



DRAFT Pilot Proposal

CLIMATE AND ENERGY LEADERSHIP AWARDS



Metropolitan Washington
Council of Governments



Four Award Categories

ONE AWARD PER CATEGORY

- small communities (pop under 50K)
- medium communities (pop 50K – 200K)
- large communities (pop over 200K)
- non-governmental organizations (NGOs)
 - open to CEEPC stakeholder organizations only

POPULATION	JURISDICTION
Under 50K	<ul style="list-style-type: none">- Town of Bladensburg- City of Falls Church- City of Manassas Park- City of Takoma Park- City of Fairfax- City of Greenbelt- City of College Park- City of Manassas
50K – 200K	<ul style="list-style-type: none">- City of Bowie- City of Gaithersburg- City of Rockville- City of Frederick- City of Alexandria- Charles County- Frederick County
Over 200K	<ul style="list-style-type: none">- Arlington County- Loudoun County- Prince William County- District of Columbia- Prince George's County- Montgomery County- Fairfax County



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Judging Criteria

ALL APPLICATIONS WILL BE JUDGED ON THE FOLLOWING FOUR CRITERIA

RESULTS

achievements, outcomes, and/or measured results

CREATIVITY

innovative and/or unique aspects

MODEL

serves as a model for and/or is transferable to other jurisdictions or organizations

ENGAGEMENT

public and/or stakeholders engagement and/or partnerships formed



CHARLES COUNTY WIND TURBINE



ACPAC Judging Process

- Judging planned for the July 2014 ACPAC Meeting
 - ACPAC will be provided applications 3 weeks in advance of judging.
 - Applications include a overview, how meets judging criteria, optional supporting documents
- Applicants will be judged on a 1-5 ranking scale for each of the four judging criteria.
 - Scores will be totaled and the highest scoring applicant per category will be awarded.
- ACPAC will use a judging rubric to help guide the judging of applications.

SAMPLE FROM CLEAN AIR PARTNERS POSTER CONTEST JUDGING RUBRIC

Score	Overall Impact of the Display	Creativity
5	Poster is neatly constructed, including good use of color, fonts, pictures, and extras. Correct grammar and spelling are used. The overall display is eye-catching and retains informational substance.	Overall design is constructed in a creative way, phrasing of titles, captions are creative. Use of colors, fonts, and extra decorations show a great deal of creative thought went into construction of the poster.
4	Better use of color or larger (or more readable) fonts would help the presentation, but in general the poster grabs the attention of the viewer. Correct grammar and spelling are used.	Overall statement is interesting. Some of the phrasings of titles and captions are creative. Color and extra pictures or designs are added to the poster.
3	Use of more or different colors, use of different fonts, and use of some or more appropriate, extras would vastly improve the appeal of the poster. Correct grammar and spelling are used.	The titles and captions show some creative thought. A few extras are added.
2	Serious problems with neatness or organization prevent the poster from being eye-catching and understandable. One mistake in grammar or spelling.	Straight-forward titles and captions. Some color is present.
1	The poster is poorly constructed and very plain.	The poster appears to have been constructed with very little or no creativity.



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Promotion and Recognition

STANDARD COG PRACTICES AND NEW IDEAS RECOMMENDED

Key Program Benefits to Promote

- Recognition of environmental achievement
- Fosters healthy competition between jurisdictions
- Jurisdictions can learn from each other

Recognition

- A press release
- Social media, blog, and e-newsletter announcements
- On the COG website
- With a unique award
- Announced at 3 events over a 2 month period
- A poster, fact sheet and brief video highlighting their awarded project/program/policy



GAITHERSBURG LEED PLATNIUM YOUTH CENTER



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Program Development Timeline

FIRST AWARDEES OF THE PILOT PROGRAM ANNOUNCED IN FALL 2014

Month	Tasks
Sept 2013	<ul style="list-style-type: none">• CEEPC approved establishment of joint CEEPC/ACPAC awards task force to develop pilot program proposal
Oct-Dec 2013	<ul style="list-style-type: none">• Awards task force held several calls to define categories, topic areas, criteria and selection process, promotion and recognition and approve draft program proposal
Jan 2014	<ul style="list-style-type: none">• ACPAC comments on proposal• CEEPC comments and approval of proposal
Jan-Feb 2014	<ul style="list-style-type: none">• Staff develops program materials (judging rubric, webpages, online application form, etc)• Awards task force reviews draft program materials
Mar-May 2014	<ul style="list-style-type: none">• Program launch and announcement to begin accepting applications at March 26 CEEPC meeting• Staff, CEEPC and ACPAC promote awards program• Staff hosts webinar on awards and process
June 2014	<ul style="list-style-type: none">• Continue to promote submittal of applications• Applications due Friday, June 20• ACPAC provided applications for their review the last week of June
July 2014	<ul style="list-style-type: none">• ACPAC judges applications at their July 14, 2014 ACPAC meeting
Sept-Dec 2014	<ul style="list-style-type: none">• Awardees announced/recognized at COG Board, CEEPC, and CAOs• Staff evaluate awards program pilot and reviews with awards task force• Video development• Awardees announced at COG annual meeting and perhaps one additional relevant conference/event (brief video at COG annual meeting?)