APPENDIX F

Recommended Policies and Programs Memo

To: David Stillman, Transportation Manager, City of Cupertino

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From: Christopher Kidd and George Foster, Alta Planning + Design

Date: January 1, 2026

Re: Cupertino ATP: Policy and Program Recommendations

This memo provides a summary of new legislation that may impact policy and program recommendations, as well as a consolidated, updated set of recommended policies and support programs to enhance the existing walking and rolling networks in the City of Cupertino. Several plans are referenced throughout this document, but the Active Transportation Plan will be referred to in capital letters as the Plan.

The memo first summarizes **Recent Regional, State, and Federal Policies**, then presents detailed tables of **Policy and Program Recommendations.** Although regional Equity informs all recommendations, these tables focus on the following key areas of potential policy and programmatic investment: Engineering, Encouragement, Education, Enforcement, and Evaluation. As an appendix, there is also an overview of relevant **Existing Cupertino Policy Recommendations.**

Recent Regional, State, and Federal Policies

The following State-level legislation has been passed in the last five years and will affect the implementation of this Active Transportation Plan and its accompanying policies and programs.

Roadway Safety Enhancements

Daylighting (AB 413): This law, which took effect in 2024, aims to improve visibility at crosswalks by prohibiting vehicles from stopping or parking within 20 feet of the vehicle approach side of any unmarked or marked crosswalk or 15 feet of crosswalks with curb extensions.

Speed Safety System Pilot Program (AB 645): This program, established by a bill signed in October 2023, permits select cities to install speed cameras to deter reckless driving. Cities like San Francisco have already implemented the program, deploying cameras in high-risk areas. There is potential for Cupertino to implement speed cameras if this pilot is successful.

Reckless Driving Crackdown (SB 1509): This legislation aims to deter reckless driving, particularly speeding, by strengthening enforcement and considering the use of technology like speed cameras.

Safer, More Inclusive Street Design (SB 960): This bill enhances the California State Highway System by requiring Caltrans to incorporate features such as bike lanes, sidewalks, and transit facilities into its planning and projects.

Speed Limit Setting (AB 43): Legislation was passed to authorize Caltrans and local authorities to set, retain, or restore speed limits on highways, including the possibility of a reduction of five mph in some circumstances.

Infrastructure Funding and Regulation

Federal Infrastructure Investment and Jobs Act (IIJA): Though not state-specific legislation, California was expected to receive over $40 billion in federal funds from this bipartisan act, to be invested in various transportation projects, including roads, bridges, and other transportation infrastructure. However, many federally funded active transportation projects are currently facing political obstruction, and their future is unclear.

CEQA Exemptions for Bicycle and Mass-Transit Projects (SB 288): This bill added statutory California Environmental Quality Act (CEQA) exemptions for bicycle projects. SB 922 extended and enhanced the CEQA exemptions for sustainable transportation projects—including bike lanes, pedestrian infrastructure, bus rapid transit, and light rail—through 2030. This expedites the approval and construction of these climate-friendly projects by reducing administrative delays and costs, thereby promoting cleaner, safer, and more equitable transportation options statewide.

Policy and Program Recommendations

This section includes descriptions of existing and proposed policies and programs, organized by programmatic/policy category: **Equity, Engineering, Encouragement, Education, Enforcement, and Evaluation**. These policy and program recommendations align with the goals of the Active Transportation Plan: **Safety, Accessibility, Maintenance, Sustainability, Multimodal Balance, and Fairness**. Examples are provided for many to illustrate implementation.

Equity

The proposed programmatic and policy recommendations outlined in this memo should be prioritized through a regional equity lens to support efforts to improve the City's active transportation network. This should be incorporated into all future policies and programs through early community involvement, targeted outreach, attending existing community events, hosting events in affected communities, and providing translation services.

Engineering

Pedestrian and bicycle support facilities provide increased comfort and convenience for individuals who use active modes to get around. **Table 1** summarizes existing and proposed engineering policies and programs in the City that work in conjunction with existing infrastructure to improve the user experience. Infrastructure improvements should be prioritized near schools, parks, transit stops, medical centers, senior centers, City services, commercial areas, and HIN/HII.

Note: Several of the recommended policies and programs in this section are already in place in Cupertino but have significant potential for codification and expansion.

Table 1 *Existing and Recommended Engineering Policies and Programs*

Policy/Program	Description	Plan Goal	Examples
Existing			
Vision Zero Policy	The City adopted a local Vision Zero Action Plan to better understand local collisions and collaborate across City Departments to improve safety for walking and rolling in Cupertino.	Safety	Cupertino Vision Zero Action Plan
Complete Streets Policy	The City adopted a local Complete Streets policy to ensure streets are designed to enable safe, convenient, and comfortable travel for users of all ages and abilities, regardless of their mode of transportation	Accessibility and Multimodal Balance	Cupertino Complete Streets Policy
Online Information and Service Requests	The City currently operates a telephone, app, and online service request system (Cupertino311), which allows residents to submit an issue or request for a specific service for traffic signals, roadway issues, or sidewalk obstructions	Accessibility and Maintenance	Cupertino Maintenance Services
Wayfinding	Wayfinding signage provides important destination, distance, and navigation information to roadway users. Specific wayfinding signs designed for people walking, biking, and rolling can be expanded and improved at key locations across the City to further support active transportation	Accessibility	Cupertino Wayfinding Project
Sidewalk and Curb Cut Improvement Program	The City may develop a sidewalk and curb cut improvement program with a dedicated funding stream to close sidewalk gaps and add curb ramps at key locations. This program would allow the City to be more responsive to local citizen complaints for sidewalk and curb cut enhancements.	Safety, Fairness, and Maintenance	Palo Alto, CA
Recommended			

Policy/Program	Description	Plan Goal	Examples
Pedestrian-Scale Lighting	Pedestrian-scale streetlights are designed at a lower height and intensity to enhance visibility, safety, and comfort for people walking in urban or public spaces By increasing visibility, it improves safety and reduces crime. It also enhances the walkability and aesthetic appeal of public spaces, encouraging more foot traffic and fostering a sense of community. LED lights can be used to reduce energy costs, and shields can be used to minimize night sky pollution or limit light pollution on adjacent private property.	Safety	Alameda, CA
Crossing Facility Improvements	The City may improve crossing facilities by implementing high-visibility crosswalks, advance stop or yield markings, pedestrian refuge islands, and raised crosswalks or intersections These enhancements would make people walking and rolling more visible to drivers.	Safety	Sacramento, CA
Evaluate Right Turn on Red Restrictions	Evaluate intersections to limit vehicles from turning right at a red-light signal on a case-by-case basis, when traffic operations analysis indicates that the restriction can be implemented without creating unacceptable vehicle delay.	Safety	Ann Arbor, Michigan
Leading Pedestrian Interval (LPI)	The City may consider LPIs at signalized intersections, with a plan moving forward to update key intersections.	Safety	CA AB 2264 (2022)
Active Detection at Intersections for People Walking and Rolling	Develop an inventory of signalized intersections without active detection for people walking and rolling and create a way forward for standardization and inclusion at signal heads. Establish a standardized approach for integrating reliable detection technologies—such as passive infrared, video, or radar sensors—ensuring they are accurately placed along built and desired routes. Define clear specifications for detector performance, placement, and integration with signal systems, and incorporate upgrades into signal maintenance, capital projects, and retiming efforts. Include staff training, contractor guidance, and periodic evaluation to ensure effective and consistent deployment citywide.	Safety and Accessibility	Santa Clara County, CA Active Detection White Paper

Policy/Program	Description	Plan Goal	Examples
Curb Extensions at Intersections	Consider additional curb extensions at school-zone intersections and mid-block crossings to reduce vehicle speeds and improve overall transportation safety.	Safety	San Francisco, CA
End-of-Trip Facilities	End-of-trip facilities such as bike parking, water stations, kiosks, and fix-it stations help encourage people to bike more by providing the amenities they need at the end of their trip. These facilities are typically most suitable in City right-of-way areas with high concentrations of walking and rolling, such as the Cupertino Library.	Accessibility and Sustainability	Los Angeles, CA
Lower Speed Limits	Reduce speeds where appropriate along arterial and collector roadways based on the CA Manual for Setting Speed Limits. Lowering the speed limits on streets may lessen the severity and frequency of crashes.	Safety	Santa Monica, CA
Lower School Zone Speed Limits	Per California Vehicle Code Section 22358.8, the City may consider reducing speed limits around School Zones, which may be lowered to 15 mph on all two-way residential streets within 500 feet of schools, and 25 mph up to 1,000 feet from schools.	Safety and Accessibility	Oakland, CA
Quick Build Project Implementation	Quick Build projects typically include less expensive materials such as paint, thermoplastic, and bollards/delineators (or other sturdy but removable materials). These improvements share many of the same safety benefits as their permanent counterparts, but can be implemented more quickly and cost-effectively, allowing the City to be responsive to safety concerns while still planning for long-term funding and implementation. The City should consider implementing Quick Build projects identified in completed school walk audits, in addition to other priority areas.	Safety and Maintenance	CalBike Design Guide Quick Build White Paper
Expand the City Tree Canopy	Consider planting shade trees and other greening elements along corridors where people may be walking and rolling, and within school zones. Caltrans considers street trees to be traffic-calming elements as they are often attributed to a perceived narrowing of the roadway, a sense of rhythm and human scale created by framing the street, and the perception that the driver is in a place where they are more likely to encounter people walking or rolling and cross-traffic.	Sustainability and Fairness	San José, CA

Policy/Program	Description	Plan Goal	Examples
Update Street Design Standards	Review and update all relevant policy and design standards regarding bikeway facilities, path and sidewalk design and materials, and supporting amenities to be consistent with the most recent best practices and state and federal standards for bicycle and pedestrian facilities and in compliance with the latest ADA Standards for Accessible Design and Public Right-of-Way Accessibility Guidelines (PROWAG).	Accessibility, Maintenance, and Multimodal Balance	Sacramento, CA
Maintenance Program	Maintenance is deeply tied to the usability and lifespan of these engineering recommendations. The City may consider developing more detailed protocols for regular street sweeping and debris removal on bikeways—particularly Class IV protected lanes and Class I multi-use paths—to maintain comfort and reduce risks. Expanded, detailed vegetation management can address overgrowth that obstructs visibility at intersections, encroaches onto sidewalks and paths, and blocks signage. The 311 reporting system for issues like potholes, flooding, or obstructions should be widely promoted and integrated into existing municipal apps and customer service portals. Maintenance guidelines should specifically account for newer infrastructure types, such as roundabouts, green paint treatments, and modular curbs or delineators, to ensure that materials are durable and repairable. Coordination between construction, maintenance, and repaving schedules is a proven strategy to reduce disruptions and extend pavement life, and Cupertino can adopt a "dig-once" approach to align upgrades with resurfacing or utility work. Regular inspections, performance audits, and a publicly accessible maintenance log can help ensure transparency, accountability, and timely repairs.	Accessibility and Maintenance	Sacramento, CA

Encouragement

Encouragement programs help to create a lasting active transportation culture and can encourage overall mode share shifts. **Table 2** provides an overview of existing and recommended walking and rolling encouragement programs.

Table 2 *Existing and Recommended Encouragement Programs*

Policy/Program	Description	Plan Goal	Examples
Existing			
Safe Routes to School (SR2S)	The City should continue the existing Safe Routes to School Program and continue to place emphasis on working with school districts to address on-site circulation and spillover traffic.	Safety, Accessibility, and Fairness	Cupertino SR2S Program
Bike to Work/ Wherever Days	The City can continue to sponsor Bike to Work/ Wherever Day events in support of regional efforts.	Accessibility	Silicon Valley Bicycle Coalition BTWD
Adopt-a-Trail Program	The existing Santa Clara County program provides individuals, groups, businesses, and clubs the opportunity to adopt a section of trail on an annual basis. Each sponsor supports their Adopted Trail with financial contributions and volunteer trail work.	Maintenance	Santa Clara County Adopt-a-Trail
Recommended			
Open Streets	Open Street events promote and celebrate bicycling and walking and encourage participation from neighborhoods.	Accessibility and Sustainability	CicLAvia
Social Walks/Rides	Support City departments and local organizations in hosting social rides or walks, like Bike for Boba.	Accessibility and Sustainability	San José, CA
Walking School Buses and Bike Trains [SR2S]	Walking School Buses and Bike Trains are organized groups of students walking/biking to school under the supervision of a guardian, teacher, or adult volunteer. These groups follow predetermined routes and can operate on an occasional or daily basis, depending on the interest from families.	Accessibility and Fairness	Alameda County, CA Portland, OR

Policy/Program	Description	Plan Goal	Examples
Bike Parking Inventory	Map existing racks in the City and upload them to the open data portal. Develop and publish a public-facing guide that outlines various types of secure micromobility parking infrastructure, such as bike corrals, covered racks, and lockers (like Oonee Pods). The guide should explain the ideal use cases for each option, based on factors such as location (e.g., transit hubs, business districts), user needs (e.g., long-term vs. short-term parking), and security levels. Including photos, technical specifications, and maintenance considerations will help the City, businesses, and community organizations make informed decisions about selecting and installing the right facilities.	Accessibility, Maintenance, and Fairness	APBP Essentials of Bike Parking
Bike Rack Program	Consider establishing a Bike Rack Installation Program to provide secure, convenient bicycle parking that supports everyday bicycling and reduces parking barriers.	Accessibility	Petaluma, CA
Bicycle Parking at Large Events	Revise Cupertino Municipal Code regarding event permits to include "Conditions for Issuance" to require events expected to draw more than 5,000 attendees must provide secure, attended bicycle parking for attendees at no charge.	Accessibility	Oakland, CA
Electric Micromobility Expansion	Cupertino has an opportunity to lead in sustainable transportation by developing a forward-thinking policy that actively encourages the use of electric micromobility devices—such as personal e-bikes, e-scooters, and other small electric vehicles—in line with state and regional standards. These devices make active transportation more accessible by extending travel distances, reducing trip times, and performing well in various weather conditions. This policy can define appropriate use on bike lanes, multi-use trails, and low-speed streets, with safe speed limits that prioritize both comfort and safety. The City can encourage electric micromobility use and discourage illegal devices and modifications through public education, safe riding guidance, and improved infrastructure, such as secure parking with charging options.	Accessibility and Fairness	Palo Alto, CA Santa Cruz, CA

Policy/Program	Description	Plan Goal	Examples
Trail Steward Volunteers	Engage with volunteer organizations to regularly maintain and address community safety concerns around vegetation and debris on shared-use paths. Events can be opportunities for volunteers to help their community.	Maintenance	Richmond, CA Rails-to-Trails Maintenance
Transportation Demand Management (TDM) Implementation Plan	Develop a Transportation Demand Management Implementation Plan or Ordinance to increase support for commuters bicycling or walking to work. This may include identifying additional metrics for businesses to count active transportation-supportive policies towards their own TDM plans and goals.	Sustainability and Multimodal Balance	Metropolitan Transportation Commission
Walk and Roll Ambassadors	Walk and Roll Ambassadors are trained community volunteers who promote safe walking and rolling, especially among students and families. They engage in outreach, education, and encouragement activities to foster active transportation and build a culture of mobility and safety. These roles are particularly important in communities where English is not the first language. This roll can be integrated with the City's own SR2S parent champion program.	Safety and Accessibility	Bike East Bay
Partner with Bicycle Organizations	The formation of strong relationships with local bicycle advocates and bicycle clubs will encourage mutually beneficial collaboration and help the City reach its plan goals. The City is encouraged to partner with organizations in the area.	Accessibility	CalBike List of Local Partners
Partner and Coordinate with County Agencies	Coordinate with representatives from various County agencies, including County Public Health and VTA, for project and program implementation.	Accessibility and Maintenance	Santa Clara County, CA
Bicycle Friendly Business Program	Similar to the Bicycle Friendly Community designation, the Bicycle Friendly Business program recognizes businesses for their efforts to encourage a more bicycle-friendly atmosphere. This requires businesses to implement various strategies to cater to the diverse needs of customers and employees. The City of Cupertino Civic Center Plaza has Gold award status.	Accessibility and Sustainability	League of American Bicyclists

Education

Walking and rolling education programs help individuals interested in active transportation feel more comfortable, safe, and confident navigating streets and shared-use paths. **Table 3** outlines existing educational programs in the City as well as potential program expansion.

Table 3 *Existing and Recommended Education Programs*

Policy/Program	Description	Plan Goal	Examples
Existing			
Safe Routes to School (SR2S)	The existing SR2S Program provides education and resources for school site administrators, parents, and children on bicycle safety, pedestrian awareness, and traffic concerns.	Safety, Accessibility, and Fairness	Cupertino SR2S
Walking and Rolling Safety Campaign	Create a City-sponsored outreach campaign to encourage all road users to abide by local laws and be courteous to other users. This campaign may be targeted at a single user type (e.g., cyclists) or at multiple users. Local stakeholders may assist in developing goals that are rooted in community concerns and issues. Campaigns should be deployed at regular intervals throughout the year to promote an attitude of safety awareness. Safety campaigns should be prioritized near schools, parks, transit stops, commercial areas, and at high collision corridors.	Safety and Accessibility	Cupertino Vision Zero PSA Campaign
Bicycle Rodeos [SR2S]	The City of Cupertino SR2S Program offers bicycle rodeo programming at Cupertino schools, providing a blacktop training course on bicycle safety.	Safety	Cupertino SR2S
Recommended			
"New Infrastructure" Education Campaign	Often, when infrastructure changes occur, there is a missing education component to the community about how to interact with the new design or feature. Education materials and messaging can be developed during the installation of infrastructure, which the general public may be unfamiliar with, such as unique interchanges/roundabouts, two-stage turn boxes, or advisory shoulders.	Safety and Multimodal Balance	UC Davis

Policy/Program	Description	Plan Goal	Examples
Driver Education Program	Establish a citywide driver education program that focuses on improving awareness and promoting safe interactions with people walking, biking, and rolling, incorporating best practices from Vision Zero and Safe Systems approaches. The program could include modules on recognizing vulnerable road users, crosswalk laws, yielding at intersections, safely passing cyclists, and navigating areas with high activity or limited visibility. The curriculum can be conducted in partnership with local school districts and SR2S coordinators. For older adults or existing drivers, collaborate with the DMV and community centers to offer targeted refresher workshops. The City can promote the program through strategic outreach campaigns—such as during Bike to Everywhere Month in May—using social media, public service announcements, and partnerships with local employers, transit agencies, and neighborhood associations. Additional outreach tools could include short educational videos, translated materials, and interactive online modules.	Safety	League of American Bicyclists
Bicycle Safety Education for Adults	Partner with local organizations to provide classes for adults to learn bicycle safety. Support growth by advertising and providing meeting space in Cupertino.	Safety and Accessibility	Sonoma County, CA Huntington Beach, CA
Electric Micromobility Education	With the proliferation of e-bikes and other electric micromobility devices, people may not understand or be misinformed about how to use these modes safely and legally. An education campaign can be targeted at e-mobility, especially among students who may be excited about the increased travel opportunities offered by such devices.	Safety and Accessibility	California Highway Patrol

Policy/Program	Description	Plan Goal	Examples
Waste Bin Placement	Provide clear instructions on the City website and in utility bills about the proper placement of waste bins. Where on-street parking exists, bins should be placed near the curb, within the parking aisle. Residents should be instructed to place bins against the curb where no on-street parking exists to minimize intrusion into the bicycle lane. Collaborate with waste management companies to add reflective markings to waste bins to increase their visibility at night and reduce the risk of bicycle collisions with misplaced bins. The City could also work with management companies to stencil "Do Not Place In Bicycle Lane" on the waste bins to remind residents of proper placement.	Maintenance and Multimodal Balance	Pomona, CA
Mini Main Street Education Events [SR2S]	Host Mini Main Street safety education events and install permanent traffic gardens at select schools. Mini Main Streets and traffic gardens provide safe environments for children to practice roadway safety.	Safety	Mountain View, CA

Enforcement

Enforcement programs help to institutionalize safe walking and rolling transportation systems. By prioritizing relationships between law enforcement and individuals who walk and roll, these programs help create a safe environment for all users. **Table 4** below lists the proposed enforcement programs for the City.

Table 4 *Recommended Enforcement Programs*

Policy/Program	Description	Plan Goal	Examples
Recommended			
Traffic Ticket Reduction	Help develop a partnership program with the Santa Clara County Sheriff and a bicycle education provider to offer bicycle education as a traffic court option. People who receive a citation/infraction on a bicycle for California Vehicle Code violations would be permitted to attend a Basic Street Skills class to reduce or waive fines.	Safety and Fairness	Marin County, CA
Bike Patrol Program	Partner with the County Sheriff to develop a program that provides routine patrolling on bicycles. The program would enable increased community engagement and promote bicycle safety.	Safety and Fairness	El Cerrito, CA
Targeted Enforcement	Target enforcement of vehicular violations at locations with a high incidence of red-light running and HIN/HII.	Safety and Fairness	San José, CA

Evaluation

Programs to help evaluate and track progress toward reaching the Plan's goals are essential for long-term success and effective project implementation. **Table 5** lists proposed programs that help identify what's working, what's not working, and where additional efforts are needed following the completion of the plan.

Table 5 *Recommended Evaluation Programs*

Policy/Program	Description	Plan Goal	Examples
Existing			
Active Transportation Online Portal	Update and maintain the GIS portal to display recent and ongoing active transportation project planning and status, as well as annual statistics on pedestrian and bicycle-involved collisions. This portal may also include links to other active transportation resources throughout the City.	Safety and Accessibility	Cupertino Open Data Portal
Recommended			
School Walk Audit Reports [SR2S]	Update reports with new safety assessments at each school to identify specific barriers and challenges faced by students who walk or roll to school and develop countermeasures to address the identified deficiencies.	Safety	Cupertino SR2S
Annual Walking and Rolling Collision Reports	Annual reviews of collisions involving vulnerable roadway users with the County Sheriff will help the City assess traffic safety issues and track progress towards a safer community for people walking and rolling.	Safety	San Francisco, CA
Walking and Rolling Count Program (Manual and Automated)	Conducting regular walking and rolling counts can help the City understand how travel behavior is changing over time. This would include manual and automated data collection. Manual counts are useful for capturing nuanced data (age, gender, helmet use, group sizes) and validating automated counters. This can be done in collaboration with universities, advocacy groups, or volunteers to expand manual count capacity. Automated counters (infrared, pneumatic tubes, LiDAR, video AI) provide long-term, high-frequency data and reduce staff time. The use of automated counting technology, such as in-ground sensors, infrared counters, or video analytics, can be integrated into ongoing signal maintenance and street	Maintenance and Multimodal Balance	Oakland, CA NCHRP Report 797

Policy/Program	Description	Plan Goal	Examples
	improvement projects to minimize installation costs.[1] When combined with models that predict where walking and bicycling would be expected, count data can also identify locations where people are expected to travel by these modes but do not, often due to a lack of infrastructure. Coordinate with regional planning and transit agencies and adjacent municipalities to ensure consistency in methodologies (e.g., same time periods, equipment calibration, and data formats) and include metadata on count conditions (e.g., weather, construction, events) for context.		
Walking and Rolling Count Program (Aggregated Data)	To complement physical counters and enhance citywide data coverage, the City could purchase or subscribe to aggregate mobility datasets from companies like StreetLight Data and Replica, which provide insights derived from anonymized GPS, cellular, and location-based services data. These datasets can provide a broader understanding of walking and biking patterns, helping to identify underserved neighborhoods or emerging trends in travel behavior. Conduct regular validation of aggregated data against manually collected data.	Safety, Maintenance, and Multimodal Balance	San Francisco, CA

[1] *For example, the GridSmart SMARTMOUNT Bell Camera may be configured on existing poles at intersections to count people walking and rolling as they cross, with subscription to an additional software module.*

Appendix: Existing Cupertino Policy Recommendations

General Plan Mobility Element

The City of Cupertino General Plan Mobility Element, adopted in 2015 and updated in 2024, outlines goals, policies, and strategies for transportation network improvements necessary to accommodate Cupertino's anticipated growth. The Element aims to make alternative modes of transportation attractive choices, helping to reduce strain on the automobile network and improve the health and quality of life for residents and businesses.

Regional Coordination

- Regional Transportation Planning: Participate in regional transportation planning processes to develop programs consistent with the goals and policies of Cupertino's General Plan and to minimize adverse impacts on the City's circulation system. Work with neighboring cities to address regional transportation and land use issues of mutual interest.
- Citywide VMT Reduction: Framework for reducing VMT citywide includes limiting parking supply and implementing a citywide bikeshare program.
- Regional Trail Development: Continue to plan and provide for a comprehensive system of trails and pathways consistent with regional systems, including the Bay Trail, Stevens Creek Corridor, and Ridge Trail.

Complete Streets

- Street Design: Adopt and maintain street design standards to optimize mobility for all transportation modes, including automobiles, walking, bicycling, and transit.
- Adjacent Land Use: Design roadway alignments, lane widths, medians, parking and bicycle lanes, crosswalks, and sidewalks to complement adjacent land uses in keeping with the vision of the Planning Area. Strive to minimize adverse impacts and expand alternative transportation options for all Planning Areas (Special Areas and Neighborhoods). Improvement standards shall also consider the urban, suburban, and rural environments found within the City.
- Connectivity: Promote pedestrian and bicycle improvements that improve connectivity between planning areas, neighborhoods and services, and foster a sense of community.
- Community Impacts: Reduce traffic impacts and support alternative modes of transportation rather than constructing barriers to mobility. Do not close streets unless there is a demonstrated safety or overwhelming through-traffic problem and there are no acceptable alternatives, since street closures move the problem from one street to another.
- Traffic Calming: Consider the implementation of best practices on streets to reduce speeds and make them user-friendly for alternative modes of transportation, including pedestrians and bicyclists.

Walkability and Bikeability

- Bicycle and Pedestrian Master Plan: Adopt and maintain a Bicycle and Pedestrian Master Plan that outlines policies and improvements to streets, the extension of trails, and pathways to create a safe way for people of all ages to bike and walk on a daily basis.
- Pedestrian and Bicycle Crossings: Enhance pedestrian and bicycle crossings and pathways at key
- locations across physical barriers such as creeks, highways, and road barriers.
- Development: Require new development and redevelopment to increase connectivity through direct and safe pedestrian connections to public amenities, neighborhoods, and shopping and employment destinations throughout the city.
- Street Widths: Preserve and enhance citywide pedestrian and bike connectivity by limiting street widening purely for automobiles as a means of improving traffic flow.
- Curb Cuts: Minimize the number and width of driveway openings.

- Capital Improvement Program: Plan for improvements to pedestrian and bicycle facilities and eliminate gaps along the pedestrian and bicycle network as part of the City's Capital Improvement Program.
- Bicycle Parking: Require new development and redevelopment to provide public and private bicycle parking.
- Outreach: Actively engage the community in promoting walking and bicycling through education, encouragement, and outreach on improvement projects and programs.
- Spaces for Pedestrians: Require parking lots to include clearly defined paths for pedestrians, providing a safe route to building entrances.
- Proactive Enforcement: Prioritize enforcement of traffic speeds and regulations on all streets with bike lanes, bike routes, and around schools.

Transit

- Access to Transit Services: Support right-of-way design and amenities consistent with local transit goals to improve transit as a viable alternative to driving.
- Transit Facilities with new development: Work with VTA and/or major developments to ensure all new development projects include amenities to support public transit, including bus stop shelters, space for transit vehicles as appropriate, and attractive amenities such as trash receptacles, signage, seating, and lighting.
- Vallco Shopping District Transfer Station: Work with VTA and/or other transportation service organizations to study and develop a transit transfer station that incorporates a hub for alternative transportation services such as car sharing, bike sharing, and/ or other services.

Safe Routes to School

- Safe Routes to School: Promote Safe Routes to Schools programs for all schools serving the city.
- Prioritize Projects: Ensure that bicycle and pedestrian safety improvements include projects to enhance safe accessibility to schools.
- Connections to Trails: Connect schools to the citywide trail system.
- Education: Support education programs that promote safe walking and bicycling to schools.

Transportation Impact Analysis

- Protected Intersections: Consider adopting a Protected Intersection Policy, which would identify intersections where improvements would not be considered, which would degrade levels of service for non-vehicular modes of transportation. Potential locations include intersections in Priority Development Areas (PDAs) and other areas where non-vehicular transportation is a key consideration, such as near shopping districts, schools, parks, and senior citizen developments.

Roadway System Efficiency

- Street Width: Except as required by environmental review for new developments, limit widening of streets as a means of improving traffic efficiency and focus instead on operational improvements to preserve community character.

Transportation Infrastructure

- Transportation Improvement Plan: Develop and implement an updated citywide transportation improvement plan necessary to accommodate vehicular, pedestrian, and bicycle transportation improvements to meet the City's needs.
- Multimodal Improvements: Integrate the financing, design, and construction of pedestrian and bicycle facilities with street projects. Build pedestrian and bicycle improvements at the same time as improvements for vehicular circulation to enable travelers to transition from one mode of transportation to another (e.g., bicycle to bus).

Bicycle Transportation Plan

The 2016 Bicycle Transportation Plan provided a vision and specific steps to create safer and more comfortable conditions for people to bike in Cupertino. The Plan included the following relevant recommended policies:

- Policy 1.A.1: Support and expand the City of Cupertino Safe Routes to School program.
- Policy 1.A.2: Partner with the Silicon Valley Bicycle Coalition to offer routine adult and family bicycle education classes in Cupertino.
- Policy 1.B.1: Incorporate messaging in all City media that promotes the benefits of active lifestyles and raises awareness of walking and bicycling facilities in the community.
- Policy 1.C.1: Partner with tourism and economic development agencies to promote Cupertino as a destination for active recreation and active lifestyles.
- Policy 1.C.2: Create a Bicycle Friendly Business program to recognize and promote bicycle-friendly businesses in Cupertino.
- Policy 1.C.3: Collaborate with county and regional partners to create bikeway connections to the local tourism generators and to promote active recreation in the region.
- Policy 1.D.1: Work with Santa Clara County Sherriff's Office to review collision locations and 'close call' reports and identify locations for increased enforcement of motorist and bicyclist behavior.
- Policy 1.E.1: Review the Bicycle Transportation Plan performance measures at regular intervals to review progress and update priorities as necessary.
- Policy 1.E.2: Conduct bicycle counts citywide at regular intervals to better understand the profile of residents bicycling in Cupertino as well as measure the impacts of newly implemented infrastructure and programs.
- Policy 2.A.1: Annually review the number, locations, and contributing factors of bicycle-related collisions to identify and implement ongoing improvements at collision locations throughout the transportation network.
- Policy 2.A.2: Identify opportunities to reduce bicyclist exposure by reducing locations or lengths of conflict areas with vehicles or by providing dedicated and separated facilities where feasible.
- Policy 2.A.3: Adopt a Vision Zero policy to eliminate traffic fatalities by 2026.
- Policy 2.A.4: Study the need for 15 mph School Zone speed limits and adopt in appropriate locations by 2020.
- Policy 2.A.5: Develop a City policy for the regular documentation of bike facility quality and maintenance of bicycle facilities throughout the City.
- Policy 3.A.1: Implement the recommendations from this Bicycle Transportation Plan Update.
- Policy 3.A.2: Integrate bicycle facilities as part of the design and construction of upgrades or resurfacing of all existing roadways.
- Policy 3.B.1: Create a low-stress network in parallel to the arterial bikeway network, providing an alternative that is appealing to residents of all ages and abilities.
- Policy 3.B.2: Upgrade and improve the existing arterial bikeway network to increase bicyclist comfort and lower barriers for more risk-averse users.
- Policy 3.B.3: Develop a citywide wayfinding system, providing access to appropriate locations such as employment centers, schools, and commercial centers.
- Policy 3.B.4: Prioritize the installation of bicycle parking in the public right-of-way at key commercial and retail destinations.

Pedestrian Transportation Plan

The ensuing 2018 Pedestrian Transportation Plan provides a vision and specific steps for creating an inviting, safe, and connected pedestrian network. The plan establishes a framework for developing and maintaining pedestrian facilities and recommends policies, programs, and messaging to promote walking. That includes the following relevant recommended policies:

Infrastructure and Operations

- Develop/adopt a Complete Streets Design Manual
- Design standard speeds in pedestrian areas do not require a routine need for traffic calming
- Adopt a Complete Streets internal checklist
- Formalize traffic calming practices
- Reconsider speed limit criteria
- 15 mph zones near schools, parks, community facilities, or senior housing
- Establish an accessible design checklist

Evaluation and Planning

- Include pedestrian and bicycle counts as a routine element of motor vehicle counts
- Conduct pedestrian and bicycle counts for the planning/evaluation of the City's trail system

Education and Enforcement

- Continue promoting walking and biking through the SR2S program
- Develop/implement targeted safety campaigns for other groups (adults, seniors, drivers)

Project Implementation

- Secure funding for broader education efforts
- Continue to collaborate with related and adjacent agencies
- Explore opportunities for improving coordination with major employers
- Develop a line item in the CIP for implementation of the PTP

Vision Zero Action Plan

Finally, the 2024 Vision Zero Action Plan focused on broad strategies and actions aimed at eliminating severe injuries and fatalities on the City's transportation network. Of particular note, it identified a High Injury Network (HIN) and a set of High Injury Intersections (HII) based on collision history. This set of HIN and HII areas should be priorities for targeted investment of many of the recommendations in this memo. Robust community engagement on this plan resulted in the following relevant recommended policies:

- A.1 - Establish a Vision Zero Task Force
- A.2 - Identify sustainable funding sources for a Vision Zero program
- A.6 - Integrate Vision Zero safety principles into forthcoming City plans and design documents
- A.8 - Continue monitoring existing speed limits on City streets in accordance with the changes made by AB 43 to further lower speeds
- A.12 - Set up periodic pedestrian and cyclist counts at standardized locations
- B.2 - Create a carefully ranked roster of extra safety projects
- B.3 - Install quick, light, and adaptable projects proven to achieve real, tangible benefits (Quick-Build projects)
- B.6 - Update signal timing plans to enhance safety for all modes of transportation, which may include adjustments to all-red intervals and pedestrian crossing times.
- B.8 - Create an internal procedure for evaluating and implementing Vision Zero countermeasures on projects located within the HIN
- B.9 - When identifying safety enhancements, ensure countermeasures align with the City's Complete Streets policy
- D.1 - Implement the 2016 Bicycle Transportation Plan
- D.2 - Prioritize pedestrian crossing improvements on the High Injury Network
- D.3 - Complete projects that enhance bicycle and pedestrian safety at intersections with turning vehicles
- D.4 - Develop and maintain an Active Transportation Plan
- D.5 - Install high-visibility crosswalks in proximity to schools.
- D.6 - Develop a comprehensive Safe Routes to Schools Plan