

# 2014 Orange Section Awards Nomination Guidelines



## Submittal Materials

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**No hard copies of any nomination materials will be accepted. Seven identical CDs must be submitted for each nomination, each holding electronic files of required items 1 through 6 and optional item 8. These items must be placed in a separate folder on the CD. The CDs must be labeled with the project name, nominating entity, and award category.**

**Item 1: Nomination Form:** Complete the Nomination Form, available at [www.oc-apa.org](http://www.oc-apa.org). No format other than the official Nomination Form will be accepted. The only other form that may be submitted in the Item 1 folder is a list of participants, as noted in Section i of the Nomination Form.

**Item 2: Summary Description:** A one-page summary of the project, or in the case of an individual, a one-page resume or biography. This is an opportunity to provide basic project information and provide context for the award criteria discussion.

**Item 3: Award Criteria Discussion:** A one- to two-page description of how the submission specifically meets each criterion of the award category. Address each criterion separately, in the order that they are listed in the Award Categories and Descriptions section of this document.

**Item 4: Letter(s) of Support:** Provide at least one, and no more than five, one-page letters in support of the entry from someone familiar nominated project or person. Neither the nominator, nor any member of the project team, is eligible to write a letter of support.

**Item 5: Project or Plan (PDF format):** Provide a PDF of the nominated document or plan. If the file is too large, it can be submitted on separate CD or DVD. If nominating a long document or a series of plans, please save them as a single PDF. Please do not provide a separate PDF for each chapter or graphic.

**Item 6: Images (JPEG format):** Up to 10 JPEGs of project-related images, such as photos, renderings, maps or other graphics. The images should be representative of the nominated project, person, process, or program. Please also include a document that lists image names and a brief caption for each image. Do not submit pdfs, a PowerPoint presentation or slides for this item. Quality is important because the images will be used in the awards PowerPoint presentation and newsletter.

**Item 7: \$100 Entry fee:** Please make checks payable to OCAPA. An entry fee is not required for any nominations in Distinguished Leadership or Student categories.

**Item 8: Additional Materials (optional):** Any relevant additional digital materials not expressly requested by these Guidelines are welcome.

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## Submittal Delivery

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**Please submit all required materials (including letters of recommendation) to Suzanne Schwab by 5 pm on Friday, March 7, 2014.**

If you choose to ship your submittal, please use a vendor that documents and guarantees receipt, such as Express Mail, UPS, and FedEx. If you do not receive an e-mail confirmation of arrival and your shipper has indicated receipt of your package, please contact Suzanne Schwab at 714.966.9220, or [sschwab@planningcenter.com](mailto:sschwab@planningcenter.com). Nomination materials will not be returned.

Attn: Suzanne Schwab

The Planning Center|DC&E

3 MacArthur Place, Suite 1100

Santa Ana, CA 92707

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## Eligibility Requirements

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Nominations must satisfy the following requirements to be eligible for consideration:

**Any project or program entered must have been published, implemented, or completed within the three years prior to the date of submission, except for nominations for the Implementation award category. Published drafts of plans are not acceptable.**

Specific programs, projects, reports, processes, and ordinances may be resubmitted from years past if they were not recognized for an award. This allows projects that may have evolved over the last couple of years to be reconsidered.

Recipients of an award from the previous year are ineligible to receive the same award this year. For example, if city X won the Planning Implementation Award last year, they are ineligible to receive the Planning Implementation Award this year, even for another project.

All nominated plans and projects must be located in Orange County. Nominators must be a member of the Orange Section, with dues current, except for nominations of the Distinguished Leadership and Student Awards, which may be accepted for and from any person, regardless of their membership with APA.

Members may, and are strongly encouraged to, nominate their own work.

Nominations must be submitted in the format requested and be received by the deadline, unless a deadline extension is granted by the Awards Co-Chairs.

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## Award Categories and Criteria

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The Orange Section accepts nominations for several categories. If you are not sure of which category to select, please contact Suzanne Schwab at 714.966.9220, or [sschwab@planningcenter.com](mailto:sschwab@planningcenter.com) to discuss your nomination.

The categories for outstanding planning are described below. Entries will be evaluated according to the criteria provided for each award category.

### 1) **Opportunity and Empowerment Award**

For a plan, program, or project that improved quality of life for low- and moderate-income community 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 empower a community. This award also emphasizes tangible results and recognizes the planning discipline and its contribution as a community strategy. The strategy should have been in effect for a minimum of three years.

**Examples:** *Regulatory reform; workforce development; affordable housing preservation; growth management; public-private partnerships; transportation; community participation; diverse housing planning; and sustainable, economic development.*

#### **Criteria for Evaluating Award Entries:**

*Planning.* What was the role of planners and the planning process in achieving results? How did the submission relate to existing plans? What role did planners play in achieving the results? How was the planning process important to subsequent implementation? How involved in the plan were specific groups and individuals from private, nonprofit, and public perspectives, particularly those who may have been left out of similar efforts in the past? Was there a collaborative effort between public and private entities?

*Results.* How was the need for increased and sustained employment opportunities, quality education, and access to affordable housing or housing choice and mobility among low- and moderate-income residents addressed and documented? How were these efforts cost effective? Include the beginning and end date, detailed cost and funding data, and information about when the results were implemented. Information must be included describing how the nominated effort has exceeded any minimum requirements imposed by the source or sources of grants, loans, or other funding, whether government or private, obtained and used by the program, project, or effort.

*Innovation.* What innovative, forward-looking approaches were used to address various communitywide needs? Is your entry replicable in other neighborhood or community contexts?

*Transferability.* How does the entry serve as an example for other localities working to address challenges inherent in the neighborhood or community? How does the program provide useful prescriptive measures for other communities similarly

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situated? How does the submission explicitly demonstrate that the project overcame these challenges to implement a successful program?

### 2) **Comprehensive Plan**

To a comprehensive plan of unusually high merit, completed within the past three years for, by, or within a jurisdiction with a 2010 Census population of 100,000 or more (Large Jurisdiction Award) or for a jurisdiction with 2010 Census population of less than 100,000 (Small Jurisdiction Award).

#### ***Criteria for Evaluating Award Entries:***

*Originality and innovation.* How does the entry present a visionary approach or innovative concept to address needs? How did the planning process in this context broaden accepted planning principles within the context of the situation?

*Engagement.* How were various public interests 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. How was public and private support obtained?

*Role of planners.* What was the role, significance and participation of planners? What is the connection between the effort's success and increased awareness in the community of planners and planning?

*Implementation.* What steps have been taken to build momentum and public support for following and implementing the plan?

*Effectiveness.* How does the entry address the need or problem that prompted its initiation? How have the results made a difference in the lives of the people affected? An entry should convey the level of effectiveness it can have over time.

### 3) **Implementation**

To a program, process, or ordinance of unusually high merit that is being implemented or has been implemented within the past three years by a jurisdiction with a 2010 Census population of 100,000 or more (Large Jurisdiction Award) or for a jurisdiction with a 2010 Census population of less than 100,000 (Small Jurisdiction Award). This award is for long- term, measurable results to demonstrate that sustained implementation makes a difference. Nominated efforts should have been in continuous effect for a minimum of three years, not including the time for plan preparation and approval.

***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.*

#### ***Criteria for Evaluating Award Entries:***

*Originality and innovation.* How does the entry present a visionary approach or innovative concept to address needs? How did the planning process in this context broaden accepted planning principles within the context of the situation?

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*Effectiveness.* What is the level of consistency of this implementation effort since its start? How was the need or problem addressed that prompted its initiation? How have the results made a difference in the lives of the people affected? What is the level of effectiveness the entry can have over time?

*Overcoming challenges.* What steps have been taken to build momentum and public support? What were the funding challenges or support for this effort? What were the political changes, if any, that affected, for better or worse, the effort's long-term funding?

*Participation.* How were various public interests involved and the extent of that involvement? How was public and private support obtained? What was the role, significance, and participation of planners?

### 4) **Innovation in Green Community Planning**

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

**Examples:** *Climate action plans, sustainability plans, green infrastructure plans; resource conversation efforts; alternative energy programs; efforts to reduce carbon emissions; public health initiatives.*

#### **Criteria for Evaluating Award Entries:**

*Originality and innovation.* What critical green planning elements are addressed by the nominated effort in terms of lessening and mitigating adverse impacts from development and everyday living? In what ways does the plan or planning effort seek to create a community that is truly sustainable and compatible with the natural resources and environmental system upon which its existence depends?

*Implementation.* What steps have been taken to build momentum and public support? How does your entry apply to others and how useful are the components and methodology to further the cause of good planning?

*Integration.* How is the green community planning integrated into a corresponding comprehensive plan, zoning ordinance, capital improvement program, or other related initiative? In what ways does the green planning support the broader needs of the community and surrounding region or address community-wide objectives?

*Engagement.* What was done to ensure the widest variety of resident and stakeholder participation in the plan and planning process?

*Effectiveness and results.* How does the entry address the need or problem that prompted its initiation? How have the results made a difference in the lives of the people affected? What level of effectiveness can the entry have over time?

### 5) **Economic Planning and Development**

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

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**Examples:** *Economic plans, economic recovery initiatives, urban and regional economic analyses, commercial district revitalization, corridor revitalization, downtown specific plans, town center developments, and strategic plans for economic development.*

### **Criteria for Evaluating Award Entries:**

*Originality and innovation.* Does the entry present visionary approach or innovative concept to address specific needs? How were the planning principles observed, especially in consideration of the effects on other public objectives?

*Implementation.* What steps have been taken to build momentum and public support? How does the entry have potential application for others and how will use of the components and methodology further the cause of good planning?

*Integration.* How was the entry integrated into other planning efforts such as a corresponding comprehensive or master plan or other related initiatives? How will the entry help further the cause of good planning and support the broader needs of the community and surrounding region?

*Engagement.* How were various public interests involved and what was the extent of that involvement? How was public and private support obtained? What was the role, significance, and participation of planners and any outcomes in terms of helping gain public support of planning?

*Effectiveness and results.* How does the entry address the need or problem that prompted its initiation? How have the results made a difference in the lives of the people affected? What level of effectiveness can the entry have over time?

### 6) **Transportation Planning**

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

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

### **Criteria for Evaluating Award Entries:**

*Planning and innovation.* What are the critical transportation elements which lessen or mitigate adverse impacts from development and everyday living? What was the role of planning or planners involved in the development process?

*Compatibility.* How does transportation planning integrate into community planning? How does the entry connect to both environment and the economy?

*Engagement.* What was the public education and participation process? How was support generated?

*Effectiveness and results.* How does the entry address the need or problem that prompted its initiation? How have the results made a difference in the lives of the people affected? What level of effectiveness can the entry have over time?

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### 7) **Best Practices**

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 helped 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.*

#### **Criteria for Evaluating Award Entries:**

*Originality and innovation.* Does the entry present a visionary approach or innovative concept to address specific needs? How were the planning principles observed, especially in consideration of the effects on other public objectives?

*Implementation and Transferability.* What steps were taken to build momentum and public support for your entry? How does the entry have potential application for others and how will use of the components and methodology further the cause of good planning?

*Participation.* How were various public interests involved and the extent of that involvement, including those who historically have been left out of the planning process? How was public and private support obtained? What was the role, significance, and participation of planners? What is the connection between the effort's success and increased awareness in the community of planners and planning?

*Effectiveness and results.* How does the entry address the need or problem that prompted its initiation? How have the results made a difference in the lives of the people affected? What level of effectiveness can the entry have over time?

### 8) **Grassroots Initiative**

Honoring 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 \$25,000.

**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.*

#### **Criteria for Evaluating Award Entries:**

*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 \$25,000. 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.

*Education.* Establish that your entry has encouraged community leaders to revise their



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opinions about varied uses and broad applications of the planning process. State the influence your entry has had on public awareness beyond those immediately affected.

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

### 9) **Public Outreach**

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.*

#### **Criteria for Evaluating Award Entries:**

*Originality and transferability.* How does the program use new ideas or combine tools to address a demonstrated need for planning information or education within the community? How does the entry have potential application for others and how use of the 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.

*Participation.* 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.

### 10) **Urban Design**

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

**Examples:** *Streetscape plans; design guidelines; downtown and neighborhood districts; public space plans; hospital, college or other campus plan.*

#### **Criteria for Evaluating Award Entries:**

*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.

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*Compatibility.* Demonstrate how your entry integrates and supports the overall planning goals of the neighborhood or community.

*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.

*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.

### 11) **Planning Advocate**

This award honors an individual or 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 boards, commissions or committees, or other appointed officials; elected officials holding office at the local, regional, or state level; citizen activists or neighborhood leaders.*

#### **Criteria for Evaluating Award Entries:**

*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.

*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.

### 12) **Planning Firm**

Honors a planning firm that has produced distinguished work that continues to influence the professional practice of planning.

#### **Criteria for Evaluating Award Entries:**

*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.

*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.

*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.

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*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.

### 13) **Planning Agency**

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 for Evaluating Award Entries:**

*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.

*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.

*Innovation.* Describe how your agency has addressed 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.

*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.

### 14) **Emerging Planning and Design Firm**

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.

#### **Criteria for Evaluating Award Entries:**

*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.

*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

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specific certifications.

*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.

*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.

### 15) **Making Great Communities Happen:**

To a jurisdiction, organization, firm, or individual that has created a paradigm- setting plan, project, or process worthy of emulation. Note: this award is specific to the Orange Section and it does not correspond with a California Chapter award category.

#### **Criteria for Evaluating Award Entries:**

*Purpose.* What was the purpose of the project?

*Research and Resources.* Please detail how research was conducted. What resources were available and how were these resources (financial, personnel, consultants, etc.) managed, leveraged, and deployed?

*Progress and Positive Effects.* What are the lasting effects the effort has had or is likely to have on planning in the community? How has the effort shaped the community? What influence has the nominated effort had on community leaders and/or the public and their views about the value and effectiveness of planning?

### 16) **Academic Award**

To faculty and/or students to recognize outstanding work done in planning schools on an individual or collective basis.

#### **Criteria for Evaluating Award Entries:**

*Purpose.* What was the purpose of the project? What was learned or accomplished by the students?

*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?

*Challenges.* Please describe the challenges the student(s) faced during the project.

*Results.* What was the basis for the paper or the project? What was the final outcome? How was the final product used?

### 17) **Communications Initiative**

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

**Examples:** Newspaper articles; series of blog posts or a planning-focused blog;

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*publications (books or magazines); websites; podcasts; films.*

### **Criteria for Evaluating Award Entries:**

*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.

*Originality and innovation.* Describe how your entry engaged audiences in planning using innovative or unique communication approaches.

*Effectiveness and results.* State how your entry achieved its desired outcomes. Convey the level of effectiveness your entry can have over time.

### 18) **Hard-Won Victories**

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.

### **Criteria for Evaluating Award Entries:**

*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?

*Available resources.* What resources were available and how were these resources (financial, personnel, consultants, etc.) managed, leveraged, and deployed?

*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?

### 19) **Awards for Distinguished Leadership**

#### Distinguished Service Award

To an APA Orange Section member who has made a substantial contribution to the development and objectives of APA Orange Section over a sustained period (10 years or more).

#### Distinguished Contribution Award

To an APA Orange Section member who has made a substantial contribution to the development and objectives of APA Orange Section (less than 10 years).

Nominations for all Distinguished Leadership categories will be submitted to the Orange Section Board for review.

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### ***Criteria for Evaluating Award Entries:***

*Length of Leadership and Service.* How has there been a sustained contribution to planning; what is the length of outstanding leadership?

*Support of Planning and Planner.* How has the nominee's work increased the understanding of the planning process and/or the profession?

*Ethics.* How has exemplary ethical behavior been demonstrated?

## 2014 Orange Section Awards Nomination Guidelines

### Nomination Evaluation

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Nomination submittals are considered by a five-person panel of jurors, whose members are chosen each year to represent a variety of areas of expertise, geographic locations, and professional experience. Nominations are originally evaluated for the award category for which they were submitted, however, the judges may move a nomination to a different category if deemed appropriate.

Awards will be given only to projects that meet the full intent of the selection criteria described above. If the judges feel that none of the nominations submitted for a specific award merit an award, an award will not be given for that category. One first place award may be granted per category. When exceptional circumstances warrant, an additional award of merit may also be given per category.

Award recipients will be honored at the Orange Section Awards Program in May (details to be determined). A PowerPoint presentation and newsletter article will be made using information provided in the nomination materials. Award recipients will receive one plaque or trophy, with additional plaques or trophies available at cost.

Most Orange Section winners are eligible to compete at the California Chapter awards (categories that do not correspond to a California Chapter award are noted above and are not eligible to move on). The due date for the California Chapter awards is expected to be in late May or early June 2014. Orange Section award recipients are encouraged to continue to raise the profile of their efforts through competing at the California Chapter level, press releases, newsletter articles, announcements at community meetings and public hearings, and by sharing the good news with the entire project team and other colleagues.