

# Cupertino Safe Routes to School

*Moving beyond improving infrastructure to change behavior*

Oct 9, 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: Autumn Blues?

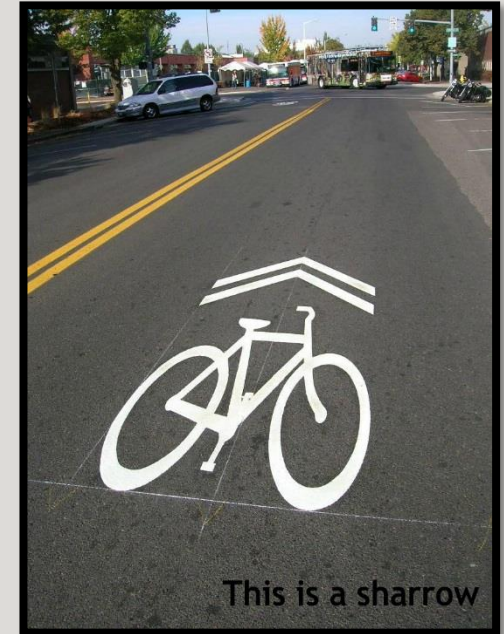
- Please introduce yourselves to the group with:
  - Your Name
  - Your school or org
  - Question: How do you ward off the Autumn Blues?



# Public Comments



# 'FAQ' from the Frontlines



David Stillman, Transportation Manager, City of Cupertino



# Brainstorm: Engagement

**How to Recruit and Retain  
Champions from More Schools**

**Ideas?**

# International Walk to School Day:

Promotion & Activities Examples

**PRESENTATION POSTPONED UNTIL MAY**



# SR2S Update: Encouragement

## Bike Fest!



Participation up 50%  
Activities up 100%  
Vendors up 150%  
Volunteers up 200%



# SR2S Update: Education

- **Bike Rodeos**
  - Eaton
  - Garden Gate
  - Lawson
  - Sedgwick
  - Palo Alto Observation
- **Pedestrian Pilot**
  - Sedgwick
  - Garden Gate
  - Faria
- **Bike Workshops**
  - Middle School Bike Skills
  - Lawson



# Update: Spring Travel Tallies

## Fall Student Travel Tallies

2019 Fall Dates:  
October 22 - 24



# Upcoming Events:



**November 5, 6:45:** City Council Meeting, Community Hall, 10350 Torre Ave

Topics:

- 1) Carmen Road Feasibility Study Presentation
- 2) Quarterly Bicycle and Pedestrian project update

**November 13, 4-5pm:** Cupertino SRTS Working Group Meeting, Conference

Room C, City Hall, 10300 Torre Ave

**January 8, 4-5pm:** Cupertino SRTS Working Group Meeting, Conference

Room C, City Hall, 10300 Torre Ave

# Contact Info:

- For SRS

## Issues/Question/Comments/Scheduling:

- Best contact for program is [saferoutes@Cupertino.org](mailto: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](http://www.Cupertino.org/cupertino311)



# A Big THANK YOU!!



# Brainstorm Follow-up: Education

## Bike Rodeos

Primary Purpose: fun or education?

New nomenclature?