



San Ramon Valley

2015/2016 PROGRAM WORK PLAN

Revised: July 9, 2015

PROGRAM AREA

1. Elementary School Storybook Poster Contest

Roles & Responsibilities for Street Smarts Coordinator:

- Serve as the primary point of contact and personal interface with the community (including schools) for the Storybook Poster Contest
- Serve as the lead in the development of Storybook Poster Contest guidelines, announcements, and public relations materials
- Serve as lead in coordinating storybook text with author and publication of final storybook

Roles & Responsibilities for Safe Routes to School Contractor(s):

- Disseminate poster contest information and collect storybook poster contest submittals
- Provide assistance with data entry for poster contest and related special events
- Create and print contestant certificates, name badges, table displays, etc.

Roles & Responsibilities for City of San Ramon Staff:

- San Ramon staff will continue to purchase prizes and supplies, serving as treasurer.
- San Ramon staff will provide data entry assistance.
- San Ramon staff will provide support at annual Awards Ceremony at the Dougherty Valley Performing Arts Center.

Roles & Responsibilities for Advisory Committee Members:

- Advisory Committee will continue to serve as lead in obtaining raffle prizes.

2. Middle School "Be Reel" Video Contest

Roles & Responsibilities for Street Smarts Coordinator:

- Serve as the primary point of contact and personal interface with the community (including schools and cable stations) for the Video Contest
- Serve as the lead in coordinating Video Contest submittals, issuing invitations, etc.
- Coordinate, plan, and implement the Video Contest Awards Ceremony at the Danville Village Theatre

Roles & Responsibilities for Safe Routes to School Contractor(s):

- Provide assistance with dissemination of Video Contest information and collection of banners
- Provide assistance with data entry for Video Contest and related special events

Roles & Responsibilities for City of San Ramon Staff:

- San Ramon staff will serve as lead in purchasing awards and prizes.

Roles & Responsibilities for Advisory Committee Members:

- Advisory Committee will continue to serve as lead in obtaining raffle prizes.

- Develop more efficient delivery models for Safe Routes to School program components, including assemblies and rodeos, under the direction of the Street Smart Coordinator
- Develop Safe Routes to School toolkits for assemblies and bike rodeos, for use by community members, community groups, schools, and PTAs
- Implement other outreach programs, such as middle school assemblies and walking school buses, as appropriate
- *Additional Safe Routes to School Contractors:*
 - Deliver assemblies and bike rodeos, and conduct community outreach

5. Community Marketing: News Articles & Media

Roles & Responsibilities for Street Smarts Coordinator:

- Coordinate Annual Street Smarts Media Kick-Off Event
- Serve as the primary Street Smarts Program newsletter article and press release writer
- Serve as coordinator to distribute press releases to the media
- Serve as the primary editor for written work of contractors
- Serve as the primary Street Smarts Program website editor and coordinator

Roles & Responsibilities for Advisory Committee Members:

- Serve as internal editors to modify generic newsletter articles to suit their agencies' needs
- Forward news articles to their IT departments for upload onto agency websites

6. Community Marketing: Community Events

Roles & Responsibilities for Street Smarts Coordinator:

- Determine which events Street Smarts will participate in
- Manage inventory of promotional and informational items

Roles & Responsibilities for Safe Routes to School Contractor(s):

- Serve as Street Smarts personnel at community events; distribute promotional items and Street Smarts information at such events
- Serve as the primary Street Smarts personnel responsible for distributing program materials to public places, such as community centers and libraries

Roles & Responsibilities for Advisory Committee Members:

- Attend community events as Street Smarts representatives, when possible

7. Administration

Roles & Responsibilities for Street Smarts Coordinator:

- Serve as primary contact person for the Street Smarts Program
- Lead the generation of the Street Smarts Financial Plan
- Maintain the Street Smarts website
- Oversee the social media elements of the Street Smarts Program
- Coordinate fundraising efforts on an as-needed basis with the City of San Ramon as treasurer
- Attend valley wide meetings and provide regular updates to Public Agency Sponsors:
 - Town of Danville: Approximately 24 hrs. per year
 - Contra Costa County: Approximately 12 hrs. per year



	FY2014-15		FY2015-16
	Estimated		
	Adopted	Proj. Year-End	Budgeted
Prior Year Carry-over (Est.)	131,321	126,171	193,719
Revenue (Est.)			
4100-00 · Public Agency Contributions			
4101-00 · City of San Ramon	10,000	10,000	10,000
4102-00 · County of Contra Costa	10,000	10,000	10,000
4103-00 · San Ramon Valley USD	10,000	10,000	10,000
4104-00 · Town of Danville	10,000	10,000	10,000
4105-00 · San Ramon Valley Council of PTAs	500	500	500
4106-00 · San Ramon Valley Fire Protection District			10,000
Total 4100-00 · Public Agency Contributions	40,500	40,500	50,500
4200-00 · Corporate Contributions			
4201-00 · Elementary School Efforts	2,500	2,500	2,500
4202-00 · Middle School Efforts	0	0	0
4203-00 · High School Efforts	10,000	5,000	5,000
4204-00 · General Efforts	0	4,500	0
Total 4200-00 · Corporate Contributions	12,500	12,000	7,500
4300-00 · Cash Donations	50	50	50
4400-00 · Safe Routes to School Grant ^{1,2}	135,000	140,887	127,800
Total Revenue	188,050	193,437	185,850
Expense			
7100-00 · Elementary Sch. Poster Contest			
7101-00 · Storybook Develop./Production	6,000	5,144	6,100
7102-00 · Contest Marketing	4,000	3,164	4,000
7103-00 · Awards Ceremony	3,700	3,250	4,000
7104-00 · Contest Incentives	1,300	650	1,300
Total 7100-00 · Elementary Sch. Poster Contest	15,000	12,208	15,400
7200-00 · Middle School Video Contest			
7201-00 · Contest Marketing	2,000	1,300	2,000
7202-00 · PSA Production	1,000	700	1,000
7203-00 · Awards Ceremony	1,500	1,200	1,500
7204-00 · Contest Incentives	3,500	2,200	3,500
7205-00 · Judging	500	500	500
Total 7200-00 · Middle School Video Contest	8,500	5,900	8,500
7300-00 · High School "It Happens"			
7301-00 · Web Site	1,600	100	600
7302-00 · Marketing	5,000	8,500	2,500
7303-00 · Rewards	4,000	1,100	1,500
7304-00 · Video/Photography Production Services	2,100	1,000	0
7305-00 · Salaries	10,000	10,000	5,000
Total 7300-00 · High School "It Happens"	22,700	20,700	9,600
7400-00 · Community Outreach			
7401-00 · Web Site	15,000	500	15,000