2014 General Assembly Motion to conduct a public safety campaign
Successfully submitted a grant in Cycle 1 of the Active Transportation Program
Scope of Work:

**Phase 1**
- Campaign Planning
- Advertising Campaign

**Phase 2**
- Open Streets & Temporary Events

**Phase 3**
- Bicycle Safety Trainings
- Toolkits/Trainings
Campaign Goals

• Reduce collisions, create safer streets
• Increase rates of active transportation
• Reduce greenhouse gases
• Improve public health
• Support ATP and other active transportation investments
• Change the reputation of the region
Advertising Campaign

Target Audience*

Primary: Adult Drivers
   ages 25-54
Secondary: Pedestrians & Bicyclists
   English & Spanish

Message*

Key Actions:
• Be cautious (particularly at intersections)
• Watch for people walking and biking
• Ride with traffic

Strategy

Focus on “hotspots” in each county*
“Point of Engagement” strategy
• Bus Ads, Billboards
• Radio
• Digital & Social Media

Be provocative, not frightening
“Humanize” fellow roadway users; promote compassion, courtesy

*Informed by analysis of crash data in “hot-spots.”
It’s not just a sign.
Look for her before you turn.
Go with the flow.
Ride in the direction of traffic.
Driver Ads

It’s not just a sign. Watch for people walking.

It’s not just a sign. Give people room to ride.

It’s not just a sign. Look for her before you turn.
Pedestrian & Bicyclist Ads

Be on the safe side.
Cross at the corner or crosswalk.

Go with the flow.
Ride in the direction of traffic.

No matter how you roll.
Stop means stop.
Paid Media

143.8 million projected impressions

- Bus ads
- Billboards
- Radio
- Internet Radio
- Mobile
- Paid Social Media
Social Media

GoHumanSoCal @GoHumanSoCal · Oct 10
Have you seen the #GoHumanSoCal ads on buses? Take a photo, share it around!

fig4all @fig4all
Spotted on #Fig4All. #GoHumanSoCal @GoHumanSoCal

GoHumanSoCal
@GoHumanSoCal
Southern California gohumansocal.org
608 FOLLOWING 874 FOLLOWERS
Get Involved!

Digital Resources:

• Web banners in English & Spanish
• Curated tweets and Facebook posts
• Flyers with encouragement facts and safety tips in multiple languages
• Co-branded advertising
• Examples with LA Metro and other partners
• Billboards, bus shelters, bus tails, and interior bus cards are available
• English and Spanish
Donated Media

• Over 775 transit shelters, bus cards, bus ads, radio interviews and billboards donated
• Free media placement value: $435K
• 212.6 million estimated impressions
Donated Media
Evaluation Results

- Quantitative survey of 615 drivers
- 80%, would support additional funding to make walking/bicycling safer in Southern California.
- Safety is a key concern when walking and bicycling
- Knowledge of traffic safety laws can be improved
- Over 20% had seen and recognized the adds
- Over 80% found the adds to be motivating
Open Streets & Demonstration Projects

EL CENTRO TACTICAL URBANISM
Concept Package

TEMPORARY DEMONSTRATIONS
Parklets and other complete streets demonstrations

PROGRAMMING
1. Active demonstrations
2. Community engagement
3. Arts & cultural programming
4. Workshops
5. Food trucks
Open Streets & Demonstration Projects

**Phase 1:** Spring 2016 (Bike Month)

- City of Los Angeles - March 12, 2016
- City of El Centro - March 26, 2016
- City of South El Monte - May 2016
- City of Palm Desert - May 7, 2016
- City of Westminster - May 21, 2016
- City of Fontana – Summer 2016
Open Streets and Demonstration Projects

Phase 2 October 2016 (Walktober):
- City of Riverside
- City of Rialto
- Orange County Parks
- City of Brea
- City of Garden Grove
- City of Cudahy
- City of Long Beach

Phase 3 May 2017 (Bike Month):
- City of Fullerton
- City of Rancho Cucamonga
Toolkits and Trainings

- **Purpose**: create and empower local champions to lead education and encouragement programs in their communities
- **Approach**: identify strategies, messaging and resources to enable that leadership
- **Deliverables**: a toolkit and training sessions for each of the four target audiences
# Target Audiences

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>Example Reps</th>
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<tbody>
<tr>
<td>Elected Officials</td>
<td>County officials</td>
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<tr>
<td></td>
<td>City officials</td>
</tr>
<tr>
<td>Transportation and Public Health</td>
<td>Regional agencies</td>
</tr>
<tr>
<td>Professionals</td>
<td>Cities/Counties</td>
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<tr>
<td></td>
<td>Transit agencies</td>
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<tr>
<td>Community Groups</td>
<td>Local interest groups</td>
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<td></td>
<td>Environmental/Health groups</td>
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<tr>
<td></td>
<td>Neighborhood Councils</td>
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<tr>
<td>Employers</td>
<td>Chambers/BIDs</td>
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<tr>
<td></td>
<td>TMAs/TDM programs</td>
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<tr>
<td></td>
<td>Individual employers</td>
</tr>
<tr>
<td>Advocates Workshop</td>
<td>Mobility and Health Advocacy</td>
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</tbody>
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More information:

Advertising Campaign
Julia Lippe-Klein
lippe-klein@scag.ca.gov

Open Streets & Temporary Events
Stephen Patchan
patchan@scag.ca.gov