



## West Contra Costa STREET SMARTS Campaign

Prepared for the  
West Contra Costa Transportation Advisory Committee Technical Advisory Committee  
(WCCTAC-TAC)  
January 13, 2011

STREET SMARTS is a traffic safety education campaign designed to remind Contra Costans to travel safely as drivers, pedestrians, and bicyclists. The West Contra Costa STREET SMARTS Campaign kicked-off in 2004 and has since been implemented in community and school settings. It addresses these traffic safety problems:

- Stop Sign Compliance
- Red Light Violations
- Pedestrian Injuries
- School Zone Safety
- Speeding

West Contra Costa was the first East Bay region to adopt STREET SMARTS, which originated in San Jose and won the 2004 Pedestrian Project Award from the national Institute of Transportation Engineers (ITE). Funding to purchase, launch and support STREET SMARTS comes primarily from West Contra Costa Cities and the County through their participation in the West Contra Costa Transportation Advisory Committee. To help increase the impact and reach of the campaign, Contra Costa Health Services, which implements STREET SMARTS, often includes a STREET SMARTS component in other funding applications.

Local activities have consisted of bus shelter ads, displays at festivals and events, newsletter inserts, cable television ads, bumper stickers on city and county vehicles, theatre ads, and posters displayed in local businesses. STREET SMARTS materials and incentive items are also used in conjunction with traffic safety presentations in local schools and distributed at local events — as reminders to drive, walk, and bicycle safely. At the October 14<sup>th</sup> WCCTAC-TAC meeting, CCHS received input on proposed 2010-11 activities and followed up with an email survey to members in December. The following is a proposal for WCCTAC-supported 2010-2011 campaign activities:

### Proposed Activities

(Based on a \$14,000 budget. Actual costs may differ slightly)

- ❖ CCHS Staff costs for coordination Approximate Funds: \$2,535
- ❖ BART ad printing and placement: Approximate Cost: \$3,500
  - 2 STREET SMARTS Ads – “See Eye to Eye with Drivers,” “Put the Other Pedal to the Metal”
  - BART station locations: Richmond, El Cerrito Del Norte, and El Cerrito Plaza
- ❖ Hilltop and Rialto Cinemas Theater Ads: Approximate Cost: \$2,250
  - 1 STREET SMARTS Ad – “See Eye to Eye with Drivers”  
English and Spanish versions available
- ❖ Light Pole Banners (Sierra Display): Approximate Cost: \$5,715
  - Printing of 15-20 light poles banners. Banners will be available for one 30 day placement in each jurisdiction.

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