



**Active Transportation Safety and Encouragement Campaign  
Resources: An In-Depth Look at the *Go Human Campaign***

**We will begin at 10:00 a.m.**



# Active Transportation Resource Center (ATRC)

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- The ATRC utilizes a combination of subject matter experts from state agencies, universities, and consultants to provide active transportation resources that support the ATP.
- Overall, the ATRC provides active transportation training, tools, resources, and technical assistance to stakeholders for infrastructure and non-infrastructure project types.

<http://caatresources.org>

# Today's Speakers

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- **Lindsey Hansen**, Community Engagement Specialist, Southern California Association of Governments (SCAG)
- **Rene Yarnall**, Community Development Manager, City of San Jacinto, Riverside County
- **Victoria Custodio** (Facilitator), ATRC Non-Infrastructure Technical Assistance Team Lead, Safe and Active Communities Branch, California Department of Public Health

# Learning Objectives

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- Understand the components of *Go Human*
- Learn the effectiveness of campaigns like *Go Human* and pop-up events in encouraging active transportation
- Learn how to apply *Go Human* strategies in your community

# Quick Poll of Attendees

**In which field do you work?**

- Engineering
- Planning
- Public Health
- Law Enforcement
- Other

**Are you a Southern California Association of Governments county (Imperial, Los Angeles, Orange, Riverside, San Bernardino, or Ventura)?**

- Yes
- No

*Welcome, Lindsey and Rene!*



   **#GoHumanSoCal**

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Lindsey Hansen

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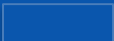
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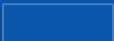




## Safety and Active Transportation Encouragement Campaign

Lindsey Hansen  
Community Engagement Specialist  
Active Transportation and Special Programs

January 10, 2019





# Bicyclist and Pedestrian Safety Trends



## SCAG REGION BY THE NUMBERS



**1,500** PEOPLE DIE EVERY YEAR FROM COLLISIONS

**5,200** PEOPLE SUSTAIN SERIOUS INJURIES EVERY YEAR FROM COLLISIONS

**136,000** PEOPLE SUSTAIN INJURIES EVERY YEAR FROM COLLISIONS

**270** COLLISIONS OCCUR PER DAY ON THE STREETS

THAT IS ROUGHLY **99,000** PER YEAR

**27%** OF ALL DEATHS INVOLVE PEOPLE WALKING OR BICYCLING

**90%** OF ALL COLLISIONS OCCUR IN URBAN AREAS

**26%** OF ALL PEDESTRIAN-RELATED FATALITY VICTIMS ARE 65 OLDER

**42%** OF ALL TRAFFIC COLLISION VICTIMS ARE PEOPLE 18-34

**71%** OF ALL COLLISIONS OCCUR ON LOCAL ROADS

**22%** OF ALL COLLISIONS OCCUR ON HIGHWAYS

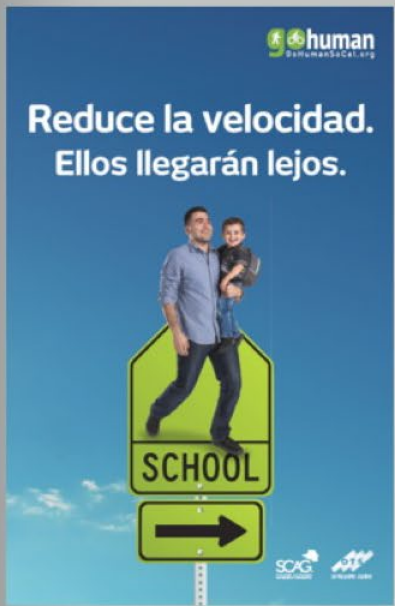
**8,700** ANNUAL VEHICLE MILES TRAVELED PER CAPITA

# What is Go Human?

- Reduce collisions, create safer streets
- Increase rates of active transportation
- Reduce greenhouse gases
- Improve public health
- Support ATP and other active transportation investments
- Change the reputation of the region



# What is Go Human?



**Advertising Campaign**



**Open Streets & Demo Projects**



**Partnerships & Co-Branding**



**Material Distribution**



# Advertising Campaign

## 2018 Advertising Campaign

- Outdoor
  - Billboards
  - Bus shelters
  - Gas pump toppers
  - Convenience store sheets
- Digital
  - Social media ads
- Radio
  - Traditional and streaming



# Campaign Evaluation

## 2018 Advertising Campaign

- 375 million impressions
- About 1 in 5 residents in the SCAG region recognizes advertising
- Advertising is at least somewhat to very motivating



# Campaign Evaluation

## Donated Media/Partnerships in 2018:

- 50+ partners engaged
- 6,000+ materials printed
- 49 digital assets developed
- 289,000+ estimated donated impressions

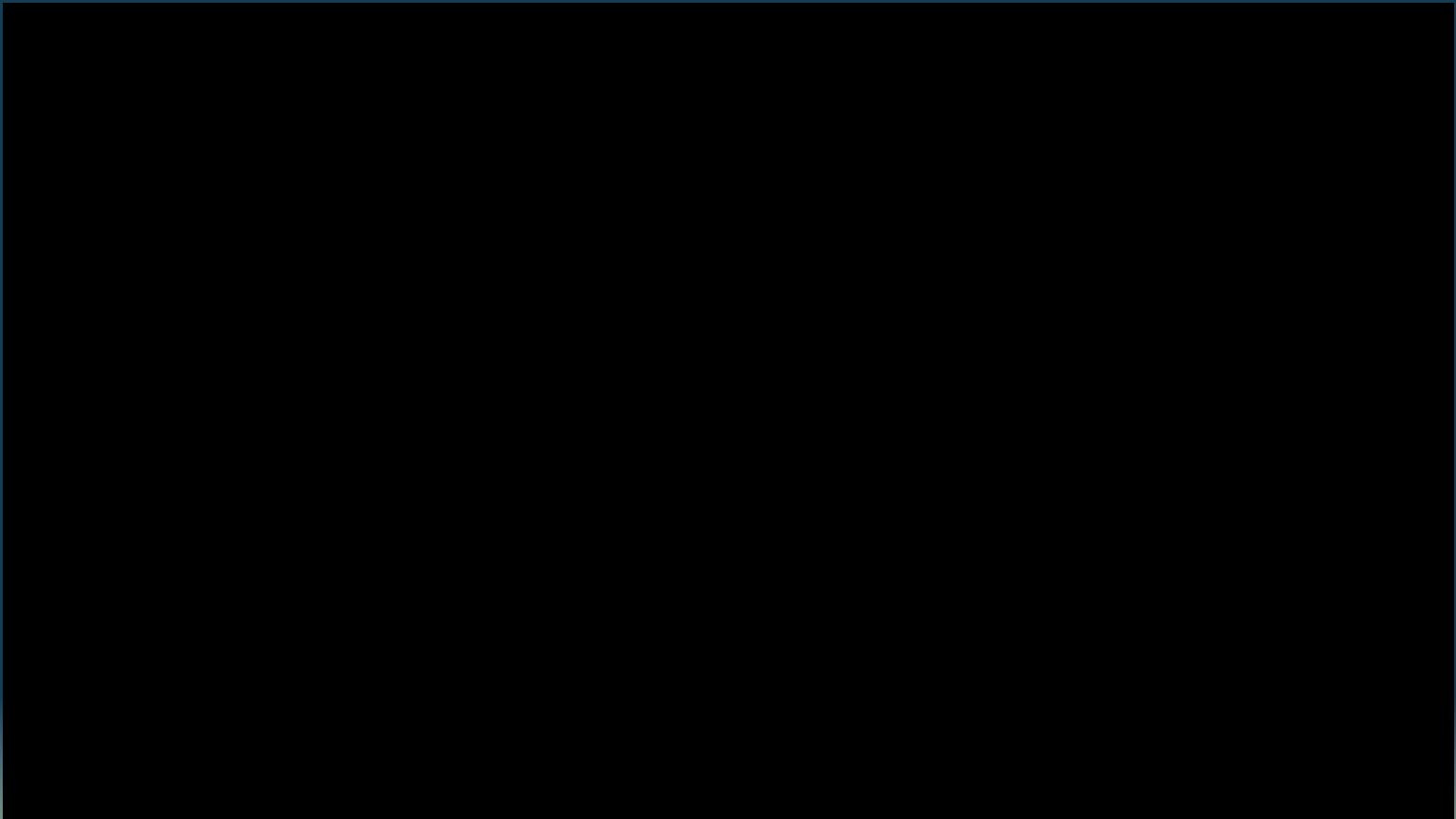


# Event Series

- Partner with cities to host temporary demonstration events
- Cities can gather feedback on planned improvements
- Successful way to engage new audiences



# Video Placeholder



<https://vimeo.com/250531784>





# Event Evaluation

## 2018 Event Series

- 10 events
- 4 counties
- More than 10,000 attendees
- Nearly 1,500 surveys collected
- 85% of attendees inspired to walk or bike more
- 63% of attendees had never been to a community meeting about transportation



# Event Evaluations



Explore Merrimac  
Costa Mesa



93 Surveys Collected

**100%**  
want more  
**open streets  
events**

**79%**  
support  
**buffered  
bike lanes**

**98%**  
support  
making these  
**improvements  
permanent**

**96%**  
think improvements  
make the street feel  
**more safe  
and inviting**

**70%**  
would always or frequently  
**ride to school/work/play**  
if they could ride their bike on  
**protected facilities**

# Envision San Jacinto



**go human** Saturday, September 29, 2018

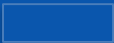
sábado, 29 de septiembre de 2018

11 a.m. - 3 p.m. | Main Street

Between San Jacinto Ave. and Jordan Ave.



# Envision San Jacinto

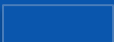


# Envision San Jacinto



## Event Goals

- 500+ attendees
- 100+ completed surveys
- Encourage more walking and biking in Downtown San Jacinto
- Enhance local economic development
- Showcase creative place making
- Transform Main Street into temporary pedestrian plaza



## Demonstration Components

- 9 creative crosswalks
- Parklet
- Interactive chalk art
- Curb extensions
- Placemaking & play features



## Activities:

- Bike Rodeo, Helmet Fitting, Bike check
- Karate Demonstrations
- Gymnastic Demonstrations
- Mighty Fitnessa appearance
- Bike raffles



# Envision San Jacinto



## Event Results

- 1,000+ attendees
- 83% had never attended a City meeting about transportation
- 99% of attendees live in San Jacinto



214 Surveys Collected

100%

support the pedestrian plaza, creative crosswalks and parklet

90%

want to see these features permanently installed

97%

think the improvements made the street feel safer and more inviting

98%

support more events on Main Street



### Top 3 Desired Walking Improvements

- Vibrant things to see and do
- Well maintained and clean sidewalks
- Sidewalk lighting



### Top 3 Desired Bicycling Improvements

- More bike lanes
- Separated and protected bike lanes
- On-street lighting



## Next Steps

- Feedback integrated into 2040 General Plan Update
- Potential Future Grant Funding

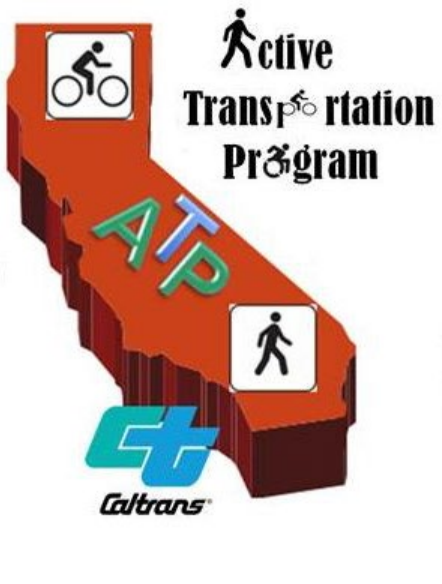
## Benefits of Hosting Event

- Community Feedback
- Community Involvement





## Grant Funding



# Funding Strategies

## Public-Private Partnerships

- Sustain and complement existing activities
- Source for exploring new direction

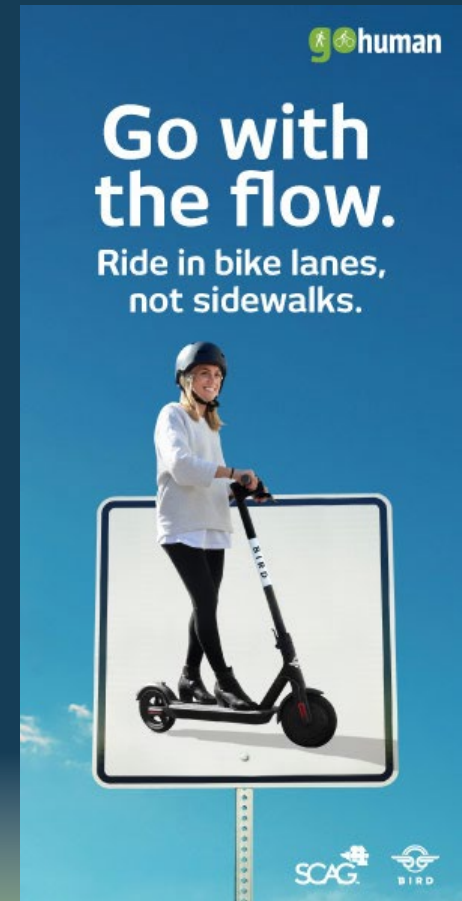


# New Campaign Elements



## E-Scooter Safety

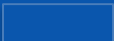
- Campaign sponsored by Bird
- 16 million impressions
- Outdoor, digital and social media advertising



# New Campaign Elements



- Leadership Safety Symposium (*May 1, 2019*)
- Sub-Regional Safety Workshops (*Summer 2019*)
- Safety Webinars (*Summer 2019*)
- *Go Human* Safety Pledge



# New Campaign Elements

## Go Human Kit of Parts

- Pop-Up “Library” of supplies
- Partner-Led events



# Looking Forward

- Strategies to support local jurisdictions
  - Infrastructure “How-To” and Rules of the Road video series
  - Data collection platforms
  - Continued Kit of Parts availability





# Get Involved

## Request Co-Branded Materials



Stay tuned for details!

- Leadership Safety Symposium
- Safety workshops & webinars
- *Go Human* Safety Pledge

## Host an Event with the Kit of Parts



# Ongoing Opportunities



## Guest Blog Opportunities

**Previewing New Bike and Pedestrian Connections in Chino 9/22**  
Neighbors, friends and family are invited to Connecting Chino on Saturday, September 22, from 9:00 a.m. – 12:00 p.m. at the Chino Community Building. Connecting Chino is a free community event highlighting street improvements that make it safer to bike, walk, skate and roll in Chino. This event will feature plenty of free family-friendly activities including kids bike rides, live entertainment, bike rentals, a community barbecue, giveaways and more!  
The streets will temporarily be closed to vehicle traffic and attendees are invited to explore planned street improvements on B Street, 11th Street and 12th Street that make it safer and more enjoyable for people to walk and bike. Community members are encouraged to test out the following:  
**Two-Way Cycle – Read More**

**Go Human Celebrates Pedestrian Safety Month**  
September is Pedestrian Safety Month! SCAG's Go Human campaign is joining the California Office of Traffic Safety (OTS), along with law enforcement agencies, transportation agencies, and pedestrian advocates to help increase awareness of safety issues for people walking.  
In California and nationally, the number of traffic fatalities involving people walking is on the rise. In the six-county SCAG region (Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura counties), the number of people walking who were killed in traffic collisions rose 50 percent between 2011 and 2016. Go Human aims to combat and reverse this alarming trend by reminding people to slow down and watch out for people walking. We're proud to work with OTS this month. **Read More**

**Guest Blog: Safe Routes to School National Partnership Hosts Muscoy Sidewalks for Safety Event**  
In June, the Safe Routes to School National Partnership, Assemblymember Reyes's Office and Soar IE, a local student-led organization, partnered together to host a temporary safety demonstration in Muscoy, thanks in part to Community Engagement funding from Go Human.  
Muscoy is a rural community in unincorporated San Bernardino County, where safety improvements like sidewalks, crosswalks, and traffic calming are greatly needed. The June event was hosted at Vermont and Muscoy Elementary Schools, where about 38 percent of students receive free or reduced school lunches. The event, hosted in English and Spanish, gave community members, parents, and students a chance to provide feedback on pop-up demonstration elements, including student-designed artistic crosswalks, bulb-outs, and bus shelters. Based... **Read More**

## Social Media Cross-Promotion

**Slow down. She's going places.**

Events: 2,385 | Following: 1,385 | Followers: 1,620 | Likes: 3,296 | Comments: 10 | Mentions: 0

Go Human logo and SCAG OTS logo.

**GoHumanSoCal** @GoHumanSoCal · Sep 22  
SCAG President @AlanWagner & Regional Council Member Ray Marquez thank @CityofChino for their partnership with @SCAGnews & @GoHumanSoCal to make #ConnectingChino a success 🎉👏👏 at Chino Community Building

**GoHumanSoCal** @GoHumanSoCal · Sep 4  
We were so excited to support this great event! Stay tuned for details about more community engagement events we're supporting this month and check out our blog for more info: [bit.ly/2NBGISM](https://bit.ly/2NBGISM)

**Public Matters** @Pub\_Matters  
Highlights from last Thursday's Summertime Slow Jam with @ForwardAPI + @LosAngelesWalks for @VisionZeroLA + @GoHumanSoCal are now up on our FB page. Check 'em out!

## Monthly Newsletter

VIEW IN BROWSER | FORWARD TO A FRIEND

**SCAG** INNOVATING FOR A BETTER TOMORROW

**Go Human** SoCal Updates

**Reminding Drivers to Slow Down and Encouraging Students to Go Human During Back-to-School**

On Monday, August 13 Go Human partnered with the City of Culver City to raise awareness about the need for increased traffic safety to combat an annual rise in collisions as back to school season begins. City officials, parents and students gathered to remind drivers to slow down and look out for children as they start walking and biking to school.

Check out our [blog post](#) for a list of back-to-school tips for drivers and for parents and students walking or biking to school. We also created a [short video](#) about Go Human's back-to-school event.





   **#GoHumanSoCal**

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# Questions for our presenters?

(please use the Chat function)



# CDPH Pedestrian Safety Campaign Resources

## Walk Smart California (2014)

- Addresses driver-speeding, distracted walking, and crosswalk safety.
- Guides for how to customize local use.
- Available upon request at [atsp@cdph.ca.gov](mailto:atsp@cdph.ca.gov)



# Your feedback is important!

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- Upon the conclusion of this webinar, please complete the **Survey Gizmo** to provide your feedback on today's webinar.
- We will also ask whether you have interest in receiving additional technical assistance.

# Thank You!

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