



# An Overview of the Project and Memphis' Application

## What is the Big Jump Project?

The Big Jump Project is a **three-year effort to help 10 places achieve a big jump in biking** – a doubling or tripling of people riding – by building a network of safe and comfortable places to ride and engaging the community. PeopleForBikes, the national non-profit behind the Green Lane Project, is administering the Big Jump. **The goal is also to validate a core concept: that if a city does all the right things, more people will ride and the community will be a better place to live, work and play.** The Big Jump team is looking for 10 places that will achieve great things for biking between now and 2020.

## What are the benefits?

The Big Jump will provide a set of technical assistance resources to selected communities that will assist them in achieving the goals and objectives of the program, such as:

- **Study tours and peer exchanges** with national and international experts
- Access to a robust online forum for collaboration between the ten communities
- **Targeted grants** that will assist with the implementation of bicycle networks and community-based support programs
- **Training, best practices, and research** on community outreach and communications, and leading on issues of equity
- **National media focus** and widespread recognition as a leader
- Contribution to research and data metrics on the impacts of bicycling

## Is there a local match requirement?

A local hard-cash match is highly suggested in order to demonstrate buy-in from the community and to strengthen the application. The **suggested match amount is \$50,000 per year for three years**, or \$150,000 over the life of the project. The local match could be administered by PeopleForBikes, the City of Memphis, or a local non-profit.

## How much is the grant worth?

PeopleForBikes values the support package and services offered at \$250,000 annually per community. The total value of the three-year program, with the grant and suggested local match combined, would be **approximately \$900,000**.

## Who would manage the project locally?

The City of Memphis would submit the application and, if selected, be the lead contact for the project. **An advisory committee consisting of neighborhood stakeholders and partnering organizations would be established to guide the project.** Local non-profits Bike Walk Memphis and Livable Memphis are already committed project team members and are assisting with development of the application.



## What would be the program's local target area?

The Big Jump Project instructs applicants to identify a target area in their communities where the project's activities and services would be focused. The project team has selected **South Memphis/South Downtown** as Memphis' proposed target area (**see the attached map**).

## Why target South Memphis/South Downtown?

Several reasons:

- **Diverse demographics** that are well-aligned with PeopleForBike's stated ambitions with target communities.
- The **opportunity presented by the economically depressed neighborhoods of South Memphis** to demonstrate how biking can improve access to jobs and education, and increase safety in the neighborhood through increased activity and reductions in serious crashes.
- The **opportunity presented by the economically surging neighborhoods of South Downtown** to demonstrate how biking can be a convenient alternative to driving a car, reduce traffic congestion, and decrease real estate development costs by reducing demand for car parking.
- Potential **synergy with impending new or improved public transit** services or facilities.
- **A growing network of high-comfort bike facilities:** South Memphis Greenline, the Harahan Bridge, Main-to-Main, the Heritage Trail, cycle tracks on Crump Blvd. and Danny Thomas Blvd., South Parkway bike lanes, etc.
- Multiple **community revitalization efforts already underway:** Soulsville, South City, Central Station redevelopment, etc.

## What's at stake with the Big Jump Project?

**National Recognition:** Just as the Green Lane Project represented the country's leading cities in bicycling, so will the Big Jump Project. Nearly 100 cities have already expressed an interest in applying.

**Local Perception of Bikes:** The Big Jump Project would be instrumental in comprehensively demonstrating the positive and transformative effects of bicycling in Memphis neighborhoods, from economic development, health, and safety, to transportation, recreation, and quality-of-life.

## Key Dates:

- **August 18, 2016:** Letter of Intent to Apply due (Completed)
- **October 28, 2016:** Full application, including supplemental materials, due
- **End of 2016:** Review committee will assess applications
- **Early January 2017:** Finalists notified

**More Information:** <http://www.peopleforbikes.org/>

