

**GREENROADS SELECTED AS A WHITE HOUSE CHAMPION OF CHANGE****GREENROADS RECEIVES AWARD FOR ITS CONTRIBUTIONS TO SUSTAINABLE TRANSPORTATION**

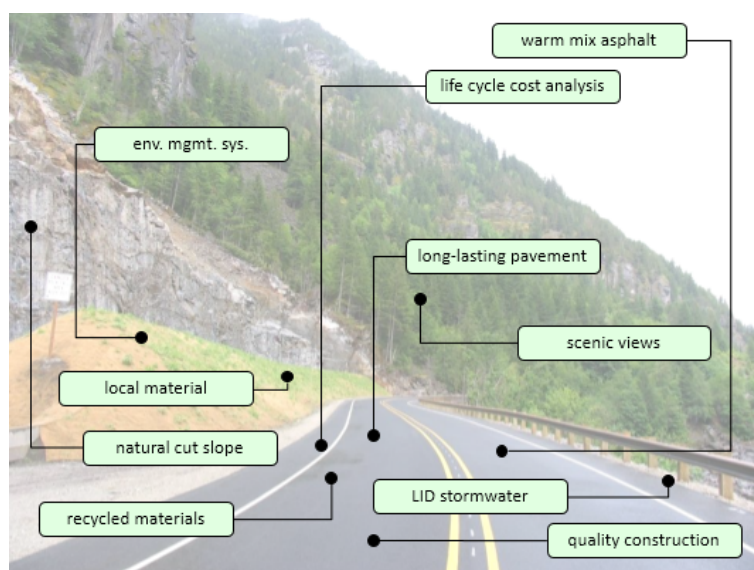
SEATTLE – May 8, 2013 – Greenroads is excited to announce that it has been chosen as a White House Champion of Change for Transportation Technology Solutions in recognition for its unique rating system designed to certify sustainable roadway and transportation projects. Champions of Change highlights the stories of people and organizations across the country who are “Building an America to Last” with projects that benefit their communities.

This Wednesday, the White House and U.S. Department of Transportation will host a Champions of Change event called “Transportation Technology Solutions for the 21<sup>st</sup> Century.” Greenroads Executive Director Jeralee Anderson will accept the award along with Champions from across all modes of our transportation industry who are providing significant leadership in the development and/or deployment of transportation technology solutions for the 21st Century at the local, state or regional level.



Greenroads Team: 2013 White House Champions of Change. Left to right: Steve Muench, Jeralee Anderson, Craig Weiland and Freeman Anthony.

The Greenroads Foundation is the developer of the Greenroads Rating System, a collection of sustainable roadway design and construction best practices that address water, environment, access, community impact, construction practices and materials. There are 11 project requirements, which must be completed in order for a roadway to be considered a “Greenroad.” There are 47 additional activities that may be voluntarily completed to earn points called “credits,” which are designed to encourage sustainability achievement above and beyond standard practice. After a rigorous review process, the Greenroads Foundation then assigns the roadway project a score, which translates to one of four certification levels: Bronze, Silver, Gold and Evergreen. Currently, there are over 30 registered projects pursuing certification and 6 completed and certified projects in the world. Several registered projects are slated to finish certification in 2013 located in San Jose, Denver, Houston and San Francisco.



Example features of a Greenroad.

Greenroads also provides resources on its website to educate those seeking to learn more about sustainable transportation infrastructure or use the Rating System on their local projects. Greenroads encourages active engagement among the diverse transportation community including public owner agencies, designers, suppliers, and contractors through its Membership and Education Programs. For example, Greenroads has a professional credential program with an accreditation exam called the Sustainable Transportation Professional (STP). Greenroads also offers webinars to support the Project Rating Program as part of the Education Program and participates actively in technical conferences and industry research internationally. Greenroads is currently piloting projects in several countries outside the United States, including Canada, New Zealand, and South Africa.

Anderson believes that Greenroads has a significant impact on the communities in which it works. “As a result of using the Greenroads Rating System, many public agencies have been able to reduce their costs, develop sustainability practices and improve the environmental impacts of their transportation projects”, she says. “For example, the City of San Jose, CA, saved 23 percent of the total cost to its Monterey Road Reconstruction Project. Similarly, the City of Bellingham in Washington State created concrete sidewalks out of 400+ crushed, recycled toilets, and the City of Tacoma, WA, restructured its asset management system to improve the operation and maintenance of its public facilities.”



## PRESS RELEASE

8201 164<sup>th</sup> Ave NE, Suite 200 | Redmond, WA 98052 | [greenroads.org](http://greenroads.org)

Greenroads is honored to be recognized for these contributions, and looks forward to joining the other Champions at the White House next week, including industry leaders such as James Crites, the Vice President of the Dallas Fort Worth Airport, Josh Whiton, President of Transloc and Kevin Koyasu, President and CEO of Nippon Sharyo USA, Inc.

### **ABOUT GREENROADS FOUNDATION**

Established in 2010, Greenroads Foundation is an independent 501(c)(3) non-profit corporation, which advances sustainability education and initiatives for transportation infrastructure. As the developer of the Greenroads Rating System, the Foundation manages the certification process for sustainable roadway and bridge construction projects in the U.S. and internationally. For more information, visit [www.greenroads.org](http://www.greenroads.org) and join us on Facebook at [facebook.com/greenroads](https://facebook.com/greenroads).

\*Images available upon request

###

### **MEDIA CONTACTS - GREENROADS**

Jeralee Anderson, Ph.D., P.E., LEED AP  
Executive Director, Greenroads Foundation  
[jeralee@greenroads.org](mailto:jeralee@greenroads.org)  
888.693.2012

Diana Steeble, PRR  
[dsteoble@prrbiz.com](mailto:dsteoble@prrbiz.com)  
206.462.6389