



January 9, 2012

To Whom It May Concern:

I am writing to affirm that Stanford University's Bicycle Program meets the criteria of the AASHE STARS Innovation Credit. As the director of Stanford Parking & Transportation Services (P&TS), I oversee the bicycle program and bicycle program coordinator. Stanford University promotes bicycling as one of the greenest ways to get around within a comprehensive program to reduce emissions. Bicycle safety and resources go hand-in-hand with the university's efforts to encourage bicycling on campus.

Stanford University was recognized as the first and only [Platinum-Level Bicycle Friendly University](#) by the League of American Bicyclists in 2011. Key factors in the award designation include education, engineering, enforcement, encouragement and evaluation. Highlights of Stanford's infrastructure include bike racks with capacity to park 18,000 bikes, and bike and clothing lockers to support the 22 percent of university commuters who choose biking as their primary commute.

One of Stanford's recent innovations is the [Bike Safety Dorm Challenge](#), introduced in 2010, the challenge rewards undergraduate dorms with the highest percentage of students who pledge to wear a helmet and follow the rules of the road every time they ride their bicycle. A real-time, online display of participation and an attractive prize spurred friendly competition. Participation increased from 666 in 2010 to 926 participants, or 15 percent of undergraduate students, in 2011. Three dorms tied at 100 percent, with eight dorms posting 90 percent participation. The winning dorm receives a free bus charter to Lake Tahoe as their prize.

Other recent innovations include:

- **Stanford Trauma Bike Safety Summit.** <http://bikesiliconvalley.org/news/2011/11/stanford-trauma-bike-safety-summit-review> Co-sponsored by Stanford Trauma, Parking & Transportation Services, and the Silicon Valley Bicycle Coalition, the 2011 summit brought together community leaders to identify preventable bicycle crashes and solutions to reduce them.
- **Bike Subsidies and Incentives.** As of 2011, P&TS collaborates with Residential Education, Risk Management and Department of Public Safety to provide a \$15 subsidy for all freshman students who purchase helmets. Incentives in 2010 and 2011 include free bike rentals, discounts, free "ride again" classes, and prizes, such as free bikes, panniers, bike lights, and helmets.
- **"Scaling Up Excellence" class.** P&TS partnered with the Graduate School of Business in 2011 to apply behavior change to bicycle safety as part of a Stanford course curriculum 2012.
- **Bike Safety Invention Challenge.** <http://news.stanford.edu/news/2009/march4/bike-safety-invention-challenge-students-030409.html>. In 2008-09, teams of Stanford students competed to invent new products or devices to improve bicycle safety. The inventions were evaluated by a panel of judges that included a venture capitalist and bicycle industry representative.
- **Bike Citation Diversion Class.** Twice a month, P&TS co-hosts a Bike Safety/Bicycle Citation Diversion Class with the Department of Public Safety. The class enables bicyclists who have been cited at Stanford to take a one hour bike safety class in lieu of paying a fine for their bicycle citation. More than 70 classes have been held since 2008-09, reaching more than 2,300 bicyclists.

This is only a sampling of the many bike program efforts underway. To learn more, visit <http://bike.stanford.edu>. The results are reflected in the numbers: 22 percent of university commuters choose bicycling as their primary commute mode, and students are among the 13,000 bicyclists on campus daily.

Thank you for your consideration. Please contact me at brodie.hamilton@stanford.edu for more information about our efforts.

Sincerely,

A handwritten signature in cursive script that reads "Brodie Hamilton".

Brodie Hamilton
Director