Southern California Association of Governments, Go Human Campaign

Abstract

The Southern California Association of Governments (SCAG) and their consultant, Civilian, developed and implemented a hypertargeted, regional marketing and outreach campaign to to raise awareness about safety measures to reduce traffic-related deaths and injuries among people who walk and bike in six Southern California counties comprised of 19 million people.

Geography

The SCAG region encompasses six counties: Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura.



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Our Approach

We collated data, research, and information from:

- SCAG's High Injury Network
- SB 535 Disadvantaged Communities
- The Go Human Steering Committee (comprised of County) Transportation and Public Health Departments)

This informed the development of an innovative, hyper-local strategy, paid media campaign, and on-demand collateral for local Go Human partners.

The paid media campaign implemented these tactics:

- Billboards
- Gas Pump Toppers
- Convenience Store Sheets (Posters)
- Bus Shelters
- Bus Kings
- Terrestrial and Digital Radio
- Digital Display Banners
- Social Media
- Native Display





All Go Human materials encourage people to visit the Go Human website where they can take the Go Human Safe Driver Pledge, learn walking and biking safety tips, or find out how to get involved.

The creative assets, were targeted to corridors with the highest fatalities and injuries and customized for each individual placement using four interchangeable variables:

- 1) The Road Sign
- 3) The Model's Age/Gender/Ethnicity 2) The Safety Message 4) The Language



In addition to the media campaigns, SCAG and Civilian have served as a production house to provide on-request Go Human printed or digital collateral. Jurisdictions that sign the SCAG Safety Pledge may request:

- Lawn Signs
- Banners
- Bus Shelters
- Bus King or Queen
- Billboard
- Digital Graphics
- Postcards
- Other Custom Requests

Go Human recognizes local jurisdictions know their communities best and providing on-request collateral production allows them to target their areas of greatest need to supplement the overall campaign. Fifty-five representatives from local jurisdictions have signed the SCAG Safety Pledge.





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The Results

1 billion impressions

Go Human has exceeded 1 billion impressions over the life of the campaign.

25,000+ Materials Printed

SCAG and Civilian have printed 25,174 pieces of collateral for 102 material requests.

19% recall rates

Go Human campaigns have averaged 19% ad recall rate measured by a post-campaign survey of at least 600 SCAG residents.

84% found creative motivational

Through the same annual ad recall survey, we also measured over 80% of all surveyed found the ad campaign creative to be motivational.