



September 1, 2016

Dear City Leader –

Lots of people bike in Key West. According to 2013 data from the U.S. Census 19.8% of residents bike to work. That's great! Imagine if we could double or triple the number of people biking in the City for all trips in just a few short years? Key West would be Biking Paradise!

With more people biking instead of driving we'd be a healthier, greener and more sustainable community. We'd help alleviate traffic and parking congestion in our historic Old Town. We'd be more prosperous as studies show biking is good for local business. And tourists, who love to rediscover the joys of biking here, will have a more fun and safer experience. [People for Bikes](#) is going to select 10 places in the USA to take [The Big Jump](#) and go on a mission to double or triple the number of people biking while reducing crashes from all modes by the year 2020. But we can only do this with YOUR help.

At least [ninety-two cities have sent in letters of intent](#) to apply for The Big Jump. In order for Key West to stand out from the crowd we need to show People for Bikes that the entire community is behind the effort to make Key West better for bicycles. Can you and/or your organization write a letter voicing support of the City's application? Can we publically list you as a supporter?

If our city is selected for one of the ten spots in the program, The Big Jump project will provide \$750,000 worth of support to Key West over a three-year period to do things like:

- Study tours and peer exchanges with national and international experts as in-depth networking experiences for lead transportation staff, project designers, elected officials, and community and business leaders.
- Travel support for local leaders to do study tours, training and peer exchange with national and international experts.
- Targeted grants that will assist with the implementation of bicycle networks and community-based support programs.
- Access to a robust online forum for collaboration between the ten communities on wide range of topics related to implementing high-comfort bicycle networks.
- Training, best practices, and research on community outreach and communications, framing and messaging complete bicycle networks, and leading on issues of equity during the planning and implementation phase of projects.
- Research on economic impacts of bicycling, perceptions of safety and comfort for people riding bikes, designing bicycle networks of appropriate size, scale, and density,



ridership levels and the factors that influence them, and the health, environmental, and equitable impact of bicycling in your community.

- National media focus and widespread recognition of Key West as a leader beyond our local market.

We believe the timing is good for Key West to be selected. With a new [Bike/Pedestrian Coordinator](#), a new FDOT funded [Bicycle and Pedestrian Master Transportation Plan](#) kicking off in the fall, a [Bike Florida grant](#) to do a safety marketing and our [new partnership with South Florida Commuter Services](#) to market bike/walk/transit options there's momentum building to make biking better. By identifying and connecting up a bicycle network that crisscrosses Key West and Stock Island and provides safe bike connections to where we live, work and play for people of all ages and abilities Key West will be a more healthy, green, prosperous and happy place.

Key West is ready for The Big Jump! Will you please help? Here's how:

1. Send us a Letter of Support (sample attached) on your company's letterhead that we can include in the City's application to People for Bikes.
2. Copy the Mayor and City Commissioners so they know you're on board too.
3. Provide us with permission to list your company on our [Bike/Walk Key West Big Jump](#) web page.
4. Help us build more support by using "The City of Key West is ready for The Big Jump" logo found on our web page on your own web site. Do a Facebook post or Tweet about your company supporting the effort and link to our web page.
5. (Optional) Agree to serve on The Big Jump Key West Leadership Team if this City is chosen. Indicate this in your support letter please.
6. (Optional) Agree to provide a small amount of matching funds to further leverage the project.

Don't hesitate to contact me with any questions. Thank you for your consideration and help!

Sincerely,

Chris Hamilton  
Bicycle/Pedestrian/Transport Coordinator  
City of Key West Planning Department

C: Thaddeus Cohen, Director, Planning Department