

# SR2S PROGRAM GUIDE - Parents



## **Background**

Cupertino's Safe Routes 2 School (SR2S) program approach mirrors successful model programs that have effectively reduced traffic accidents, reversed the decline in students walking and bicycling to schools, and lessened the alarming nationwide trend toward childhood obesity and inactivity.

This partnership, which began in 2014 between the City of Cupertino, Cupertino schools, Cupertino Union School District, Fremont Union High School District, and the Santa Clara County Sheriff's Department unites all of us together to solve the health and safety issues facing our community that are primarily caused by excessive vehicular traffic. A successful Safe Routes 2 School Program requires a cooperative effort from City staff, school staff, school district staff, community volunteers, law enforcement, and **parents**. We have created this guide to provide a clarified understanding of a Safe Routes 2 School program and how **parents** can support it at neighborhood schools.

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## **SR2S Goals**

Cupertino Safe Routes 2 School strives to improve safety, reduce traffic, and increase the number of students who walk, roll, and carpool to school through the following five strategies:

1. Increase motorist, pedestrian, and cyclist education for parents and students who attend Cupertino schools
2. Encourage active transportation behaviors through various city-wide, district-wide, and school-specific programs
3. Measure and evaluate how students in Cupertino travel to and from school and use results to shape program objectives
4. Add infrastructure to improve the walkability and bike-ability of Cupertino
5. Collaborate with law enforcement to ensure traffic regulations are being followed

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## **Simple Steps and Resources Available**

**As parents**, you play a key role in ensuring the success of a Safe Routes 2 School program. Here are some resources and ways to become a Safe Routes leader at your child's school (A handy checklist is provided on page 3 to help guide your progress):

- **Get moving!** Reduce traffic and carbon emissions associated with driving by trying out some new travel routines:
  - Bike with your child(ren) on the weekends to increase cycling experience and enthusiasm
  - Encourage your child(ren) to walk or roll to school
  - Walk or bike with your child to school or to work
    - Visit [www.cupertino.org/saferoutes](http://www.cupertino.org/saferoutes) for suggested routes to school

- **Increase your knowledge** of Safe Routes 2 School
  - *Step 1: Visit the following websites:*
    - [Cupertino.org/saferoutes](http://Cupertino.org/saferoutes)
    - <http://saferoutespartnership.org/>
  - *Step 2: Sign up to receive emails with SR2S program information, events, and updates*
    - Email the Safe Routes 2 School Coordinator at [saferoutes@cupertino.org](mailto:saferoutes@cupertino.org) to sign up
  - *Step 3: Join the Cupertino Safe Routes 2 School Working Group and attend monthly meetings*
    - Email the Safe Routes 2 School Coordinator at [saferoutes@cupertino.org](mailto:saferoutes@cupertino.org) to join the group
    - Encourage other parents to join the Working Group
- **Share information** about Safe Routes 2 School across your networks:
  - Add information about Cupertino Safe Routes 2 School to your school's PTA website! Find it at: [www.cupertino.org/saferoutes](http://www.cupertino.org/saferoutes)
  - Share a Safe Routes article with your school community, friends, and neighbors
    - *Examples of newsletters can be found at [www.cupertino.org/saferoutes](http://www.cupertino.org/saferoutes)*
  - Print Safe Routes Flyers and give them to friends/neighbors
    - *Safe Routes Flyers and tip sheets can be found at [www.cupertino.org/saferoutes](http://www.cupertino.org/saferoutes)*
- **Plan an event** or attend one already planned by the City! (For any additional questions e-mail [saferoutes@cupertino.org](mailto:saferoutes@cupertino.org))
  - City Events:
    - Attend Cupertino's Annual Fall Bike Fest held every Fall
    - Join a City-sponsored bike ride with your kids:
  - Events to host at your school or in your neighborhood:
    - *Schedule a Bike Rodeo or Bike Safety Presentation*
    - *Bring a bike education event to your child's school*
    - *Organize monthly walk and roll days with friends and neighbors (e.g. "Walking Wednesdays")*
    - *Organize a neighborhood carpool to and from school*
    - *Coordinate a Walking School Bus for students (find Walking School Bus Guides at [www.cupertino.org/saferoutes](http://www.cupertino.org/saferoutes))*
    - Plan a bike/pedestrian safety-themed block party in your neighborhood

## Checklist for Parents:

This handy checklist was prepared to simplify the steps to safer routes for your school. Follow this list to complete these inaugural milestones, then reach out to [saferoutes@cupertino.org](mailto:saferoutes@cupertino.org) to learn what's next to grow your Safe Routes 2 School program.

### Step 1 Move

- Bike with your friends and family on weekends
- Encourage your child to walk or roll to school
- Walk or roll to school with your child
- Walk or bike to work

### Step 2 Research

- Visit [Cupertino.org/saferoutes](http://Cupertino.org/saferoutes) and get informed!
- Visit <http://saferoutespartnership.org/>
- Join the Cupertino Safe Routes 2 School Working Group (e-mail [saferoutes@cupertino.org](mailto:saferoutes@cupertino.org))
- Recruit another parent to join the Cupertino Safe Routes 2 School Working Group
- Receive SR2S email updates (e-mail [saferoutes@cupertino.org](mailto:saferoutes@cupertino.org))

### Step 3 Share

- Post a blurb about Cupertino Safe Routes 2 School on your school's PTA website
- Share a Cupertino Safe Routes 2 School article with your network
- Print Cupertino Safe Routes 2 School flyers and resources and share them with friends and neighbors

### Step 4 Participate

- Attend monthly Safe Routes 2 School Working Group meetings
- Attend the City's Safe Routes 2 School Fall Bike Fest
- Participate in a City-sponsored Safe Routes 2 School bike ride

### Step 5 Plan

- Schedule a bike rodeo at your child's school site
- Schedule a bike education event at your child's school site
- Organize monthly walk and roll days at your child's school
- Organize a neighborhood carpool to and from school
- Coordinate a Walking School Bus
- Plan a bike/pedestrian safety-themed block party