

Southern California Association of Governments (SCAG) *Go Human*

Active Transportation Safety & Encouragement Campaign and Kit of Parts

www.scag.ca.gov



Southern California Association of Governments



191 Cities
6
Counties

18.9
Million
People

Go Human: Active Transportation Safety & Encouragement Campaign



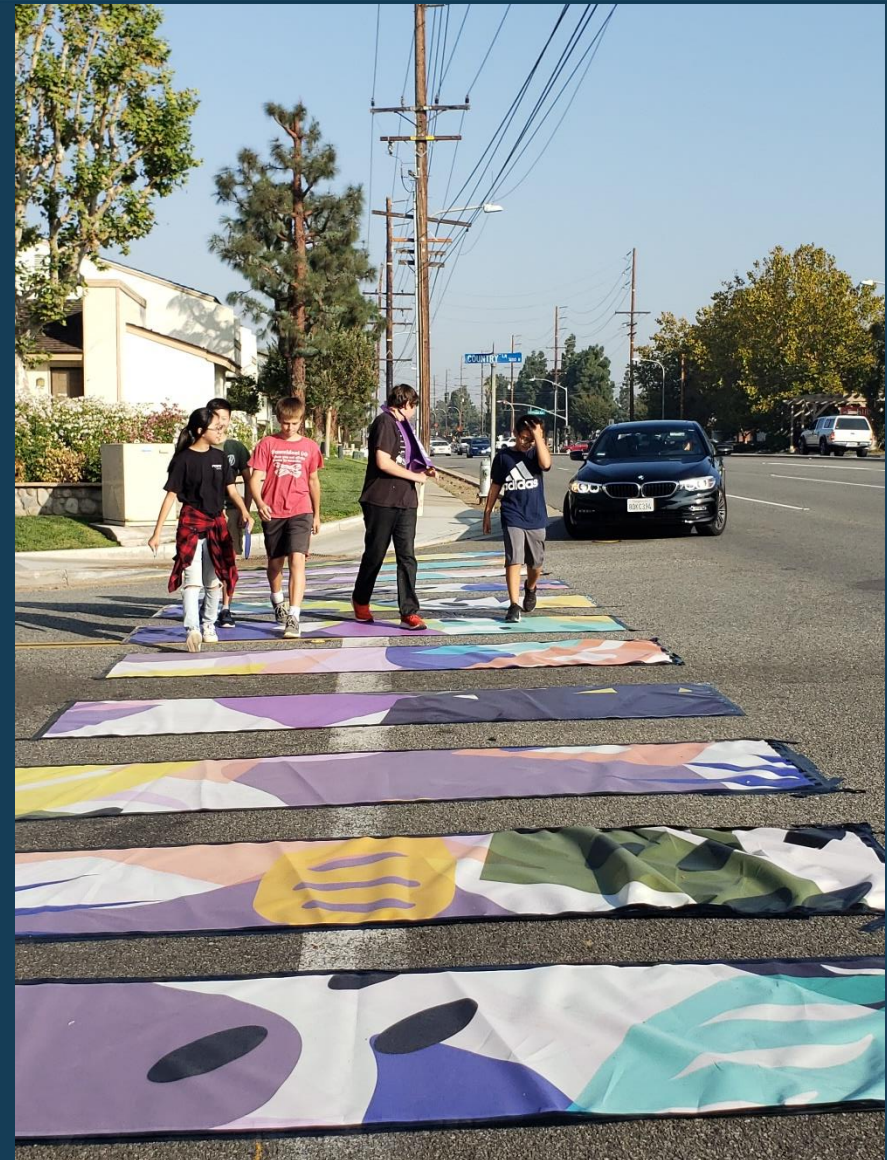
Regional Advertising Campaign & Co-Branding

Temporary Safety Demonstrations & Programming

Safety Workshops, Webinars & Technical Assistance

Go Human Kit of Parts: Purpose & Overview

- Provide a “Library” of pop-up demonstration materials
- To be used in conjunction with an existing event, such as a street fair, open streets, or engagement event
- Kit of Parts is intended only for a few days max and not intended to be installed without staff oversight during the entire duration of the demonstration
- *Go Human* is currently exploring how the Kit of Parts is to be used, within public health guidance.



Example of artistic crosswalk

Kit of Parts

- Current Kits (2) – Available now
 - 1) Parklet
 - 2) Curb Extension
 - 3) Separated Bike Lane
 - 4) Artistic Crosswalk
 - 5) Median Refuge Island
- Goal to create 2 more kits - ultimate goal is 1 Kit available per county for a SCAG-region wide lending library.



Example of artistic crosswalk



Example of curb extension



Example of separated bike lane



Example of parklet

Go Human Kit of Parts - Signage

The Kit of Parts also includes:

- Traffic markings, like sharrows and sharks teeth that can be affixed to the street alongside infrastructure
- Educational and directional signage materials
- Feedback survey tools to collect stakeholder input

I'M A PEDESTRIAN ISLAND

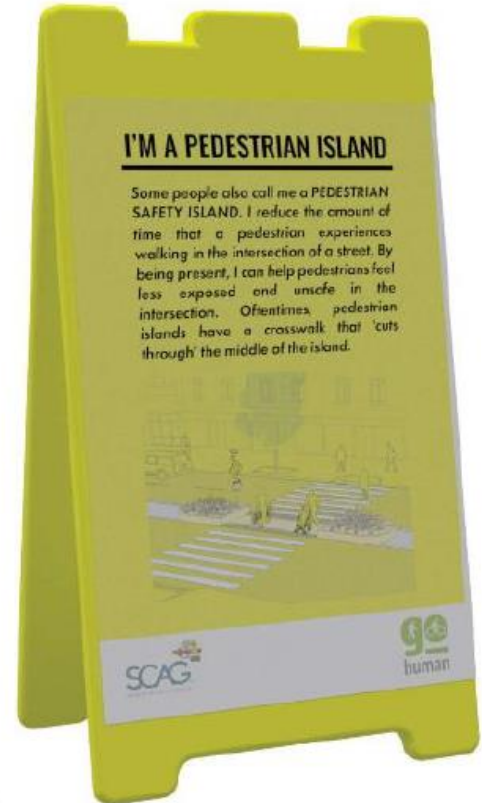
Some people also call me a PEDESTRIAN SAFETY ISLAND. I reduce the amount of time that a pedestrian experiences walking in the intersection of a street. By being present, I can help pedestrians feel less exposed and unsafe in the intersection. Oftentimes, pedestrian islands have a crosswalk that 'cuts through' the middle of the island.



Typology Sign: Option A

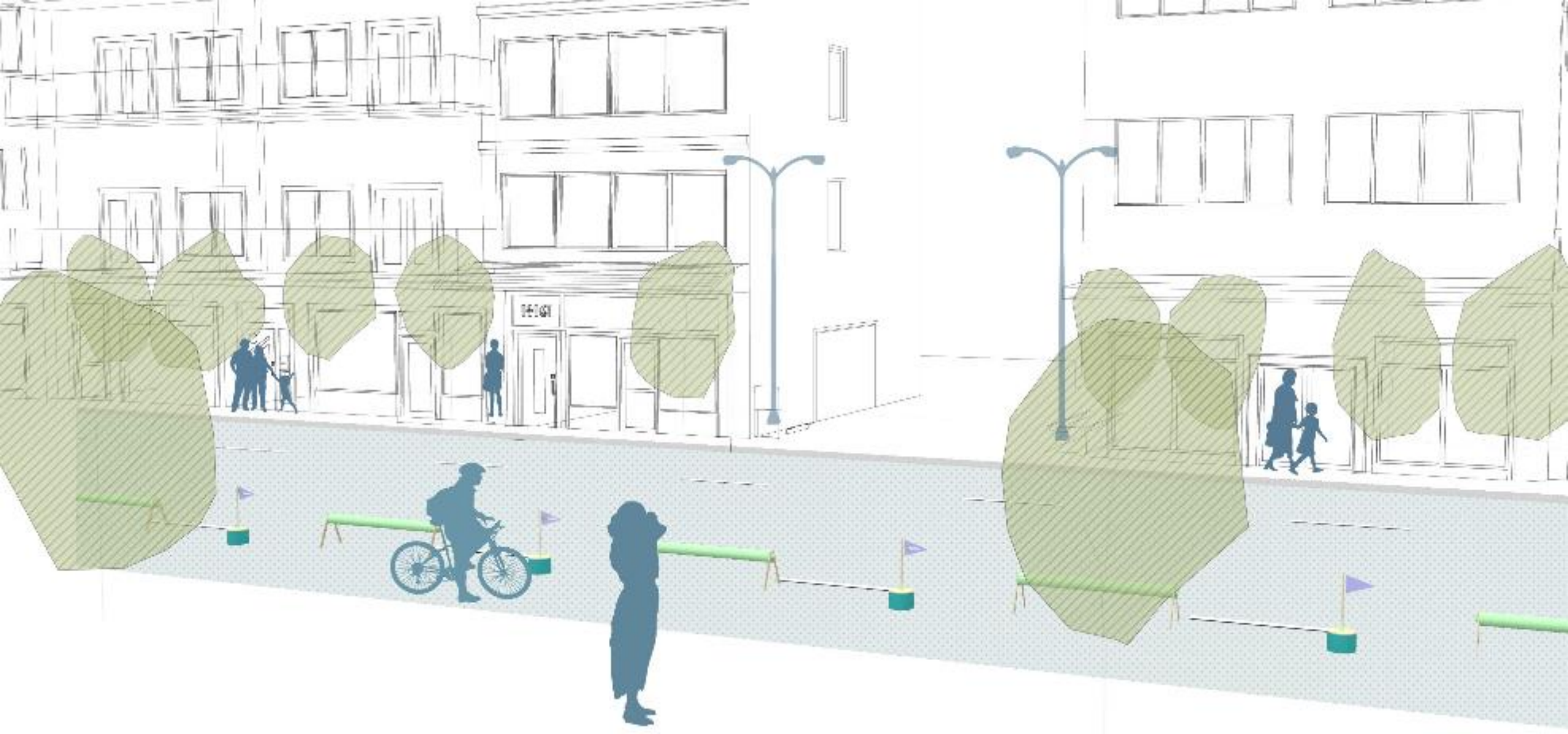
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Spanish on other side

Temporary Demonstration Resources – Kit of Parts: Protected Bike Lane



Temporary Demonstration Resources – Kit of Parts: Artistic Crosswalk



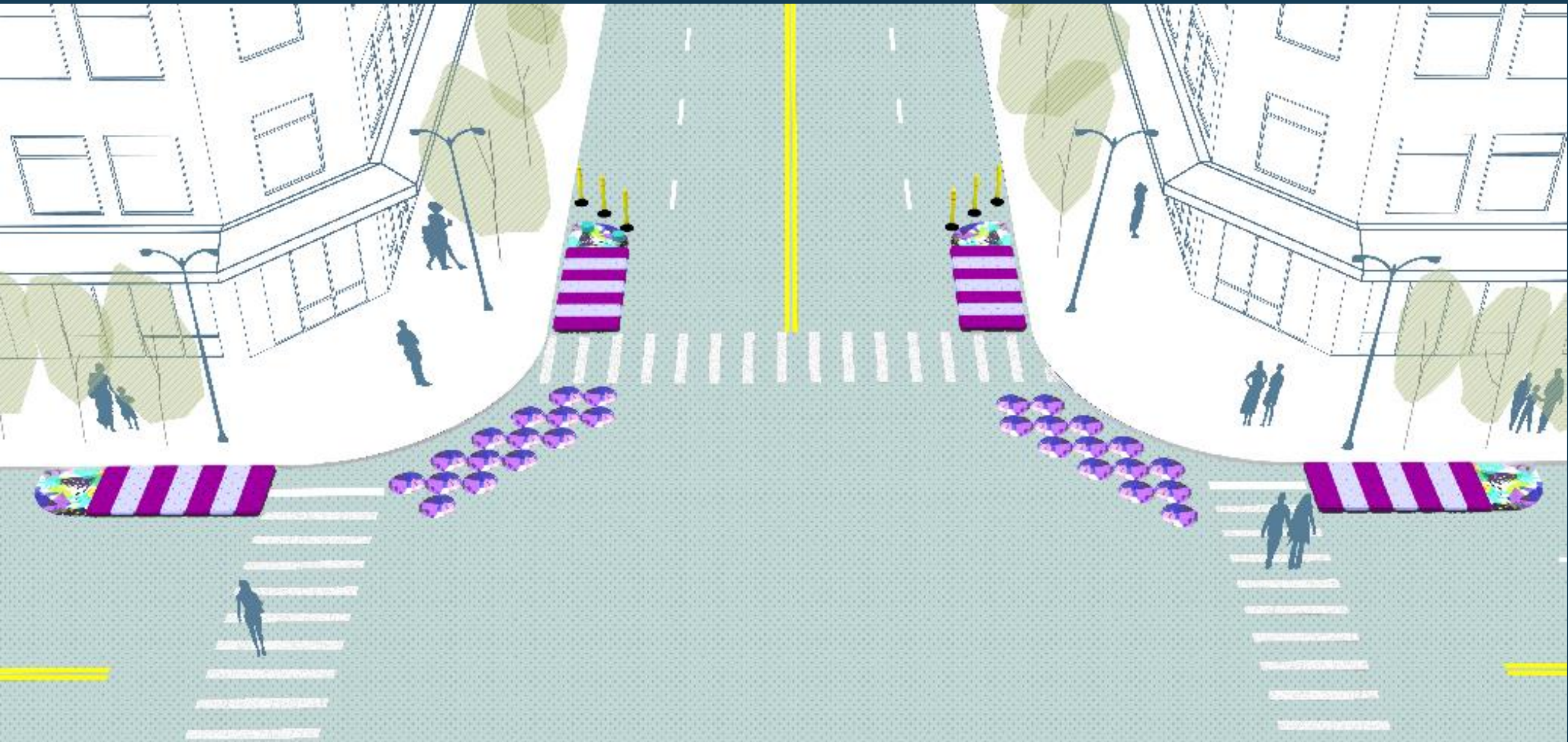
Temporary Demonstration Resources – Kit of Parts: Parklet



Temporary Demonstration Resources – Kit of Parts: Median Refuge Island



Safety Resources: *Go Human* Kit of Parts: Curb Extensions



Go Human Co-Branding: Purpose & Overview

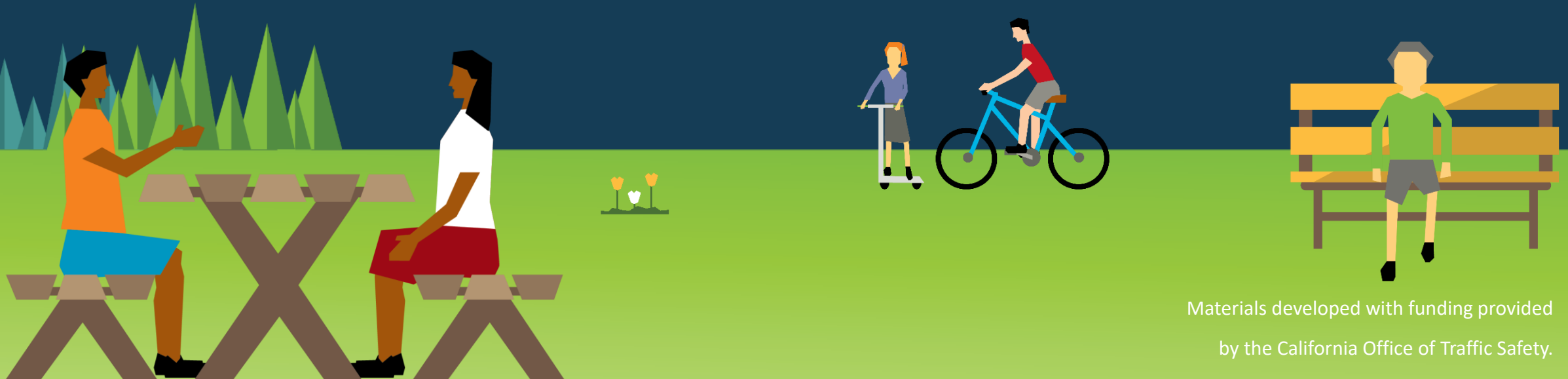
The co-branded materials are community informed, message tested and data informed safety messages, available in English and Spanish.

Ad types include:

- Lawn Signs
- Social Media / Digital
- Bus Ads
- Billboards
- Posters



Thank you for being champions for safety in your city and region!



Materials developed with funding provided
by the California Office of Traffic Safety.