



CITY OF SAN RAMON

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October 20, 2017

Brian Balbas
Interim Director, Public Works
Contra Costa County Public Works Department
255 Glacier Drive
Martinez, CA 94553

RE: 2017/2018 Street Smarts Program
Program Development and Administration Staffing Services
Memorandum of Understanding

Dear Mr. Balbas:

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 2017/2018 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 2017/2018 Program year. On an annual basis, each of the five 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 2017/2018 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 2017/2018 Work Plan (Attachment A) and 2017/2018 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's administrative staffing costs outlined in Attachments A and B for Program Year 2017/2018.
- b. Contribute Ten Thousand Dollars (\$10,000.00) in funds to the City of San Ramon for its share of the Program's general support costs for Program Year 2017/2018.
- c. Continue to participate in the Street Smarts Program Advisory Committee and contribute staff time towards the ongoing implementation of the Program during Program Year 2017/2018.

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 2017/2018 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

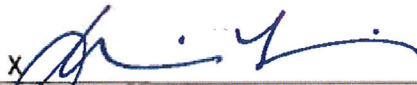
This MOU is in effect beginning July 1, 2017 and ending June 30, 2018.

6. Renewal

This MOU may be renewed for Program Year 2017/2018 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.

X 

Maria Fierner, Director
Public Works
City of San Ramon

X _____
Brian Balbas, Interim Director
Public Works
Contra Costa County

Date: 10/24/17

Date: _____

2017/2018 PROGRAM WORK PLAN

Revised: July 1, 2017

PROGRAM AREA

1. Elementary School Safety Questionnaire Contest

Roles & Responsibilities for Street Smarts Coordinator:

- Serve as the primary point of contact and personal interface with the Principal and office staff for the Safety Questionnaire Contest;
- Serve as the lead in the development of Safety Questionnaire Contest guidelines, announcements and prize distribution process;
- Coordinate end of year Grand Prize Assembly at school with highest participation percentage;
- Purchase and order Traffic Safety prizes and supplies; and
- Organize Grand Prize - End of Year Assembly with Elected Officials and other community leaders and sponsors.

Roles & Responsibilities for Town of Danville Staff:

- Town of Danville staff will provide support at end of year Grand Prize - End of Year Assembly.

Roles & Responsibilities for Street Smarts Assistant:

- Provide assistance with dissemination of Safety Questionnaire Contest information; and
- Provide support with collection and distribution of Traffic Safety prizes.

Roles & Responsibilities for Advisory Committee Members:

- Advisory Committee will support and attend the Grand Prize Assembly, if possible.

2. Middle School "BMX" Bike Safety Assemblies

Roles & Responsibilities for Street Smarts Coordinator:

- Schedule and coordinate the "BMX" Bike Safety Assemblies with middle school Principals at each of the eight San Ramon Valley District (SRVUSD) campuses;
- Coordinate schedule with contractors and staff leading the assembly; and
- Purchase Traffic Safety prizes.

Roles & Responsibilities for Street Smarts Assistant:

- Assist and deliver a Traffic Safety message to students at the assembly; and
- Provide assistance with data entry and follow up.

Roles & Responsibilities for Advisory Committee Members:

- Advisory Committee will support and attend a "BMX" Assembly, if possible.

3. 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.;

- Make regular posts to social media accounts, including Facebook and Twitter;
- Maintain and upload flyers, marketing, promotion and videos to Street Smarts website;
- Coordinate, plan, and implement the Video Contest Awards Ceremony at the Danville Village Theatre; and
- Purchase awards and prizes.

Roles & Responsibilities for Street Smarts Assistant:

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

Roles & Responsibilities for Advisory Committee Members:

- Advisory Committee will continue to support and attend the Video Contest Awards Ceremony, if available.

4. High School "Start Smart" Classes

Roles & Responsibilities for Street Smarts Coordinator:

- Schedule and coordinate the "Start Smart" events with high school Principals at each of the four (SRVUSD) campuses;
- Support (SRVUSD) with the dissemination of high school program information, marketing and promotion, etc.;
- Maintain and upload flyers, marketing and promotion to Street Smarts website;
- Serve as liaison with (SRVUSD) and California Highway Patrol (CHP); and
- Serve as lead in purchasing prizes, subject to approval of current program sponsor.

Roles & Responsibilities for Street Smarts Assistant:

- Provide assistance with dissemination of Event information as needed.

Roles & Responsibilities for City of San Ramon Staff:

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

Roles & Responsibilities for Town of Danville Staff:

- Danville police will attend on-campus "Start Smart" events, when possible.

Roles & Responsibilities for Advisory Committee Members:

- Advisory Committee will continue to support and attend a "Start Smart" Class, if available.

5. Safe Routes to School Component - Assemblies and Bike Rodeos

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 etc.);
- Manage a temporary part-time employee who oversees the contractors and delivery of Safe Routes to School program components at bike rodeos and assemblies;
- Contract with additional independent consultants to deliver the Safe Routes to School program components and community outreach;
- Manage components of Street Smarts' Safe Routes to School efforts, including contractors, staff, school-site efforts and the administration of valley wide programs;
- Serve as the primary point of contact for administration of the federal Safe Routes to School grants ; and

- Coordinate fulfillment of the federal Safe Routes to School grant requirements.

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; and
- 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):

- Develop more efficient delivery models for Safe Routes to School program components, including assemblies and rodeos, under the direction of the Street Smart Coordinator;
- Deliver assemblies and bike rodeos, as needed; and
- Attend and represent the Street Smarts Program at Community Outreach Events.

6. 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; and
- 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; and
- Forward news articles to their Public Information Officers IT departments for upload onto agency websites and distribution through internal and external newsletters.

7. Community Marketing: Community Events

Roles & Responsibilities for Street Smarts Coordinator:

- Determine which events Street Smarts will participate in during the year;
- Manage a temporary part-time employee who oversees the contractors and delivery of Safe Routes to School program components at community outreach events; and
- Manage inventory of promotional and informational items.

Roles & Responsibilities for Street Smarts Assistant:

- Oversee the delivery of Safe Routes to School program components at community outreach events; and
- 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 and distribute Street Smarts Traffic Safety information and promotional items at such events.

Roles & Responsibilities for Advisory Committee Members:

- Attend community events as Street Smarts representatives, when possible.

8. Administration

Roles & Responsibilities for Street Smarts Coordinator:

- Serve as primary contact person for the Street Smarts Program;
- In concert with San Ramon Transportation Division Manager, develop the annual Street Smarts Financial Plan and present to San Ramon Valley Street Smarts Advisory Committee;
- Maintain and update the Street Smarts website;
- Oversee the social media elements of the Street Smarts Program;
- Maintain inventory of Street Smarts program supplies;
- Coordinate fundraising efforts on an as-needed basis with the City of San Ramon; and
- Attend meetings Valley wide including the following:
 - Town of Danville: Approximately 20 hours per year (including transportation staff meetings, and
 - Contra Costa County: Approximately 12 hours per year.

Roles & Responsibilities for City of San Ramon Staff:

- Serve as treasurer for Street Smarts Program (holds Street Smarts funds); and
- Process invoices, donations, contracts and financial transactions.

Addendum B



	FY2016-17	Estimated	FY2017-18
	Budgeted	Proj. Year-End	Budgeted
Prior Year Carry-over (Est.)	159,286	184,869	177,074
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	3,000
4203-00 · High School Efforts	10,000	10,000	10,000
4204-00 · General Efforts	0	3,000	0
Total 4200-00 · Corporate Contributions	12,500	15,500	15,500
4300-00 · Cash Donations	20		0
4400-00 · Safe Routes to School Grant ^{1,2}	\$ 100,000	100,000	\$ 100,000
Total Revenue	163,020	\$ 166,000	166,000
Expense			
7100-00 · Elementary Sch. Poster Contest			
7101-00 · Storybook Develop./Production	6,100	5,357	0
7102-00 · Contest Marketing	4,000	2,680	0
7103-00 · Awards Ceremony	4,000	780	0
7104-00 · Contest Incentives	1,300	953	0
Total 7100-00 · Elementary Sch. Poster Contest	15,400	9,770	
Total 7100-00 · Elem. Traffic Safety Awareness Campaign			15,400
7200-00 · Middle School Video Contest			
7201-00 · Contest Marketing	2,000	1,250	3,000
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	3,250	3,500
7205-00 · Judging	500	320	500
Total 7200-00 · Middle School Video Contest	8,500	7,300	9,500
7200-00 · Middle School BMX Assemblies			
7201-00 · Contractor - Peter Brandt	3,200		3,200
7202-00 · SRTS Contractor	1,200		1,200
7204-00 · Participant Rewards	1,000		1,000
Total 7200-00 · Middle School BMX Assemblies	5,400		5,400
7300-00 · High School			
7301-00 · Web Site	600	600	600

7302-00 · Marketing	2,500	2,500	3,200
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	9,600	9,600	10,300
7400-00 · Community Outreach			
7401-00 · Web Site	15,000	15,000	2,500
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	0
Total 7400-00 · Community Outreach	32,900	32,900	20,300
7500-00 · Operations			
7501-00 · Equipment/Supplies	1,000	1,000	5,550
7502-00 · Software	1,400	1,400	1,350
7503-00 · Postage	1,000	1,000	1,000
7504-00 · Meetings	2,400	2,400	4,650
Total 7500-00 · Operations	5,800	5,800	12,550
7600-00 · Additional SRTS Programs			
7601-00 · SRTS Program Leaders			
7601-01 · Salaries	48,000	48,000	53,000
7601-02 · Recruitment	0	0	0
7601-03 · Equipment	1,500	1,500	2,250
7601-04 · Mileage	2,000	1,580	2,000
7601-05 · Independent Contractors	51,600	42,780	46,100
Total 7601-00 · SRTS Program Leaders	103,100	93,860	103,350
7602-00 · Assemblies	4,000	6,040	6,200
7604-00 · Classroom Safety Videos	1,000	1,000	1,000
7605-00 · Print Materials	3,500	3,500	10,300
7608-00 · Bike Rodeos	15,000	3,525	15,000
7609-00 · Walk/Bike Challenge	5,000	0	5,000
7611-00 · Middle School Ad Campaign	0	0	0
7612-00 · Street Banners	0	0	0
7613-00 · Transit Shelters	0	0	0
7614-00 · Before & After Evaluations	0	0	0
Total 7600-00 · Additional SRTS Programs	28,500	14,065	37,500
7700-00 · Miscellaneous	500	500	500
Total Expense	209,700	173,795	199,400
Fund Balance	112,606	177,074	143,674

Notes:

1. MTC CMAQ SR2S Grant (\$365,000) is a multi-year grant (88.53% reimbursable) ending in June 2017. Remaining funds (\$13,400) were exhausted at end of 2016.

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, 2017 is approximately \$139,000.