
Go Human Safety Advertisements

About *Go Human*

Go Human, a community outreach and advertising campaign launched by the Southern California Association of Governments, aims to reduce traffic collisions and encourage more people to walk and bike in Southern California. *Go Human* appears on bus tails, interior bus cards, bus shelters, billboards, social media, lawn signs and radio. SCAG has developed artwork files in a variety of sizes and formats, available for co-branding. Materials are available in English and Spanish, including a 30 second radio jingle.

Supporting your SCP Application

When developing your Sustainable Communities Program (SCP) proposal, consider incorporating a safety and encouragement element. Programs that encourage the use of active transportation, including marketing campaigns, can help your application and are an eligible cost.

This document provides estimates for material costs and media rates, serving as a guide for planning a safety and encouragement marketing campaign strategy as part of your application.

Go Human Advertisement Cost Estimate

Material and media costs are estimated and subject to change. Not all media types are available in every market and are contingent on available inventory. Please contact SCAG staff for more information on availability.

Material Costs		
Material	Specifications	Estimated Cost
Lawn Signs (set of 25)	24" x 18", double sided, with H-bars	\$150 – 200
Print Banners	8' x 4', single sided, vinyl with UV coating, grommets.	\$20 – 40
Bus Shelter	69" x 48", backlit with UV	\$80 – 100
Bus Advertisement	Queen size: 88" x 48"	\$50 – 80
	King size: 144" x 30"	\$100 – 130
Postcard	5" x 7"	Inquire with SCAG

Media Costs		
Media	Specifications	Estimated Cost
Bus Shelter	10 shelters, 4-weeks	\$15,000 – 30,000
Billboards	10 shelters, 4-weeks	\$3,000 – 20,000
Social Media Posts	1000 impressions	\$10 - 15
Streaming Radio	1000 impressions	\$11 - 18
Traditional Radio	30-second spot	Inquire with SCAG

Go Human Advertisement Showcase

Lawn Signs



Banners



Bus Shelter



Convenience Store Sheet



Billboard



Gas Pump Topper



Go Human Kit of Parts

SCAG's Kit of Parts includes materials that allow for 5 different street treatments that, when combined, create a temporary Complete Street demonstration on an otherwise typical street. For more information and to view the treatments, please see the Kit of Parts Fact Sheet on the [SCP Program Website](#). The treatment options include the following:

1. Parklet
 2. Curb extension
 3. Artistic crosswalk
 4. Separated bike lane
 5. Median refuge island
- The Kit of Parts requires coordinating delivery and pick up with Packrat staff up to three weeks in advance
 - Contact: Luke Miller 855-202-3901, lmiller@1800packrat.com
 - Container stays on site where it is dropped off.
 - Delivery fee varies due to site location, mileage, and Packrat delivery routing. Packrat can assist for more estimated costs using sample destinations.

Please see sample estimated costs from previous deliveries:

- From Van Nuys to Menifee (190 miles roundtrip): \$450 roundtrip (delivery to Menifee and pick-up back to Van Nuys)
- From Van Nuys to Del Rey, Los Angeles (36 miles roundtrip): \$180 roundtrip (delivery to Del Rey and pick-up back to Del Rey)