



Media Contact:
Press Forward PR
Katie Flagg
kf@pressforwardpr.com
802-989-3465

Los Angeles selected as Big Jump Project grant recipient
With renewed effort to improve bicycling, LA aims to double or triple ridership

LOS ANGELES, Calif. (January 24, 2017) — Los Angeles is among 10 winning cities selected for the Big Jump Project, a new initiative from the national bike advocacy group PeopleForBikes. By quickly building and connecting bike networks, the program aims to double or triple bike ridership in specific neighborhoods over the course of just three years.

As part of the Big Jump Project, Los Angeles will focus on improving bike infrastructure in downtown LA and University Park, the city's business core. As a participant in the program, Los Angeles will annually receive the equivalent of \$200,000 in technical support from PeopleForBikes, as well as an additional \$50,000 in matching funds or financial commitments from local organizations.

"Los Angeles will take full advantage of the country's best wisdom on bikeway planning and design thanks to the Big Jump program selection. Few opportunities provide more value than a national community of peers working together to solve shared problems," said Seleta Reynolds, General Manager for City of Los Angeles, Department of Transportation.

Los Angeles is one of ten cities selected for the Big Jump Project. Others include: New York City; Baltimore; Portland, Ore.; Memphis; Providence, R.I.; New Orleans; Fort Collins, Colo.; Austin, Texas; and Tucson, Ariz.

Over the course of the next three years, the Big Jump Project cities will be laboratories for innovation, ultimately illustrating the ways in which U.S. cities and towns can tap into bicycles to radically improve the health and vitality of their communities.

"From encouraging physical activity to helping with congestion, from better connecting people to work training and education to bolstering economic development, bikes are a rather inexpensive way to improve communities," said PeopleForBikes Director of Local Innovation Kyle Wagenschutz. "Communities are not looking at bikes as a catalyst for change on their own, but rather as an important part of the momentum happening to change cities for the better."

The Big Jump Project fits under the umbrella of a new program at PeopleForBikes called PlacesForBikes, which also launched this month. PlacesForBikes includes a data-driven, easy-to-understand city rating system; expert "how-to" resources for communities and businesses; and an annual conference for city and business leaders.

Both the Big Jump Project and PlacesForBikes build on the success of PeopleForBike's Green Lane Project. This PeopleForBikes initiative focused on building protected bike lanes in U.S. communities. The program helped produce a quadrupling of projects in four years.

About PeopleForBikes:

PeopleForBikes is uniting millions of individuals, thousands of businesses and hundreds of communities to make better bike riding for everyone. When people ride bikes, great things happen. Join us at PeopleForBikes.org.