

Cupertino's Mobility Challenges: Mayors' Challenge Solutions

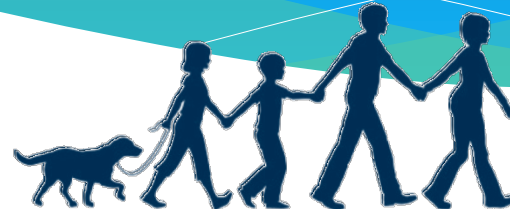
*moving beyond infrastructure to change behavior
& encourage active transportation alternatives*

February 11th, 2016

New Partners for Smart Growth Conference

Presented by: Mayor 2015 and Current Councilmember Rod Sinks

rsinks@cupertino.org www.cupertino.org/saferoutes

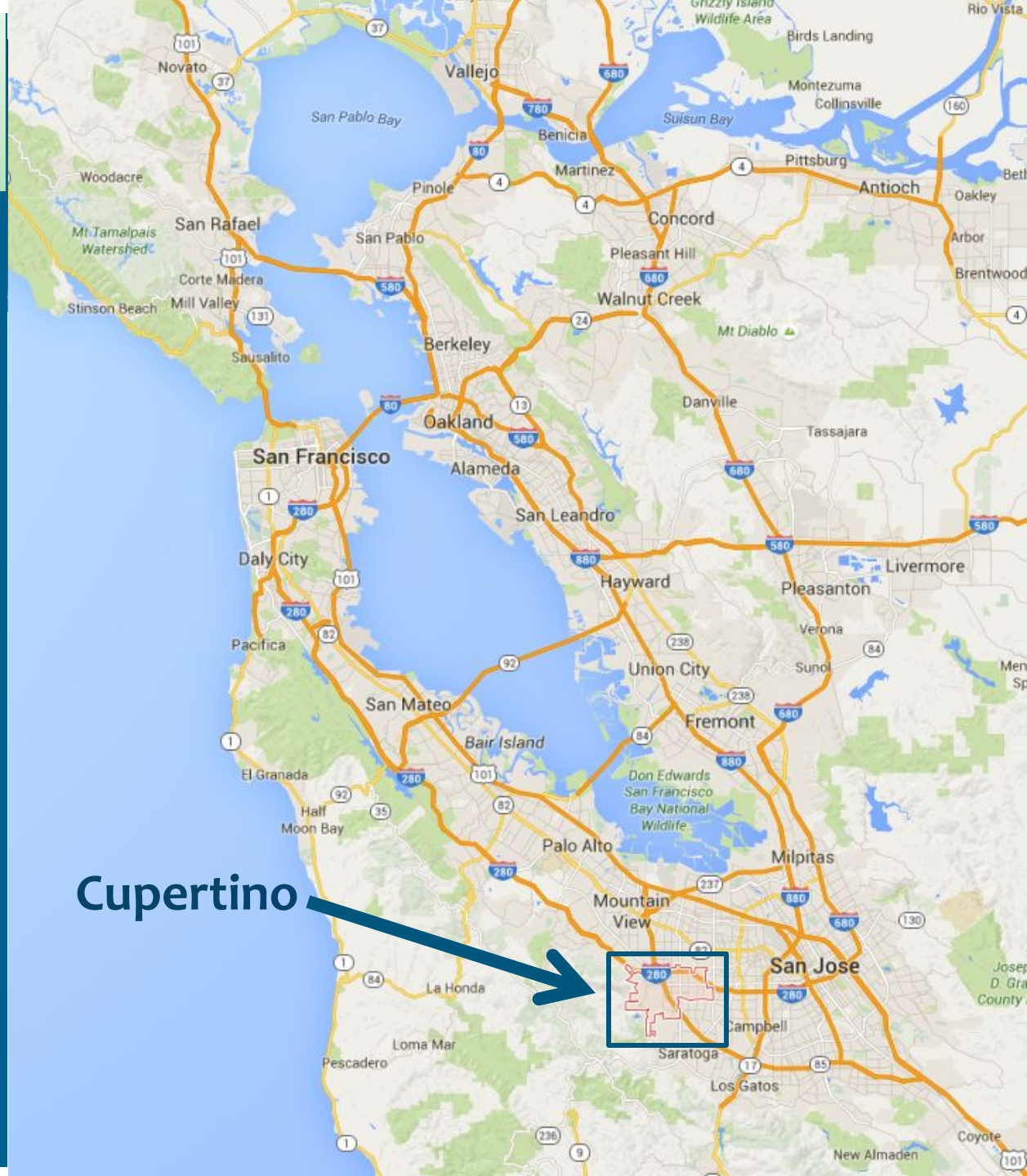


Overview



- * Community Context: Where/Who is Cupertino?
- * Mayor's Challenge: Cupertino's Applied Approach
- * Silicon Valley Mayors' Challenge

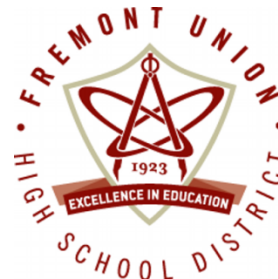
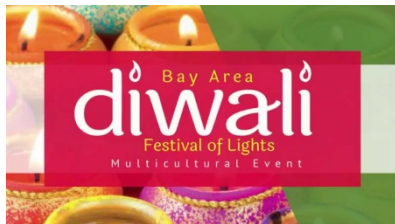
Community Context: Where is Cupertino?



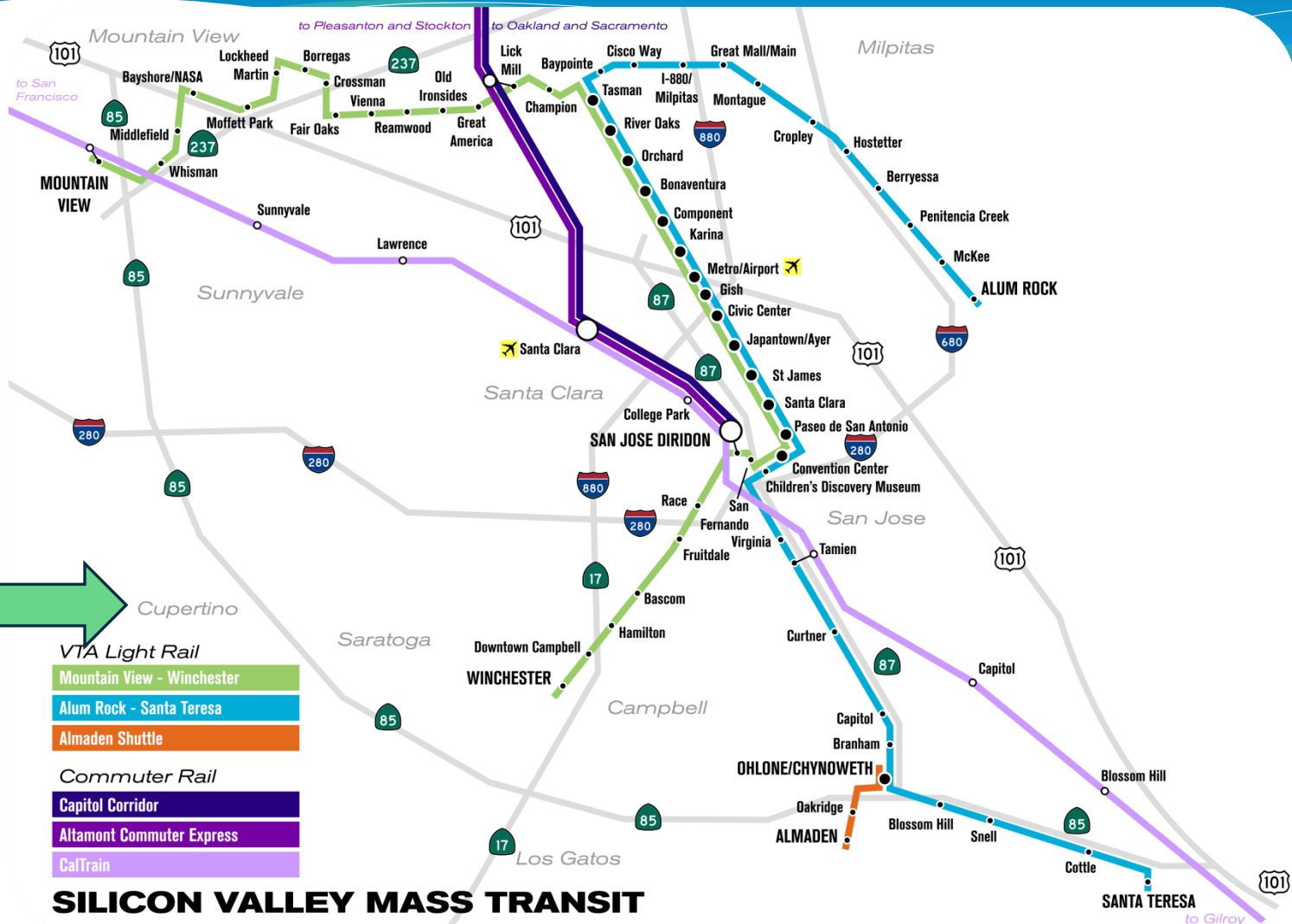
Community Context: Who is Cupertino?



- * 11 sq. miles
- * 64,687 Residents → 22,278 Households
- * 21% Live/Work → 23% Daytime Increase
- * 66% Asian * 45% Master's or Doctorate
- * \$159,955 Average HH Income
- * \$1,700,000 Median Home Sales Price



Transportation Context: Where is Cupertino?




Community Context: Active Transportation History & Response



STEVENS CREEK TRAIL

LEGEND

- Pedestrian/Bicycle Trail (accessible)
- Nature Trail/ Footpath
- Creek
- Service Access
- Maintenance Area
- Park Area
- Backwater
- Parking Lot
- Golf Course
- Rest Rooms
- Accessible (barrier-free)
- Pool
- Horseshoe Pit
- Group Picnic Area




Community
Context:
Active
Transportation
History &
Response

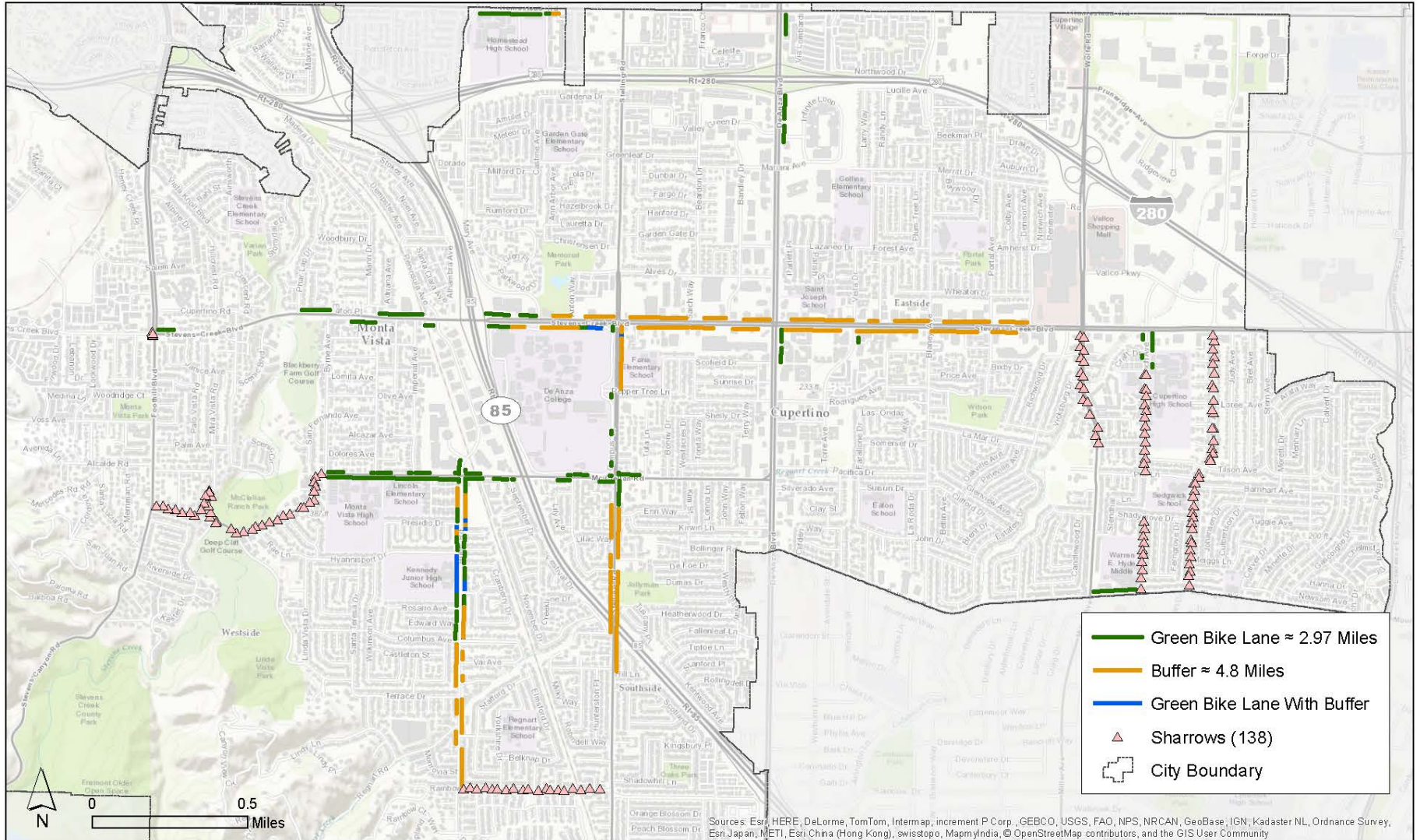
Community Context: Active Transportation History & Response



Community Context: Active Transport



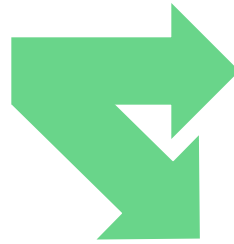
Cupertino Green Bike Lanes, Buffers, and Sharrows



Community Context: Active Transportation History & Response



Community Context: Active Transportation History & Response



CUPERTINO → LET'S WALK AND ROLL!



cupertino.org/saferoutes

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Start with American League of Cyclists' 5 E's

Education

Giving people of all ages and abilities the skills and confidence to ride



Enforcement

Ensuring safe roads for all users



Engineering

Creating safe and convenient places to ride and park



Evaluation and Planning

Planning for bicycling as a safe and viable transportation option



Encouragement



Creating a strong bike culture that welcomes and celebrates bicycling

... and apply these Mayor's Challenge Activities

Activity 1: Complete Streets

Activity 2: Address Barriers

Activity 3: Gather Data

Activity 4: Design for Streets

Activity 5: Complete Networks

Activity 6: Improve Regs

Activity 7: (re)Enforce Behaviors

Mayor's Challenge: Applied Approach

Step 1: Engineering

- * **Activity 1: Take a Complete Streets (& Plan!) Approach**
 - * General Plan, Climate Action Plan, Bike Plan
 - * CIP, Communitywide Development
- * **Activity 5: Take Advantage of Opportunities to Create/Complete Ped/Bike Networks through Maintenance**
 - * \$1.1M Bikeway Improvements
 - * \$8M Pavement Project



CUPERTINO GREEN



Mayor's Challenge: Applied Approach

Step 2: Evaluation & Planning

* **Activity 3: Gather & Track Biking & Walking Data**

- * Partnership: Public Safety, Bike/Ped, Teen Commission
- * Bi-Annually Using National Partnership Template
- * Dero Zap (RFID) School Pilot to Track/Encourage Walking/Biking

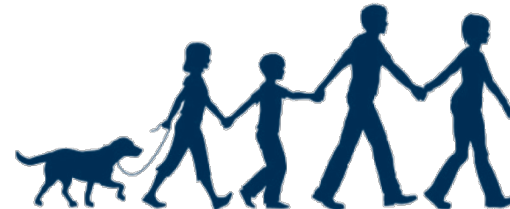


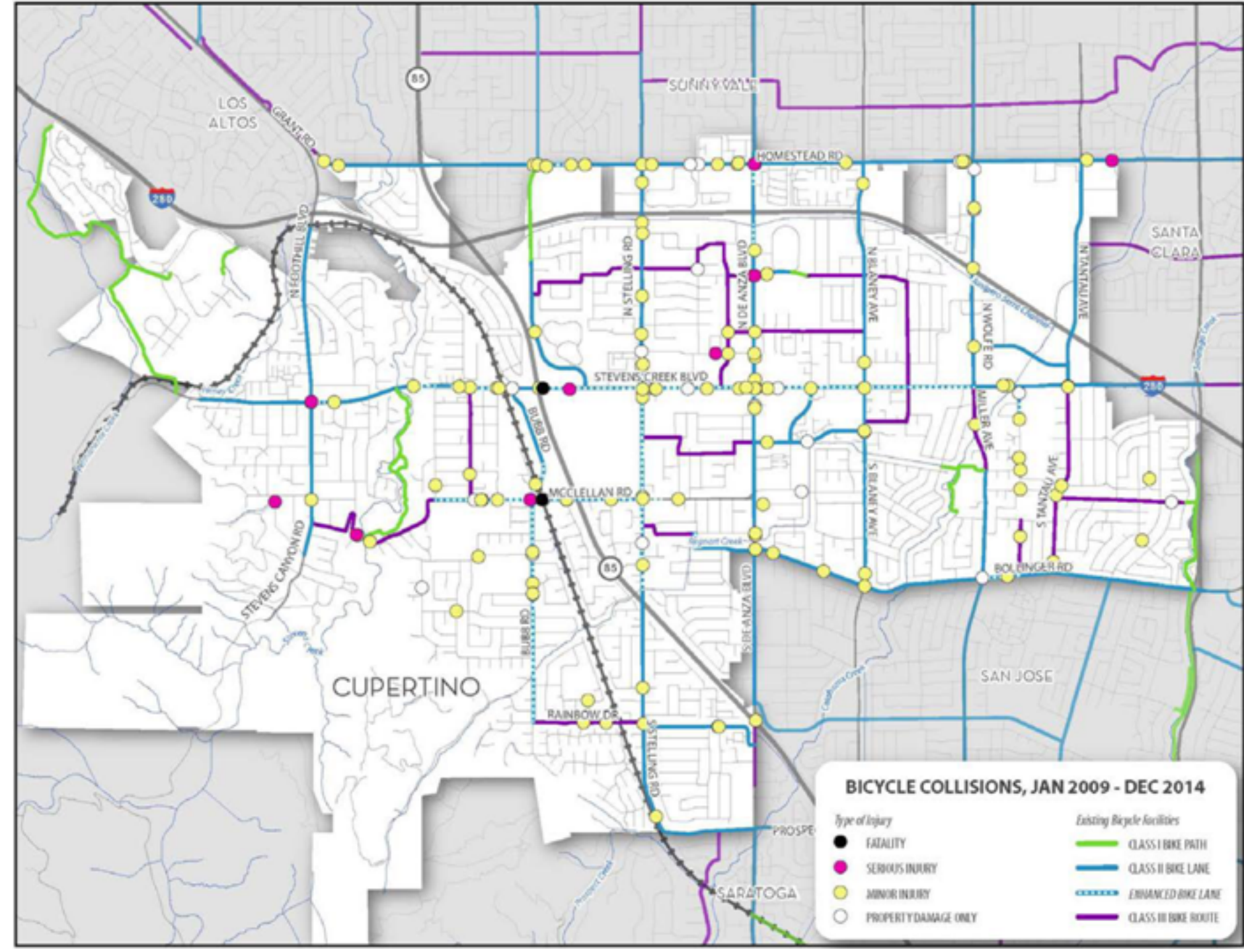
* **Activity 4: Use Designs that are Appropriate to the Context of the Street & Its Uses**

- * Bike Improvements - Updating Bike Plan include Class I & Class 4 Bike Facilities, New Pavement Markings
- * Pedestrian Improvements - New Crossing Guards & Enhanced Crosswalks in Routes to School



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BICYCLE COLLISIONS, JAN 2009 - DEC 2014

Type of Injury

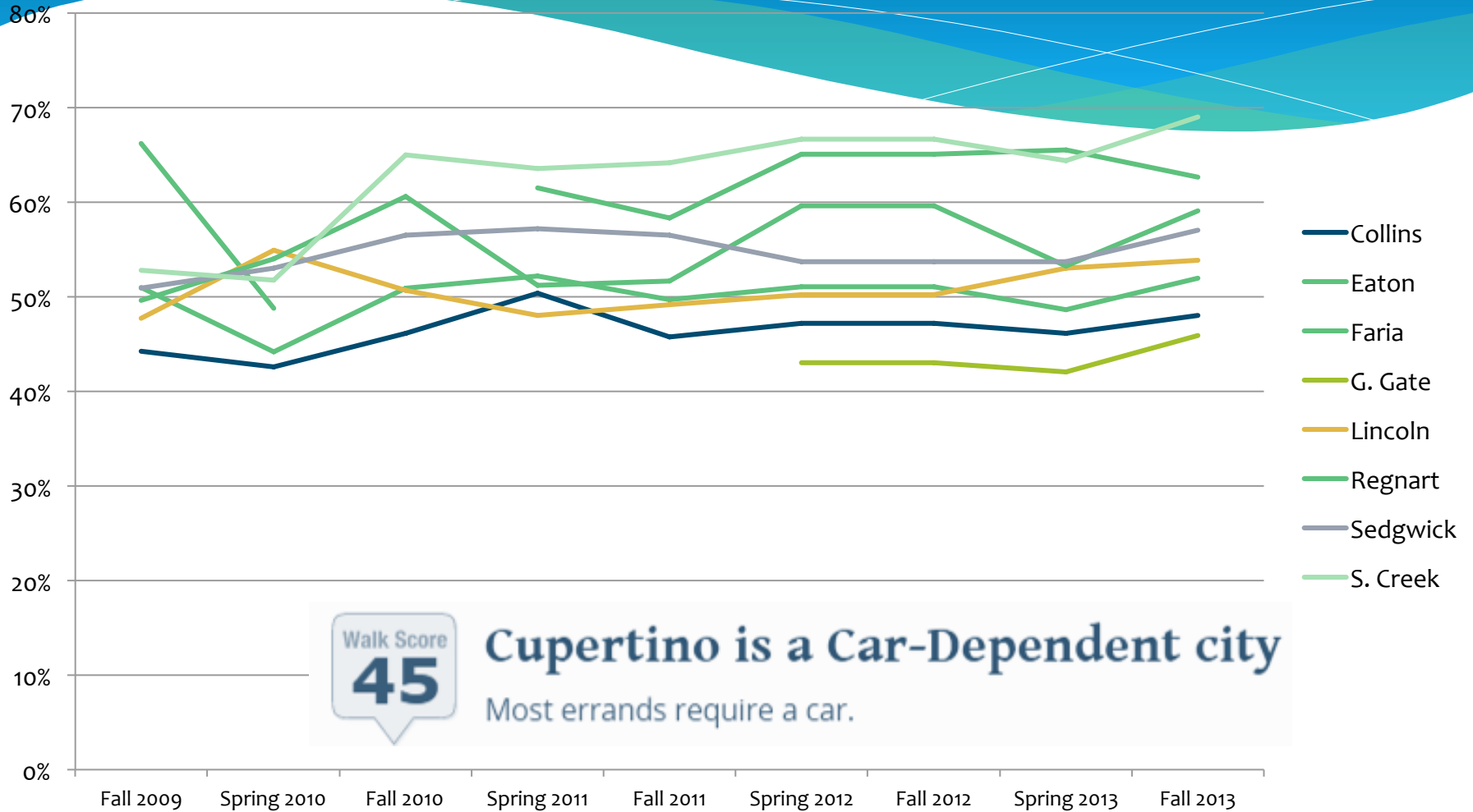
- FATALITY
- SERIOUS INJURY
- MINOR INJURY
- PROPERTY DAMAGE ONLY

Existing Bicycle Facilities

- CLASS I BIKE PATH
- CLASS II BIKE LANE
- - - ENHANCED BIKE LANE
- CLASS III BIKE ROUTE

Mayor's Challenge: Applied Approach

Step 2: Evaluation & Planning



Data Compiled by Public Safety Commissioner Jerry Tallinger

Mayor's Challenge: Applied Approach

Step 2: Evaluation & Planning

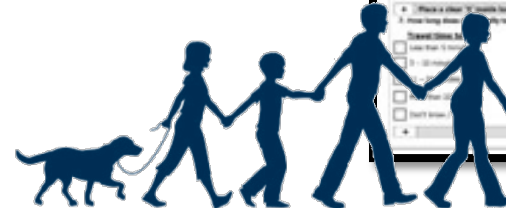
Safe Routes to School Online Parent Survey

- * Date Collected: **November 6th , 2015 – January 1st , 2016**
- * Data collected from: **Seven Cupertino Schools**
- * Length of Survey Period: **56 Days**
- * Total Respondents: **850**
- * Response Rate: **9%**
- * Walk/Bike to School: **33%**

The image shows a screenshot of a web-based survey titled "Parent Survey About Walking and Biking to School". The survey includes sections for "GENERAL INFORMATION", "What is the grade of the child who brought home this survey?", "How many children do you have in kindergarten through 5th grade?", "What is the usual transportation method you use?", "How far does your child live from school?", "What is the usual days, how does your child arrive and leave for school?", "How long does it take your child to get to/from school?", and "How often do you walk or bike to school?". The form contains various checkboxes and radio buttons for selecting transportation methods and distances.



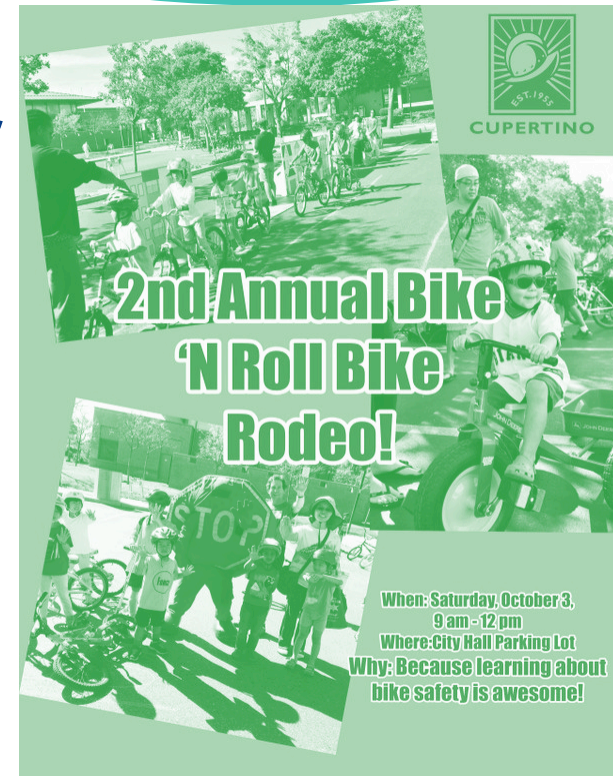
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Mayor's Challenge: Applied Approach

Step 3: Education & Encouragement

- * **Activity 2: Identify & Address Barriers to Make Streets Safe & Convenient for All Road Users, Including People of All Ages & Abilities**
- * **Activity 7: Educate & Enforce Proper Road Use Behavior By All**



COMMUNITY BIKE REPAIR STATION

Project Sponsored by the Rotary Club of Cupertino

CUPERTINO → LET'S WALK AND ROLL!

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Mayor's Challenge: Applied Approach

Step 4: Enforcement

* **Activity 6: Improve Walking & Biking Safety Laws & Regs**

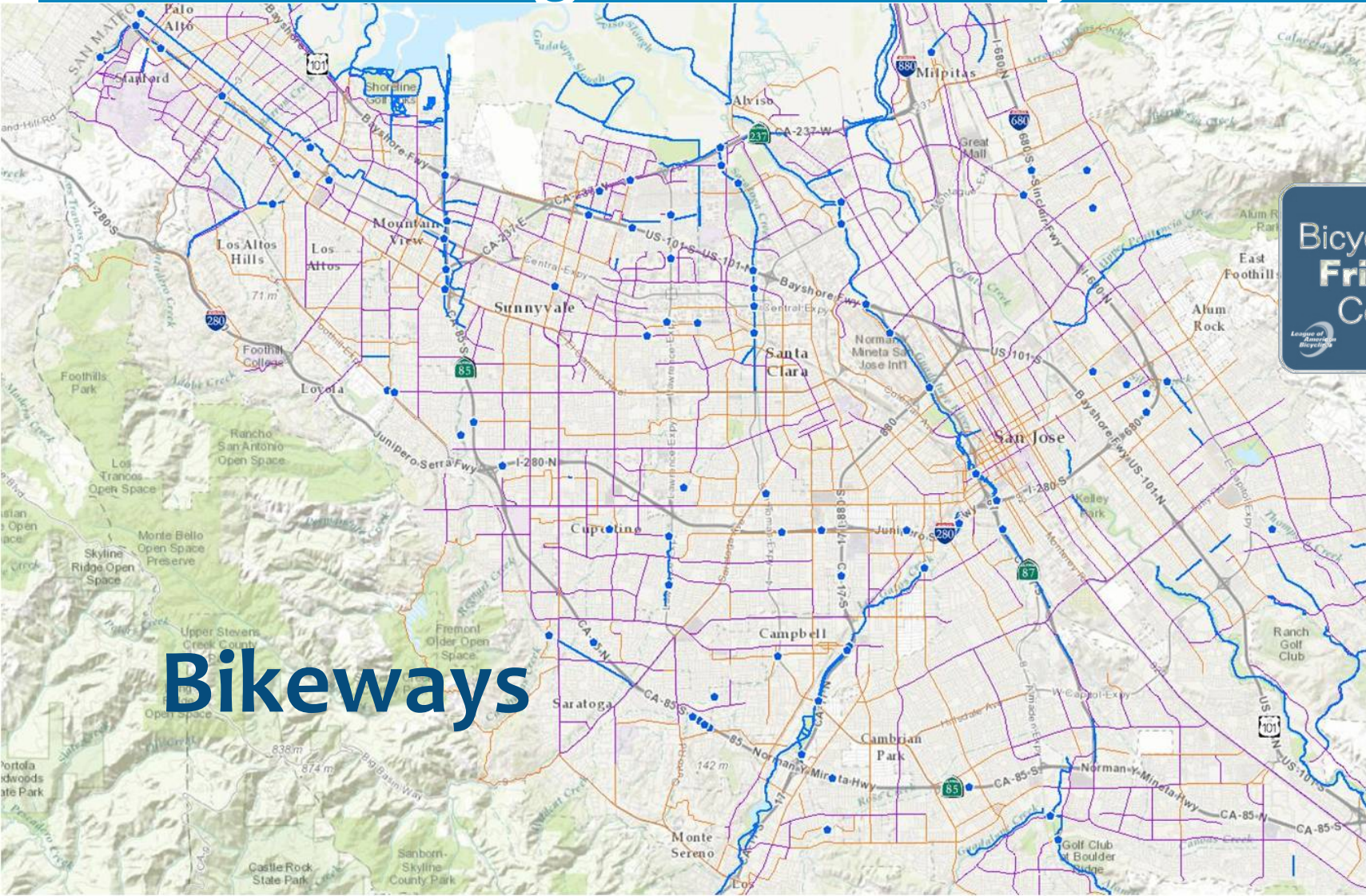
- * Amended Muni Code – Prohibit Trucks in School Zones
- * Pilot → Permanent Garbage Pickup
- * Sheriff's Office Safe Routes Partnership



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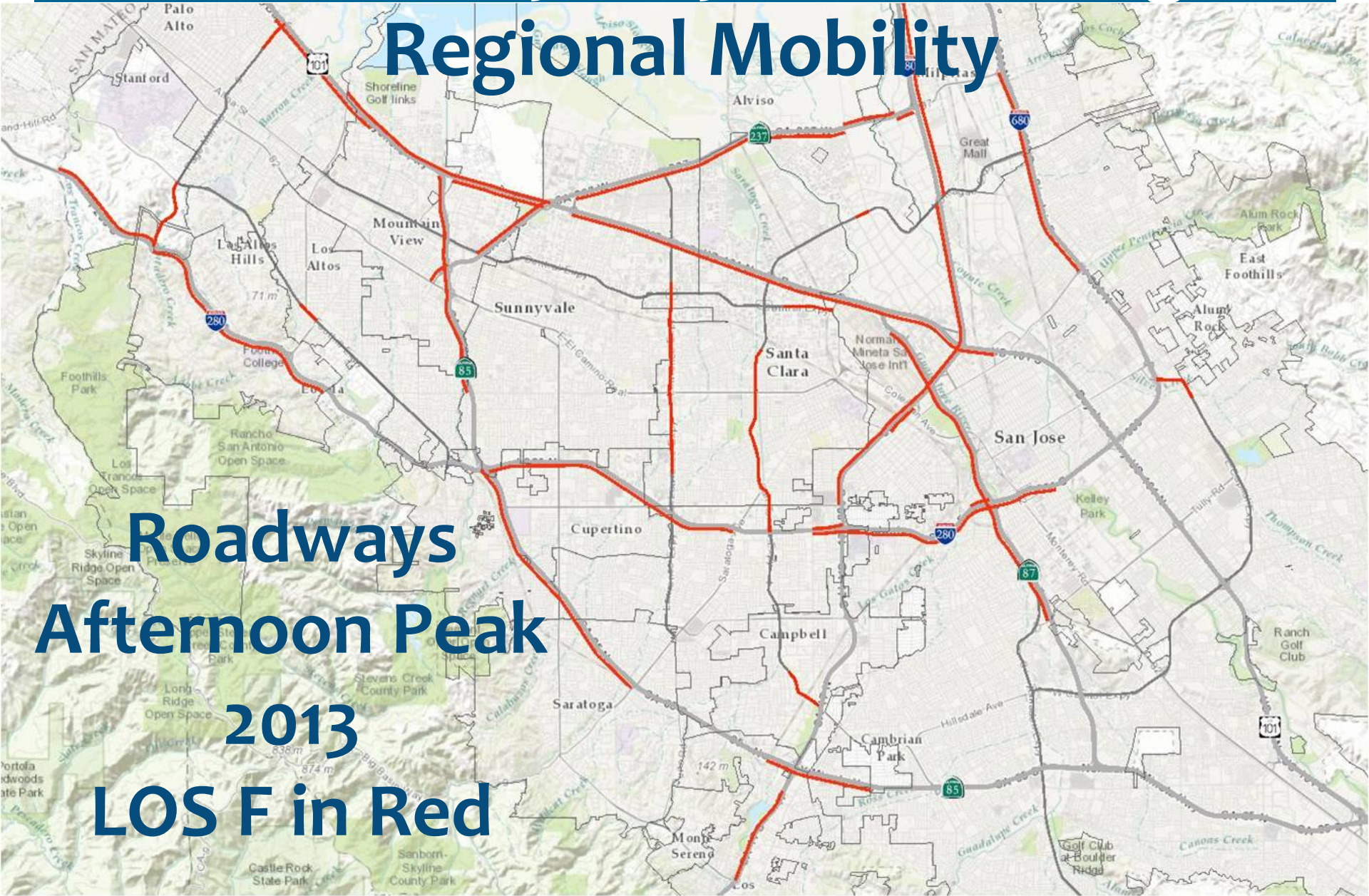


Silicon Valley Mayors' Challenge: Regional Mobility



Silicon Valley Mayors' Challenge:

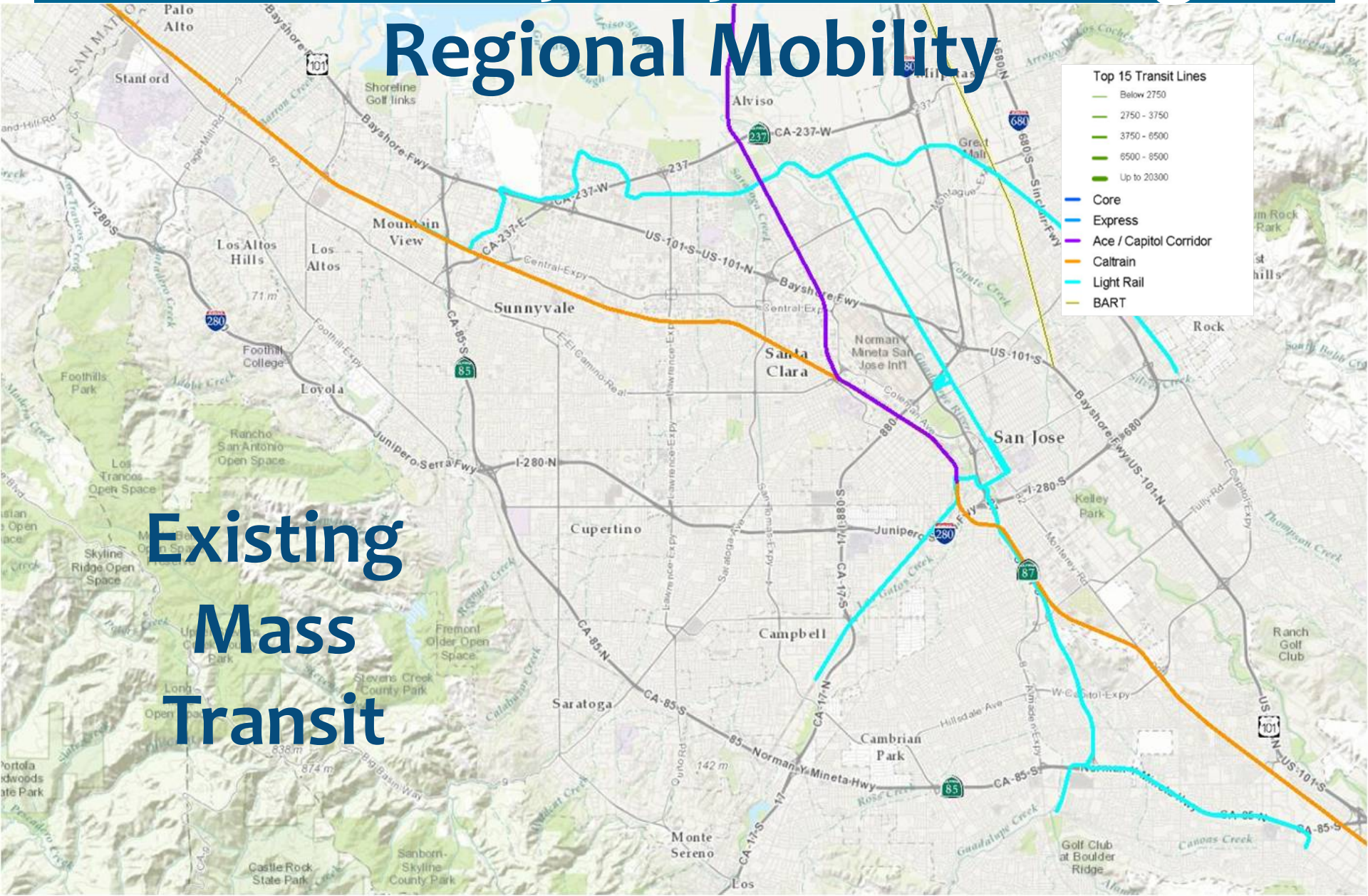
Regional Mobility



Roadways
Afternoon Peak
2013
LOS F in Red

Silicon Valley Mayors' Challenge

Regional Mobility



Existing
Mass
Transit

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