



*A traffic safety education program that targets driver, pedestrian and bicyclist behavior.*

This nationally-recognized program was developed for schools, neighborhoods and community organizations, and delivers traffic safety education to an estimated 22,000 kids annually through interactive school presentations, bike “roadeos,” and helmet-fitting and distribution events, and reaches approximately 2,500 adults each year through traffic safety programs to neighborhood associations, senior centers and community organizations, as well as parent education seminars at schools.

## **THE PROGRAM**

STREET SMARTS will get people thinking.

- Raise the discussion
- Change attitudes
- Improve behaviors
- Reduce accidents and injuries

STREET SMARTS addresses problems at the source: In the minds of drivers, pedestrians and cyclists.

Ever run a red light, jaywalk or speed through a school zone? Most of us have. But none of us should. And we all know it. That’s the problem. And the reason why the City of San José initiated the STREET SMARTS program. To raise a public discussion about our attitudes and actions on the streets. To remind us that laws are for our safety. And to offer new ways of thinking about the role each of us can play as part of a STREET SMART solution.

STREET SMARTS brings education to the equation.

We’ll slow down for speed bumps (engineering). Or because there’s a cop nearby (enforcement). But what about all the other times? These are the times where behavior requires a personal decision based on awareness, knowledge, conscience, courtesy, responsibility, thoughtfulness...the list goes on. This is where education is essential. And where the STREET SMARTS program will make its mark.

The following are the target behaviors being addressed by the STREET SMARTS program.

- Speeding
- Red light running
- Stop sign non-compliance
- School zone speeding
- Crosswalk safety & compliance

The top three are leading causes of accidents in San José. The bottom two, represent two of our most vulnerable populations: school kids and pedestrians.

The STREET SMARTS program gets people thinking. But our true goal is the adoption of new attitudes and behaviors that will make our streets, roads and highways safer and friendlier for everyone who uses them. The ultimate benefit will be a reduction in the injuries and deaths caused by irresponsible driving and non-compliance with traffic laws.

With your help, it is our hope that Street Smarts will become a pervasive concept in our community. Just as recycling programs have led to a shift in public behavior and even legislation, we anticipate that STREET SMARTS, over time, will become the rule in San José.

As the program continues to develop and grow, and the concept of STREET SMARTS becomes more and more accepted, we will see a shift in attitudes until ultimately, non-compliant traffic behavior, whether driving, walking or cycling, will gain disfavor and a new spirit of cooperation will become the norm. Street Smarts: it's about behavior change and it's about respecting the community in which we live.

## **THE OPPORTUNITY**

STREET SMARTS has no limits.

### SCHOOL PARTNERS

Schools can join in the effort to change driver behavior and improve safety on San José streets, by addressing traffic safety in school zones and focusing on reducing child pedestrian- and bicycle-related injuries and fatalities.

The Street Smarts School Safety Education Program uses fun, interactive safety presentations, in a variety of formats, to teach behaviors that will help keep kids safe, especially during pick-up and drop-off times. This nationally-recognized safety program focuses on educating children ages 5-15 about proper pedestrian and bicyclist safety measures, and is available at no cost to all San José elementary and middle schools.

Host a STREET SMARTS interactive traffic safety education assembly, bike "roadeo" or helmet fitting at your school. Discuss issues about safe walking and biking behaviors in the classroom, using our Classroom Kit (grades K-3) with "talking points" for teachers, along with other educational materials, and call us for information about getting a STREET SMARTS banner for your school or a pedestrian safety poster for your classroom.

And let's not forget parents! Got problems during drop-off and pick-up times with driving, walking and biking behaviors? Host a Parent Education Seminar in partnership with your parent-teacher organization to reduce chaos and enhance safety around your school. Call **(408) 975-3296** or email:

[SchoolSafetyEd@sanjoseca.gov](mailto:SchoolSafetyEd@sanjoseca.gov).

### REGIONAL PARTNERS

Streets, roads and highways don't stop at the city limits. And people don't change their attitudes and actions from city to city. STREET SMARTS applies not only to San José, but to all cities, counties and states, because this issue must be addressed regionally. Therefore, we encourage and invite other public agencies to adopt the STREET SMARTS program. And because San José is serious about solving the problem, artwork and messaging developed for this program are provided for an "at-cost" fee to any public agency interested in partnering with us in our effort to raise awareness and initiate changes in behavior on city streets.

## NEIGHBORHOOD PARTNERS

Neighborhoods can mobilize too! Each neighborhood that adopts STREET SMARTS receives approximately 3 hours of driver, pedestrian and bicyclist behavior education, beginning with an interactive presentation, followed by distribution of a Neighborhood Kit by a volunteer from your neighborhood, containing traffic safety videos for all ages, educational materials and family activities provided at no cost to neighborhoods. So far, more than 30 San José neighborhoods have adopted the program.

Once a neighborhood hosts a traffic safety presentation, STREET SMARTS yard signs, bumper stickers and other materials are available to promote safe and courteous driving in neighborhoods. Start a STREET SMARTS program in your neighborhood now! Call **(408) 975-3238**, or visit: [www.GetStreetSmarts.org](http://www.GetStreetSmarts.org) for more information.

## CORPORATE PARTNERS

We encourage corporations and local businesses to also get involved as STREET SMARTS partners, by adopting a school by underwriting the cost of printing for school safety banners or pedestrian safety posters, featuring your corporate logo! Call **(408) 975-3238** to sign up today!

Be creative! Think of how your school, neighborhood, organization, company, city or county can become a STREET SMARTS partner.

*Street Smarts was developed in 2002 by the City of San José Department of Transportation in partnership with the San José Police Department; AAA; Walk San José; San José Unified School District; San José Bicycle and Pedestrian Advisory Committee; the California Highway Patrol; the Santa Clara County Traffic Safe Communities Network; Caltrans; the Metropolitan Transportation Commission; the Valley Transportation Authority; Safe Moves; and the cities of San Francisco and Santa Clara.*

