



SCAG's *Go Human* Program: Art as a Traffic Safety Strategy

Southern California Association of Governments (SCAG)

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WWW.SCAG.CA.GOV

ABOUT SCAG

The SCAG Region

6

COUNTIES

16

TRIBAL
GOVERNMENTS

191

CITIES

18.7M

RESIDENTS



38,618

SQUARE MILES

\$1.6T

REGIONAL GDP

16TH

LARGEST
ECONOMY
WORLDWIDE

47.6%

OF STATE
POPULATION

SCAG Regional Traffic Safety Data Snapshot

1,800 people

7,400 people

124,000 people

People who walk and bike

Daily Trips

32%

Fatalities

**from SCAG's 2024 Connect SoCal Performance Monitoring Technical Report*

Program Overview



Community Funding



Traffic Safety
Campaigns



Resources for
Implementation



Education

Why? Arts & Culture as a Transportation Safety Strategy



Redlands Artistic Crosswalk
By The ArtLands

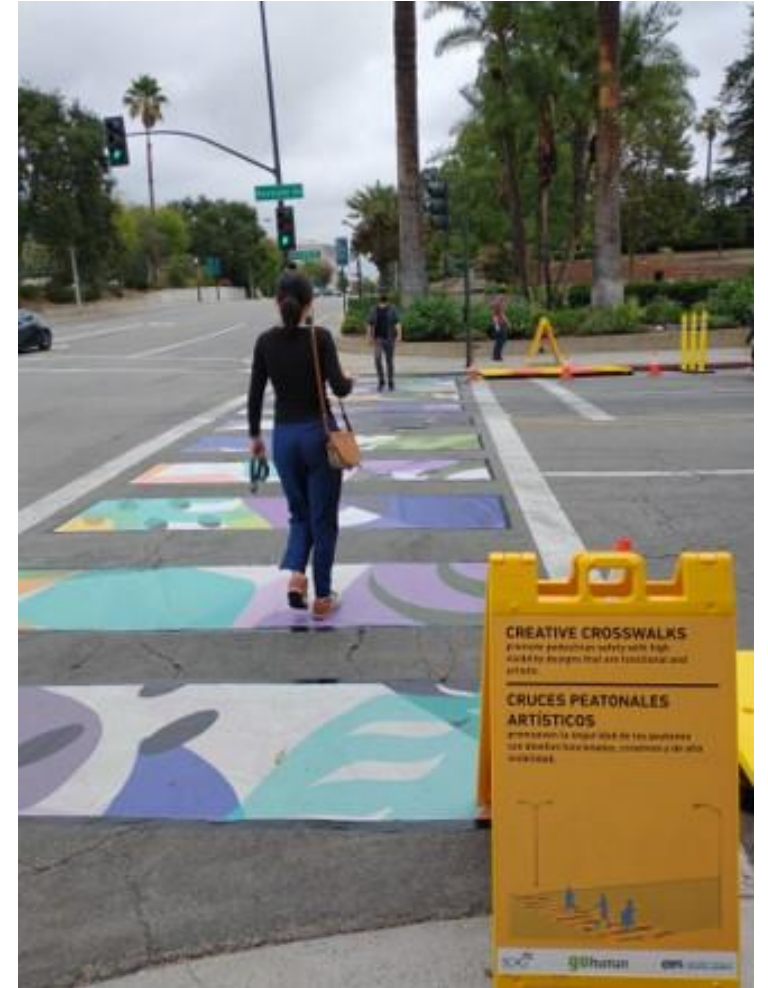


Sidewalk Boo-boos
By Public Matters

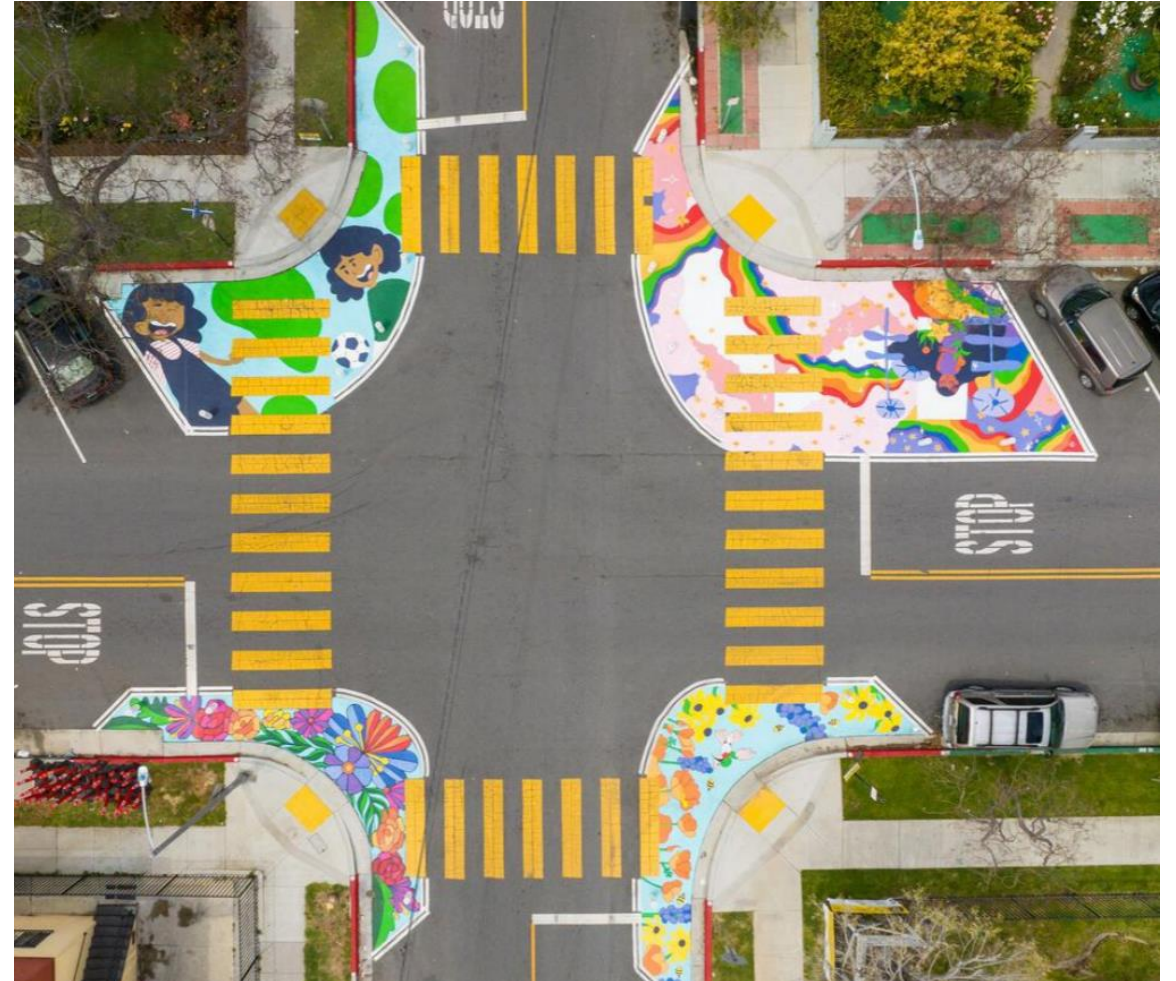


Walk Bike Roll OC
By Latino Health Access

Go Human Kit of Parts Lending Library



Pop-Up to Permanence



Community Streets Grant Program

Community
Streets Grants

\$1.7M+

Go Human grant
funds distributed
to date

130+

Traffic safety
projects funded
since 2018

The ArtLands

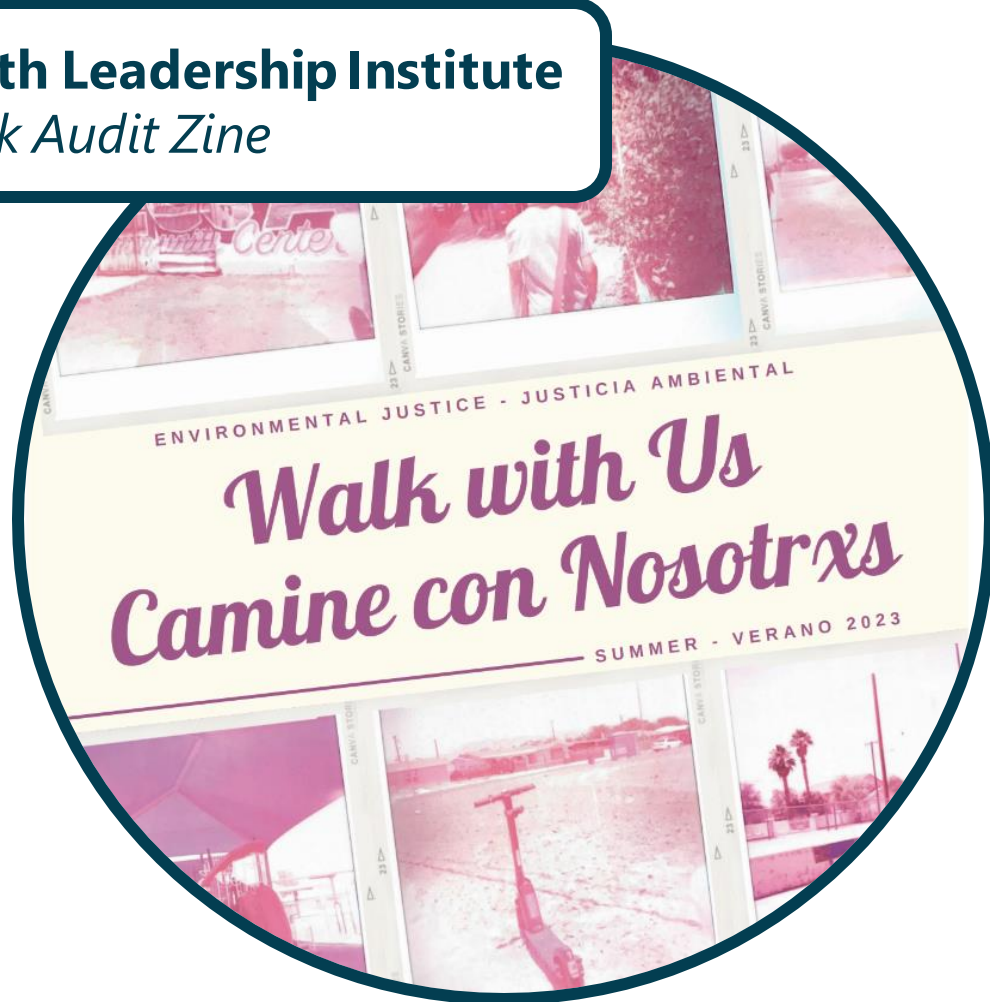
*Revitalizing Public Transit
Through Bus Bench Art*

APA CA
Award
Winner



Community Streets Grant Program Projects

Youth Leadership Institute
Walk Audit Zine



Latino Health Access
*Walk Bike Roll Orange
County Murals*

Community Streets Grant Program Projects



Santa Ana Active Streets
Willard Safe Streets



**APA CA
Award
Winner**

Arts & Culture at SCAG



Community Hubs
& Legacy

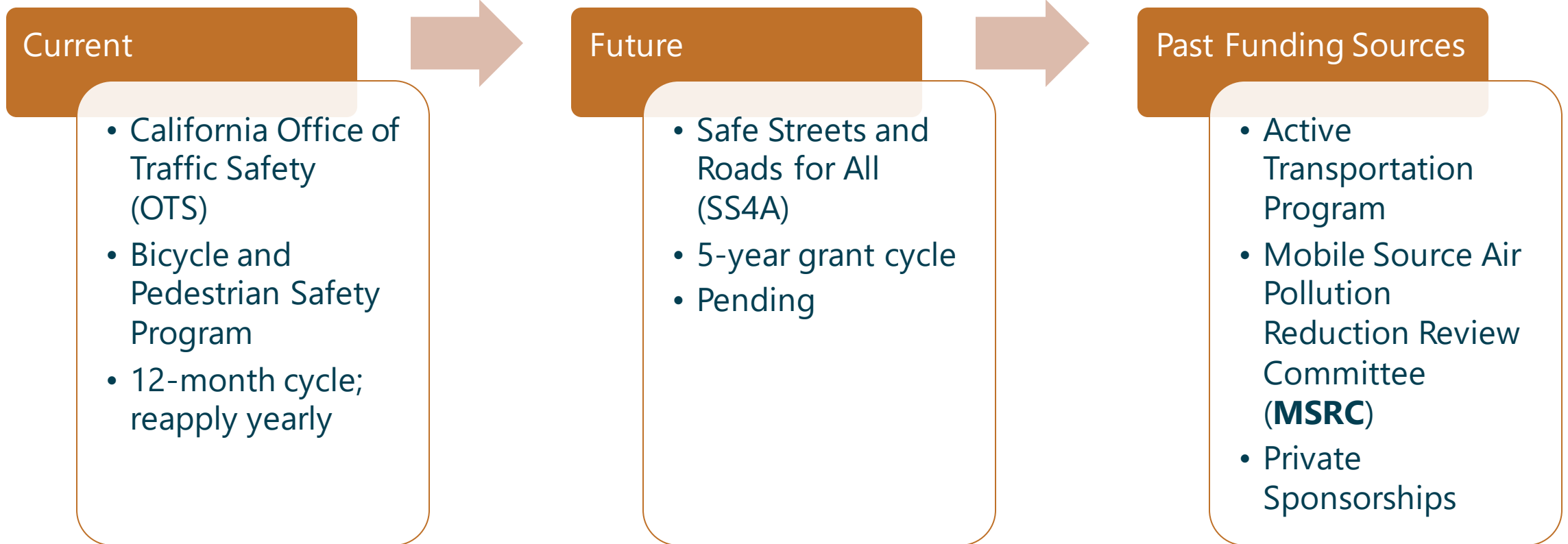


Placemaking +
Capacity Building
business unit



SGA Culture &
Community
Network

Funding Sources



October is National Pedestrian Safety Month & Walktober!





THANK YOU!

For more information, please visit:

scag.ca.gov/go-human

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