



**Contra
Costa
County**

To: Board of Supervisors
From: Brian M. Balbas, Public Works Director/Chief Engineer
Date: February 2, 2021

Subject: MOU with City of San Ramon to participate in the San Ramon Valley Street Smarts Program, San Ramon area.

RECOMMENDATION(S):

APPROVE and AUTHORIZE the Public Works Director, or designee, to execute a Memorandum of Understanding (MOU) with the City of San Ramon (City) to participate in the San Ramon Valley Street Smarts Program (Street Smarts Program), and to pay the City \$10,000 for the County's share of program costs, during the period July 1, 2020 to June 30, 2021, as recommended by the Public Works Director, San Ramon area. (District II)

FISCAL IMPACT:

The County will incur labor costs for staff to attend program meetings. (90% Livable Communities Trust Funds and 10% Local Road Funds)

BACKGROUND:

The 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 to support traffic, bicyclist and pedestrian safety for school children. It supports goal five of the Smart Growth Action Plan to help fund transit and other transportation improvements that foster smart growth principles. The County has participated in this program since 2004 by funding a

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **02/02/2021** ☒ 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
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: February 2, 2021

Monica Nino, County Administrator and Clerk of the Board of Supervisors

By: Stacey M. Boyd, Deputy

Contact: Monish Sen,
925.313.2187

cc:

share of the costs to implement the program.

BACKGROUND: (CONT'D)

During Fiscal Year 2020/21, the City is administering the program and is requesting that the County fund a total of \$10,000 for administrative support services.

The Public Works Director, or designee, will execute on behalf of the County, a MOU with the City to participate in the Street Smarts Program for the period of July 1, 2020 through June 30, 2021. The MOU is attached in its substantially final form and will be executed in a form approved by County Counsel.

The Street Smarts Program 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:

1. 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.
2. Traffic Safety Assemblies: Street Smarts devised an elementary and middle school assembly designed to teach students the basics of pedestrian and bicycle safety. For the 2020/21 school year, a monthly contest is offered for students to have the opportunity to learn about Traffic Safety through short, interactive, and entertaining online bike and pedestrian themes.
3. Bike Rodeos/Festival: 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 Rodeo instructional packets have been designed and are available to PTA Presidents.
4. 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. The Street Smarts Program advances traffic, bicyclist, and pedestrian safety within the San Ramon Valley. For these reasons, Supervisor Andersen recommends that the Board of Supervisors approve continuing participation in the program during Fiscal Year 2020/21, and allocating an award of \$10,000 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

MOU