

## *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



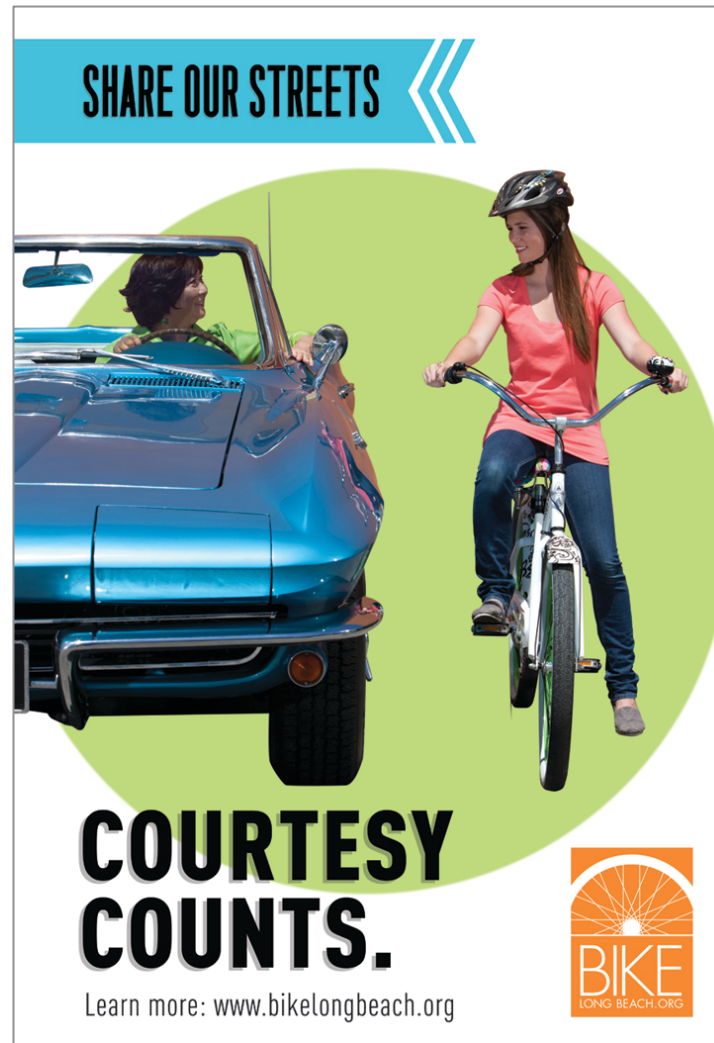
# Street Decks, Parklets



Charlie Gandy – Livable Communities Inc.



# Long Beach: Mindful Playful Messaging



# Long Beach





# Long Beach: Avid Fans & Followers



# Long Beach: A New Portland?





California Bicycle Coalition

**Join Us.**

## *Beauty and the Bike*

Charlie Gandy  
Livable Communities, Inc.

Advancing Bicycling  
in the Capital Region

