

SR2S PROGRAM GUIDE - Schools



Background

Cupertino's Safe Routes 2 School (SR2S) program approach mirrors successful model programs that have effectively reduced traffic accidents, reversed the decline in students walking and bicycling to schools, and lessened the alarming nationwide trend toward childhood obesity and inactivity.

This partnership, which began in 2014 between the City of Cupertino, Cupertino Union School District, Fremont Union High School District, and the Santa Clara County Sheriff's Department unites all of us together to solve the health and safety issues facing our community that are primarily caused by excessive vehicular traffic. A successful Safe Routes 2 School Program requires a cooperative effort from City staff, **school staff**, school district staff, community volunteers, law enforcement, and parents. We have created this guide to provide a clarified understanding of a Safe Routes 2 School program and how **school staff** can support it.

SR2S Goals

Cupertino Safe Routes 2 School strives to improve safety, reduce traffic, and increase the number of students who walk, roll, and carpool to school through the following five strategies:

1. Increase motorist, pedestrian, and cyclist education for parents and students who attend Cupertino schools
2. Encourage active transportation behaviors through various city-wide, district-wide, and school-specific programs
3. Measure and evaluate how students in Cupertino travel to and from school and use results to shape program objectives
4. Add infrastructure to improve the walkability and bike-ability of Cupertino
5. Collaborate with law enforcement to ensure traffic regulations are being followed

Simple Steps and Resources Available

As school site staff, you play a key role in ensuring the success of a Safe Routes 2 School program. Here are some resources and ways to become a Safe Routes leader: (A handy checklist is provided on page 3 to help guide your progress)

- **Get moving!** Reduce traffic and carbon emissions associated with driving by trying out some new travel routines:
 - Encourage your students and their families to walk and roll to school
 - Celebrate Walk One Week at your school site
 - *Email: saferroutes@cupertino.org for dates and participation instructions*
 - Bike with your friends/families on the weekends to increase cycling experience and enthusiasm
 - Walk or bike with your child to school or to work

■ **Increase your knowledge** of Safe Routes to School

- *Step 1: Visit the following websites:*
 - Cupertino.org/saferoutes
 - <http://saferoutespartnership.org/>
- *Step 2: Sign up to receive emails with SR2S program information, events, and updates*
 - Email the Safe Routes 2 School Coordinator at saferoutes@cupertino.org to sign up
- *Step 3: Join the Cupertino Safe Routes 2 School Working Group and attend monthly meetings*
 - Email the Safe Routes 2 School Coordinator at saferoutes@cupertino.org to join the group
 - Encourage another member of your staff to join the Working Group

■ **Share information** about Safe Routes 2 School across your networks and media:

- Add information about Cupertino Safe Routes 2 School to your school's website! Find it at www.cupertino.org/saferoutes
- Share a Safe Routes article with your school community
 - *Step 1 : Share the article via school media and communications*
- Print Safe Routes Flyers and distribute them
 - *Step 1: Post them on your school campus*
 - *Step 2: Distribute them to families*
 - *Step 3: Hand them out at school events*
- Share Safe Routes-related safety information through your school's:
 - *Website, Email Blasts, Newsletters, PA systems etc.*

■ **Plan an event** or attend one already planned by the City! (For any additional questions e-mail saferoutes@cupertino.org)

- City Events:
 - Attend Cupertino's Annual Bike Rodeo held every Fall
 - Encourage student participation in City-sponsored bike rides
- School site events:
 - *Step 1: Contact the SCC Sheriff's Office to request a bike rodeo or bike safety presentation at your school*
- Bring bike education to a school event
- Bring the SR2S Coordinator to a school event (Back to School Night, Cultural Nights, Ice Cream Socials, Community Meetings, etc.)
- Have an additional idea but need help planning? E-mail saferoutes@cupertino.org!

Checklist for Schools:

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 Safe Routes 2 School program!

Step 1 Move

- Bike with your friends and family on weekends
- Encourage students and their families to walk and roll to school
- Participate in Walk One Week
- Walk or roll to school with your child
- Walk or roll to work

Step 2 Research

- Visit Cupertino.org/saferoutes and get informed!
- Visit <http://saferoutespartnership.org/>
- Join the Cupertino Safe Routes 2 School Working Group (e-mail saferoutes@cupertino.org)
- Recruit another member of your staff to join the Cupertino Safe Routes 2 School Working Group
- Receive SR2S email updates (e-mail saferoutes@cupertino.org)

Step 3 Share

- Post a blurb about Cupertino Safe Routes 2 School on your organization's website
- Share a Cupertino Safe Routes 2 School Article with your school network
- Print Cupertino Safe Routes 2 School flyers and resources and share them with your staff
- Share Safe Routes-related safety information through your school's media outlets

Step 4 Participate

- Attend monthly Safe Routes 2 School Working Group Meetings
- Attend the City's Safe Routes 2 School Fall Bike Rodeo
- Participate in a City-sponsored Safe Routes 2 School bike ride
- E-mail saferoutes@cupertino.org for additional opportunities

Step 5 Plan

- Schedule a bike rodeo at your school
- Schedule a bike education presentation at your school
- Bring the Cupertino SR2S Coordinator to a school-site event
- Plan and host your own safety event

Step 6 Track

- Collect annual in-class student tally data on modes of transportation to school