

Kyle Wagenschutz  
Director of Local Innovation  
People for Bikes  
P.O. Box 2359  
Boulder, CO 80036

October 25, 2016

Dear Mr. Wagenschutz:

We believe the City of Key West is ready for The Big Jump!

Key West and Stock Island are flat, compact islands at the southern end of the Florida Keys. Everything here is closely knit and all daily needs are always less than 5 miles away. With year round riding weather we are the perfect American city to show off a domestic possibility of commuting primarily by bike.

We already do pretty well, with bicycles accounting for 8.3% of the overall traffic volume. But, we can do much better as we see this number jumps to 18% in our historic district. The average is held down by a 4% rate elsewhere.

How do I know we can do better? Every year, my bicycle shop organizes the annual [Zombie Bike Ride](#). With over 8,000 riders participating for our 2016 event (7<sup>th</sup> annual), we are by far the nation's largest community bicycle ride. Our total population is just 24,000.

To ensure a safe and successful event, we work with the Key West Police Department, the Monroe County Sheriff's Department, the City of Key West, Monroe County, the Key West International Airport and the Florida Department of Transportation. Without the immense political and institutional support we receive, the event would not be possible.

The appeal and success of the event I believe is due to a relatively untapped desire to ride a bicycle in a safe and accommodating environment.

By building a safe, comfortable and connected network of bike lanes, off-street paths and low-stress streets we can link people to where they live, work and play

and get a lot more people biking. This will make our community healthier, more sustainable and prosperous.

We agree that the City has momentum and energy to bring to The Big Jump. Our new Bike/ Pedestrian coordinator is doing great things and I had the pleasure of serving on the selection committee for our forthcoming Bicycle Master Plan. Again, everyone I've worked with is ready for Key West to see more cycling.

The business community is also financially committed to cycling. We have 5 full service bike shops, per capita this is 17 times the national average. There are also at least a dozen rental outfits. In the last year, my shop alone helped visitors take over 150,000 trips by bike.

[WeCycle](#) would like to help provide local matching dollars to help fund travel for local leaders, outreach and engagement efforts or supporting workshops/technical sessions put on here by outside experts. We can commit to providing \$1500 annually for each of the three years of the project or can contribute \$2500 on a one-time basis. We will be happy to talk to People for Bikes and The Big Jump City of Key West Leadership Team to see how our dollars can best be of service.

Additionally, I can offer to serve on The Big Jump City of Key West Leadership Team and help guide the project. With a lifetime of personally cycling in Key West and a decade of financial experience dedicated to cycling in Key West, I can offer local expertise for many of our political and institutional challenges.

Please select the City of Key West as one of your 10 Big Jump places. We promise Key West won't disappoint you. We'll make sure of that!

Thank you,

Evan Haskell

WeCycle

5160 US Highway 1

Key West, FL 33040

305-294-7433

[evan@wecyclekw.com](mailto:evan@wecyclekw.com)

[www.wecyclekw.com](http://www.wecyclekw.com)