



Long Beach Department of Health and Human Services Bike, Pedestrian and Safe Driving Initiatives

Lara Turnbull and Ricard L. Nunez



LONG BEACH
DEPARTMENT OF HEALTH
AND HUMAN SERVICES

CITY OF
LONG BEACH

LBDHHS Bike, Pedestrian and Safe Driving Initiatives

- Walk and Roll Long Beach
 - Bike, Pedestrian and Scooter Safety Education
- GreenlightLB
 - Drug-Impaired Driving Prevention
 - Distracted Driving Prevention
 - Responsible Cannabis Use
- Healthy Active Long Beach
 - Nutrition Education, Physical Activity Promotion, and Chronic Disease Prevention



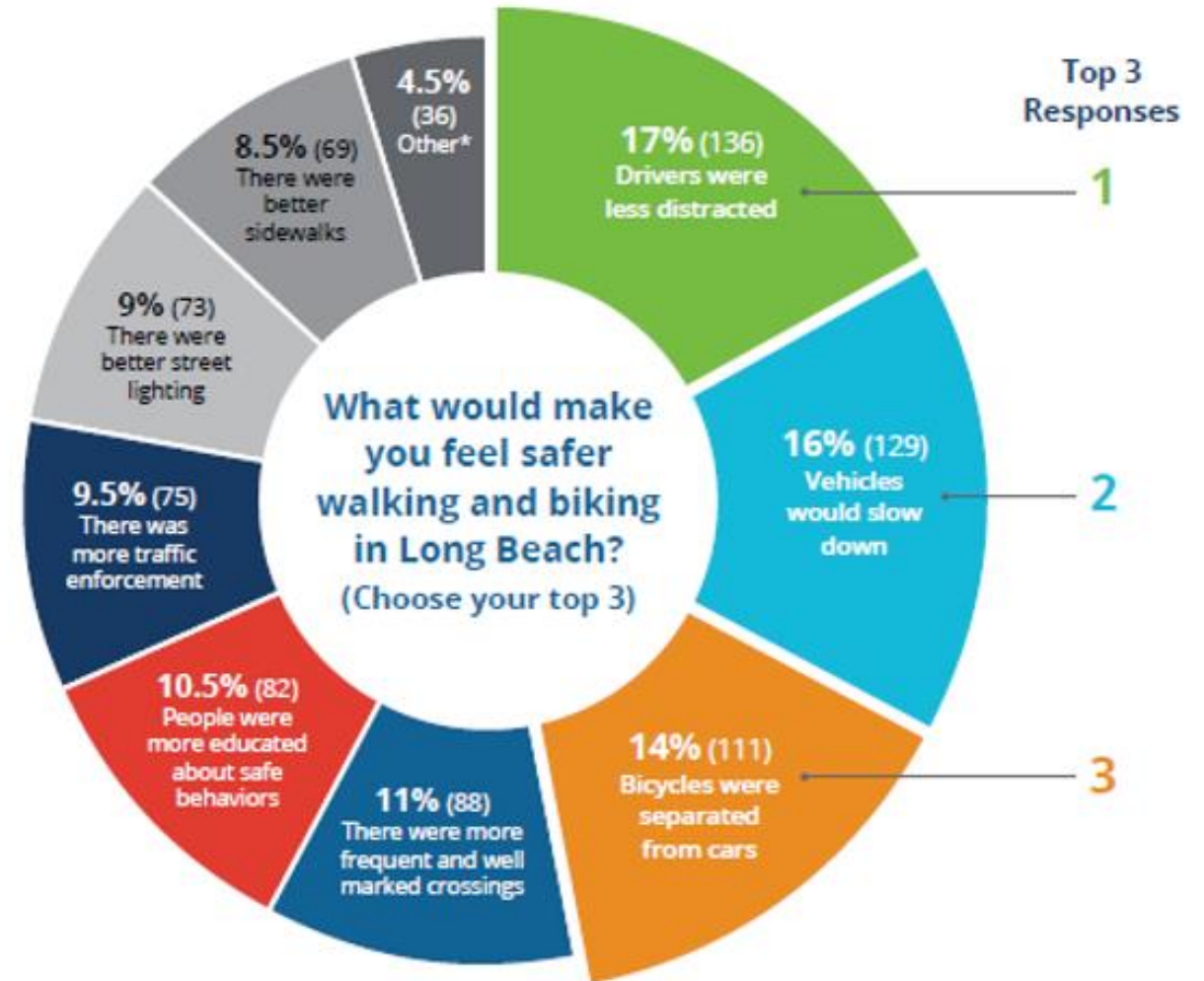
Distracted Driving Prevention & Education

What do you think should be the City of Long Beach's number one priority?

More and better education about traffic safety 25.5% (47)

More enforcement of traffic violations 24% (44)

Figure 10. Community Feedback Results



Distracted Driving Prevention & Education

California Office of Traffic Safety Grant

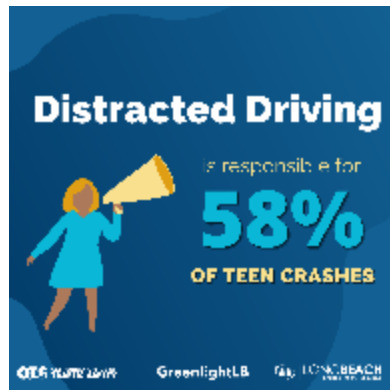
- City-wide assessment of distracted driving
- Educational outreach & Workshops
- Long Beach Safe Streets Awareness Week
- Drive Safe Pledge
- Pop-up Education
- Culturally appropriate educational resources.



Distracted Driving Prevention & Education

FY22 Priorities

- Youth Ambassador Program
 - Peer-to-peer education among students to increase awareness surrounding the dangers of texting and driving
- Teen Driving Education for Parents & Educators
 - Workshops & trainings on current and relevant distracted driving laws, key risks factors faced by teens, and information on how to properly reduce distractions on the road
- Older Adults Workshops
 - Bring awareness to distracted driving, educate on the options of smart phones and hand-free use



Drug-Impaired Driving Prevention & Education

California Office of Traffic Safety Grant

500 Community Members through workshops & Presentations

- CSULB
- Cambodian Association of America
- The Youth Services Network
- The Center LB
- YMCA
- LB Forward
- LBCC
- LINC Housing
- Youth Coalition Leaders
- McBride HS
- LBCA
- Parks & Rec: Be Safe Program

New Youth ambassador program training program



Drug-Impaired Driving Prevention & Education

California Office of Traffic Safety Grant

8,500 educational handouts to community members to promote safe and responsible driving behavior

- Community Education & Outreach
- Educational Pop-ups & Walkabouts
- Collaborative Partnerships with Dispensaries & Restaurants.

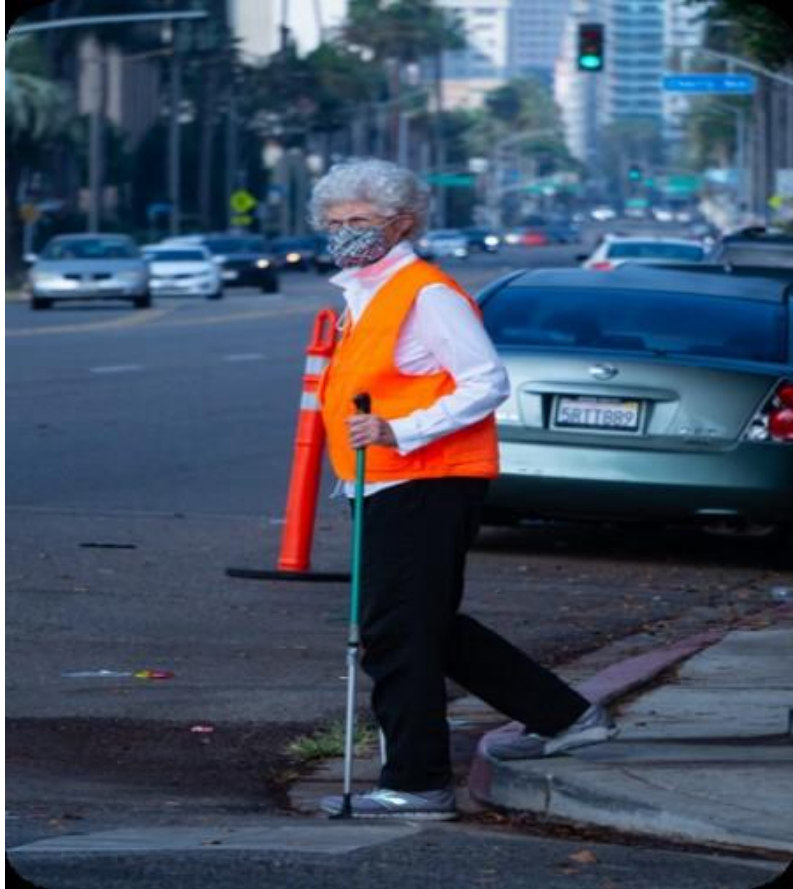


Walk and Roll Long Beach: Bicycle Safety

California Office of Traffic Safety Grant

- Comprehensive Strategies to Promote Safe Riding Behavior
 - Bike Safety Workshops
 - Bike Safety “Pop-Ups”
 - Bike Helmet Fittings and Distribution
 - Bike Safety Rodeos
 - “Ride and Learn” Events





Walk and Roll Long Beach: Pedestrian Safety

California Office of Traffic Safety Grant

- Comprehensive Strategies to Promote Safe Pedestrian Behavior
 - Pedestrian Safety Presentations
 - Interactive Ped Safety Demonstrations
 - Reflective Gear
 - Pedestrian Safety Rodeos
 - “Walking Fieldtrips”

Walk and Roll Long Beach: Safe Routes to School

California Office of Traffic Safety Grant

- Bike and Pedestrian Safety Events
- Kits and Training for Crossing Guards
- Safety “Pop-Ups”
- Safe-Drop Zones
- Walk and Bike to School Week



Bicycle, Pedestrian, and Scooter Education

- Social Media
 - Engage residents via City, Department and Program Social Media Pages
- E-Scooter Decal Campaign
 - Encourage Safe Riding Behavior – Focused In High-Pedestrian Zones and Business Districts
- National Awareness Campaigns
 - Pedestrian Safety Month, National Walk and Bike to School, Etc.,
- Bike and Pedestrian Safety Working Group



A more walkable downtown core

- Transforms Downtown Long Beach into a **pedestrian priority area** through the installation of **190 concrete curb extensions** and **pedestrian refuges**
- \$7.9 million in ATP funds (\$8.7 million project total)
- \$543,000 for **Non-infrastructure components**
 - Pedestrian Safety Skills Classes
 - Walk Audits
 - Walk to Shop Day!

Existing



Proposed



Curb-protected bikeway

- Transforms Pacific Ave into a **complete-streets best-practices corridor** from Ocean Blvd to PCH
- **Adds** protected bikeway, protected intersections, curb extensions, and bus islands
- **\$7.5 million in ATP funds** (\$8.3 million project total)
- **\$858,000 for Non-infrastructure components**
 - Bicycle Safety Skills Classes
 - Community Bike Rides
 - Bike Safety Bus Tail and Shelter Ads

Existing



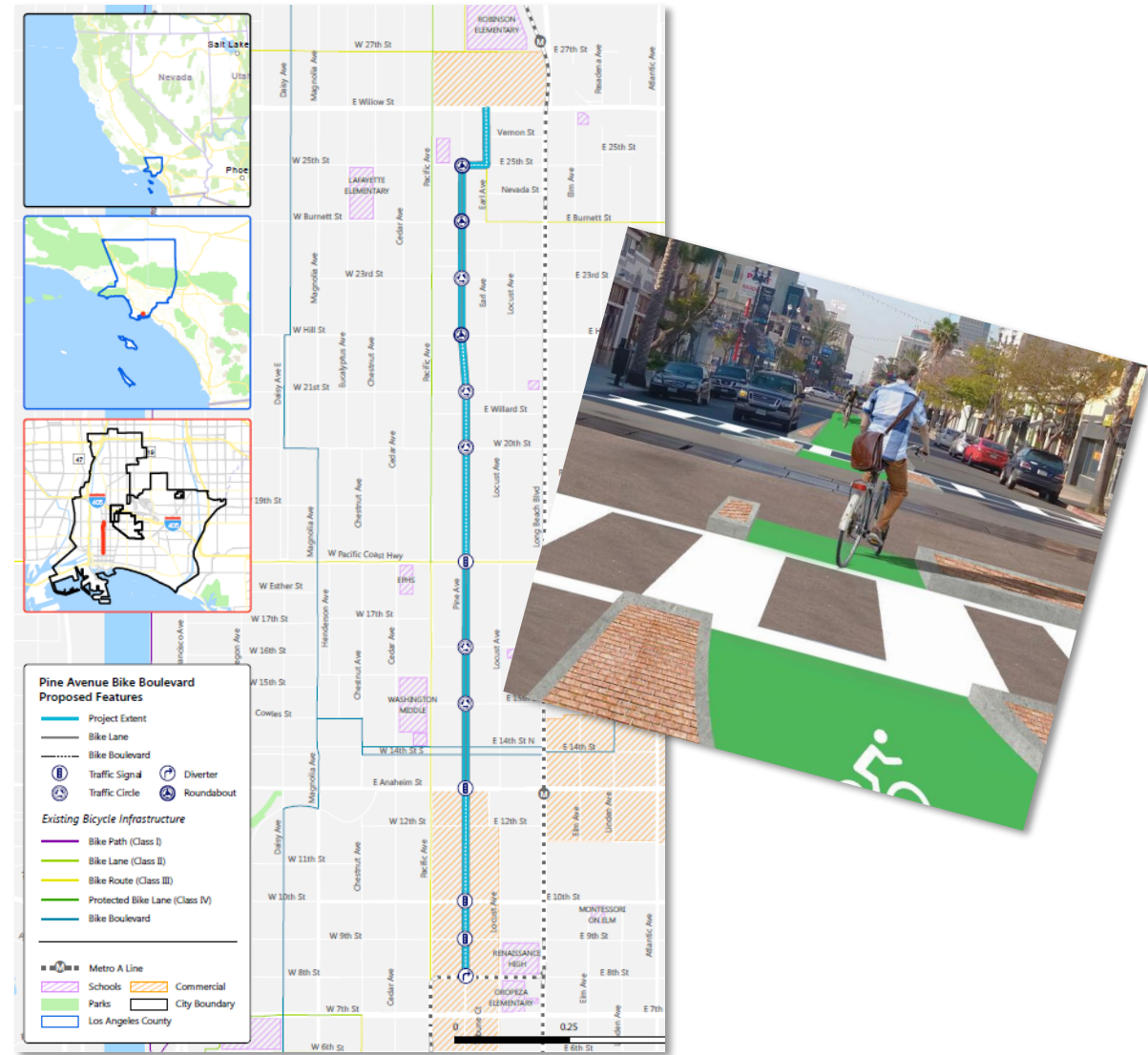
Proposed



Project aims to **calm traffic** and **improve safety** for peds and bikes.

A better North-South Connection

- Adds traffic calming improvements (e.g., diverters, traffic circles), **signage** and **wayfinding**, and **sharrows** from **8th St** to **Willow St**
- **\$3.7 million** in ATP funds (\$4.1 million project total)
- **\$514,000** for Non-infrastructure components
 - Bike and Pedestrian Safety Videos
 - Bike and Pedestrian Safety “Pop-Ups”
 - Local Awareness Campaigns



Challenges and Opportunities

- Limited Data
- Grant Funding
- Partnerships and Leveraging of Resources





Thank you

Lara Turnbull

Lara.Turnbull@longbeach.gov

Richard L. Nunez

Richard.L.Nunez@longbeach.gov