



August 10, 2011

Dr. Gary W. Woods, Superintendent
255 South Lasky Dr.
Beverly Hills, CA 90212

Dear Superintendent Woods,

Again I would like to congratulate you on your appointment as Superintendent of the Beverly Hills Unified school district. I believe that your 90-day plan hit many of the right notes regarding public participation and inclusion and establishes conditions for a constructive dialog among district administration, school board, and stakeholders about the direction of our schools..

I'm the organizer of *Better Bike*, a pro-cycling organization here in Beverly Hills. We advocate for plans, policies, and programs to make cycling more safe and convenient in and around Beverly Hills. Our objective is to encourage more folks of all ages to ride, of course, and in particular we are eager to realize the potential of cycling to add enjoyment to the lives of Beverly Hills students.

Today our schools dissuade students from cycling, however. Better Bike student members have reported that bike racks are poorly located. I myself can see that there exist few road or crossing improvements that could encourage safe cycling around our schools. Worse, many parents simply choose to drive their students to school even if it's nearby. Why? Parent members of Better Bike say that it's not safe for them to ride.

This can change. Our district is well-positioned to improve the situation given that a master plan process is underway now. With support from Measure E, we can bring facilities improvements to our schools that will get kids riding to school again. New routes, bike racks, and safety education programs should all be part of the planning process for BH Unified. You can read more about our campaign for these improvements citywide at <http://betterbike.org/our-campaign/>. We hope that we can open this dialog with the district too.

Safe Routes to School might be the most promising pro-cycling program for making such changes. With a national organization and a state chapter, *Safe Routes* advocates have been diligent supporters. I regularly speak with Jessica Meaney, the organization's California Policy Manager, who is interested in making a presentation here in Beverly Hills at the appropriate time.

Will *Better Bike* members and *Safe Routes* advocates have an opportunity to meet with you during your 90-day tour? We're interested in working with the district (perhaps through the Facilities Advisory Committee if that's the appropriate venue) to move us all forward.

Sincerely,

A handwritten signature in black ink that reads 'Mark Elliot'.