

# **2020 AWARD NOMINATION INSTRUCTIONS, AWARD CATEGORIES & EVALUATION CRITERIA**

## **- San Diego Section APA -**

**Receipt Deadline: 11:00 p.m. PST Sunday, March 1, 2020**

### **I. AWARD NOMINATION REQUIREMENTS**

Once again in 2020, the San Diego Section (SDAPA) Awards will reflect both criteria and award categories as those of APA California to the degree they are set as of January 2020. SDAPA will assure that nominators are aware of up-to-date categories for submittal for Chapter Awards as soon as they are confirmed by the Chapter. Inclusion of Excellence or Achievement Award category groupings reflects an update to the APA National program.

- Any plan, project, program, tool, process, report or ordinance submitted must have been published, implemented, or completed in the three years prior to the date of submission. Published drafts of plans do not qualify and are not acceptable.
- Nominations for the Implementation Award should have been in continuous effect for a minimum of three years, not including the time for plan preparation and approval.
- The Opportunity & Empowerment Award strategy should have been implemented or completed for a minimum of three years.
- Any plan, project, program, tool, process, report or ordinance may only be entered in one award category per award year.
- Nominators must clearly identify the award submitted.
- The nominated award's area of impact must be located within the San Diego Section, and the individual or firm or agency being nominated must be recognized for their work or impact within the Section.
- Members of SDAPA Board may not be nominated for Leadership or Service awards during their terms. SDAPA Awards Jury members are not eligible for individual awards the year they are sitting on the jury.
- Nominators may not be related by blood or marriage to any individual they wish to nominate. An individual may not nominate him/herself for an award; however, anyone working on a plan or project may nominate that plan or project for an award.

**PER THE INSTRUCTIONS BELOW, THE COMPLETED NOMINATION MATERIALS  
MUST BE RECEIVED BY 11:00 PM PST ON SUNDAY MARCH 1, 2020  
TO BE CONSIDERED BY THE SDAPA JURY.**

## II. AWARD SUBMITTAL REQUIREMENTS

*NOTE: NOMINATION SUBMITTALS ARE NOW DONE VIA GOOGLE FORM AND DROPBOX. SUBMITTALS MUST CONFORM TO THE INSTRUCTIONS HEREIN AND THE GOOGLE FORM.*

2020 SDAPA Awards Nomination Submittal via Google Form:

<https://forms.gle/fjMoqy3voGub5bDK9>

The Google Form includes:

- 1-page (maximum 500 words) summary of the submission, or in the case of an individual, a 1-page resume.
- 2-page (maximum 1,000 words) narrative demonstrating how the submission specifically meets each criterion in the order listed under each award category found in later herein in this packet
- The project, plan, program, report, or ordinance submitted for the award in PDF format and digital images uploaded to Dropbox via the link (below), which is also linked in the Google Form.

<https://www.dropbox.com/request/Xo5qQD8mXggV4MI48UIB>

*The specific Google Form and Dropbox Folder created for the 2020 Awards are the only method of submitting a nomination. Please note that you cannot save your Google Form work and return to it later. Nor can you edit it after submission.*

## III. ADDITIONAL REQUIREMENTS & NOTES

Submittals received prior to the deadline that do not meet the “Submittal Requirements” as herein described may be returned & resubmitted before the deadline at the discretion of the Awards Chair. Nominators will be contacted via email to confirm receipt of a complete nomination package that will be considered by the Jury. The Nominator that is provided in the Google Form must be the primary contact for the Section for all decisions made regarding this nomination, and must work with the SDAPA Awards Committee upon request.

- Submitted nomination materials cannot be deleted and remain with SDAPA.
- The Jury may give a first place award and an ‘Award of Merit’ in any category. Conversely, the Jury may determine to give only a First Place award, or only an Award of Merit.

- At its discretion, the Jury may move a nomination from the category submitted for to a different appropriate category.
- Only one trophy/plaque will be given without cost by the APA San Diego Section to the first place and Award of Merit awardees. However, you will be able to order extra trophies for first place and Award of Merit (e.g., so everyone on your project team gets a trophy). The trophy/plaque vendor retains the awards artwork for a short period after the Awards Event so you will be able to place an order yourself. **YOU ARE RESPONSIBLE FOR WORKING WITH THE TROPHY VENDOR TO OBTAIN MORE TROPHIES.**
- Award-winning documents may be posted on, or linked to, the APA San Diego website.

If your nomination is selected to receive a first place award from the San Diego section, you will be responsible for submitting it to California APA on the Chapter application form to compete for a Chapter award. The due date is usually around June 1 but it is usually not posted until the spring. We will include whatever dates we know when we send Jury outcome notifications, but you are responsible for transmitting in accordance with APA California requirements. The Chapter Awards Program will accept nominations in certain categories that were not first place winners at the Section level. Those awards requiring first place Section awards are noted in the Awards listing.

***NOTE: INFORMATION INCLUDED ABOUT REQUIREMENTS FOR CHAPTER AWARDS AND APA NATIONAL AWARDS IS PROVIDED FOR YOUR CONVENIENCE. IF YOU HAVE A QUESTION, PLEASE GO TO THE APA CALIFORNIA OR APA NATIONAL WEBSITE TO CONFIRM THE LATEST INFORMATION. NOTE THAT APA NATIONAL ADDS HIGHER THRESHOLD ELIGIBILITY CRITERIA THAT MUST BE DEMONSTRATED IN SOME AWARD CATEGORIES.***

[www.apacalifornia.org](http://www.apacalifornia.org) or [www.planning.org](http://www.planning.org)

For any questions, please contact Elizabeth Dickson, SDAPA Awards Jury Chair at [EDickson@sandiego.gov](mailto:EDickson@sandiego.gov)

# ATTACHMENT 1

## 2020 SAN DIEGO SECTION APA AWARDS and AWARD EVALUATION CRITERIA

San Diego Section Award Categories reflect the latest available information from the APA California Chapter and APA National Award Categories

SDAPA SECTION AWARD	APA CALIFORNIA CHAPTER AWARD	APA NATIONAL AWARD
<b>EXCELLENCE AWARDS</b>		
Advancing Diversity and Social Change	Advancing Diversity and Social Change	Advancing Diversity and Social Change (Paul Davidoff)
Opportunity and Empowerment	Opportunity and Empowerment	HUD Secretary's O & E Award
Comprehensive Plan: Large Jurisdiction*	Comprehensive Plan: Large Jurisdiction	Implementation
Comprehensive Plan: Small Jurisdiction*	Comprehensive Plan: Small Jurisdiction	
Planning Advocate	Planning Advocate	Planning Advocate
Planning Firm	Planning Firm	Planning Pioneer
Planning Agency	Planning Agency	Planning Pioneer
Emerging Planning & Design Firm	Emerging Planning & Design Firm	Planning Pioneer
<b>ACHIEVEMENT AWARDS</b>		
Best Practice*	Best Practices	Best Practice
Economic Development Planning	Economic Planning and Development	Economic Development Planning
Environmental Planning*	Innovation in Green Community Planning	Environmental Planning
Grassroots Initiative*	Grassroots Initiative	Grassroots Initiative
Implementation: Large Jurisdiction*	Implementation: Large Jurisdiction	Implementation
Implementation: Small Jurisdiction*	Implementation: Small Jurisdiction	
Public Outreach	Public Outreach	Public Outreach
Transportation Planning	Transportation Planning	Transportation Planning
Urban Design	Urban Design	Urban Design
<b>SAN DIEGO SECTION AND APA CALIFORNIA CHAPTER AWARDS</b>		
Academic	Academic	N/A
Communications Initiative	Communications Initiative	N/A
Hard Won Victories	Hard Won Victories	N/A

**\*These awards must be first place award winners at the Section level to be eligible for Chapter award. See the APA National guidelines for eligibility for National APA awards. Without an "\*" they may be submitted directly to the APA California Chapter and be evaluated by the APA California Statewide Jury.**

**Certain awards will be selected by the Chapter President, Chapter Board and/or Chapter Historian: Planning Landmark and Pioneer Awards, Distinguished Service or Contribution Awards, and the Section Activity Award. See the APA California website for discussion about these awards.**

# EXCELLENCE AWARDS CATEGORIES

## Advancing Diversity and Social Change Award

This award honors an individual, project, group, or organization that promotes diversity and demonstrates a sustained commitment to advocacy by addressing the concerns of women and minorities through specific actions or contributions within the planning profession or through planning practice.

*Examples: A general or comprehensive plan that improves the living conditions of those in an underrepresented neighborhood, an individual working to improve the lives of others, a policy that addresses a need not currently met through other efforts.*

### **Eligibility**

Open to APA members and nonmembers. Individuals cannot self-nominate.

### **Criteria**

1. ***Social and economic.*** Describe how your entry addresses the needs of at-risk individuals or populations that society typically overlooks. How have your entry's efforts advanced or sustained sound, ethical, and inclusionary planning within the planning field, within a specific community, or in society at large?
2. ***Effectiveness and results.*** Specify how your entry has had a positive impact on the lives of those it was intended to help. Indicate how these efforts have touched a wider audience, helped increase diversity and inclusiveness within the planning field, or in helping support diverse populations.

## Opportunity & Empowerment Award

An award for a plan, program, or project that, as a direct result of the effort, demonstrates improved quality of life for low- and moderate-income residents. Emphasis is placed on how creative housing, economic development, and private investments have been used in or with a comprehensive community development plan to build social equity and empower individuals and families who reside in that community.

### **Eligibility**

Nominees must demonstrate how they have overcome difficult community issues to achieve effective measurable outcomes, such as the creation and retention of jobs, creation and/or preservation of affordable housing options for low- and moderate-income households, reduction of blight, homelessness and poverty. Applicants must also demonstrate effective collaborative efforts with other entities, public and private. Examples include community development corporations (CDCs), banking institutions, advocacy organizations, philanthropy, for- and non-profit homebuilders, and Metropolitan Planning Organizations (MPOs). The strategy should employ a variety of actions that maximize increased choice, enhance social equity, and expand opportunities for all who reside in the community. To the maximum extent possible, submissions should involve formal community planning efforts and include physical improvements and interventions (although the latter are not required). **The nomination submitted should have been implemented or completed for a minimum of 3 years.**

## Criteria

1. *Planning.* Explain how the submission addresses a real-world challenge in the community as identified by an existing comprehensive, regional or neighborhood plan. How did the program or project integrate or maintain and the cultural context and social fabric of the community? Describe the specific role planners played in achieving these results? How was the planning process sustained through the implementation stage and beyond? How involved were civic and advocacy groups, private, nonprofit, and philanthropic organizations throughout the planning stage and beyond? (The submission must provide a detailed account of how community residents were involved in each stage of the planning process.)
2. *Results.* Describe in explicit terms, how the plan, project or program achieved measurable outcomes. Examples of outcomes include: the number of jobs created and retained; improvement in education outcomes (i.e. graduation rates); the number of affordable housing units created or preserved; a disaster mitigation plan; and a decline in the homeless, crime, and/or poverty rates. In addition, explain how outcomes are sustained and proved to be cost effective over time. The submission must include baseline data, beginning and end dates, detailed budget, and a description of savings and outcomes. For projects leveraging HUD funding, such as HOME and CDBG, or other financing tools (i.e. Low-Income Housing Tax Credit), explain how the submission exceeds the basic requirements of these programs to achieve results.
3. *Innovation.* Describe how the submission involved an innovative or forward-looking approach that effectively addressed various community-wide needs and/or solved a perplexing problem?
4. *Equity.* Explain how the submission clearly addressed social equity through the planning process and civic engagement efforts. Describe the specific activities and efforts incorporated into the plan, program, or project that advance social equity goals. How involved was the public — particularly historically underrepresented groups — in the planning process from the initial stage to the implementation stage and beyond? Explain how the results of the plan, project, or program enhanced the quality of life for vulnerable populations, including the homeless, older persons, persons with a disability, low-income individuals and families, and veterans.
5. *Transferability.* How, and to what extent, has the submission served as an example for other localities working to address challenges? How does the program provide useful prescriptive measures for other communities addressing a similar challenge? How well does the submission demonstrate that the project overcame challenges to implement a successful program where the results are sustained over time?

## Comprehensive Plan Award: Large Jurisdiction; Small Jurisdiction

For a comprehensive or general plan that advances the science and art of planning. The APA San Diego Section gives an award to a Large Jurisdiction (by or with a jurisdiction with a population of 100,000 or more according to the most recent available US Census data) and to a Small Jurisdiction (by or with a jurisdiction with a population of less than 100,000 according to the most recent available US Census data).

## Eligibility

Open to APA members and non-members. The award is given for group achievement and may be made to a planning agency, planning team or firm, community group, or local authority. There are no limits on the size of jurisdiction.

## Criteria

1. *Originality and innovation.* Document how your entry presents a visionary approach or innovative concept to address needs. Explain how the use of the planning process in this context broadened accepted planning principles within the context of the situation.
2. *Quality.* Explain how your plan is state-of-the-art in terms of presentation and methodology. Identify what makes this plan exceptional or stand out compared to other comprehensive plans.
3. *Engagement.* Explain how various stakeholder interests were involved and the extent of that involvement. Competitive entries demonstrate a strong effort to solicit input from those who historically have been left out of the planning process. Show how the nominated plan obtained public and private support.
4. *Implementation and Effectiveness* Address what steps have been taken to build momentum and public support for following and implementing the plan. State how your entry addressed the need or problem that prompted its initiation. Be explicit about how the results have made a difference in the lives of the people affected. Convey the level of effectiveness your entry can have over time. State the positive or unintended outcomes.
5. *Promotion of Planning.* Clarify the role, significance and participation of planners. Demonstrate the connection between the effort's success and increased awareness in the community of planners and planning.

## Planning Advocate Award

This award honors an individual, appointed, or elected official who has advanced or promoted the cause of planning in the public arena.

*Examples: Engaged citizens demonstrating outstanding leadership in a community, region, or state; members of planning commissions, board of appeals, economic development boards, environmental or historic preservation councils, or other appointed officials; elected officials holding office at the local, regional, or state level; citizen activists or neighborhood leaders.*

## Eligibility

Individuals may not self-nominate and cannot earn their living as a planner. APA membership is not required.

## Criteria

1. *Support of planning and planners.* Illustrate how the nominee's work has increased the understanding of the planning process. Indicate how the nominee has shown a clear understanding of, and support for, the role of planners in public life.
2. *Effectiveness and results.* Describe the extent that the nominee has been effective in formulating and implementing plans and ideas in support of good planning. Identify the level of influence and effectiveness achieved by the nominee within different segments of the community.

## Planning Firm Award

This award honors a private planning firm that has produced distinguished work that continues to influence the professional practice of planning.

***NOTE:** to be eligible for an APA National planning award in this category, a firm must have been in existence for 10 years.*

## **Criteria**

1. *Quality.* Demonstrate consistent quality of the firm's work and its recognition by the general public or those who practice or sponsor planning, teach planning, or develop communities. Elements of quality include graphic design, content, evidence of implementation by clients.
2. *Influence.* Detail the firm's positive influence on the direction and professional advancement of planning, for example promoting new technologies, collaboration among other design disciplines, innovations in practice, and advances in the art and science of planning. Identify the number of planners on staff.
3. *Ethical Practice.* Explain how the firm consistently upholds and champions the highest standards of ethics in terms of the public trust and guiding and educating its staff on the importance of ethics.
4. *Outreach and Engagement.* Demonstrate the firm's efforts and skills in engaging stakeholders and resolving community conflicts with positive outcomes. Demonstrate responsiveness to the client and the various elements of the community in the planning process and willingness to incorporate ideas and suggestions from the community.

## Planning Agency Award

This award honors the work of a public sector planning agency that has continually produced a program of exceptional work that has elevated awareness about planning.

*Examples: Metropolitan planning organizations, regional planning associations, planning department, planning board, zoning board.*

## **Criteria**

1. *Quality.* Demonstrate consistent quality of the agency's work. Describe how the agency's program of work has elevated awareness about planning and built community support for planning. Describe the number of staffers, their various roles, and if any members have specific certifications.
2. *Outreach and Engagement.* Demonstrate the agency's efforts and skills in engaging community members, business leaders and other stakeholders, and in resolving community conflicts with positive outcomes. Describe efforts undertaken to engage community members, especially those often overlooked, in planning processes.
3. *Innovation.* Describe how your agency has addresses concerns or issues within the community in a visionary or innovative manner. Specify how planning principles have been observed, especially in consideration of your entry's effects on other public objectives.
4. *Implementation.* Describe the program of work that has resulted in identified and meaningful outcomes that raise the quality of life for all citizens. Demonstrate the connection between planning and implementation with tools such as capital budgets.

## Emerging Planning and Design Firm Award

This award honors a young planning and design firm that has helped elevate the planning profession and build public support for planning, and through its current work demonstrates the potential of having a continual influence on the planning profession for years to come. Since APA National indicates that planning firms must



be in existence for 10 years or more to be awarded in that category, SDAPA considers an emerging firm to be one that has been in existence for less than 10 years.

## **Criteria**

1. *Quality.* Demonstrate consistent quality of the firm's work and its recognition by the general public or those who practice or sponsor planning, teach planning, or develop communities. Elements of quality include graphic design, content, evidence of implementation by clients.
2. *Influence.* Detail the firm's positive influence on the direction and professional advancement of planning, for example promoting new technologies, collaboration among other design disciplines, innovations in practice, and advances in the art and science of planning. Identify the number of planners on staff and if any members hold specific certifications.
3. *Ethical Practice.* Explain how the firm consistently upholds and champions the highest standards of ethics in terms of the public trust and guiding and educating its staff on the importance of ethics.
4. *Outreach and Engagement.* Demonstrate the firm's efforts and skills in engaging stakeholders and resolving community conflicts with positive outcomes. Demonstrate responsiveness to the client and the various elements of the community in the planning process and willingness to incorporate ideas and suggestions from the community.

## **ACHIEVEMENT AWARDS CATEGORIES**

### **Best Practice Award**

This award is for a specific planning tool, practice, program, project, or process. This category emphasizes results and demonstrates how innovative and state-of-the-art planning methods and practices help to create communities of lasting value.

*Examples: Regulations and codes, tax policies or initiatives, growth management or design guidelines, transferable development rights programs, land acquisition efforts, public-private partnerships, applications of technology, handbooks, or efforts that foster greater participation in community planning.*

### **Eligibility**

Any planning agency, planning team or firm, community group, or local authority helping civic leaders and citizens play a meaningful role in creating communities that enrich people's lives may submit a nomination. No restrictions on the size of the jurisdiction.

### **Criteria**

1. *Originality and innovation.* Document how your entry presents a visionary approach or innovative concept to address specific needs. Specify how planning principles have been observed, especially in consideration of your entry's effects on other public objectives.
2. *Implementation and Transferability.* Address what steps have been taken to build momentum and public support for your entry. Illustrate how your entry has potential application for others and how use of your entry's components and methodology would further the cause of good planning.

3. *Engagement.* Explain how various public interests were involved and the extent of that involvement, including those who historically have been left out of the planning process. Show how your entry obtained public and private support. Clarify the role, significance, and participation of planners. Demonstrate the connection between the effort's success and increased awareness in the community of planners and planning.
4. *Effectiveness and results.* State how your entry addressed the need or problem that prompted its initiation. Be explicit about how the results have made a difference in the lives of the people affected. Convey the level of effectiveness your entry can have over time.

### Economic Development Planning Award

This award honors efforts to transform economies and stimulate economic development in communities of all sizes.

*Examples: Economic development plans, economic recovery initiatives, urban and regional economic analyses, commercial district revitalization, corridor revitalization, town center developments, and strategic plans for economic development; market studies*

#### **Eligibility**

Open to APA members and nonmembers. Individuals cannot self-nominate.

#### **Criteria**

1. *Originality and innovation.* Document how your entry presents a visionary approach or innovative concept to address specific needs. Specify how planning principles have been observed, especially in consideration of your entry's effects on other public objectives.
2. *Implementation.* Address what steps have been taken to build momentum and public support for your entry. Illustrate how your entry has potential application for others and how use of your entry's components and methodology would further the cause of good planning.
3. *Integration.* Describe how your entry has been integrated into other planning efforts such as a corresponding comprehensive or master plan or other related initiatives. Detail how your entry will help further the cause of good planning and support the broader needs of the community and surrounding region.
4. *Engagement.* Explain how various public interests were involved and the extent of that involvement. Show how your entry obtained public and private support. Clarify the role, significance, and participation of planners and any outcomes in terms of helping gain public support of planning.
5. *Effectiveness and results.* State how your entry addressed the need or problem that prompted its initiation. Be explicit about how the results have made a difference in the lives of the people affected. Convey the level of effectiveness your entry can have over time.

### Environmental Planning Award

This award honors efforts to create more sustainable and greener communities that reduce the impact of development on the natural environment and improve environmental quality.

*Examples: Green infrastructure plans; resource conservation efforts; alternative energy programs; climate action plans and disaster recovery plans; efforts to reduce carbon emissions; public health initiatives; sustainability plans.*

## **Eligibility**

Open to APA members and nonmembers. Individuals cannot self-nominate.

## **Criteria**

1. *Originality and innovation.* Document how your entry presents a visionary approach or innovative concept to address specific needs. Specify how planning principles have been observed, especially in consideration of your entry's effects on other public objectives.
2. *Implementation.* Address what steps have been taken to build momentum and public support for your entry. Illustrate how your entry has potential application for others and how use of your entry's components and methodology would further the cause of good planning.
3. *Integration.* Describe how your entry has been integrated into other planning efforts such as a corresponding comprehensive or master plan or other related initiatives. Detail how your entry will help further the cause of good planning and support the broader needs of the community and surrounding region.
4. *Engagement.* Explain how various public interests were involved and the extent of that involvement. Show how your entry obtained public and private support. Clarify the role, significance, and participation of planners and any outcomes in terms of helping gain public support of planning.
5. *Effectiveness and results.* State how your entry addressed the need or problem that prompted its initiation. Be explicit about how the results have made a difference in the lives of the people affected. Convey the level of effectiveness your entry can have over time.

## **Grassroots Initiative Award**

This award honors an initiative that illustrates how a neighborhood, community group or other local non-governmental entity utilized the planning process to address a specific need or issue within the community. Emphasis is placed on the success of planning in new or different settings, with total project budget (including staff, consultant, and direct expenses) not exceeding \$50,000.

*Examples: Community policing or drug prevention, neighborhood outreach initiatives, programs designed for special populations, public art or cultural efforts, community festivals, environmental or conservation initiatives, summer recreational initiatives for children, vacant lot management, transportation innovations, or focused tourism ventures.*

## **Eligibility**

Open to APA members and nonmembers.

## **Criteria**

1. *Effectiveness and results.* State how your entry addressed the need or problem in a visionary or innovative manner that prompted its initiation, within a budget not exceeding \$50,000. Be explicit about how the results have made a difference in the lives of the people affected. Convey the level of effectiveness your entry can have over time.
2. *Engagement.* Explain how various public interests were involved and the extent of that involvement. Competitive entries demonstrate a strong effort to solicit input from those who historically have been left out

of the planning process. Describe the level of collaboration between leadership and competing interests. Explain how those affected were brought into the planning process for this initiative.

3. *Education.* Establish that your entry has encouraged community leaders to revise their opinions about the varied uses and broad applications of the planning process. State the influence your entry has had on public awareness beyond those immediately affected. Demonstrate the connection between the effort's success and increased awareness in the community of planners and planning.

### Implementation Award: Large Jurisdiction; Small Jurisdiction

Recognizing an effort that demonstrates a significant achievement for an area — a single community or a region — in accomplishing positive changes as a result of planning. This award emphasizes long-term, measurable results. The APA San Diego Section gives an award to a Large Jurisdiction (by or with a jurisdiction with a population of 100,000 or more according to the most recent available US Census data) and to a Small Jurisdiction (by or with a jurisdiction with a population of less than 100,000 according to the most recent available US Census data) *Examples: Plans for smart growth, signage, farmland preservation, urban design, wetland mitigation, resource conservation, capital improvements, citizen participation, neighborhood improvement, transportation management, or sustained economic development.*

### **Eligibility**

Open to APA members and nonmembers. **Nominated efforts should have been in continuous effect for a minimum of three (3) years, not including the time for plan preparation and approval.**

### **Criteria**

1. *Originality and innovation.* Document how your entry presents a visionary approach or innovative concept to address needs. Explain how the use of the planning process in this context broadened accepted planning principles within the context of the situation.
2. *Effectiveness.* Indicate the level of consistency of this implementation effort since its start. State how your entry addressed the need or problem that prompted its initiation. Be explicit about how the results have made a difference in the lives of the people affected. Convey the level of effectiveness your entry can have over time.
3. *Overcoming challenges.* Address what steps have been taken to build momentum and public support for your entry. Detail any changes, derailments, or improvements throughout the implementation phase. Identify funding challenges or support for this effort. Report any political changes that might affect, for better or worse, the effort's long-term funding.
4. *Engagement.* Explain how various public interests were involved and the extent of that involvement. Describe how your entry obtained public and private support. Clarify the role, significance, and participation of planners.
5. *Achievement.* Describe how the longevity of this effort has increased the community's appetite for planning and the pursuit of similar initiatives. Clarify the extent that this effort's sustained success has been achieved beyond its general audience.

## Public Outreach Award

This award honors an individual, project, or program that uses information and education about the value of planning to create greater awareness among citizens or specific segments of the public. The award celebrates how planning improves a community's quality of life.

*Examples: Broad community efforts showing how planning can make a difference; curricula designed to teach children about planning; neighborhood empowerment programs; use of technology to expand public participation in planning; newspaper articles or a series of blog posts; publications (books or magazines); websites; podcasts; or films.*

### **Eligibility**

Open to APA members and nonmembers.

### **Criteria**

1. *Originality and transferability.* Document how the program uses new ideas or combines tools to address a demonstrated need for planning information or education within the community. Illustrate how your entry has potential application for others and how use of your entry's components and methodology would further the cause of good planning.
2. *Effectiveness and results.* State how your entry addressed the need or problem that prompted its initiation. Be explicit about how the results make a difference in the lives of the people affected now and in the future. Show how your entry has increased the understanding of planning principles and the planning process. Provide measurable results if possible or appropriate.
3. *Engagement.* Explain how various public interests were involved and how your entry obtained public and private support. Competitive entries demonstrate a strong effort to solicit input from those who historically have been left out of the planning process. Clarify the role, significance, and participation of planners. Demonstrate the connection between the effort's success and increased awareness in the community of planners and planning.
4. *Support of planning and planners.* Describe how your entry has built support for planning and increased understanding of the planning process. Describe why this effort was undertaken and the desired outcomes.

## Transportation Planning Award

This award honors efforts to increase transportation choices for all populations, reducing dependence on private automobiles and helping to ease congestion and reducing climate change impacts.

*Examples: Transportation studies; plans for pedestrian, streets, highways, aviation, parking, maritime, freight, transit or rail; development and expansion of transportation systems; development and expansion of trail systems*

### **Eligibility**

Open to APA members and nonmembers. Any organization, private firm, or others involved in transportation planning projects may submit a nomination.

## Criteria

1. *Planning and innovation.* Describe the critical transportation elements that are addressed by your entry in terms of lessening or mitigating adverse impacts from development and everyday living. Illustrate how the role of planning or planners were involved in the development process of your entry.
2. *Compatibility.* Demonstrate how your entry integrates transportation planning into community planning. Describe how your entry connects to both environment and the economy.
3. *Engagement.* Describe the public education and participation process. Describe how support was generated for your entry.
4. *Effectiveness and results.* State how your entry addressed the need or problem that prompted its initiation. Be explicit about how the results have made a difference in the lives of people affected and benefits the overall community.

## Urban Design Award

This award honors efforts to create a sense of place, whether a street, public space, neighborhood, or campus effort.

*Example: Streetscape plans; public space plans; hospital, college or other campus plan.*

## Eligibility

Open to APA members and nonmembers. Individuals cannot self-nominate.

## Criteria

1. *Originality, Excellence and Innovation.* Document how your entry presents a visionary approach or innovative concept to address needs. Explain how the use of the planning process in this context broadened accepted planning principles within the context of the situation.
2. *Compatibility.* Demonstrate how your entry integrates and supports the overall planning goals of the neighborhood or community.
3. *Effectiveness and Results.* Describe how your entry has made a difference in the lives of the people affected. Convey the level of effectiveness your entry can have over time.
4. *Engagement.* Explain how various public interests were involved and the extent of that involvement. Describe the level of collaboration between leadership and competing interests. Explain how those affected were brought into the planning process for this initiative.

## **SAN DIEGO SECTION (AND APA CALIFORNIA CHAPTER) AWARDS**

### Academic Award

This award is given to faculty and/or students to recognize outstanding work done in planning schools on an individual or collective basis.

**NOTE:** *There is a corresponding Chapter award, but no corresponding National award.*

## Criteria

1. *Purpose:* What was the purpose of the project? What was learned or accomplished by the students?
2. *Research and Resources:* Please detail what and how research was completed to prepare for producing the final product? What resources were available to the students to prepare the paper or document?
3. *Challenges:* Please describe the challenges the student(s) face during the project.
4. *Results:* What was the basis for the paper or the project? What was the final outcome? How was the final product used?

## Communications Initiative Award

This award honors efforts to "tell the planning story" and increase awareness and understanding about the planning profession.

*NOTE: There is a corresponding Chapter award, but no corresponding National award.*

*Examples: Newspaper articles; series of blog posts or a planning-focused blog; publications (books or magazines); websites; podcasts; films.*

## Criteria

1. *Support of planning and planners.* Describe how your entry has built support for planning and increased understanding of the planning process. Describe why this effort was undertaken and the desired outcomes.
2. *Originality and innovation.* Describe how your entry engaged audiences in planning using innovative or unique communication approaches.
3. *Effectiveness and results.* State how your entry achieved its desired outcomes. Convey the level of effectiveness your entry can have over time.

## Hard Won Victories Award

This award is given for a planning initiative or other planning effort undertaken by a community, neighborhood, citizens group, or jurisdiction in the face of difficult or trying circumstances. This award recognizes the positive effect of hard-won victories by professional planners, citizen planners, or both, working together under difficult, challenging, or adverse conditions because of natural disasters, local circumstances, financial or organization constraints, social factors, or other causes.

*NOTE: There is a corresponding Chapter award, but no corresponding National award.*

## Criteria

1. *Challenges or barriers.* What obstacles, whether physical, natural, social, or a combination thereof, was faced and addressed by the nominated effort? What is the extent of these challenges or other adversarial conditions, and what steps were undertaken to meet the difficult circumstances?
2. *Available resources.* What resources were available and how were these resources (financial, personnel, consultants, etc.) managed, leveraged, and deployed?

3. Progress and positive effects. What are the lasting effects the effort has had or is likely to have on planning in the community? Has the effort removed or mitigated the barriers and obstacles? How has or will the effort shape the future in the community or locale? What influence has the nominated effort had on community leaders and their views about the value and effectiveness of planning?