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March 22, 2016

Re: Letter of Affirmation for Southern Oregon University

To whom it may concern:

I am pleased to provide this letter of affirmation for Southern Oregon University (SOU). During the 2015-2016 school year, Alta Planning + Design worked with SOU to launch a transportation behavior change program called Drive Less Connect: SOU. The goal of the program was to reduce student driving trips and encourage sustainable transportation options, such as walking, bicycling, transit, and carpooling.

Drive Less Connect: SOU was the first program of its kind on a university campus and utilized an innovative approach to encouraging sustainable transportation; this program model is called individualized marketing and is typically used in residential neighborhoods. As part of the program, student ambassadors provided customized transportation resources and tools to other students, and planned and hosted 29 campus events to encourage students to explore new ways to travel.

In the pilot year, the program engaged nearly 700 students and reduced the student driving mode share 3.9 percentage points. The program was recognized with the 2015 Program of the Year Award from the Transportation Options Group of Oregon.

If you have additional questions about this innovative program, please do not hesitate to contact me at cathycibor@altaplanning.com or 503-200-3270.

Sincerely,

A handwritten signature in black ink, appearing to read "Cathy", written in a cursive style.

Cathy Cibor, Associate
Alta Planning + Design