



**Contra
Costa
County**

To: Board of Supervisors
From: John Kopchik, Director, Conservation & Development Department
Date: January 16, 2018

Subject: Allocation of Funds from the Livable Communities Trust to Public Works to Participate in the San Ramon Valley Street Smarts Program, San Ramon

RECOMMENDATION(S):

ALLOCATE \$20,000 from the Livable Communities Trust (District II portion) to the Public Works Department and DIRECT the Interim Public Works Director to execute, on behalf of the County, a Memorandum of Understanding with the City of San Ramon to participate in the San Ramon Valley Street Smarts Program for the period July 1, 2017 through June 30, 2018, as recommended by Supervisor Candace Andersen.

FISCAL IMPACT:

No General Fund impact. Funds in the amount of \$20,000 are from the District II allocation of deposits into the Livable Communities Trust. On December 3, 2013, the Board of Supervisors determined that revenue from the Fund should be spent equally among supervisorial districts. At build-out of the development projects contributing revenue to the Fund, deposits to the Fund will total \$8,448,000. As of January 2, 2018 the fund balance was \$7,710,185. The account has earned approximately \$425,000 in interest to date. There have been \$443,437 in expenditures. The approved expenditures to date are shown in Attachment A.

BACKGROUND:

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **01/16/2018** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I
Supervisor
Candace Andersen, District II
Supervisor
Diane Burgis, District III
Supervisor
Federal D. Glover, District V
Supervisor

ABSENT: Karen Mitchoff, District IV
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: January 16, 2018

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

By: June McHuen, Deputy

Contact: Kristin Sherk, (925)
674-7887

cc:

The Livable Communities Trust Fund (Fund) is a Special Revenue Mitigation Fund that was established by the Board of Supervisors on November 15, 2005 following the approval of the Camino Tassajara Combined General Plan Amendment Project, also known as the Alamo Creek and Intervening Property residential projects, and was required as a condition of approval. The Fund was established to implement the County's Smart Growth Action Plan. The residential developers pay an \$8,000 per unit fee (excluding affordable housing portions of the projects) into the Fund. The Department of Conservation and Development administers the Fund.

BACKGROUND: (CONT'D)

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The San Ramon Valley Street Smarts Program is a collaborative effort among the County Public Works Department, the City of San Ramon, the Town of Danville, the San Ramon Valley Unified School District, and the San Ramon Valley Fire Protection District. It supports goal five of the Smart Growth Action Plan to help fund transit and other transportation improvements which foster smart growth principles. The County has participated in this program since 2004 by funding a share of the costs to implement the program, using the Dougherty Valley Enhancement fund, which is now depleted. During Fiscal Year 2017/18, the City of San Ramon is administering the program and is requesting that the County fund a total of \$20,000 for program support (\$10,000) and administrative support services (\$10,000).

The Interim Public Works Director, or designee, will execute on behalf of the County, a Memorandum of Understanding (MOU) with the City of San Ramon to pay the City of San Ramon \$20,000 to participate in the Street Smarts Program for the period of July 1, 2017 through June 30, 2018. The MOU is attached in its substantially final form and will be executed in a form approved by County Counsel.

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 the following:

- **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.
- **Traffic Safety Assemblies:** Street Smarts devised an elementary school assembly designed to teach students the basics of pedestrian and bicycle safety. On-site assemblies educate students about the lessons of traffic safety in a fun and entertaining environment. As an opportunity to continue learning, students and parents together fill out and submit online a Traffic Safety Questionnaire for the student to receive a participation prize, help their class win a larger prize and assist their school with winning a Grand Prize, such as safety equipment (not to exceed \$250) presented by local Elected Officials and Platinum Sponsors at the "Grand Prize" Award assembly. On average, twelve schools, including 8,400 students and staff, are reached over the school year.
- **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. On average, twelve schools have over 1,500 students participating each

school year. Over 6,000 parents and students are reached through direct advertising of bike rodeo.

- "BMX" Middle School Safety Program: The Street Smarts Program introduced a new educational bike safety program to middle school students in the spring and have continued this program in the new school year. BMX Bike Safety Assemblies are delivered to middle school students by presenting an entertaining demonstration with an informative, safety message, through a combination of BMX skills and a visual bike and helmet safety messages. On average, over 6,000 students and staff view the bike safety and skilled presentation each school year.
- Street Smarts "Be Reel!" Video Contest: The annual video contest attracts middle school students in small teams to create a 60-second PSA on a specific traffic safety theme. An Annual Award Ceremony is held with a viewing and awarding of the top finalists, where local Elected Officials and Platinum Sponsors present the awards to the top placing students. Over 250 parents, staff and students attend the ceremony. Over 6,400 students and staff members are reached through advertisement of the contest and awards ceremony. Top placed videos are also played on Contra Costa Television (CCTV).
- CHP "Street Smart" Teen Driver Safety Program: Street Smarts has partnered with the California Highway Patrol to bring the "Street Smart" Program to local high schools. The Street Smart Teen Driver Education presentation is delivered by CHP Officers through a highly impactful and interactive teen driver safety class to educate new drivers and their parents about safe driving practices. Presentations are offered four times each school year at the four San Ramon Valley Unified School District high schools with approximately 1,800 students and parents attending et each event.
- 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 materials and activities for children and teen drivers.
- Street Smarts Website: To advance its community outreach efforts, the Street Smarts website (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 website 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 website is not only web user friendly, but also mobile phone friendly.

The Street Smarts program advances traffic, bicyclists, and pedestrian safety within the San Ramon Valley. For these reasons, Supervisor Andersen recommends that the Board of Supervisors approve participating in the program during Fiscal Year 2017/18, and allocating an award of \$20,000 for program support and administrative services.

CONSEQUENCE OF NEGATIVE ACTION:

Contra Costa County will no longer be a participant in the Street Smarts Program.

CHILDREN'S IMPACT STATEMENT:

The Street Smarts Program supports outcome 5: Communities are Safe and Provide a High Quality of Life for Children and Families.

ATTACHMENTS

Project List

Street Smarts MOU