

GO HUMAN
ACTIVATIONS
PLAYBOOK





Developed with support from:



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The Kit Playbook begins with project ideation. Depending on where you are in the planning process, use this tool to pull from to fit your organization's needs.

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Introduction

- About *Go Human*
- About *Go Human* Activations
- How to use the Kit Playbook



ABOUT GO HUMAN

Launched in 2015, *Go Human* is the Southern California Association of Government's (SCAG) award-winning active transportation engagement program. *Go Human* was launched to reduce traffic collisions and encourage people to walk and bike more through a variety of efforts, including temporary demonstration projects, safety co-branding, and educational training opportunities. Since then, *Go Human* has evolved to center and prioritize equity and provide resources to communities with the highest need.

In 2020, the SCAG Regional Council adopted a resolution reasserting the agency's commitment to racial and social justice. SCAG's Resolution declares systemic racism a human rights and public health crisis. The resolution affirms SCAG's commitment to working in partnership with others to close the gap of racial injustice and meaningfully advance inclusion, diversity, equity, and awareness. In light of this resolution and in response to the COVID-19 pandemic, *Go Human* expanded the concept of traffic safety beyond solely vehicular violence to also intersect with public health and equity. *Go Human* prioritizes equity through the design of our programs and resources available to all local partners.

Go Human supports safer and more connected communities by making resources available for engagement, education, information sharing, demonstration projects, and community events. The program works to build street-level community resiliency and increase the safety of people most harmed by traffic injuries and fatalities, including without limitation Black, Indigenous and People of Color; people with disabilities; and frontline workers, particularly those walking and biking. Through participatory and interactive methods, the program aims to co-create more equitable narratives, build power, and support community and local power.



ABOUT GO HUMAN ACTIVATIONS

Why Temporary Demonstrations: Temporary demonstrations support meaningful community engagement by providing opportunities for residents to test out and provide feedback on safety improvements in their neighborhood. Demonstrations also help catalyze permanent improvements and refine designs to actual conditions on the ground.

Kit of Parts: The Go Human Kit of Parts is a set of portable, light-weight parts, hardware, and accessories that assemble to form the 5 street treatments. The street treatments include a parklet, curb extension (bulb-out), median refuge island, decorative crosswalk, and separated bike lane.

Go Human Activations: *Go Human* Activations are pop-up safety demonstrations that provide local communities with an opportunity to test out safety treatments and provide feedback. By using strategies for equitable engagement, these activations can catalyze safety improvements in your jurisdiction.

These activations support robust community partnerships and equitable engagement. Local jurisdictions have a unique opportunity to center community needs through a process of co-creation with local community members and organizations, building a path toward permanent implementation.

Go Human Activations can take place on a single day or during a weekend, and they are typically held in coordination with other civic and community events.

Resilient Streets Toolkit: In response to the pandemic, *Go Human* developed the Resilient Streets Toolkit to promote equitable and resilient recovery, especially amongst the most vulnerable, such as street vendors, Black and minority-owned small businesses, and essential workers. This Playbook complements the Resilience Streets Toolkit, which can be found on the *Go Human* website.



HOW TO USE KIT PLAYBOOK

The Kit Playbook is a comprehensive guide, beginning with project ideation. Depending on where you are in the activation planning process, partners can plug into this Playbook at any step. If you already have an event identified, please begin at step 2. Use the *Go Human* Activation GANTT Chart (Figure 1.1) and Checklist (Figure 1.2) to map out the steps needed for your activation.



Note

Project timeframe may vary. Smaller *Go Human* activations take approximately 1.5 months from initial conception to event follow up while larger events may extend to a planning process of a full year. Plan your timeframe and explore the Kit Playbook worksheets and resources to aid in your activation.

Figure 1.1 A Go Human Activation in Five Steps

Figure 1.1 assumes you have six months from the activation date for your planning process. Depending on varying needs and capacity, your planning process may take more or less time. Please consider that many of the required tasks overlap and will continue until the day of your activation. Use Figure 1.1 to plan for your process.

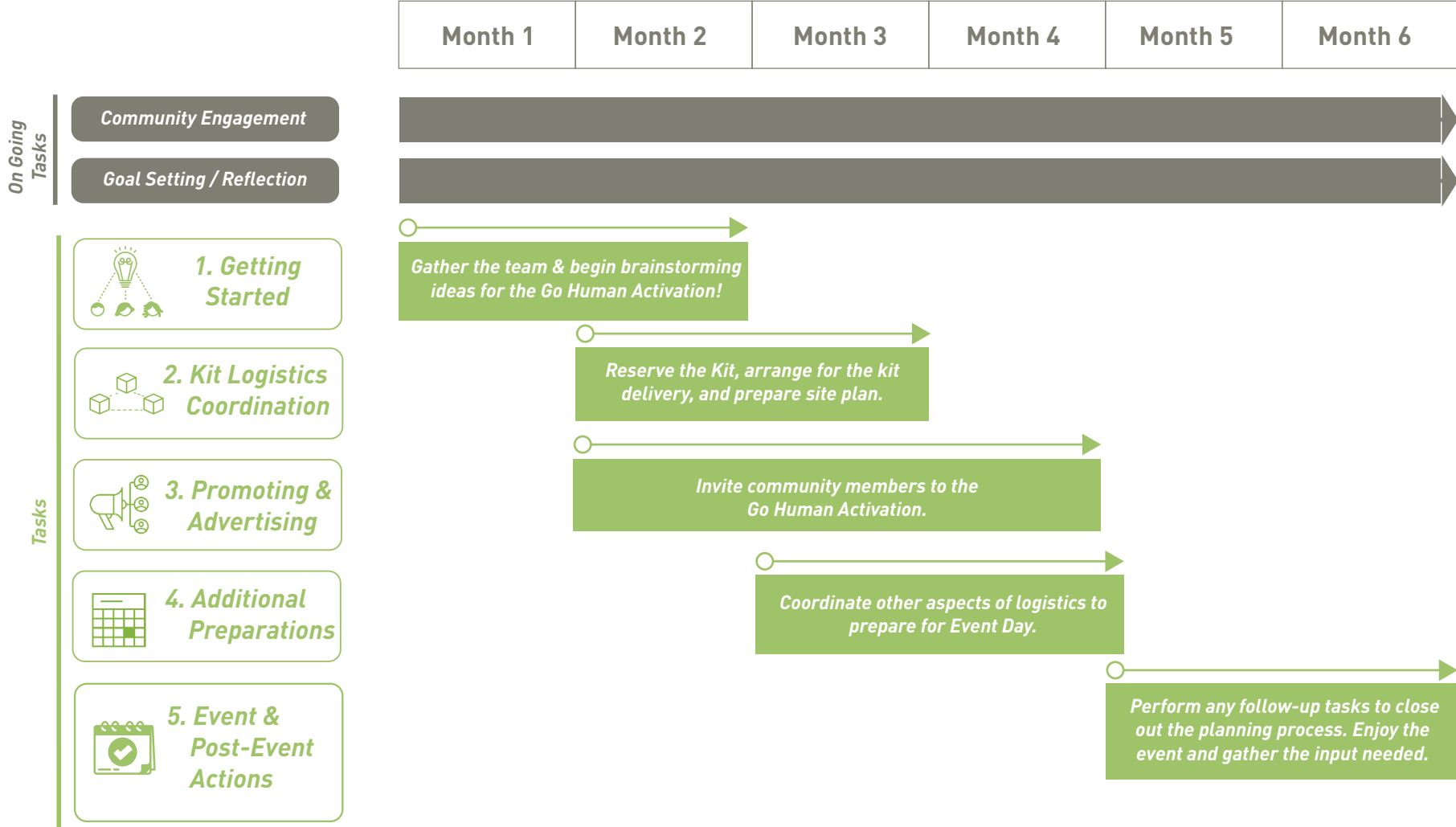


Figure 1.2 *Go Human* Activation Checklist

**Items in bold are necessary while items not bolded are optional depending on activation goals and team capacity*

1. Getting Started

- _____ Engage with community-based organizations (CBOs) and partners
- _____ Establish the Project Team
- _____ Develop goals in collaboration with local partners using Worksheet 1.3
- _____ Confirm activation procedures such as permits and traffic control
- _____ Identify the time, date, and type of activation
- _____ Select the Kit elements

2. Kit of Parts Logistics Coordination

- _____ Re-visit activation goals
- _____ Reserve the Kit from SCAG
- _____ Submit the Rental Agreement using Worksheet 2.2
- _____ Provide the Certificate of Insurance
- _____ (For CBOs): Gather the letter of support using Worksheet 2.3
- _____ Develop the Site Plan
- _____ Prepare the Kit Packing List using Worksheet 2.1
- _____ Create a Traffic Control Plan
- _____ **(After delivery): Verify the container is delivered to the correct location and the number combination padlock is cleared**

3. Promotion & Advertising

- _____ Assess activation goals
- _____ Ensure consistent community engagement
- _____ Identify strategies to promote the activation
- _____ Create promotional materials using Worksheets 3.1 & 3.2
- _____ Advertise/promote the activation

4. Additional Preparations

- _____ Re-visit activation goals
- _____ Ensure consistent community engagement
- _____ Coordinate program and engagement activities
- _____ Identify evaluation and documentation approaches
- _____ Prepare the event survey and/or display boards using Worksheet 4.1 and Appendix 4.1
- _____ Coordinate activation staffing using Worksheet 4.2
- _____ Develop the Event Plan using Appendix 4.3
- _____ Purchase materials

5. Final Coordination, Event & Post-Activation Actions

- _____ Perform a final checklist using Worksheet 5.1
- _____ Re-evaluate activation goals
- _____ Assess community engagement
- _____ Participate in the Activation Day
- _____ Return the Kit elements and other rented/borrowed items
- _____ Analyze the information gathered from the survey or display boards
- _____ Organize photos
- _____ Prepare the Summary Report using Worksheet 5.2
- _____ Prepare a video
- _____ Promote the activation through the organization's communications channels



Note

Depending on where you are in the activation planning process, partners can check off the list at any step.



1. Getting Started

In this section, we will go over:

- Engaging with community-based organizations (CBOs) and partners
- Establishing the Project Team
- Developing activation goals
- Confirming activation procedures such as permits and traffic control
- Identifying the time, date, and type of activation

ENGAGE WITH COMMUNITY PARTNERS

Go Human highly recommends collaborating with community partners as part of the Project Team and engaging with community-based organizations (CBOS) throughout the planning process. *Go Human* encourages all partners to compensate community partners and individuals contributing time and labor toward projects. While this might not be feasible for every *Go Human* Activation, community partners are invaluable in the planning and implementation of an event. The Project Team can coordinate and co-develop the event with community partners in many ways, including but not limited to:

- Collaborate with community-based partners to co-plan the event and co-develop event materials, such as surveys, site plans, flyers, and educational activities.
- Seek input and feedback for planning an event that more accurately reflects the priorities and needs of the local community.
- Partner with local artists and craftspersons to showcase their work and highlight residents.
- Invite partners to share event promotion materials through their respective communications channels and established networks in the community.
- Invite partners to participate in event program activities with booths and tables to support information sharing and resource distribution.

Community Advisory Committee

For activations that have more resources and time, *Go Human* encourages the Project Team to form a Community Advisory Committee (CAC). The CAC allows community partners to directly participate in the event planning process and shape the direction of the *Go Human* activation. Community partners to invite to the CAC could include community champion, public health stakeholders, community-based organizations, municipal agencies such as county, regional, and state entities, and transit agencies.

Resource:

Appendix 1.1: Establishing the Community Advisory Committee (CAC) offers a guide for putting together a CAC.

ESTABLISH THE PROJECT TEAM

Each activation requires a team to plan and coordinate event logistics and participate in the day-of event. Examples of team members could include the following:

- Lead event organizer(s)
- Community organization representatives (youth organizations, schools, health-oriented organizations)
- Planning, marketing, engineering, and parks and recreation staff
- Public safety officers

DEVELOP EVENT GOALS

Go Human recommends that each activation has a set of event goals. The goals should align with the Resilient Streets framework and connect to a broader urban planning effort in the local community. The Resilient Streets framework calls for using street space for:

- Community resiliency and COVID-19 recovery
- Resource delivery that prioritizes disadvantaged and vulnerable communities, such as Black, Indigenous and People of Color; frontline workers; and street vendors

Examples of goals include:

- Engage with at least 200 community members
- Collect at least 100 surveys



Note

The size of the Project Team is contingent on staff capacity and resource availability. It is recommended to have at least two people.



Tips

- Compensate community organizations and members for their time and participation in the activation.
- To brainstorm event goals, look into the community's recent and upcoming planning documents.

Resources:

- Appendix 1.2: Project Team provides a description of team member roles.
- Worksheet 1.1: Team Member Contact List provides a space to document the contact information for all team members.
- Worksheet 1.2: Developing Goals and Objectives offers guidance on developing event goals and objectives.

CONFIRM EVENT PROCEDURES

Each municipality has its own requirements for coordinating events such as a *Go Human* Activation. Some examples include:

- Obtaining event and encroachment permits
- Developing traffic control procedures
- Ensuring the event is sufficiently insured
- Paying event fees

Communicate with the respective personnel in the jurisdiction where the potential event will be held to understand the local procedures for hosting the activation. Examples of personnel include an events coordinator, parks and recreation member, planning staff, or other.

If the *Go Human* Activation is coordinated with another event, communicate with the event organizers from the other event to ensure any required forms and fees are properly completed.

IDENTIFY AN EVENT

Go Human Activations generally fall into a combination of three types of events:

- Coordinated event vs. stand-alone event
- Single-day event vs. multiple-day event
- Partially-closed vs. fully-closed to vehicular traffic



Notes

- The permitting process length and permit fees vary depending on the municipality and the scope of work. Allocate more time to the event planning process if the permitting process is complex.
- Permit fees could be free of charge or be as high as hundreds of dollars.
- Most municipal jurisdictions employ licensed engineers that may be able to help with the Traffic Control Plan.



Tips

- (For CBOs): Consider coordinating with city staff and/or elected officials to discuss opportunities to minimize permit fees.
- Many community-oriented organizations such as non-profits, faith-based organizations, and schools organize community events. Connect with these organizers to brainstorm opportunities for potential collaboration.

COORDINATED EVENT

A “coordinated event” is a *Go Human* Activation that is connected to another event, defined as the “main event”. Consider the following:

- Presents an opportunity for greater reach since the main event may have programs and amenities such as live entertainment and /or food attracting larger crowds.
- Other logistics like traffic control, waste management, and restroom facilities may be provided.
- Contingent on where and when the coordinated event is and would need to be coordinated in concert with main event coordinator on fees, permits, possible locations, and other logistics.
- Outreach and promotion efforts need to highlight the *Go Human* Activation within the larger promotion efforts for the main event.
- Be sure to differentiate the *Go Human* Activation from the coordinated event. This can be achieved using *Go Human* branding, signage, and placement of booths and Kit elements.

STAND-ALONE EVENT

A stand-alone event is a *Go Human* Activation that is the primary event. Consider the following:

- More outreach may be needed to obtain the desired attendance goals of the event and to meet feedback goals.
- May need other program activities and amenities in addition to Kit of Parts elements and other *Go Human* project-related tasks, requiring more internal coordination.



Activate Fair Oaks Coordinated Event



Indio Streets are Treats Coordinated Event

SINGLE-DAY ACTIVATION

A single-day activation is a *Go Human* Activation where the Kit of Parts elements are only available for one day. Consider the following:

- Allows for a wider range of Kit of Parts elements to be tested and requires less planning effort.
- The state of the elements need to be maintained for the duration of the event and need to withstand pedestrian/bike/traffic volumes for one day.

LONGER-TERM ACTIVATION

A longer-term activation is a *Go Human* Activation where the Kit of Parts elements last longer than one day. Consider the following:

- Allows residents and visitors to experience the Kit of Parts elements as an integral part of their transportation network in live traffic.
- The state of the elements need to be maintained for the duration of the event and durable materials need to be used in order to withstand pedestrian/bike/traffic volumes over many days.
- There may be need for longer period of street closure, which would require a larger planning effort, a community education campaign, and a comprehensive permitting process.
- Although more costly than materials required for single-day demonstrations, a longer-term activation can serve as pilot project for future projects.



Single-Day Activation Asuza Walks



Single-Day Activation Cathedral City

PARTIALLY-CLOSED

A partially-closed activation is a *Go Human* Activation where the Kit of Parts elements are placed along live vehicular traffic. Consider the following:

- Provides event attendees with a more realistic experience using the Kit of Parts elements.
- Community members will need to be educated about Kit of Parts elements that could affect their travel patterns.
- Safety concerns regarding potential interaction between event attendees and oncoming traffic will need to be considered.
- Depending on the agency, the permit process may be more simplified.



Lane partially closed for bike lane element

FULLY-CLOSED

A fully-closed activation is a *Go Human* Activation where the Kit of Parts elements are placed in an area closed-off from vehicular traffic. Consider the following:

- Gives event attendees more space to experience the Kit of Parts elements.
- Permits and traffic control will be needed for full road closure, which can be more extensive than for a partially closed to vehicular traffic demonstration.



Oncoming travel lane closed for bike lane element



2. Kit of Parts Logistics

In this section, we will go over:

- Engaging with community partners
- Coordinating Kit logistics
- Selecting the Kit Elements
- Developing site plan for the activation

ENGAGE WITH COMMUNITY PARTNERS

Go Human highly recommends collaborating with community partners as part of the Project Team and engaging with community-based organizations (CBOS) throughout the project development process. The Project Team can coordinate and co-develop the event with community partners in many ways, including but not limited to:

- Work with community partners to brainstorm event elements to ensure that they reflect the community's infrastructure and safety needs.
- Collaborate with community-based partners to co-plan the event and co-develop event materials, such as surveys, site plans, flyers, and educational activities.
- Seek input and feedback for planning an event that more accurately reflects the priorities and needs of the local community.
- Partner with local artists and craftspersons to showcase their work and highlight residents.
- Invite partners to share event promotion materials through their respective communications channels and established networks in the community.
- Invite partners to participate in event program activities with booths and tables to support information sharing and resource distribution.

Community Advisory Committee

For activations that have more resources and time, *Go Human* encourages the Project Team to form a Community Advisory Committee (CAC). The CAC allows community partners to directly participate in the event planning process and shape the direction of the *Go Human* activation. Furthermore, the CAC will be critical in ensuring that selected elements best reflect the community's needs. Community partners to invite to the CAC could include community champion, public health stakeholders, community-based organizations, municipal agencies such as county, regional, and state entities, and transit agencies.

Resource:

Appendix 1.1: Establishing the Community Advisory Committee (CAC) offers a guide for putting together a CAC.

SELECT THE KIT ELEMENTS

The Kit of Parts is a set of modular, tactile materials and accessories that assemble to create five street treatments: artistic crosswalk, parklet, curb extension (bulb-out), separated bike lane, and median refuge island. The following pages provide information on each Kit element and how to select the most appropriate elements for your event.



Tip

It's helpful to go on a field visit to identify the best locations to demonstrate each Kit element.

Resources:

- Appendix 2.1: Resilient Streets Toolkit provides additional discussion of the Kit elements.
- Appendix 2.2: Installation Guide provides guidance on how to assemble each Kit element.
- Use Worksheet 2.1: Kit of Parts Packing List to identify which parts to bring out from the storage unit.



Artistic Crosswalk



Parklet



Separated Bike Lane



Curb Extension



Median Refuge Island

ARTISTIC CROSSWALK

What:

An artistic crosswalk is a crosswalk containing unique design elements, such as bright colors, a mural, or a wordmark/slogan.

Function:

Enhances safety through high-visibility artwork and designs.
Creates a sense of place for the community.

Site Selection:

- Locate in close proximity to locations with vulnerable pedestrian groups and/or locations of interest such as schools, downtown centers, hospitals, senior or recreation centers, libraries, and parks.

Element Details:

- The artistic crosswalk in the Kit includes colorful mesh strips that provide a bright and visible crossing in the street, and can be used to brighten an existing crosswalk, or taped down to create a temporary new crossing.
- The Kit includes the tape needed to secure the mesh strips, but it is recommended to also bring a pair of scissors to assist with the installation.

Set up and Staffing Requirements:

- Dimensions: 11' x Varies
- Individual strips: 11' x 3'
- Advised Number of Installers: At least 2 people
- Estimated Installation Time: 45 minutes



Kit of Parts Activation: Activate Fair Oaks crosswalk

PARKLET

What:

Also known as curbside seating or street seats, a parklet is a small street plaza that extends the sidewalk by re-purposing one or more parking spaces.

Function:

Offers a space for myriad of uses, including providing additional seating, shade, green space, space for physical distancing, or public art in commercial districts.

Site Selection:

- An area adjacent to the sidewalk, such as a standard size parking space, that can accommodate a parklet (6' x 28').
- Located in an area that could benefit from any of the functions listed above, e.g., shade, seating, and green space.
- If used in conjunction with outdoor dining, the parklet should support local, Black-, Indigenous-, or Person of Color-owned businesses.

Element Details:

- Parklets can be in all shapes and sizes; however, the Kit has a parklet that is rectangular with set dimensions.

Set up and Staffing Requirements:

- Dimensions: 6' x 24'
- Advised Number of Installers: At least 2 people
- Estimated Install Time: 45 minutes



Kit of Parts Activation: El Monte Farmers Market parklet

CURB EXTENSION

What:

Also known as a bulb-out, a curb extension extends the sidewalk past the parking lane to align with the travel lane.

Functions:

- Shortens the roadway crossing distance for pedestrians.
- Increases pedestrian visibility to motorists through improved sight lines.
- Reduces vehicle turning speeds.

Site Selection:

- Has on-street parking or physical barriers adjacent to the sidewalk.
- Has high-pedestrian activity or crossings.
- Has low visibility of pedestrians crossing the roadway.
- Has an existing crosswalk.

Element Details:

- Curb extensions can be located at mid-block crossings along a corridor or at an intersection. However, the curb extension from the Kit is best suited for intersections.

Set up and Staffing Requirements:

- Dimensions: 6' x 23' (x2)
- Advised Number of Installers: At least 2 people
- Estimated Installation Time: 45 minutes



Kit of Parts Activation: Activate Fair Oaks curb extension

SEPARATED BIKE LANE

What:

A separated bike lane, also known as a protected bike lane or cycle track, is a bike lane with a physical barrier between vehicles and bicyclists.

Function:

- Provides physical separation between bicyclists and vehicular traffic.

Site Selection:

- The roadway is identified as a potential bicycle corridor.
- Has the space to accommodate a separated bike lane (5' without reducing the existing vehicular travel lane to the minimum width required (typically 12' on the outer lanes) at the jurisdiction.

Element Details:

- If the *Go Human* Activation is closed to vehicular traffic, then the space requirement is less important.
- If the purpose of the activation is to showcase and educate event attendees about a separated bike lane, then the site does not need to have a high volume of bicyclists.

Set up and Staffing Requirements:

- Dimensions: 5' x 520'
- Advised Number of Installers: At least 2 people
- Estimated Installation Time: 45 minutes



Kit of Parts Activation: Cathedral City separated bicycle lane

MEDIAN REFUGE ISLAND

What:

A median refuge island is a protected space in the center of the street at crossings.

Functions:

- Shortens the crossing distance for pedestrians and bicyclists crossing the intersections.
- Reduces pedestrians' and bicyclists' exposure to vehicular traffic and allows pedestrians and bicyclists to navigate one direction of traffic at a time.
- Calms traffic by narrowing the roadway for vehicular traffic.

Site Selection:

- Located at a crossing with high pedestrian volumes and that can accommodate the treatment without impeding existing traffic flow.

Element Details:

- The median refuge island is meant to be used in tandem with the artistic crosswalk.

Set up and Staffing Requirements:

- Dimensions: 6' x 47'
- Advised Number of Installers: At least 2 people
- Estimated Installation Time: 20 minutes



Kit of Parts Activation: Median Refuge Island

COORDINATE KIT LOGISTICS

The Kit is checked out through SCAG. To reserve the Kit, complete the following:

Make a reservation:

- _____ Email the *Go Human* team at gohuman@scag.ca.gov with the time and date of your event.
- _____ Indicate which Kit elements your agency/organization would like for the event. Each *Go Human* Kit package has one of each element. However, if only certain elements are requested, an A La Carte Kit is available for pick-up in two storage units in Los Angeles where you can select individual elements desired for your event.

Submit a rental agreement:

- _____ Submit your signed agreement to SCAG at gohuman@scag.ca.gov three weeks before your event date. The rental agreement is available in Worksheet 2.2: Rental Agreement.

_____ **Provide a Certification of Insurance:** The insurance requirements for most government agencies should be sufficient. For Community Based Organizations, the Certification of Insurance needs to insure, at a minimum, \$1 million per event.

(For CBOs) Letter of support:

- _____ Request a signed letter of support from your jurisdiction. The *Go Human* team can assist in connecting you with the respective personnel in your event's jurisdiction. Worksheet 2.3: Letter of Support Template contains a ready-to-use template for CBOs to gather letters of support.

_____ **Coordinate the delivery and pick-up:** The Kit is stored in a container in a warehouse in the Los Angeles area. The size of the container is 10' wide by 16' long by 8' tall. You can request to have the entire container delivered to the event site or pick up specific Kit elements in Downtown LA through the A La Carte option. The storage container takes up at least two parking spaces.

- _____ Verify you have sufficient space at the delivery location.
- _____ After the vendor delivers the container, verify that the container is delivered to the right location and that the passcode on the lock is scrambled after the previous event so the container is securely locked. After the event, make sure the passcode is scrambled.
- _____ (For delivery): Specify a delivery address, with ZIP code, and an aerial screenshot of the exact location where you would like the shipping container dropped off.
- _____ (For delivery): Provide the contact information (name, email, phone number) for the point-of-contact that will receive the Kit and oversee the pickup of the Kit the day after the event (or the Monday after your event if the event occurs on a Saturday).

DEVELOP SITE PLANS

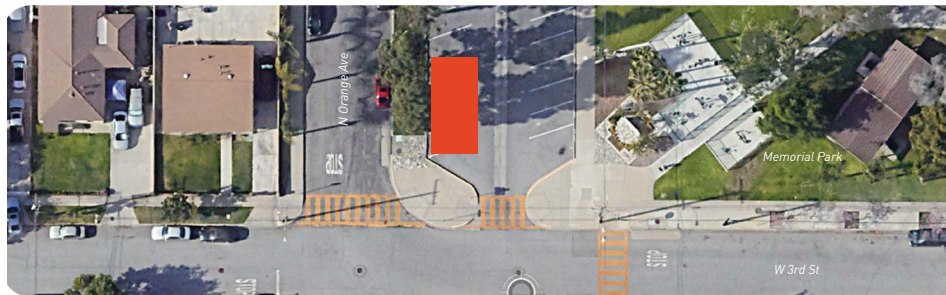
Two documents are typically needed to assist with the planning and installation of the Kit of Parts: Site Plan and Traffic Control Plan.

- Site Plan: The document identifies the location of each Kit of Parts element and other event elements as needed, e.g., staging area and programming area.
- Traffic Control Plan: The plan documents the strategies for managing vehicular traffic for the event installation and break-down, and if needed, during the actual event. A licensed engineer should be retained to develop the document. Depending on the jurisdiction where the *Go Human* Activation is located and the scope of the event, this document may not be needed.



Tips

- For placement of the Kit on busy streets, temporary “no parking” signs may need to be arranged.
- Communicate with the *Go Human* team to determine the most efficient way to transport the Kit to the event site. Depending on the activation element, it may be easier to go to the warehouse with a rented truck to pick up the installation materials rather than having the warehouse company transport the entire storage unit.
- Select a location for the storage unit that is gated, has security cameras within the line of sight, and has security services.
- Work with a licensed engineer to develop the Site Plan. Most municipal jurisdictions employ licensed engineers that may be able to help with the Site Plan.



Drop off Site

Example of Delivery Aerial shot



Artistic Crosswalk
Curb Extensions
Parklet

Example of Site Plan

Resource:

Appendix 2.3: Site Plan Instructions offers guidance for developing a Site Plan.

Saturday, October 30, 2021

Miles Ave and Smurr St (near Indio Food Park) | City of Indio
4 p.m. - 8 p.m.



Example of the Indio Streets are Treats Activation Ad

3. Promoting & Advertising

In this section, we will go over:

- Developing a promotion and advertising strategy
- Creating the communications material for distribution and promotion

DEVELOP AN ADVERTISING STRATEGY

An Advertising Strategy contains a set of approaches and actions to conduct outreach to community members about the *Go Human* Activation. Depending on the resource and time available, the strategy could include:

- Posting flyers through existing social media channels, email lists, and community newsletters.
- Hanging banners at prominent locations throughout the community.
- Promoting through paid media such as local newspapers and radio.

The Strategy multi-pronged:

- Identify the communication channels to promote the event.
- Develop the communications materials for distribution and promotion.
- Connect with local partners to expand distribution channels

Communication Channels

Many types of communication channels are available to promote the *Go Human* Activation. They can be categorized into four types:

- Internal communication channels: Social media channels with their own handles, mailing lists, and community newsletters from the agency's own communication channels or project partners' communications channels.
- Physical outreach: Physical locations to distribute promotional materials.
- Paid Media: Newspaper, radio advertising, and online ads.
- Earned Media: Free media exposure, e.g. sharing social media posts and TV interviews.



Note

For local municipalities: Be sure to include the Public Information Officer (or someone in a similar role) to help promote the event.



Tips

- Collaborate with community partners to promote marketing materials through their communications channels.
- Consider using *Go Human* resources such Co-Branded Safety Advertisements. Examples of co-branded advertising includes digital advertisements and lawn signs. Safety messaging may be updated to fit the community's needs.
- Paid media require additional communications materials; be sure to consider the additional effort with different types of communication materials.

CREATE PROMOTIONAL MATERIALS

The *Go Human* campaign has a customized brand that consists of a specific logo, color palette, and fonts. It is recommended that promotional materials feature *Go Human* branding to ensure consistency with other *Go Human* efforts. Additionally, given available time and resources, each *Go Human* Activation is recommended to have a custom tagline.

Promotional Material

Many types of materials can be developed to advertise and promote the *Go Human* Activation. The types and quantities of communication materials depend on staff capacity, time, and financial resources available. Examples of promotional materials include:

- Flyers
- Postcards
- Over-street banners
- Yard signs
- Social media posts
- Newsletter posts
- Press releases



Example of a flyer created using the Worksheet 3.1 template



Note

If the *Go Human* and SCAG logos are used, work with SCAG to approve the promotional materials prior to distribution.



Tips

- Have multiple people review the documents before printing.
- If an outside print job is needed, print the materials at local businesses.

Resources:

Worksheets 3.1 and 3.2 contain templates for a flyer and a press release.



4. Additional Preparations

In this section, we will go over:

- Coordinating program and engagement activities
- Identifying evaluation and documentation approaches
- Preparing the activation survey and/or display boards
- Coordinating activation staffing
- Developing the Event Plan
- Purchasing materials

PROGRAM ACTIVITIES



Note

The quantity, type, and duration of the program activity could greatly increase the amount of coordination, preparation, and staff needed for an event.

Programming activities are highly recommended when the activation is stand-alone. Additional activities may not be needed when the activation is coordinated with another event. Examples of activities include:

Information Booth

An event booth to engage with event participants, collect surveys, and serve as the central command center for team members.

Opening press event

An opening ceremony welcomes participants to the *Go Human* Activation. It also serves as an official kick-off for the event.

Local vendor booths

Vendor booths could offer a mixture of activity, entertainment, and special programs.

Group walks/rides

Certified cycling instructors and team staff lead a group walk/ride through the event site. The group could experience the demonstration elements by foot or bike.

Bike rodeo

A “Bike Rodeo” course includes essential elements to teach kids about bike safety. The rodeo focuses on developing a fun environment for young children without requiring a large commitment from parents.

Bike Repair Workshop

Tech workshops assist with bike repairs and provide demonstrations like Fixing a Flat and Bike Tech 101.

Outdoor dining

Outdoor dining opportunity for businesses to expand their services outdoors using public spaces such as sidewalks, alleyways, and parklets.

Youth and family-friendly games

Youth and family-friendly games allow for people of all ages to engage with elements in a fun manner while also providing opportunities for recreation. Prizes and other incentives can be worked into the games to encourage participation and input.

EVENT EVALUATION

Evaluation efforts for *Go Human* Activations can take many forms. The most common form is an event survey.

Surveys collected during the event can provide valuable information for agencies or organizations when seeking funding and support for the permanent installation of improvements.

Participants can provide feedback through a paper survey, online survey, and/or feedback boards at the event.



Tip

Printed surveys can be tallied up by hand or by using a simple Microsoft Excel spreadsheet. Survey scanning software such as OMR Survey and Question Pro are also available to quickly scan paper surveys and produce survey results.

Resources:

Worksheets 4.1 contains templates and examples of the physical paper survey.

Appendix 4.1 contains a sample of a display board.



Example of survey used to collect feedback

Benefits of Survey

- Can collect feedback on many questions at once.



Example of display board used to engage community

Benefits of Display Boards

- Helps to attract participants to the Kit elements.
- Is easy to administer and engage with participants.

EVENT DOCUMENTATION

Go Human recommends documenting the activation through photography and/or video production. Partners are encouraged to be creative about documentation, such as working with local youth for photography or video production and/or CBO partners.

Photography is typically less expensive than video documentation. If desired, can be done in-house since it requires less technical ability when compared to videography. Photography shots can be used in print media such as a community newsletter and an event summary report.

Videography can be more interactive and generate more excitement for the event, particularly through social media and online engagement



Tip

Share the photos and final video with your agency's public communications team and community stakeholders to inform community members about the *Go Human* Activation.



Coachella Valley youth conducting video and photo documentation at Indio's Streets are Treats event

COORDINATE EVENT STAFFING

Event staff could include members of the Project Team, Community Advisory Committee (if applicable), CBO partners, other agency staff, and volunteers. After the Site Plan is completed, identify the roles and responsibilities of the team members for the Event Day, as well as the appropriate resources needed for assistance. For an installation where the street has not been closed to traffic, additional team members are needed to help direct traffic around the members that are installing the demonstration elements.

Table 4.4 offers a description of the roles and responsibilities for different team members for the Event Day.



Note

The roles and responsibilities of individual team members could change depending on the event schedule: setup, during-event, and breakdown.



Tip

If possible, recruit staff that speak multiple languages (e.g. Spanish and Chinese) to obtain feedback from non-English speaking/proficient participants.

Table 4.4 Event Team Roles & Responsibilities

Role	Responsibilities	Notes
Event Manager	<ul style="list-style-type: none"> Oversees that main components of the event are executed, such as installation setup, staff assignment, and event breakdown. Point of contact for Task Leaders, and external members, such as elected officials, media, and other key stakeholders. 	<ul style="list-style-type: none"> If needed, the Event Manager can also be a Task Leader (see below).
Task Leader	<ul style="list-style-type: none"> Leads the assigned task. Manages other event staff to ensure the task is completed. 	<ul style="list-style-type: none"> The number of Task Leads needed for an event is contingent on the scale of the <i>Go Human</i> Activation. Tasks that could benefit from having a leader include installation, logistics/program activities, and volunteer management.

Table 4.4 Event Team Roles & Responsibilities (Cont.)

Role	Responsibilities	Notes
Event Support Staff	<ul style="list-style-type: none"> Provide support to execute different aspects of the event. 	<ul style="list-style-type: none"> Event support staff could be other members of the Project Team and/or key stakeholders.
{Optional} Volunteers	<ul style="list-style-type: none"> Supplement the role of Event Support Staff by providing additional staff. 	<ul style="list-style-type: none"> If volunteers are recruited, it is recommended that a Volunteer Manager/ Task Lead assigns volunteers their task(s).

DEVELOP THE EVENT PLAN

The Event Plan is a detailed timeline of the schedule of events, along with the resources needed to complete each segment. It provides answers to Who, When, Where, and What for the Event Day. In particular, it identifies the staff that will participate in the Event Day, along with the items that need to be prepared. Appendix 4.3 contains an Event Plan sample while Worksheet 4.2 offers a space to identify event staff and assignment for the Event Day.

Resources:

If required, have volunteers fill out waiver form for participation. Reference Appendix 4.2 for an example waiver form.

PURCHASE MATERIALS (IF NEEDED)

There are several items that are highly recommended to have available at the *Go Human* Activation. Examples include:

- Water and snacks
- Lanterns and lights (if the event occurs at night)
- Measuring tape
- Tape
- Scissors
- Safety vests
- Gloves



Tips

- Print physical copies of the Event Plan (which includes the Contact List) for the event day.
- Save the phone numbers of all the team members on your phone prior to the event so they are readily available.



5. Event & Post-Event Actions



In this section, we will go over:

- Conducting a final checklist
- Participating in the Event Day
- Performing follow-up tasks after the *Go Human* activation

FINAL PREPARATIONS

To help prepare for the day of the event, *Go Human* recommends a few actions.

Conduct Final Checklist: A final check of all aspects of event preparations is crucial for a successful event. Examples of items to verify include the delivery and storage of SCAG Kit of Parts, accuracy of the Event Plan, updated Contact List, and all materials are purchased.

Communicate and Reaffirm Roles and Responsibilities: At least two weeks prior to the event, hold a check-in with the team members to discuss and confirm final Event Day roles and responsibilities.

EVENT DAY

Event Setup: Event Setup tasks consist of equipment unloading, installation, clean-up, final preparation, and (if needed), traffic control.

During the Event: During the event, the primary task for team members is to engage with event participants and conduct intercept surveys, and execute any additional engagement activities.

Event Breakdown: Tasks include breaking down the Kit elements, putting away the remaining items, and ensuring the storage container is securely locked up for transport with the lock scrambled.

Table 5.1 illustrates the tasks for different segments of the Event Day.

Resource:

Worksheet 5.1: Final Event Checklist provides a list of tasks that should be completed in preparation for the event.



Tips

- If breakfast, lunch, or dinner is provided, ensure team members have sufficient time to eat and that someone is available to cover for their shift.
- Make sure team members have adequate breaks during the event.
- Allocate more time for breaks if the event takes place in extreme conditions, like excess heat.
- Print and keep the Kit Installation Guide (Appendix 2.2) handy on the event day to help with setup and breakdown.

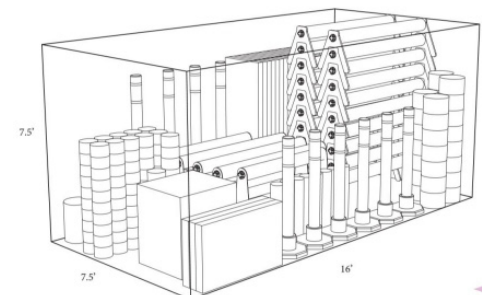


Diagram of Kit Storage

Table 5.1 Event Day Tasks

Task	Description	Staff Responsibilities
EVENT SETUP		
Loading, Transportation, and Unloading	<p>Retrieve and transport materials from a storage unit/location to the actual event site</p> <ul style="list-style-type: none"> • Staff tasked with this effort should arrive earlier than other staff to help begin the setup process. • Staff identified for this task should be able to lift heavy items and/or drive rented vehicles if they are available. • If vehicles are rented, assign teams of 2 staff for each vehicle. 	<ul style="list-style-type: none"> _____ Assist with loading and unloading materials from the storage unit or vehicle to the activation site. _____ Safely park any vehicles used to transport items. _____ Pack, organize, and lock up the storage unit or location the materials are stored.
Kit Elements Installation	<p>Install the <i>Go Human</i> Kit of Parts for the activation</p> <ul style="list-style-type: none"> • At a minimum, assign 2 staff per activation element. 	<ul style="list-style-type: none"> _____ Gather all the materials needed for each Kit element. _____ Follow instructions in the Kit of Parts guidebook to install each element.
Other Logistics/ Program Activities	<p>Prepare other elements of the <i>Go Human</i> Activation</p>	<ul style="list-style-type: none"> _____ Set up the tent, table, chairs, and other materials for a <i>Go Human</i> booth. _____ Assist with event logistics as needed. _____ If program activities are planned, prepare the space for activities to occur.
(If applicable) Traffic Control	<p>Perform traffic control services to safely transport and install the Kit elements</p>	<ul style="list-style-type: none"> _____ Work to ensure that vehicles stop for the other team members while they work.

Table 5.1 Event Day Tasks (Cont.)

Task	Description	Staff Responsibilities
EVENT SETUP (Cont.)		
Clean-Up & Final Preparation	<p>Final preparations before the <i>Go Human</i> Activation goes live</p> <ul style="list-style-type: none"> At a minimum, assign 2 staff per program activity. 	<p>_____ Put away any item that needs to go back into the storage unit.</p> <p>_____ Sweep the event site so it can be free of debris.</p> <p>_____ Event Manager - Conduct final round of inspection.</p>
DURING THE EVENT		
Survey Collection	<p>Engage with event participants to collect data through the surveys and/or display boards</p> <ul style="list-style-type: none"> This task is ideal for volunteers if they are recruited for the event. Train staff to become familiar with the survey format and questions and answer any questions before they start the task. 	<p>_____ Actively engage with participants and encourage participants to fill out the event survey/display boards.</p>
EVENT BREAKDOWN		
Loading, Transportation, and Unloading	<p>Retrieve and transport event materials from the actual event site to the storage unit/location</p>	<p>_____ Assist with loading and unloading materials from the transportation devices.</p> <p>_____ Transport the material from the event site to the storage unit/location.</p>

Table 5.1 Event Day Tasks (Cont.)

Task	Description	Staff Responsibilities
EVENT BREAKDOWN (Cont.)		
Breakdown	Breakdown the Kit of Parts and other materials used for the event <ul style="list-style-type: none"> • Staff can conclude their shift once all the items have been sorted into small piles and all trash has been properly disposed of. 	<ul style="list-style-type: none"> _____ Compile Kit elements and other items into small piles to be picked up. _____ Dispose of any remaining debris.
Final Clean Up	Perform a final walkthrough to make sure that all items are collected and the event site is free of debris <ul style="list-style-type: none"> • Only a few staff are needed for this task. 	<ul style="list-style-type: none"> _____ Conduct final walkthrough of the event site. _____ Organize the Kit of Parts and other material for future events. _____ Perform final event logistics, such as return keys for storage unit/location. _____ (If applicable): Ensure vendors completed their task. _____ Document and take photos of any broken/ missing pieces and inform the <i>Go Human</i> team.

POST ACTIVATION ACTIONS

Write the Event Summary Report

The final report is an opportunity to reflect on the successes and lessons learned from the event, which can be included in grant applications, press releases, webpages, newsletters, and more.

Other Post Activation Actions

Following the event, follow up on some of the efforts discussed earlier in the playbook.

After the activation, you will want to:

- Return the Kit of Parts to SCAG as well as any other rentals, e.g., trucks and plants.
- Analyze the information gathered from the survey or display boards.
- Organize photos.
- (If applicable): Prepare a video.
- Promote the event through the organization's communications channels.

Resources:

- Worksheet 5.2: Event Summary Report contains a template to develop a Summary Report to memorialize the event.



