



OVERVIEW

The Southern California Association of Governments (SCAG) is launching Go Human, a community outreach and advertising campaign with the goals of reducing traffic collisions in Southern California and encouraging people to walk and bike more. Appearing on freeway billboards, buses and bus shelters, the Go Human campaign is a collaboration between SCAG and the health departments and transportation commissions from six counties in the region – Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura.

California has the nation's highest number of fatalities involving people walking and bicycling, and traffic collisions are one of the top causes of injury and death in the Southern California region. Go Human raises public awareness of the rules of the road through English and Spanish advertising on radio, billboards, buses, bus stops and social media. Go Human utilizes a series of ads where figures in everyday road signs are replaced with images of real people walking and bicycling. By conveying that these aren't just signs, Go Human reminds us that our actions and decisions, when driving, walking and bicycling, impact real people.

More than half of the 191 cities in the Southern California region have been aggressively pursuing funding opportunities to create safer and more attractive streets for walking and biking. By encouraging Southern California residents to walk and bike more, SCAG's Go Human Campaign plays a key role in this transformation. As cities around the world have shown, walking and bicycling are an efficient means to move people and connect commuters to public transit. In the SCAG region, approximately 37.5 percent of all trips are less than three miles, a distance that can easily be covered walking or bicycling. Go Human encourages residents to consider walking or bicycling for these short trips.

The Go Human campaign is funded by a \$2.3 million grant from the 2014 California Active Transportation Program. In addition to the advertising campaign, Go Human will roll-out a series of events in partnership with local communities across the region beginning in May 2016. These events will include open street gatherings and demonstration projects, or "pop-ups" designed to allow residents to temporarily envision and experience roadways that are designed for people and not just cars. These events will also create opportunities for residents to provide input and improve the quality of life in their neighborhoods.

All marketing materials for Go Human are available for co-branding by local cities, agencies and organizations interested in participating. Please visit www.GoHumanSoCal.org for more information or to request materials.



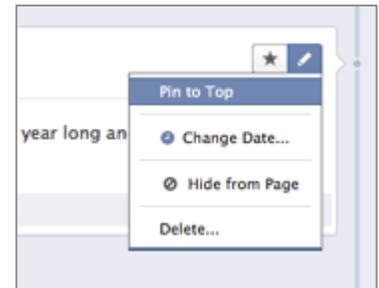
DIGITAL RESOURCES

This document includes digital campaign resources optimized for sharing on various platforms: Facebook, Twitter, websites, blogs, email, etc. Please note that the thumbnails in this document are not to scale. Please use the JPGs in the accompanying zipped folder.

SOCIAL MEDIA IMAGES

Facebook Newsfeed & Twitter Images

We have twelve images, six in English and six in Spanish, which can be shared on Facebook and Twitter. Once an image is uploaded to Facebook, we recommend “pinning” it to the top of the page so it’s the first post that visitors see. Clicking “Pin to Top” will display the video prominently at the top of the Timeline for seven days.



English Social Media Images





TWITTER

These tweets are evergreen and can be posted at any time. We recommend posting one to three times per week. Use the #GoHumanSoCal hashtag to join the conversation! Please follow us on Twitter, and we will follow you back. <https://twitter.com/GoHumanSoCal>

Safety Tweets

Slow your roll. If you're driving, go the speed limit or less and be alert for people walking or biking. #GoHumanSoCal

Before you get behind the wheel, put your cell phone away. Keep your eyes on the road and watch for people walking and biking. #GoHumanSoCal

Turn with care! Look twice for people walking or biking before making a turn. #GoHumanSoCal

If another car is stopped at a crosswalk, you should stop, too. There may be someone crossing that you can't see. #GoHumanSoCal

Did you know that every intersection is a crosswalk, even if it's unmarked? If you're driving, stop for people in crosswalks. #GoHumanSoCal

Heads up, look and listen! Look out for others if you're driving, walking, or biking. #GoHumanSoCal

Driving behind a bicyclist? Be sure to allow at least 3 feet when passing. It's the law in California. #GoHumanSoCal

Heads are great, so are helmets. Children under 18 are required to wear a helmet by state law. #GoHumanSoCal

On a bike? Go with the flow. Always ride in the same direction as traffic. #GoHumanSoCal

No matter how you roll, stop means stop. Traffic signs and signals apply to bicyclists, too. #GoHuman SoCal

Walking? Be on the safe side. Cross at street corners or use the crosswalk. #GoHumanSoCal

Safety tip: Make eye contact to be sure drivers see you before you cross the street. #GoHumanSoCal

Encouragement Tweets

Want to know the secret to a happy life? Walking can reduce depression and anxiety. #GoHumanSoCal

On average, a 20-minute walk can burn 100 calories! Where can you walk to instead of driving? #GoHumanSoCal

Walking briskly can lower your risk of high blood pressure, high cholesterol, and diabetes as much as running. #GoHumanSoCal

Walking 30 minutes a day can help reduce your risk of heart disease and stroke. #GoHumanSoCal

Save ~500 gallons of fuel and avoid 10,000 pounds of CO2 per year by running errands on foot or bike. Learn more at GoHumanSoCal.org.

You can save an average of \$9,225 each year by switching to public transportation. Learn more at GoHumanSoCal.org.

60% of car pollution happens in the first few minutes after you start your car. Try walking or biking for short trips! #GoHumanSoCal

38% of trips in SoCal are 3 miles or less. Make short trips with a 15-minute bike ride instead. #GoHumanSoCal

WEB BANNERS

Web banners with safety messages in English and Spanish are available to place on your organization's website or blog. Please link web banners to: <http://www.GoHumanSoCal.org>.



160x600s



728x90s



300x250s

FACT SHEETS

Three PDF flyers are also included in the zipped folder, and cover facts and safety tips for walking, biking, and driving. These can be emailed as attachments or printed and posted at your organization or workplace.