

Street Smarts Marin

Program Status

Speeding:	They Thank you for Slowing Down. Get Smart Slow Down. Children Crossing. Please Slow Down.
Stopping:	Stopping is Part of Driving
Right-of-way:	Let Pedestrians Cross, Then Take Your Turn. Add Years to Your Life Use the Crosswalk. It's Called a Crosswalk, Not a Cross-wherever.
Distracted Driving:	(Involved in many incidents; targeted by all messages.)
Bicycling:	Spandex Isn't Armor Exercise Caution. Share the Rules Share the Road. Same Road, Same Rules.
All Behaviors:	Drive Bike Walk Smart (Community) Supports Street Smarts, Drive Bike Walk Smart

THANK YOU FOR SLOWING DOWN.



TOWN OF CORTE MADERA

LET PEDESTRIANS CROSS, THEN TAKE YOUR TURN.



GET SMART PLEASE SLOW DOWN



GET STREET SMART! DID YOU KNOW...?



CITY OF MILL VALLEY

Legend

- City Limit
- MARINMAP.DBO.SCHOOL
- VIOLATION TYPE**
 - Speed
 - Right-of-Way Violations (Pedestrians, cyclists)
 - Stop Sign & Traffic Signal Violations
 - Bicycle Violations /Cyclist Safety
 - Distracted Driving
- Road Function Class**
 - Hwy/Int, State
 - Principal Arterial
 - Urban Collector
 - Local Collector
 - Local Streets



Transportation Authority of Marin

Parisi ASSOCIATES
transportation consulting

BACKGROUND

Origin of Street Smarts

The Street Smarts program was developed in 2002 by the City of San Jose Department of Transportation in partnership with local and national roadway safety, law enforcement and transportation departments including the American Automobile Association, the California Office of Traffic Safety (OTS), the California Department of Transportation (Caltrans), the California Highway Patrol (CHP), the Metropolitan Transportation Commission (MTC), the cities of San Francisco and Santa Clara, the Santa Clara Valley Transportation Authority (VTA), and San Jose's Police Department and Unified School District.



The program was developed as a public education campaign to change driver, pedestrian and bicyclist behavior, to make streets safer and friendlier, and to reduce the number of traffic-related collisions. San Jose and its partners invested \$845,000 in the program's initial development, which included identification of target behaviors and focus group testing of effective messages aimed at calming those behaviors. The budget also included media purchases and design and materials printing.

As a service to other municipalities, San Jose's Street Smarts program was designed to be rebranded by other public agencies. San Jose makes stock Street Smarts artwork available to outside jurisdictions to develop their own campaigns for a fee of only \$2,500.

San Jose's Street Smarts program is now in its eighth successful year and the program continues to expand within the City of San Jose as well as throughout California. It has been recognized with several national and state awards for its effectiveness in addressing public safety.

Expansion of Street Smarts in California

Since 2002, Street Smarts and similar campaigns (e.g., Southern California's "Watch the Road") have been implemented in over 25 cities and counties throughout California, including:

- Benecia
- Burbank
- Calabasas
- Commerce
- Cupertino
- Danville
- Davis
- El Monte
- Gardena
- La Verne
- Long Beach
- Los Angeles
- Montebello
- Monterey Park
- Napa
- Pasadena
- Rolling Hills Estate
- Salinas
- San Jose
- San Pablo
- San Ramon
- Santa Monica
- Santa Rosa
- Temecula
- Torrance
- West Covina
- Los Angeles County
- Monterey County



Bay Area Street Smarts partners.

In the San Francisco Bay Area, regional Street Smarts partners meet regularly to collaborate and share effective program approaches and materials.

Street Smarts Marin

The Street Smarts Marin program was initiated in 2008 after being recommended by the County of Marin for inclusion in Marin's Nonmotorized Transportation Pilot Program (NTPP). The implementation of Street Smarts is one of 12 education and outreach programs in the NTPP.

According to the County of Marin's NTPP program description for the Street Smarts implementation, a \$100,000 budget was established to "purchase additional materials for the program from existing and new sources, including new graphics, banners, signs, ads, posters and other items, to heighten awareness of motorist, bicycle and pedestrian safety issues in Marin County ... it will also procure additional ready-made educational and training materials for local agencies and school districts to use in staff training and public education venues."

In 2008 the Transportation Authority of Marin (TAM) contracted with a consultant (Parisi Associates Transportation Consulting) to assist in the deployment of Street Smarts. TAM provided funding for management and labor-related tasks required for the deployment of Street Smarts, to



supplement the NTPP funds which were focused on the purchase of materials.

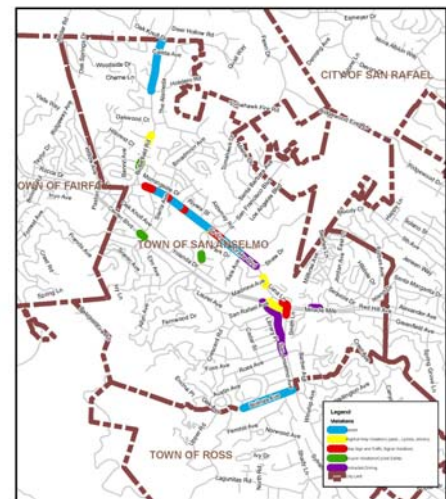
Starting in the summer of 2008, TAM and their consultant worked with three communities to pilot test the program: Corte Madera, Larkspur and Mill Valley. In 2009, the program was expanded to five additional jurisdictions: Belvedere, Fairfax, Ross, San Anselmo, and Tiburon. A Street Smarts Committee consisting of law enforcement and public works personnel from each of the eight communities, as well as a representative from the County of Marin's Public Works Department, meets regularly to provide input and guidance to the program.

One of the first tasks for the Street Smarts Committee was to identify the behaviors that should be targeted by the Street Smarts Marin program. The committee identified the top five "bad behaviors" unique to Marin County as:

- Speeding
- Stopping violations, e.g., running a stop sign or a red light
- Right-of-way violations by drivers, bicyclists and pedestrians
- Distracted driving
- Bicyclist violations and bicyclist safety

The Street Smarts Committee identified "hot spot" locations in their jurisdictions where the respective "bad behaviors" often occur. These locations were determined with the assistance of each jurisdiction's staff as well as appropriate background information including collision reports, citation reports, speed survey data, feedback from Safe Routes to School Task Forces, and locations where jurisdictions receive a high number of complaints. Please see appendix for each of the eight jurisdiction's "hot spot" maps.

The Street Smarts Committee additionally provides advice on key messages, helps distribute program materials, assists with the installation and removal of banners and signs, is available for press coverage, and provides input on the program's evaluation.



"Hot Spots" in San Anselmo. See the appendix for all 8 communities.

PROGRAM ELEMENTS

The Street Smarts Marin program currently includes several elements, including banners and signs, brochures, community outreach, neighborhood kits, a website, and press coverage.

Banners and Signs

Horizontal banners, vertical banners, signs and posters that target the top five “bad behaviors” in each of the eight communities were designed and printed. Most of the messages were consistent with those provided as part of the San Jose Street Smarts materials, which were tested in focus groups and intercept interviews. Some new messages were developed to address specific Marin behaviors. Please see the appendix for samples of the banners and signs (note that images of traffic control signs were omitted from new banners and signs deployed in the five new communities starting in the fall of 2009).



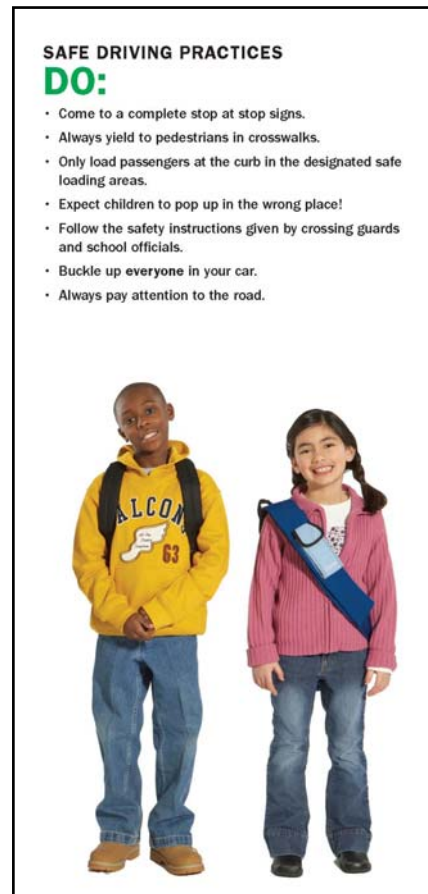
TAM’s consultant customized all banners and signs, including the art work and the dimensions, to match specific jurisdictional requirements. For example, most of the communities require different dimensions for vertical banners due to pole sizes, as well as for horizontal banners based on pole spacing.

The banners and signs were deployed at the “hot spot” locations. The messages used on the banners and signs correlated to the identified “bad behavior” at each of those locations. To assist in this deployment, TAM’s consultant prepared “message placement plans” that detail the location of each banner or sign, the size and type of banner or sign, and the location for its installation.

Banners and signs were also placed at each school within the eight communities. Posters were also available for use in schools, on store windows, and at city and town halls.

Brochures

Educational brochures specific to the Street Smarts Marin program were developed. “Safe driving” brochures were distributed at each of the schools in the eight communities. The color and quad-fold brochures highlight safe as well as dangerous driving practices, stopping distances at various



travel speeds, information that should be taught to children, and safety data relevant to Marin County's communities. Different brochures were developed for elementary school and middle school students and their parents and for high school students and their parents.

Over 12,000 brochures were distributed. One of the brochures is shown in the appendix.

Community Outreach

A 50-slide presentation titled "Get Street Smart – Did You Know?" was developed for communicating with schools, neighborhoods, civic and business groups, and others. The presentation, available on a compact disk as well as via download from the StreetSmartsMarin.org website, provides 16 questions and answers, many specific to Marin behaviors. It follows with a Street Smarts message.

For example, a slide asking "What are the top concerns drivers and bicyclists have about each other's behavior" is followed by a slide stating "Driver's #1 concern: bicyclists not stopping at stop signs or red lights; Bicyclist's #1 concern: motorists passing too closely" (based on a survey conducted by the Marin County Bicycle Coalition). The final slide in this set states "Same Road, Same Rules" and shows a bicyclist next to a traffic signal.

One thousand compact disks were produced in September 2009.

Neighborhood Kits

"Neighborhood kits" are currently under development. The kits will be available to residents in the Street Smarts communities upon request. The kits will include background information about Street Smarts Marin, an assortment of lawn signs, the "Get Street Smart – Did You Know" compact disk, the Street Smarts educational brochures, and fliers developed and contributed by AAA including "Safe Walking Tips", "Getting Children to School Safely", "School Drop-off and Pick-up Safety Tips for Parents", and "Cost of Your First DUI." Also the "Let's All be Part of the Solution/Share the Road" flier from MCBC will be included.



"Get Street Smart! Did You Know?" educational presentation.

Website

TAM developed a webpage for the Street Smarts Marin program. It resides within TAM's overall website and can be accessed at StreetSmartsMarin.org. The site includes a description of the program, downloadable posters, downloadable "Get Street Smart – Did You Know" slide show, contact information for Street Smarts Committee members, and an on-line survey.

Each of the eight communities also advertised Street Smarts on their jurisdiction's website, and provided a link to TAM's site.

Press Coverage

The campaign issued a press packet and local papers featured comprehensive cover stories about the program. In addition, several of the participating jurisdictions ran announcements in their city or town newsletters and through e-news updates.



INTERIM EVALUATION

Evaluation in Other Communities

Measuring the success of a social marketing campaign such as Street Smarts is challenging. According to communications experts, changing attitudes and behaviors takes time. To plan a realistic assessment strategy, it is crucial to recognize that the target audience goes through at least six stages before changing behavior:

- Becoming aware of the message
- Understanding the message
- Belief in the message
- Recognizing the benefit of change
- Change of attitude
- Change of behavior

While the Street Smarts Marin public education campaign is in the early stages of raising awareness and changing attitudes, it requires more time to affect wide scale behavior change. Experts predict that this process takes at least three years.

Based on survey data, the City of San Jose's program is highly successful. Sixty-two percent of the survey respondents felt that raising awareness about behavior problems on roadways encourages positive change. Thirty-two percent of the survey sample indicated that they have heard or seen of the Street Smarts public education campaign (this figure is significant in that with direct marketing, for example, an awareness level of five to 10 percent is considered acceptable, with 15 percent being considered high). And 42 percent of those who saw Street Smarts related messages felt they had positively influenced their own behavior.

The Los Angeles regional area Street Smarts-related program reports improved behavior after the implementation of their campaign, called "Watch the Road." Based on actual measurements made before the introduction of the program and then after its deployment, the safety campaign was credited with lowering travel speeds at 73 percent of the locations targeted, reducing red light running by two percent, lowering wrong-way bicycle movements by 51 percent, and increasing the number of pedestrians looking both ways when



crossing a street by up to 19 percent. The "Watch the Road" campaign is run in 15 cities in Los Angeles County and within the unincorporated areas of the county. The program targets similar behaviors to those addressed in the Street Smarts Marin program, as well as other behaviors more prevalent in Southern California.

Evaluation of Street Smarts Marin

Given that it is not realistic to expect real behavior change from a social marketing program until after its third year – and as of November 2009 the Marin communities of Corte Madera, Larkspur and Mill Valley have been exposed to the Street Smarts campaign for just over a year (with two deployments of six to eight weeks each) while the five jurisdictions of Belvedere, Fairfax, Ross, San Anselmo and Tiburon have participated for just a few months – short-term feedback may be helpful.

Countywide Questionnaire/Survey Results

A questionnaire was prepared to solicit feedback on the program from the public (please see appendix). The questionnaire was available in hardcopy form, as well as in a survey format on TAM's Street Smarts Marin website. The eight participating communities invited people to respond via requests on the jurisdiction's own websites, and city and town managers invited responses from their e-newsletters and other messages. In addition, the questionnaire was distributed to schools via e-newsletters on International Walk to School Day in early October 2009.

Over 100 questionnaires and surveys were completed. The questions and summarized responses are below. Some responses are **bolded** for emphasis.

Q. What Marin County city or town do you reside in?

- A. Belvedere – 0%
Corte Madera – 27%
Fairfax – 15%
Larkspur – 18%
Mill Valley – 16%
Novato – 3%
San Anselmo – 11%
San Rafael – 3%
Sausalito – 1%

The image shows a screenshot of a questionnaire titled "STREET SMARTS MARIN COMMUNITY QUESTIONNAIRE". It includes a logo for "Street Smarts" at the top right. The questionnaire consists of four numbered questions and a table. Questions 1, 2, and 3 are multiple choice. Question 4 asks which messages have been seen and remembered recently. The table below lists various messages and has columns for "Have Seen" and "Effective".

Messages	Have Seen	Effective
Thank You For Slowing Down		
Get Smart, Slow Down		
Children Crossing, Please Slow Down		
Stopping Is Part of Driving		
Let Pedestrians Cross, Then Take Your Turn		
It's Called a Crosswalk, Not a Cross-wherever		
Spandex Isn't Armor, Exercise Caution		
Share the Rules, Share the Road		
Same Road, Same Rules		
(Your Community) Supports Street Smarts, Drive Bike Walk Smart		

An excerpt of the questionnaire.

Tiburon – 4%

Unincorporated Marin County – 2%

Q. Do you think the attitudes and behaviors of drivers, cyclists and pedestrians in Marin are a problem?

A. **Yes – 61%**

Maybe – 28%

No – 11%

Q. If so, do you think a public education program addressing those behaviors can encourage positive change?

A. **Yes – 51%**

Maybe – 40%

No – 9%

Q. How effective is each message? (Response indicates percent of respondents that believe the message is effective.)

A. “Thank You for Slowing Down” – 54%

“Get Smart, Slow Down” – 46%

“Children Crossing, Please Slow Down” – 52%

“Stopping is Part of Driving” – 75%

“Let Pedestrians Cross, Then Take Your Turn” – 79%

“It’s Called a Crosswalk, Not a Cross-whenever” – 68%

“Spandex Isn’t Armor, Exercise Caution” – 59%

“Share the Rules, Share the Road” – 38%

“Same Rules, Same Road” – 52%

“(Your Community) Support Street Smarts; Drive, Bike, Walk Smart” – 80%

Q. These messages are part of an educational campaign called Street Smarts Marin. Before today, were you aware of the Street Smarts Marin program?

A. Yes – 76%

No – 24%

Q. If you answered “yes” to the previous question, where have you heard of the campaign (check all that apply)?

A. Banners or signs posted in a community – 90%

Banners in school zones – 54%

City or town’s website – 10%

City or town’s newsletter – 10%

My child’s school – 53%



Public event (e.g., festival, council meeting) – 13%

Q. How effective do you think the Street Smarts campaign is (or will be) in encouraging positive change in your attitudes and behaviors while driving, bicycling and walking?

- A. **Excellent – 13%**
Good – 43%
Satisfactory – 22%
Fair – 17%
Poor – 5%

Q. Would you like the campaign brought to your community again?

- A. **Yes – 73%**
No opinion – 25%
No – 2%

Street Smarts Committee Feedback

In addition to the countywide questionnaire/survey, interviews were held with each of eight community's Street Smarts Committee members about the effectiveness of the campaign so far. The members were asked six questions:

Q. Have you observed any instances of behavior change by motorists, pedestrians or bicyclists that you could attribute to their having seen the Street Smarts Marin banners or signs?

- A. Half of the committee members observed behavior changes, most notably vehicle speed reductions and increased awareness of pedestrians at crosswalks. Most of the other members indicated that the program needs more time.

Q. In your opinion, has the program had an impact on attitudes and/or behaviors?

- A. All of the committee members but one felt that the campaign has had a positive impact on attitudes and behaviors. Members said there was an increased awareness of better driving behavior, student drivers seemed to better obey laws, and the public became more aware. Many residents of the jurisdictions asked if they could more actively participate in the program (in fact, there were requests from residents in Marin jurisdictions not participating in the program for Street Smarts materials).



Q. Have you heard any comments from others about witnessing changes due to the program materials?

A. Most of the committee members relayed that they heard positive feedback from residents, including appreciation for the driving, bicycling and walking reminders.

Q. Do you think your community should continue with the program next spring and beyond, and if so, why?

A. All of Street Smarts Committee members indicated that their community would like to continue with the program in the spring of 2010 and beyond. Most stated that there is strong community support within their city or town to expand the program.

Q. Do you have any other comments about the effectiveness of the program or other suggestions?

A. Committee members feel that the program is effective. There was a suggestion for a message that increases motorist's awareness of bicyclists, e.g., reminding drivers to give bicyclists at least three feet of clearance when passing.

Q. If the program were to expand, what area(s) do you think would have the most impact?

A. The Street Smarts Committee feels that formal community training focused on neighborhoods and at schools would be extremely valuable. They also feel teen outreach through incentive-based programs would be helpful. Enhanced media outreach would be beneficial, e.g., in local newspapers, on bus backs, in transit shelters.



Summary of Feedback

The above initial results provide preliminary evidence that there is wide-spread support for the Street Smarts Marin program among residents and agency representatives and that they believe this focused education campaign can affect the targeted behaviors. In addition, the results indicate that the campaign is already starting to have an impact with its key messages, that the messages are effective, and that in some cases Street Smarts has begun to have a positive impact on driver, bicyclist and pedestrian attitudes and behaviors. The results also show that residents and participating city/town representatives overwhelmingly want the Street Smarts program to continue and to be expanded in their communities.

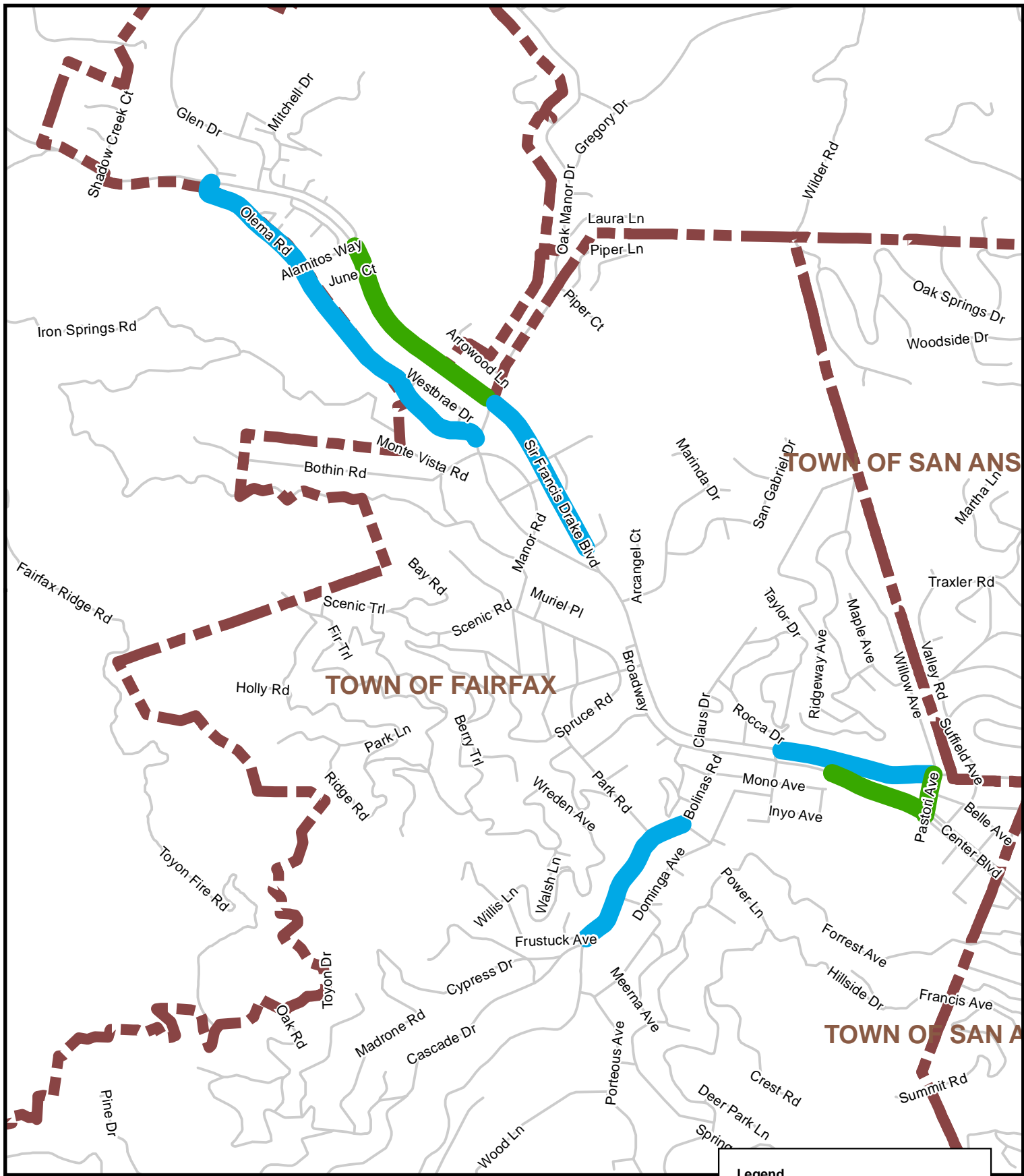
PROGRAM EXPANSION

Current available funding levels will enable the Street Smarts Marin program to be continued through the spring of 2010. This includes redeployment of banners and signs in the eight participating communities, as well as the development and distribution of “neighborhood kits” and the community outreach program. No funds have been secured to continue the campaign beyond the spring of 2010 in the participating communities, to expand the program to new communities, or to develop new program materials.

TAM plans on exploring potential funding strategies for the Street Smarts program.

APPENDIX

- “Hot Spots” Maps for Fairfax, San Anselmo, Ross, Larkspur, Corte Madera, Mill Valley, Tiburon and Belvedere
- Street Smarts Media-at-a-Glance (note that images of traffic control signs were omitted from new banners and signs deployed in the five new communities starting in the fall of 2009)
- Street Smarts Safe Driving Brochure Sample
- Street Smarts Marin Community Questionnaire



Street Smarts

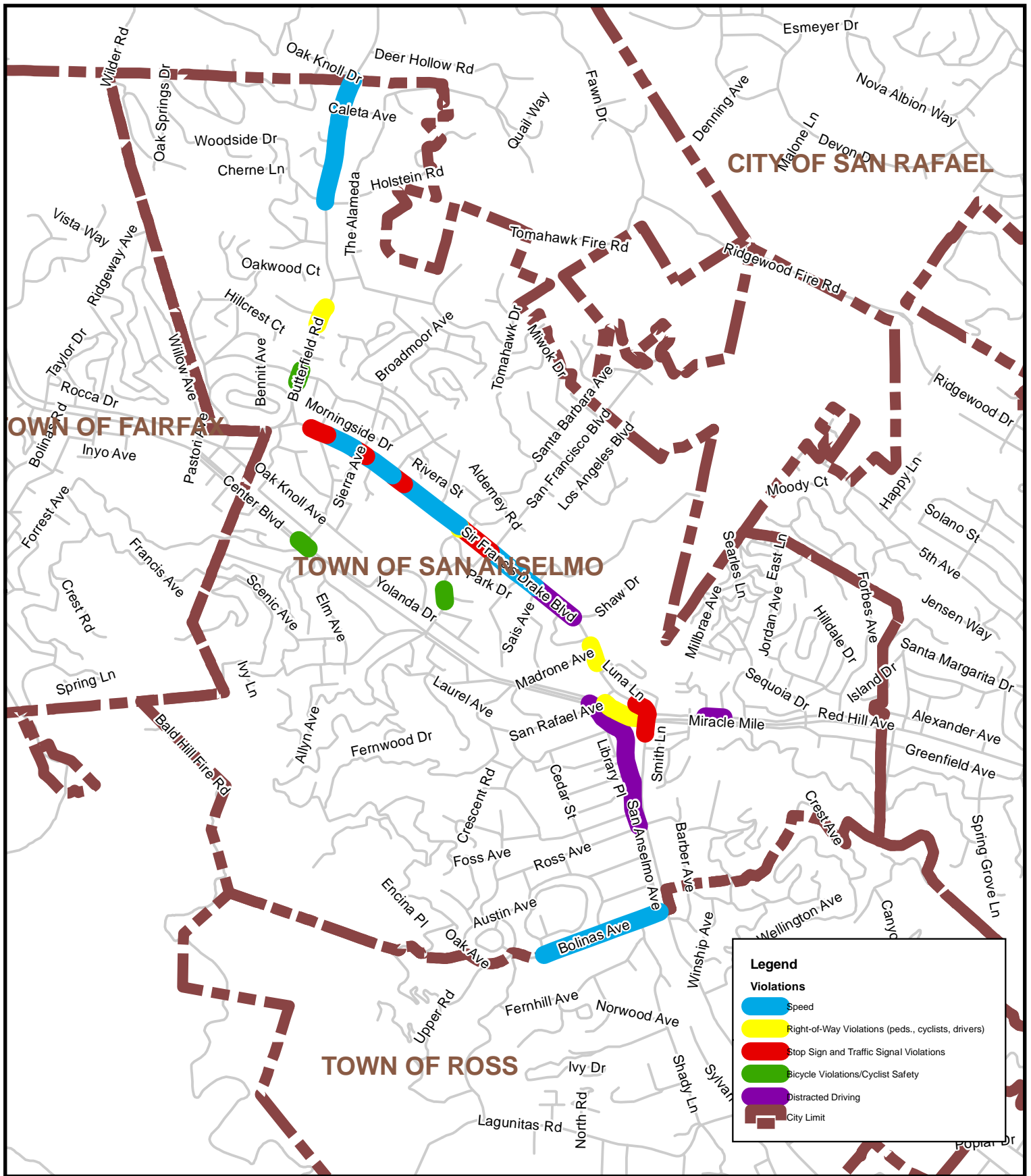
Town of Fairfax

June 2009

Legend

Violations

- Speed
- Right-of-Way Violations (peds., cyclists, drivers)
- Stop Sign and Traffic Signal Violations
- Bicycle Violations/Cyclist Safety
- Distracted Driving
- City Limit



Street Smarts Town of San Anselmo



Legend

Violations

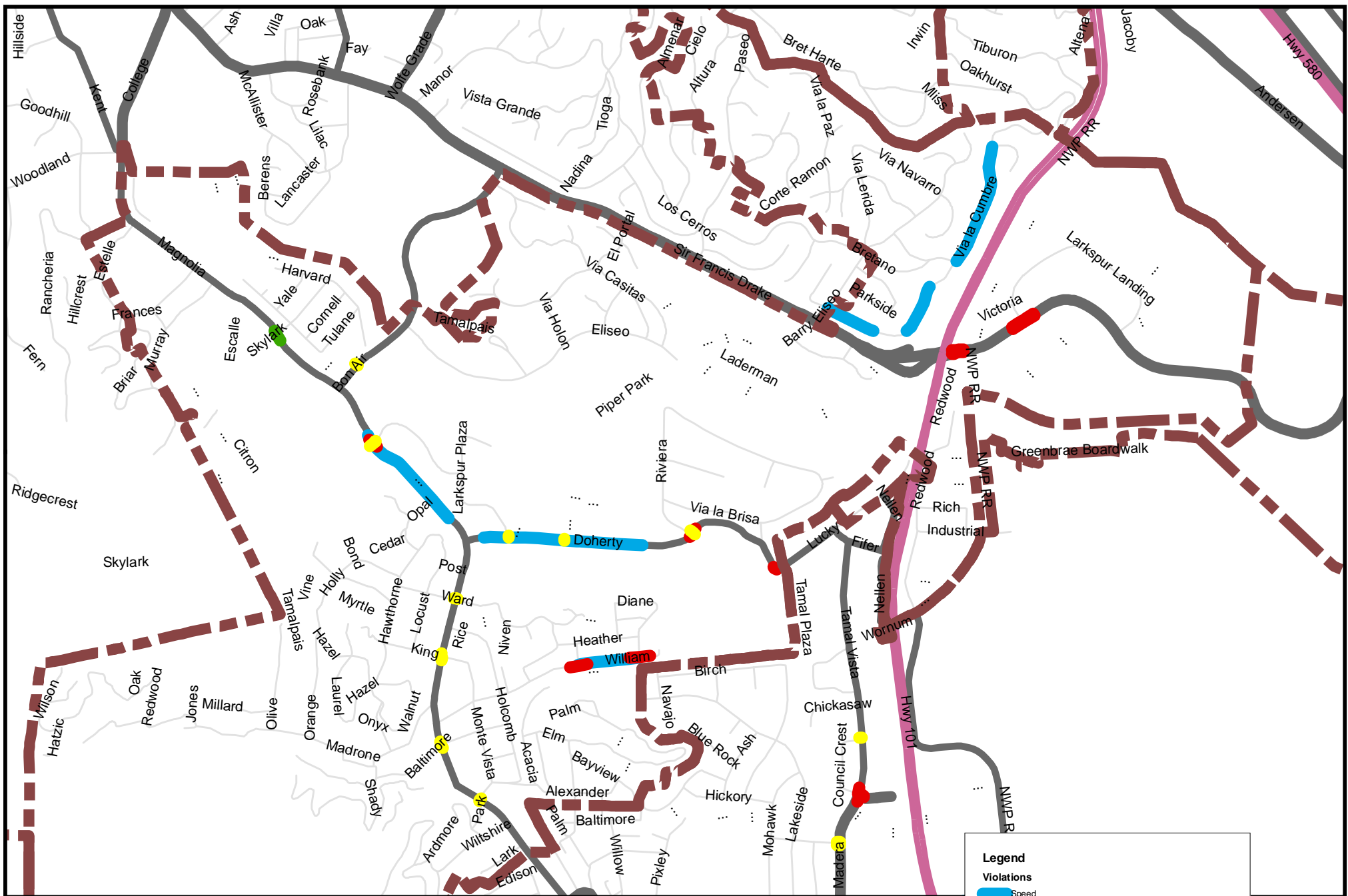
- Speed
- Right-of-Way Violations (peds., cyclists, drivers)
- Stop Sign and Traffic Signal Violations
- Bicycle Violations/Cyclist Safety
- Distracted Driving
- City Limit

Street Smarts

City of Ross

November 2009

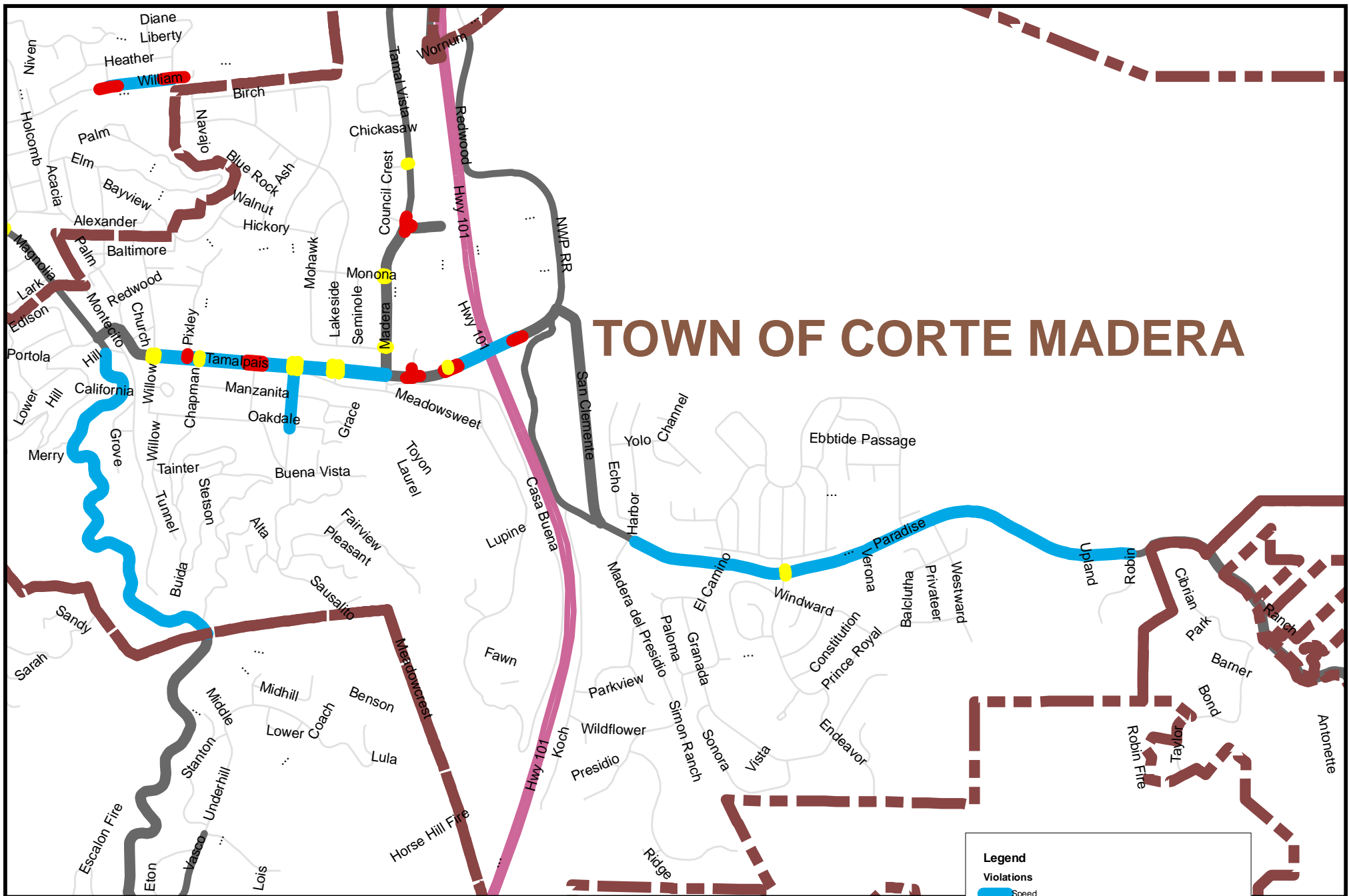




Street Smarts

City of Larkspur

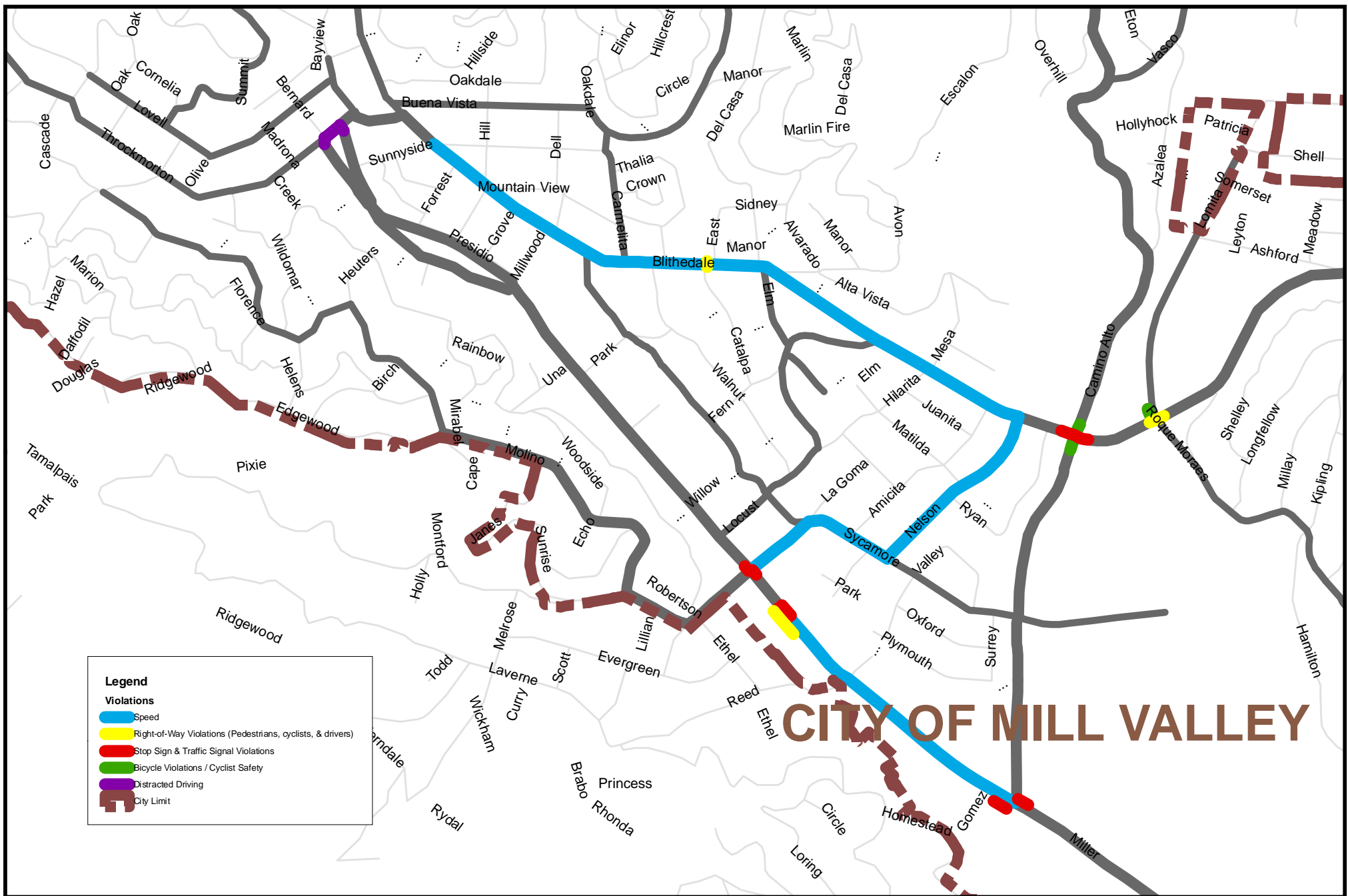
November 2009



Street Smarts

Town of Corte Madera

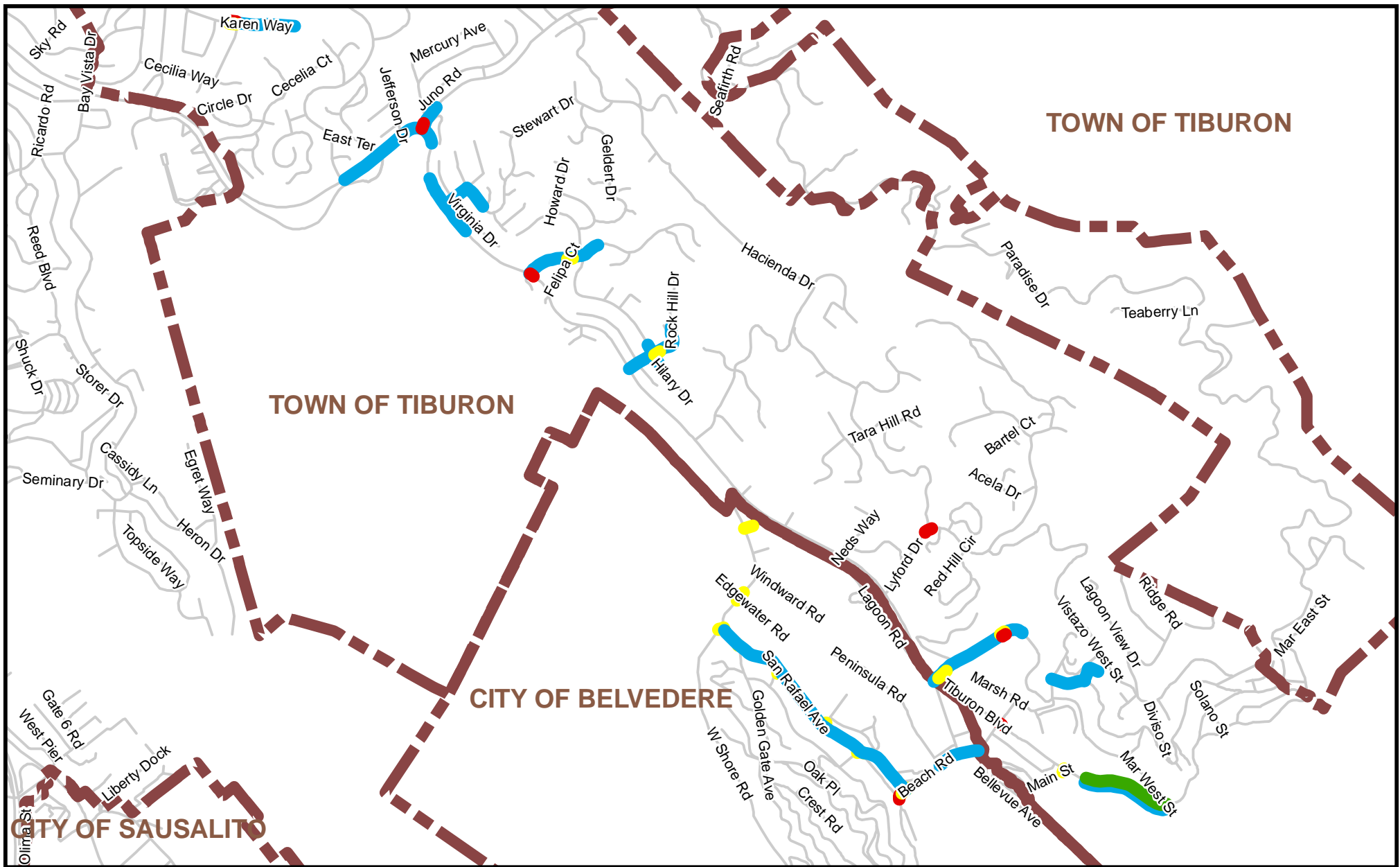
November 2009



Street Smarts

City of Mill Valley

November 2009



Legend

Violations

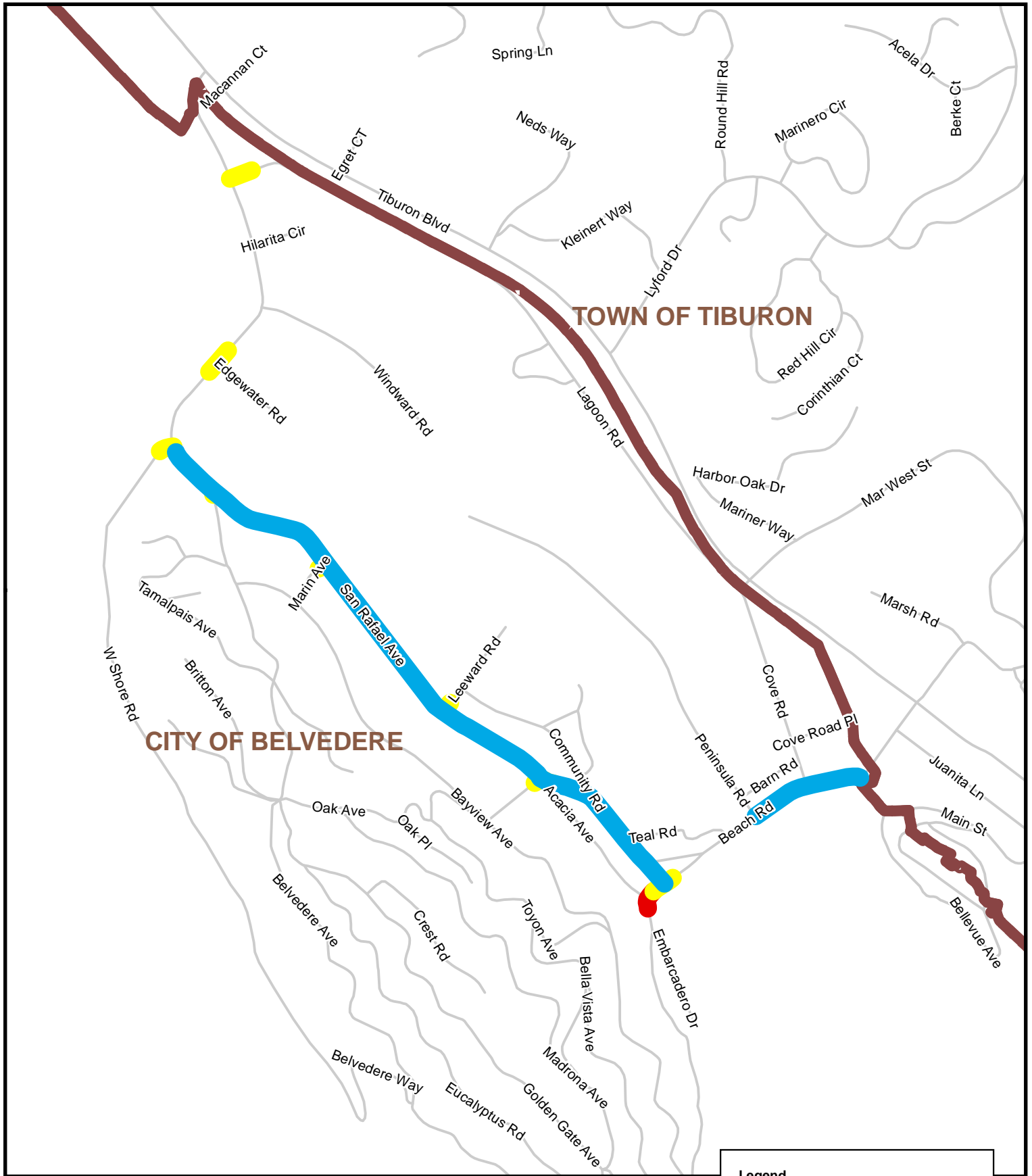
- Speed
- Right-of-Way Violations (peds., cyclists, drivers)
- Stop Sign and Traffic Signal Violations
- Bicycle Violations/Cyclist Safety
- Distracted Driving
- City Limit

Street Smarts

City of Tiburon

June 2009











Street Smarts

City of Belvedere

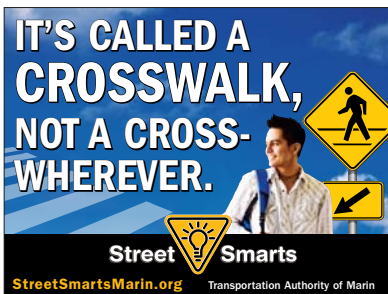
June 2009

Legend
Violations
 Speed
 Right-of-Way Violations (peds., cyclists, drivers)
 Stop Sign and Traffic Signal Violations
 Bicycle Violations/Cyclist Safety
 Distracted Driving
 City Limit

STREET SMARTS MEDIA AT-A-GLANCE



Vertical Light Post Banners 84"h x 30"w



Lawn Signs: 18"h x 24"w

STREET SMARTS MEDIA AT-A-GLANCE



Safety Poster 17.5" x 26"



Horizontal Building and Fence Banners 36" x 96"



Safety Poster 8.5" x 11"



Brochure: 9"x 4"



Posted Signs 3' x 4'

BUT ARE YOU A GOOD STOPPER?
**WHERE WOULD
YOU STOP?**



**AT 30 MPH
YOU WOULD
STOP HERE.**

After hitting the first two children and increasing their chance of major injury, such as broken bones, severe cuts, unconsciousness, or permanent disability, by 60%.



**SAFE
DRIVING
IS GOOD FOR
EVERYONE!**



EVERYONE KNOWS YOU ARE A REALLY
GOOD DRIVER.



**AT 25 MPH
YOU WOULD
STOP HERE.**



how good of a driver you are. The faster you go, the longer it takes to stop your moving car. Speeding is hazardous to our children's health.

www.StreetSmartsMarin.org

www.StreetSmartsMarin.org

Driving five miles over the speed limit may not seem like a very big deal, until you harm or kill a child who unexpectedly runs in front of your car. It doesn't matter

For more information about Street Smarts Marin, the traffic safety education program from the Transportation Authority of Marin, go to: StreetSmartsMarin.org.

Developed by City of San Jose, Department of Transportation with the Oregon Department of Transportation; portions copyrighted by ODOT and permission granted in advance to reproduce in whole or in part for free, educational uses.

Transportation Authority of Marin



DO YOU HAVE KIDS? DO YOU KNOW KIDS?

THINK ABOUT HOW YOU WANT PEOPLE TO DRIVE AROUND YOUR KIDS...



SAFE DRIVING PRACTICES

DO:

- Come to a complete stop at stop signs.
- Always yield to pedestrians in crosswalks.
- Only load passengers at the curb in the designated safe loading areas.
- Expect children to pop up in the wrong place!
- Follow the safety instructions given by crossing guards and school officials.
- Buckle up **everyone** in your car.
- Always pay attention to the road.

DANGEROUS DRIVING PRACTICES

DON'T:

- Pick up or drop off your child in the middle of the street.
- Call your children across the street to your car.
- Double-park.
- Make **U-turns** in school zones.
- Block the crosswalk or driveways with your car.
- Park in red zones or bus zones.
- Leave your vehicle unattended in a passenger loading zone.
- Speed through school zones or residential areas.
- Talk on your cell phone.
- Get distracted while you are driving.

TEACH THE CHILDREN IN YOUR LIFE TO:

- Walk on the sidewalk, not in the street.
- Look **all** ways before crossing the street.
- Make eye contact with drivers before stepping off a sidewalk.
- Cross the street only in the crosswalk or at an intersection, not in the middle of a block.
- Watch for backing cars.
- Obey adult crossing guards and school safety patrols.
- Pay attention to cars when walking or biking.
- Never step out from between parked cars (drivers can't see them in time to stop).
- Never chase a ball into the street.

PROTECT YOUR CHILDREN. PROTECT OUR CHILDREN.

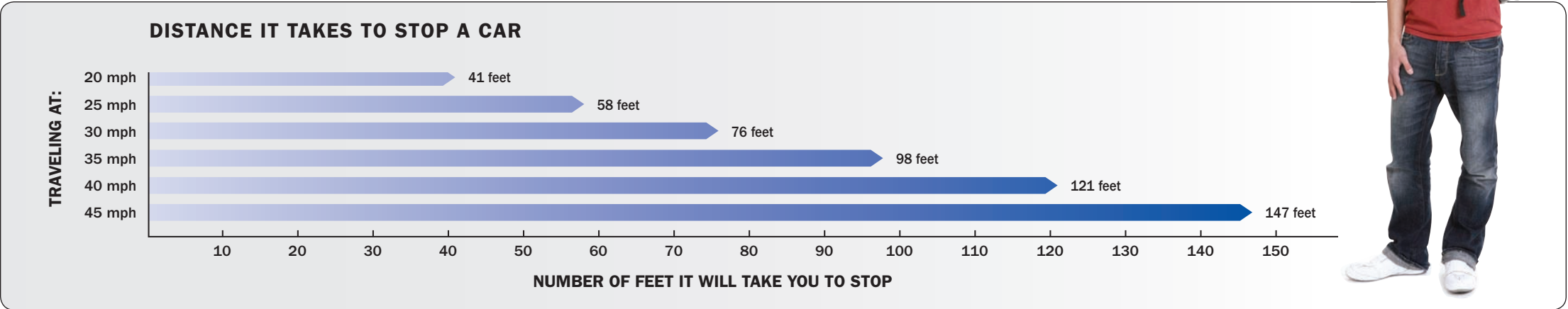
We need to protect our children. Remember, you have the power to keep them safe. When you're in a school zone, pay extra attention, obey all traffic laws, and drive the speed limit. Good drivers are good stoppers!

Please drive carefully, especially in school zones.

DID YOU KNOW?

- Many speeders in your neighborhood **live** in your neighborhood.
- 23% of fatal accidents happen on local roads, such as residential streets.
- You are more likely to die when struck by a car traveling 30 mph than a car traveling 25 mph.
- According to the World Health Organization's 2007 "Youth and Safety Report":
[Car crashes are the number one cause of death for young persons, worldwide, between the ages of 10 and 24.](#)

DON'T BE A STATISTIC!



STREET SMARTS MARIN COMMUNITY QUESTIONNAIRE

1. What Marin County city/town do you reside in? _____
2. Do you think the attitudes and behaviors of drivers, cyclists and pedestrians in Marin are a problem? ☐ Yes ☐ No ☐ Maybe
3. If so, do you think a public education program addressing those behaviors can encourage positive change? ☐ Yes ☐ No ☐ Maybe
4. Which of these messages have you seen and remembered recently in your town or neighboring communities?

Messages	Have Seen	Effective
Thank You For Slowing Down		
Get Smart, Slow Down		
Children Crossing, Please Slow Down		
Stopping Is Part of Driving		
Let Pedestrians Cross, Then Take Your Turn		
It's Called a Crosswalk, Not a Cross-whenever		
Spandex Isn't Armor, Exercise Caution		
Share the Rules, Share the Road		
Same Road, Same Rules		
(Your Community) Supports Street Smarts, Drive Bike Walk Smart		

5. These messages are part of an educational campaign called Street Smarts Marin.
Before today, were you aware of the Street Smarts Marin program? ☐ Yes ☐ No
6. If you answered “yes” to the previous question,
where have you heard of the campaign? (Check all that apply)
- ☐ Banners or signs posted in a community
- ☐ Banners in school zones
- ☐ City or Town’s website
- ☐ City or Town’s Newsletter
- ☐ My child’s school
- ☐ Public Event (i.e. Parade, festivals, council or other town meetings etc.)
- ☐ Street Smarts Marin Community Safety Training
7. How effective do you think the Street Smarts campaign is (or will be) in encouraging
positive change in your attitudes and behaviors while driving, bicycling and walking?
- ☐ Excellent ☐ Good ☐ Satisfactory ☐ Fair ☐ Poor
8. Would you like the campaign brought to your community (again)?
- ☐ Yes ☐ No ☐ No opinion
- Other comments or ideas for how we could improve Street Smarts Marin?

9. Contact Information. This information will only be used for the purpose of replying to
you if you wish to be contacted about the Street Smarts Marin Program.

Name

phone number

e-mail

Would you like to volunteer to spread the Street Smarts message?

Learn how at StreetSmartsMarin.org or call Dan Cherrier at (415) 226-0829.

Please return the completed questionnaire where you received it or mail it to:

Transportation Authority of Marin, 750 Lindero Street, Suite 200, San Rafael, CA 94901.

The Community Questionnaire is also available on-line at StreetSmartsMarin.org.