

# News LB MOBILITY

N E W S L E T T E R   S P R I N G   2 0 1 7

## #CountMeInLB



### Count me in LB! – City Mobility Challenge

Long Beach launched a Mobility Challenge, for 2017 encouraging residents to get out and be counted by the new Eco-Totem, located on the Shoreline Pedestrian/Bicycle Path just west of the Belmont Veterans Memorial Pier. The challenge is to reach a total count of 1,000,000 cyclists and/or pedestrians by the end of 2017. The goal is to motivate residents to take advantage of the many mobility options the City has to offer, and to utilize social media as a fun way to inspire others to get involved. Using the hashtag #CountMeInLB, residents are asked to post photos and videos of themselves on Twitter, Instagram and Facebook as they walk, run or bicycle past the Eco-Totem, or simply as they take advantage of the City’s numerous trails, parks, beaches, streets and sidewalks.

### Beach Streets Round 4 – Beach Streets University: Saturday, April 29, 2017, 11 AM – 5 PM

Beach Streets is back! On Saturday, April 29th, Beach Streets University will open more than four miles of streets to people walking, biking, jogging, and skating. The event route will connect California State University, Long Beach to El Dorado Park and great Long Beach businesses in between via Atherton St., Bellflower Blvd., Los Coyotes Diagonal and Spring St. This is the City’s fourth Beach Streets and, as always, the event will feature outdoor music, food, activities, and more! By closing the route to cars and opening it to bicyclists, pedestrians, and other non-motorized users, Beach Streets helps promote active transportation, healthy living, and community engagement.



### S P O T L I G H T   Cycling Profile – RASHAD CAPTAN



Rashad Captan is no ordinary Long Beach resident. He is a CSULB professor, bike advocate, and local business owner of Bike Local – providing goods and services for bicyclists to maximize their urban environment. Rashad’s love for biking and the City of Long Beach can be experienced through the effort and passion he puts into his locally famous re-purposed wine crates (now made to order and locally sourced); used as storage on your bike rack and perfect for trips to the farmers market or just about anywhere.

In his free time, Rashad advocates for and promotes bike ridership and its benefits. Rashad is a member of the CSULB Bike Master Plan Advisory Group, and has **cont.**

## Bike Share Update – Long Beach Bike Share celebrates its 1 Year Anniversary!

On March 17th, the City’s public bike share program completed its first year of operation. The program has been growing steadily through the increase of new users each month and the deployment of new stations. By the time the one year anniversary rolls around the system will have grown from 100 bikes and 20 stations to 400 bikes and 60 stations. The program has been well received by folks who live and work in Long Beach and the convenience of grabbing a bike share bicycle to run a quick errand, ride to their store or favorite lunch spot is helping drive adoption to the program from people who might have been on the fence initially. There’s also been an increase of commuters pairing their commute with the Blue Line and bike share for a car free commute.

For more information on the program checkout [longbeachbikeshare.com](http://longbeachbikeshare.com), or download the Social Bicycles app on your mobile device and sign up today!

Plan Options: Pay As You Go, \$7.00 an hour / Pre Paid \$21.00 / Basic Monthly \$15.00 / Monthly Plus \$20.00

| <b>Bike Share Statistics</b> | <b>6 months</b> | <b>1 year</b>  |
|------------------------------|-----------------|----------------|
| Active Members               | 3,500           | 7,366          |
| Overall Miles Ridden         | 35,000          | 82,720         |
| Carbon Reduced vs Driving    | 31,223 lbs.     | 72,944.51 lbs. |
| Calories Burned vs Driving   | 1.6 million     | 3.3 million    |
| Money Saved vs Driving       | \$23,514.00     | \$47,977.00    |

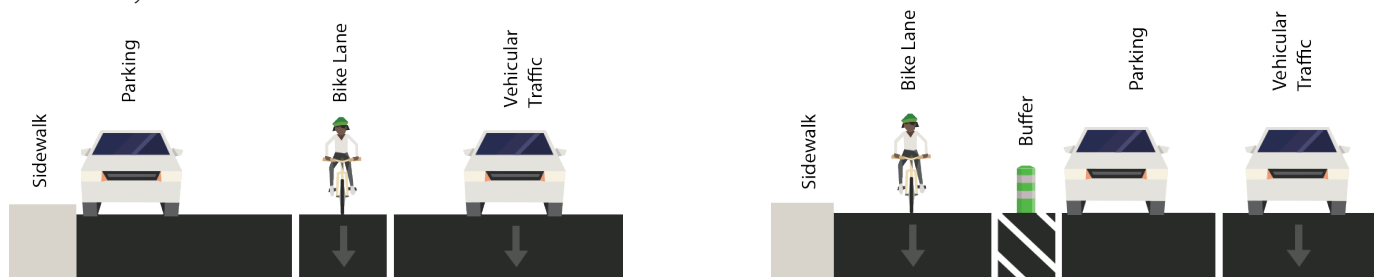
The City is expanding sponsorship and corporate memberships. For more information call 562-570-6331

## Bike Master Plan Approved!

On February 7, 2017, the City Council approved the updated Bicycle Master Plan. Now that the update has been approved, it’s time to get to work expanding the City’s network of bike infrastructure! Stay tuned for updates on the plan’s progress.

## Multimodal Enhancements Coming to Bellflower Boulevard & Orange Avenue

We’re making the City even more livable (or walkable)! Enhancements being made to Bellflower Boulevard between Pacific Coast Highway and Atherton Street, and Orange Avenue between 52nd Street and 64th Street will provide an opportunity to upgrade the bicycle and pedestrian facilities along the corridor. Improvements such as protected bike lanes, continental crosswalks, and ADA upgrades will benefit all modes of transportation and provide enhanced safety and visibility for all road users.



cont. from Rashad Captan

participated in a number of bicycle focus groups, held bike safety workshops, and offered bike valet services at many events across the City. As a professor, he regularly engages students in thought provoking discussions and activities centered on biking, the environment, and sustainability. Rashad’s time spent abroad in Europe catalyzed his love for all things Bikes, and upon returning he has made it his mission to help make Long Beach the best place to live, work and play. “This is my town and I’m proud to help make it the best it can be.” – Rashad Captan

### City Services

Please use the [Go Long Beach App](#) to report an issue.  
 How to request a Bike Rack—[BikeLongBeach.org/bike-rack-request](http://BikeLongBeach.org/bike-rack-request)  
 To participate in the City’s Rideshare, visit [www.EZcommuteLB.com](http://www.EZcommuteLB.com)