It’s not just a sign.

Watch for people at intersections.

Go Human is a regional advertising campaign that brings traffic signs to life by humanizing their messages. The campaign combines data-driven regional advertising strategies with pop-up tactical urbanism projects and open streets events to improve safety for the 18 million people across Southern California (and beyond).

By increasing safety education and awareness through advertising and temporarily showcasing planned or potential infrastructure changes, the campaign encourages more people to walk and bike safely and challenges cities to explore designs that will keep everyone safe.

6 counties
191 cities
18 million people

200+ partners
60+ partners co-branded

36 tactical urbanism projects and open streets events

#GoHumanSoCal

SCAG
MOVING BETTER TOMORROW

555,000,000+
impressions

SoCal
555,000,000+ impressions