



DEPARTMENT OF ADMINISTRATIVE SERVICES

Milwaukee County

May 20, 2016

Dear AASHE STARS Program Staff:

This letter serves as affirmation that the University of Wisconsin-Milwaukee's (UWM) participation with the annual Milwaukee Town-Gown Showdown (TGS) qualifies for AASHE STARS innovation credit.

The TGS is a friendly but fierce bicycling competition between local government and educational institutions located in Milwaukee, Wisconsin. The aim of the competition is to see which workplace can accrue the most points during the National Bike Challenge. The Showdown is open to all employees (including faculty, staff, and students) and retirees from the participating workplaces.

UWM has been a strong supporter and participant with the Town-Gown Showdown since its launch in 2015. The UWM Office of Sustainability is instrumental in building support for the TGS. In fact, UWM's Sustainability Director Kate Nelson personally recruited several Milwaukee-area colleges and universities for this year's Showdown. I'm pleased to report that the TGS has grown to approximately 350 riders representing six local workplaces - including four from higher education.

During 2015, Town-Gown Showdown participants bicycled a total of 98,431 miles - the fourth most of any League in the National Bike Challenge. We are excited to collaborate with UWM on this innovative and effective sustainability program once again in 2016.

Please don't hesitate to contact me at 414-278-4837 with any questions.

Sincerely,

Gordie Bennett
Sustainability Director