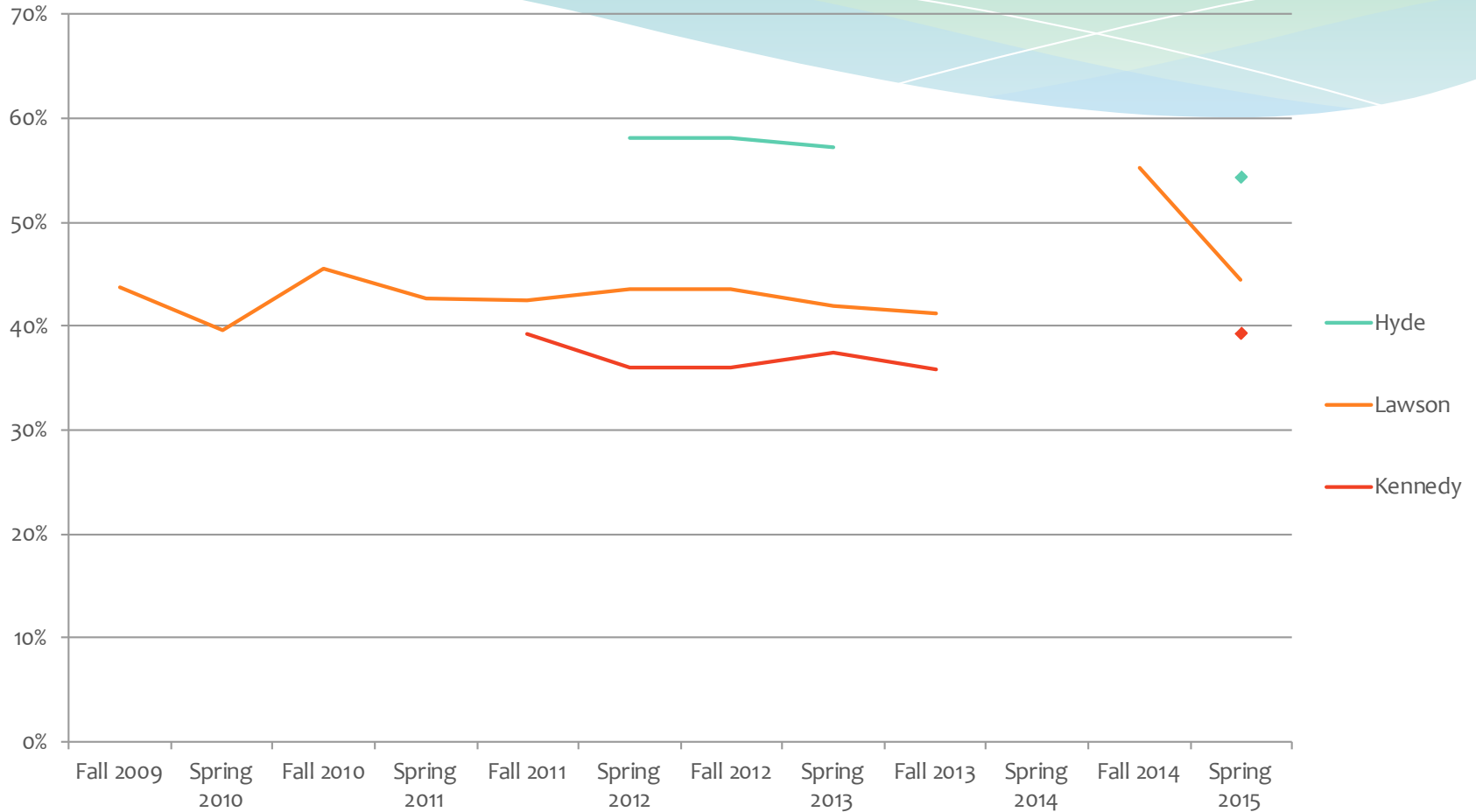


Data Compiled by Public Safety Commissioner Jerry Tallinger



# Historic Approach: Results

## Middle School Commute – Family Vehicle



Data Compiled by Public Safety Commissioner Jerry Tallinger

# Safe Routes Background: Cupertino Enforcement & Encouragement



# Outreach Materials

## CUPERTINO Safe Routes School 2 Fact Sheet



**Background:** Cupertino Safe Routes to School (SR2S) is a pilot partnership between the City of Cupertino, Cupertino Union School District and Fremont Union High School Districts, Lincoln and Sedgwick Elementary Schools, Hyde and Kennedy Middle Schools, Cupertino and Monta Vista High Schools. Through SR2S, educators, parents, students, city planners and engineers, business and community leaders, and bicycle and pedestrian advocates will work together to examine conditions around schools, recommend and implement projects and educational programs, and collectively improve safety and accessibility and reduce traffic and air pollution in the vicinity of our pilot schools.

**Benefits:** SR2S will help make bicycling and walking to school a safer and more appealing transportation choice, encourage a healthier and more active lifestyle from an early age, and promote social connections and personal/civic responsibility in Cupertino.



**Build Safe Routes @ Your School:** The City of Cupertino, in partnership with our local Sheriff's Office, offers the following resources and programs for its pilot schools:

- ✓ PTA Presentations (e.g. PTA or School Site Council Meetings, Ice Cream Socials)
- ✓ School Presentations (e.g. Back2School Night, Open House, Welcome Coffee, Cultural Events)
- ✓ Print & Electronic Materials for Schools, Districts, Neighborhoods (e.g. flyers, newsletter articles, web content, social media-focused safety tips, fact sheets, videos and more!)
- ✓ Bicycle Safety Trainings & Presentations, Bike Rodeos, Bike Skills Academies (w/ SROs)
- ✓ Trainings & equipment to launch a Student Valet Program (speeds curbside pick-up/drop-off)
- ✓ Launch support for Walking School Buses or Bike Trains (neighborhood-organized)
- ✓ Walk/Roll to School Campaigns (e.g. International Walk to School Day, National Bike to School Day, Walk One Week (W.O.W.), Wheel'n Wednesdays, Golden Sneaker Contest, etc.)

**Take the Lead:** To learn more about Safe Routes to School visit our program website at [www.cupertino.org/saferoutes](http://www.cupertino.org/saferoutes), consider joining the Safe Routes to School Working Group, and/or add capacity to a Safe Routes to School team (Outreach/Encouragement, Education, or Evaluation). Email [saferoutes@cupertino.org](mailto:saferoutes@cupertino.org) to share your ideas and skills to improve the traffic safety of our streets and sidewalks to safeguard all students.



## CUPERTINO Safe Routes School 2 Tip Sheet



Become a traffic safety maverick/maven by following these Safe Routes to School Rules of the Road & Sidewalk!

### Bikers

- Always wear a helmet!
- Check brakes, tire pressure & chains before each ride
- Wear bright/ reflective colors day or night. Use headlights & taillights.
- Always give cars & pedestrians right of way.
- Right size your bike.
- Illuminate rides w/ lights.
- Ride the direction of cars.
- Follow the same rules of the road as cars. Stop at stop signs and traffic lights, signal turns, etc.
- If your 10 years+ ride on the road! Sidewalks are for pedestrians.
- Use proper hand signals to turn or change direction.
- Ride in bike lanes whenever you can!
- Don't weave in between parked cars (yikes!).
- Hear your ride: no headphones!
- Stay focused and alert.
- Ride defensively; try your best to predict what motorists may do.

### Pedestrians

- Whenever possible, walk on the sidewalk.
- If there is no sidewalk, walk facing traffic.
- Cross at corners or cross walks (always avoid mid-block crossing).
- Give cars enough time to see you before stepping into the street to cross.
- Stop & look both ways before entering a street, even from driveways or parking lots.
- Look left, right, left again before entering the street.
- Make eye contact & make sure drivers see you before crossing in front of a car.
- Follow all signs & signals (for drivers or bikes!).
- Abide by traffic signals: walk only when "walk" or pedestrian signal is visible.

Access more tips or learn more about SR2S at: [cupertino.org/saferoutes](http://cupertino.org/saferoutes) or share your tips by email: [saferoutes@cupertino.org](mailto:saferoutes@cupertino.org)

### Motorists

- Be on the lookout for bicyclists on the sidewalk & moving in the opposite direction from car traffic.
- Look for small "learning to ride" kids on bikes.
- Give adequate space (3+ ft.) between you & cyclists when sharing the road.
- Wait until it's safe to pass bikers (3 ft. minimum).
- Watch out for bikers and walkers when turning.
- When backing up, look to see if someone is riding (or walking) in your path.
- Avoid honking near cyclists. It can scare them and create a hazard.
- Always use signals before turning, changing lanes, or pulling out from curbs.
- Stop or yield to pedestrians in crosswalks.
- Do not park in crosswalks.
- Never pass a vehicle that is stopped for pedestrians.
- Always be prepared to stop for pedestrians in residential & school areas.



# City Infrastructure Improvements

## Recently Added!

- Green Bike Lane on McClellan Rd. in front of Lincoln Elementary School and Monta Vista High School
- Green Bike Lane on Bubb Road in front of Kennedy Middle School

## Coming Soon:

- green lanes on Finch near Cupertino High, Bollinger in front of Hyde Middle, and Homestead in front of Homestead High
- Sharrows along Rainbow between Stelling and Bubb



# Expanding Our Reach & Results: Safe Routes to School Initial Steps

Develop Partnerships & Institutionalize Policies

- March – April 2015
- City & SDs Adopt Safe Routes Resolutions

Recruit Partners & Outreach to Schools

- April – May 2015
- Connect with Pilot Schools, Neighbors, etc.

Launch Working Group

- May – June 2015
- Schedule, Invite, Host 1<sup>st</sup> & Ongoing Meetings

Develop & Implement School Programming

- June – September 2015
- Review, Create Assemblies, Rodeos, Curriculum, etc.

Engage Schools, Expand Capacity w/Coordinator

- September – December 2015
- Host Walkability Assessments, Engineering Studies

# Thank You!

- \* Interested in joining a SR2S Team or Requesting a presentation?
- \* 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

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