



# STRENGTHENING AHSC APPLICATIONS WITH **gohuman**

S O U T H E R N C A L I F O R N I A A S S O C I A T I O N O F G O V E R N M E N T S

When developing your Affordable Housing and Sustainable Communities (AHSC) Program proposal, consider incorporating an active transportation safety and encouragement element. These programs, including marketing campaigns, can help your application and are an eligible cost.



*Go Human*, a community outreach and advertising campaign launched by the Southern California Association of Governments (SCAG) in 2015, aims to reduce traffic collisions and encourage more people to walk and bike in Southern California. *Go Human* has appeared on bus tails, bus shelters, billboards, social media, digital ads, lawn signs and on the radio. SCAG developed graphics in a variety of sizes and formats, available for co-branding. Materials are available in English and Spanish, and include :15 and :30 second radio ads.

The [Digital Toolkit](#) and attached estimated advertising rates serve as a reference guide when considering incorporating a safety and encouragement marketing campaign strategy in to your application. Please keep in mind that rates may vary depending on several factors such as timing, availability, specific location or vendor.

Please contact Lindsey Hansen, [hansen@scag.ca.gov](mailto:hansen@scag.ca.gov) with questions regarding graphics, co-branding, or integration. Visit [www.GoHumanSoCal.org](http://www.GoHumanSoCal.org) for more information.



Samples of *Go Human* advertising campaign.

County	Medium	Quantity	Impressions Estimate	Flight (duration)	Cost Estimate	Notes	
<b>Outdoor Advertising</b>							
Los Angeles, Orange, Riverside, San Bernardino	Posters (Jr. Billboards)	1	375,000	4 weeks	\$ 1,500	Posters are slightly smaller billboards, typically placed on local streets instead of freeways. A sample is included on the cover sheet. Availability in eastern Riverside County/Coachella Valley, Imperial County and Ventura County is limited	
		1	1,100,000		\$ 700		
		1	1,200,000		\$ 4,225		
	Los Angeles	25	9,000,000		\$ 25,000		Purchasing in smaller quantities is possible, but may result in a slight increase in price per unit
	Orange	3	1,000,000		\$ 3,000		N/A
	Riverside	6	1,600,000		\$ 5,125		N/A
	San Bernardino	23	4,300,000		\$ 6,765		Purchasing in smaller quantities is possible, but may result in a slight increase in price per unit
	Ventura	10	1,600,000		\$ 4,700		Limited Inventory
	Los Angeles	50	2,750,000		\$ 12,500		
	Orange	Bus Trails	65		6,400,000		\$ 24,700
San Bernardino	42		3,800,000	\$ 15,000			
All Counties	Gas Pump Toppers	10	1,800,000	\$ 3,000	Estimated from a large total purchase, purchasing in smaller quantities may result in a slight increase in price per unit		
All Counties	Convenience Store Sheets	10	1,250,000	\$ 2,000			
<b>Digital Advertising</b>							
All Counties	Digital Display Advertising	N/A	1,000,000	4 weeks	\$ 5,000	Digital display ads can be purchased per click or per impression. This demonstrates a cost of \$5 per thousand impressions as an estimate	
		N/A	1,000,000		\$ 6,000		
	Facebook Ads	N/A	1,000,000		\$ 8,000		Digital display ads can be purchased per click or per impression. This demonstrates a cost of \$8 per thousand impressions as an estimate
	Streaming Radio (e.g., Pandora or Spotify)	N/A	1,000,000				
<b>Radio Advertising</b>							
Imperial	Radio	150	N/A	2 weeks	\$ 2,500	Radio stations that cover Imperial County also cover either San Diego or Yuma, AZ. Listed here are rates for the Yuma, AZ market, which is not rated so impression estimates are not available.	
Los Angeles/Orange/Ventura		300	6,700,000		\$ 25,000		
Riverside/San Bernardino		200	4,400,000		\$ 14,000		
Many radio stations serve communities in portions of LA, Orange, Riverside and San Bernardino Counties. Rates are similar in all areas, but vary depending on the vendor/radio station.							