

TIMELINE

June 15, 2009

Awards Application Deadline

July 9, 2009

Awards Judging

October 28, 2009

Keep Austin Beautiful Awards Luncheon

GUIDELINES

Specifications

- Use up to 4 single-sided pages (or 2 double-sided)
- Use standard 8 ½ x 11 paper
- Double-space text
- Margins no less than ¾" (.75) top, bottom, and sides
- Use at least an 11-point font

Content

- Address each of the **five sections** thoroughly in your summary.
- Provide both an overview of events and programs **and** specific numbers and/or interesting details.
 - When listing specific examples, solid numbers are preferred over estimates.
- Include information that shows how your efforts are different than others, are ongoing, and work to keep Austin beautiful.
- ****The judges will only have access to information included in your application. If you would like information from your website or other printed material considered during the judging process, make sure to include highlights in the application or supplemental materials. Judges will not review websites or project binders.**

Supplemental

- Take advantage of the 4 pages of supplemental material (front and back may be used for a total of 8 pages of information).
- Do not exceed 4 double sided pages. Excess supplemental material will not be considered.
- Encouraged: Before/During/After photos, drawing of site, media or newsletter articles, letters of support, quotes from partnering organizations, flyers used to promote project, brochures, graphs
- Not Allowed: cd's, dvd's, videos, tapes, websites, 3-D displays

Category Tips

Many deserving individuals and groups are multi-dimensional and may qualify for several of the award categories. In order to make sure your application is a strong contender for an award, please select **one** category that is the **best fit** for

your efforts. Descriptions of each category are posted on the Awards Application and the Awards Webpage.

Answer all sections of the application thoroughly. The questions and tips below are just suggestions to help you fill in gaps in your application or get you started. Some tips or questions may not apply to your project.

Beautification

- What/who was the inspiration for the project?
- Describe increased beauty of site with evocative adjectives.
- How long did it take to plan and implement?
- What groups were involved?
- Are there plans to expand the project or maintain the site?
- Is this an on-going effort?
- How many volunteer hours have been contributed?
- What is the value of in-kind donations?
- How does the finished project impact the community and those who experience it?

Community Involvement

- What sparked this project?
- How does it serve the Austin community?
- How many groups or individuals were involved initially and how many are currently active?
- How many groups/projects does this effort impact?
- List involved parties.
- What aspects do each of the involved groups or individuals focus on?
- How does your group communicate?
- Are there any paid-staff involved, or is the effort volunteer led?
- What makes this project unique to Austin's community?
- Explain how the project has brought groups and/or individuals together.

Education

- Explain the need for your educational program.
- What group is targeted for education? (i.e. adults, grade levels, at-risk, minorities)
- How is the program advertised and/or how are participants selected?
- Is the focus on one specific topic or a wide range of topics?
- What is the desired end result of program?
- How is education used by students in their lives or in preparing them for the future?
- Are there a variety of groups involved?
- Include data:

- i.e. number of students reached, classes held, number of topics covered, number of repeat students, volunteer/staff hours to develop program.
- Describe how the educational effort has increased or improved in past year.
- Is education hands-on and/or service-learning oriented?
- Pick one or two interesting or success stories to highlight the importance of your program.
- If participants filled out a survey after completion of the course or activity, include survey results.

Individual Achievement

- What makes this individual inspirational?
- Provide a mission statement or background of the organization they're involved with.
- Include the number of years they have been involved.
- How did the project improve once the individual became involved?
- Estimate how much of their time is devoted to improving Austin.
- What special qualities does the individual possess?
- Discuss any obstacles they had to overcome in order to achieve their goal.
- How have their leadership skills influenced others?
- Share how their involvement increased awareness, quality of, or involvement in the project.
- Provide background into how program or project was run prior to their involvement, or if they created it themselves.
- If their achievement is related to their job, please explain how and why their effort goes above and beyond their job description.

Industry Leadership

- Define any technical terms.
- Simplify descriptions of processes.
- Include comparison data as a reference.
- How has project changed your environmental impact?
- Has environmental awareness increased in your business?
- How long did it take to develop and implement project?
- Are there any plans to replicate or expand the project?
- Focus on how your project or effort sets you apart from similar businesses or how it stands alone.
 - How does it compare to similar efforts in the city, state, or country?

Litter Abatement

- How many cleanups have you held?
- How many volunteers have been present at each one?

- How many bags of trash have been collected?
- What bulky items have been found and removed?
- Do you focus on one site or multiple areas?
- What made you select this site?
- How long have you been working to reduce litter?
- Are cleanups accompanied by educational activities?
- How do you recruit volunteers?
- Do you separate recyclables from trash?
- Do you hold fun contests or have other ways to motivate volunteers?
- Has reducing the litter in the area contributed to increased awareness and community pride?
- How does your effort stand apart from other litter abatement efforts? i.e. unique, consistent, illegal dump site, additional efforts in area, involved surrounding community

Recycling & Waste Reduction

- Explain how this project is unique.
- Are both recycling and waste reduction addressed?
- Did you think outside the box when it comes to recycling and waste reduction?
 - i.e. Rain water collection, composting, buying in bulk, buying recycled material
- What creative things have you done to promote recycling and waste reduction?
- Who is involved in the program?
- What is money from recycling and waste reduction efforts used for?
- How long has project been in place, and are there any plans to improve it?
- Include data.
 - i.e. amount recycled per year, graph of increase in recycling or decrease in waste, number of departments or individuals involved

Youth Achievement

- Be specific about how youth were involved.
 - Was it an Eagle Scout award, class project, scout troop, or individual?
- How did the project begin?
- What was the youth's background or interest in the project they became involved with or started?
- How old are youth involved?
- Did youth receive rewards for their involvement? If so, did they go above and beyond requirements?
- Explain if project was one-time, on-going, or does it target a variety of sites/projects.

- Is the project sustainable? Will it continue after the youth move on?
- Briefly mention other areas that youth are involved with.
- How will involvement in this project impact the youth's future?
- Discuss how youth met goals, exhibited leadership qualities, or exceeded expectations.
- Link youths' achievement to at least one of KAB's focus areas: Clean, Beautify, or Educate.