

SPEAKING OUT FOR TRAFFIC SAFETY DURING BACK-TO-SCHOOL SEASON



As millions of students in Los Angeles County prepare to return to school, SCAG and our *Go Human* campaign are encouraging drivers to slow down and look out for people and children walking and biking. City officials, parents and children gathered at a special press conference at La Ballona Elementary School in Culver City on Monday, Aug. 13 to raise awareness about the need for drivers to slow down and be alert as students return school over the next several weeks.

Monday's press event included remarks from Culver City Mayor Thomas Small, Vice Mayor and SCAG Regional Council member Meghan Sahli-Wells, Culver City Police Chief Scott Bixby and Culver City Unified School District Superintendent Leslie Lockhart. Students participated in a bicycle helmet fitting and safe pedestrian crossing demonstration across Washington Boulevard.

The *Go Human* campaign features ads throughout the region on billboards and bus shelters, particularly in areas with high rates of collisions. "Advertisements in the *Go Human* campaign personalize traffic safety messages by featuring different streets signs with real people on them. These 'Signs of Life' highlight important safety messages reminding drivers to watch out for people and children walking and biking," said SCAG Regional Council member Meghan Sahli-Wells.

Culver City and the Safe Routes to School program will collaborate again for a community event on Sept. 15 that invites locals to test out temporary street improvements. For more information, visit [here](#).

Funding for *Go Human* is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. Additional information on SCAG's *Go Human* campaign is available at GoHumanSoCal.org.



FUTURE COMMUNITIES PILOT PROGRAM IN DEVELOPMENT

SCAG is launching a new funding program to help cities and counties work together to meet the state's ambitious targets for reducing greenhouse

gas emissions. The SCAG Future Communities Pilot Program will provide local agencies and governments with resources to implement new approaches to reducing vehicle miles traveled (VMT) from municipal operations and programs, particularly strategies that implement new technology and data solutions.

In preparation for the Future Communities Pilot Program Call for Projects, to be released later this year, we are reaching out to city and county leaders for input on how to provide useful, relevant support. SCAG launched an online survey this month to ask local agency staff with experience in mobility innovation, transportation, planning, public safety, public works and transportation demand management, for feedback that will shape the priorities for the first round of the program. For additional information about the Future Communities Pilot Program, please contact SCAG Assistant Regional Planner Deanna Dupuy at dupuy@scag.ca.gov.



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