

Transportation and Parking Services

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STARS Technical Review Committee
Association for the Advancement of Sustainability for Higher Education (AASHE)
213 ½ N. Limestone, Lexington, KY 40507, USA

To Whom It May Concern:

As Director of Transportation & Parking Services at Portland State University, I am writing this letter of affirmation in support of the commuter emissions reductions initiatives at University of Washington. In the last two years, UW has taken significant strides to provide the resources and support to help more commuters choose lower-carbon modes of transportation more of the time. Their work has served as both inspiration and a direct influence on our efforts at PSU.

It is clear that UW is championing commute trip reduction strategies as they pioneer new initiatives such as their Climate Action Strategy for Transportation (CAST), the Commute Concierge, the Commuter Commons, the Husky Commuter Club, and Experience Design. The CAST is a leading-edge document that is allowing Transportation Services to refine and develop innovative programs, products, policies, and procedures. As a result of this proactive work, the department was able to rapidly and successfully assist customers affected by the regional transit service cuts in fall 2014, in part through the Commute Concierge. The Commute Concierge is effective at demystifying commuting and making lower-carbon options more accessible. Also in fall 2014 they began their pilot of the Husky Commuter Club, which is utilizing feedback mechanisms and incentives to encourage behavior change while collecting valuable data to shape future iterations of the program. The department is further advancing their work through the use of Experience Design, which is helping them document, understand, and ultimately improve commuters' experiences. Finally, the opening of the Commuter Commons in the Husky Union Building is a significant benefit to commuters. It provides a central location with a variety of resources to campus commuters, including an abundant amount of information about their commute options, transit arrival information, changing rooms and lockers for people to store items such as bike helmets and clothes, and commute options workshops.

Our organization has turned to UW as a leader in transportation management and has learned significantly from their groundbreaking work.

Sincerely,



Ian Stude
Director
Transportation and Parking Services
Portland State University