



A public education campaign to improve driver, pedestrian and bicyclist behavior.

## STREET SMARTS

Street Smarts is a traffic safety program provided by local jurisdictions and the Transportation Authority of Marin (TAM). It is designed to make Marin's streets safer and friendlier and to reduce the number of traffic-related accidents.

Street Smarts addresses traffic problems at their source: in the minds of drivers, pedestrians and cyclists.

The program's intent is to raise public awareness about attitudes and actions on the streets, to improve safety for school children walking and biking to school, and to offer new ways of thinking about the role each of us can play as part of a Street Smarts solution.

## THE PROGRAM

Street Smarts will get people thinking by:

- Raising the discussion
- Changing attitudes
- Improving behaviors
- Reducing accidents and injuries

Street Smarts brings education to our streets.

We'll slow down for speed bumps. Or because there's a police officer nearby. But what about all the other times when behavior requires a personal decision based on awareness, knowledge, conscience, courtesy, responsibility, thoughtfulness? This is when education is essential. And when the Street Smarts program makes its mark.

The following behaviors have been identified as most urgent in Marin County and are addressed by the Street Smarts program.

- Speeding
- Stopping (running red lights and stop signs)
- Distracted driving
- Crosswalk safety and compliance
- Bicyclist violations and bicyclist safety



Street Smarts is about behavior change and it's about respecting the community in which we live.



## THE STRATEGY

Street Smarts works on many levels.

The program is promoted in Marin County through outdoor advertising and brand awareness, community events, school activities and discussions, neighborhood initiatives, and more.

Just as driving under the influence and recycling programs have led to shifts in public behavior, TAM anticipates Street Smarts will become the rule in Marin.

## THE OPPORTUNITY

### School Partners

Schools can join in the effort to change driver behavior and improve safety on Marin streets. TAM's Safe Routes to Schools program continues to increase safety trainings in participating schools, incorporating the Street Smarts messages. Schools can help by posting banners and safety posters provided by the Street Smarts program, copying and distributing safety education flyers and brochures to students and parents, and sending Street Smarts educational messages via newsletters and e-mail updates.

### Neighborhood Supporters

Bring the Street Smarts message to your neighborhood, work place, club, or other organizations. Street Smarts Marin offers a presentation kit to help you raise awareness, change attitudes, and improve driving, pedestrian, and bicycling behaviors in your community. To learn more and to view and download the kit, go to:

[www.streetsmartsmarin.org/ed\\_presentation.html](http://www.streetsmartsmarin.org/ed_presentation.html)

Contribute to Street Smarts and a new spirit of cooperation and civility in our community.

**Be creative! Think of how your neighborhood, school, organization, company or city can become a Street Smarts partner.**

