



CITY OF SAN RAMON

7000 BOLLINGER CANYON ROAD
SAN RAMON, CALIFORNIA 94583
PHONE: (925) 973-2500
WEB SITE: WWW.SANRAMON.CA.GOV

September 29, 2021

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

RE: **Memorandum of Understanding – 2021/2022 Street Smarts Program,
Program Development and Administration Staffing Services**

Dear Mr. Balbas:

The City of San Ramon ("City") is pleased to continue to partner with Contra Costa County ("County") in the implementation of programs, such as the Street Smarts Program, that are of importance to the San Ramon Valley 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 County regarding the provisions of the Street Smarts Program development, materials, and administrative staffing services for the 2021/2022 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 San Ramon, Town of Danville, 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 the 2021/2022 Program Year. On an annual basis, each of the five public agencies appropriate funds for Program development, materials, and administrative costs.

This MOU outlines the provisions of Program development, materials, and Program administrative services to the County, by the City, for the 2021/2022 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 2021/2022 Work Plan (Attachment A) and 2021/2022 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 the 2021/2022 Program Year.
- 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 the 2021/2022 Program Year.
- c. Continue to participate in the Street Smarts Program Advisory Committee and contribute staff time towards the ongoing implementation of the Program during the 2021/2022 Program Year.

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 2021/2022 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 Safe Routes to School 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, 2021 and ending June 30, 2022.

6. Renewal

This MOU may be renewed beyond this Program Year, 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 Lisa Bobadilla, Division Manager, at (925) 973-2651 if you have any questions.



X
Maria Pierner
Public Works Director
City of San Ramon

X
Brian Balbas
Public Works Director
Contra Costa County

Date: 09-30-21

Date: _____

2021/2022 PROGRAM WORK PLAN

Revised: September 22, 2021

PROGRAM AREA

1. Elementary School Safety Assembly (TBD per SRVUSD)

Roles & Responsibilities for Street Smarts Coordinator:

- Serve as the primary point of contact and personal interface with San Ramon Valley Unified School District (SRVUSD) Administrative Staff, Principal and school office staff for scheduling;
- Produce and develop Traffic Safety Presentations; and
- Purchase and order Traffic Safety prizes and supplies, as needed for assemblies.

Roles & Responsibilities for Street Smarts Assistant:

- Assist and deliver Traffic Safety to students at school site assembly; and
- Provide assistance with data entry and follow up.

Roles & Responsibilities for Advisory Committee Members:

- Advisory Committee will support and attend School Assemblies, if possible.
- Advisory Committee will support and attend Bike Safety Assemblies, if possible.

2. Community Bike Rodeo / Festival (Tentative Spring 2022)

Roles & Responsibilities for Street Smarts Coordinator:

- Serve as the lead in coordinating Community Bike Rodeo/Festival;
- Make regular posts to social media accounts, including Facebook, Instagram and Twitter;
- Design and upload flyers to Street Smarts website;
- Develop and promote event through local Press Releases, SRVUSD (Peach Jar) distribution email system and Town and City Activity Guides;
- Coordinate participating vendors, agencies, Police Departments, Bike Organizations, food booths, entertainment and sponsors for participation;
- Coordinate and recruit volunteers from local schools, groups and City Programs; and
- Purchase Traffic Safety prizes and supplies, as needed.

Roles & Responsibilities for Street Smarts Assistant:

- Assist with the coordination of planning event; and
- Provide assistance to Program Coordinator on day of event.

Roles & Responsibilities for Advisory Committee Members:

- Advisory Committee support and attend Bike Rodeo/Festival, if possible.

3. Elementary School Poster Contest (Fall 2021)

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 Poster Contest;
- Serve as the lead in coordinating Poster 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 Poster Contest Awards Ceremony, online or in person; and
- Purchase awards and prizes.

Roles & Responsibilities for Street Smarts Assistant:

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

Roles & Responsibilities for Advisory Committee Members:

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

4. Middle School Bike Safety Assemblies (on hold due to COVID - TBD per SRVUSD)

Roles & Responsibilities for Street Smarts Coordinator:

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

Roles & Responsibilities for Street Smarts Assistant:

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

Roles & Responsibilities for Advisory Committee Members:

- Advisory Committee will support and attend Bike Safety Assemblies, if possible.

5. Middle School "Be Reel" Video Contest (Winter 2022)

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, online or in person; 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.

6. High School "Start Smart" Classes (On-site: Tentatively postponed until January, 2022)

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.

7. Federal Safe Routes to School Component – Assemblies and Community Bike Rodeo (on line programs due to COVID. In-person events TBD) ADD the virtual programs

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.); and
- Manage temporary part-time employee.

Roles & Responsibilities for Street Smarts Assistant:

- Implement bike rodeo, assemblies, encouragement and education program components, under the direction of the Street Smarts Coordinator;
- Develop Safe Routes to School toolkits for assemblies and bike rodeos, for use by community members, community groups, schools and PTAs;
- 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; and
- Attend and represent the Street Smarts Program at Community Outreach Events.

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.

8. 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.

9. Community Marketing: Community Events

Roles & Responsibilities for Street Smarts Coordinator:

- Determine which events Street Smarts will participate in during the year;
- Schedule temporary part-time employee to 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 Advisory Committee Members:

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

10. 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 within the San Ramon Valley wide including the following:
 - Town of Danville: Approximately 8 hours per year (including transportation staff meetings – as permitted),
 - Contra Costa County: Approximately 4 hours per year, as permitted; and
 - Attend public agency council meetings and present annual Street Smarts program accomplishments.

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.
- Serve as the primary point of contact for administration of the federal Safe Routes to School grant ; and
- Coordinate fulfillment of the federal Safe Routes to School grant requirements.



2021-2022 Estimated Budget

Revenue (Est.)

	City of San Ramon	Town of Danville	Contra Costa County	SRVUSD	SRVFPD	TOTAL
Public Agency Contributions						
General Program Support	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$50,000
Administrative Support	\$25,000	\$10,000	\$10,000			\$45,000
Total Public Agency Contributions	\$35,000	\$20,000	\$20,000	\$10,000	\$10,000	\$95,000
Community Contributions / Sponsorships						
Safe Routes to School Federal Grant	\$97,750					
San Ramon Valley Council of PTAs	\$750					
State Farm	\$10,000					
Misc. Donations	\$1,000					
	<u>\$109,500</u>					
Total Revenue Contributions	<u>\$204,500</u>					

Expenditures (Est.)

	FY2021-22 Budget
Corporate and Community Contributions	
SRTS Program Leaders	
Street Smarts Coordinator (Salary/Benefits)	\$155,030
Part-time Program Assistant	\$12,500
Mileage	\$1,500
Total SRTS Program Leaders	<u>\$169,030</u>
Professional Services	
Photography Services	\$1,500
Video Production Services	\$1,500
Marketing & Promotional Items	\$12,000
Printing & Advertising Services	\$2,000
Web Site/Development Services	\$2,500
Graphic Design Services	\$4,000
Event Production Services	\$2,000
Online Services	\$2,500
Total Professional Services - Other	<u>\$28,000</u>
Operations	
Office Equipment / Supplies	\$5,670
Program Incentives	\$6,500
Postage	\$300
Rents and Leases - Events 2	\$1,000
Equipment and Supplies	\$0
Meetings, Conferences, Trainings	\$1,000
Total Operations	<u>\$14,470</u>
Total Expenses	<u>\$211,500</u>

City of San Ramon, San Ramon, CA 94583

Invoice Number: 4190774

Invoice Date: 09/14/2021

Customer Number: 1151

Description	Quantity	Price	UOM	Original Bill	Adjusted	Paid	Amount Due
STREET SMARTS FEE	1	\$20,000.00	EACH	\$20,000.00	\$0.00	\$0.00	\$20,000.00

Regarding: STREET SMARTS PROGRAM 21/22

This account is due and payable to: City of San Ramon within 30 days.
Any remaining unpaid balance will be turned over to collections after 60 days.

Invoice Total:

\$20,000.00

PLEASE RETURN BOTTOM PORTION WITH PAYMENT



Mail your remittance to:

City of San Ramon

Attn: Accounts Receivable
7000 Bollinger Canyon Road
San Ramon, CA 94583
(925) 973-2609
Fax (925) 866-1436

Invoice Date	Invoice No.
09/14/2021	4190774
Customer Number	
1151	
Invoice Total Due	
\$20,000.00	
Amount Paid	

1151
CONTRA COSTA PUBLIC WORKS
DEPT.
ATTN: MARK A. DE LA O
255 GLACIER DRIVE
MARTINEZ, CA 94553