



American Planning Association
Mississippi Chapter

2021 MISSISSIPPI CHAPTER PLANNING AWARDS

Public Outreach Effort by a Community

Overview

This award recognizes a community project, program, or initiative that uses information and education about the value of planning to create greater awareness among citizens generally or to specific segments of the public. The award celebrates how planning improves a community's quality of life. Examples include community efforts to teach and demonstrate how planning can make a difference, neighborhood empowerment programs, use of technology to expand public participation in planning, newspaper articles, blog posts, publications, websites, podcasts, and/or films about planning.

Eligibility

Open to APA members. The award may be given to a community, planning agency, or community group. Nominated projects must have been completed within 3 years of nomination deadline.

Criteria

- 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.
- 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.
- 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. Demonstrate the connection between the effort's success and increased awareness in the community of planners and planning.
- 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. Clarify the role, significance, and participation of planners in the process.

Instructions

Please include the following information in a shareable cloud folder (Dropbox, OneDrive, Google Drive, Box, etc.) and email the folder's URL to Gray Ouzts, AICP at gouzts@cmpdd.org no later than 11:59 p.m. CST on **Wednesday, September 8, 2021**:

- A completed Nomination Form, including Project Summary of no more than 300 words.
- A narrative no longer than 2 pages (12 point font, 1" margins) that addresses each of the criteria listed above. Please list each of the criteria as a sub-heading in the narrative.
- A copy of the project, program, initiative, curriculum, publication, podcast, film, etc. (if applicable).
- Five (5) high-resolution copyright-free .JPG images documenting the outreach initiative.
- A one-page press release to be used if selected for the award.
- High-resolution .JPG logos of all entities involved in the process (firms, agencies, etc.)

NOMINATION FORM

Public Outreach Effort by a Community

Nominator Name: _____

Nominator Email: _____ Phone: _____

Project Name: _____

Project Jurisdiction (City, Town, etc.): _____

Name of Entities to be recognized (community, planning agency, community group, etc.):

Name of Person(s) to accept the award (please include name, title, employer, etc.):

Project Summary (300 word max):

Nominator Signature: _____

Date: _____