

PROGRAM OVERVIEW



STREET SMARTS

A traffic calming program from the City of San José Department of Transportation

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 laws. 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 behaviors have been identified as most urgent and will be addressed by the STREET SMARTS program.

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

In addition, the underlying attitudes that contribute to behavior will be an important part of the message. As the program progresses, new issues will be raised and new attitudes and behaviors will be addressed.

With any success, the STREET SMARTS program will get 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.

THE STRATEGY

STREET SMARTS will work on many levels.

STREET SMARTS is not an advertising campaign. Although media advertising is a major part of the program, it will extend throughout the community as events, neighborhood initiatives, corporate sponsorships, school presentations, banners, neighborhood signs and more. It will become a pervasive concept in our community. Just as recycling programs have led to a shift in the public behavior and even legislation, we hope STREET SMARTS will become the rule in San José.

As the program develops and grows, and the concept of STREET SMARTS becomes accepted, we will see a shift in attitude 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.

PUBLIC 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 does not only apply to San José, but to all cities, counties and states because, in order to be successful, this issue must be addressed regionally. Therefore, we encourage and invite other public agencies to adopt the STREET SMARTS program.

Because the City of San José is serious about solving the problem, artwork developed for this program will be provided at minimal cost to public agencies interested in partnering with us in our effort to raise awareness and initiate changes in driver behavior.

CORPORATE PARTNERS

We encourage corporations and local businesses to also get involved as STREET SMARTS partners. Already, the California State Automobile Association and the San José Sharks have signed on. The Sharks will be offering the involvement of their players to endorse the program and signage in their arena to raise awareness.

NEIGHBORHOOD PARTNERS

Neighborhoods can mobilize too! STREET SMARTS yard signs and street signs will soon be available to promote safe and courteous driving in neighborhoods, and speakers are available to make presentations at your neighborhood meetings. Start a STREET SMARTS program in your neighborhood now! Call (408) 277-4499 for more information.

SCHOOL PARTNERS

Schools can join in the effort to change driver behavior and improve safety on San José streets. Have STREET SMARTS rallies and ongoing traffic safety education presentations at your schools, in partnership with our school safety partner, Safe Moves, Inc. Discuss issues about driver behavior in the classroom and call us for information about getting a STREET SMARTS banner for your school.

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

