

Cupertino Safe Routes to School

Moving beyond improving infrastructure to change behavior

Oct 14, 2020
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."*



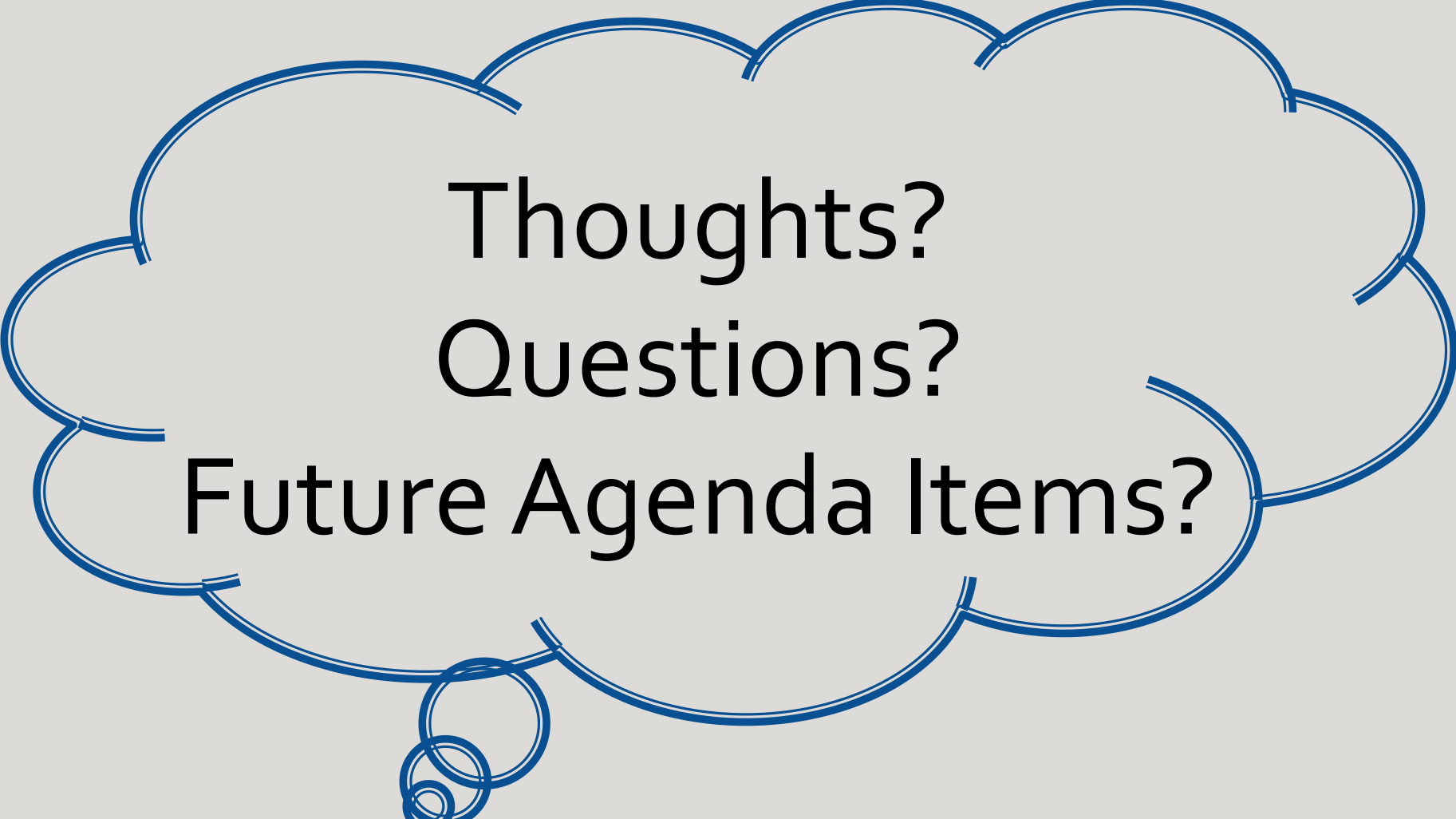
Cupertino SR2S: Introductions

- Please rename yourself with:
 - Your Name
 - Your school or organization
 - Your Role

Example: Cherie Walkowiak
City of Cupertino SR2S Coordinator



Public Comments



Thoughts?
Questions?
Future Agenda Items?

'FAQ' from the Frontlines



David Stillman, Transportation Manager, City of Cupertino



Discussion: Encouragement

How to Get Kids Walking and Biking Despite School Closures

**Presentation by Seema Lindskog
Parent Champion
Lawson Middle School**

SR2S Update: Education

Safe Routes to School Teacher Training

San Mateo County

- 2019 – San Piloted SRTS Training
- 2020 – Robust Environmental Literacy Training w/ SRTS Component
 - Kennedy Middle teacher attended
 - Cherie to present to her 8th graders

SR2S Update: Engagement

We Need a Note-Taker

Volunteers?

SR2S Update: Engagement

Santa Clara County School Reopening Guideline

Active transportation guidance added in
September 21 update

SR2S Update: Engagement

New School Liaisons

- Cupertino High School
- Homestead High School
- Garden Gate
- Hyde
- Kennedy
- Regnart

SR2S Update: Engagement

New Communications System

- First electronic newsletter sent this month
- Remember to add as contact:
cupertino@public.govdelivery.com

SR2S Update: Encouragement

Fall Bike Fest Recap

Results:

- 121 photos received
- 192 prizes earned

Distribution

- October 28 - 30
- Most will be delivered to people's homes



Biggest Hauler

SR2S Update: Encouragement

■ Fall Bike Fest Recap



Bike to the Parks



Bike to the Parks

SR2S Update: Encouragement

Measure B

Bike/Ped Education & Encouragement Funding

Available for Cupertino:

FY18: \$37,049

FY19: \$37,049

FY20: \$37,462.30

FY21

\$37,049

Past FYs Total: \$111,560.30

SR2S Update: Encouragement

2016 Measure B Bicycle & Pedestrian Education & Encouragement Program of Projects July 1, 2020 – June 30, 2021

Project Title	Project Activities Description	Project Locations	Frequency	Project Goals	Proposed Evaluation Metrics
SRTS Teacher Education	Provide teacher stipend for Safe Routes to School (SRTS) training which is part of an Environmental Literacy Workshop	Training: San Mateo Environmental Literacy Center Execution: Cupertino Schools	Annually	Enable teachers to attend an Environmental Literacy institute to train them how to incorporate SRTS or Alternative Transportation topics into their curriculum	Project reach: number of teachers who take the training and incorporate Safe Routes to School or Alternative Transportation topics into their curriculum
Fall Bike Fest	<ul style="list-style-type: none"> Develop bike challenges Promote challenges online through City's social media channels and SRTS email list Purchase incentives such as "I Bike Cupertino" t-shirts, gift certificates to local shops, and tote bags 	Online	Annually	Culture shift: Encourage Cupertino residents to bike for fun and transportation	Project reach: number of participants who submit photos for each challenge, number of incentives given out, number of people who request to be notified of future City events and/or to receive Cupertino SR2S notifications through post-event survey
Bike to Work Day	Purchase incentives: SVBC tote bags and "I Bike Cupertino" t-shirts	Cupertino Energizer Station	Annually	Encourage people who live or work in Cupertino to bike to work	Project reach: number of people who ride by the energizer station
Pedestrian Safety	Provide expanded crossing guard hours to accommodate staggered start times when in-person learning resumes	See attached locations	Daily (on school days), once schools reopen	Promote walking and biking to school	Project reach: number of students per school who walk and bike to school, as quantified by spring travel tally survey

SR2S Update: Encouragement

Ruby Bridges Day in November



<https://sites.google.com/smcoe.org/rbwtsd/home>

Upcoming Events:



October 21, 6:45pm: Bicycle Pedestrian Commission Meeting:

Wolfe Road/Interstate 280 Redesign, Bubb Road Project, Zoom

November 2, 6:45pm: Cupertino City Council Meeting:

Transportation Impact Fee Study, Zoom

November 18, 4-5pm: Cupertino SR2S Working Group Meeting,

Enforcement in SR2S Framework, Zoom

January 13, 4-5pm: Cupertino SR2S Working Group Meeting, **Topic**

TBD, Zoom

Contact Info:

- For SR2S

Issues/Question/Comments/Scheduling:

- 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!!



Socially Distant Middle School Bike Skills Workshop

