

FAC Meeting  
March 28, 2022  
Presentations

Item 2

Art in the Safe Routes to School  
Program Presentation

# Cupertino Safe Routes to School Program

Incorporating the Arts



**CITY OF  
CUPERTINO**

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## Brief Program Overview



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## Cupertino Safe Routes to School (SR2S)



**Mission:** Create a safer environment for Cupertino students and families to travel to and from school actively.

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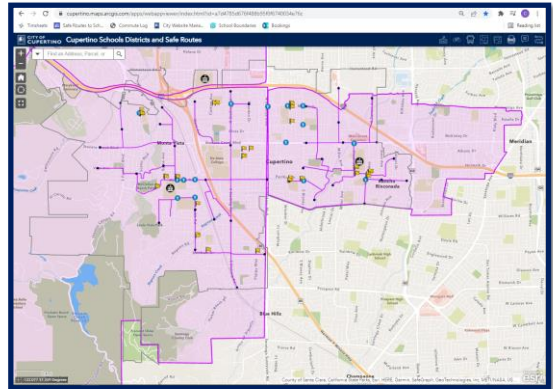
## SR2S Goals

- Increase rate of walking and biking to school
- Reduce traffic crashes
- Reduce traffic congestion
- Reduce city carbon emissions
- Reduce trend of childhood inactivity and obesity

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## Framework of 7 Es

- Engineering
- Education
- Encouragement
- Evaluation
- Enforcement
- Equity
- Engagement



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## Incorporating the Arts



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## Types of Art



Visual Art  
Poetry  
Video

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## Engagement Methods

- Hands-on Activities
- Contests
- ARTour



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## SR2S Programs that Incorporate the Arts

- SR2S Banner Contests
- SR2S Video Contest
- Summer Bike Challenges
- Family Bike Rides
- Fall Bike Fest

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## Program: SR2S Streetlight Banner Contest

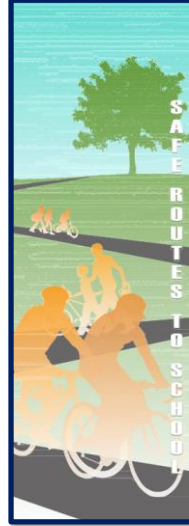
### 2016 Themes:

- Sharing the Road
- What does safe and active transportation look like in Cupertino?
- Why is walking, biking, and/or carpooling important to me?

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## Program: SR2S Streetlight Banner Contest

### 2016 Winning Entries



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## Program: SR2S Streetlight Banner Contest

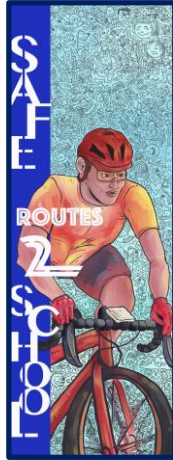
### 2019 Themes:

- The joy of walking and biking
- The environmental benefits of walking and biking
- Walk and Roll
- How biking improves student cognitive development and mental health
- Active and Sustainable transportation
- The benefits of carpooling
- The future of student transportation

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## Program: SR2S Streetlight Banner Contest

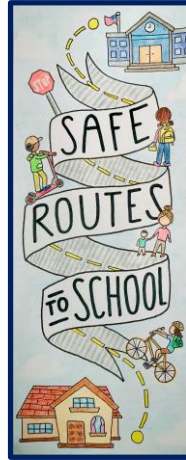
### 2019 Winning Entries



"Riding for My Planet"  
by Claudia Kok  
and Abigail Ho



"Clear Skies,  
Safe Rides"  
by Fiona Luo



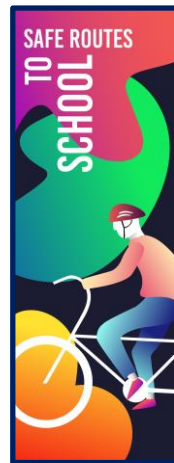
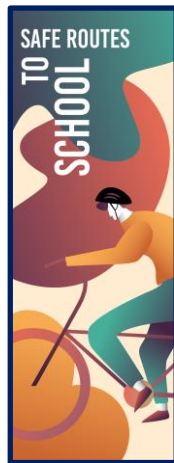
"Getting to School  
Safely"  
by Indira Abhyanker



"The Bliss of  
Biking"  
by Kathy Lou

## Program: SR2S Streetlight Banner Contest

### "The Bliss of Biking" Series by Kathy Lou







## Program: SR2S Streetlight Banner Contest

**2022: Themes...?**

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## Program: Hyde Banner Contest

**2019: Middle School Grant**

Hyde Middle School: Banner Contest

Theme: Walk on Wednesdays (WOW)

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## Program: WOW Banner Contest

### Winning Entries



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## Program: SR2S Student Video Contest

### 2021 Themes:

- Inspire people to take active modes of transportation
- Educate your peers how to walk or bike safely
- Bonus: tie in a message about how walking/biking/carpooling benefits:
  - The environment
  - Student grades, mental health, and/or fitness

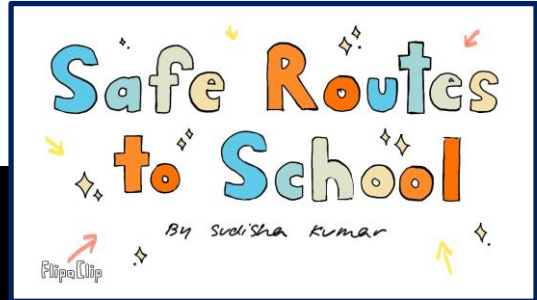
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## Program: SR2S Student Video Contest

### 2021 Winning Entries



"Bike or Walk to School"  
by Avishi Trivedi (10<sup>th</sup> grade), Crystal Cheng (9<sup>th</sup> grade), and Lindsey Tang (9<sup>th</sup> grade)



"Safe Routes to School"  
by Sudisha Kumar (8<sup>th</sup> grade)

## Program: Summer Bike Challenges

### 2021 Bike Challenges:

- Ride More Miles Cupertino
- Organize a Group Ride
- Bike Date
- Bike to School/Work/Shop
- *Bike to Art, using ARTour*



Aanya Dhar - Little Tree

## Program: Family Bike Rides

### Decorate Your Bike



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## Program: Fall Bike Fest

### 2021: Poetry and Hands-On Art Activities

- Partnered with Cupertino's Poet Laureate and Youth Environmental Power Initiative

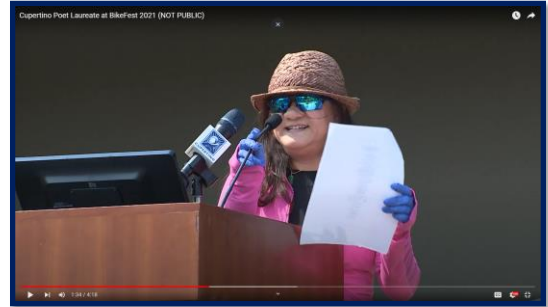


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## Program: Arts and Activities

### 2021 Fall Bike Fest

- *Poetry Reading*
- Poetry Flags
- Bike Art Flags
- Chalk Wall Mural
- Recycled Art:  
Mini Bikes



Cupertino Poet Laureate Jing Jing Yang reading "My Dad's Phoenix" about a phoenix bike he used to ride

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## Program: Fall Bike Fest

### 2021 Fall Bike Fest

- Poetry Reading
- *Poetry Flags*
- Bike Art Flags
- Chalk Wall Mural
- Recycled Art:  
Mini Bikes



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## Program: Arts and Activities

### 2021 Fall Bike Fest

- Poetry Reading
- Poetry Flags
- *Bike Art Flags*
- Chalk Wall Mural
- Recycled Art:  
Mini Bikes



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## Program: Arts and Activities

### 2021 Fall Bike Fest

- Poetry Reading
- Poetry Flags
- Bike Art Flags
- *Chalk Wall Mural*
- Recycled Art:  
Mini Bikes



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## Program: Arts and Activities

### 2021 Fall Bike Fest

- Poetry Reading
- Poetry Flags
- Bike Art Flags
- Chalk Wall Mural
- *Recycled Art: Mini Bikes*



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Questions,  
Comments,  
Ideas?



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# Thank you!



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