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**RE: Pomona College – Innovation Credit Letter of Support**

To Whom It May Concern:

Please accept this letter as evidence of my support of the STARS Innovation Credit being submitted by Pomona College for the Sustainability Integration Office's equipment checkout program.

My background is in corporate environmental management and I have spent the last twelve years working within a variety of organizations to implement sustainable business and operational practices. Over that time, I have come to understand the importance and difficulty in engaging members of an organization in behavioral change and I believe that this program successfully does that.

The equipment checkout program has several unique aspects that I believe meet the STARS innovation credit criteria:

- The program reduces transactional costs and perceived barriers for engaging in more sustainable behaviors.
- The program educates and introduces the campus community to simple ways to develop a sustainable lifestyle.
- The program empowers students to implement behavioral changes in their lives that carry on past graduation and will significantly impact their future lives.

Therefore, I confidently endorse the equipment checkout program and believe it is deserving of a STARS Innovation Credit. In fact, because of its innovative approach to behavior change and social engagement, I am working to implement a similar program here at Caltech.

Sincerely,

A handwritten signature in black ink, appearing to read "John Onderdonk".