

## Innovation Credit Letter

Feb 10, 2021

To whom it may concern,

It is my pleasure to officially endorse the Commuter Menu program as a fulfillment of the STARS Innovation Credit.

In my role as the Active Transportation Coordinator for the University of Arkansas, and Fayetteville native, I can say with confidence that the Commuter Menu is an innovative and unique program that has educated and inspired college students and new hires at the UA campus to use alternative transportation methods to and from campus.

In concisely presenting the quickest and safest routes of transportation to/from campus; walking, biking, electric scooters, buses and campus shuttles, the Commuter Menu program effectively engages and exposes UA Affiliates to alternative transportation methods - a key component of the overall strategy to reduce the reliance of motorized transportation, specifically single occupancy vehicles.

Furthermore, the program, accompanied with the Razorback Greenway and the City of Fayetteville's active transportation and mobility initiatives, is revolutionizing the way of commuting. Thanks to the university's transportation survey and partnerships with bike share and electric scooters, we are discovering that college students and faculty have and are utilizing the variety of different options for transportation.

Therefore, it is in my professional and personal opinion that the implementation of the Commuter Menu program is a serious commitment to sustainability and an innovative practice with significant impact. The goals of the AASHE STARS and accomplishments that the Commuter Menu has acquired shows that it is deserving of the innovation credit.

Sincerely,



Ammen Jordan

University of Arkansas Active Transportation Coordinator