

# Cupertino Safe Routes to School Student Video Contest



## Project Overview

Cupertino Safe Routes to School (SR2S) and Teen Commission are hosting a video competition for 6-12 grade students. We're looking for videos that inspire people to walk, bike, scooter, or take other active modes of transportation to school (once schools re-open) or provide tips or education on how to be safe using active transportation. Videos will receive extra consideration if they include benefits of alternative transportation relating to your chosen topic. Video content could be in the form of a music video, short story, public service announcement, TikTok, animation, or any other type of video. Winning videos will be streamed on the Cupertino website, in the lobby of some City buildings after they re-open to the public, and may be played during City meetings, at school, or at school events. Winners will also receive Cupertino Safe Routes to School gear, an interview in the City Newsletter (the Scene), and public recognition from the City Council. **Submissions are due May 28, 2021.**

## Acceptable Content

Videos must align with the mission of our program and fall into one of our two contest categories: Inspiration or Education. Possible topics for each category include but are not limited to:

### Inspiration:

- The joy of walking and biking
- Walk & Roll Days
- Why I walk, bike or ride a scooter to school
- Let's all walk or bike
- Active and sustainable transportation
- The future of student transportation
- How biking is cool and FUN!

### Education:

- How to social distance while taking alternative transportation
- How to carry stuff on a bike (musical instrument, sporting gear, take-out dinner, etc)
- How to make sure your helmet fits and is adjusted properly
- How to be visible while taking active transportation
- How to ride in the dark
- How to ride in the rain
- How to lock your bike
- Cycling etiquette
- Any topic from [this](#) safety booklet

### Bonus Content:

- The environmental benefits of walking and biking
- How active transportation improves grades, mental health, and/or physical health
- The benefits of carpooling





## Rules

Submissions must inspire or educate others to take active transportation. Students in 6-12 grade who live or go to school in Cupertino may collaborate as a group or submit a video individually. There is no cap on the number of videos that a group or individual can submit. Video submission must be original and not a copy of anyone else's material. If a video infringes upon another's copyrighted material, including copyrighted music, it will be disqualified. Participants may be required to show proof that content is original work. Videos must not exceed 5 minutes in length. Any student under 18 who is filmed riding a bike, scooter or skateboard must wear a helmet or the video will be disqualified.

## Submission Process

Upload your video to YouTube, Google Drive or Dropbox and set permissions so the video is viewable to anyone. To submit an uploaded video into the contest, fill out and sign the "Video Contest Entry Form" and "Authorization to Use Video and Release of Liability" form below. Every group member must submit both forms if the video is made by a group of students. Contestants under the age of 18 must also submit the "Parent/Guardian Signature Form." Email forms **and** a link to your video to [saferoutes@cupertino.org](mailto:saferoutes@cupertino.org) by midnight Friday, May 28, 2021.

## Selection Criteria and Process

Middle school and high school entries will be evaluated separately. One winner and up to two runners up will be selected for each category at both the middle school and high school levels. Submissions will be evaluated by a panel of judges which includes but is not limited to SR2S staff, high school student representatives on the SR2S Working Group, and Cupertino Teen Commissioners. Winning videos will be selected based on their effectiveness to inspire or educate (and the accuracy of the content, in the case of educational videos), and completeness of the application. Videos will also be judged on artistic merit. Late submissions or those that do not follow the criteria will not be considered. Winners will be announced on August 11, 2021 at [www.Cupertino.org/VideoContest](http://www.Cupertino.org/VideoContest) and at the Cupertino Safe Routes to School Working Group meeting. All participants will be sent an invitation to the meeting as the date approaches. Meeting information can be found here: [www.Cupertino.org/SafeRoutes/WorkingGroup](http://www.Cupertino.org/SafeRoutes/WorkingGroup).

## Questions

Cupertino SR2S and the Teen Commission will hold a Q&A Session on Wednesday, April 28 at 5:30. This will give prospective contestants the opportunity to ask any questions they may have about the contest or their specific content. For meeting details, visit [www.Cupertino.org/VideoContest](http://www.Cupertino.org/VideoContest).





# Video Contest Entry Form

This “Video Contest Entry Form” and the “Authorization to Use Video and Release of Liability” form below are both required for each video submission. If a group of students collaborates to create a video, each group member is required to fill out and submit both forms. Any participant who is under the age of 18 is also required to submit the “Parent/Guardian Signature Form” below.

## Submission Instructions:

- Upload your video to YouTube, Google or Dropbox
- Set permissions to be viewable by anyone
- Complete forms below
- Email signed forms by midnight Friday, May 28, 2021 to: [SafeRoutes@Cupertino.org](mailto:SafeRoutes@Cupertino.org)
- In the Subject line of your email, include the words “Video Contest” and the name of your video
- In the Body of your email, include a hyperlink to your video

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Age: \_\_\_\_\_ School: \_\_\_\_\_ Grade: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Title of Submission: \_\_\_\_\_

Link to Video: \_\_\_\_\_

**Please include a brief paragraph describing your video and how it inspires or educates people to use active transportation.** We encourage you to type your answer. You may use an extra page if you need more space than this form provides.





# Authorization to Use Video and Release of Liability

I, \_\_\_\_\_, represent that this is my original content and I am the author or contributor of the content in this submission. I understand that, by entering this contest, I waive any and all rights to privacy, publicity or compensation for the video submitted. I hereby grant to the City of Cupertino (City) and their authorized agents and employees the right to use my video, the rights in all copyright in this video, and the right to enhance and modify the video, or any other publicity deemed necessary and appropriate for the contest as well as any other materials produced or provided by the City. I understand that my video, if presented on city television, the City website, or displayed on screen in the lobbies of City buildings, may be altered from its original design or removed in the future for any reason. I also authorize the City and its partners to use my name in conjunction with the video whenever it is used, including during any publicity deemed necessary and appropriate for future programs. I understand no monetary compensation will be offered to the winners or anyone entering this contest, and that I will have no financial gain or benefit from the production, distribution, and/or sale of the video.

To the extent permitted by law, I hereby waive, release, and discharge any and all claims for damages for death, personal injury or property damage which I may have, or which hereafter accrue to me, against the City as a result of my participation in the SR2S Student Video Contest hosted by the City, including any road use or travel while filming. This release is intended to discharge the City, its officers, officials, employees, partners, and volunteers from and against any liability arising out of or connected in any way with my participation. I understand that this release discharges City from any liability, claim, loss, demands, damage, and expense with respect to any bodily injury, personal injury or property damage, illness, or death that may result from my participation. I expressly agree that this release is intended to be as broad and inclusive as permitted by law. I further understand that accidents and injuries can arise; knowing the risks, nevertheless, I voluntarily and without duress agree to assume those risks and to release and to hold harmless all those mentioned above who might otherwise be liable to me (or my heirs or assigns) for damages. It is further understood and agreed that this authorization, waiver, release and assumption of risk is to be binding on my heirs and assigns.



Contestant Signature:

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# Parent/Guardian Signature Form

## IF CONTESTANT IS UNDER THE AGE OF 18:

I, \_\_\_\_\_, am the parent or legal guardian of the Contestant. I have read the Authorization to Use Video and Release of Liability and understand its terms. I represent and warrant that I have the legal authority to enter into this Authorization for Use of Video and Release of Liability.

Parent or Guardian Signature: \_\_\_\_\_

