

# Street Smarts

Project Number: PA-13



## LOCATIONS

Four targeted communities in Mill Valley, Corte Madera, Larkspur and Ross Valley

## TOTAL COST

\$100,000

## LEAD AGENCY

Transportation Authority of Marin (TAM)

## PROGRAM DESCRIPTION:

Street Smarts is a traffic safety education program originally developed by the City of San Jose and is now used by local agencies in Marin. Street Smarts Marin consists of a broad variety of educational and marketing/promotion materials aimed at improving bicycle and pedestrian safety. These items range from pole-mounted banners and yard (lawn) signs to placards for use in businesses.

This grant provided startup funding to purchase materials for the program, including creating new customized graphics, ads, posters, and other items to heighten awareness of bicycle and pedestrian safety issues in Marin County. It has also procured additional ready-made educational and training materials for local agencies and school districts to use in staff training and public education venues.

## STATUS

Street Smarts Marin kicked off its campaign in three communities (Mill Valley, Corte Madera, and Larkspur) in 2008. Since then it has expanded to ten communities and is now funded by TAM through sponsorships and support from local businesses, organizations, individuals, and other partners.

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For questions, please contact the Transportation Authority of Marin, [info@streetsmartsmarin.org](mailto:info@streetsmartsmarin.org) or 415. 226. 0815