

HAPPY  
MOTHER'S DAY



together  
we are  
**Local Motion**  
2024 annual report





## the mission

Provide walking, biking, and transit solutions to meet people's everyday transportation needs.



## who we are

**Local Motion is a grassroots advocacy organization focused on transportation equity.**



## the vision

Towns built for people, where it's easy to walk, bike, and ride transit, and everyone can get where they want to go.

# 8,000 members

Join the movement today!

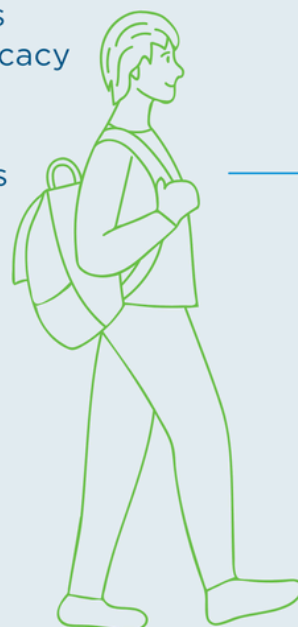


**Become a member**

## support the mission

Local Motion members know that Columbia needs a more equitable transportation system. As advocates, volunteers, and donors, they make this a safer, more accessible, and more vibrant community.

Join today by making an annual gift or signing up for monthly donations. Members receive timely advocacy alerts about local policy issues, monthly newsletters with project updates, volunteer opportunities, invitations to Local Motion events, and more.



## palentine's day

We partnered with CoMo Mobile Aid Collective on February 13 to host our inaugural Palentine's Day event for our friends experiencing homelessness. Local Motion members and others made this event a great success by donating items to help people stay warm and safe as they walk and bike to get where they need to go. We look forward to hosting this event again in the future.

## blender bikes

A stationary bike that you can use to blend smoothies? Yes, please! With support from the VU Foundation, we bought two blender bikes to take to events. We have taken the blender bikes to eight events, including the Columbia Farmers Market during Bike, Walk & Wheel Week. We can't wait to get these bikes out in the community more next year.



 **Veterans United Foundation**

## Recipes

- ✓ strawberry banana smoothies
- ✓ glow-in-the-dark slime
- ✓ pumpkin spice shakes
- ✓ iced coffee frappés
- ✓ slushies

**600+**  
participants have ridden our blender bikes!





# bike, walk, & wheel week

In 2002, the late Mayor Darwin Hindman started Bike, Walk & Wheel Week. Local Motion continues to celebrate this week each year by hosting events for people in the community. These events help encourage our community to consider alternative transportation options for getting around Columbia.

**300** free shirts given out throughout the week



- 11 Park Ave Resource Fair
- 11 Bikesgiving
- 12 Family Day Fun Ride
- 13 Ride United: A Public Transit Event
- 14 Wheelchair & Bike Wash
- 15 Bikes & Brews
- 16 COMOTA Trail Work Walk
- 17 Breakfast Station Day
- 18 Bike to the Farmers Market
- 19 Mayor's Mile



We partnered with **39** local organizations & businesses during BWW

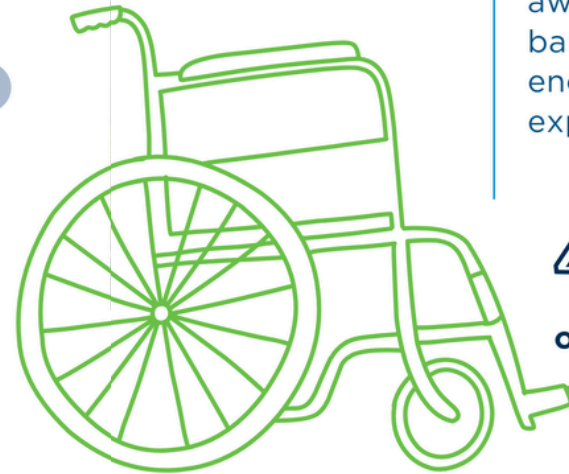
Special thank you to our 2024 Bike, Walk, and Wheel Week sponsor, **The Bank of Missouri**



# week without driving

#WeekWithoutDriving is a national initiative launched in 2021 by Anna Zivarts, author of *When Driving Is Not an Option* (2024). The week raises awareness of the mobility barriers non-drivers face and encourages participants to experience life without a car.

It's a chance to reimagine our transportation system and commit to creating safer, more accessible cities. Local Motion is already looking forward to hosting next year's #WeekWithoutDriving from Monday, September 29, to Sunday, October 5, 2025.



**495** organizations hosted challenges nationwide



## vélo vino vici



Vélo Vino Vici is a celebration of women riding bikes.

As the bicycle garnered popularity in the late 1800s, it gave women access to their own transportation. They could travel to see friends, run errands, or just get outside.

Today, Vélo Vino Vici brings women and gender non-binary people together and creates a space just for them—where they are welcomed and celebrated and where riding a bike feels exciting and accessible.







# community survey results

Throughout the month of October, we looked at transportation by the numbers in Columbia, Missouri. Here's what we found:

1,100+ survey respondents

## transportation security designation

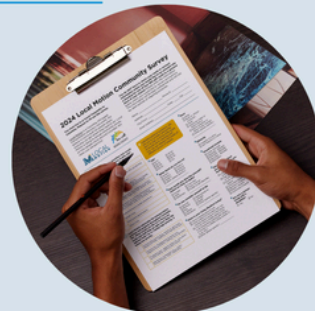


What people see as their top 3 priorities

## for the city to fund

with regards to transportation

- 1 More complete and accessible sidewalks
- 2 Public transportation
- 3 Protected bike lanes & other bike infrastructure



What people see as their top 3 priorities for a

## livable city

- 1 Building missing sidewalks
- 2 Building mixed use neighborhoods
- 3 Maintenance of existing infrastructure

Thank you to everyone who participated in our community survey! These are just a few highlights from the results, but if you're interested in a deeper dive, feel free to check out the full report on our website.



# advocacy results

We've been sending out *Advocacy Alerts* throughout the year to inform you about opportunities to make real change and have your voices heard. Thanks to your participation, here are some tangible results we have achieved together.

## CATSO

The Columbia Area Transportation Study Organization (CATSO) has been actively updating the Columbia Area Transportation Study Organization Metropolitan Transportation Plan. With the help of 327 community members, we provided feedback about the need for infrastructure projects related to walking, biking, and transit.



## COLT Greenway

The Colt Greenway project is an exciting opportunity to enhance Columbia's transportation network by transforming an underutilized rail corridor into a vibrant greenway that connects north neighborhoods, businesses, and parks to other parts of the community via biking, walking, and rolling.

## Forum Boulevard

On April 16, the Columbia City Council received almost 200 emails and heard 1.5 hours of public comment supporting shared-use paths. Thanks to the community input, the Forum Blvd expansion project will have a safe space for people who will walk, bike, and roll on this corridor for years to come.

## Livable Streets

We started the Livable Streets campaign in 2022. This year, thanks to the dedicated efforts of our supporters, the City of Columbia hired a consultant to update the current Complete Streets policy. We're excited to see this policy evolve to reflect up-to-date transportation standards worldwide.



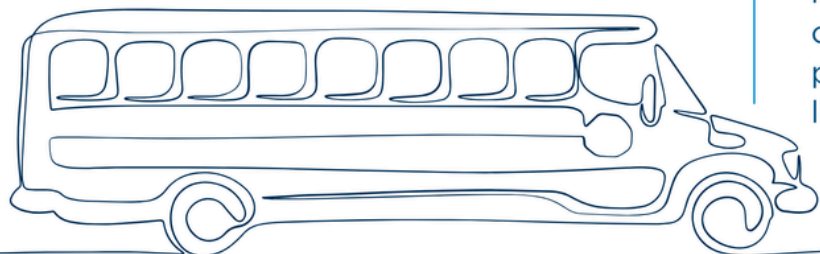


# move the community

Move the Community was established in June 2023 as a grassroots initiative to empower a small cohort of community members to create impactful, community-driven solutions to participant-identified challenges. As the program entered its second year, it supported the five members in developing both individual capstone projects and a larger group capstone focused on local transportation issues. These are just some of the projects you can look forward to.

## Struggle Bus

As a group, Move the Community is producing a documentary about the public transportation system in Columbia, Missouri. It will explore how communities that rely on public transit navigate transportation challenges daily.



## Individual Capstones

**A Home for Her Gala:** This nonprofit is a residential housing initiative to serve both women affected by domestic violence and those returning from incarceration. One of the many specific needs of these populations is transportation. This capstone project is a gala fundraiser to purchase 'A Home for Her' transport van.



**Bike-Share Program:** This project aims to introduce a bike-share program in Columbia, Missouri, and address the community's need for accessible, affordable transit. The first step is a feasibility study to explore how bike sharing can meet local needs and create lasting benefits for residents and visitors.

**Pedestrian Pride:** @pedestrianpride is a social media movement in Columbia, Missouri, where people share their experiences as non-drivers. It seeks to raise awareness about the challenges non-drivers face and advocates for safer, more accessible walking and rolling environments.



**Green Space on Garth:** Car traffic dominates the intersection of Garth Avenue and Sexton Road, a neighborhood with many elderly residents, transitional housing occupants, and non-drivers. This project aims to transform three vacant lots into a welcoming green space with trees, benches, and accessible paths.



## Members

Joseph Anderson  
Ky Bourgeois  
Jill Brenkus  
Erika Buford  
Alejandro Gallardo  
Shaunda Hamilton  
Megan Hirni  
Felecia Qualls  
Anthony Stanton  
Struby Struble  
Tasca Tolson  
Dawn Zeterberg



# locals in motion

Locals in Motion is a grassroots group connecting the Columbia community with transportation advocacy efforts. The organization collaborates directly with residents to address transportation inequities, many of which are experienced by its own members. They aim to build a connected community where walking, biking, and public transit are safe, accessible, and valued as public goods. Locals in Motion empowers residents to advocate for equity, build meaningful relationships, and help create a fair, functional transportation system for everyone.

## In Memoriam: Dawn Zeterberg

Dawn was a pivotal member of Local Motion's Neighborhood Leadership Council from the beginning, a crucial member of multiple commissions and boards with the city, and an inspiring community member who spent every waking moment fighting for a just and equitable Columbia.





# missourians for responsible transportation

Missourians for Responsible Transportation (MRT) is an advocacy network that addresses transportation needs at the state level. It brings together communities and grassroots organizations from urban and rural areas to advocate with one voice at the state level for a fiscally responsible, safe, and equitable transportation system. MRT works with 30+ rural Missouri towns and represents over 35,000 members across the state. **Local Motion is the cosponsor and fiscal agent for MRT.**

## Pushing the Needle Across the State

In 2024, MRT’s Executive Director, Taylor March, spoke to MoDOT’s Highway Safety Conference attendees about the positive impacts of distracted driving legislation. MRT also provided advisory expertise for MO DHSS’s Master Plan on Aging and will be involved in MoDOT’s Highway Safety Plan update.

## Technical Assistance with Rural Communities

MRT played a crucial role in advancing transportation efforts statewide. Bike Walk Joplin, a new active transportation non-profit for southwest MO, started organizing efforts, Owensville announced construction for their portion of Rock Island Trail State Park to serve as a safe route to school, and Noel initiated a walking school bus program.

## Advocacy for a Statewide Active Transportation Plan

MRT kicked off an advocacy push for Missouri’s first Statewide Active Transportation Plan. Stay informed on efforts that will ramp up in 2025; learn more on our website:



From left to right: Rikki Ascani, Judy Steinhoff, McKenzie Ortiz, Josh Parshall, Becky Reed, Lawrence Simonson, Gabi Jacobs



## Staff Changes

Sadly, this year, we are saying farewell to CEO Lawrence Simonson after nearly 15 years of dedication to our organization. He has left a lasting mark on Local Motion, helping us grow and thrive during his tenure. We thank Lawrence for his hard work and congratulate him on this well-deserved next chapter!

## local motion staff

Local Motion has a dedicated staff of professionals who are passionate about the mission. One of this year’s highlights was welcoming three new staff members to the team! You can read a little about them here. If you’d like to learn more and meet the rest of the team, visit our website.



**Josh Parshall**  
Chief Development Officer

Josh is excited to work together with Local Motion’s members and supporters to reimagine what it looks like to get around in his hometown, Columbia.



**Judy Steinhoff**  
Operations Coordinator

Judy is most passionate about Local Motion’s focus on equity and belief in looking at the world through each other’s eyes.



**McKenzie Ortiz**  
Advocacy Coordinator

As a walking commuter, McKenzie feels connected to the City of Columbia and desires to make the city a livable and inclusive place for everyone.

## Board of Directors

- |                                  |                |
|----------------------------------|----------------|
| Chuck Burgess <b>President</b>   | Jim Rothwell   |
| Cody Yoder <b>Vice President</b> | Lisa Varley    |
| Jaclyn Benigno <b>Secretary</b>  | Marlyn Whitney |
| Frank Schmidt <b>Treasurer</b>   | Jon Crisp      |
| Patricia Weisenfelder            | Jon Kruse      |
| Ashley Cooper                    | Emily Piontek  |

Want to join the Local Motion Board? Visit [LoMoCoMo.org/board](https://LoMoCoMo.org/board) for more information!







Local Motion supporters have a lot to be proud of this year. We've continued to improve Columbia's transportation system through advocacy work, and our outreach efforts have introduced Local Motion's vision to new audiences. All of these successes—from February's Palentine's Day event with Columbia Mobile Aid Collective to the December Member Party and Fundraiser—happen because of a dedicated community of volunteers, donors, and advocates. Each success story in this report is a testament to their support.

Next year marks the 25th anniversary of Local Motion's founding, and we have a lot to look forward to. Our transit master plan project will be in full swing, and we'll get to see the exciting capstone projects that the Move the Community participants have started to work on. We'll continue to host a variety of community events, and we'll be sure to let you know when opportunities arise to advocate for safe, accessible, and dignified transportation options in our community.

**Together, we are  
Local Motion.**



[lomocomo.org/membership](https://lomocomo.org/membership)

