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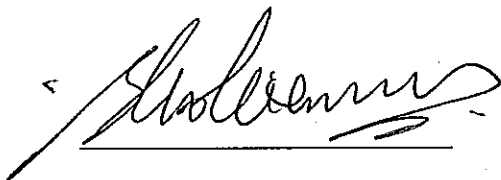
**Re: STARS Innovation Credit – Letter of Affirmation  
The University of Ontario Institute of Technology (UOIT)  
UOIT Professor developed carpooling app – Blancride**

It is my pleasure to provide a letter of affirmation for UOIT's professor-developed carpooling app, Blancride. The Blancride carpooling app was launched by Dr. Hamid Akbari, Assistant Professor, Faculty of Business and Information Technology, and his research team in November 2014. The app was piloted at UOIT and has since been expanding throughout Durham and the Greater Toronto Area (GTA).

Blancride is innovative because it is a carpooling app unique to UOIT, it was developed by Professor Akbari's assessment of the need for carpooling at the school – which has a high number of student commuters. It is user-friendly and allows for easy transaction of money through the person sharing the ride and the passengers. Additionally, the app calculates greenhouse gas (GHG) emissions saved by users through their carpooling rides logged allowing users to track their environmental footprint.

UOIT is constantly working to improve their support for sustainable transportation and their continual support of Blancride showcases that. UOIT's innovative efforts for this should be recognized and add to their sustainability performance.

Sincerely,



Dr. Sheldon Williamson