

News Release

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SCAG Receives Grant for Go Human Safety Program

The Southern California Association of Governments (SCAG) has been awarded a \$1.25 million grant from the California Office of Traffic Safety (OTS) to fund continued work on its regional active transportation safety and encouragement program, *Go Human*.

Southern California has some of the highest levels of injuries and fatalities in the United States among pedestrians and bicyclists. Overall, an average of more than four people die and 14 people are seriously injured every day in traffic collisions in the six-county SCAG region (Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura counties). People walking or riding bikes account for 27% of those deaths despite comprising only 12% of all trips. SCAG data shows that 70% of all collisions are on local roads.

SCAG launched the *Go Human* program in 2015 in an effort to reduce collisions, improve safety for people walking and biking and raise awareness of the importance of traffic safety.

“Walking and biking are essential components of the region’s transportation system. Efforts like *Go Human* ensure people can do so safely, which is critical to promoting healthy communities and ensuring the efficiency of our increasingly integrated transportation system,” said SCAG President Clint Lorimore, an Eastvale City Councilmember.

The new OTS grant will fund continued *Go Human* activities through September 30, 2022 which include:

- Local and regional communication campaigns and storytelling strategies, centering community narratives;
- Safe & Resilient Streets Strategies to implement street activations and demonstrations utilizing *Go Human’s* Kit of Parts Lending Library of resources;
- Community Streets Mini-Grants to fund local engagement projects led by community-based organizations; and
- Co-Branded Safety Advertisements, print and digital graphics provided at no cost to jurisdictions who have committed to the *Go Human* Safety Pledge.

SCAG will continue to focus engagement efforts in collaboration with local elected officials, city staff and community-based organizations that serve communities disproportionately impacted by collisions.

These *Go Human* initiatives will help SCAG and its partners ensure that the streets of the region are safe for those who walk, bike and drive. With this funding from OTS, SCAG *Go Human* continues to play a role in recovery and resiliency efforts amid the pandemic. Since the pandemic began in 2020, SCAG has

distributed more than \$490,000 directly to community-based organizations to implement safety projects and distributed thousands of co-branded safety advertisements to local jurisdictions. Through the programs supported by this funding, *Go Human* will continue to build partnerships to implement projects across the region, guided by a holistic, equity-centered approach to safety.

“Go Human plays an essential role in assuring the safety of all roadway users, especially pedestrians and bicyclists,” said SCAG Executive Director Kome Ajise. “This funding from OTS allows us to continue our work, which includes *Go Human* in making our communities healthier and safer in Southern California.”

Funding for this program is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

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About SCAG

SCAG is the nation’s largest metropolitan planning organization, representing six counties, 191 cities and more than 19 million residents. SCAG undertakes a variety of planning and policy initiatives to plan for a livable and sustainable Southern California now and in the future. For more information about SCAG, please visit: www.scag.ca.gov.