



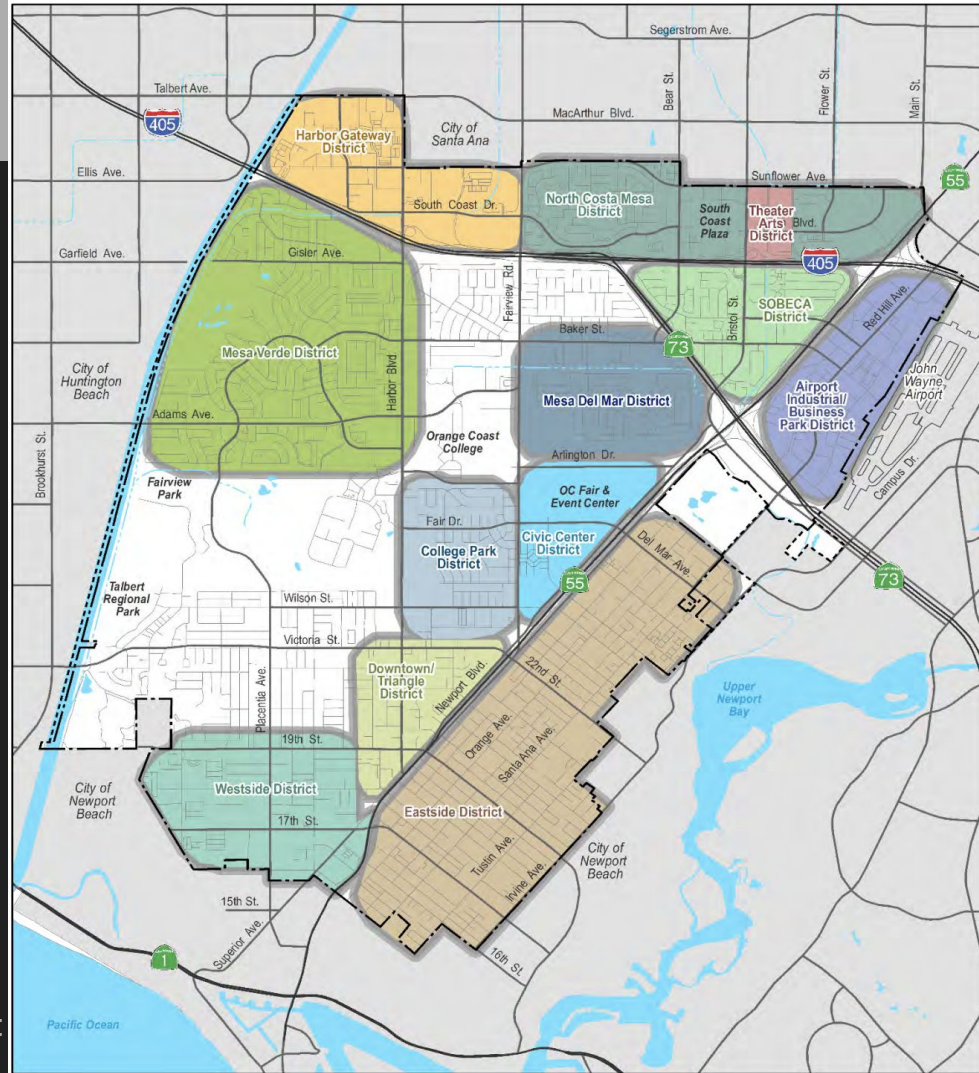
California Bicycle Summit 2024
Russell Toler

Why We Formed

- 2015: Bikeway and Walkability Committee formed
- 2018: Active Transportation Plan adopted
- 2018: Pro active transportation majority elected to city council

We realized that it was not enough to just have pro-bike electeds.

We needed to connect all the like-minded people in the community so we could work together in unison and as an entity.



What We've Done

- SCAG Go Human Grants 2020 & 2022
- Helped the city get active transportation grants through support letters
- Written formal letters urging action on specific active transportation issues
- Published candidate questionnaires each election
- Helped provide political cover so electeds can be more ambitious
- Keep the community informed of what's happening and how to get involved through newsletters and social media



**Costa Mesa Alliance
for Better Streets**

Hey everyone!

We're back! Sorry for the long hiatus. We're transitioning to some new branding (wool) and updating our website (stay tuned!) but that hasn't stopped the city or us from pushing forward on all kinds of street improvements and initiatives. Take a look!

Local meetings coming up

City Council Meeting, April 16, 2024 at 6:00pm, City Hall (Council Chambers).
Council Member Arlis Reynolds has called up the proposed Raising Cane's drive thru on Newport Boulevard for a de novo City Council review. If you have concerns about



The Impact We've Had

- Miles of new protected bike lanes throughout the city
- Millions in state grant funding for more bike lanes
- The creation of a new position at City Hall: Active Transportation Coordinator
- Tactical urbanism now used by staff and set as a policy in the General Plan
- Other new ambitious policies in the General Plan
- The majority of City Council and Planning Commissioners watching our every single Instagram story
- Got a seat at the table!



Lessons

In retrospect, we did this right

GOALS

Stay Informed

We can't change what we don't understand, and we can't be involved in things we aren't aware of. Keeping an eye on local agencies is crucial if we are to shape the future. With this knowledge, we are better equipped to help these agencies make good decisions, and help rally people in support.

Be an Agent for Change

Show people how the public space of our streets might be. Carry out tactical urbanism demonstrations, open streets events, and other activities to help demonstrate how much better our streets can really be when we're willing to rethink our urban infrastructure.

Be a Resource

Help the community stay informed on topics related to our mission, and help each other learn more about our transportation options in Costa Mesa. Many people drive only because they're not familiar with our bike network or with OCTA's routes and timetables. We want to help de-stigmatize and de-mystify "alternative" ways of getting around.

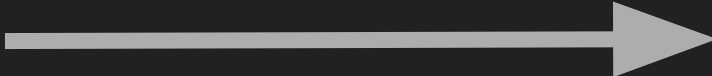
Spur the Discussion

If we let old-school traffic engineers lay out our options and drive the conversation, we're guaranteed to get only more of the same, auto-oriented, dangerous, and bleak streetscapes. We want to help people think outside the box, and imagine what our public spaces might be like if we prioritized people over cars, and beauty over utility.



Lessons

In retrospect, we did this right



GUIDING PRINCIPLES

Be Kind

having or showing a friendly, generous, and considerate nature.

Keep things positive. Drivers are not our enemies. Agencies are not our enemies. We're all tangled in a web of auto-dependency and need to work together to make any real progress. Always be respectful and courteous.

Be Reasonable

(of a person) having sound judgment; fair and sensible.

Keep everyone's experience in mind. People are dependent on getting around in their cars, an to create impossible situations for them would be unreasonable. Likewise, City staff and leadership are often uncomfortably situated between differing opinions about our streets. We can't expect them to act on issues that residents haven't insisted on.

Be Holistic

characterized by comprehension of the parts of something as intimately interconnected and explicable only by reference to the whole.

While street safety and increased mobility options are great things to work towards, don't lose sight of the big picture. Think about how streets should look, feel, and function. Beauty, delight, and civic pride are important. Remember that the city *is* our streets.

Be Radical

(especially of change or action) relating to or affecting the fundamental nature of something; far-reaching or thorough.

To put it bluntly, most of our streets are inhospitable to anyone outside of a car. Not only that, but there is a lot of momentum to make them worse. What we're working towards is radically different than the status quo. Don't be afraid to challenge convention, and discuss big ideas.



Lessons

- Be civil and reasonable (play the long game)
- Be nonpartisan
- Form a leadership board—regroup regularly to strategize
- Build relationships with those in control
- Get your people elected/appointed
- Keep the pressure on
- Figure out how to *help*
- Bring actual *solutions* and *specific proposals*
- Praise and thank! Don't just complain
- Leverage without making enemies
- Give people a way to participate

Daily Pilot

Bicyclists gain ground in fight for Costa Mesa streets, as city nabs \$7.9M for new bike lanes





Thanks!

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