



## 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; newspaper articles or a series of blog posts; publications (books or magazines); websites; podcasts; or films.*

### Eligibility

Open to MAP 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.