Street Smarts
San Ramon Valley

ATTACHMENT A

2024/2025 PROGRAM WORK PLAN

Revised: June 24, 2024

PROGRAM AREA

1. Elementary School Safety Assembly

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

Roles & Responsibilities for Street Smarts Coordinator:

- Serve as the lead in coordinating Community Bike Rodeo;
- 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 and newsletters;
- Coordinate participating vendors, agencies, Police and Fire Departments, Bike Organizations, 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;
- Provide assistance to Program Coordinator on day of event; and

Roles & Responsibilities for Advisory Committee Members:

- Advisory Committee will support and attend Bike Rodeo, if possible; and
- Coordinate and recruit volunteers from local City/Town/County Groups and Programs.

3. Middle School Bike Safety Assemblies

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.

4. Middle and High School "Be Reel" Video Contest

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.

5. High School "Start Smart" Classes

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, 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 and present at on-campus "Start Smart" events, when possible.

Roles & Responsibilities for Advisory Committee Members:

- Advisory Committee will continue to support, attend and present introduction at a "Start Smart" Class, if available.

6. Federal Safe Routes to School Component

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, such as assemblies and bike rodeos, when possible; and
- Manage temporary part-time employee.

Roles & Responsibilities for Street Smarts Assistant:

- Implement bike rodeo event, assemblies, encouragement and education program components, under the direction of the Street Smarts Coordinator;
- Develop Safe Routes to School toolkits for 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 rodeo event; 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.

7. 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, with additional Street Smarts information, to suit their agencies' needs, as applicable; and
- Forward news articles to their Public Information Officers IT departments for

upload onto agency websites and distribution through internal and external newsletters.

8. Community Marketing: Community Events

Roles & Responsibilities for Street Smarts Coordinator:

- Determine which events Street Smarts will participate in during the year;
- Schedule coordinator and temporary part-time employee to deliver 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.

9. Administration

Roles & Responsibilities for Street Smarts Coordinator:

- Serve as primary contact person for the Street Smarts Program;
- In concert with City of San Ramon Deputy City 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 6 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.