



July 5, 2016

The Honorable Craig Cates
Mayor of City of Key West, FL
3126 Flagler Avenue
Key West, FL 33040

Dear Mayor Cates,

PeopleForBikes is excited to invite you and your community to an ambitious new effort called The Big Jump Project. Working with 10 select communities over the next three years, our goal is to catalyze a big jump in bike riding – a doubling or tripling of people on bikes with reductions in crashes for all modes. Focusing on neighborhood-sized areas, we want places that are eager to benchmark progress and can leverage robust community support and engagement to see the big jump in physical activity, economic investment and neighborhood connectivity that follows.

To support your community in this endeavor, The Big Jump Project will provide a package of resources to the 10 selected communities, including technical advice, study tours, training, and peer exchanges with national and international experts, as well as, small grants to enhance local outreach efforts in building community support and national media exposure.

Please visit www.bigjumpproject.com to learn more about the program, download a copy of the application, or register for one of the upcoming webinars to get more details about the program. Competitive applications will be accepted via the online tool until October 28, 2016.

Feel free to share information about this program with other elected officials, transportation leaders, bike coordinators, or neighborhood organizations in your community that you think would be a good candidate to take The Big Jump!

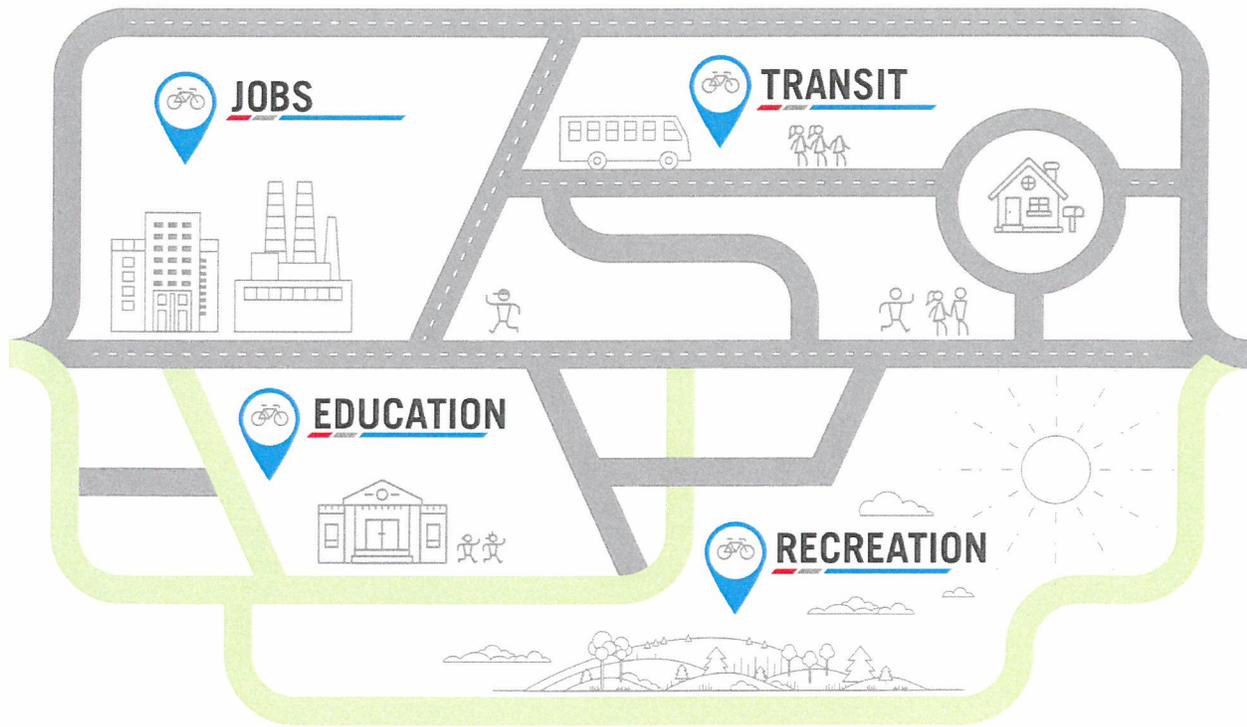
Sincerely,

Kyle Wagenschutz
Director of Local Innovation



peopleforbikes

JOIN 10 LEADING COMMUNITIES IN AN EXCITING NEW PROJECT: **CONNECTING PEOPLE TO WHERE THEY LIVE, LEARN, WORK AND PLAY.**



The Big Jump Project is a three-year effort to quickly connect biking networks in 10 different U.S. neighborhoods and measure what happens next.

These communities will represent the places ready to do the best bike planning in the nation and serve as national models. Working with PeopleForBikes, participating communities will select a neighborhood-level focus area, then over three years install a connected network of protected bike lanes, off-street paths and low-stress streets that can double or triple biking at key locations.

Selected cities will receive:

- Robust leadership support including study tours, training and peer exchanges with national and international experts.
- Support for addressing technical and strategic issues. Small grants will help bring outside experts and workshops to your city to address technical, design and strategic challenges.
- Recognition as national leaders on biking, reinforced by our original reporting that combines anecdotes and data to help build a public narrative about biking's benefits.
- Training, best practices, and research on community outreach and communications.
- Assistance building community support through small grants to local groups.

Apply by Friday, October 28, 2016 at BigJumpProject.com



peopleforbikes