

Southern California Active Transportation Safety & Encouragement Campaign




GoHumanSoCal.org

Project Update

September 15, 2015



Background



- 2014 General Assembly Motion to conduct a public safety campaign
- Successfully submitted a grant in Cycle 1 of the Active Transportation Program
- Scope of Work:

Phase 1	Phase 2	Phase 3
Campaign Planning	Open Streets & Temp Events	Bicycle Safety Trainings
Advertising Campaign		Toolkits/Trainings

Campaign Goals



- 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



Campaign Coordination & Engagement



- Steering Committee
 - 6 county transportation commissions
 - 6 county health departments
 - Local cities w/ similar efforts underway (Los Angeles, Santa Ana, Glendale)
- Active Transportation Working Group
- 4 Focus Groups (English, Spanish)

Campaign Brand



- Provide umbrella for safety and encouragement components of campaign
- Serve as “explanation point” on all messaging
- Cut through clutter, be different, memorable
- Nonspecific is OK, compels people to learn more
- Resonate in Southern California (focus-group tested)



Go Human is a program that encourages us to use human-powered transportation and change how we think about others on the road.

Go Human asks all road users to be considerate, follow the rules of the road, and find ways to get out of their cars to experience their community and everything in it **on a human scale**. To walk, bike, get outside, meet neighbors, live healthier lives, be safe, and be kind.

Go Human reminds us that people on the road are not just objects blocking us from where we are going: **They are human beings, just like us.**

Advertising Campaign



Target Audience*

Primary: Adult Drivers
ages 25-54
Secondary: Pedestrians &
Bicyclists
English & Spanish


Message*

- Key Actions:
- Be cautious (particularly at intersections)
 - Watch for people walking and biking
 - Ride with traffic

Strategy

- Focus on "hotspots" in each county*
- "Point of Engagement" strategy
- Bus Ads, Billboards
 - Radio
 - Digital & Social Media
- Be provocative, not frightening
- "Humanize" fellow roadway users; promote compassion, courtesy

*Informed by analysis of crash data in "hot-spots."




go human

It's not just a sign.
Look for her before you turn.

50

Exterior bus ad targeting drivers




go human
GoHumanSoCal.org

Go with the flow.
Ride in the direction of traffic.


50

English card targeting bicyclists


Driver Ads




It's not just a sign.
Watch for people walking.




It's not just a sign.
Give people room to ride.




It's not just a sign.
Look for her before you turn.




Pedestrian & Bicyclist Ads




Be on the safe side.
Cross at the corner or crosswalk.



Go with the flow.
Ride in the direction of traffic.



No matter how you roll.
Stop means stop.



Paid Media



- September 28 – November 30 (flighted)
- Bus ads, billboards, radio, Internet radio, mobile, and paid social
- **120 million projected impressions**



Paid Media



- 8 weeks of 415 exterior bus ads in Los Angeles, Orange & San Bernardino Counties with 700 bonus interior bus cards
83.1 million impressions
- 4 weeks of 16 billboards in Riverside, Ventura & Imperial Counties
17.1 million impressions
- 2 weeks radio with 1,406 spots on 36 stations in all six counties
11.1 million impressions
- 9 weeks of digital (Pandora, Facebook, mobile)
8.7 million impressions

Donated Media



- 160 transit shelters
- 80 interior bus cards
- 10 exterior bus ads
- 5 radio interviews
 - (LA, Oxnard-Ventura, Riverside-San Bernardino)
- More coming soon!



In the Community



Social Media





- 1,004 Facebook likes
 - 597,085 Impressions
 - 1,098 Comments
 - 8,780 Likes
 - 1,044 Shares
- 880 Twitter followers
 - 29,763 Impressions
 - 128 Retweets
 - 7 Replies
 - 131 Favorites



Social Media



Engage With Us!

- 
[Facebook.com/GoHumanSoCal](https://www.facebook.com/GoHumanSoCal)
- 
[Twitter.com/GoHumanSoCal](https://twitter.com/GoHumanSoCal)
- #GoHumanSoCal
- www.GoHumanSoCal.org

Earned Media



- Secured 24 articles covering the Go Human Launch
- In the process of developing six Op-Ed pieces (one per county)



Get Involved!



Digital Resources:

- Web banners in English & Spanish
- Curated tweets and Facebook posts
- Flyers with encouragement facts and safety tips in multiple languages



It's not just a sign.
Watch for people at intersections.

- Co-branded advertising
- Examples with LA Metro and other partners
- Billboards, bus shelters, bus tails, and interior bus cards are available
- English and Spanish

Sigue la corriente.
Viaja en la misma dirección del tráfico.

Open Streets & Temporary Events

- City/County partners solicited through Call for Proposals
- 17 applications received
- Pursuing grants/partnerships to expand capacity
- Next Steps
 - Phasing & Funding Plan (Oct/Nov)
 - Event Roll-Out: Starting May 2016

Toolkits and Trainings



- Audiences:
 - Elected Officials
 - Businesses
 - Transportation and Public Health Professionals
 - Community Groups/Residents
- 10 Trainings
- 20 Bicycle Safety Classes

More information:



Advertising Campaign
Julia Lippe-Klein,
lippe-klein@scag.ca.gov

Open Streets & Temporary Events
Stephen Patchan,
patchan@scag.ca.gov



Task 1 (ELP Advisors)

Project Management & Reporting

Task 2 (ELP Advisors & Investing in Place)

Regional Coordination & Stakeholder Engagement

Task 3 (CARS & KDI)

Planning

Task 4 (CARS & KDI)

Implementation

Task 5 (ELP Advisors)

Final Report

SCOPE OF WORK

Task 1 (ELP Advisors)

Identify Key Local Players

Task 2 (ELP Advisors & Investing in Place)

Coordinate Four Planning & Organizing Meetings

Meeting #1:

Defining Vision & Context

Meeting #2:

Material & Visual Preferences

Meeting #3:

Preliminary Site Design Plans

Meeting #4:

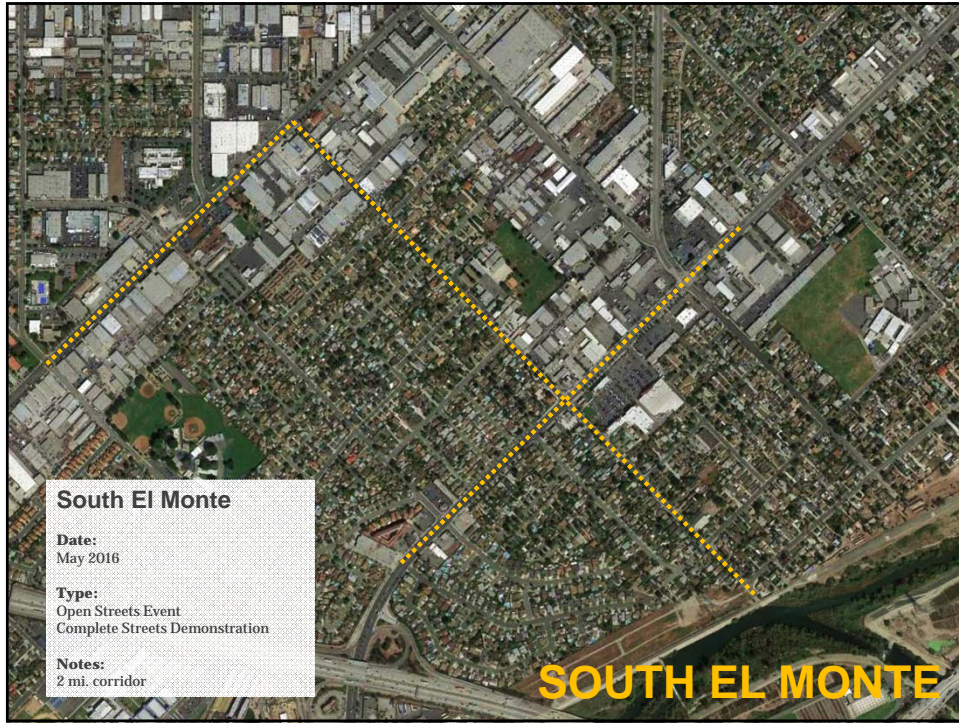
Finalized Event Concepts & Final Coordination Tasks

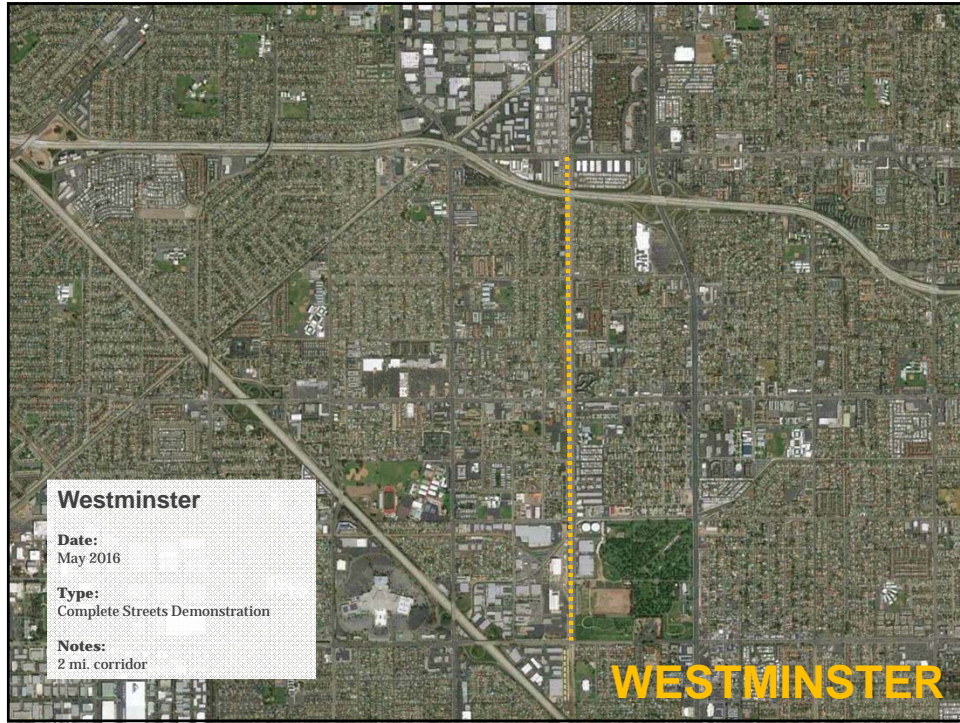
COMMUNITY ADVISORY COMMITTEES

Imperial County El Centro	Orange County Westminster	San Bernardino County Fontana
Los Angeles County South El Monte Los Angeles	Riverside County Palm Desert	

PHASE ONE CITIES









Imperial County
El Centro: **10/28/15**

Orange County
Westminster: **TBD**

Los Angeles County
South El Monte: **10/29/15**
Los Angeles: **TBD**

Riverside County
Palm Desert: **11/3/15**

San Bernardino County
Fontana: **Week of 11/2/15**

SITE VISITS

Active Transportation Health and Economic Impact Study

Contract No. 15-018-C1

Prepared for SCAG Active Transportation
Working Group

Dr. Nicole Iroz-Elardo, Project Manager & Data Analyst
Urban Design 4 Health
October 22, 2015



Goal

Goal: Estimate current annual public health, transportation and economic costs and benefits of bicycling and walking on the SCAG region's economy

Key Elements:

- Build from evidence and best practices
- Use local data when available
- Identify appropriate non-local data when needed
- Develop a study process for use by local partners

Timeline: Summer 2015 – early 2016



Why? Physical Activity & Health Benefits



- **Health care expenditures comprise approximately 17.4 percent of GDP and outpace inflation.** Small changes to disease patterns could result in significant savings. (*Centers for Medicare and Medicaid Services, 2015*).
- San Francisco estimated an ***annual \$717 in lost productivity saving for every person who moved from inactive to active***

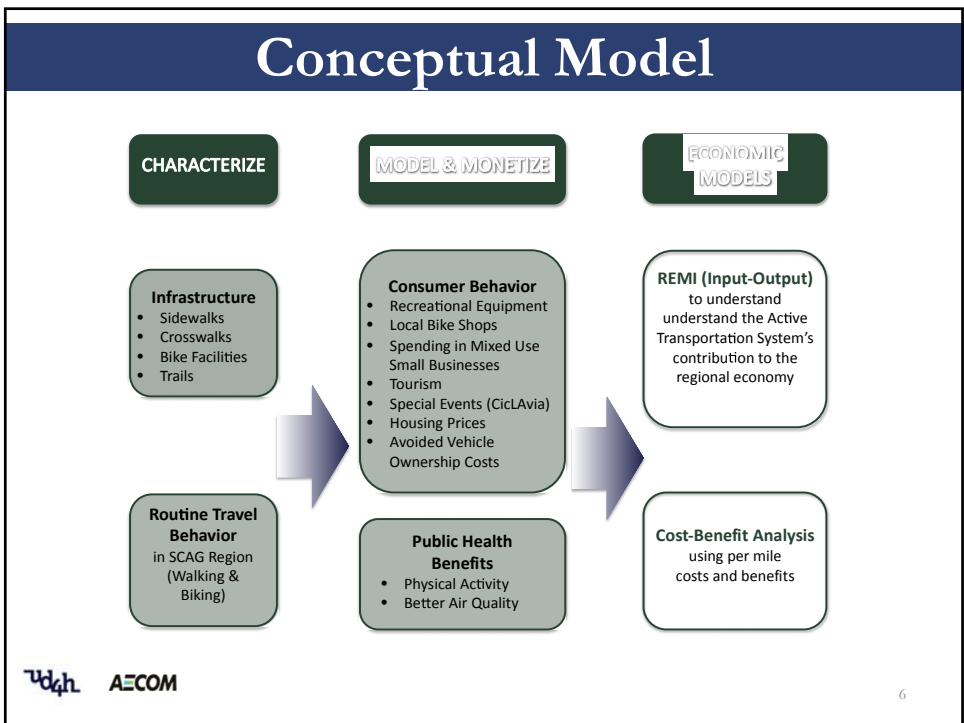
Why? Transportation Benefits

- **SGA *Complete Streets Project* saved \$18.1 million in collision and injury costs within one year** due to safety improvements
- **Reducing 20% of short auto trips (<8km) and replacing them with walking or cycling trips saves an estimated \$86M in health care costs due to reductions in PM2.5 and \$3.4M from reductions in ozone**
- **Bicycle-pedestrian tourism, infrastructure, and businesses resulted in \$82.7M in output and over 1,400 jobs** in Vermont in 2009

Why? Real Estate Benefits

- *Multi-use paths were associated with **increased residential property values ranging from \$0.35 to \$6.95 for each additional foot closer to the access point***



5



Status

- Task 1: Project Management
- Task 2: Public Outreach
- **Task 3: Data Collection Approach**
 - *Literature review -- nearly complete*
 - *Data Identification-- nearly complete*
- **Task 4: Transportation Cost Analysis**
 - Methodology approach in process
- **Task 5: Health Benefits**
 - *Methodology approach complete*
- Task 6: Economic Impact
- Task 7: Final Report

Task 3: Literature Review Goals

- Identify current methodologies for monetizing AT
- Are there relationships we can apply to SCAG?
- Example:
 - Health is monetized through identifying additional people meeting 30 minutes of activity
 - This is then multiplied by COI associated physical inactivity ranging from \$171 - \$1002 annually
 - Can we do better?
 - Use thresholds for sufficiently active?
 - Or model specific diseases leveraging other work?

Task 3: Literature Review TOC

- Active Transportation and Public Health Benefits and Savings
 - Monetizing Mortality & Morbidity (Illness)
 - Modeling Considerations for Monetizing Health
 - Examples of Monetizing Public Health Savings from AT
- Active Transportation and Economic Impacts
 - Transportation Systems Cost Analysis
 - Economic Impact Analysis
 - Economic Output due to Active Transportation
 - Active Transportation and Real Estate Value

Task 3: Literature Review TOC

- Active Transportation and Public Health Benefits and Savings
 - Monetizing Mortality & Morbidity (Illness)
 - Modeling Considerations for Monetizing Health
 - Examples of Monetizing Public Health Savings from AT
- Active Transportation and Economic Impacts
 - Transportation Systems Cost Analysis
 - Economic Impact Analysis
 - Economic Output due to Active Transportation
 - Active Transportation and Real Estate Value

Task 5: Public Health Benefits Analysis - methods

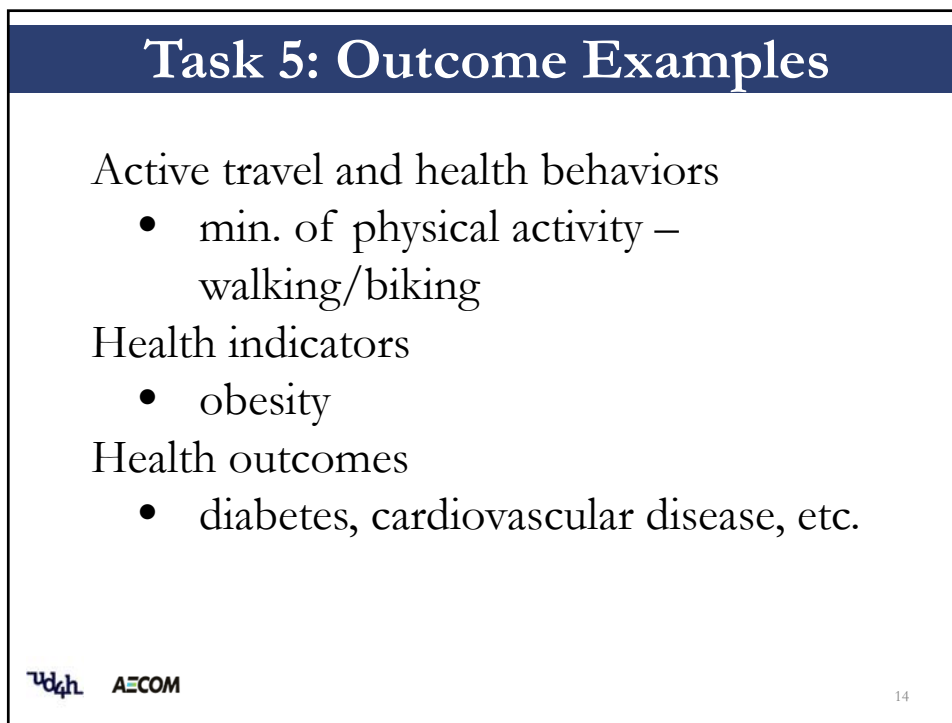
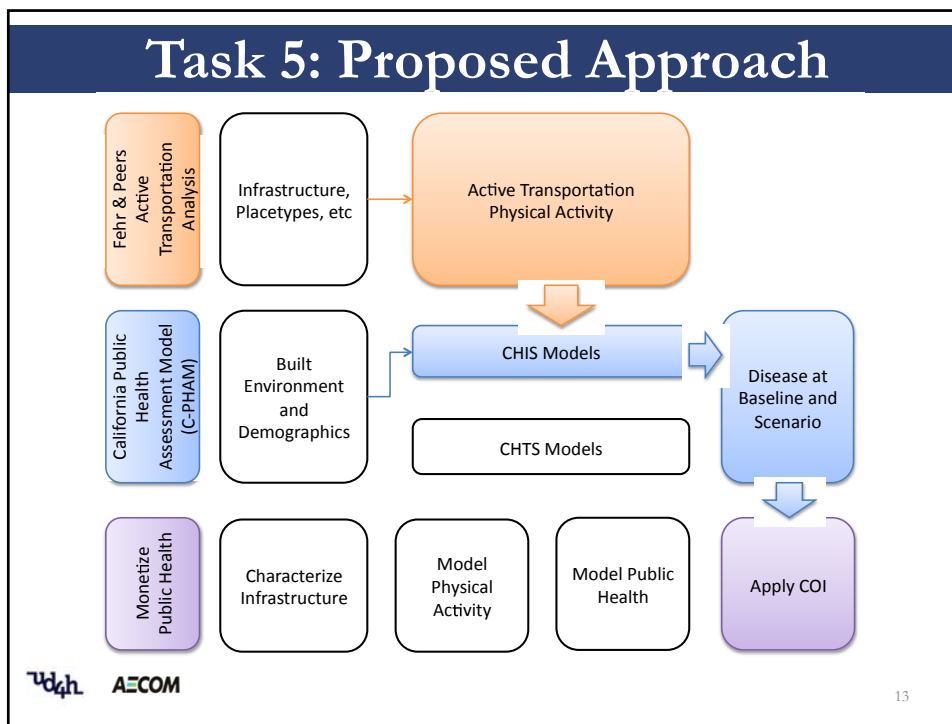
Methods/Tools investigated

- Health Economic Assessment Tool (HEAT),
- Integrated Transport and Health Impact Model (ITHIM)
- California Public Health Assessment Model (C-PHAM) developed by Urban Design 4 Health for UrbanFootprint

Task 5: Methods (cont')

UD4H recommended method:

- use physical activity estimates (# of walking and bicycling trips, and average trip distance by mode) from a recent Fehr and Peers SCAG study
- as inputs to the California Public Health Assessment Model created for UrbanFootprint, and used in SCAG's RTP process, and
- apply the cost-of illness information



Who?

- Urban Design 4 Health

- National firm specializing in interactions between land use, built environment, transportation, air quality, behavior and public health.
- Leader in the translation of evidence on built environment and health relationships into decision support tools
- www.ud4h.com



- AECOM Technical Services

- Extensive experience modeling transportation investments, economic development, real estate, tourism and culture, and sustainable development.
- www.aecom.com



15

Contact Information

- Dr. Lawrence D. Frank: ldfrank@ud4h.com
- Dr. Nicole Iroz-Elardo: nirozelardo@ud4h.com



16



2016 2040 RTPSCS

2015 ATP UPDATE

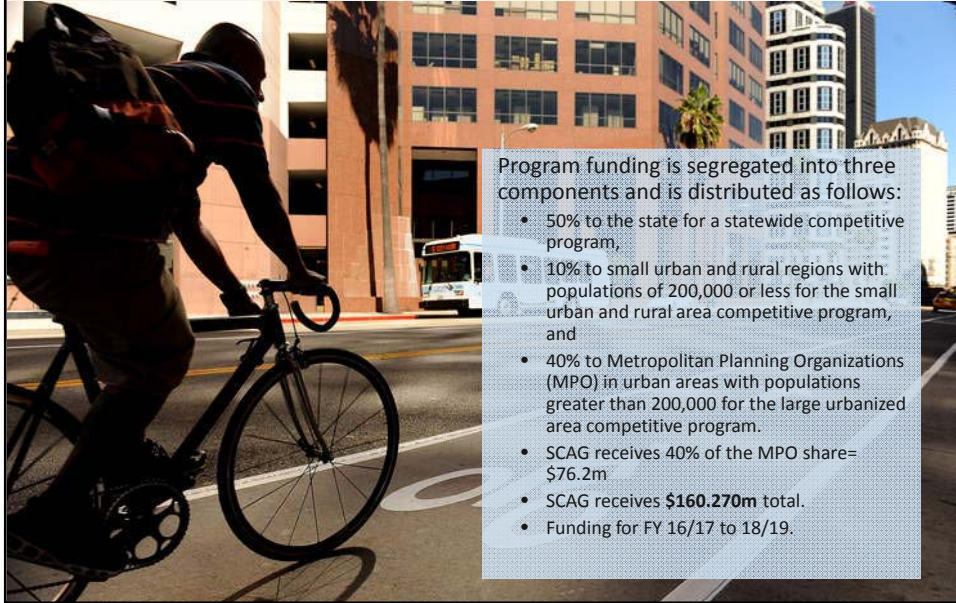
Active Transportation Working Group
 Stephen Patchan, Senior Regional Planner
 October 22, 2015

Background

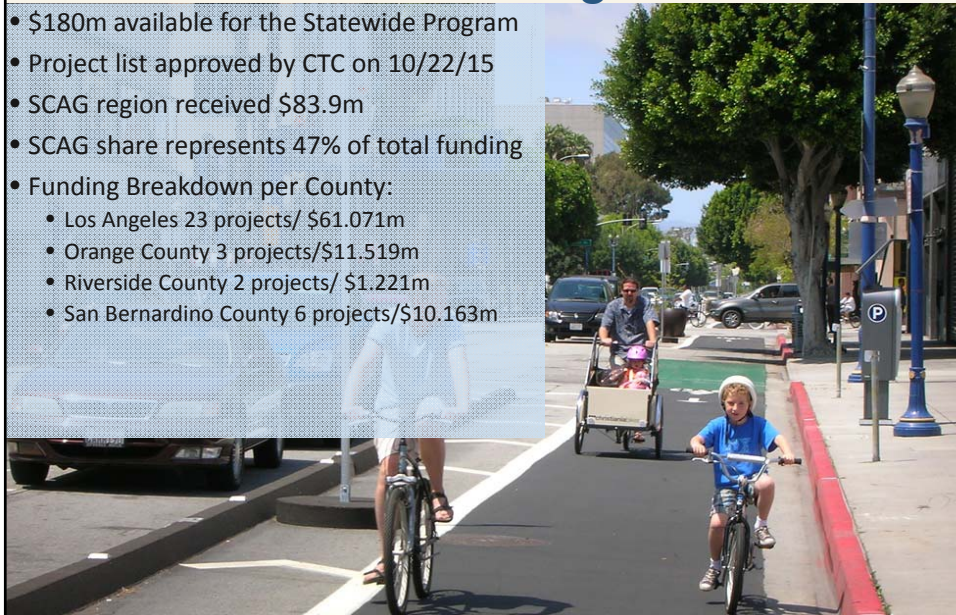
- The ATP consolidates various transportation programs, including the **federal** Transportation Alternatives Program, **state** Bicycle Transportation Account, and federal and state Safe Routes to School programs into a single program to:
 - Increase the proportion of biking and walking trips, **safety** for non-motorized users and **mobility** for non-motorized users,
 - Advance the efforts of regional agencies to achieve **greenhouse gas reduction** goals,
 - Enhance **public health**, including the reduction of childhood obesity through the use of projects eligible for **Safe Routes to Schools Program** funding,
 - Ensure **disadvantaged communities** fully share in program benefits (25% of program)



Background



Statewide Program



Regional Program

- SCAG receives **\$78.2m** for implementation, non-infrastructure (programs, event, etc) and planning.
- Up to **3%** can be awarded to planning projects
- Funding targets are established to ensure geographical equity:

County	Final Imp Fun
Imperial	\$524
Los Angeles	\$40,110
Orange	\$12,429
Riverside	\$9,204
San Bernardino	\$8,482
Ventura	\$3,305
Total	\$74,054

Timeline

- **October 22, 2015** CTC Meeting: Statewide and Rural/Small Urban Component Approval (Action)
- **October/November 2015** County Transportation MPO Component Project List Approvals
- **January 2016** SCAG Regional Council: MPO Component Project List Recommendations
Consideration/Approval (Action)
CTC adopts SCAG MPO component selections (Action)





Thank you !

Learn more by visiting www.scag.ca.gov. Contact me at: patchan@scag.ca.gov.





2016
2040 **RTPSCS**
ACTIVE TRANSPORTATION UPDATE

Active Transportation Working Group
Alan Thompson, Senior Regional Planner
October 22, 2015

Previous Discussions

- ✓ Existing Conditions
- ✓ Alternative Scenarios

Today's Discussion

- Draft Active Transportation Plan

Draft Active Transportation Plan for the 2016 RTP/SCS

- Updates and expands on the 2012 Plan and Progress
- Incorporates all local and countywide plans
- Expands “regional strategies” to coordinate and inspire local plan/project development
- Aims to position region for success in competitive grant programs (Active Transportation Program, Cap & Trade)

Something old...

2012 Plan

- Tripled investment in active transportation to \$6.7 billion
- Planned for 7,000 miles of additional bikeways
- Regional bikeway network corridors
- 10,000 miles of sidewalk repair

Progress

- 500 miles of additional bikeways built
- \$350 million in active transportation investments underway, leveraging close to \$200 million in grants from California Active Transportation Program (ATP).
- Sustainability Joint-Work Programs between SCAG and each of the six counties
- Bike Route 66 Concept Plan completed
- Safety and encouragement programs, including the roll-out of the SCAG-led Go Human campaign

Something new....

1. Maximize Transit Investments. Complement HQTAs
2. Integrate into urban Forms



First/Last Mile

-Connect to Rail
 Complementary Strategies:
 Transit-oriented development
 Housing
 Mobility services



Livable Corridors

-Connect to/along bus corridors
 Complementary Strategies:
 Transit service
 Housing
 Mixed-Use Nodes



Neighborhood Mobility Areas

-Connect to "Main Streets" and local destinations
 Complementary Strategies:
 NEV mobility
 Commercial Nodes

Something new....

3. Serve everyone from age 8 to 80. Prioritize safety.



Greenways

Separate from motor vehicles
 Part of Regional Bikeway Network
 Supports walk/bike for all



Education

Safety for all roadway users
 Public Information Campaigns and training



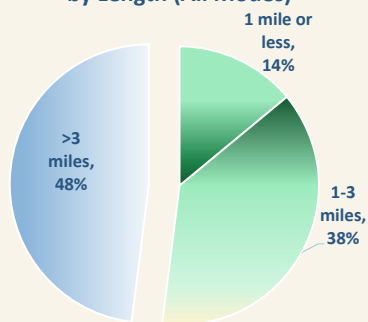
Encouragement

Safe Routes to School
 Open Street Events
 Other programs

Something new....

4. Focus on the “short” game

Percentage of (linked) Trips by Length (All Modes)



Average Bike Trip in SCAG region is 2 miles



Average Walking Trip in SCAG region is 0.5 miles

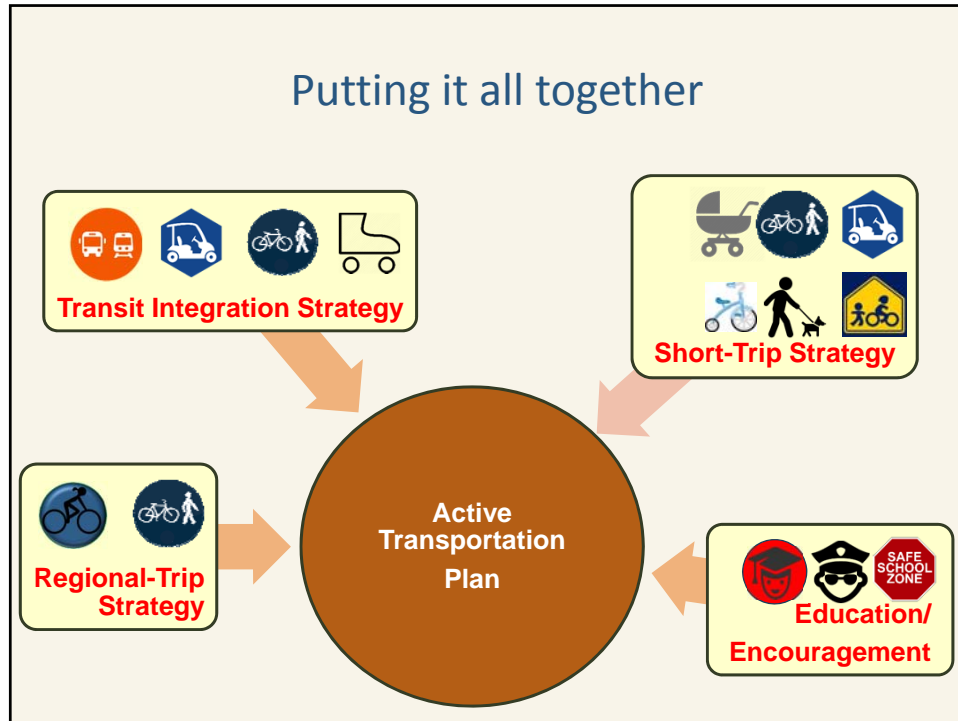


Something new....

4. Focus on the “short” game



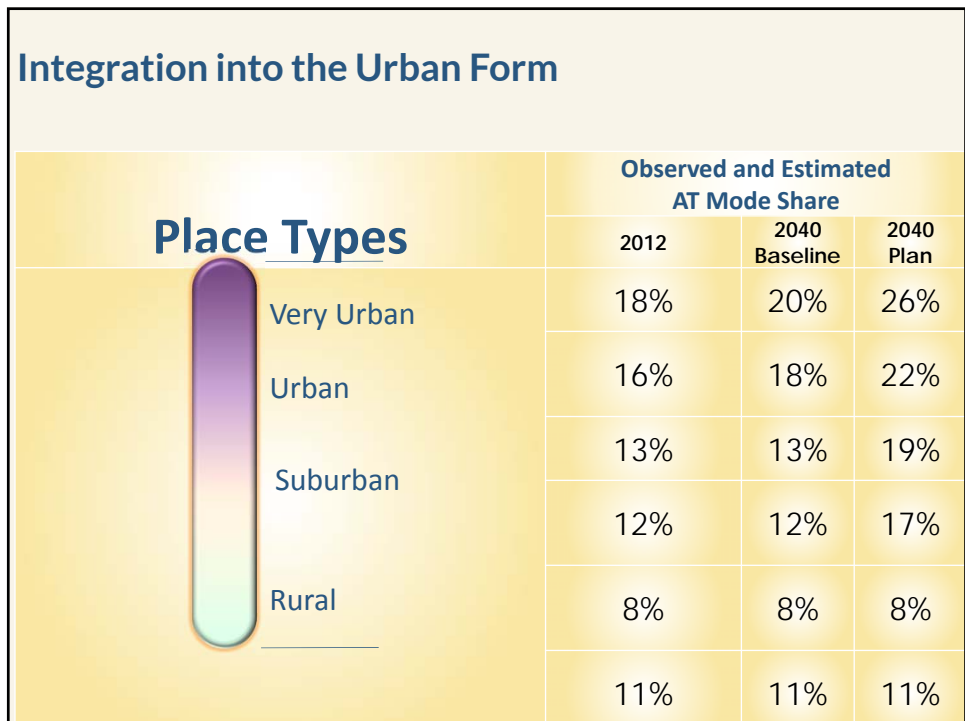
- Improve local mobility for everyday trips—to schools, parks, neighborhood business districts
- Increase access in congested areas—complement “park once” programs
- Promote economic development



Proposed Active Transportation Plan Investment Framework

- Nearly doubles funding for Active Transportation to \$12.9 Billion.
- Includes capturing \$4.8 billion by taking a “complete streets” approach integrating pedestrian and bicycle improvements into operations and maintenance projects.

Proposed Active Transportation Plan Investment Framework	2012 (Existing)	Proposed Improvements	2040 (Existing and Proposed)	Preliminary Cost Estimates	
Regional-Trip Strategy				22%	\$2.8 Billion
Greenways	755 miles	1,543 additional miles of Class 1 and Class 4 Bikeways	2,233 Miles with wayfinding and connections to Regional/local Bikeways		
Reg. Bikeways	476 miles (excluding Greenways)	1,215 additional miles of Class 2, 3 bikeways (excluding greenways)	1,701 miles, excluding greenways. With Greenways, 2,220 miles		
Transit Integration Strategy				17%	\$2.2 Billion
1st/Last Mile	Some local improvements No Regional Coordination	Bike/Ped Improvements out to 1 mile from 224 rail stations	224 stations (fixed rail/guideway)		
Bike-Share	Active at UCI	880 stations (8,800 bikes)	880 stations (8,800 bikes)		
Livable Corridors	Local improvements. No Regional Coordination	Bike/ped and land-use improvements along and connecting to commercial/retail/ bus transit corridors	Estimated 670 miles of bike/ped improvements		
Short-Trip Strategy				59%	\$7.6 Billion
Sidewalks	Locally implemented. No regional strategy	Maintenance/improvements to existing sidewalks	10,582 miles		
Local Bikeways	2,686 miles, excluding greenways and Regional Bikeways	6,016 additional Miles, excluding greenways and regional bikeways	8,702 miles, excluding greenways or Regional Bikeway Network		
Neighborhood Mobility Areas	New Strategy	Complete Streets policies/ provisions for residential areas, connecting to local attractors	Focus on areas not served by transit, with favorable demographic and street characteristics		
Education and Encouragement Strategy				2%	\$288 Million
Safe Routes to School	28% of local jurisdictions covered	Collaboration with Cities and Counties in implementing SRTS Policies/Programs	% of jurisdictions covered increases to 50%		
Safety/ Encouragement Campaigns	New Strategy. Launched in 2015	Continuation of current campaign every 5 years	5 campaigns between 2016 and 2040		
				TOTAL ESTIMATE	\$12.9 Billion
<small>Notes: Includes all projects provided by County Transportation Commissions and local active transportation plans. Bikeway Miles assigned to one of three categories (Greenway, Regional Bikeway or Local Bikeway) to prevent double counting. However, in many cases, these facilities will serve multiple purposes Preliminary Cost Estimates reflect total costs for each integrated strategy</small>					



Schedule

November: SCAG Joint Policy Committee to review RTP/SCS

December: RTP/SCS released for public review and comment

December-March: Workshops with elected officials and public

March: Joint Policy Committees vote on RTP/SCS and PEIR

April: SCAG Board votes to certify final PEIR and Conformity Determination.

2016
2040 **RTPSCS**

Thank you !

Learn more by visiting www.scag.ca.gov. Contact me at: thompson@scag.ca.gov.



Affordable Housing and Sustainable Communities Program

Greenhouse Gas Reduction Fund



Program Objectives

- To fund projects that
 - result in the reduction of GHG emissions and vehicle miles traveled and
 - increase accessibility of housing, employment centers and key destinations through low-carbon transportation options such as walking, biking and transit.

Overview

- Competitive Statewide Program
 - 50% required investment in affordable housing
 - 50% required investment in disadvantaged communities
- Awarded \$121.9 million in 2014-15
- ~\$360 million available in 2015-16

Eligible Applicants

- City
- County
- City/County
- Public Housing Authority
- Transit Agency or Operator
- Regional Transportation Planning Agency
- Local Transportation Commission
- Congestion Management Agency
- Joint Powers Authority
- School District
- Facilities District
- University or Community College District
- Developer: Public, Private, or Nonprofit
- Program Operator: Public, Private, or Nonprofit

Revised Guidelines

- Partnership b/w housing and transpo
- Bike racks required
- Affordable housing near transit
- More holistic GHG quantification, more strongly includes active transpo
- Financial readiness

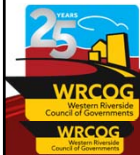
Timeline

FALL 2015	SGC releases Draft Revised Guidelines and holds 3-4 Regional Workshops on Guidelines
WINTER 2015	SGC revises Guidelines and hold Council Meeting to vote on approval of Guidelines
EARLY 2016	SGC releases 2015-16 Notice of Funding Availability and Application

Western Riverside County Active Transportation Plan

Regional Information Sharing
WRCOG Active Transportation Plan Update

SCAG Active Transportation Working Group
October 22, 2015



SCAG Active Transportation
Working Group
October 22, 2015

1

Caltrans Active Transportation Program

- Cycle I - \$360 million Statewide
 - Increase walking and biking
 - Enhance safety and public health
 - Reduce GHG emissions
 - Increase transportation equity in disadvantaged communities
- \$144 million for MPO awards
 - SCAG Region ~\$76 million
 - WRCOG awarded \$333,000 to develop the Western Riverside County Active Transportation Plan



SCAG Active Transportation
Working Group
October 22, 2015

2

Western Riverside County Active Transportation Plan

- Update 2010 Non-Motorized Transportation Plan
- Bicycle and Pedestrian Safety Program
- Health Impacts of ATP Projects



SCAG Active Transportation
Working Group
October 22, 2015

3

Update 2010 Non-Motorized Transportation Plan

- Subregion has expanded since 2010
- New active transportation planning efforts
- Inter-regional connections
- Safe Routes to School
- Updated funding



SCAG Active Transportation
Working Group
October 22, 2015

4

Bicycle and Pedestrian Safety Education Pilot Program

- Partnership with Riverside Community College District
- Aimed at families
- Develop curriculum
- Host four hands-on classes (beginning in November 2015)
- Work with RCCD to sustain program in the future



SCAG Active Transportation Working Group
October 22, 2015

5

Health Indicators and Impact Assessment

- Utilize existing indicators through WRCOG's CAPtivate program
- Develop additional needed indicators
- Analyze health impacts of active transportation projects
 - Increase likelihood of future funding
 - Tool for measuring project success



SCAG Active Transportation Working Group
October 22, 2015

6

Project Schedule

- May 2015: Allocation received from California Transportation Commission
- Fall 2015: Consultant RFP released, and contract awarded
- December 2017: Completion and final report released



SCAG Active Transportation
Working Group
October 22, 2015

7

Riverside County Active Transportation Network (RCATN)

- Increase support for AT projects
- Provide forum for dialogue about future active transportation plan updates
- Discussion between local agencies and community groups
- First meeting held on August 19, 2015 at CVAG and SCAG
 - ATN mission and goals discussed
 - County Public Health, WRCOG, CVAG, and Cities gave updates on Cycle 1 projects
 - Thirty-one (31) applications were submitted in Riverside County with over \$45 million dollars of ATP Cycle 2 proposals
 - Walk to School Day
- Next Meeting: November 18, 2015



SCAG Active Transportation
Working Group
October 22, 2015

8

Questions and More Information

Barbara Spoonhour
Director of Energy and Environmental Programs
spoonhour@wrcog.cog.ca.us
(951) 955-8313
www.wrcog.cog.ca.us



SCAG Active Transportation
Working Group
October 22, 2015



Los Angeles County Bicycle Coalition Firefly Ball
October 29, 2015 6-10 pm
"The Majestic" DTLA



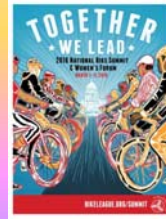
California Bicycle Summit
October 25-28, 2015
San Diego, CA



National Bicycle Tourism Conference Nov. 4-7, 2015,
San Diego, CA



Los Angeles Ciclavia
March 6, 2016
Pacoima, Arleta, North Hills
East, Panorama City



National Bike Summit & Women's Forum
March 7-9, 2016
Washington DC



Meet us in Vancouver!
September 12-15, 2016

Pro Walk Pro Bike Pro Place
September 12-16, 2016
Vancouver, Canada