

Neighborhood Traffic and Safety Education Kit

Dear Mill Valley Resident,

Thank you for your interest in neighborhood traffic calming. Mill Valley's Traffic Calming Program begins at the grass-roots level, allowing you to take immediate action to address concerns. Activities, such as distributing educational materials, posting yard signs, taking neighborhood pledges, and requesting police assistance, bring community members together to educate themselves and their neighbors about driving behaviors and ways to calm traffic. By empowering residents to influence driving behavior, education can be a very effective traffic calming tool.

In order to guide your efforts, the City of Mill Valley has developed this Neighborhood Traffic and Safety Education Kit. The kit provides a variety of resources and tips on how to implement education and enforcement measures in your neighborhood.

Implementing a Neighborhood Traffic and Safety Education Campaign

You have requested traffic calming measures for your neighborhood and received this kit. Now what? The following is a suggested roadmap to implementing a traffic and safety campaign in your neighborhood:

PREPARATION

Before implementing a Neighborhood Traffic and Safety Education program, ensure adequate neighborhood support (if applicable), and work with City staff to determine the affected area/neighborhood

IMPLEMENTATION

Implement a Neighborhood Traffic and Safety Education program for a minimum of 6 months.



WHAT CAN YOU DO?

- Distribute educational materials, such as brochures and flyers, to neighbors.
- Conduct a workshop to educate neighbors about safe driving.
- If you have a Homeowners Association, enlist their help in reaching out to residents.
- Use Street Smarts Marin materials, such as safety flyers, posters, and lawn signs. See *Street Smarts Marin Overview* for more information.
- Keep your street and sidewalk clear of debris, garbage cans, and overgrown shrubbery. See Street
 and Sidewalk Maintenance for more information.
- Bike or walk whenever you can in order to reduce the number of cars on the road.

WHAT CAN THE CITY DO?

- The City's Public Works Department can address maintenance-related issues—vegetation removal, sign replacement, etc.
- The Police Department can provide several services, such as targeted enforcement, a speed display unit, and/or traffic speed data. See A Resident's Guide to Anti-Speeding Efforts for more information.



In consultation with the applicant, City staff will evaluate the effectiveness of the Neighborhood Traffic and Safety Education program, and determine if further traffic calming measures should be explored.

KIT CONTENTS

This kit includes a variety of informational material that will help you get started on a traffic calming program for your neighborhood:

- The City of Mill Valley has developed several brochures describing its Traffic Calming program, and some of the key tools available for residents.
 - A Citizen's Guide to Traffic Calming: describes Mill Valley's Traffic Calming program.
 - A Resident's Guide to Anti-Speeding Efforts: includes enforcement-related tools, such as targeted police enforcement, dangerous driver complaints, and speed display units.
 - Street and Sidewalk Maintenance: addresses issues of landscaping, as well as maintaining streets and sidewalks clear of obstructions
 - Street Smarts Marin Overview: describes the Street Smarts program and how to get involved.
- A sampling of relevant Street Smarts Marin materials has been included as part of this kit. For more information and to download additional resources, go to www.streetsmartsmarin.org.
 - Safety Tips for Drivers: provides tips on how to be a safer drive avoid those that are not.
 - Driving within a School Zone: describes the do's and don'ts of driving within a school zone, including walking tips for children.
 - Street Smarts Road Test: tests your Street Smarts Quotient
 - Mind the Road. Mind your Mind.: assesses whether you are a distracted driver
- AAA Foundation provides several brochures that can help you educate your neighbors on safe driving.
 - Distracted Driving: covers both the obvious and not so obvious distractions that can get a
 driver into trouble.
 - Road Rage: includes tips on dealing with aggressive drivers.

FOR MORE INFORMATION

If you want to learn more about the City of Mill Valley's Traffic Calming Program, please visit the City's website at www.cityofmillvalley.org (under Public Works).