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June 8, 2012

Association for the Advancement of Sustainability in Higher Education
STARS Program

To Whom It May Concern:

UC Davis is submitting the Bicycle Education and Enforcement Program as an Innovation Credit under the AASHE STARS program. UC Davis has long been known as a leader in bicycle transportation with over 20,000 bicycles on campus daily. In March 2011, the League of American Bicyclists awarded UC Davis the Gold Level designation as the Bicycle Friendly University. This rating and award placed UC Davis in the top 3 bicycle friendly universities in the country.

Not wanting to rest on its laurels, UC Davis added a major new element to its already comprehensive bicycle program – the BEEP program was launched in October 2011. This innovative program links enforcement of bicycle traffic violations with improved bicycle safety. It removes the reluctance of officers to issue expensive citation by providing students with an opportunity to significantly reduce their fines by taking an online safety training course. Better enforcement will contribute to better on-the-road compliance and awareness among bicyclist that not being safe on the road can lead to a fine. Training also will contribute to better road safety. UC Davis believes this is the first program of its type in the country.

Sincerely,

A handwritten signature in black ink, appearing to read "A. Sidney England".

A. Sidney England
Assistant Vice Chancellor
Environmental Stewardship and Sustainability