



To Whom It May Concern:

I am delighted to offer my endorsement and letter of affirmation for the STARS Innovation Credit for Virginia Tech's Bicycle Ambassador Program. This program was started in fall, 2012, to address the need to create a positive bicycle culture on campus. It is my belief that the Bicycle Ambassador Program meets all of the STARS Innovation Criteria, since it is a new, unique program that is not covered by an existing STARS credit.

The mission of the Bicycle Ambassador Program is as follows, "To encourage the responsible use of bicycles for transportation among students, faculty, and staff by educating new and experienced cyclists on safe, law-abiding behavior and providing resources for creating a respectful and vibrant bicycle culture on campus." Students who are interested in becoming Bicycle Ambassadors must meet the service requirements, including:

- A commitment to serve for at least a 1 semester term.
- Volunteering 3-5 hours per week.
- Undergoing training before beginning service. Training consists of completing Traffic Skills 101, a basic bicycle repair maintenance class, and a short Bicycle Ambassador Orientation. Training will be provided by the program.
- Attending monthly meetings with the Alternative Transportation Coordinator.
- Wearing their provided Bicycle Ambassador Shirt while in service.
- Wearing a helmet while riding their bicycle on campus.

Upon being accepted into the program, Bicycle Ambassadors will educate students on bicycle safety techniques, assist students with basic bicycle repair, provide students with information on campus bicycle events, volunteer at Alternative Transportation sponsored events, encourage the use of proper bicycling behavior by rewarding students who follow campus bicycle policy, and place educational notices on bicycles not in adherence with campus bicycle policy.

With one successful semester of the program completed, we are entering the spring, 2013 semester with even more Ambassadors volunteering for the program, and a request to start a program at Virginia Tech's Northern Virginia Center. For the reasons stated above, I recommend the Bicycle Ambassador Program for the STARS Innovation category.

Sincerely,

Richard McCoy  
Director Parking & Transportation

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