# SAFETY PLEDGE

## Sample Menu of Activities
### Education and Outreach

*Activities (Choose one or more):*

- ☐ Share *Go Human* materials (lawn signs, banners, postcards, etc.)
- ☐ Launch an advertising and/or PR campaign
- ☐ Host a temporary demonstration project to gather feedback
- ☐ Partner with a local school, senior center or community-based organization to share safety messaging
- ☐ Convene a "Traffic Safety Town Hall" to provide information and gather input on safety efforts
- ☐ Reach out to local businesses to gauge interest in parklets, mid-block crossings, and other interventions that improve and encourage walkability, as well as the feasibility of establishing a bicycle-friendly business district to promote biking
- ☐ Facilitate educational safety programming (in conjunction with existing community event) utilizing SCAGs Go Human challenge module.
- ☐ Other: _____

*Equity Component*

- ✓ Ensure all materials are accessible for everyone in the community (e.g., multiple languages and formats)

- ✓ Target efforts in underserved or disadvantaged communities

- ✓ Work with community-based organizations representing underserved communities, including black and indigenous people of color, people with disabilities, people experiencing homelessness, and the LGBTQIA+ community

*SCAG Resources*

- Utilize co-branded safety materials provided by SCAG through the Office of Traffic Safety, including lawn signs, billboards, banners, bus shelter ads, etc. SCAG will design, co-brand, print and ship outreach materials (while resources last).

- Utilize the Go Human Challenge, inclusive of five different interactive, educational modules. This tool provides deeper education and engagement opportunities through trivia and games. To be used as supplemental activities at an existing community event.

- Utilize SCAG's Kit of Parts, comprised of five different temporary infrastructure elements to showcase safer street designs. The Kit of Parts also includes seating, shade, educational signage and a feedback tool to conduct community outreach.

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## Enforcement

Activities (Choose one or more):

☐ Provide training for local police officers on pedestrian/bicycle laws
☐ Hire and train civilian crossing guards to manage intersections with high pedestrian activity
☐ Develop driver education materials to distribute at traffic stops
☐ Evaluate speed limits on local streets
☐ Institute a diversion program for non-motorized traffic violations, which allow violators to avoid paying a fine by completing a traffic safety education program
☐ Train police officers in bicycle safety and or training courses organized by a community-based organization to help them understand the hazards that cyclists face
☐ Other: _____

*Equity Component*

✓ Include an equity component in officer training sessions

✓ Distribute materials or conduct outreach in communities traditionally underserved by safety efforts, including black and indigenous people of color, people with disabilities, people experiencing homelessness, and the LGBTQIA+ community

✓ Work with local organizations representing underserved communities, including black and indigenous people of color, people with disabilities, people experiencing homelessness, and the LGBTQIA+ community

*SCAG Resources*

• Utilize co-branded safety materials provided by SCAG through the Office of Traffic Safety, including postcards with safety education messaging to distribute at traffic stops. SCAG will design, co-brand, print and ship outreach materials (while resources last).

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## Engineering

*Activities (Choose one or more):*

☐ Develop an Active Transportation Plan

☐ Develop a Safe Routes to School Plan

☐ Develop a Vision Zero Plan

☐ Develop a Complete Streets Plan

☐ Install a safety improvement on a street with a high rate of collisions

☐ Install "leading pedestrian intervals," which stop traffic at red lights in all directions for at least three seconds, allowing pedestrians to cross without any automobile interference

☐ Other: _____

*Equity Component*

✓ Use a community-centered design process to ensure that new infrastructure is responsive to community-identified needs

✓ Use the public engagement process to identify displacement concerns and work with community-based organizations and local jurisdictions to craft specific anti-displacement policies (e.g., tenant protections, small business support, etc.)

✓ Ensure planned improvements meet ADA requirements and are accessible for everyone

✓ Work with local organizations representing underserved communities, including black and indigenous people of color, people with disabilities, people experiencing homelessness, and the LGBTQIA+ community

*SCAG Resources*

• Utilize SCAG's Kit of Parts, comprised of five different temporary infrastructure elements to showcase safer street designs. The Kit of Parts also includes seating, shade, educational signage and a feedback tool to conduct community outreach.

• Utilize SCAG's interactive HIN tool

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## Evaluation

*Activities (Choose one or more):*

- ☐ Collect data on crash rates for all modes

- ☐ Conduct bicycle and pedestrian counts (using SCAG's Active Transportation Database)

- ☐ Conduct survey to learn about barriers to walking and biking

- ☐ Conduct walk and bike audits

- ☐ Measure walkability and bike-ability using performance measures such as Pedestrian Level-of-Service, Pedestrian Environmental Quality Index, Bicycle Level-of-Service, and/or Bicycle Environmental Quality Index

- ☐ Identify local High Injury Networks (HIN) or areas of concern

- ☐ Other: _____

*Equity Component*

- ✓ Collect data on vulnerable populations and sensitive groups (e.g., low-income households, communities of color, people with access and functional needs, older adults, youth, women, etc.)

- ✓ Analyze gentrification and displacement patterns near High Injury Networks

- ✓ Work with local organizations representing underserved communities, including black and indigenous people of color, people with disabilities, people experiencing homelessness, and the LGBTQIA+ community

*SCAG Resources*

- Utilize SCAG's Active Transportation Database resources and tools

- Utilize SCAG's interactive HIN tool

- Utilize SCAG's safety existing condition report for initial analysis

- Utilize SCAG's Connect SoCal Reports for additional strategies and identifying funding opportunities

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