



UCLA EVENTS & TRANSPORTATION

EVENTS OFFICE
TRANSPORTATION
COMMUTER SERVICES & INFORMATION
FLEET & TRANSIT
PARKING SERVICES
PLANNING, POLICY & TRAFFIC SYSTEMS

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July 22, 2011

To Whom It May Concern:

As the University of California Los Angeles Executive Director of Events & Transportation, it is my pleasure to offer affirmation of the following STARS Innovation Credits submitted by the campus as part of the STARS submittal. This letter confirms that the BruinBus Program and Bruin Bikes Program at the University of California, Los Angeles both meet the criteria for AASHE's STARS Reporting Framework for Innovation credits.

UCLA recognizes that while providing additional modes of transportation to promote sustainable commuting options is necessary, more can be done to increase ridership. As a result, the BruinBus Program leverages real-time technology to facilitate the use of the shuttle bus program, allowing riders to track arrival times and subsequently, better plan their schedules. With the advent of smartphones, UCLA continues to think innovatively around developing programs to complement user behavior. UCLA's one million plus annual BruinBus riders now have more reason to utilize the shuttles, as well as share with others how easy they are to use.

In addition to the BruinBus Program, UCLA has developed an extensive Bruin Bikes Program. From providing bike gratis to departments for conducting midday errands to avoid driving, to providing long-term bike rentals via the UCLA Bike Library, UCLA has promoted "active sustainability," matching personal healthy living choices with better sustainability practices for all stakeholders on campus. UCLA also provides a Bike Shop that maintains and repairs all bikes that are part of the program.

If additional information is needed, please feel free to contact me or Assistant Director for Planning, Policy & Traffic Systems Dave Karwaski who is listed as the responsible party for this credit.

Sincerely,

A handwritten signature in cursive script that reads "Renée A. Fortier".

Renée A. Fortier
Executive Director, UCLA Events & Transportation
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