



Background

The City of Cupertino is committed to developing a comprehensive approach to safeguarding our community members as they go about their daily lives, which frequently includes accessing our diverse network of roadways, bikeways and walkways. To enable this goal, our City recognizes that investing in infrastructure improvements alone cannot achieve citizen safety and accessibility aims. As such, staff have advanced near-term work and seek to gain District leadership support to launch new efforts shared below to promote communitywide wellbeing and wellness. Only by engaging all parents, kids and residents; as well as business, school and public safety partners in examining current conditions, making critical modifications, and designing robust programs can we collectively and effectively reduce both school site and citywide traffic and air pollution.

Recent Initiatives

The following activities were prioritized following the October Community Workshop on school traffic safety and are currently underway:

- **Launching Recology Early Morning Collection Pilot** – One of the major findings from the Workshop was the bike lane barrier created by waste, recycling, and composting carts during pickup days within the tri-schools area. Staff quickly worked to abate this issue by establishing a pilot program to shift Recology’s pickups to as early as 6am, requesting also that residents remove the carts from the bike lanes and sidewalks shortly thereafter to clear the way for cyclists and pedestrians alike. Additional information on this pilot program is shared [here](#). Notifications to five hundred residents were recently distributed and shifted collection times will begin the week of April 6, 2015.
- **Expanding Green Bike Lanes** – Another recommendation of the Workshop was to expand the quantity of protected and marked bike lanes. As such, staff will propose a mid-year budget adjustment to expand the City’s green bike lanes by an additional 1500 linear feet on Bubb Rd., McClellan Rd., and Finch Ave. in the coming months.
- **Prohibiting Truck Travel** – The City will also be amending its Municipal Code to prohibit truck traffic in school zones during morning and afternoon school drop-off and pick-up times. This action is targeted for approval at the April 7, 2015 City Council Meeting.
- **Updating Bike Plan** - The City’s [Bicycle Pedestrian Commission](#) is actively working to integrate community priorities voiced at the Workshop into its update of the [2011 Bicycle Transportation Plan](#). The Commission was guided by Council to identify priority projects and an associated budget as part of this revision process. On March 3rd, 2015, the City Council approved the Update to the Bicycle Transportation Plan and approved a mid-year budget augmentation of \$435,000 to enhance the bicycle infrastructure network including green bike lanes, sharrows, and signage in the next six months.
- **Conducting Engineering Warrant Studies**- In addition to the policy and infrastructure adjustments recommended at the Workshop that are now underway, the City is also



conducting a comprehensive study, including traffic counts, to evaluate additional locations for crossing guards and enhanced crosswalks, including lighted crosswalks. The City looks forward to sharing the results of this study with the Districts to partner to both select target locations and expand cross walks and crossing guard services in the very near term.

Short-Term Projects (1-3 months)

As shared in a recent email from City Manager, David Brandt, the following approaches to traffic mitigation and public safety improvements are proposed for our schools' Superintendents review and hopeful support. This strategy will be reviewed at the meeting scheduled for March 4th, 2015:

- **Adopting Safe Routes Policies** – Propose taking a leadership position by passing a School District & a City Safe Routes to School Resolution within our relevant organizations. Sample language is available on the County's Department of Public Health Website [here](#)). City is also considering joining the recent Department of Transportation [Mayor's Challenge for Safer People and Safer Streets](#).
- **Forming an Advisory Committee** – Consider forming a multi-stakeholder collaborative group composed of school site volunteers and (vice) principals, relevant district staff, public safety representatives and city staff, modeled after [Palo Alto's Traffic Safety Committee](#), to lead school site safe routes to school efforts (ongoing bike/walk programs, special events (assemblies, bike rodeos, Walk One Week (WOW!), etc.). Group would likely meet one time per month to report on outcomes and challenges of ongoing campus-specific activities and share ideas and goals in expanding efforts/infrastructure to help bolster their work. An initial focus of the group will be working with the City to hire a mobility consultant to evaluate opportunities to improve traffic, cyclist and pedestrian safety across targeted schools and likely coordinating campus-specific walkability assessments to achieve these ends.
- **Expanding Safe Routes to School Programming** – Collaborate to co-design engagement activities (i.e. bike rodeos, classroom training beyond SROs, assemblies, school commute counts, bike maintenance training, [onsite bike repairs](#)) within the schools and through community events (i.e. walk & bike audits, [bike kitchens](#), [bike swaps](#)) to motivate and sustain behavior change across students and parents alike. Better understand the opportunities to connect with schools on this front and learn engagement mechanisms supported by the District to build a consistent approach to sustain efforts across all participating campuses (i.e. both in classroom, extra curricular, and take-homes (i.e. electronic newsletters, [Suggested Routes to School Maps](#))).
- **Considering All Funding Approaches** – Discuss funding sources to pilot and launch programs, services and infrastructure upgrades that will have lasting benefits for participating schools and priority sites.



Mid-Term Goals (3-6 months)

Activities that dovetail with the short-term priorities shared above are also considered essential to build the lasting behaviors required of the long-term systemic changes we seek for our community. Those proposed for District review and assistance include the following:

- **Prioritizing Traffic Calming Infrastructure** – Review recommendations of the City’s mobility consultant to develop a Safe Routes to School Capital Improvement Plan and associated funding strategy, including City, School District and grant resources.
- **Building Community Engagement** – Expand success off campus to build a community-focused campaign to create safer streets, drivers, cyclists, etc. Further explore techniques (i.e. [community based social marketing](#)), tools (collaborative website with [Suggested Routes to School](#), tip sheets, [how to’s](#), challenges, commitments) and messages to calm traffic near schools, promote alternative commutes, and address barriers to making our streets safer and more convenient for all road users.
- **Engaging Businesses** – Evaluate the nexus between local business transportation needs (i.e. employee commutes by vehicle, shuttle, alternative means and employee daily transportation services including car travel, shuttles, bike fleets, etc.) across unique neighborhoods and neighborhood schools. Determine ways to partner to offer employee trainings on driver, cyclists, pedestrian safety to benefit the city as a whole.