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

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