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To Whom It May Concern:

The PSU Bike Hub and the VikeBikes program are excellent representations of innovative programming at PSU that enhances the sustainability efforts of the university as well as the wider Portland metro region.

The PSU Bike Hub is unique in that it is a fully-functioning professional bicycle shop that has been focused from the ground up to measure itself not by the dollars it generates, but by the number of people riding bicycles in the community it is designed to serve. Moreover, the intense focus on resourcefulness, hands-on learning, and self-sufficiency make the Bike Hub a place where the bicycle-curious become the bicycle-confident.

Similarly, the VikeBikes program, created by PSU students, directly targets a key barrier to bicycling for transportation – the high cost of buying a commute-worthy bike. Taking abandoned bicycles and transforming them into tools to counter this barrier is an excellent example of innovating on the concepts of environmental and economic sustainability.

First Stop Portland connects global leaders with Portland's innovators in urban sustainability. Developed in 2008, our program facilitates knowledge sharing of innovative strategies and best practices. The First Stop Portland experience connects visitors with business, academic and political leaders who are most knowledgeable on Portland's story of livability and sustainability practices.

On many occasions, our study tours have featured the Bike Hub as an exemplar of campus and urban sustainability. In addition, as a program at PSU, we also work with the Bike Hub to provide visiting delegations first-hand access to Portland's bicycle infrastructure.

Sincerely,

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*Connecting global leaders
with Portland's innovators in
sustainability.*

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