



4th Annual Competition and Call Communicating Concepts with John and Jane Q. Public: Sustainability and Livability

One of the most challenging aspects for transportation professionals is communicating complex concepts with a non-technical audience. To help stimulate creative thinking while sharing innovative approaches, the Planning and Environment Group of the Transportation Research Board (TRB) is looking for best Practices in communicating **Sustainability and Livability** concepts with John and Jane Q. Public to share at the 2011 Annual Meeting.

Sustainability and Livability are the buzzwords of recent years. However, defining these terms can be difficult. What comprises sustainability and livability, its goals, and how these goals should be achieved can be open to interpretation. This creates a complex and challenging dynamic for transportation agencies and practitioners, as well as the general public. What practices are necessary to promote sustainable and livable conditions? Does existing development allow for sustainability and livability? Will future planned development create a sustainable and livable city? How can sustainability and quality of life be measured?

To answer these types of questions, the 4th Annual Competition and Call is looking for best practices in communicating the concepts of **Sustainability and Livability** to the general public. To participate meaningfully in the decision-making process and make well-informed decisions affecting quality of life, it is necessary that these concepts be fully understood. This call is looking for innovative communication practices that facilitate this understanding.

The top entries, as judged by an independent panel of transportation professionals, journalists, and communication specialists, will be showcased in a poster session at the 90th TRB Annual Meeting in Washington, D.C., and featured in a 2011 edition of *Transportation Research News*, reaching more than 11,000 individuals.

Who can submit an entry? Anyone and Everyone!

What are the submission requirements? Visit the Communicating Concepts Call and Competition on the Public Involvement Committee's website for details: <https://sites.google.com/site/trbcommiteeada60/>.

What topic areas will be covered? All topics that communicate **Sustainability and Livability** concepts (a list of sample topics is provided below).

Are there specific categories for entries? No. However, a list of typical categories is provided below.

When are entries due? August 6, 2010. Winners notified early November.

For more information contact: Stephanie Camay at Stephanie_Camay@URSCorp.com or (201) 225-3227, or visit <https://sites.google.com/site/trbcommiteeada60/>.

Sample Topics

- ✓ Land Use Initiatives
- ✓ Community Planning
- ✓ Building Livable Communities
- ✓ Context Sensitive Solutions
- ✓ Environment, Economy, Social Equity
- ✓ Smart Growth

Typical Categories

- ✓ Brochures, Newsletters, Pamphlets
- ✓ Graphics, Illustrations, Photos
- ✓ Games
- ✓ Software
- ✓ Interactive exercises
- ✓ Multi-media campaigns

