



**Contra  
Costa  
County**

To: Board of Supervisors  
From: Julia R. Bueren, Public Works Director/Chief Engineer  
Date: December 13, 2016

Subject: Execute a Memorandum of Understanding with the City of San Ramon to participate in the San Ramon Valley Street Smarts Program. District II

**RECOMMENDATION(S):**

APPROVE AND AUTHORIZE the Public Works Director, or designee, to execute, on behalf of the County, a Memorandum of Understanding with the City of San Ramon, and to pay the City \$20,000 from the Dougherty Valley Regional Enhancement Fund, to participate in the San Ramon Valley Street Smarts Program for the period of July 1, 2016 through June 30, 2017, as recommended by the Public Works Director. (District II);

ALLOCATE a total of \$20,000 from the Dougherty Valley Regional Enhancement Fund to pay the City of San Ramon for San Ramon Valley Street Smarts Program support under the MOU (\$10,000), and for program-related administrative support (\$10,000), for the period from July 1, 2016, through June 30, 2017; and

DIRECT the Auditor-Controller to issue a warrant, payable to the City of San Ramon, to pay \$20,000 from Dougherty Valley Regional Enhancement Fund monies.

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **12/13/2016** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

**VOTE OF SUPERVISORS**

AYE: John Gioia, District I Supervisor  
Candace Andersen, District II Supervisor  
Mary N. Piepho, District III Supervisor  
Karen Mitchoff, District IV Supervisor  
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: December 13, 2016

David Twa, County Administrator and Clerk of the Board of Supervisors

By: Stacey M. Boyd, Deputy

Contact: Monish Sen, (925)  
313-2187

### FISCAL IMPACT:

The County's participation in the San Ramon Valley Street Smarts Program is fully funded by the Dougherty Valley Regional Enhancement Fund. The total contribution is \$20,000 for fiscal year 2016/2017. Ten thousand dollars (\$10,000) is contributed directly to the San Ramon Valley Street Smarts Program for general support services by the City of San Ramon, and \$10,000 is provided to the City of San Ramon for the costs of administering the San Ramon Valley Street Smarts Program.

### BACKGROUND:

The San Ramon Valley Street Smarts Program is a collaborative effort among the County, the City of San Ramon, the Town of Danville, the San Ramon Unified School District, and the San Ramon Valley Fire Protection District. During Fiscal Year 2016-2017, the City of San Ramon will administer the program and has requested that the County fund a total of \$20,000 for program support (\$10,000) and administrative support services (\$10,000). The San Ramon Valley multi-agency education campaign is implemented through the collaborative effort of the Street Smarts Advisory Committee ("Advisory Committee"), which meets periodically to implement program components.

The Advisory Committee has adopted several large-scale programs to be implemented. They include:

**Street Smarts Media Annual Press Release:** An annual press release will be sent out at the beginning of the program year outlining the upcoming Street Smarts Program. The release will encourage members of the media and the public to learn about Street Smarts' traffic safety education activities for the upcoming school year.

**Street Smarts Storybook Poster Contest:** Each year, hundreds of elementary school students compete to have their artwork be part of a traffic safety storybook. The final book is unveiled at an awards ceremony held at the Dougherty Performing Arts Center, and thousands of copies of the book are distributed to San Ramon Valley schools, community centers, and public libraries.

**Traffic Safety Assemblies:** Street Smarts devised an elementary school assembly designed to teach students the basics of pedestrian and bicycle safety. Street Smarts assemblies educate students about the basic lessons of traffic safety in a fun and entertaining environment. Students learn how to safely navigate street crossings and intersections, as well as the importance of wearing a helmet when riding a bike, skateboard and scooter.

**Bike Rodeos:** As a component of Street Smarts' Safe Routes to School efforts, bike rodeos are an after-school activity that allows elementary school students to practice their cycling and traffic safety skills in a controlled, supervised environment. Bike rodeos include an interactive bicycling course, bike maintenance station and individual helmet

check to ensure a proper fit. These activities reinforce street safety concepts

“BMX” Middle School Bike Safety Program: The Street Smarts Program is introducing a new educational bike safety program to middle school students in the San Ramon Valley by delivering an informative and entertaining message to middle school students through a combination of BMX skills and a visual bike and helmet safety message.

Street Smarts “Be Reel!” Video Contest: Middle school students are encouraged to work individually or in teams of up to four students to create 60-second public service announcement (PSA) video on a specific traffic safety theme. Approximately 10 finalist videos are chosen from these submissions to be premiered at the contest awards ceremony, which will be held at the Danville Village Theatre.

CHP “Start Smart” Teen Driver Safety Program: Street Smarts has partnered with the California Highway Patrol to bring the “Start Smart” Program to local high schools. “Start Smart” is a free two-hour, highly impactful and interactive safety class to educate new drivers and their parents about safe driving practices.

Community Outreach Efforts: Street Smarts staff attends over two dozen community events as part of its outreach efforts. At the events, Street Smarts representatives staff an informational booth with traffic safety educational program material and activities for children, and teen drivers.

Street Smarts Web Site: To advance its community outreach efforts, the Street Smarts web site ([www.street-smarts.com](http://www.street-smarts.com)) will continue to serve as a resource for the community to learn about traffic safety and ongoing Street Smarts programs. In August 2016, a revised and updated web site was released for the benefit of parents, students and the general public in order to view program information and bike and pedestrian safety resources. The new web site is not only web user friendly, but also mobile phone friendly.

The program advances traffic, bicyclists, and pedestrian safety within the San Ramon Valley. For these reasons, the Public Works Department recommends that the Board of Supervisors approve participating in the program during Fiscal Year 2016-2017, and funding a total of \$20,000 for program support and administrative services.

#### CONSEQUENCE OF NEGATIVE ACTION:

Contra Costa County will no longer be a participant in the program.

#### CHILDREN'S IMPACT STATEMENT:

The San Ramon Valley Street Smarts Program is an educational campaign to promote traffic safety awareness to elementary, middle, and high school-aged children.

#### ATTACHMENTS

2016-2017 Street Smarts Program MOU

2016-2017 MOU Attachments A and B