

Cupertino Safe Routes to School

Moving beyond improving infrastructure to change behavior

Sept 17, 2019
Working Group
Meeting



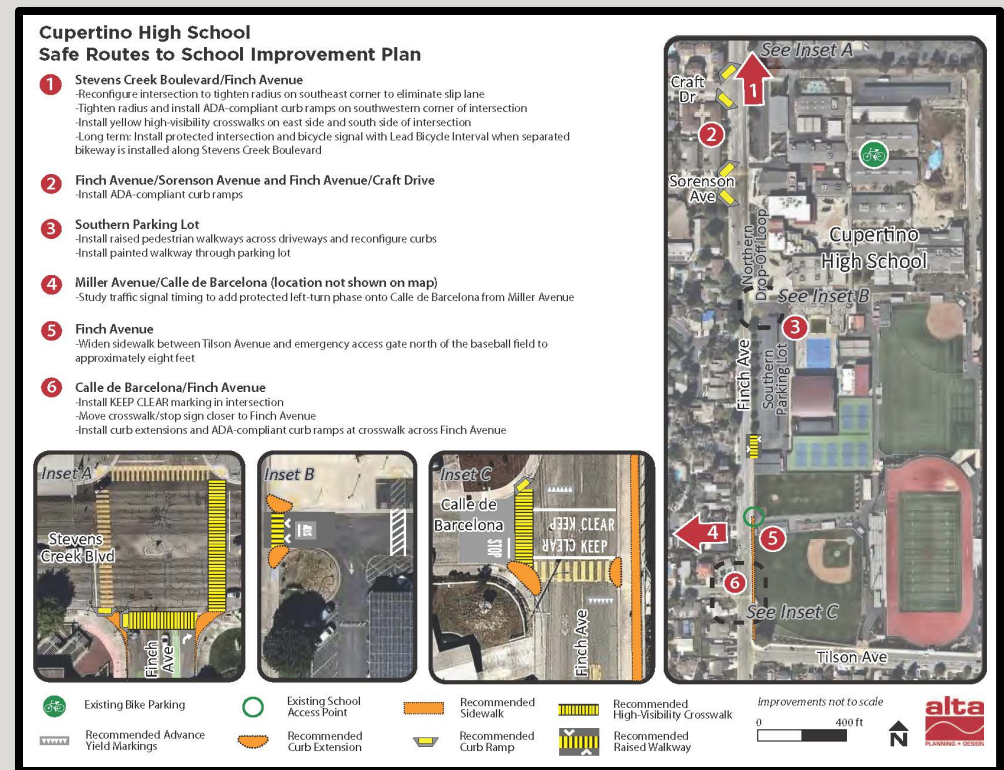
Cupertino Safe Routes to School (SR2S)

Mission Statement: *"Create a safer environment for students and families in Cupertino to travel to and from school actively."*



Cupertino SR2S: Availability?

- Please introduce yourselves to the group with:
 - Your Name
 - Your school or org
 - Question: Typical availability for school Walk Audit discussion



Public Comments



'FAQ' from the Frontlines



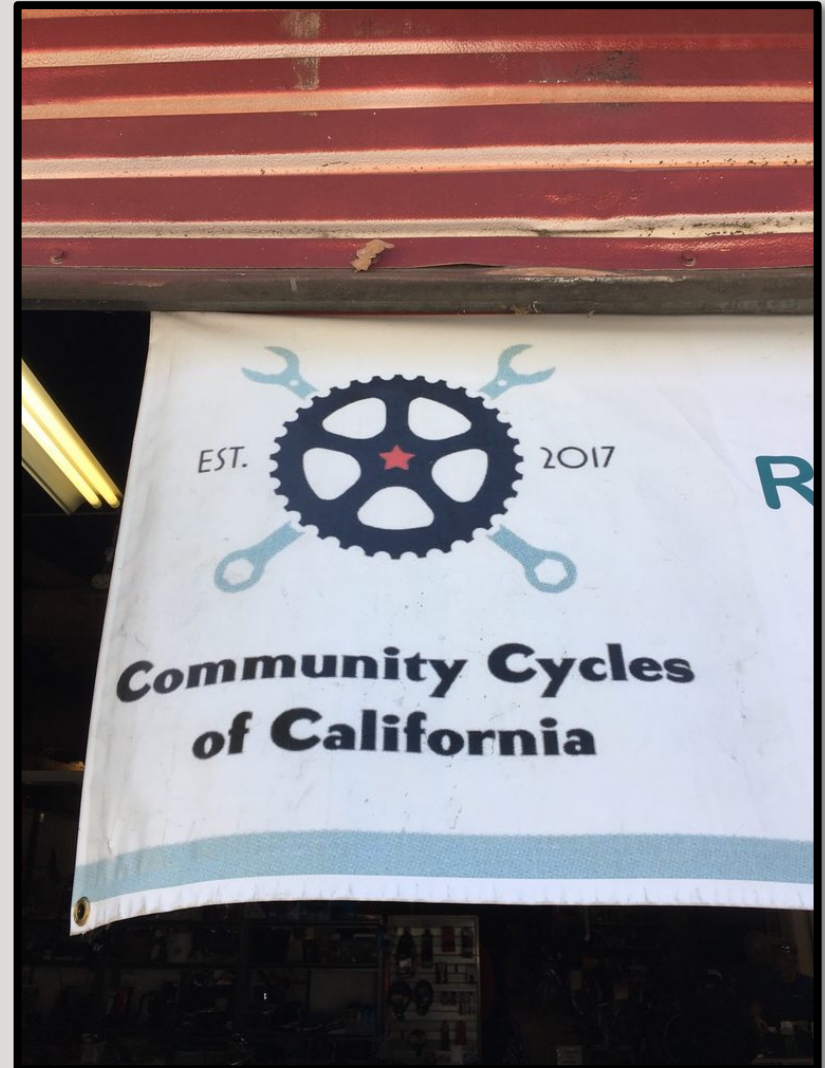
David Stillman, Transportation Manager, City of Cupertino



Partner Highlight: Non-Profit

Community Cycles of California

Collin Bruce - Co-Founder and CEO



Community Cycles

of California

*Raising the quality of life in our
corner of the community*

Cindy Ahola
Co-Founder & COO

Collin Bruce
Co-Founder & CEO

>90%

Very few chronically out of work people have the means or education to qualify for a living wage job
Over 90% of them don't!

>60%

>80%

Over 60% of low income families depend on bicycles or public transportation!
More than 80% of the homeless have a bike as there only means of transport!

We want you to remember these NUMBERS...

Silicon Valley is home to some pretty amazing companies and opportunities.



But there is a growing number of people that find it difficult living in the Bay Area

Community Cycles **MISSION** is to help remove barriers to work and living in our community



What, Where & Why



Living Wage Jobs
& Mobility & Freedom
through Safe & Reliable
Transportation



Quality of Life,
Increased Opportunities,
Independence & Pride



But it's **NOT** about the Bikes!!!

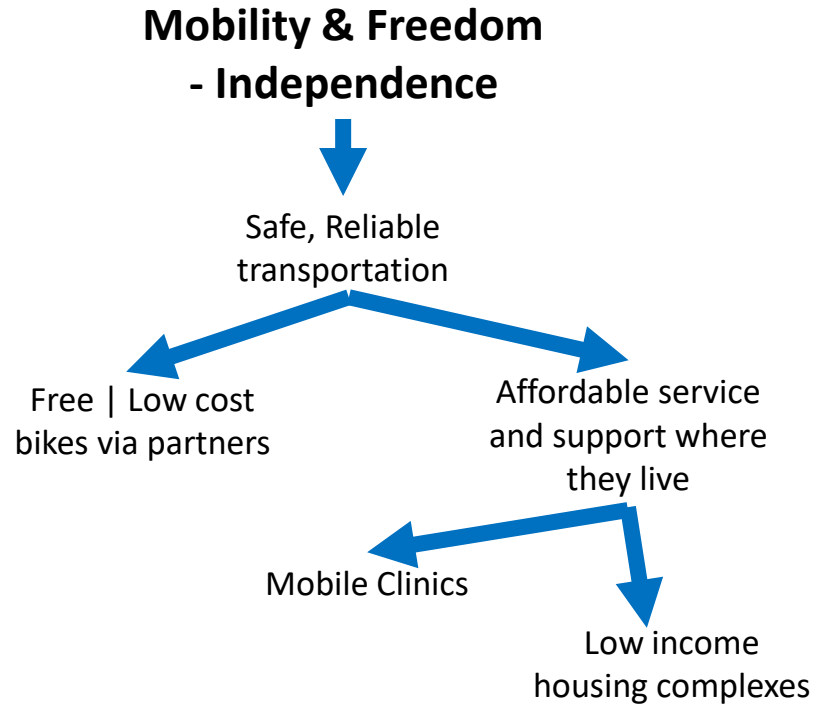
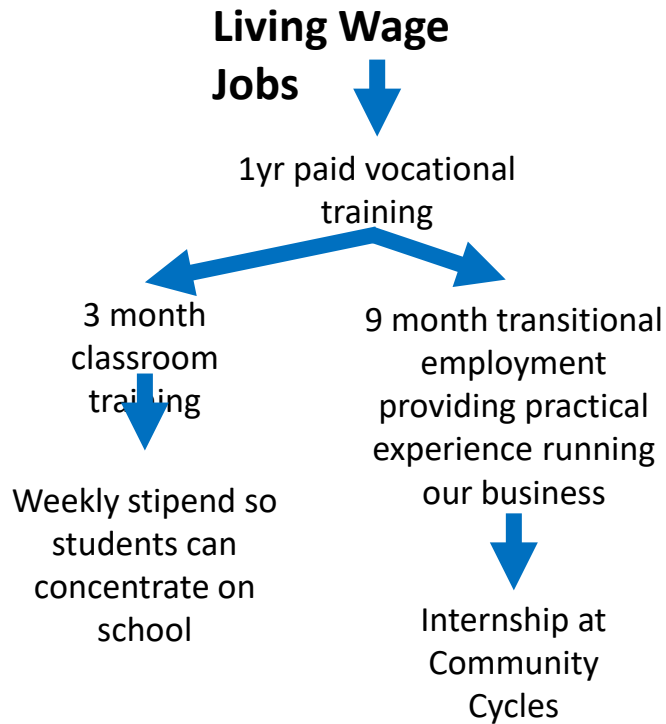
After our years of working in the non-profit and bike arena, we know that...

For low-income families, people without housing, refugees, veterans and others, bicycles are **more than an essential means of transportation**

Bicycles **confer intangible assets** like confidence, resourcefulness, and independence

Bicycles **provide a sense of agency** that enables people to play an active role in their lives and their community

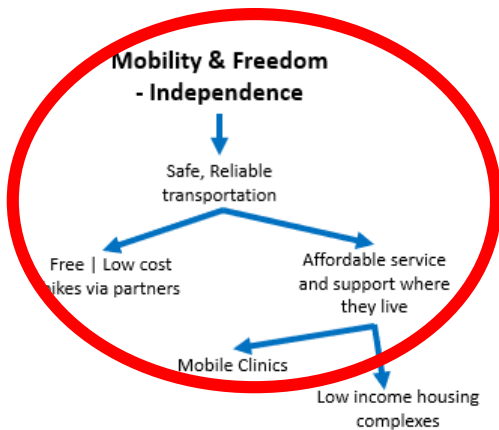
Community Cycles Solutions



New Program Announced Today!

- **Bicycle Exchange and Service Program**

- Exchange any unsafe bike with a new refurbished one and a lock
 - Also exchange any corporate fleet bike
- Provide free, no questions asked mobile repair clinics in partnership with Dignity on Wheels
 - Initially one a week but growing to 3 a week
- Actively provide bike to people in need by running a “earn-a-bike” program with partner non-profits
 - 6 hours volunteering in exchange for bike and a lock
- Details distributed by partners, Corporate Bike Recovery teams, police and other community groups

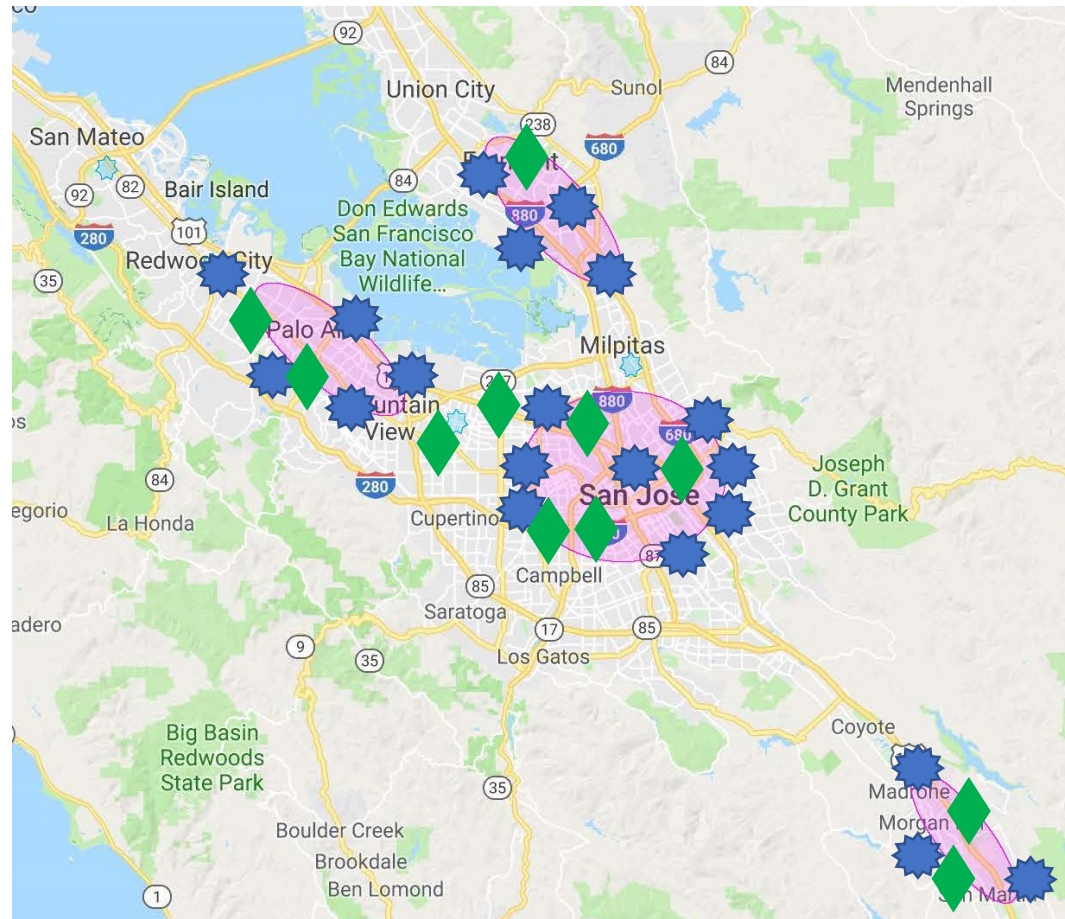


Presence

Target to have 4 Retail Shops to service core areas of demand

Service centers located in ~20 low income housing complexes

Conduct up to 3-4 mobile clinics a week



Impact

❖ To date

~300 free Bikes

~500 free services

❖ Annual Targets

40 graduates

1,000 free bikes

5,000 free services

❖ 5 year total (from start)

150+ Employees

120 graduates

4,500 free bikes

10,250 free services

Nonprofit
Social Enterprise
Bike Shops & Repair Centers

Living Wage Jobs
- Vocational Training



Mobility & Freedom
- Independence through Safe &
Reliable Transportation



Revenue-Generation With a Social Mission

We hire and provide training to people who are striving to overcome employment barriers while offering programs to the community.

Call To Action

❖ **Immediate – NOW!**

Volunteers

Retail Space

❖ **Short Term – 3-6 MONTHS**

Grant Writers

Guest Teachers to start building detailed curriculum

Retail Volunteers

❖ **Long Term – BY THE END OF YEAR**

1 or 2 ton van for mobile clinics

Board Members

Advisory Council Members

Want to Help?

cindy@communitycyclesca.org

collin@communitycyclesca.org

wecare@communitycyclesca.org

Thank You

www.communitycyclesca.org



April 2019

Brainstorm: Engagement

How to Recruit and Retain Champions from More Schools

Ideas?

Brainstorm: Education

Bike Rodeos

Primary Purpose: fun or education?

New nomenclature?

SR2S Update: Education

Palo Alto Bike Rodeo Observations

Wednesday, Sept 18
Friday, Oct 4



SR2S Update: Encouragement

Bike Fest!

Please distribute flyers



CUPERTINO FALL
BIKE FEST

SEPT 28
9 AM - 1 PM

CITY HALL
PARKING LOT

RODEO, FOOD,
DEMOS & FUN!

FREE!

- CARGO BIKE & E-BIKE DEMOS
- BIKE RODEO FOR KIDDOS
- FAMILY BIKE RIDE @ 10:30AM
- FOOD TRUCK FOR LUNCH
- FREE BIKE CHECKS & CLINICS
- BIKE DECORATING /FACE PAINTING
- BIKE BLENDER SMOOTHIES
- BIKE CONTESTS WITH COOL PRIZES
- AND MORE FUN FOR THE WHOLE FAMILY!

Bring your helmet & bike for rodeo & rides!

More information at:
cupertino.org/bikefest

Logos: Cupertino City, Cupertino, Bicycle Coalition, Safe Routes

SR2S Update: Education

Pedestrian Education

Pilot launched late August

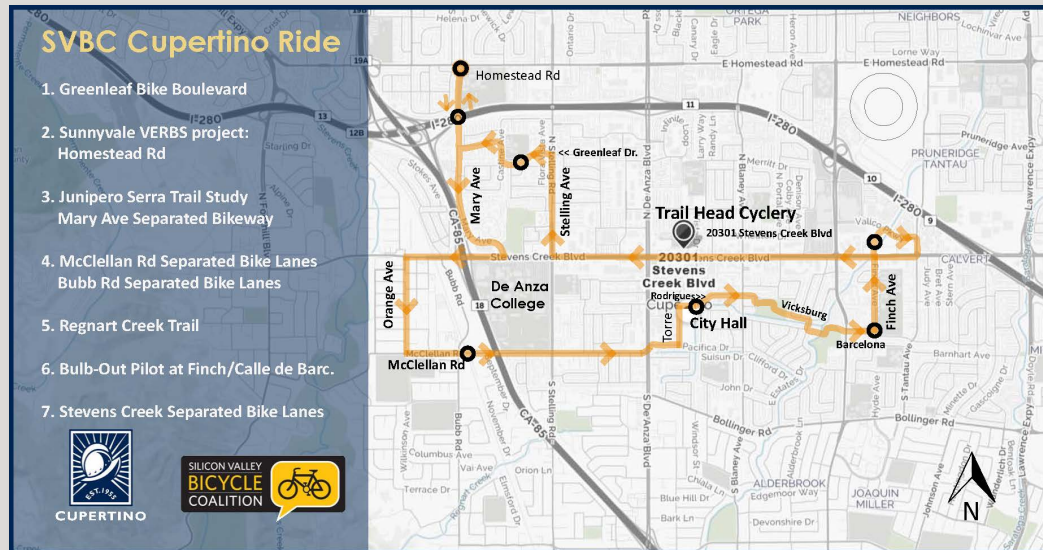
Aim to conclude in winter



SR2S Update: Encouragement

Infrastructure Ride

To highlight current and upcoming projects



SR2S Update: Engagement

Teen Commission Collaboration

Lunchtime event

Offering TBD



SR2S Update: Engagement

Street Light Banner Update



Upcoming Events:



September 17, 6:45: Regnart Creek Trail agenda item at City Council

Meeting, Community Hall, 10350 Torre Ave

September 17, 7pm: Carmen Road Feasibility Study Presentation at Bicycle

Pedestrian Commission Meeting, Conference Room C, City Hall, 10300 Torre Ave

September 28 9am – 1pm: 6th Annual Fall Bike Fest, City Hall Parking Lot,

10300 Torre Ave

October 9, 4-5pm: Cupertino SRTS Working Group Meeting, Conference

Room C, City Hall, 10300 Torre Ave

October 15, 4-5pm: Carmen Road Feasibility Study Presentation at City

Council Meeting, Community Hall, 10350 Torre Ave

Contact Info:

- For SRS

Issues/Question/Comments/Scheduling:

- Best contact for program is saferoutes@Cupertino.org

- Report City Issues

To report a pothole, tree blocking a sign, signal timing issue, or other infrastructure issue:

- Log into Cupertino 311 www.Cupertino.org/cupertino311



A Big THANK YOU!!

