

GO HUMAN PROGRAM

SCAG AUTHORS THE ROADMAP FOR SOUTHERN CALIFORNIA'S MOBILITY BY ORGANIZING AND PRIORITIZING TRANSPORTATION PROJECTS ACROSS THE REGION, AND SPEARHEADING PROGRAMS TO SUPPORT JURISDICTIONS IN MEETING THEIR DIVERSE TRANSPORTATION NEEDS.



OVERVIEW

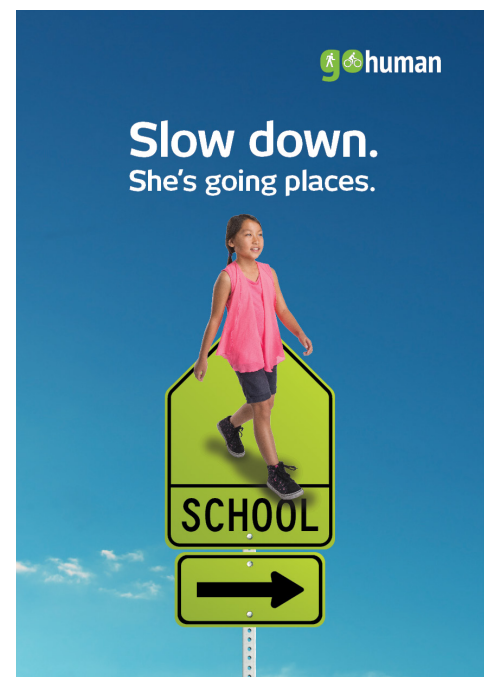
In Southern California, people who walk and bike account for just under three percent of all trips taken, but they constitute one-third of traffic-related fatalities. SCAG's *Go Human* program aims to make the transportation system safer by reducing the number of traffic injuries and fatalities, allowing every person the freedom to choose safe, accessible, and sustainable modes of transportation. *Go Human* centers the lives and experiences of the people in Southern California and advances traffic safety by providing support to local jurisdictions and community organizations. Its equity-centered resources include co-branded safety advertisements, the Kit of Parts Lending Library of supplies to temporarily demonstrate redesigned corridors as complete streets, community grant funding and more.

RESOLUTION AND FUNDING

In 2014, the SCAG Regional Council adopted a resolution to conduct a public safety campaign, and in alignment with this resolution, SCAG launched *Go Human* in 2015. *Go Human* is funded through multiple funding sources, including funding through the California Office of Traffic Safety.

PROJECTS

- The **Go Human Mini-Grants and Community Hubs Program** awards of up to \$40,000 to community-based organizations to implement traffic safety and community-led engagement projects.
- With the **Kit of Parts Lending Library**, local jurisdictions can facilitate community engagement by temporarily demonstrating complete streets safety infrastructure, such as protected bike lanes, parklets, bulb outs, artistic crosswalks, and pedestrian refuge islands.
- *Go Human* provides co-branded safety advertisements to support **local traffic safety campaigns** led by local jurisdictions and community organizations.
- *Go Human* hosts the region-wide **Traffic Safety Cohort**, inclusive of jurisdictions, agencies and organizations who have made a pledge committing to safer streets, positioned to receive resources to carry out commitments.



CONTACT

Alina Borja

Community Engagement Specialist

Tel: (213) 630-1449

Email: gohuman@scag.ca.gov