



Regional Planning Working Group (RPWG)

June 9, 2026

WWW.SCAG.CA.GOV

Session Logistics



The meeting is scheduled for 2 hours.



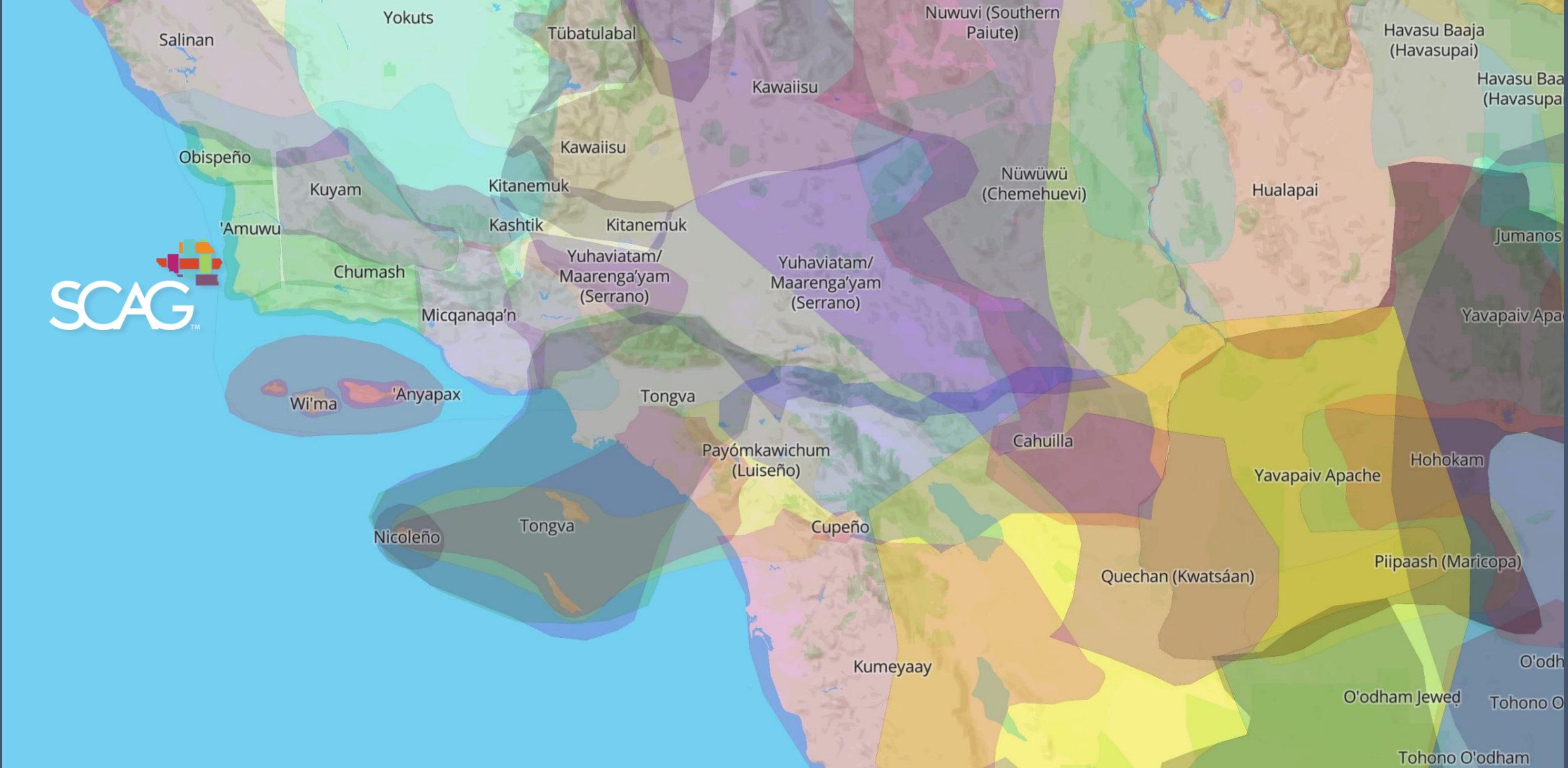
All participant lines will be muted.



At the end of each presentation, there may time for a Q & A. If you have a question, please type it into the chat box.



All presentations will be posted on the SCAG website within 1 week.



LAND ACKNOWLEDGEMENT

AGENDA

- 1. Welcome & Introductions (5 min.)**
Jasmin Muñoz, SCAG, she/her(s)
- 2. SCAG Active Transportation Program (ATP) Cycle 8 Grant Proposal: Southern California E-Bike Safety Toolkit (10 min.)**
Racel Om, SCAG, she/her(s)
- 3. Go Human Campaign Concepts (30 min.)**
Precious Bugarin, Toole Design
Serena Mitchell, Toole Design
- 4. Closing & Participant Announcements (15 min.)**
Jasmin Muñoz, SCAG, she/her(s)



Southern California E-Bike Safety Toolkit

SCAG ATP Cycle 8 Non-Infrastructure Grant Application

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ATP Cycle 8: Overview

- Funds four fiscal years: **FY28 – FY31**
- Fund Estimate: **\$619.32M**
 - **Statewide** Component (50%): \$309.66M
 - **Small Urban and Rural** Component (10%): \$61.932M
 - **MPO Component** (40%): \$247.728M
- **Statewide Applications due June 22, 2026**
 - SCAG region applicants must submit to statewide competition to be considered for SCAG's MPO Component (SCAG Regional ATP)

E-Bikes in the SCAG Region

- **E-bikes encourage use of active transportation** by helping people travel longer distances, hills, and other difficult conditions with ease.
- **However, people riding "out-of-class" (illegal) e-bikes (e-motos) at high speeds and other reckless riding behaviors are a safety challenge** for many communities in the region.

E-bike injuries top cause of OC pediatric ER visits, DA says

By Alexa Mae Asperin | FOX 11 | Orange County | Published May 19, 2026 11:22 AM PDT →



How California is working to address e-bike safety issues

A string of recent tragedies involving minors and high-powered electric vehicles has ignited a fierce debate over safety and parental responsibility across Southern California.

The Brief

- Electric bike and electric motorcycle injuries have become the number one reason children in Orange County are admitted to the emergency room.
- Southern California injuries skyrocketed 430% over four years, with children ages 11 to 14 accounting for 61.7% of electric motorcycle crashes.
- Major retailers like Amazon are halting high-speed sales in California as prosecutors aggressively pursue criminal charges against parents.

Imperial County Cracks Down on E-Bike and E-Motorcycle Violations

By admin - January 29, 2025 👁 1449 🗨 0

-Editorial

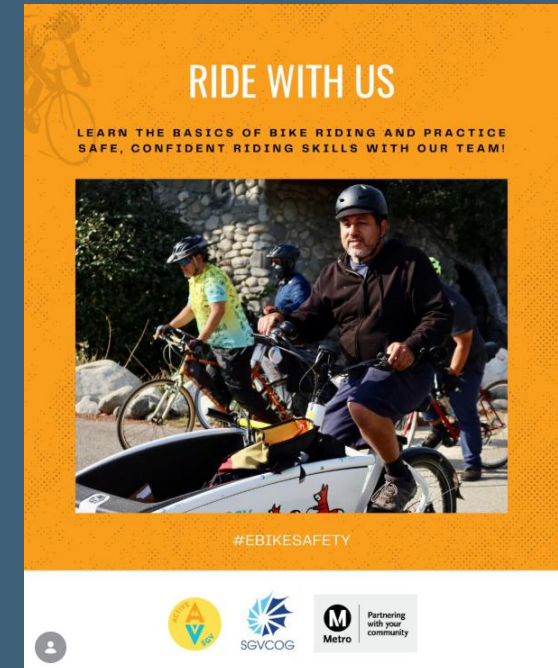
The Imperial County District Attorney's Office has announced its full support for local, county, and state law enforcement efforts to enforce vehicle code violations committed by riders of e-bikes and e-motorcycles.

E-bikes and e-motorcycles have become an increasing source of traffic-related injuries and fatalities across California and around the globe, according to the American College of Surgeons. Imperial County is no exception, with a noticeable rise in accidents involving these vehicles.



E-Bike Safety in the SCAG Region

- Many cities, counties, and schools are advancing e-bike safety through education, enforcement, and ordinances.
- Resources and capacity vary across the region.
- One-size-fits-all approach not realistic but foundational education and customizable templates can provide a starting point.



Mar
04

Ventura Police conduct collaborative traffic safety operation; multiple citations issued

Posted on March 4, 2026 at 10:43 AM by Emily Ayala

VENTURA, Calif. — The Ventura Police Department's Traffic Unit, in partnership with several local law enforcement agencies, successfully conducted a specialized traffic safety operation on Wednesday, February 25, 2026, focused on illegal e-bike and e-motorcycle activity in and around Ventura Community Park, located at 901 S. Kim

Southern California E-Bike Safety Toolkit

The goal of the Toolkit is to provide customizable resources to support the various stakeholders involved in e-bike safety:

- Go Human:
 - Develop e-bike focused safety messaging materials
 - Develop e-bike safety content for Kit of Parts
- Audience-Specific Curriculum:
 - Elementary
 - Middle School
 - High School
 - Parents/Guardians
- E-Bike Ordinance/Municipal Code Update Templates
- Pilot projects to test and refine the toolkit
 - Locations to be determined through development of toolkit



Southern California E-Bike Safety Toolkit: Discussion

- What are the key challenges around e-bike safety you have observed in your community? Would the proposed toolkit address them? If not, what's missing?
- Please share any existing/ongoing efforts that can serve as examples to inform the proposed toolkit.



THANK YOU!

For more information, please visit:

<https://scag.ca.gov/active-transportation>

JUNE 2026

Go Human Safety Strategies Messaging Campaign

TOOLE
DESIGN

10 YEARS OF GO HUMAN



go human

**Slow down
and stop.**
Every intersection
is a crosswalk.

SCAG OTS TRAFFIC SAFETY

This advertisement features an elderly man with a walker standing inside a red-bordered triangular yield sign. The background is a solid blue color with a faint white cloud pattern at the bottom. The 'go human' logo is in the top right corner. The main text is in large, white, sans-serif font. At the bottom right, there are logos for SCAG and OTS TRAFFIC SAFETY.



go human

**Children are
present.
Slow down.**

SCHOOL

→

SCAG OTS TRAFFIC SAFETY

This advertisement features a man carrying a young child on his hip, standing inside a yellow pentagon-shaped school sign. Below the sign is a smaller yellow rectangular sign with a black arrow pointing right. The background is a solid blue color with a faint white cloud pattern at the bottom. The 'go human' logo is in the top right corner. The main text is in large, white, sans-serif font. At the bottom right, there are logos for SCAG, OTS TRAFFIC SAFETY, and a circular seal.

TIME FOR A CAMPAIGN UPDATE

This project will develop, test, and refine a new Go Human campaign that reflects current traffic safety priorities and resonates with the diverse communities of Southern California. Through research, community input, and creative development, the campaign will create accessible messaging and materials that support a culture of safety, shared responsibility, and active transportation.

We are at the beginning phase of the project with two concept options.

Foundation

Previous research highlighted the importance of making Go Human more accessible, inclusive, and reflective of the communities it serves. Findings emphasized the need for authentic representation, community voices, clear and people-centered language, and materials that are easy to adapt locally. The research also identified an opportunity to move beyond individual behavior change messaging and toward a broader culture of safety.

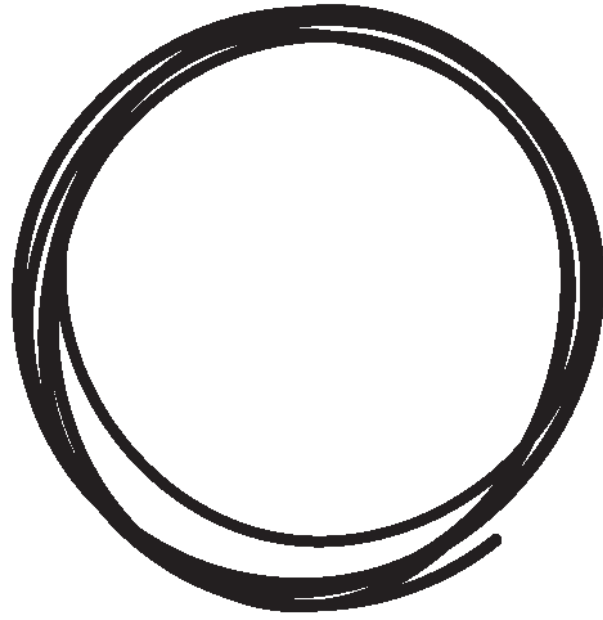
CAMPAIGN GOALS

- + Foster a culture of traffic safety and increased empathy between people using the road.
- + Help build public support for traffic safety projects and policies.
- + Create a more accessible and inclusive conversation around traffic safety.

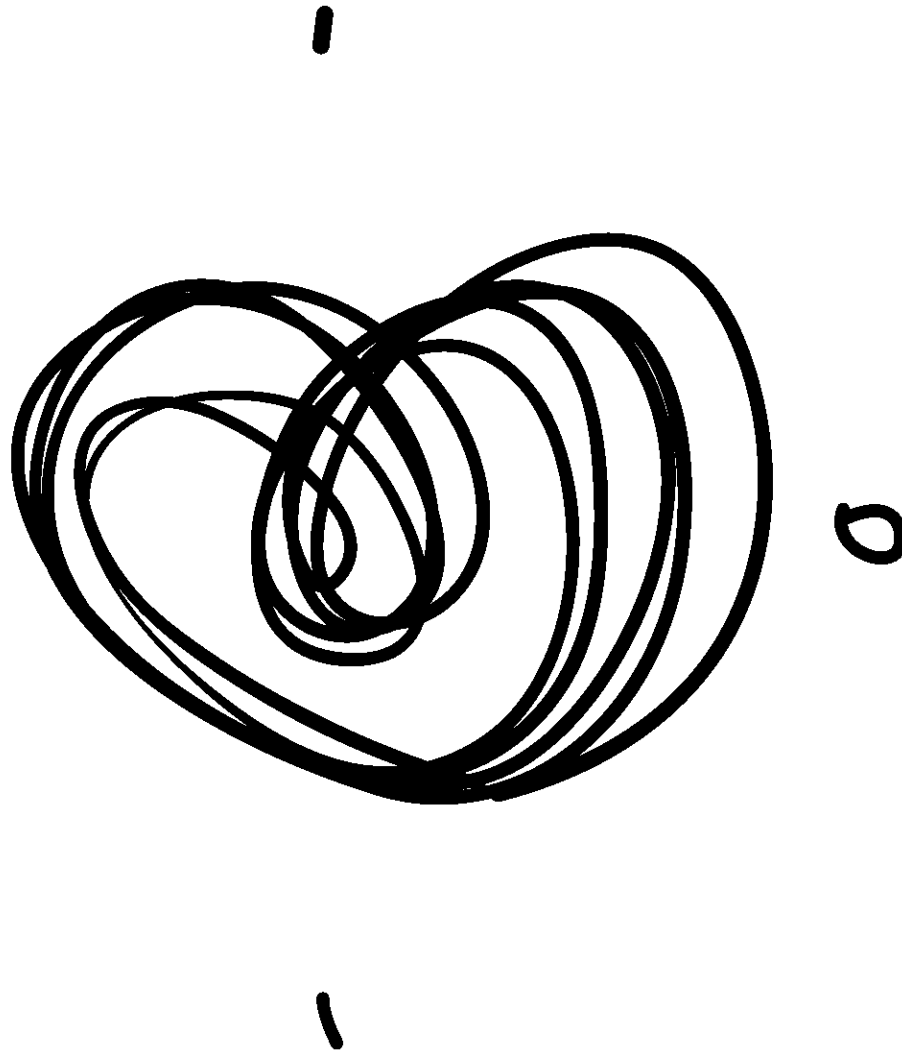
PROJECT PHASE: ROUND 1

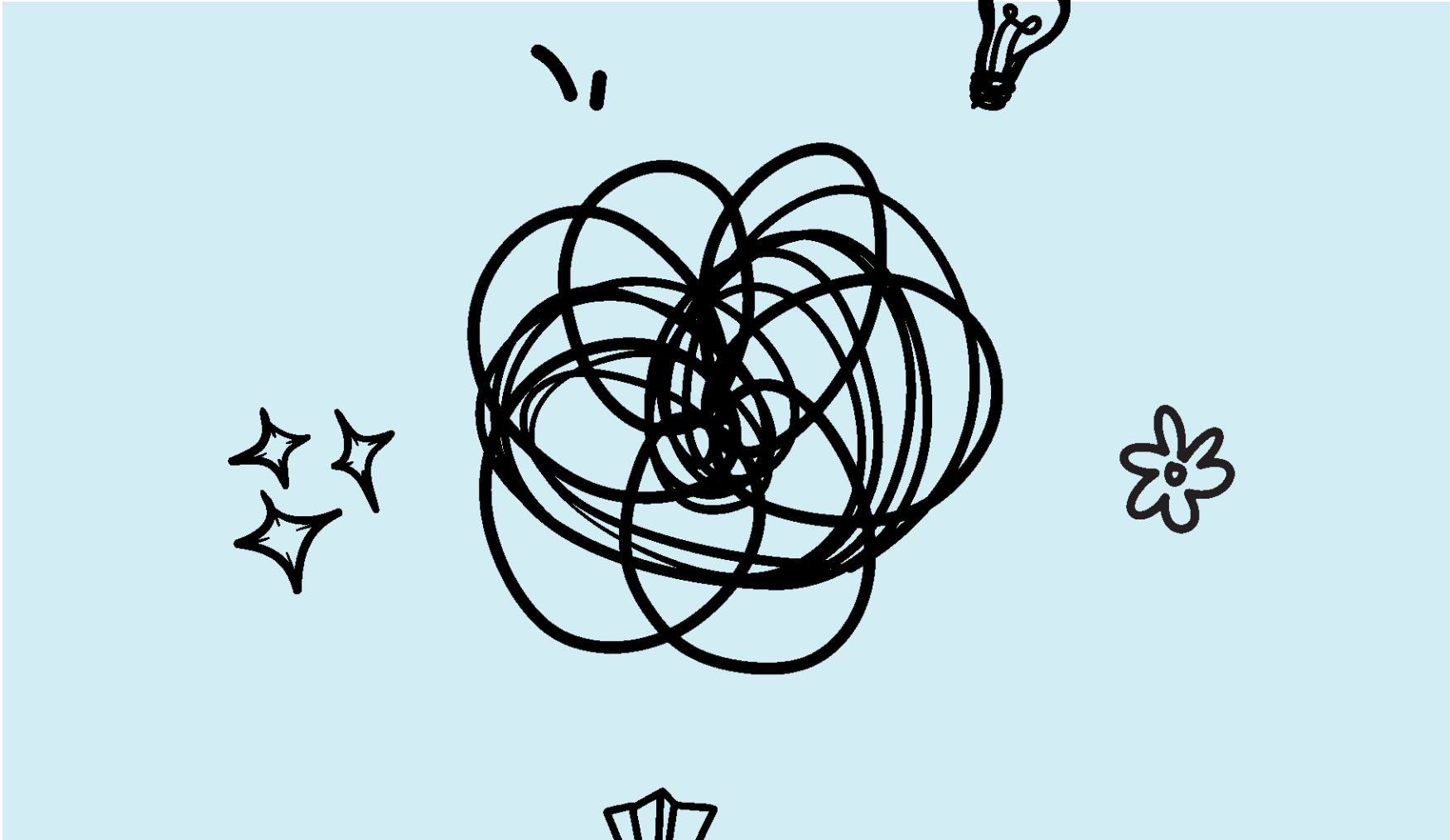
This phase focuses on researching and developing initial messaging and design concepts.

WHAT IS A CONCEPT?



WHAT IS A CONCEPT?







Storytelling:

**Sharing stories
creates
connection**



**Connection
builds
understanding**



**Understanding
inspires safer
actions**



**Safer actions
strengthen
community**

Accessibility: Type and Color

Atkinson Hyperlegible



B8 O0 1Iil

Unambiguous Letterforms
Letters have received special care to ensure they're legible and clear.

Clear Uprights
Similarly-shaped upright letters are distinctly different.

EF pq ebgs

Distinct Pairs
Matching letter pairs are clearer and easier to identify.

Open Counters
Large areas inside letters, called counters, keep characters clear.

gmnr Å9%.

Spurs and Tails
Angled spurs and longer tails help increase differentiation.

Special Circles
Circular elements reflect the heritage of the Braille Institute.

Accessibility: Translation

The campaign will also incorporate a Spanish first message and Toole will work with partners to translate the campaign into Spanish, Tagalog, Vietnamese, Korean and Mandarin.

Concept
One

T'OOLE
DESIGN



Everyone gets there safely

Photos from real people
traveling through their
community.



Infrastructure creates space
for every way we move

When we make space
for each other, we
move safely

When we notice each other,
we move safely together



OUTFRONT / JCDecaux

Room to bike Room to drive



Everyone gets there safely

SCAG



Space
to walk

Space
to drive



This area of the graphic will share a short quote from a real person about the way they get around in their community. The photo will support the quote.

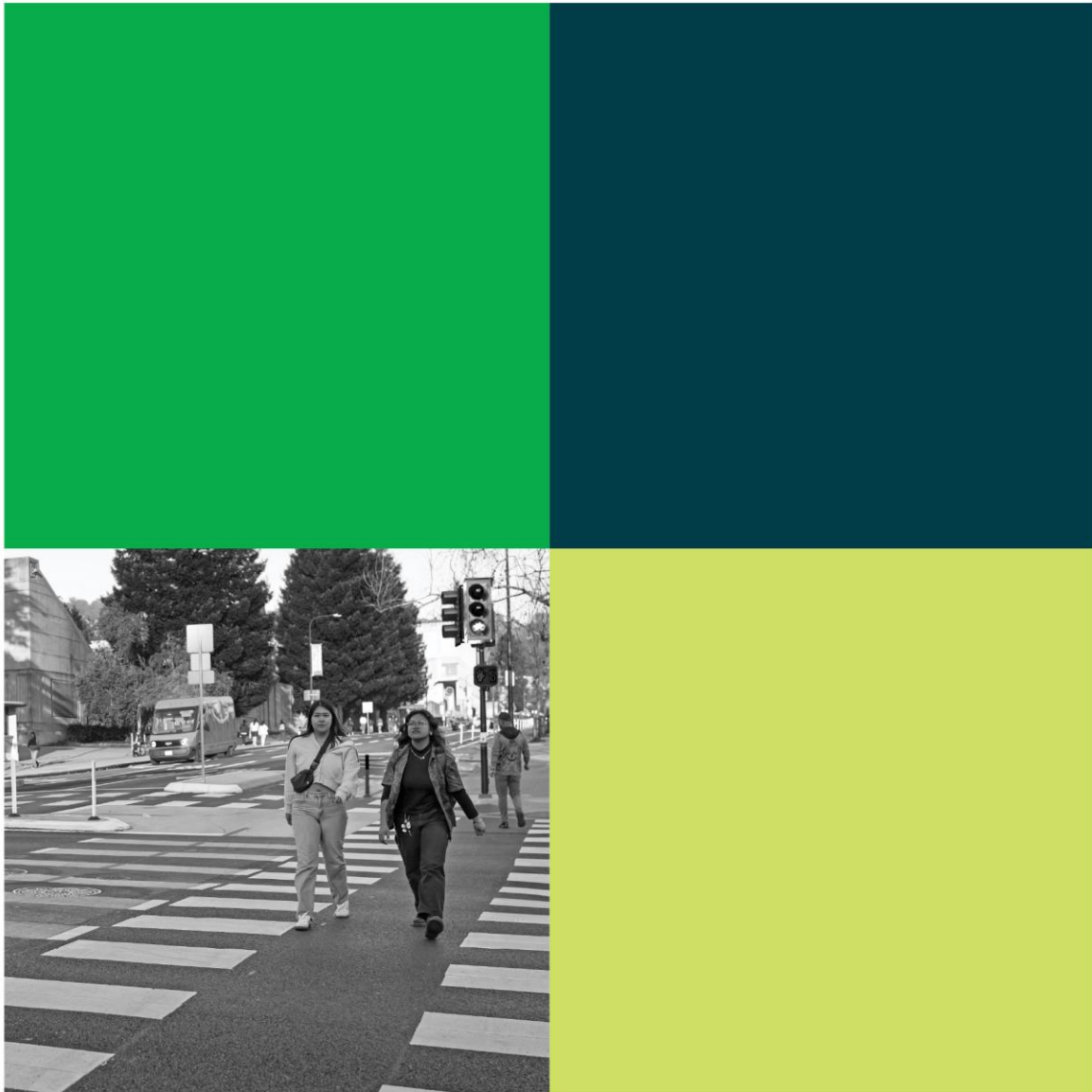
—ANGELA, LONG BEACH

Everyone gets there safely



Concept Two

TOOLE
DESIGN



Safe Streets Unite Us

Infrastructure helps
us move safely

Safer streets keep
us moving

Moving together
connects us

Quotes from real people
traveling through their
community.





OUTFRONT / JCDecaux



Safe Streets Move Us

Safe Streets
Protect Us





Safe Streets Connect Us



This area of the graphic will share a short quote from a real person about the way they get around in their community. The photo will support the quote.

—ANGELA, LONG BEACH



ROUND ONE CONCEPTS



Concept 1:
Everyone Gets There



Concept 2:
Safe Streets Unite Us

Questions?

TOOLE
DESIGN

JUNE 2026

Thank
You

T'OOLE
DESIGN