

GET STREET SMARTS

The Transportation Authority of Marin (TAM) is excited to introduce their STREET SMARTS MARIN program, a public education campaign designed to target unsafe behaviors by drivers, pedestrians and bicyclists. STREET SMARTS MARIN uses both outdoor advertising and focused community outreach to transmit messages about the need for behavior change to neighborhoods, schools, and businesses. Specific behaviors the campaign addresses are speeding, running red lights and stop-signs, jaywalking and crosswalk safety, and bicycling infractions and bicyclist safety.

Three communities, Corte Madera, Larkspur, and Mill Valley, have stepped up to pilot-test the STREET SMARTS MARIN campaign. Each of these communities will participate in the program through their city management: public works, law enforcement, planning and community services departments. These towns also have active Safe Routes to Schools Task Forces and partner with them.

The three communities have identified five traffic-related behaviors to target:

- Vehicular speeding on streets
- Traffic signal violations (running stop signs and red lights)
- Right of Way Violations by drivers, pedestrians, and cyclists
- Distracted driving
- Bicycling infractions and bicyclist safety issues

In addition, Corte Madera, Larkspur and Mill Valley have each identified “hot spots” in their cities where the above behaviors frequently occur.

Key messages have been developed to raise awareness of the behaviors and change attitudes and after consultation with each city, various media will be deployed to reach the public starting in August to coincide with back-to-school. Media will consist of banners, lawn signs, posters, brochures, and safety flyers.

Working with each community, TAM will evaluate the effectiveness of the program by conducting “before and after” studies. If the program is successful, the STREET SMARTS MARIN campaign will be expanded countywide.

For more information or to find out how your business or community organization can be a part of the STREET SMARTS MARIN campaign, you can go to the website at StreetSmartsMarin.org.

LET PEDESTRIANS CROSS, THEN TAKE YOUR TURN.

If you want to turn right and there's a pedestrian in the crosswalk, he has the right of way. Even if he's the world's slowest living human. Even if you can turn in front of him without impeding his progress. Even if you're in a big fat hurry. You shouldn't go until he's back on the curb. So please wait your turn until the crosswalk is clear.

It's the Street Smarts thing to do.



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STOPPING IS PART OF DRIVING.

At typical four-way intersections, traffic moves in twelve directions. Add pedestrians, a cyclist, cell phones, a cup of hot coffee, a daydream and an SUV full of third graders, and the potential for an accident is intense. All it takes is one person making the wrong move at the wrong time.

So when the light turns yellow, resist the impulse to blast through the intersection. Stopping is part of driving. Come to a complete, safe stop.

It's the Street Smart thing to do.



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5 WAYS TO GET STREET SMARTS

1. Only cross in marked cross walks
2. Look left, right, left again and behind before crossing
3. Watch for turning cars
4. Establish eye contact with drivers - especially at stop signs
5. When crossing at a walk signal, start only at the WALK, continue through flashing DON'T WALK



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