



CITY OF SAN RAMON

2226 CAMINO RAMON
SAN RAMON, CALIFORNIA 94583
PHONE: (925) 973-2500
WEB SITE: www.sanramon.ca.gov

October 6, 2016

Mark A. de la O, P.E.
Civil Engineer, Traffic Engineering
Contra Costa County Public Works Department
255 Glacier Drive
Martinez, CA 94553

Subject: Invoice for Street Smarts Contribution, FY 2016/17

Dear Mr. de la O:

We appreciate the County of Contra Costa's ongoing financial contribution to the City of San Ramon to assist with general program support, as well as, administrative support for the San Ramon Valley Street Smarts Traffic Safety Education Programs/Campaign.

Enclosed please find an invoice in the amount of \$30,000, which includes \$20,000 for Street Smarts administrative services consistent with the attached Memorandum of Understanding (MOU) between the County of Contra Costa and the City of San Ramon, and \$10,000 for Street Smarts general support services for FY2016/17, to be paid to the City of San Ramon.

If you have any questions regarding this invoice, please contact me at (925) 973-2581 or email me at dpita@sanramon.ca.gov.

Thank you again for your continued support.

Sincerely,

Dolores Pita
San Ramon Valley Street Smarts

Attachments:

MOU

Work Plan (Attachment A)

Financial Plan (Attachment B)

Invoice No. 5300



CITY OF SAN RAMON

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SAN RAMON, CALIFORNIA 94583
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September 23, 2016

Julie Bueren
Director, Public Works
Contra Costa County Public Works Department
255 Glacier Drive
Martinez, CA 94553

RE: 2016/2017 Street Smarts Program
Program Development and Administration Staffing Services
Memorandum of Understanding

Dear Ms. Bueren:

The City of San Ramon (the "City") is pleased to continue to partner with Contra Costa County (the "County") in the implementation of programs, such as the Street Smarts Program, that are of San Ramon Valley-wide importance and on issues which do not recognize political boundaries.

This Memorandum of Understanding (MOU) outlines the apportionment of duties and responsibilities between the City and the County regarding the provision of Street Smarts Program development, material, and administrative staffing services for the 2016/2017 Program Year.

1. Program Background

The Street Smarts Program is a traffic safety public education campaign that is implemented valley-wide through the collaborative efforts of the City of Danville, City of San Ramon, Contra Costa County, San Ramon Valley Unified School District and the San Ramon Valley Fire Protection District.

The program is funded and directed by the five primary public agencies listed above, with additional funds provided by private sponsors, including the San Ramon Valley Council of PTAs. The federal Safe Routes to School Program will fund significant components of the Street Smarts efforts during 2016/2017 program year. On an annual basis, each of the four public agencies appropriate funds for program development, material, and administrative costs.

This MOU outlines the provision of program development, material, and program administrative services to the County, by the City, for the 2016/2017 Program Year.

2. Responsibilities of the City and the County

A. The City shall:

- a. Program staffing services within unincorporated Contra Costa County (in the geographic area known as the San Ramon Valley and as defined by the San Ramon Valley Unified School District) as outlined in the Street Smarts Program 2016/2017 Work Plan (Attachment A) and 2016/2017 Financial Plan (Attachment B).
- b. Continue to participate in the Street Smarts Advisory Committee and contribute staff time towards the ongoing implementation of the program.

B. The County shall:

- a. Contribute Ten Thousand Dollars (\$10,000.00) in funds to the City of San Ramon for its share of the program administrative staffing costs outlined in Attachments A and B for Program Year 2016/2017.
- b. Continue to participate in the Street Smarts Program Advisory Committee and contribute staff time towards the ongoing implementation of the program during Program Year 2016/2017.

3. Unsanctioned Programs

A public agency partner may choose to conduct programs or activities within their jurisdiction using the Street Smarts brand. These are known as "unsanctioned programs" and are individual agencies' efforts to promote traffic safety education or enhance the Street Smarts brand beyond those identified in the 2016/2017 Work Plan.

Examples of unsanctioned programs include the Town of Danville's efforts to include the Street Smarts logo on traffic safety education pamphlets at schools or the City of San Ramon's Street Smarts/My Beat My School Officer Program.

All financial and human resources used to implement unsanctioned programs must be borne by the sponsoring agency. The valley-wide Street Smarts program budget and other resources shall not be used.

4. Modifications

The program Work Plan may be augmented at any time during the program year, subject to the review and agreement of both parties. All Work Plan modifications shall be documented in writing and shall be executed with an amended MOU.

5. Termination


This MOU is in effect beginning July 1, 2016 and ending June 30, 2017.

6. Renewal

This MOU may be renewed for Program Year 2016/2017 and beyond, subject to the review and agreement of both parties. All MOU renewals shall be documented in writing and shall be executed with an amended MOU.

If you agree to the terms and conditions above, please execute this MOU on both originals to indicate your acceptance and return one original for our files.

We look forward to continuing our collaboration on programs of regional significance. Please do not hesitate to contact us at (925) 973-2581 if you have any questions.



Maria Fierner, Director
Public Works
City of San Ramon

X

Julie Bueren, Director
Public Works
Contra Costa County

Date: 10/3/16 _____

Date: _____



San Ramon Valley

2016/2017 PROGRAM WORK PLAN

Revised: July 1, 2016

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
- Purchase prizes and supplies

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 Town of Danville Staff:

- Town of Danville staff will provide support at annual Awards Ceremony at the Dougherty Valley Performing Arts Center.

Roles & Responsibilities for Street Smarts Assistant:

- Provide assistance with dissemination of Storybook Poster Contest information and entry forms
- Provide assistance with data entry for Storybook Poster Contest and related special events

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
- Purchase awards and prizes.

Roles & Responsibilities for Street Smarts Assistant:

- 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 Advisory Committee Members:

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

3. High School "It Happens" Campaign

Roles & Responsibilities for Street Smarts Coordinator:

- Supervise the contractor delivering the "It Happens" Campaign
- Schedule and organize CHP "Start Smart" events at local high schools
- Coordinate the dissemination of high school program information, website maintenance, incentive program administration, marketing and promotion, etc.,
- San Ramon staff will serve as lead in purchasing awards, services, and prizes, subject to approval of the Street Smarts Coordinator.

Roles & Responsibilities for Street Smarts Assistant:

- Serve as the primary point of contact and personal interface with the community (including schools, leadership classes, teen councils, etc.) for the "It Happens" campaign, under the direction of the Street Smarts Coordinator
- Work directly with leadership classes to organize on-campus events
- Make regular posts to social media accounts, including Facebook

Roles & Responsibilities for City of San Ramon Staff:

- San Ramon police will attend on-campus "It Happens" and CHP "Start Smart" events, when possible.

Roles & Responsibilities for Town of Danville Staff:

- Danville police will attend on-campus "It Happens" and CHP "Start Smart" events, when possible.

Roles & Responsibilities for Advisory Committee Members:

- Advisory Committee will aid in securing rewards and prizes, when possible.

4. Safe Routes to School Component

Roles & Responsibilities for Street Smarts Coordinator:

- Serve as the primary point of contact for Street Smarts' federally funded Safe Routes to School education and encouragement program components (assemblies, bike rodeos, Walk/Bike Challenge, etc.).
- Manage a temporary part-time employee who oversees the contractors and delivery of Safe Routes to School program components, such as bike rodeos and assemblies, as well as community outreach.
- Serve as the primary point of contact for administration of the federal Safe Routes to School grants
- Coordinate fulfillment of the federal Safe Routes to School grant requirements
- Manage components of Street Smarts' Safe Routes to School efforts, including contractors, staff, school-site efforts, and the administration of valley wide programs
- San Ramon will contract with additional independent consultants to deliver the Safe Routes to School program components and community outreach.

Roles & Responsibilities for Street Smarts Assistant:

- Implement bike rodeos, assemblies, encouragement, and education program components, under the direction of the Street Smarts Coordinator
- Train additional contractors to deliver assemblies and bike rodeos
- Develop Safe Routes to School toolkits for assemblies and bike rodeos, for use by

community members, community groups, schools, and PTAs

Roles & Responsibilities for City of San Ramon Staff:

- San Ramon police will attend on-campus educational events, such as assemblies and bike rodeos, when possible.

Roles & Responsibilities for Town of Danville Staff:

- Danville police will attend on-campus educational events, such as assemblies and bike rodeos, when possible.

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

- ***Primary Safe Routes to School Contractor:***
 - Deliver assemblies and bike rodeos, as needed
 - Develop more efficient delivery models for Safe Routes to School program components, including assemblies and rodeos, under the direction of the Street Smart Coordinator
 - 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:

- 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 Street Smarts Assistant:

- Schedule Street Smarts contractors at community 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 Safe Routes to School Contractor(s):

- Serve as Street Smarts personnel at community events; distribute promotional items and Street Smarts information at such events

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 and update 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
- Attend meetings valley wide:
 - Town of Danville: Approximately 12 hrs per year (including transportation staff meetings and one (1) Transportation Advisory Committee meeting)
 - Contra Costa County: Approximately 12 hrs per year

Roles & Responsibilities for City of San Ramon Staff:

- Serve as treasurer for Street Smarts Program (holds Street Smarts funds)
- Process invoices, donations, and financial transactions
- Maintain inventory of Street Smarts program supplies



	FY2015-16	Estimated	FY2016-17
	Adopted	Proj. Year-End	Budgeted
Prior Year Carry-over (Est.)	193,719	184,869	159,286
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
4106-00 - San Ramon Valley Fire Protection District	10,000	10,000	10,000
4105-00 - San Ramon Valley Council of PTAs	500	500	500
Total 4100-00 - Public Agency Contributions	50,500	50,500	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	5,000	5,000	10,000
4204-00 - General Efforts	0	3,000	0
Total 4200-00 - Corporate Contributions	7,500	10,500	12,500
4300-00 - Cash Donations	50	50	20
4400-00 - Safe Routes to School Grant ^{1,2}	127,800	100,000	\$ 100,000
Total Revenue	185,850 \$	161,050	163,020
Expense			
7100-00 - Elementary Sch. Poster Contest			
7101-00 - Storybook Develop./Production	6,100	4,672	6,100
7102-00 - Contest Marketing	4,000	2,082	4,000
7103-00 - Awards Ceremony	4,000	748	4,000
7104-00 - Contest Incentives	1,300	300	1,300
Total 7100-00 - Elementary Sch. Poster Contest	15,400	7,802	15,400
7200-00 - Middle School Video Contest			
7201-00 - Contest Marketing	2,000	300	2,000
7202-00 - PSA Production	1,000	1,000	1,000
7203-00 - Awards Ceremony	1,500	1,480	1,500
7204-00 - Contest Incentives	3,500	1,226	3,500
7205-00 - Judging	500	225	500
Total 7200-00 - Middle School Video Contest	8,500	4,231	8,500
7200-00 - Middle School BMX Assemblies			
7201-00 - Contractor - Peter Brandt			3,200
7202-00 - SRTS Contractor			1,200
7204-00 - Participant Rewards			1,000
Total 7200-00 - Middle School BMX Assemblies			5,400
7300-00 - High School "It Happens"			
7301-00 - Web Site	600	600	600
7302-00 - Marketing	2,500	2,500	2,500
7303-00 - Rewards	1,500	1,500	1,500

7304-00 · Video/Photography Production Services	0	0	0
7305-00 · Salaries	5,000	5,000	5,000
Total 7300-00 · High School "It Happens"	9,600	9,600	9,600
7400-00 · Community Outreach			
7401-00 · Web Site	15,000	15,000	15,000
7402-00 · Supplies	1,200	1,200	1,200
7403-00 · Media/Public Relations	6,600	6,600	6,600
7404-00 · Promotions	10,000	10,000	10,000
7405-00 · Media Kick-off Event	100	100	100
Total 7400-00 · Community Outreach	32,900	32,900	32,900
7500-00 · Operations			
7501-00 · Equipment/Supplies	1,000	1,000	1,000
7502-00 · Software	1,400	1,400	1,400
7503-00 · Postage	1,000	1,000	1,000
7504-00 · Meetings	2,400	2,400	2,400
Total 7500-00 · Operations	5,800	5,800	5,800
7600-00 · Additional SRTS Programs			
7601-00 · SRTS Program Leaders			
7601-01 · Salaries	48,000	48,000	48,000
7601-02 · Recruitment	1,500	0	0
7601-03 · Equipment	1,500	1,500	1,500
7601-04 · Mileage	2,000	1,200	2,000
7601-05 · Independent Contractors	30,000	51,600	51,600
Total 7601-00 · SRTS Program Leaders	83,000	102,300	103,100
7602-00 · Assemblies	4,000	4,000	4,000
7604-00 · Classroom Safety Videos	1,000	1,000	1,000
7605-00 · Print Materials	3,500	3,500	3,500
7608-00 · Bike Rodeos	15,000	15,000	15,000
7609-00 · Walk/Bike Challenge	5,000	0	5,000
7610-00 · Walking School Bus/Bike Train	0	0	0
7611-00 · Middle School Ad Campaign	0	0	0
7612-00 · Street Banners	500	0	0
7613-00 · Transit Shelters	0	0	0
7614-00 · Before & After Evaluations	0	0	0
Total 7600-00 · Additional SRTS Programs	29,000	23,500	28,500
7700-00 · Miscellaneous	500	500	500
Total Expense	184,700	186,633	209,700
Fund Balance	184,869	159,286	112,606

Notes:

1. MTC CMAQ SR2S Grant (\$365,000) is a multi-year grant (88.53% reimbursable) ending in June 2017. Estimated remaining funds at end of FY 15/16 will be utilized this year.

2. Federal Cycle 3 SRTS Grant (\$225,500) is a multi-year grant (66.91% reimbursable) ending in June 2018, but closing out in December 2017. Estimated remaining funds as of January 1, 2016 is approximately \$247,000.

INVOICE

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CITY OF SAN RAMON

ATTN: ACCOUNTS RECEIVABLE 7000 BOLLINGER CANYON ROAD SAN RAMON, CA 94583 (925) 973-2521

To: CONTRA COSTA PUBLIC WORKS DEPT
ATTN: MARK A. DE LA O
255 GLACIER DRIVE
MARTINEZ, CA 94553

Invoice No: 5300
Date: 07/12/16

Customer No: 1782/1801

Type: MI MISCELLANEOUS

Quantity	Description	Unit Price	Extended Price
1.00	STREET SMARTS	10,000.00	10,000.00
1.00	ADMINISTRATION SERVICES STREET SMARTS	10,000.00	10,000.00
	GENERAL PROGRAM SUPPORT		

Total Due: \$20,000.00

Please detach and send this copy with remittance.

Due Date: 08/11/16
Name: CONTRA COSTA PUBLIC WORKS
DEPT

Customer No: 1782/1801
Type: MI - MISCELLANEOUS

Total Due: \$20,000.00

Invoice No: 5300

Terms: Net 30 Days

Remit and make check payable to:
CITY OF SAN RAMON

ATTN: ACCOUNTS RECEIVABLE
7000 BOLLINGER CANYON ROAD
SAN RAMON, CA 94583 (925) 973-2521

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