

# SR2S PROGRAM GUIDE - Parents



## Background

The City of Cupertino is committed to safeguarding community members of all ages as they navigate our diverse network of bikeways, roadways, and walkways. To ensure that we achieve this goal, we are actively working on expanding beyond the traditional infrastructure and enforcement approach to traffic safety. This unique approach has led to the creation of Cupertino Safe Routes to School, a program that brings together various stakeholders to address student safety throughout the City.

The City of Cupertino is localizing the larger National Safe Routes to School Program and mirroring effective model programs that have successfully reduced traffic accidents and increased the number of students who walk or bike to school. Studies show that as much as 30% of morning traffic can be generated by parents driving their children to school. This is problematic because traffic-related crashes are the leading cause of major injury for children ages 1 to 17. By attempting to shift the way that kids travel to and from school, Cupertino Safe Routes to School aims to make Cupertino a safer place for our students.

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## SR2S Goals

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

1. Increase motorist, pedestrian, and cyclist education for parents and students.
2. Encourage active transportation behaviors through various city-wide, district-wide, and school specific programs.
3. Study how students in Cupertino travel to and from school and use results that data to shape program objectives and inform decision making.
4. Add infrastructure to improve biking and walking conditions in Cupertino.
5. Collaborate with law enforcement to ensure that traffic laws are being enforced.

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## Simple Steps and Resources

Parents play a key role in ensuring the success of a Safe Routes to School program. Here are some resources and ways to become a Safe Routes to School leader at your child's school.

(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.
  - Bike with your child(ren) on the weekends to enhance the cycling experience and increase your child's enthusiasm.
  - Encourage your child(ren) to walk or roll to school.
  - Walk or bike with your child to school or to work.
- Visit [www.cupertino.org/saferoutes](http://www.cupertino.org/saferoutes) to view our Cupertino suggested routes to school maps!

## ***Increase Your Knowledge of Safe Routes to School***

- Step 1: Visit the following websites
    - [www.cupertino.org/saferoutes](http://www.cupertino.org/saferoutes)
    - [www.saferoutespartnership.org](http://www.saferoutespartnership.org)
  - Step 2: Sign up to receive emails with SR2S information, events, and updates
    - Email the Safe Routes to School Coordinator at [saferoutes@cupertino.org](mailto:saferoutes@cupertino.org) to sign up
  - Step 3: Join the Cupertino Safe Routes to School Working Group
    - Visit our website or email [saferoutes@cupertino.org](mailto:saferoutes@cupertino.org) to join the team
    - Encourage other parents to join the Working Group
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## ***Share With Your Community***

- Add information about Cupertino Safe Routes to School to your school's PTA website
  - Share Safe Routes articles and tips with your school community, friends, and neighbors
    - Safe Routes to School content can be found at [www.cupertino.org/saferoutes](http://www.cupertino.org/saferoutes)
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## ***Plan or Attend an Event***

- City Events:
  - Attend Cupertino's Annual Fall Family Bike Fest
  - Join a city sponsored family bike ride
- Events to host at your school or in your neighborhood:
  - Schedule a bike rodeo or bike safety presentation
  - Bring a bike education event to your child's school
  - Organize walk and roll days with friends and neighbors (Walk N' Roll Wednesdays)
  - Organize a neighborhood carpool to and from school
  - Coordinate a Walking School Bus
  - Plan a bike-ped safety themed block party in your neighborhood

# A Checklist for Parents

This handy checklist was prepared to simplify the necessary steps for creating a safe routes to school program. Follow this list and reach out to Cupertino Safe Routes to School to learn more about how to grow your safe routes to school program.

## Step 1 → MOVE

- Bike with your friends and family on weekends
- Encourage your child to walk or roll to school
- Walk or roll to school with your child
- Walk or bike to work

## Step 2 → RESEARCH

- Visit [cupertino.org/saferoutes](http://cupertino.org/saferoutes) and get informed!
- Visit [www.saferoutespartnership.org](http://www.saferoutespartnership.org)
- Join the Cupertino Safe Routes to School Working Group
- Recruit other parent to join the Cupertino Safe Routes to School Working Group
- Receive SR2S email updates (e-mail [saferoutes@cupertino.org](mailto:saferoutes@cupertino.org))

## Step 3 → SHARE

- Post a blurb about Cupertino Safe Routes to School on your school's PTA website
- Share a Cupertino Safe Routes to School article with your network
- Print Cupertino Safe Routes to School flyers and resources and share them with friends and neighbors

## Step 4 → PARTICIPATE

- Attend monthly Safe Routes to School Working Group meetings
- Attend the City's Safe Routes to School Fall Bike Fest
- Participate in a city-sponsored Safe Routes to School bike rides

## Step 5 → PLAN

- Schedule a bike rodeo at your child's school site
- Schedule a bike education event at your child's school site
- Organize monthly walk and roll days at your child's school
- Organize a neighborhood carpool to and from school
- Coordinate a Walking School Bus
- Plan a bike/pedestrian safety-themed block party