

## Safety Advisory Commission members are 'roads scholars'

**P**reservation of public safety is among the fundamental responsibilities of city governments. To protect pedestrians, cyclists and motor vehicle drivers on the streets of Davis, the city has expended substantial funds for hundreds of road signs, traffic signals and painted road markings.

Determination of speed limits, placement of "yield" and "stop" signs and other controls is a deliberate process in which the city's Safety Advisory Commission is pivotal. The commission members are "roads scholars" — they analyze conditions on the city's streets and recommend improvements. It is a process in which Davis citizens are invited to participate.

The Safety Advisory Commission, which was established in 1971, approves the installation of signs, markings and other safety devices to improve safety. The commission recommends improvements and appropriate ordinances regarding parking and traffic movement to the City Council. The commission reviews plans for new streets, traffic control devices and bus routes to ensure that safety considerations are incorporated into their design.

In recent months, the commission was involved in decisions to install speed tables on Oak Avenue; speed humps on Lillard Drive, Oceano Way, Claremont Drive, Arnold Street and Whittier Drive; and stop signs at the intersections of Fourth and F streets, Third and D streets and Shasta Drive and Hampton Drive. The commission also advised the City Council on downtown parking proposals and ordinances, city-wide speed zone surveys, and replacement of the traffic signal at Third and F streets with all-way stop signage.

Residents can submit proposals, such as requests for installation of speed bumps or stop signs, or changes in speed limits. Please contact the commission's staff liaison, Roxanne Namazi, in the Public Works Department by e-mail at [rnamazi@ci.davis.ca.us](mailto:rnamazi@ci.davis.ca.us) or call (530) 757-5686.

# City launches 'Street Smarts' at Oct. 7 celebration

**D**id you know that more than 1,700 traffic collisions occurred in Davis during the past three years? Sadly, three people were killed and more than 600 others were injured in these traffic mishaps. The city's response to these statistics is "Street Smarts," a traffic safety public education campaign from the Department of Public Works' Traffic Engineering Division.

Street Smarts was established to help discourage drivers, bicyclists and pedestrians from making unsafe choices that can cause accidents. Impatience, discourtesy, stress and laziness often lead to poor traffic decisions.

Street Smarts is modeled upon the successful strategies used in recycling and seat belt public awareness campaigns. Street Smarts images and messages are being posted throughout our community. You may have noticed the Street Smarts light bulb logo on the sides of Public Works vehicles. Street Smarts banners have been posted in front of elementary schools urging If You See Kids, Slow Down. Other Street Smarts signs caution that STOPPING Is Part of Driving and warn cyclists, Spandex Isn't Armor. EXERCISE CAUTION.

During a first-year focus on youths at elementary schools, students will become Street Smarts deputies at assemblies. They will learn traffic safety techniques from bimonthly activity sheets furnished by the California State Automobile Association (AAA). A poster contest is planned among student activities, for which prizes will be offered as incentives.

The first-year budget for school and community campaign elements totals \$45,000. Beyond the city's initial \$15,000, funding has been contributed by generous sponsors. Pacific Gas & Electric Co. has made the largest



Meet KCRA traffic reporter Adrienne Bankert



Live music by Mumbo Gumbo

donation, \$10,000.

While PG&E is the only Street Smarts Platinum Sponsor, Woodland Healthcare-Davis became the campaign's

single Gold Sponsor, with a donation of \$5,000.

AAA of Northern California, Comcast and West Village Community Project each contributed \$2,500 as Silver Sponsors. Cunningham Engineering, Kaiser Permanente, Lewis Planned Communities, Rinker Materials, Teichert Construction, Travis Credit Union, Varsity Theatre and Wal-Mart became Bronze

Sponsors with donations of \$1,000 each. Thanks to Media Sponsorships from Comcast and KCRA channel 3 and My58 (KQCA channel 58), Street Smarts ads soon will be airing on television. Our local Media Sponsor, the Davis Enterprise, will publish one Street Smarts safety tip each week in addition to campaign ads.

The city of Davis will acknowledge its gratitude to these sponsors at the Street Smarts Kick-off Celebration on Oct. 7 in Central Park. Participants at the 11 a.m. event will be treated to live music performed by Mumbo Gumbo, along with a kids' fun booth, giveaways and raffle prizes, including a new bicycle and a one-year Peak Performance membership. The first 150 cyclists to arrive will win new bike baskets with free installation. KCRA Traffic Pulse 3 reporter Adrienne Bankert, the keynote speaker, will sign autographs. Giant "Police Officer Davis" will shake hands with children.

In the meantime, please join the Street Smarts campaign and help make Davis a safer place for us all.

For more information visit [www.cityofdavis.org/StreetSmarts](http://www.cityofdavis.org/StreetSmarts) or contact the Street Smarts Program Coordinator, Janice Bisgaard, at [jbisgaard@cityofdavis.org](mailto:jbisgaard@cityofdavis.org).

**Join the fun in Central Park on Sat., Oct. 7 at 11 a.m.**



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