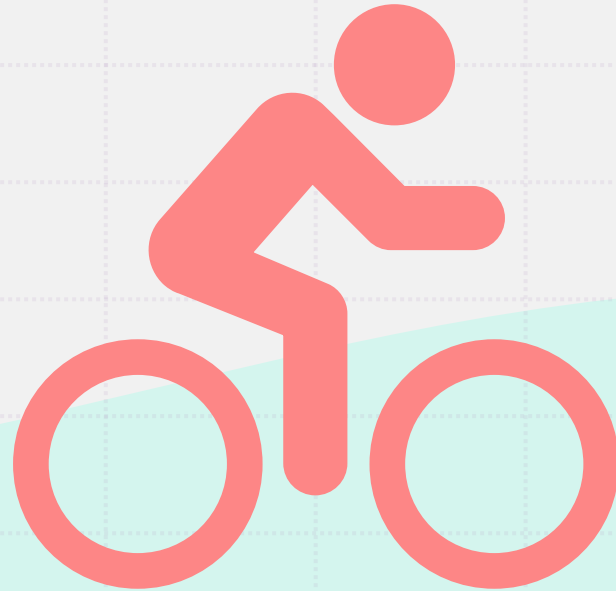


Safe Routes to School: Year in Review

Kevin Guo, Juliet Shearin



Events Implemented

This year, we organized a total of three events with a combined goal of incentivizing students at Cupertino High School to develop habits of walking, biking, and/or taking public transportation to school.

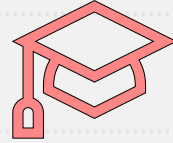
- Event 1 - Bike for Boba
 - Awarded Boba to students who biked to school on February 18th
 - Approx. # of participants: 60 (due to a limited boba supply)
- Events 2 and 3 - Don't Drive for Donuts
 - Awarded doughnuts to students who biked, walked, or took public transportation to school on April 1st and May 20th
 - In addition to doughnuts, participants in our May 20th event were entered into a raffle for one of seven \$10 85°C gift cards
 - Approx. # of participants: 279 and 415 for events 2 and 3, respectively.
 - Event 2 had less available doughnuts than event 3

Lessons Learned

What went well:

- Student Outreach
 - Information about our events were in the morning announcements every day beginning ~1 week prior to the event, resulting in most nearly everyone knowing about the event
- Coordination With the School and the PTSA
 - A major reason as to why we could execute our events so seamlessly was because of our coordination with the school and the PTSA (thanks, Mr. Puccinelli and Seema!)
 - Because of this, we didn't have to worry about venue, outreach, or volunteers, which contributed to a better event experience overall
 - Such coordination also resulted in better event ideas overall, as many different event ideas were floated during our meetings
- Budget Management
 - We secured steep discounts from event suppliers at every step of the process, resulting in us being able to host more events for less
 - Krispy Kreme provided 10 dozen free doughnuts for both of our "Don't Drive for Doughnuts" events, in addition to a 50% discount on any purchased doughnuts (h/t to Babi for helping to organize this!)
 - A lot of suppliers are willing to give discounts once they understand what we're doing

Lessons Learned (cont.)



What could be improved:

- Event Planning
 - We kept flip-flopping between what events to host with our grant money, resulting in a lot of last-minute changes to our lineup
 - Our final events looked very different compared to our grant application!
- Event Execution
 - Our events tended to result in very long lines, which dissuaded some from participating
 - I spoke to a few people who decided not to take part in our events because of the long lines (in my view, the very definition of "suffering from success"!)

Event Pictures







