

# PD-05: Educational Outreach

2 points

**Goal:** Increase public, agency, and stakeholder awareness of the integration of the principles of sustainability into roadway planning, design, and construction.

## Sustainability Linkage

Educational outreach supports all of the triple bottom line principles by communicating to the public how social, environmental, and economic issues relate to roadway projects.



Affected Triple Bottom Line Principles

## Background and Scoring Requirements

### Background

This criterion awards points for incorporating public educational outreach that promotes and educates the public about sustainability including social, environmental, and economic principles. Specifically, this criterion requires communicating how sustainability principles are being integrated into the planning, design, construction, and operational phases of the roadway project. Credit can be achieved by leveraging public involvement processes where possible.

Note that performing a routine public involvement process does not accomplish this criterion unless it includes specific efforts to educate the audience about the sustainability of the project. Also note that the word “sustainability” does not have to be used specifically, and that terminology should be appropriate to the audience.

### Scoring Requirements

#### Requirement PD-05.1

#### 2 points. Install Educational Elements or Perform Educational Activities

Install or perform a minimum of two different educational elements from the Table PD-05.1.A.

TABLE PD-05.1.A. REQUIREMENTS FOR EDUCATIONAL ELEMENTS (CONTINUED ON NEXT PAGE)

Requirement	Educational Element	Recommended Requirements
PD-05.1a	Include sustainability in a Project Development Process	Specifically include sustainability as a consideration in a project development process that harmonizes transportation requirements and community values through effective decision-making and thoughtful design. Examples of this type of development process include complete streets, context sensitive solutions, neighborhood-aware design, and similar.
PD-05.1b	Include sustainability in Public Involvement	Specifically include sustainability education and promotion of sustainability as a project element throughout the public involvement process for the project.

<b>Requirement</b>	<b>Educational Element</b>	<b>Recommended Requirements</b>
PD-05.1c	Install point-of-interest	Install and maintain off-road point-of-interest kiosk(s) that display(s) information about the project and its sustainability features, as appropriate.
PD-05.1d	Project website	Provide a publicly available and maintained informational project website with capacity for submitting feedback and comments.
PD-05.1e	Stakeholder guide	Include sustainability and how it is being applied to the project in agency and/or stakeholder guide, specification, or policies, as appropriate.
PD-05.1f	School presentations	Perform presentation(s) about the project and its sustainability features for primary and secondary schools.
PD-05.1g	Professional presentations	Perform professional technical presentation(s) about the project and its sustainability features.

## Resources

None referenced.

## Scoring Sources

The project is considered to have met this criterion if the requirements above can be reasonably substantiated through the existence of one or more of the following documentation sources (or equal where not available):

1. Public Involvement and Outreach materials showing sustainability was specifically included.
2. Text or printed copy of the information offered at the kiosk (i.e., brochure or static installation).
3. Website address and/or screen captures.
4. An agency guide, specification, or policy.
5. A copy of school or professional presentations and the date of the presentation.