

# *Beauty and the Bike*

Charlie Gandy  
Livable Communities, Inc.

Advancing Bicycling  
in the Capital Region





## Beauty and the Bike







California Bicycle Coalition



California Bicycle Coalition enables more  
people to bicycle for the health, safety,  
and  
prosperity of all Californians



California Bicycle Coalition

## California Bicycle Coalition Local Advocacy Partners

Bikeable Communities, Long Beach

Bike Bakersfield

Chico Velo Cycling

East Bay Bicycle Coalition

Inland Empire Biking Alliance

Los Angeles County Bicycle Coalition

Marin County Bicycle Coalition

Napa County Bicycle Coalition

People Power- Santa Cruz

Sacramento Area Bicycle Advocates

San Diego County Bicycle Coalition

San Francisco Bicycle Coalition

San Luis Obispo County Bicycle Coalition

Santa Barbara Bicycle Coalition

Shasta Living Streets

Silicon Valley Bicycle Coalition

Sonoma County Bicycle Coalition

Walk & Bike Mendocino

Women on Bikes California



# There are only 3 types of cities:

- Bellwether
- Bandwagon
- Backwater

## What is your city?

# San Francisco





# Austin



# Austin



## Personality of Place

Leading with an authentic voice, mining unique assets,  
differentiating from competition



# Austin



## Personality of Place

Sustained commitment to an emotionally compelling narrative and a universal campaign

# Austin



Personality of Place

Communicating with mindful/playful messaging



# Austin



## Personality of Place

Taking risks, harnessing urgency,  
embracing ambition

# Long Beach







Charlie Gandy – Livable Communities Inc.



# Women On Bikes





Alice Wanket  
80 years old  
Tri-Athlete



# Long Beach: Risk Taking & Innovation











Photo: Allan Crawford

## Vista Bike Blvd.



Photo: Allan Crawford







# Long Beach





# Street Decks, Parklets

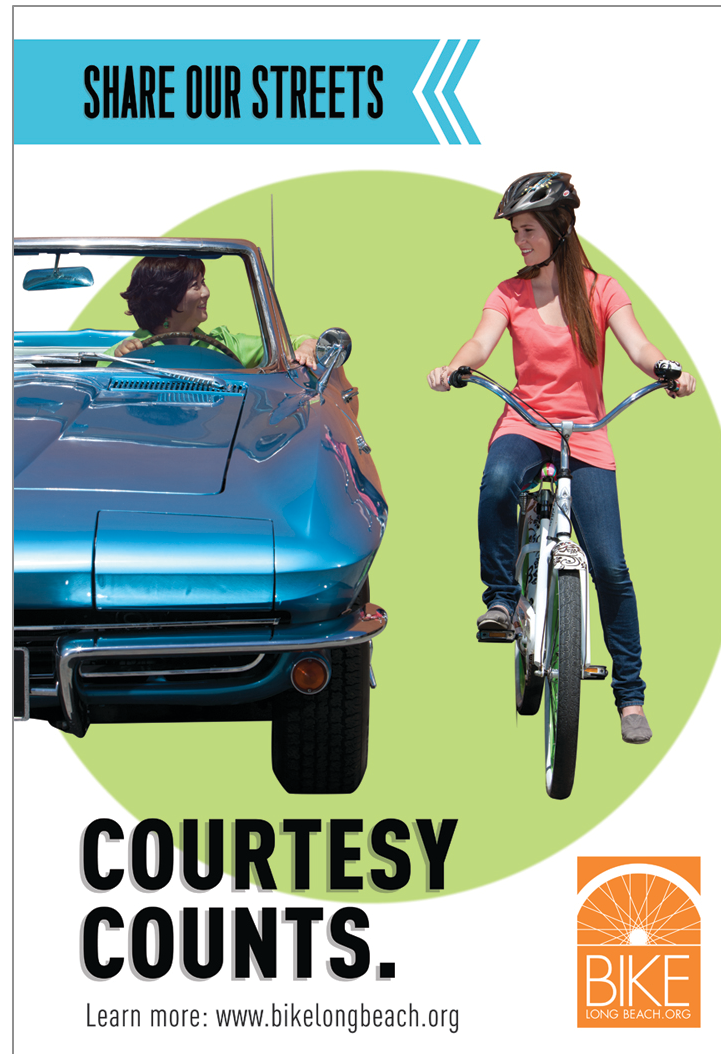








# Long Beach: Mindful Playful Messaging



# Long Beach





# Long Beach: Avid Fans & Followers



# Long Beach: A New Portland?







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**Join Us.**

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