

Safe Routes Champion Role Description

Cupertino Safe Routes 2 School Program

What is a Parent Champion?

Parent support is essential for Safe Routes 2 School (SR2S) programs to be successful and sustainable at school sites. As an SR2S Parent Champion, you will work directly with the Cupertino Safe Routes 2 School Coordinator to communicate regularly about necessary safety projects at your school site. As a Parent Champion you have the unique opportunity to make non-car transportation more desirable and accessible for children in your community!

SR2S Parent Champions can get involved in many ways including but not limited to:

- Working with the other parents, your Principal, and the City to identify traffic and safety concerns at your school
- Helping organize encouragement events like Walk to School Days and Bike Rodeos
- Recruiting parent volunteers for regular Walking School Bus or Bike Trains (with assistance from the City SR2S Coordinator)
- Helping increase education for students about pedestrian and bike safety (with assistance from City)
- Participating in school traffic observations or walk audits
- Designing an SR2S Webpage or event flyer
- Assisting with equity (procuring bike or helmet donations, translating flyers, etc.)
- Attending monthly Safe Routes 2 School Working Group meetings with the City (meetings are once a month for one hour)
- Working with City SR2S Coordinator to implement any idea you have for making walking, biking, and/or carpooling to school safer and more enjoyable!



To become a Safe Routes Champion, contact the Cupertino Safe Routes to School Coordinator at (408) 777-7609 or chelseab@cupertino.org. Thank you!

“If we always do what we’ve always done we will get what we’ve always got.”

