



# CALIFORNIA TRAILS & GREENWAYS 2017

April 19<sup>TH</sup>-21<sup>ST</sup>

Hyatt Regency Monterey Hotel & Spa

## CALL FOR AWARD NOMINATIONS

Nominations due January 9th, 2017

The Awards Committee is seeking nominees for recognition at California Trails & Greenways 2017. This program is an opportunity to bring acknowledgement and appreciation to the individuals, organizations, agencies, and businesses that, through their hard work, integrity, and social responsibility, have made outstanding contributions that promote, enhance, or expand public awareness and use of trails and greenways in California during calendar year 2016. All nominees must exemplify integrity, and social, and environmental responsibility.

**The Awards Committee seeks nominations for notable achievements in the following categories:**

***Individuals:***

- Serving as an exceptional volunteer leader worthy of lifetime recognition for achievements on behalf of trails or greenways statewide for over 25 years.
- Serving as a parks or trails professional worthy of lifetime recognition for over 25 years to further the cause of trails or greenways in California.
- A non-trail professional individual (private citizen or elected official) who has made a significant contribution in support of trails or greenways and has been publically involved with trail issues for at least seven years.

***Organizations or agencies that:***

- Initiated or implemented successful trail or greenway events.
- Initiated or implemented active programs that benefited trails or greenways.
- Reached significant milestones in the development or reconstruction of unique trail or greenway projects.
- Reached significant milestones in trail or greenway acquisitions.
- Reached significant milestones in unique trail or greenway planning projects.

***Individuals, organizations, agencies or businesses that:***

- Achieved excellence in design and creative approaches in developing trails or greenway information systems using technology, social media, or websites.
- Established innovative programs to engage children and youth in outdoor experiences using, but not limited solely to, trails.
- Established innovative programs to engage underserved communities in outdoor experiences using, but not limited solely to, trails.

**All nominees must exemplify integrity, and social and environmental responsibility.**

Any individual, organization or agency may make a nomination in one or more of the award categories. (See full eligibility requirements on the following pages). **Nominations must be received by January 9, 2017 to be considered for an award in 2017.** Award recipients will be notified by March 17, 2017, and will receive recognition at the conference's Awards Dinner on April 20, 2017.

For questions regarding the awards program contact **Callie Hurd** at [Callie.Hurd@parks.ca.gov](mailto:Callie.Hurd@parks.ca.gov) or **916-324-0423**. For more information about California Trails & Greenways visit [www.parks.ca.gov/trails/ctg](http://www.parks.ca.gov/trails/ctg).

# 2017 AWARD CATEGORIES

## **Lifetime Volunteer Achievement Award**

Presented to an individual who has volunteered considerable personal time for more than 25 years on behalf of trails or greenways, and who has been a leader with a statewide impact on trails or greenways in California. This category is not necessarily recognized every year.

## **Lifetime Professional Achievement Award**

Presented to a park or trails professional who has worked for at least 25 years to plan, develop, and promote trails on a local and statewide basis, and who has been a leader with statewide impact on trails or greenways in California. This category is not necessarily recognized every year.

## **Trail Champion Award**

Presented to an individual (private citizen or elected official) who has made a significant contribution in support of trails or greenways in California. Recognition by the California Trails and Greenways Foundation honors a high level of commitment to the expansion of California's trail and greenway networks and their programs. Only non-trail professionals are eligible. Those employed by a public agency, non-profit, or a private business whose primary job is trails or greenway-related are not eligible. However, those holding elected office are eligible. The award is open to persons representing any user group of trails and urban, suburban, or rural interests. Nominees must have been publically involved with trail issues for at least seven years. The award is not open to anyone who has previously received a state, national, or international trails or greenway award. Extra consideration will be given for accomplishments related to the creation of a specific "product" such as a trail or greenway or trail or greenway program.

## **Merit Award (Acquisition)**

Given in recognition of a unique trail or greenway acquisition project that reached a significant milestone in 2016. Nominees should be the organization or agency that initiated and implemented the project.

## **Merit Award (Development)**

Given in recognition of a unique trail or greenway development or reconstruction project that reached a significant milestone in 2016. Nominees should be the organization or agency that initiated and implemented the project.

## **Merit Award (Event)**

Given in recognition of a special and successful trail or greenway event held in 2016. Nominees should be the organization or agency that initiated and implemented the event. Note: California Trail Days and National Trails Day events are eligible for nomination in this category.

## **Merit Award (Kids & Trails)**

This award honors an individual, organization, agency, or business that established an innovative program in 2016 specifically designed to engage children and youth in outdoor experiences using trails. Creative, interpretive, educational, and/or recreational design components are included along with innovative programs that stimulate kids' imaginations and promote their interest in and appreciation for the natural environment, while developing healthy lifestyles.

## **Merit Award (Planning)**

Given in recognition of a unique trail or greenway planning project that reached a significant milestone in 2016. Nominees should be the organization or agency that initiated and implemented the project

## **Merit Award (Program)**

Given in recognition of an important trail or greenway program that was established in 2016. Nominees should be the organization or agency that initiated and implemented the program.

## **Merit Award (Underserved Communities)**

This award honors an individual, organization, agency, or business that established an innovative program in 2016 specifically designed to engage underserved communities in outdoor experiences using trails. Creative, interpretive, educational, and/or recreational design components are included along with innovative programs that encourage families and others to venture into open spaces and promote their interest in and appreciation for the natural environment, while developing healthy lifestyles.

## **Social Media, Websites and Technology Award**

Presented to an organization, agency, or business that has used social media in a new and creative way, developed a website that has achieved overall excellence through design and concept, or made use of new technologies to advance the promotion or development of trails and greenways in 2016.

**All nominees must exemplify integrity, and social and environmental responsibility.**

# AWARDS COMMITTEE'S NOMINATION INSTRUCTIONS

**Nominations must be received by January 9, 2017**

- Complete the Awards Nomination Cover Form.
- Provide a narrative no more than two pages using single-spaced 12-point, Arial font. The first paragraph should be a concise summary (max. 60 words) of the person or project. If the nominee is selected for an award, the paragraph will be used to develop the award caption and program description.
- Include no more than six attachments in support of the nomination. Attachments may include brochures, maps, photographs, articles, letters of support, or similar materials.
- The total nomination package (form, narrative, and attachments) should not exceed ten pages.
- Do not send letters of support separately. If letters of support are included, they will be considered "attachments," limited as described above.
- Completed nomination packages must arrive via email ([trails@parks.ca.gov](mailto:trails@parks.ca.gov)) by January 9, 2017 to be considered. Award recipients will be notified by March 17th, and will be recognized at the April 20, 2017 awards dinner.

Each award recipient will receive one complimentary ticket to the awards dinner on Thursday, April 20, 2017. If space is available, award recipients will also receive a shared exhibit table at the conference.

Nominations within each category will be ranked by the judges from lowest to highest based on the responses to the questions on pages 5-6. The nominee with the highest ranking within each category will be that category's award recipient. NOTE, the "award year" is the full calendar year prior to California Trails & Greenways 2017. Decisions by the Awards Committee are considered final.

For questions regarding the awards program contact **Callie Hurd at [Callie.Hurd@parks.ca.gov](mailto:Callie.Hurd@parks.ca.gov) or 916-324-0423**. For more information about California Trails & Greenways visit [www.parks.ca.gov/trails/ctg](http://www.parks.ca.gov/trails/ctg).

# AWARDS COMMITTEE NOMINATION COVER FORM

Nominee Name (Individual, entity or project **being nominated**):

---

Contact Information (Individual **representing the nominated** entity, project, or individual):

Person's Name: \_\_\_\_\_

Agency or Entity: \_\_\_\_\_

Phone number: \_\_\_\_\_ Email: \_\_\_\_\_

## AWARD CATEGORY

- |   |  |
|---|--|
| <input type="radio"/> Lifetime Volunteer Achievement Award    | <input type="radio"/> Merit Award – Kids & Trails                  |
| <input type="radio"/> Lifetime Professional Achievement Award | <input type="radio"/> Merit Award – Planning                       |
| <input type="radio"/> Trail Champion Award                    | <input type="radio"/> Merit Award – Program                        |
| <input type="radio"/> Merit Award – Acquisition               | <input type="radio"/> Merit Award -- Underserved Communities       |
| <input type="radio"/> Merit Award – Development               | <input type="radio"/> Social Media, Websites, and Technology Award |
| <input type="radio"/> Merit Award – Event                     |  |

Individual, organization, or agency **making the nomination**:

Contact Name: \_\_\_\_\_

Agency or Entity (if applicable): \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

**Submit a PDF file (not to exceed 10MB)** of the nomination package. Email security automatically rejects files larger than 10MB. If you believe your nomination package warrants special accommodation, contact Callie Hurd at [Callie.Hurd@parks.ca.gov](mailto:Callie.Hurd@parks.ca.gov) or 916-324-0423. The nomination package must arrive at the email address below by January 9, 2017 and include:

- Nomination Cover Form
- Application Narrative
- Attachments

# APPLICATION NARRATIVE

Nominees must meet the criteria of the award. Failure to demonstrate that the nominee meets these criteria will automatically disqualify the nomination.

### Lifetime Volunteer Achievement Award

- Document nominee's 25+ years of volunteer work on behalf of trails.
- Describe nominee's involvement in planning, developing and/or promoting trails.
- Describe how nominee's actions have impacted trails locally and statewide.
- Document nominee's leadership and statewide impact on behalf of trails.
- Describe how nominee's contribution to trails has been exceptional and important.

### Lifetime Professional Achievement Award

- Document nominee's 25+ years of working on behalf of trails.
- Describe nominee's involvement in planning, developing, and/or promoting trails.
- Describe how the nominee's actions have impacted trails locally and statewide.
- Document nominee's leadership and statewide impact on behalf of trails.
- Describe how nominee's contribution to trails has been exceptional and important.
- Document nominee's contribution of personal (volunteer) time over the past 25+ years on behalf of trails.

### Trail Champion Award

- The nominee must be a private citizen or elected official and a non-trail professional.
- Document nominee's 7+ years of public involvement in support of California's trails and greenways.
- Describe how nominee's efforts and commitment have led to an expansion of trail/greenways networks and/or programs.
- Describe how the nominee's actions have involved planning, developing, funding, maintaining and/or promoting trails/greenways. Document the nominee's accomplishments related to the creation of a specific "product" such as a trail, greenway or related program.
- Describe how nominee's contribution to trails/greenways has been exceptional and important.

## MERIT AWARDS

Nominations within each of the seven award categories will be ranked by the judges from lowest to highest based on responses to the questions below. The nominee with the highest rank within each category will be that category's award recipient. NOTE, achievements and milestones must have occurred during the calendar year 2016.

### Project Acquisition, Development or Planning Categories

- What was the date the project was completed or a significant milestone was achieved?
- How is the project successful, special, unusual, creative, innovative, and/or unique?
- How has the project involved community resources such as people or funding?
- How has the project benefited the community?
- How does the project serve as a model or provide guidance or inspiration to others?

### Event

- What was the date of the event?
- Describe the targeted community and the extent to which the event engaged that community?
- What measurements were used to determine the event's success and effectiveness?
- How was the event special, unusual, creative, innovative, and/or unique?
- How did the event benefit trails (i.e. raising public awareness, money, or volunteer service)? How does the project serve as a model or provide inspiration to others?

*(Continued on next page)*

## APPLICATION NARRATIVE (CONTINUED)

### Kids & Trails Programs

- What date was this program instituted?
- What innovative approaches were used to stimulate kids' imagination and promote their interest in and appreciation for the natural environment using trails?
- How were creative interpretive, educational, and/or recreational design components used?
- Was there a component to encourage developing a healthy lifestyle?
- How was the effort successful in engaging children and youth in outdoor experiences?
- How does the project serve as a model or provide inspiration to others?

### Program Award

- What date was this program instituted?
- How did the program benefit trails?
- How was the program successful and effective?
- How was the program special, unusual, creative, innovative, and/or unique?
- How did the program raise awareness, funding, partnerships, volunteers, or other benefits for the community?
- How did the program serve as a model or inspiration for others?

### Underserved Communities Programs

*[For the purposes of this award, "underserved communities" are those that have traditionally faced barriers in accessing safe parks, natural open spaces, trail, and greenways.]*

- What date was this program instituted?
- What innovative approaches were used to stimulate the imagination and promote interest and appreciation for trails and the natural environment?
- How were creative, interpretive, educational, and/or recreational design components used?
- Was there a component to encourage healthy lifestyles?
- How was the program successful in engaging the community, families, and others in outdoor experiences?
- How does the program serve as a model or inspiration for other agencies or organizations?

### Social Media, Websites and Technology Award

- What date was the website or technology launched?
- Does the website, technology, or other social media provide trail-related information in a clear, logical, and useful format?
- Is the trail information valuable, relevant and timely as presented to the public?
- How is the website, social media, or technology special, unusual, creative, innovative, and/or unique in presenting trail-related information?
- How is the success of the website, social media, or technology measured, and has success been achieved by these measurements?
- To what extent does the program serve as an important model or inspiration for other agencies or organizations?

**All nominees must exemplify integrity, and social and environmental responsibility.**