

Cupertino SafeRoutes2School

Moving beyond improving infrastructure to change behavior

March 8th, 2017
Working Group
Meeting



Cupertino SR2S: Member Introductions and Fun Fact

- Please introduce yourselves to the group with:
 - Your Name
 - School/Organization
 - A fun fact about you



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 programs in order to make the above happen. This includes infrastructure, enforcement, education, evaluation, and encouragement.
- **Our meetings are:** Venues for SR₂S 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

■ More Locations

- In progress

■ Updates

- Piloting next flags with reflective material (one intersection)



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, Eaton Elementary, Collins Elementary, Faria Elementary
 - Scheduled at Sedgwick, Stevens Creek, and Regnart
- **Schools Remaining!** Hyde, Lawson, Kennedy, CHS, Garden Gate



Project Updates: Map Creation Stations

What: Safe Routes Map-Creation Workshop

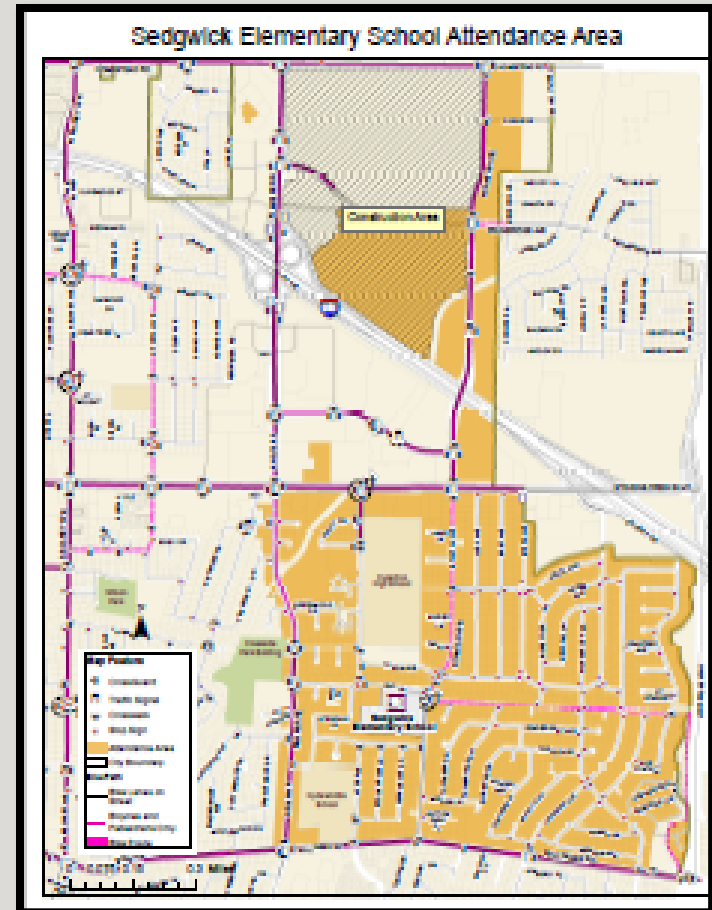
Who: SR2S Coordinator, school staff, parents, SRO's, City Traffic Engineer, City GIS Department

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
 - Cupertino High School
 - Eaton Elementary
 - Hyde (scheduled)
 - Regnart (scheduled)
- First Draft map created for Homestead High School (undergoing revisions)
- 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



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

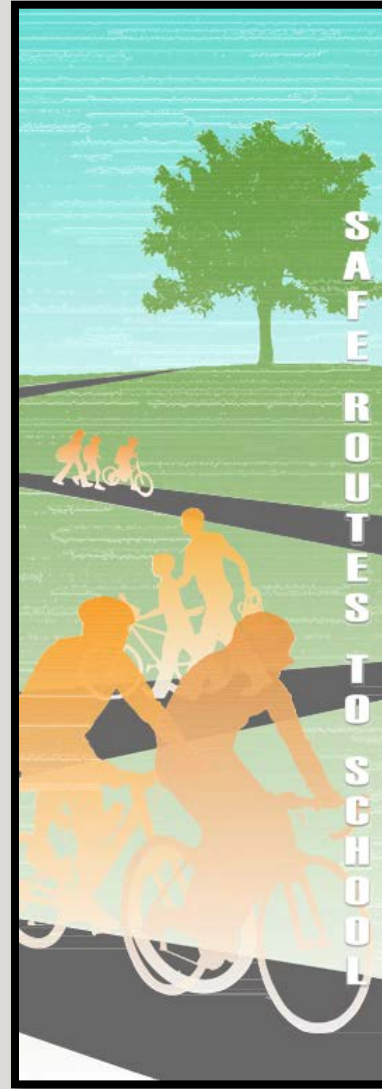


Project Timeline: High School Banner Design Contest

- Project Timeline:
 - Release contest guidelines and entry forms to schools: **Complete**
 - Contest Duration: **Complete (ended Feb. 28th, 2017)**
 - Winners Selected: **Complete (3 entries)**
 - Banners Displayed: **Spring-Summer 2017**



Entries



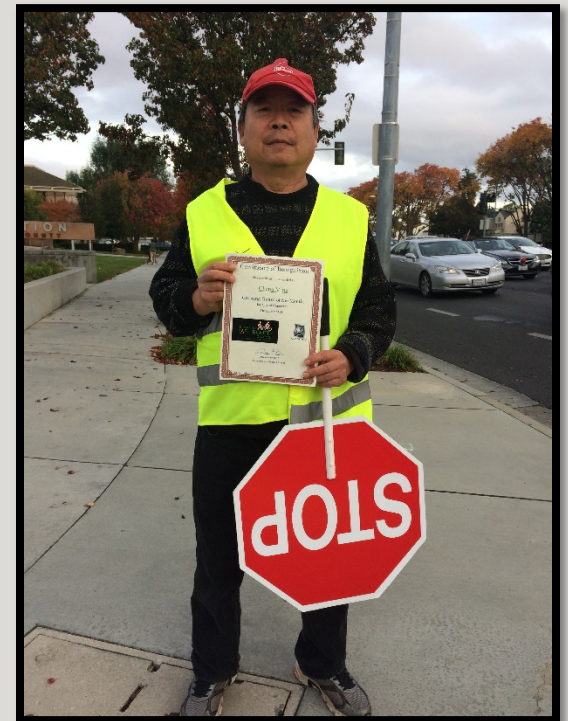
New Projects

■ 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
- Need your nominations!



Engineering: “FAQ from the Front Lines”

David Stillman
Associate Civil Engineer
City of Cupertino



Event Updates: Parent Meet-Up

- First Annual “SR2S Parent Meet-Up” held February 8th, 2017
 - Included a presentation from Palo Alto Safe Routes to School
 - Approximately 46 attendees from various Cities
 - Recruited two SR2S Parent Champions as a result (still looking for more)
 - **Success!**



Event Updates: Parent Meet-Up



Event Updates: Parent Meet-Up

Goals

Can You Help us Meet these Goals?

- 1) Find a PTA or parent SR2S representative at each school
- 2) Establish a "Safe Routes 2 School Chair" or "Traffic Chair" as part of each school PTA
- 3) Partner with parents to organize a 3rd Grade Bicycle Rodeo at three additional schools per year for the next five years (all schools by 2021)

Become an SR2S Parent Champion!

- **What is it?** A parent who works directly with the SR2S Coordinator and communicates regularly about necessary safety projects at your school site.
- **Why do we need it?** To streamline processes, cultivate more effective engagement with school communities, and to create a structure that sustains the program here in Cupertino.
- **What does the job entail?** See handout.
- **Why Do It?** It's fun! Chances are many of you are already doing most of these things. End-of-the-year appreciation banquet 😊
- **Interest?** Volunteer now or contact me!

Upcoming Events: Earth Day and Bike to Work Day

- April 22nd: Cupertino Earth and Arbor Day Festival
 - Saturday April 22nd, 2017
 - Cupertino City Hall (in courtyard)
 - Morning: 2nd Annual Pedal 4 the Planet Family Bike Ride!
 - Afternoon: Bicycle Commuter Workshops for Adults
 - How to equip your bike for the workday commute
 - Interest in volunteering?
- May 11th: Bay Area Bike to Work Day (visit <https://bikesiliconvalley.org/> for more details)
- May 19th: National Bike to Work Day



Reminders

Upcoming Events:

- SR2S Working Group #18: Wednesday April 5th from 4-5 PM in Conference Room C (this room)

Action Items:

- **Schools and Districts:** Schedule map-creation station and walk audits at your schools 😊
- **Parents:**
 - Become and SR2S Parent Champion for your school!
 - Attend Earth Day Family Bike Ride on April 22nd, 2017

Thank You!

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

Cupertino Community SR2S Video:

https://www.youtube.com/watch?v=8CG_-jMen1k

