



Community Input:

Listening & Gathering Feedback

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This chapter provides an overview of the outreach conducted in order to develop this Bicycle Master Plan. This public comment process led to the development of the project and programmatic recommendations presented later in this Plan.



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What We Heard

Extensive community input was collected through the Bicycle Master Plan process, with public feedback especially solicited to inform policy and infrastructure recommendations. The project team took a thorough approach to reach parts of the city and population groups that are often absent from the planning process. In total, the Bicycle Master Plan team held a citywide community meeting, attended 9 community events, set up 8 pop-up mapping exercises, and held 9 focus groups. Outreach activities took place in all council districts across the city. Additionally, a survey was administered online and in person in four different languages (English, Spanish, Khmer, and Tagalog). The survey garnered 469 responses. A more detailed analysis of community input can be found in Appendix D.



Community Outreach Strategy

A matrix that lists each pop-up event attended is below. Some pop-up events were part of larger community-wide festivals and gatherings, while others involved “popping-up” at various high-traffic locations and asking Long Beach residents about their experiences riding a bicycle in the City. A pop-up was held in each Council District.

Table 4-1: Outreach at Community Events

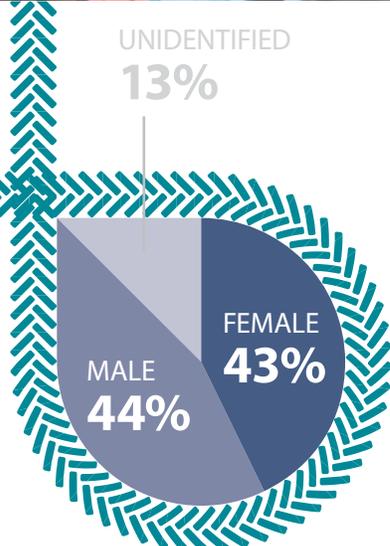
#	Event Name	Date	Location	Council District
1	Beach Streets Downtown	3/19	Downtown LB	1
2	Cambodia Town Culture Festival	4/10	MacArthur Park	6
3	Green Prize Festival	4/30	Admiral Kidd Park	7
4	Long Beach Bike Festival	5/7	East Village	2
5	Bike to Work Day	5/19	The Promenade	2
6	Alamitos Bay Farmers Market	5/22	Alamitos Bay	3
7	Uptown Jazz Fest	6/11	Houghton Park	9
8	Municipal Band at Whaley Park	6/28	Whaley Park	4
9	First Fridays at Bixby Knolls	7/1	Bixby Knolls	8
10	Municipal Band at El Dorado Park	7/8	El Dorado Park	5
11	Love Long Beach Festival	7/17	Granada Beach	3
12	Welcome Week for City College	8/19	Long Beach City College	5
13	Fruit and Veggie Party	8/27	MLK, Jr. Park	6
14	Activate Uptown	10/1	Uptown Open Streets Event	9
15	Jordan High School WRAP Program	10/31	Jordan High School	9
16	Beach Streets Midtown	11/12	Anaheim Street	1,6
17	Long Beach City College Sustainability Fair	11/15	LBCC	5

Survey Results

Overall, 469 people participated in both the online and hard copy surveys. Of the 469 people that responded, 57 percent respondents stated that they typically use a car to get around town. Most respondents identified exercise as the main reason they ride a bicycle, and over half stated that they did not feel safe currently riding a bicycle in Long Beach.



Figure 4-1: Key Survey Findings



How do you usually get around?



Do you feel safe riding a bike?



Cycling Destination by Experience

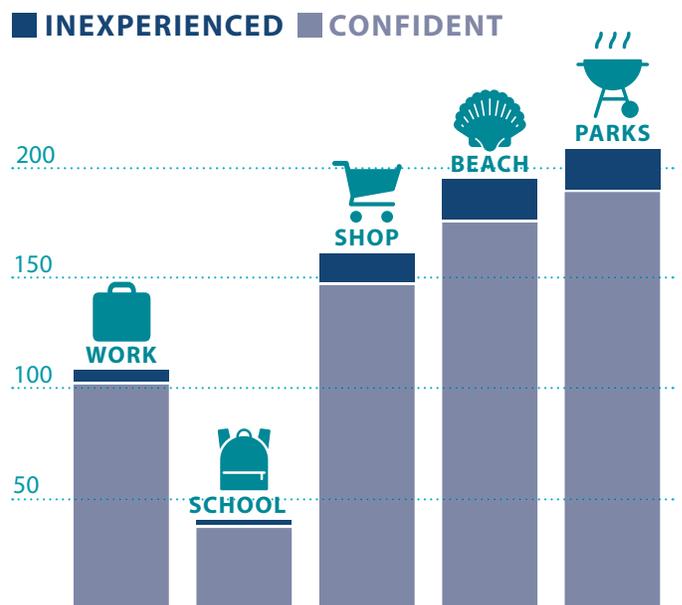


Figure 4-1: Key Survey Findings, Continued

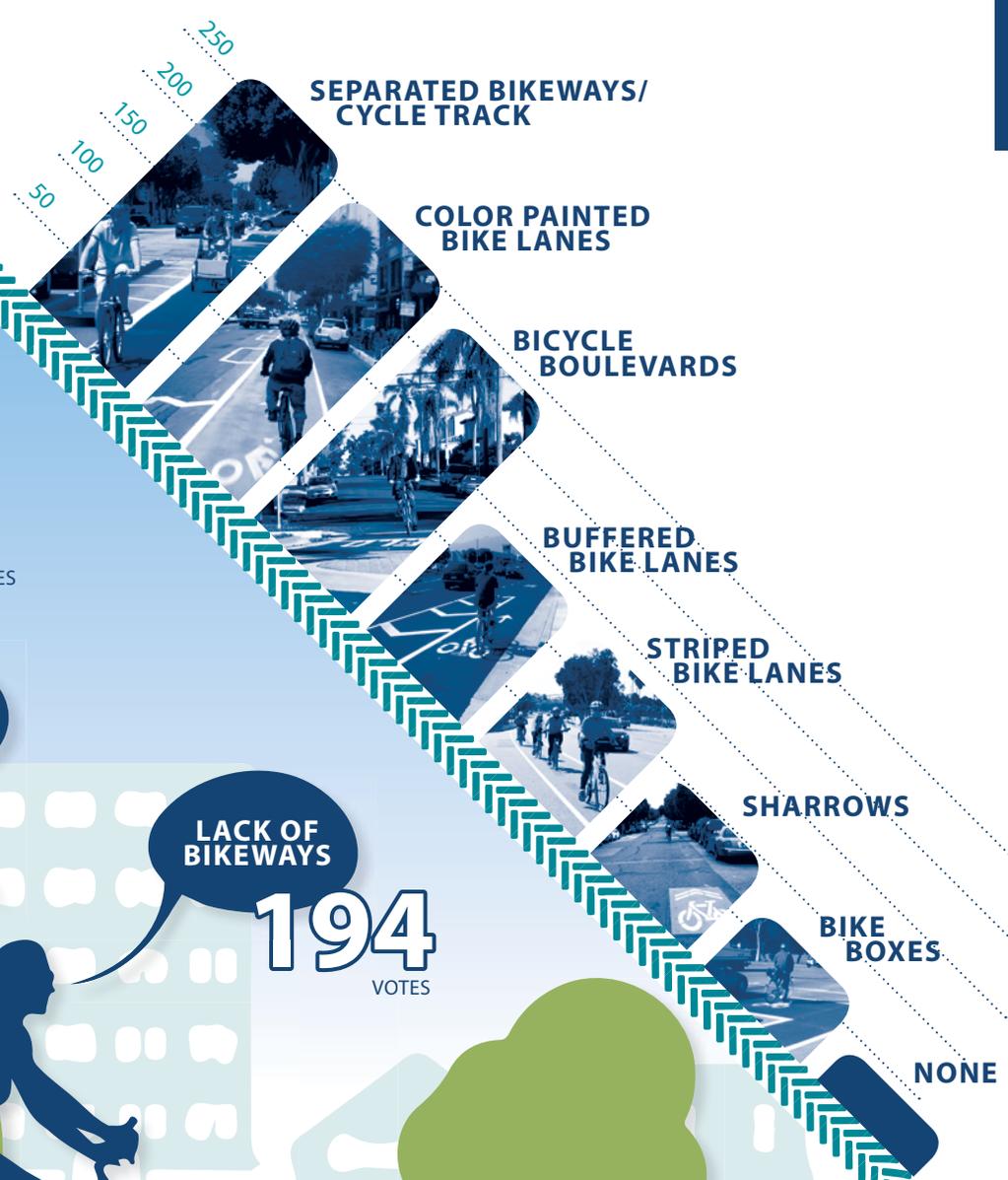
Why do you ride a bicycle?



What keeps you from riding a bicycle more often?



Types of Bike Facilities People Want in Long Beach



233 VOTES

FEEL UNSAFE

69 VOTES

LIMITED BIKE PARKING

LACK OF BIKEWAYS

194 VOTES



Non-Traditional Workshops

During Spring and Summer, 2016, the Long Beach Bicycle Master Plan Project went ‘on the road,’ traveling to various community events and gathering feedback about bicycling in Long Beach. The project team set up a 3D interactive mapping activity, along with a bicycle-powered radio that community members rode, and a popcorn machine and

giveaways to attract participants. During these “pop-up” events, the project team asked people about where they’d like to see new bicycle routes added, existing routes enhanced, new facilities introduced, or deficiencies addressed. The map to the right represents a summary of feedback received at these non-traditional workshops.

Table 4-2: Non-Traditional Workshops

#	Event Name	Location	Council District
1	Bike-to-Work Day	Downtown	1
2	First Fridays	Bixby Knolls	8
3	Love Long Beach Festival	Granada Beach	8
4	Fruit and Vegetable Party	Martin Luther King Jr. Park	6
5	Activate Uptown	Houghton Park	9
6	Beach Streets	Midtown	1
7	Jordan High School	Jordan High School	9
8	Long Beach City College	Long Beach City College	5



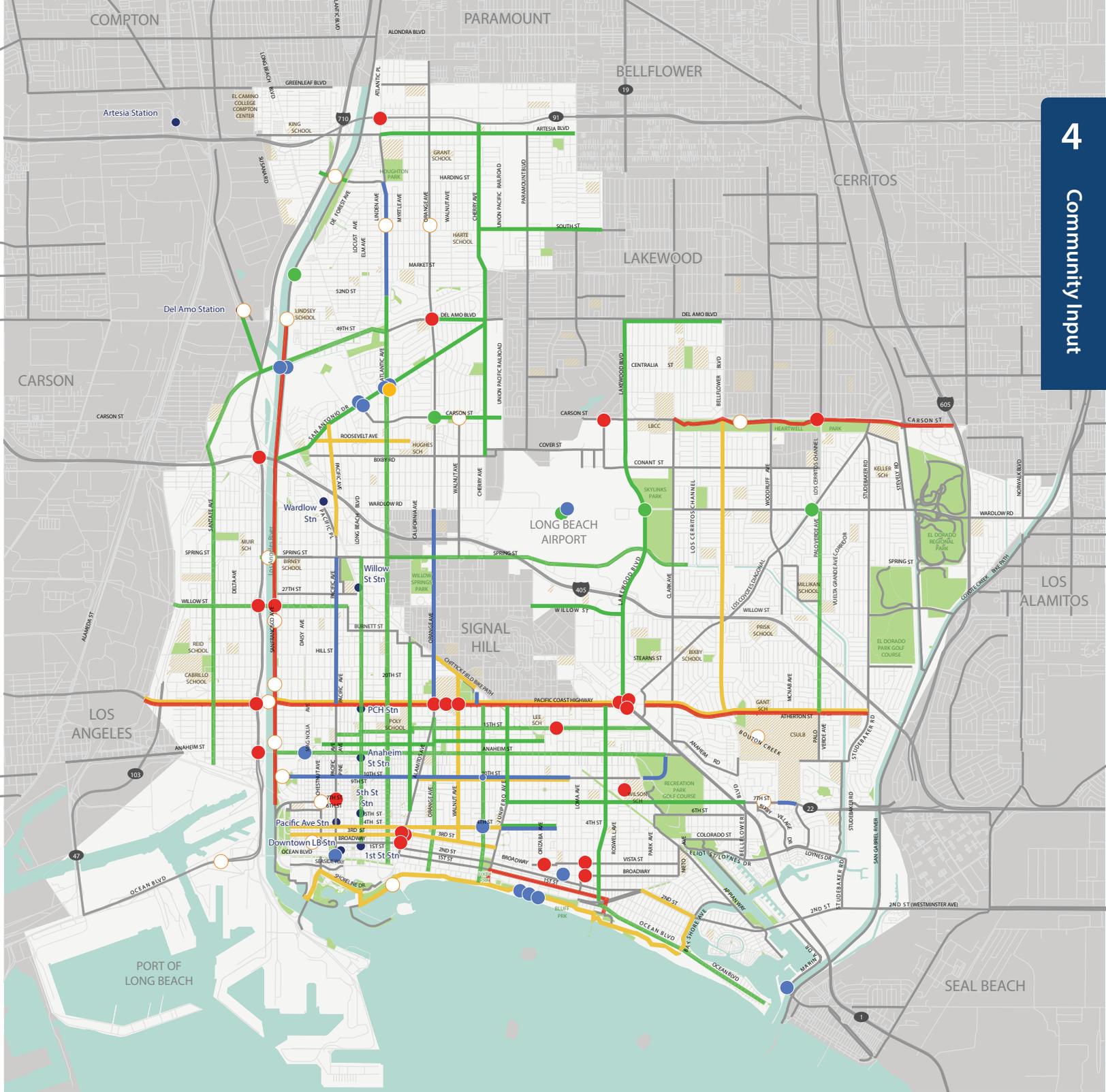


Figure 4-2: Workshop Feedback

- Desired Route
- Good Route, Keep As-Is
- Existing Route, Needs to be Enhanced
- Gap in the Network
- Existing Route
- Bike Should Connect to this Destination
- Great Bicycle Asset
- Difficult Intersection to Cross by Bike
- Destinations that Need Bike Parking
- Other

Focus Groups

The Bicycle Master Plan team held nine focus groups. Table 4-3 shows the target audience and location of these meetings. Participants were recruited from across the city.

Table 4-3: Focus Group Meetings

#	Group Theme	Location
1	Teen Cyclists	Uptown Bike Hub
2	Experienced Cyclists	Uptown Bike Hub
3	Female Cyclists	Expo Building
4	Senior Cyclists	Expo Building
5	“Have To” Cyclists	Building Healthy Communities
6	Advocate Organizations	Building Healthy Communities
7	Council of Business Associations	Elise’s Tea Room
8	Proposed Plan Review	Building Healthy Communities
9	Education	CSULB



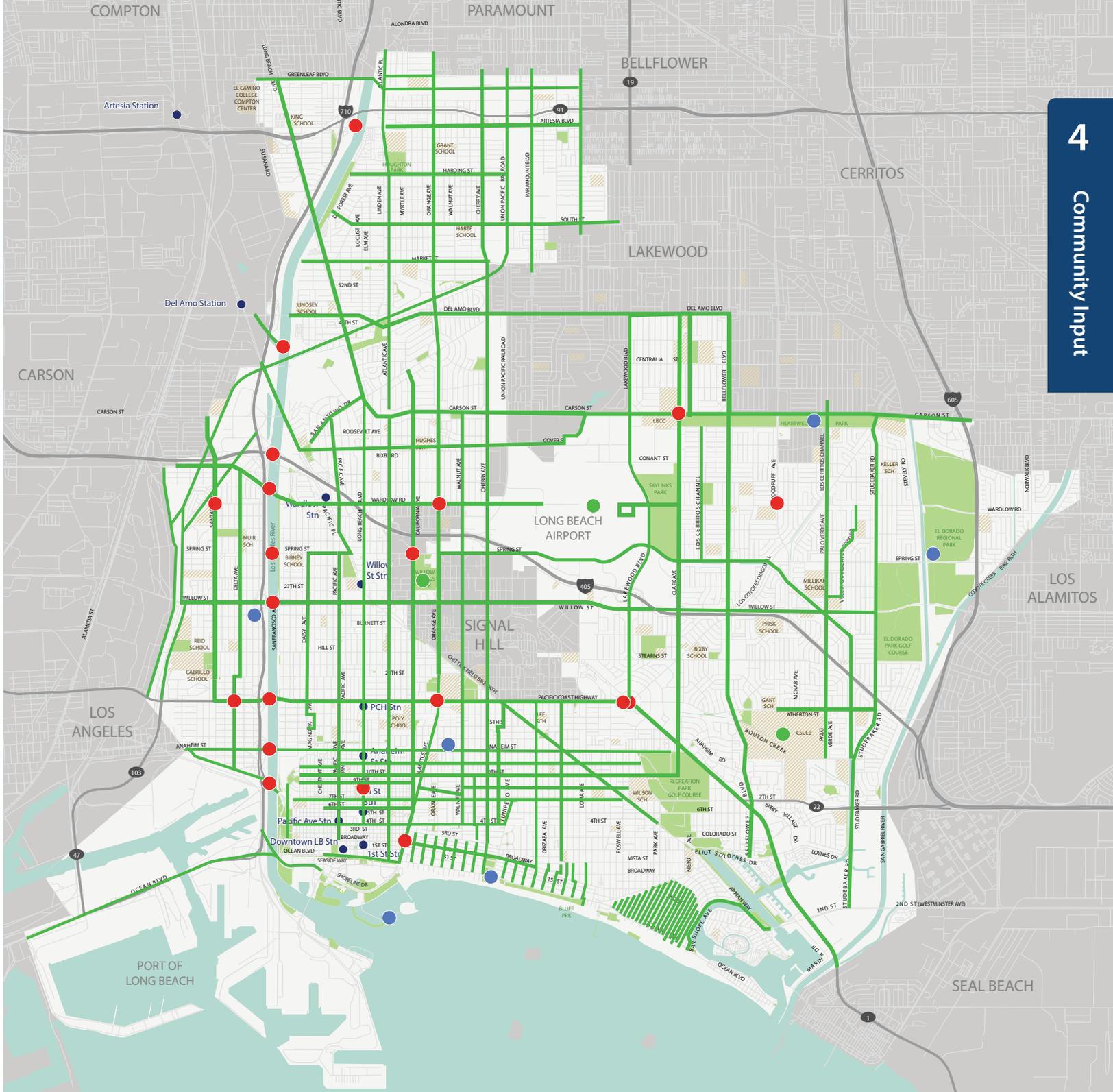


Figure 4-3: Focus Group Feedback

- Desired Route*
- Bike Should Connect to this Destination
- Difficult Intersection to Cross by Bike
- Destinations that Need Bike Parking

* Thicker lines indicate more than 1 response

