



## City of Norman Bicycle Advisory Committee

June 10, 2014

To whom it may concern:

The City of Norman Bicycle Advisory Committee enthusiastically endorses the 2014 Air Quality Awareness Grant application submitted by the City of Norman for the development of a public education campaign designed to raise awareness of bicyclists riding on City streets, to encourage a higher level of biking activity in the City, and to improve air quality in the region.

The idea of the public education campaign using a message mounted on the back of transit buses (e.g., bus wrap) was suggested by one of the members of the committee who had seen a similar effort in another City. The committee voted unanimously in favor of the program and asked City staff to look for funding opportunities.

The City of Norman and surrounding region continues to experience significant growth, and along with it, a steady rise in the number of cyclists. The Bicycle Advisory Committee works with City staff and the Norman City Council as an advocacy group that encourages more biking as a transportation choice to encourage physical fitness, reduce traffic congestion and the related emissions and to improve air quality in Norman and the Central Oklahoma region.

We are delighted that the current grant program offers a funding mechanism for implementation of this important safety campaign and whole heartedly endorse the City of Norman's application.

Sincerely,

Gary C. Miller  
Chair, City of Norman Bicycle Advisory Committee