Southern California Association of Governments (SCAG) Go Human
Active Transportation Safety & Encouragement Campaign and Kit of Parts
Go Human: Active Transportation Safety & Encouragement Campaign

Regional Advertising Campaign & Co-Branding

Temporary Safety Demonstrations & Programming

Safety Workshops, Webinars & Technical Assistance
Go Human Kit of Parts: Purpose & Overview

• Provide a “Library” of pop-up demonstration materials
• To be used in conjunction with an existing event, such as a street fair, open streets, or engagement event
• Kit of Parts is intended only for a few days max and not intended to be installed without staff oversight during the entire duration of the demonstration
• Go Human is currently exploring how the Kit of Parts is to be used, within public health guidance.

Example of artistic crosswalk
Kit of Parts

- Current Kits (2) – Available now
  - 1) Parklet
  - 2) Curb Extension
  - 3) Separated Bike Lane
  - 4) Artistic Crosswalk
  - 5) Median Refuge Island
- Goal to create 2 more kits - ultimate goal is 1 Kit available per county for a SCAG-region wide lending library.
The Kit of Parts also includes:

- Traffic markings, like sharrows and sharks teeth that can be affixed to the street alongside infrastructure
- Educational and directional signage materials
- Feedback survey tools to collect stakeholder input
Temporary Demonstration Resources – Kit of Parts: Protected Bike Lane
Temporary Demonstration Resources – Kit of Parts: Artistic Crosswalk
Temporary Demonstration Resources – Kit of Parts: Parklet
Temporary Demonstration Resources – Kit of Parts: Median Refuge Island
Safety Resources: Go Human Kit of Parts: Curb Extensions
Go Human Co-Branding: Purpose & Overview

The co-branded materials are community informed, message tested and data informed safety messages, available in English and Spanish.

Ad types include:

• Lawn Signs
• Social Media / Digital
• Bus Ads
• Billboards
• Posters
Thank you for being champions for safety in your city and region!

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