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
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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
Community Context: Active Transportation History & Response
Community Context: Active Transportation History & Response
Community Context: Active Transport

Cupertino Green Bike Lanes, Buffers, and Sharrows

Map showing green bike lanes, buffers, and sharrows in Cupertino with distances marked as approximately 2.97 miles and 4.8 miles.
Community Context: Active
Transportation History & Response
Community Context: Active Transportation History & Response
Start with American League of Cyclists’ 5 E’s

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

**Engineering**
Creating safe and convenient places to ride and park

**Encouragement**
Creating a strong bike culture that welcomes and celebrates bicycling

**Enforcement**
Ensuring safe roads for all users

**Evaluation and Planning**
Planning for bicycling as a safe and viable transportation option
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

...and apply these Mayor’s Challenge Activities
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
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
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
* Data collected from: Seven Cupertino Schools
* Length of Survey Period: 56 Days
* Total Respondents: 850
* Response Rate: 9%
* Walk/Bike to School: 33%
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
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
Silicon Valley Mayors’ Challenge: Regional Mobility

Bikeways
Silicon Valley Mayors’ Challenge: Regional Mobility

Roadways
Afternoon Peak
2013
LOS F in Red
Silicon Valley Mayors’ Challenge: Regional Mobility Video Available @ cupertino.org/transit
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