

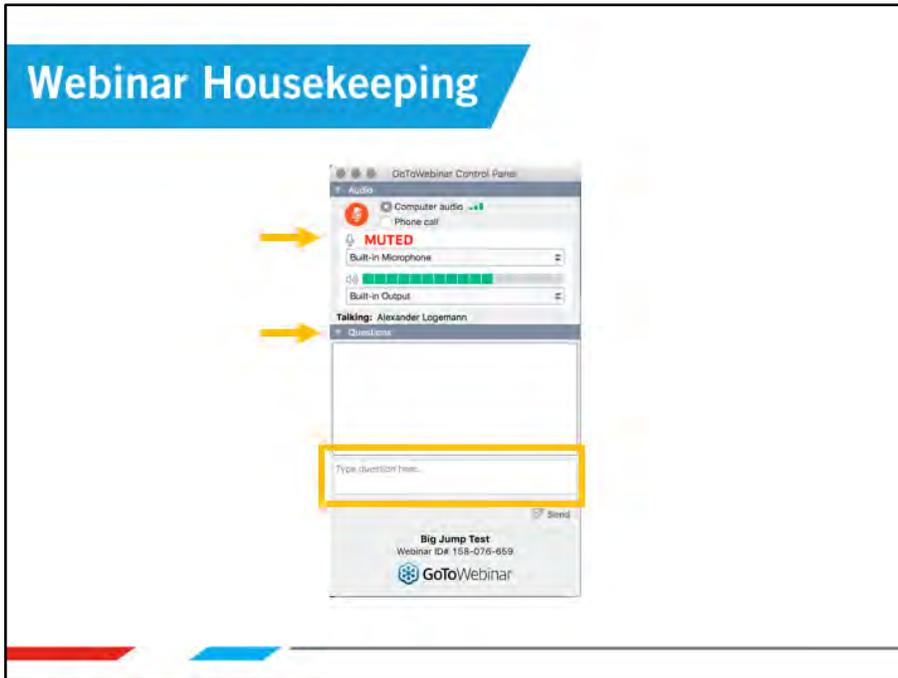


## **Welcome and Introductions**

Good morning and welcome to an informational webinar about our exciting new program – The Big Jump Project!

For the next hour, we will walk through detailed explanations of what The Big Jump Project hopes to achieve, what participating communities can expect, and tips for creating an appealing application. We will leave time at the end to respond to any questions you might think of during the course of the webinar.

As an introduction to our PeopleForBikes staff joining us today, I am Kyle Wagenschutz, Director of Local Innovation, and I am joined by Martha Roskowski, VP of Local Innovation and Aisling O’Suilleabhain, Marketing Manager.

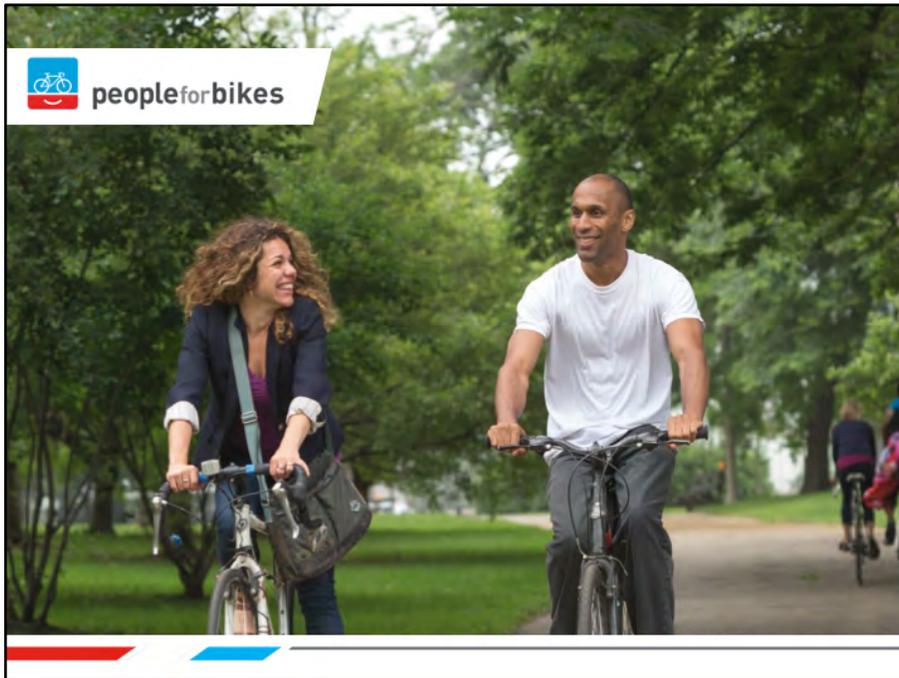


## Webinar Housekeeping

We have more than 300 people registered for today's webinar. To keep the lines of communication clear, we've muted all the phone lines except ours.

If you wish to ask a question or make a comments, please use the question dialog box as shown on the screen. We will be monitoring the question box throughout the webinar to capture your questions and comments. Once we have concluded the presentation, we will address your questions in the time remaining.

We want to be respectful of your time and will be concluding the webinar after an hour. If any questions go unanswered or new questions are developed, contact information will be provide on the last slide of this presentation for future follow up.



## **PeopleForBikes**

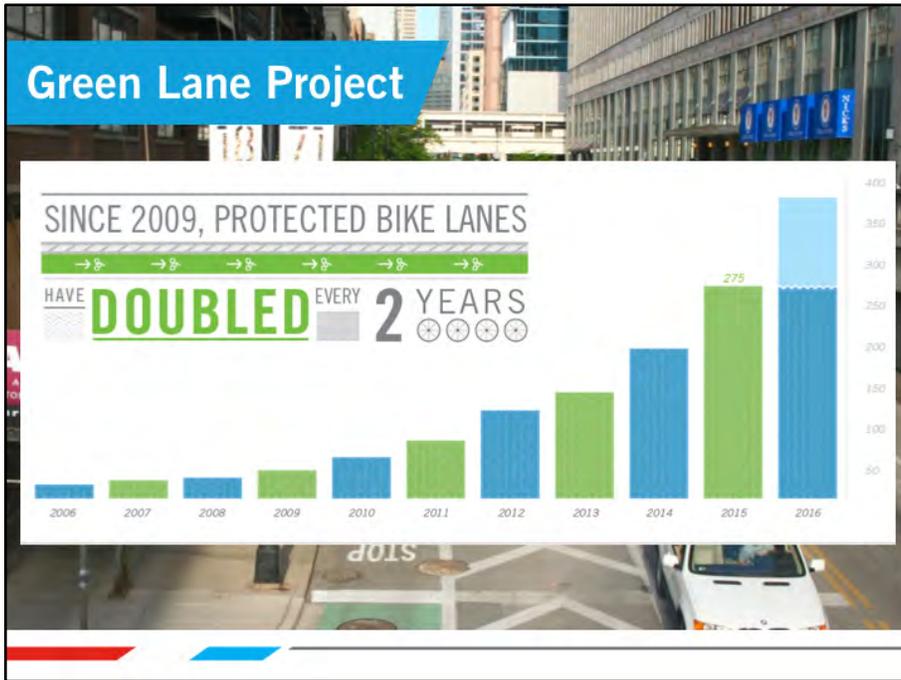
PeopleForBikes is a national bicycle advocacy organization which includes both an industry coalition of bicycling suppliers and retailers, as well as a charitable foundation. Our foundation is where we house major programs, like the Big Jump Project, and engage individual members, affiliate organizations, and corporate sponsors.

Over the years, we have spent more than \$30 million to make bicycling better throughout the US. We've invested \$2.1 million in community bicycling projects and leveraged more than \$654 million in federal, state, and private funding. And our contributions have supported other national groups and programs like the Safe Routes to School National Partnership, the League of American Bicyclists, and the International Mountain Bicycling Association, ensuring safer places to ride for both children and adults.



## Green Lane Project

The Big Jump Project builds on the success of another recent PeopleForBikes program called the Green Lane Project. The Green Lane Project worked in 12 cities over the last four years with a goal of expediting the adoption, design, and implementation of protected bike lanes in U.S. cities.



### Green Lane Project

Through a successful mix of design workshops, coordinated research, study tours, peer exchanges, leadership development, national media exposure, and effective storytelling, the Green Lane Project was able to expedite the acceptance of protected bike lanes and make them a part of the toolbox for creating effective bike infrastructure, encourage national transportation agencies to develop standardized uses for protected bike lanes, and watch as the miles of protected bike lanes have doubled every 2 years since 2009.



## **The Big Jump Project**

Using the recipe of success developed during the Green Lane Project - leadership development, smart outreach, effective communication, and immersive learning experiences - the Big Jump is the next evolution in expediting the frequency by which people in the U.S. can comfortably and safely ride a bicycle to the places they are actively traveling to.

The Big Jump recognizes that cities are doing many of the things required to create vibrant places to bicycle – constructing off-street pathways and slow residential zones for riding bikes, utilizing protected bike lane designs in busy commercial corridors, building community support in diverse neighborhoods, and encouraging their neighbors and coworkers to get out on bikes.

The Big Jump is about bringing together all this efforts, connecting the dots between smart outreach and safe infrastructure development, and documenting and measuring these results.



» Bike use will double or triple over a three-year period

» Reduction in serious crashes for all modes of travel

» Improve perceptions of bicycle use and safety

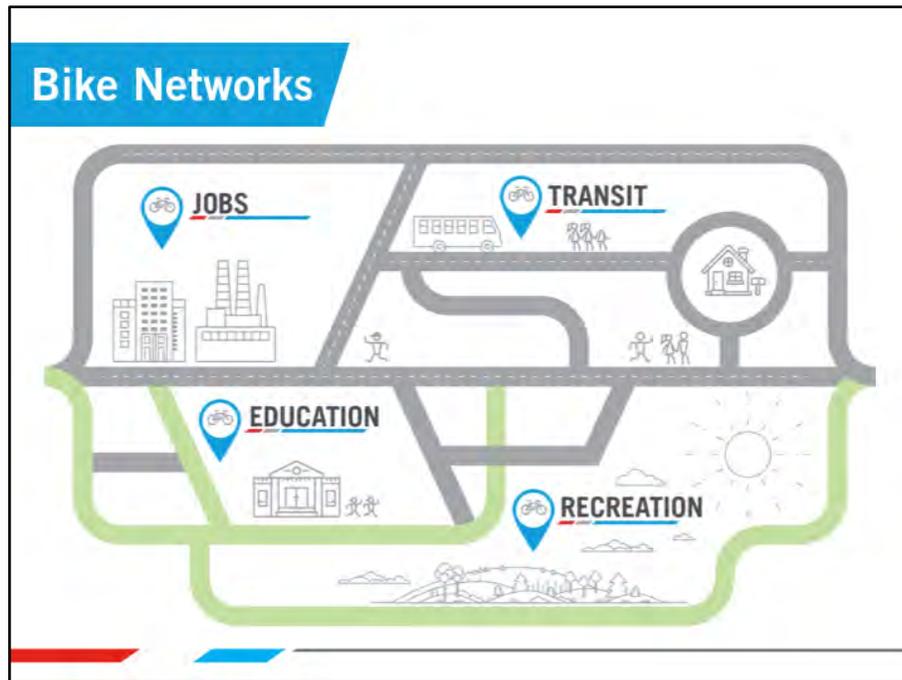
» Greater access to jobs and places of learning

» Improved community outcomes including economic activity, public health, and environmental impacts

## Goals & Objectives

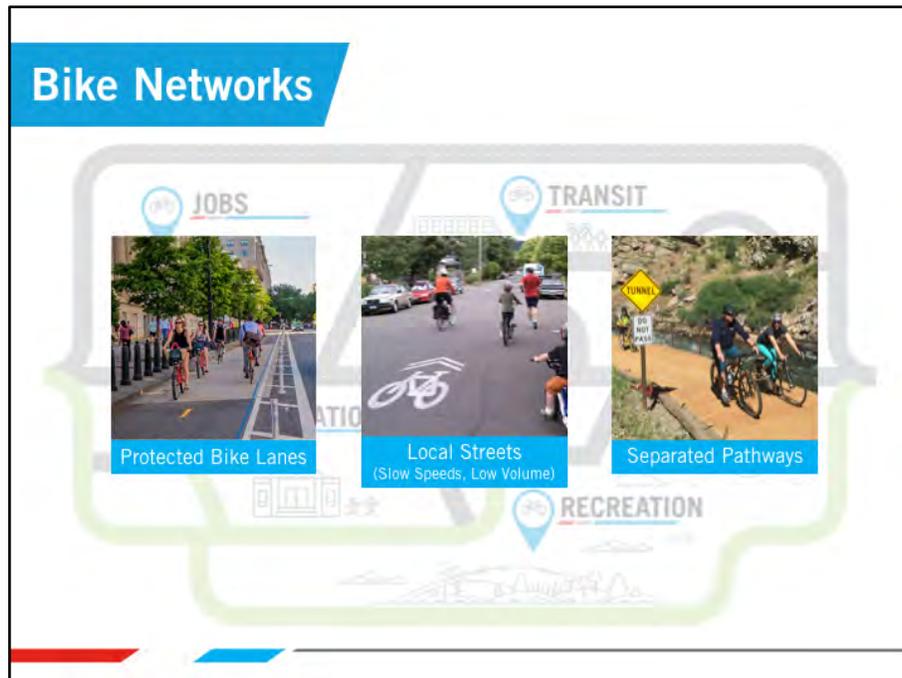
The Big Jump Project will focus its efforts in 10 places – single neighborhoods or districts – by providing an environment of mutual support and shared learning to prove a concept: If a community completes a network of convenient and comfortable places to ride *AND* encourages people to use it, bike use will double or triple over a three-year period. As a result, we'll see other tangential benefits as a result including:

- Reduction in serious crashes for all modes of travel
- Improvements in the perceptions of bicycling and bicycling safety by both those who ride and those who don't
- Greater access and connectivity to places of opportunity, like jobs and education, particularly for underserved populations
- And a host of other community outcomes like improved economic activity, public health outcomes, and environmental impacts in Big Jump focus areas



## Bike Networks

In most communities, you can point to an excellent piece of bike infrastructure – a single trail or protected bike lane corridor that sees high use and is an example of great design. However, we know that those projects often only have localized impacts and don't always get people to the places they want to go. If we are to reap the multiple benefits of getting more people on bikes, we need to turn our attention away from singular projects and expand our planning and construction towards building complete networks of comfortable places to ride.

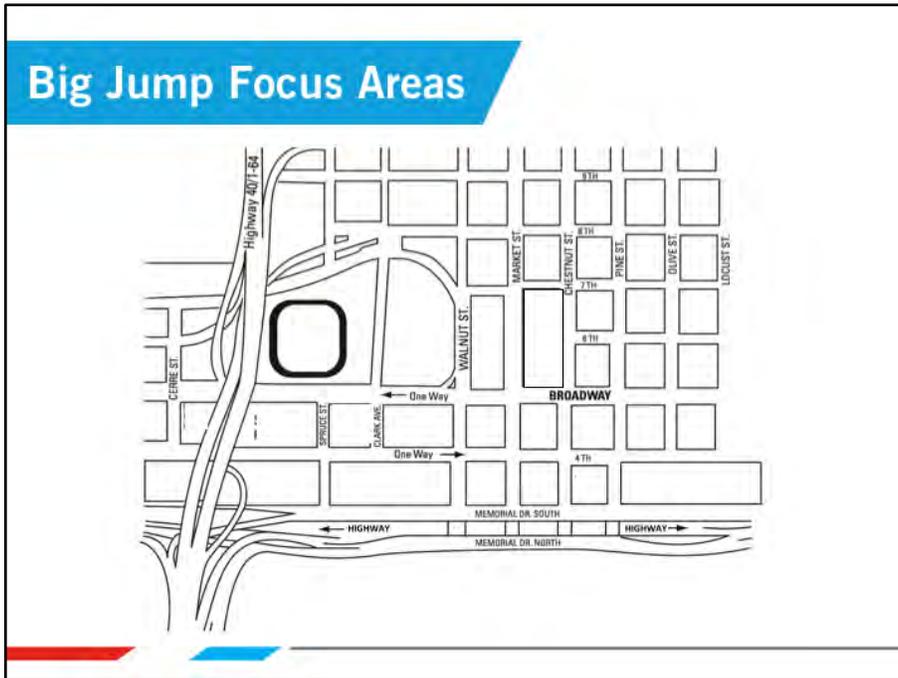


## Bike Networks

Throughout planning literature and practice, these networks are described by a variety of terms, including “low-stress,” “high-comfort” and “all ages and abilities.” Based on successful systems internationally and in this country, we see three major components to these networks:

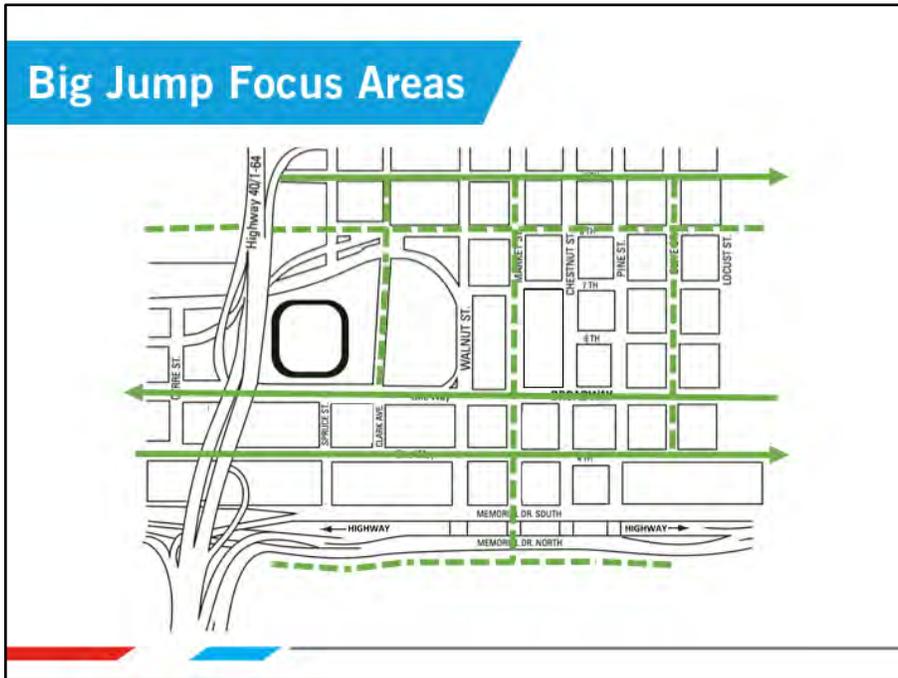
- protected bike lanes on busy streets,
- local streets with low volumes of cars moving at slow speeds where bikes and cars can mix comfortably (sometimes called bicycle boulevards or neighborhood greenways), and
- separated pathways such as greenways and rail-trails,
- all connected with safe crossings at intersections.

The range of language commonly used to describe the networks and their component parts is an indicator of the relatively recent arrival of the concept to the U.S. planning community. For the purposes of the Big Jump, we will simply call them “bike networks” without the qualifiers, as one of our goals is to institutionalize the idea that the only real bike network is one that connects a broad range of people to places where they want to go - like jobs, education, public transit, and recreation.



## Big Jump Focus Area

Past efforts like the Green Lane Project focused efforts on a city-wide basis, working in diverse communities across multiple transects of density, development, and roadway networks. The Big Jump will refocus those efforts to a more narrowly defined geographic space. The size, demographics, and shape of the focus area will vary city by city and may consist of a neighborhood, business corridor, school zone, downtown, residential suburb, or other proposed boundaries. Generally, we are thinking that the size of a zip code (about 30,000 people) may be an optimum size, but are open to other proposals. In some smaller communities, this focus area may be equal to the boundaries of the entire town.



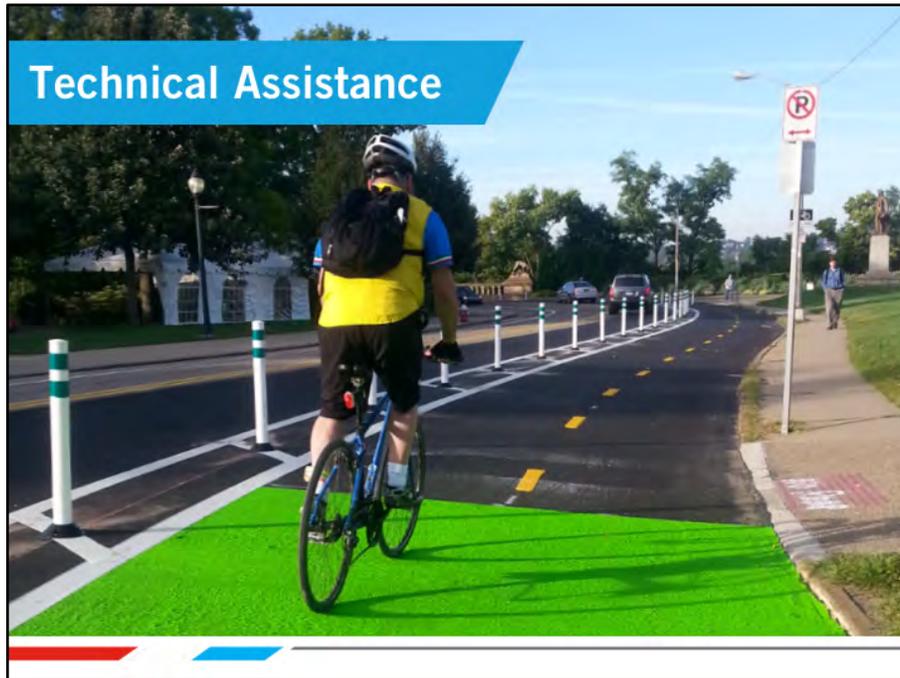
## Big Jump Focus Area

An important aspect of choosing a focus area will be a consideration what momentum already exists for bicycling and what potential exists for the development of a network. A good candidate is one that has some existing bike infrastructure in place – maybe a single protected bike or trail – and one that provides a clear picture of how those connecting those routes to each other and to places of interest could impact the degree to which bicycling becomes easier and safer for those traveling in and out of the community.

When determining the size and location of your proposed focus area some factors to consider might be:

- Potential benefits or complications that might arise in an area that crosses political boundaries
- A defined character or identity that is reflected by the community's residents
- Active and engaged community leaders and members eager to embrace bicycling
- Locations with inherent ability to connect to places of employment, education, public transit, or recreation

While PeopleForBikes is a bicycling organization, we are well aware that bicycling fares best when it is seen as a tool to achieve broader community goals and when it is a part of a larger effort rather than standing alone. We are interested in synergies between bicycling and broader community priorities. We are looking for places with momentum and energy, where better biking may be only one piece of a larger effort to improve a community.



## Technical Assistance

The Big Jump project does not provide funding for infrastructure projects. When submitting applications, communities are asked to provide details about projects that are being considered or are already moving through the development process. The Big Jump will work with communities to leverage those projects and build a base support around them, but is not set up to fund their planning or installation.

It may be best to think of The Big Jump Project as a technical assistance program, but with more hands-on management and engagement than traditional support programs might offer. The Big Jump Project works to build on existing community momentum to improve bicycling and is not an off-the-shelf solution for communities. Working together with selected Big Jump places, the PeopleForBikes team will develop a customized support package based on the local needs within the context of the program.

Some communities or focus areas may have the network in place, but need help generating use, while other communities may be just starting the public dialog about completing a network. We're looking for a diverse range of starting points and perspectives on this. A firm commitment to funding infrastructure projects is not required, but may help establish credibility for the momentum you wish to demonstrate.



**Benefits of The Big Jump**

- » Leadership support program
- » Technical and design support
- » Community outreach and communications assistance
- » Small, targeted grants for activities to build support
- » National media exposure and original reporting & storytelling

## Benefits of The Big Jump

While the support mechanisms themselves will vary community to community, the types of activities provided during the course of the Big Jump may be similar in format and scale. These include, but are not limited to,

- A robust leadership support program: including study tours, training and peer exchanges with national and international experts as in-depth networking experiences for lead transportation staff, project designers, elected officials, community and business leaders. Local leaders from the ten communities have access to a robust online forum for collaboration on a wide range of topics related to implementing bike networks and encouraging people to ride.
- 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. The Big Jump Project will publish reports and provide information to help local leaders make the case.
- Training, best practices, and research on community outreach and communications, including robust and authentic community engagement, framing and messaging complete bicycle networks, and leading on issues of equity during the planning and implementation phase of projects
- Assistance in building community support through small grants to local groups for outreach and events.
- We help establish your community as a national leader by providing original reporting on stories in your city that combine anecdotes and data to help build a public narrative about biking's benefits.

A photograph of two women wearing white helmets and riding green bicycles. The woman on the left is wearing a black long-sleeved shirt and red pants. The woman on the right is wearing a light blue short-sleeved shirt and maroon pants. They are both smiling and looking towards each other. The background shows a building and trees. A blue banner with the text 'Measurement Toolkit' is overlaid on the top left of the image.

**Measurement Toolkit**

- » Increases in rider participation
- » Reduction in crash rates
- » Increases in network connectivity
- » Changes in perceptions and attitudes towards cycling
- » Improved community outcomes including economic activity, public health, and environmental impacts

## Measurement Toolkit

Participation in the Big Jump will also include inclusion a new measurement toolkit being developed to better understand the impacts bicycling can have on our communities.

We have been working with top academics and local and national agency staff to build on current best practices to develop consistent measures that will track increases in participation, reductions in the rate of serious crashes, increases in network connectivity, and perceptions and attitudes regarding biking. The project will combine existing data from cities with new measurement tools to compare progress across the ten cities.

Our measurements will be open-sourced so they can be used by others, as part of our effort to create more consistent and reliable bike measurements nationwide.

Measurements will be taken at the beginning of your community's participation in the Big Jump, periodically throughout the course of the program, and for up to one year following the conclusion of the Big Jump.



**Requirements to Join**

- » Lead contact person participates in ongoing communications and coordination efforts
- » Participation in group events, meetings, workshops, and travel by key community leaders and elected officials
- » GIS and other data to be provided while developing the measurement toolkit
- » Participation in ongoing survey and volunteer coordination efforts

## Requirements to Join

Participation in the Big Jump Project involves various expectations, including ongoing collaboration and communication with the PeopleForBikes team and other focus cities, biannual reporting, and occasional travel to participate in study tours, workshops and other events. We will expect local partners to:

- Identify a lead contact person who will be the primary point of contact. This person will...
  - Join monthly update conference calls to share news, best practices and challenges with the PeopleForBikes team and other focus cities.
  - Provide regular updates on progress within the project area, via verbal reports on conference calls and through an annual update process.
  - Recruit participants for travel to and participation in workshops and study tours on topics related to bicycle network development, community outreach and communications, and strategies for building a base of community support.
  - Help to organize meetings with local leaders for Big Jump team visits.
- The lead contact person, the head of transportation and a key community leader are expected to attend the Big Jump kick-off meeting, to be scheduled sometime in the first or second quarter of 2017. Other meeting opportunities will be identified as the project progresses.
- The city will provide data, as available, to the Big Jump project team. This includes existing count and crash data and access to GIS files as needed.
- The city may be asked to help distribute surveys to residents within the project area each year by providing mailing lists or through other channels as available. The local team will also assist in lining up volunteers or partners for manual counts as needed.



- » Lead contact person must be a representative of local government
- » Leadership team should be a diverse group of individuals representing the focus area
- » Leadership team members should be prepared to participate in ongoing Big Jump activities
- » Community members and neighborhood leaders are important to long-term success

## Leadership Team

The lead applicant should be a representative of the city, town, county, or municipal authority where a Big Jump Project focus area is proposed. This person will be the primary point of communication with the PeopleForBikes team. The lead contact will be the principal organizer of participation in Big Jump Project activities, including identifying delegates for events and travel. Requirements will vary seasonally, but expect to devote an average of 2 hours per week to Big Jump Project business. Representatives from Regional MPO's and Councils of Government may apply as the lead applicant, but letters of support from elected officials and municipal staff where the proposed focus area is located must be included in the application submission.

Applications to participate in The Big Jump Project should be supported by a diverse team representing your intended focus area. Ideally, this team will consist of elected officials, the head of the city's transportation department or equivalent, supportive community organizations, neighborhood residents or leaders, neighborhood or bicycle advocacy groups, a local foundation or funder, and a business or business organization. These will typically be the same contacts who submit letters of support and will be involved in the ongoing efforts towards achieving The Big Jump Project goals and objectives.

It is important that the leadership team be representative of the focus area and that the leadership positions of these individuals and organizations are established and respected within the community. We seek to foster a collaboration with the greatest chances of success and we believe local community support and leadership are key to understanding how bicycling fits in to the overall context of the neighborhood.



**Local Funding**

- » Selected communities are not required to provide any matching funds to be eligible to participate
- » Local funders may participate financially to enhance and expand Big Jump efforts
  - Annual surveys of users
  - Travel support for local leaders
  - Local outreach and engagement efforts
  - Supporting workshops and technical sessions utilizing outside expertise

## Local Funding

Selected communities are not required to provide any matching funds to be eligible to participate in The Big Jump. PeopleForBikes and our national partners have secured the necessary funding to provide a comprehensive technical support package to the 10 selected communities valued at \$150k annually during the three year program time period. However, we have found that communities can achieve better results with the partnership of local funders and foundations helping to augment the efforts and expand the base of support in participating communities. The participation of local funders has two primary benefits: the project will be more effective with additional resources, and local funding is a strong indicator of local support.

The Big Jump is interested in local funding matches in four key areas:

- conducting an annual survey of users in the area to understand participation and perceptions,
- travel support for local leaders to attend domestic and international study tours and gatherings,
- funding for local outreach and engagement efforts in the neighborhoods, and
- support to bring in outside experts as needed, including workshops, technical advice and communications assistance.

The level of involvement will vary community by community, but applications should include letters of interest from agencies or funders that can support the Big Jump Project. It is not necessary at this time to provide a commitment of funding – the potential funder only needs to provide a letter of interest that demonstrate their commitment to financial participation in the local efforts conducted under The Big Jump. We will host a webinar specifically for potential funders on August 4, 2016 to discuss in more detail what these efforts might entail and talk more specifically about funding amounts and timelines.



**Building a Strong Application**

- » Momentum for the creation of a dense network of low-stress biking infrastructure in the focus area
- » Evidence of strong political support from local elected officials
- » Supportive city staff and heads of transportation
- » Supportive and engaged community members and businesses that embrace bicycling

## Building A Strong Application

Selection to be a Big Jump Project participant will be determined by several factors. Successful applications will demonstrate:

- Ambitious plans to connect a network of low-stress biking in a defined area.
- Strategy for increasing participation through outreach and events
- Evidence of strong political will from elected officials.
- Supportive and engaged city transportation staff and leadership.
- Evidence of strong community support.
- Evidence of support from the business community.

We will also look for:

- Recent successes that demonstrate momentum.
- Recent changes in leadership, vision or funding that may prove catalytic.
- New projects slated for completion during the project term that will significantly improve access and connectivity.
- Clear articulation of why being part of the Big Jump Project will help your community
- Ability to leverage local funding for support of local projects.



## Timeline for Applying

On **Thursday, August 4, 2016** - PeopleForBikes will host a webinar specifically for potential funders (local and national) to better understand the role they can play in achieving the Big Jump Project goals and objectives as partners with prospective applicants. I would encourage you to ask any funders considering joining your leadership team to participate in this webinar and we'll be providing more specific information about what funding participation would mean. Registration for the webinar can be made by visiting The Big Jump Project website.

On **Thursday, August 18, 2016** we are asking communities that are interested in submitting an application to complete an online notice of interest indicating your intent to apply. This notice is not a prerequisite to participate in the program, but it does give us a sense of the types of communities that are planning to apply. The link to submit the Notice of intent can be found on The Big Jump Project website.

The PeopleForBikes staff will be attending the ProWalkProBikeProPlace conference taking place in Vancouver, BC **September 12-15**. We will be hosting a lunch and learn session during the conference for any applicants to meet with us in person and discuss any aspect of their planned submission with us. If you're attending the conference, please feel free to stop by, say hello, and discuss your application with us.

Complete applications are due **Friday, October 28, 2016** - The full application can be downloaded for offline reference, but must be submitted using the online submission process at The Big Jump Project website.

Finalists will be notified in early January 2017.



### **Contact Information**

Questions, comments, or inquiries about The Big Jump Project or its application can be made directly to me, Kyle Wagenschutz, using the details shown on your screen. All of the project applications and future webinar links can be found at The Big Jump Project website.