



Safe Routes to School Program

City of Rancho Cucamonga

Cindy Estrada-Loera
Clarence de Guzman



Welcome to the **Traffic Safety Champion Webinar #8**



Please standby, we will begin the webinar shortly.



TRAFFIC SAFETY CHAMPIONS PROGRAM

SAFE ROUTES START HERE: Protecting our Community as Students Head Back to School

Tuesday, August 11, 2026
5:30 PM – 6:30 PM



AGENDA

WELCOME

OTS & TRAFFIC SAFETY CHAMPION PROGRAM UPDATES

PRESENTATION #1: City of Rancho Cucamonga -
Strategies for running impactful Safe Routes to Schools programs

PRESENTATION #2: San Mateo County Office of Education - Insights on campus e-bike use policies

QUESTIONS & ANSWERS

NEXT STEPS

★
TRAFFIC
SAFETY
CHAMPION



BE A
TRAFFIC SAFETY
CHAMPION.



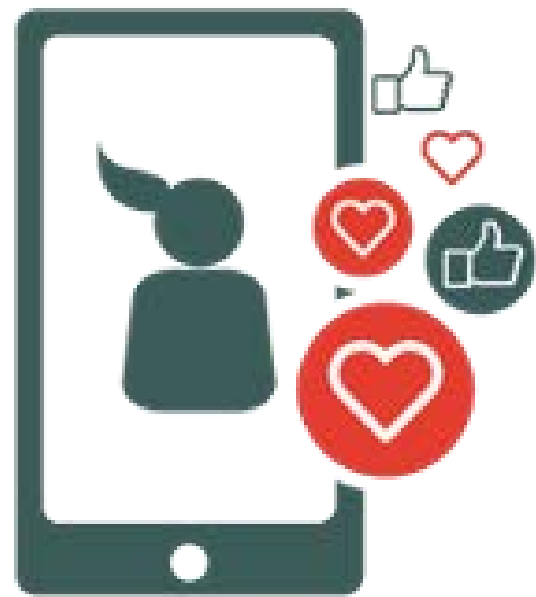
JOIN THE
GO SAFELY
MOVEMENT

Stephanie Dougherty

Director

California Office of Traffic Safety





Social Media Influencer



Community Volunteer



Community Advocate



Community Organizer



RESOURCES



Scan the QR Codes
for more information



gosafelyca.org/media-toolkits



PUBLIC AWARENESS CAMPAIGNS & EVENTS



Cindy Estrada-Loera

*Project Coordinator
City of Rancho Cucamonga*



Clarence de Guzman

*Management Analyst II
City of Rancho Cucamonga*



Demographics and *How We Started*

2010

Program began in 2010
with the main focus on **education**.



First grant allowed program to acquire:



Educational
materials



Promotional
giveaways



T-Shirts



Bike Rodeo Set

Building relationships with the
community and schools grew one
connection at a time, and that's
become **our greatest strength**.

35 schools

and a growing network of partners
who continue to help our students
walk, bike, and thrive.

AT A GLANCE



173,134
Residents



46.5
Square Miles



38
Median Age



58,230
Households



Our Mission

The SRTS program **brings together** parents, community members, students, teachers, school officials, City staff, and public safety officers to **identify** and **address** potential safety issues and **strategize** ways to encourage students to become more physically active.



It encourages students and families to **walk, bike, roll** to school.



It increases **physical activity** and builds **lifelong habits** all while



easing congestion and **improving our air quality.**



PARENTS &
COMMUNITY
MEMBERS



STUDENTS



TEACHERS



SCHOOL
OFFICIALS



CITY STAFF



PUBLIC SAFETY
OFFICERS

Healthier Students. Safer Streets. Stronger Community.



Safe Routes to School

City of Rancho Cucamonga

SAFE ROUTES to SCHOOL

03:22



vimeo



Expanding *Safe Routes* to School



BEFORE OTS FUNDS



1 Bike Rodeo a Year



1 Bike Rodeo Kit



Educational Material

- SRTS Starter Kit
- SRTS Toolkit
- Walk to School Day Kit

2024-2025 OTS GRANT



3 Bike Rodeos



Created Multilingual
SRTS Suggested
Routes Maps



1,036 Bike Safety Items

- Bike Lights and
Helmets

2025-2026 OTS GRANT



4 Bike Rodeos



5 Learn to Bike Programs



716 E-Bike Courses



3 E-Bike Assemblies



1 E-Bike Safety Event



1,884 Bike Safety Items

- Bike Lights, Bells, Helmets,
and Reflective Straps



SAFE ROUTES TO SCHOOL PROGRAM MENU

2025/2026 School Year Offerings*

1



Traffic Safety Class / "Bike Rodeo"

2-hour course designed for up to 30 students. Educates about basic pedestrian/bike safety, including signals, signs, and behavior. Instructor and bikes provided.

2



Learn to Bike P.E. Program

Fully formed "Learn-to-bike" course designed for 6 weeks of kindergarten P.E. Includes a fleet of 24 balance to pedal conversion bikes. Provides teacher training and storage racks for fleet.

3



E-Bike/ Scooter Certification Course

Online "Driver's Ed" style certification program covering e-bike safety rules. Designed for a teenage audience. Prevents skipping through material with frequent knowledge checks.

4



Bike Helmets and Bike Lights Distribution

Free bike helmets and lights available for distribution to students at events, as prizes, or as loaner gear when safety gear is forgotten at home.

*Available at no cost through the City of Rancho Cucamonga



Scan to complete form



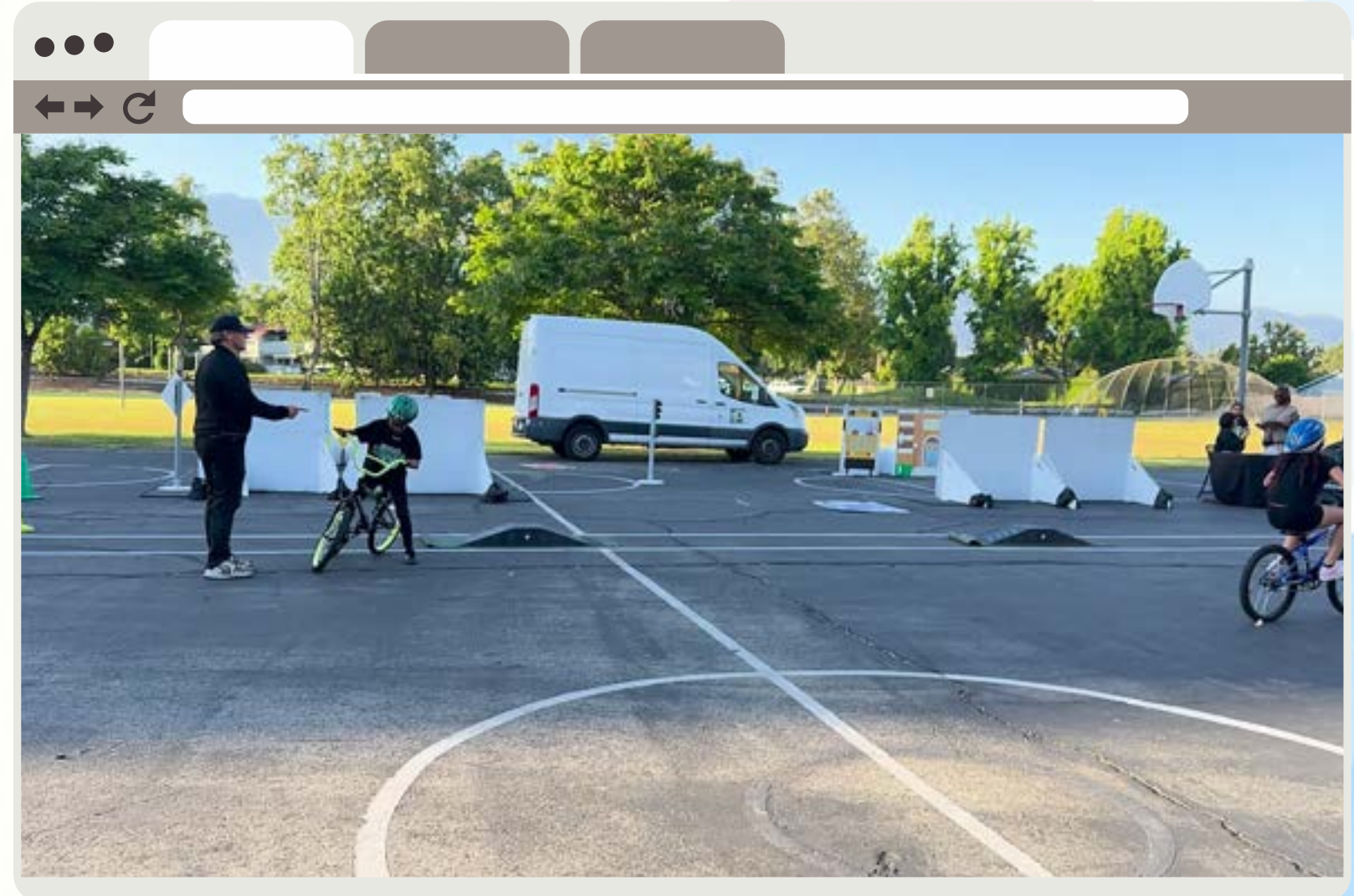
OTS-Funded Programs



Bike Rodeos



Los Amigos



All Kids Bike Program



PedalAce

Online E-Bike Certification Courses

90 minutes | 8 Chapters | 55 Lessons | 7 Quizzes | Final Exam



Designed for short
attention spans



Self-paced
learning



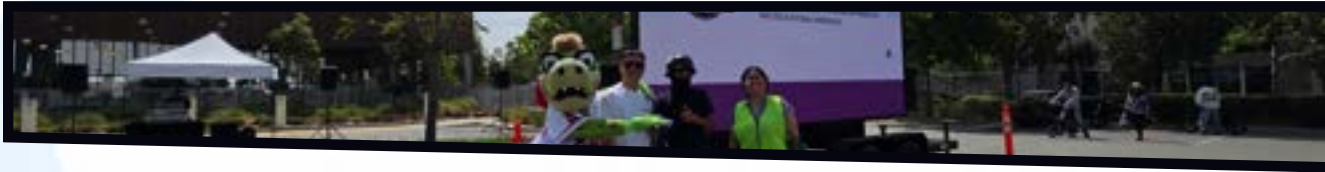
Supports many
learning styles



Certificate of
Completion



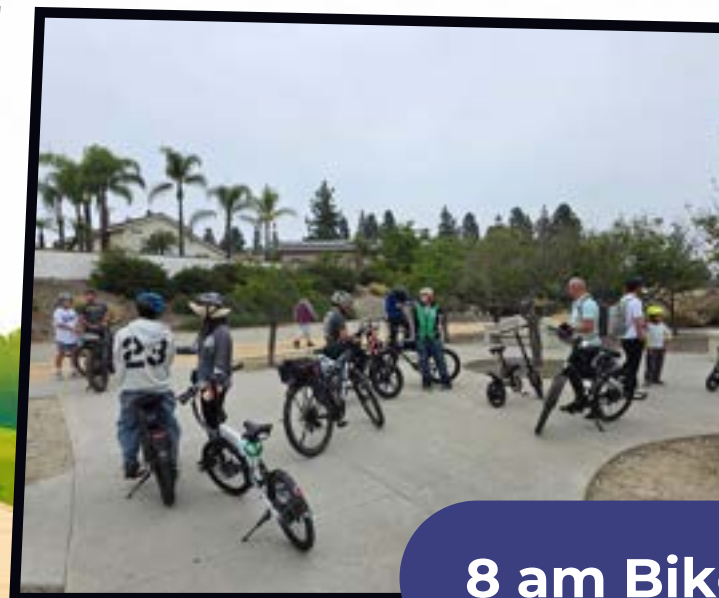
E-Bike Safety Fair



Presentation



Hands-on Workshop



8 am Bike Ride



Attendees: 35 (Parents and Teens)

Feedback:

"The safety presentation was interesting and important information was shared."

"The kids and parents were engaged."

"This is really needed"

"I'm glad the city cares enough to host this event."



Communicating *with Schools*



Be patient and persistent!



Met schools *in the middle*



Facilitated and coordinated *partnerships* between schools and vendors



Schools shared their *experiences* with other schools new to working with us



Our SRTS *Champion*

Maureen Vass

**Principal
Alta Loma Elementary School**



Key Takeaways



Relationships drive success. Building trust with schools and community partners is essential and requires consistent engagement.



Embrace innovation. Be willing to pilot new programs and initiatives. Trying new ideas helps identify what resonates with your community and can lead to greater participation.



Communication is key. Regular outreach through promotional materials, social media, and community updates keeps stakeholders informed and engaged.



Celebrate progress. Recognizing milestones and sharing successes helps build momentum and sustain enthusiasm.



Show up in the community. Participating in local events strengthens partnerships and increases program visibility.



Stay committed. Lasting impact comes from patience, persistence, and continuous collaboration.





Thank You!



Better
Routes. 
Safer Kids.

SAFER
STREETS
STRONGER
COMMUNITY



Thank you for your time, partnership,
and commitment to creating safer,
healthier, and happier communities!

Together, we're building
a brighter path for every student. 

SAFE
ROUTES
to
SCHOOL



WALK.

BIKE.

THRIVE!



Theresa Vallez-Kelly

*Safe Routes to School Coordinator
San Mateo County Office of Education*



San Mateo County Office of Education

Safe Routes to School: E-bike Work

Theresa Vallez-Kelly
Safe Routes to School Coordinator

Cherie Chan
Community Member



AGENDA



- SMCOE SRTS E-Bike Timeline
- Education and Training
- Stakeholder Engagement
- Data Collection
- Upcoming Work
- Resources

SMCOE E-bike Timeline



Spring 2025 New Emerging Concerns from Districts



Spring 2025
Created E-bike Handbook and toolkit for districts



Summer 2025
Released E-bike Handbook and toolkit to districts



Summer 2025
Hosted First Parent Education Webinar



Fall 2025
School Safety Conference



Fall 2025
E-bike Collaborative and Bike Counts and Reports



Fall 2025
Began working with Subject Matter Expert

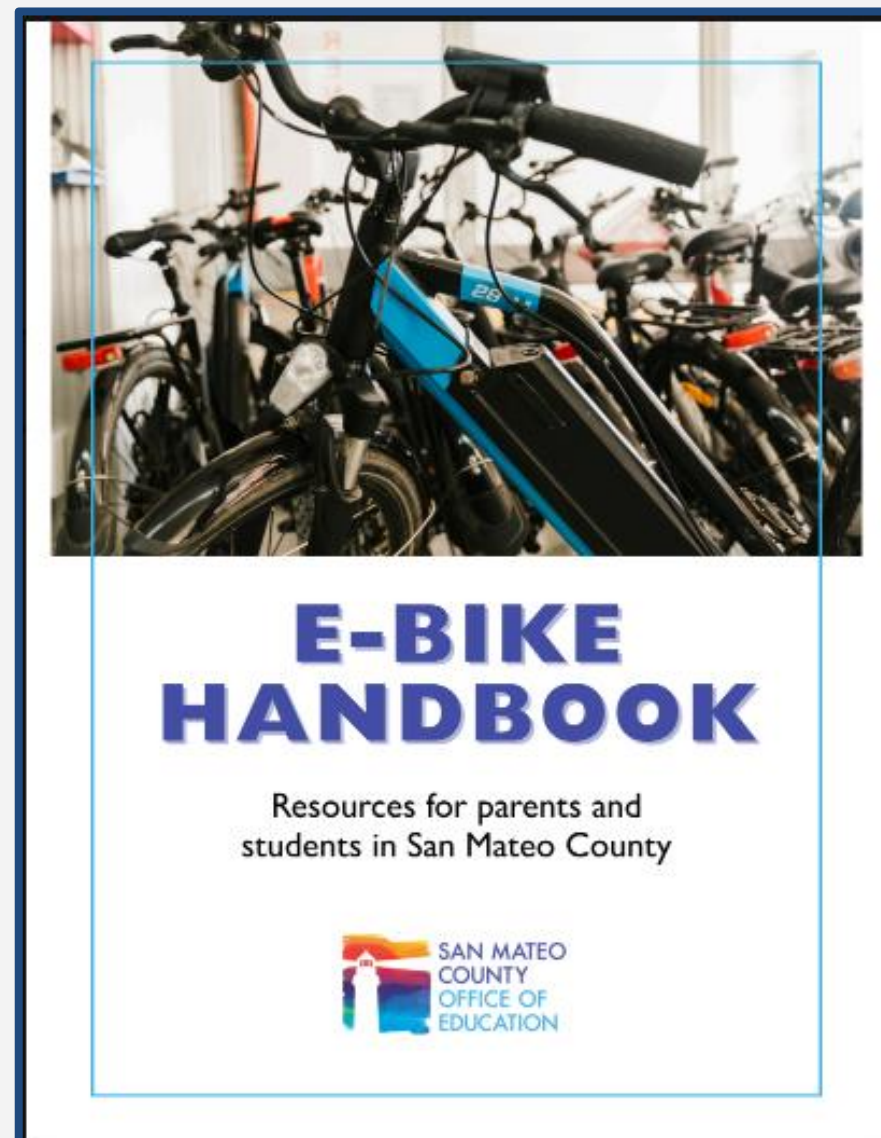


Winter 2025
Continued Webinars and Collaborative meetings



Spring 2026
Technical Assistance District meetings and Template Policies

Education, Training and Supporting Materials



- E-bike Handbook and Tool Kit for districts
- Webinar for parents
 - General E-bike safety
 - E-bike buying guide for parents
- E-Bike Sense on bike training
 - In Partnership with Burlingame Intermediate School
 - In class training and on Bike Training

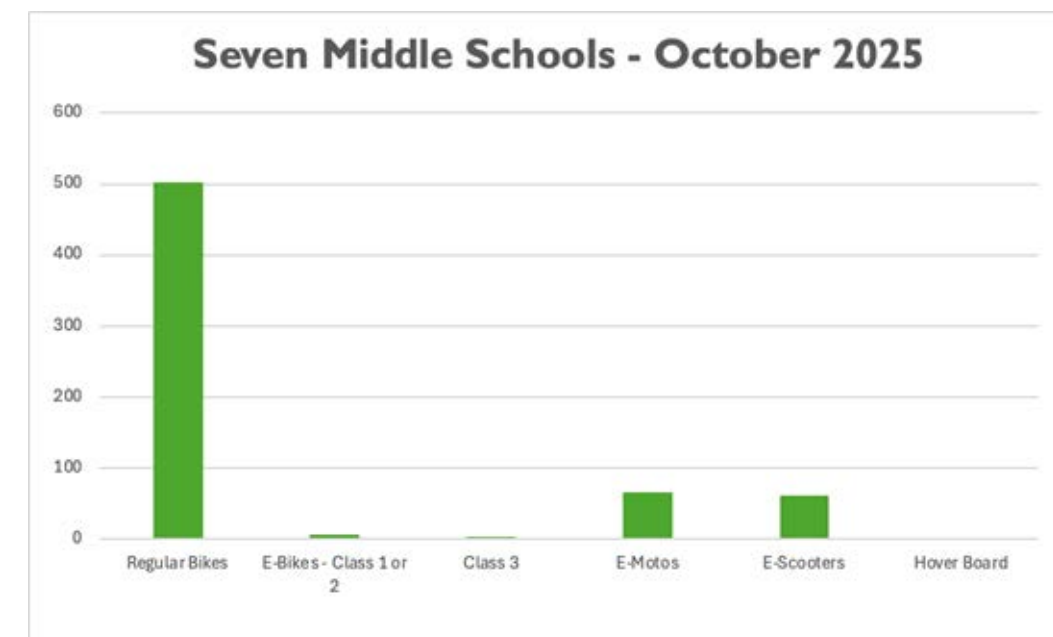
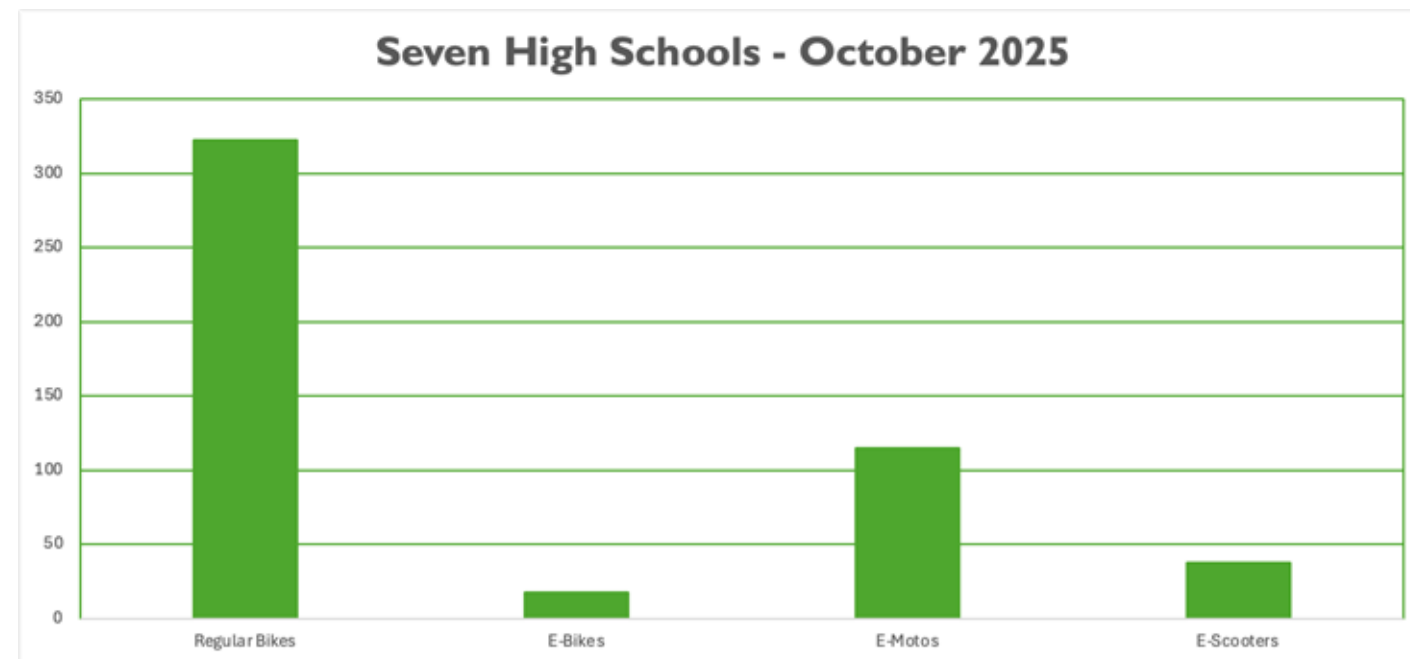
Stakeholder Engagement



- School Safety Breakfast
 - October 2025 Presented at the San Mateo County Office of Education annual Safe Schools Coalition.
- E-bike Collaborative
 - Brought stakeholders together from across the county including school site administrators, city staff and law enforcement
 - Hosted 2 in-person E-bike Collaborative meetings and one virtual meeting
- District Technical Assistance
 - SRTS met with 13 School Districts to assist each district in their unique e-bike needs and questions
- Policy Templates
 - In collaboration with SMCOE legal counsel, SRTS created and provided draft E-bike policy to school districts

Data Collection

- School Bike Counts
 - SMCOE SRTS has performed several bike counts, identifying what students are riding, and what is on campuses
- School Bike Count Reports
 - Schools were provided e-bike resources and a bike count report identifying what types of bikes were on each campus
- Collaboration with other Public Health officials and County Doctors
 - SMCOE SRTS has been working with local health officials to discuss local e-bike injury data



**Upcoming Work:
E-Bike Symposium:
October 19th**

**Join the Safe Routes to School team
for an interactive symposium
exploring the future of
e-bike safety, education, and policy!**

Learn about:

E-Bike Basics & Laws

School District Best Practices

Safety Education Strategies

Hands-On E-Bike Experience

Resources

Ebike Handbook https://drive.google.com/drive/u/1/folders/1V5g1zf_DI4OtIJg-uGv6FVc4zXt7rXF-

E-bike shared drive https://drive.google.com/drive/u/1/folders/1vzyvhhs3_NqkrqpeYf6RJGx158Vbeidt

Webinar:

- A Parent's Guide to E-Bike Safety for Youth https://www.youtube.com/watch?v=_WeadbCl6ws
- Webinar: Understanding Electric Vehicles: E-Bikes and the Law -
● with Officer Jolivette of the City of San Mateo Police Department
<https://www.cityofsanmateo.org/4897/Electric-Bicycle-Education>
- Webinar: E-Bike for the Holidays: How to Buy Smart and Ride Legal - December 2nd, 2025
<https://www.youtube.com/watch?v=KdnVJJQKsn4>

Policy Template:

https://docs.google.com/document/d/1AOG1RJQe0HVdvhAA6anbn_s1q6oXXexv/edit?usp=sharing&ouid=100374501559009440061&rtpof=true&sd=true



Local Implementation and Community Policy



DRAFT

E-Bikes and E-Motos in Pacifica

MARCH 2026

Pacifica Park and Recreation Commission
Authored by: Pacifica Bike and Pedestrian Advisory Subcommittee



Bicycle and Pedestrian Subcommittee Presentation: Overview of the 2020 Bicycle and Pedestrian Plan

July 22, 2026

QUESTIONS?



NEXT STEPS



WEBINARS



STAY CONNECTED



THANK YOU!

We value your feedback and are open to any ideas or suggestions for future meetings.

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TRAFFIC SAFETY CHAMPION