Cupertino Safe Routes to School

Moving beyond improving infrastructure to change behavior

Sept 17, 2019
Working Group Meeting
Mission Statement: “Create a safer environment for students and families in Cupertino to travel to and from school actively.”
Please introduce yourselves to the group with:

- Your Name
- Your school or org

Question: Typical availability for school Walk Audit discussion
Thoughts?
‘FAQ’ from the Frontlines

David Stillman, Transportation Manager, City of Cupertino
Partner Highlight: Non-Profit

Community Cycles of California
Collin Bruce - Co-Founder and CEO
Community Cycles
of California

Raising the quality of life in our corner of the community

Cindy Ahola
Co-Founder & COO

Collin Bruce
Co-Founder & CEO
>90%

Very few chronically out of work people have the means or education to qualify for a living wage job
Over 90% of them don’t!

>60%

Over 60% of low income families depend on bicycles or public transportation!
More than 80% of the homeless have a bike as their only means of transport!

>80%

We want you to remember these NUMBERS...
Silicon Valley is home to some pretty amazing companies and opportunities.

But there is a growing number of people that find it difficult living in the Bay Area

Community Cycles **MISSION** is to help remove barriers to work and living in our community
What, Where & Why

Living Wage Jobs & Mobility & Freedom through Safe & Reliable Transportation

Quality of Life, Increased Opportunities, Independence & Pride

Community Inspired Locally Based

Social Enterprise Bike Shops & Repair Centers
But it’s **NOT** about the Bikes!!!

After our years of working in the non-profit and bike arena, we know that...

For low-income families, people without housing, refugees, veterans and others, bicycles are **more than an essential means of transportation**

Bicycles **confer intangible assets** like confidence, resourcefulness, and independence

Bicycles **provide a sense of agency** that enables people to play an active role in their lives and their community
Community Cycles Solutions

Living Wage Jobs
- 1yr paid vocational training
- 3 month classroom training
- Weekly stipend so students can concentrate on school
- 9 month transitional employment providing practical experience running our business
- Internship at Community Cycles

Mobility & Freedom - Independence
- Safe, Reliable transportation
- Free | Low cost bikes via partners
- Affordable service and support where they live
- Mobile Clinics
- Low income housing complexes
New Program Announced Today!

• **Bicycle Exchange and Service Program**
  - Exchange any unsafe bike with a new refurbished one and a lock
    - Also exchange any corporate fleet bike
  - Provide free, no questions asked mobile repair clinics in partnership with Dignity on Wheels
    - Initially one a week but growing to 3 a week
  - Actively provide bike to people in need by running a “earn-a-bike” program with partner non-profits
    - 6 hours volunteering in exchange for bike and a lock
  - Details distributed by partners, Corporate Bike Recovery teams, police and other community groups
Presence

Target to have 4 Retail Shops to service core areas of demand

Service centers located in ~20 low income housing complexes

Conduct up to 3-4 mobile clinics a week
Impact

- **To date**
  - ~300 free Bikes
  - ~500 free services

- **Annual Targets**
  - 40 graduates
  - 1,000 free bikes
  - 5,000 free services

- **5 year total (from start)**
  - 150+ Employees
  - 120 graduates
  - 4,500 free bikes
  - 10,250 free services
Nonprofit Social Enterprise
Bike Shops & Repair Centers

Living Wage Jobs
- Vocational Training

Mobility & Freedom
- Independence through Safe & Reliable Transportation

Revenue-Generation With a Social Mission
We hire and provide training to people who are striving to overcome employment barriers while offering programs to the community.
Call To Action

- **Immediate – NOW!**
  - Volunteers
  - Retail Space

- **Short Term – 3-6 MONTHS**
  - Grant Writers
  - Guest Teachers to start building detailed curriculum
  - Retail Volunteers

- **Long Term – BY THE END OF YEAR**
  - 1 or 2 ton van for mobile clinics
  - Board Members
  - Advisory Council Members
Want to Help?
cindy@communitycyclesca.org
collin@communitycyclesca.org
wecare@communitycyclesca.org

Thank You
www.communitycyclesca.org

April 2019
Brainstorm: Engagement

How to Recruit and Retain Champions from More Schools

Ideas?
Brainstorm: Education

Bike Rodeos

Primary Purpose: fun or education?

New nomenclature?
SR2S Update: Education

Palo Alto Bike Rodeo Observations

Wednesday, Sept 18
Friday, Oct 4
SR2S Update: Encouragement

Bike Fest!

Please distribute flyers
Pedestrian Education

Pilot launched late August

Aim to conclude in winter
SR2S Update: **Encouragement**

**Infrastructure Ride**
To highlight current and upcoming projects
SR2S Update: Engagement

Teen Commission Collaboration

Lunchtime event

Offering TBD
Street Light Banner Update
Upcoming Events:

**September 17, 6:45:** Regnart Creek Trail agenda item at City Council Meeting, Community Hall, 10350 Torre Ave

**September 17, 7pm:** Carmen Road Feasibility Study Presentation at Bicycle Pedestrian Commission Meeting, Conference Room C, City Hall, 10300 Torre Ave

**September 28 9am – 1pm:** 6th Annual Fall Bike Fest, City Hall Parking Lot, 10300 Torre Ave

**October 9, 4-5pm:** Cupertino SRTS Working Group Meeting, Conference Room C, City Hall, 10300 Torre Ave

**October 15, 4-5pm:** Carmen Road Feasibility Study Presentation at City Council Meeting, Community Hall, 10350 Torre Ave
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!!