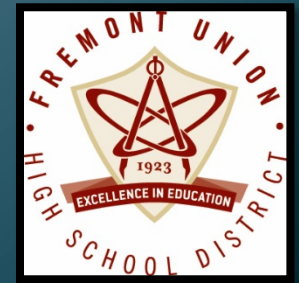


Cupertino Safe Routes to School

Moving beyond improving infrastructure to change behavior

Sept 8, 2021
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
 - Has school traffic been heavier or lighter this year?



Public Comments

A large, blue-outlined thought bubble graphic is centered on the page. It has a scalloped top edge and a tail at the bottom left consisting of three overlapping circles. Inside the bubble, the text is centered and reads:

Thoughts?
Questions?
Future Agenda Items?

'FAQ' from the Frontlines



RRFB Installation at Sedgwick: Tantau and Barnhart

David Stillman, Transportation Manager, City of Cupertino



'FAQ' from the Frontlines



Improvements at Faria School



David Stillman, Transportation Manager, City of Cupertino



'FAQ' from the Frontlines



Improvements at Faria School

David Stillman, Transportation Manager, City of Cupertino



Encouragement: 2021/22 Events

City-Led Saturday Events:

- Fall Bike Fest & Family Bike Ride: Sept 25
- Earth Day Family Bike Ride: April 23

School-Specific: TBD (specific options below)

- International Walk to School Day: Oct 6
- Ruby Bridges Walk to School Day: Nov 17
- National Bike to School Day: May 5

Encouragement: Fall Bike Fest



CUPERTINO FALL
BIKE FEST

SEPT 25
9 AM - 1 PM

CITY HALL
PARKING LOT

BIKE RODEO, RIDE
FOOD & FUN!

FREE!

- ▶ **HELMET & BIKE SAFETY CHECKS**
- ▶ BIKE RODEO FOR KIDDOS
- ▶ **FAMILY BIKE RIDE @ 10:30AM**
- ▶ CARGO BIKE DEMO
- ▶ **BIKE ART, ACTIVITIES & CONTESTS**
- ▶ YY NOODLES FOR LUNCH
- ▶ **FUN FOR THE WHOLE FAMILY!**

Bring your helmet & bike for rodeo & ride!

More info: www.cupertino.org/bikefest

Check website beforehand for air quality and COVID updates



CUPERTINO

Bike Rodeo
Family Bike Ride
Helmet Fitting
Bike Safety Checks
Ask a Mechanic
Hydration Station
Bike activities
Cargo Bike Demo
Art and Poetry
Biking Books and Videos
Trailhead Cyclery
Smoothies
Lunch: YY Noodle
Via Community Shuttle
VTA
SVBC

Encouragement: Fall Bike Fest



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CUPERTINO

SR2S Booth

How to Lock Your Bike Clinic

Set up

Registration Table

Data Entry

Install Safety Wings

Install Bike Bells

Distribute Prizes

Photographer

Blender Bike

Wear Traffic Light Costume

Run Contests

Manage Line for Bike Repairs

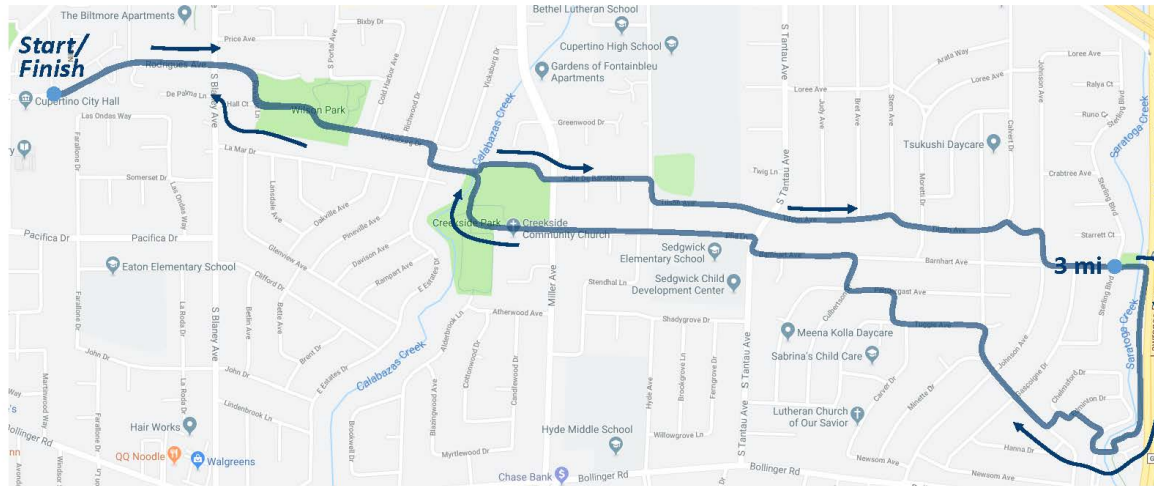
Floater

Break Down

We're Looking for Volunteers!

Encouragement: Family Bike Ride

2021 Fall Bike Fest Family Ride



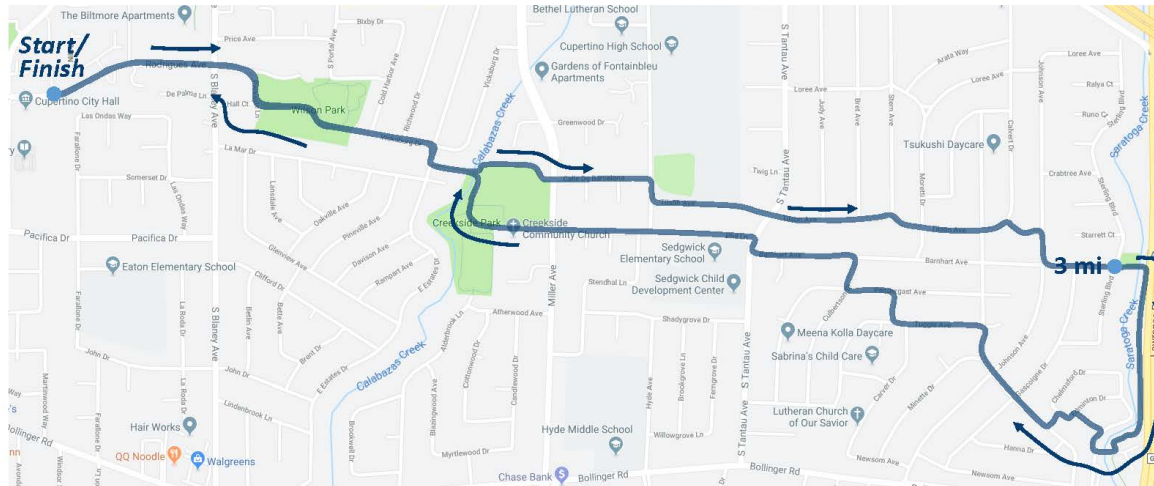
5.5mi Distance 69ft Elevation Gain Road Ride Type



Encouragement: Family Bike Ride

We're Looking for Adult Chaperones!

2021 Fall Bike Fest Family Ride



5.5mi Distance 69ft Elevation Gain Road Ride Type



SR2S Education Plan: 2021/22

Elementary Schools:

- Pedestrian Education with Ecology Action
- Bike Rodeos with Silicon Valley Bicycle Coalition (SVBC)

Middle Schools:

- Middle School Bike Skills with Wheel Kids
- Middle School Bike Workshops with SVBC
- Riding for Focus Pilot with PE teachers and Outride

High Schools:

- TBD

Funding: Measure B

FY22 - FY23 2016 Measure B Bike/Ped Education and Encouragement Allocation

Agency	Population	Pop. Percentage	\$10k off the top to 15 Cities and \$250K for Countywide	FY 2022 Balance split based on remaining pop percentage	FY2023 Balance split based on remaining pop percentage	FY18 to FY21 Clean Up (Available FY22)	FY2022 Allocation	FY2023 Allocation
	1,836,543							
Campbell	41,533	2.26%	\$ 10,000	\$ 35,505.19	\$ 24,650.10	\$ 4,220.17	\$ 45,505.19	\$ 34,650.10
Cupertino	58,656	3.19%	\$ 10,000	\$ 50,143.08	\$ 34,812.71	\$ 5,960.03	\$ 60,143.08	\$ 44,812.71
Gilroy	56,599	3.08%	\$ 10,000	\$ 48,384.62	\$ 33,591.87	\$ 5,751.02	\$ 58,384.62	\$ 43,591.87
Los Altos	30,510	1.66%	\$ 10,000	\$ 26,081.99	\$ 18,107.88	\$ 3,100.12	\$ 36,081.99	\$ 28,107.88
Los Altos Hills	0	0.00%	\$ 10,000			\$ 852.51	\$ 10,000.00	\$ 10,000.00
Los Gatos	30,836	1.68%	\$ 10,000	\$ 26,360.68	\$ 18,301.36	\$ 3,133.24	\$ 36,360.68	\$ 28,301.36
Milpitas	75,663	4.12%	\$ 10,000	\$ 64,681.80	\$ 44,906.48	\$ -	\$ 74,681.80	\$ 54,906.48
Monte Sereno	0	0.00%	\$ 10,000			\$ 366.20	\$ 10,000.00	\$ 10,000.00
Morgan Hill	47,374	2.58%	\$ 10,000	\$ 40,498.47	\$ 28,116.77	\$ 4,813.67	\$ 50,498.47	\$ 38,116.77
Mountain View	82,814	4.51%	\$ 10,000	\$ 70,794.95	\$ 49,150.64	\$ 8,414.73	\$ 80,794.95	\$ 59,150.64
Palo Alto	67,657	3.68%	\$ 10,000	\$ 57,837.74	\$ 40,154.86	\$ 6,874.62	\$ 67,837.74	\$ 50,154.86
San Jose	1,029,782	56.07%	\$ 10,000	\$ 880,326.65	\$ 611,182.19	\$ 104,636.10	\$ 890,326.65	\$ 621,182.19
Santa Clara	130,746	7.12%	\$ 10,000	\$ 111,770.44	\$ 77,598.58	\$ 13,285.10	\$ 121,770.44	\$ 87,598.58
Saratoga	30,546	1.66%	\$ 10,000	\$ 26,112.77	\$ 18,129.25	\$ 3,103.78	\$ 36,112.77	\$ 28,129.25
Sunnyvale	153,827	8.38%	\$ 10,000	\$ 131,501.62	\$ 91,297.31	\$ 15,630.35	\$ 141,501.62	\$ 101,297.31
Countywide Education/ Encouragement	0	0.00%	\$ 250,000				\$ 250,000.00	\$ 250,000.00
			\$ 400,000			\$ 180,141.64	\$ 1,970,000.00	\$ 1,490,000.00

\$10k Minimum Allocation:

- \$250k to County/VTA, includes countywide coordination
- \$10k minimum per city
- The 13 cities that would've received over \$10k by straight population percentage formula (of all jurisdictions) then split the balance by population percentage.

Measure B Plan: 2021/22

Education:

- Pedestrian Education
- Bike Rodeos
- Bike Skills Workshops
- SR2S Teacher Education

Other:

- Safety Equipment
- Crossing Guards

Encouragement:

- Summer Bike Challenges
- Fall Bike Fest
- School Walk and Roll Incentives
- Earth Day Family Bike Ride
- Bike to Work Day

Evaluation: Fall Travel Tallies

Fall Student Travel Tally Surveys

2021 Fall Date Options:

October 4 – 8

October 11 – 15

October 18 – 22



Engineering: SchoolRoutes.org

Updates

- iOS Version now available
- Coming Soon
 - Android Version
 - One-Way Messaging
 - Depot Stations



Engineering: SchoolRoutes.org

Focus Group

Looking for App Evaluators



Upcoming Events:



Sept 25, 9am – 1pm: 8th annual Fall Bike Fest, Cupertino City Hall

Oct 1: Via Cupertino Relaunch

Oct 6: International Walk to School Day

Oct 13, 4-5pm: Cupertino SRTS Working Group Meeting

Nov 17, 4-5pm: Cupertino SRTS Working Group Meeting

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!!**

