

2012 SAFE STREETS CAMPAIGN

Dec. 5, 2011

To our community,

It's been a landmark year for Bike Easy and a pivotal one for our goal of making bicycling easy, fun and safe around the New Orleans area. As the year draws to a close there is much to celebrate. Consider, in 2011:

- 🚲 New Orleans earned bronze designation as a Bicycle Friendly City from the League of American Bicyclists, the first time our city has ever received this national recognition.
- 🚲 City increased bicycle facilities to some 45 miles of bikeways & paths now in place.
- 🚲 The New Orleans City Council adopted by unanimous vote a "Complete Streets Resolution," affirming that bike lanes and bicycle infrastructure are critical for the safety, economic viability and livability in our 21st century city.

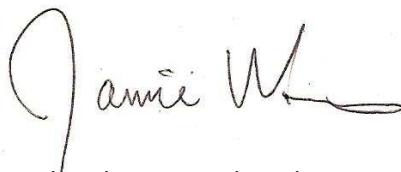
These accomplishments benefit the entire community, and our community has a vital role to play to ensure that this progress continues. Contributions from members like you make up 35 percent of our annual budget and account for all of our political advocacy funds. That's why we're launching our **Safe Streets Campaign** to raise \$12,000 in the next four weeks. This support is the key to reaching our goals for 2012, which include:

- 🚲 **New Bikeway Installation** – Bikeway funding has been promised on St. Charles Ave, Robert E Lee Blvd, Harrison Ave and six others streets in the state's submerged roads program. We're working with the city to ensure that in 2012 we will finally see paint on the pavement for these important new bikeways.
- 🚲 **Fund "5% for Bikes"** – We're advocating to make sure this budget dedication for bicycles remains a part of future roadwork projects.
- 🚲 **New Bicycle Safety Programming** – We're expanding these workshops with 18 planned across the community in 2012.

We need your support – 35% our annual budget and ALL of our political support to make these dreams come true, comes from members like you.

We can only do this with your support, so please make a donation to our Safe Streets Campaign today and be part of making New Orleans the most bicycle-friendly city in America.

All the best,



Jamie Wine, Executive Director



Bike Easy is a 501(c)3 nonprofit. No services were rendered for this tax deductible contribution EIN 80-0100169

YES, I WILL SUPPORT BIKE EASY!

PAYMENT OPTIONS

Check (payable to Bike Easy) Cash Credit Card

Safe Streets Campaign donations support us to do what’s right in the community: achieve a safer place for bicycle riders.

- \$20 – gather 10 petition signatures
- \$35 – send 1 advocate to a hearing
- \$60 – present 20 min to City Council
- \$250 – fund 1 day of the campaign
- \$____ other

Make it monthly -- Sustain the campaign with a gift each month.

\$20 per month could make or break our campaign!

(Choose “credit card” in “payment options”)

I’M INTERESTED IN GETTING INVOLVED:

Volunteering Action Alerts

Card Number

EXP Security Code Date

Signature

Name

Street

City, State, ZIP

*Phone

*Email

* Required for credit card payments

BIKEEASY.ORG

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Please complete and return to our mailing address above ↑