



2012 GOVERNOR'S COMMUNITY ACHIEVEMENT AWARDS

WHO KEEPS TEXAS BEAUTIFUL? IF YOU DO, YOUR COMMUNITY COULD BE A WINNER.

The Governor's Community Achievement Awards program is one of the most prestigious annual environmental awards in Texas. This year, 10 winning communities will share \$2 million in landscape awards from the Texas Department of Transportation for their outstanding overall efforts to keep their communities beautiful. Your city, county or region could be next.

THE AWARDS RECOGNIZE ACHIEVEMENT IN SEVEN AREAS:

- Community Leadership and Coordination
- Public Awareness
- Education
- Beautification and Community Improvement
- Litter Prevention and Cleanup
- Solid Waste Management
- Litter Law and Illegal Dumping Enforcement

Communities receiving the highest score in each population category (see table to right) will be named the winners.

LANDSCAPE AWARDS BY POPULATION SIZE CATEGORIES

CATEGORY:	LANDSCAPE AWARD OF:
1. Up to 3,000.....	\$90,000
2. 3,001-5,500.....	\$110,000
3. 5,501-9,000.....	\$130,000
4. 9,001-15,000.....	\$160,000
5. 15,001-25,000.....	\$180,000
6. 25,001-40,000.....	\$210,000
7. 40,001-65,000.....	\$250,000
8. 65,001-90,000.....	\$270,000
9. 90,001-180,000.....	\$290,000
10. 180,001+.....	\$310,000
TOTAL	\$2,000,000

For 2012 GCAA applications, use the total community population number from the 2010 US Census available at <http://2010.census.gov/2010census/popmap/>.

ELIGIBILITY

All Texas communities are eligible to apply. See complete listing of eligibility requirements on page 5.



Executive Summary

MAXIMUM SCORE: THE MAXIMUM SCORE FOR AN APPLICATION IS 100 POINTS (90 POSSIBLE POINTS FOR THE EXECUTIVE SUMMARY AND 10 POSSIBLE POINTS FOR THE SUPPLEMENTAL NOTEBOOK).

Each entry must include two (2) copies of the Executive Summary, a comprehensive written overview of your efforts between January 1–December 31, 2011.

The executive summary is the most important part of the application and is carefully reviewed by the judges. Summaries must be typed and answers organized in the same order as the topics below. Judges will use the eight topics and questions listed in this application to evaluate the executive summary.

APPLICATION DEFINITIONS:

Community – A community is defined as a region or regions with shared or adjoining boundaries whose beautification and litter abatement programs are administered by common groups (i.e., local affiliates, city departments, garden clubs, schools, organizations etc.).

Programs – A program is defined as any project, activity and/or initiative within a community that addresses goals stated in the seven topic areas of the Governor’s Community Achievement Awards.

COMMUNITY LEADERSHIP AND COORDINATION 12 POINTS

Describe your community and its specific characteristics (i.e., brief history, demographics).

Is your community affiliated with any state or national organization(s) related to litter prevention, beautification, community improvement and/or waste reduction?

How are your programs funded? Include annual operating budget, matching grants, foundation grants, government funding and how funding is obtained.

Describe staff support for your programs. Are they run by volunteers and/or full-time or part-time paid staff?

Describe any training that is provided to the board/committee members of your programs.

PUBLIC AWARENESS 12 POINTS

Describe how your community made the general public aware of your programs through the use of media, speeches, social media, Web sites, events, workshops, bulletin boards, technology and/or printed materials. List measurable results.

How has your community worked to promote the Don’t Mess with Texas® campaign?

Describe community awards and recognition programs. Note awards given and awards received.

EDUCATION 12 POINTS

What educational events, projects or programs are available in your community to teach the general public about recycling, waste reduction, litter prevention or beautification issues?

What types of environmental education do your community’s schools offer? Describe what kind of programs or special events are offered for youth and your community’s involvement. Include any youth, preschool, elementary, secondary, college and university programs in your community. How do your schools use environmental curricula such as Waste in Place, Project Wild and/or other educational activities?

BEAUTIFICATION AND COMMUNITY IMPROVEMENT 12 POINTS

Describe beautification efforts such as tree and flower planting, native or adaptive landscaping, and landscape maintenance.

How has your program worked to improve the appearance of your community, instill pride and provide a positive impact on the economic development and prosperity of your community?

How many Adopt-a-Highway miles does your city maintain? Does your community have an Adopt a Road/Street program and, if so, how many miles are maintained? Does your city perform mowing or maintenance activities on state rights-of-way, if applicable?

LITTER PREVENTION AND CLEANUP 12 POINTS

Does your community conduct any type of study/survey to determine a litter problem?

Describe your community’s litter prevention and cleanup campaign.

Describe how your community addresses the seven sources of litter: pedestrians, uncovered trucks, construction sites, improperly handled residential waste, commercial waste containers, motor vehicles and loading docks.

Was your community involved with the Don’t Mess with Texas Trash-Off, Great American Cleanup, Adopt-a-Highway, Texas Waterway Cleanup Program, and/or America or Texas Recycles Day?

What was the impact on the environment and/or the public’s attitude toward litter prevention and cleanup? List the number of cleanups and measurable results, including the number of volunteers.

SOLID WASTE MANAGEMENT 12 POINTS

Describe your community’s involvement in solid waste management, including work with local waste haulers, businesses, civic groups and citizens.

Describe how your community has supported source reduction, recycling, reuse and composting. List measurable results if applicable.

Application

ENTRY FEE

In order to be processed, all applications must be accompanied by a \$15 entry fee in the form of cash, check or credit card. Please make checks payable to Keep Texas Beautiful.

DEADLINE

Must be received by **5 p.m. Tuesday, February 7, 2012.**
(Applications received after 5 p.m. will not be considered or judged.)

Community Entering.....

Category..... Population*.....

Name of Organization.....

Primary Contact.....

Title.....

Address.....

City/State/Zip.....

Day Phone.....

E-Mail.....

Credit Card Information *(if applicable)*

Card Type Visa MasterCard American Express Card #..... Exp. Date..... Security Code #.....

Billing Address of Credit Card.....

I hereby certify the information reported in this application to be true and all reported events and activities occurred during the January 1, 2011 – December 31, 2011 reporting period.

Signature..... Date.....



For additional information, applications or questions visit www.ktb.org or call **1 (800) CLEAN-TX**.

Send applications to:

Keep Texas Beautiful
 8850 Business Park Dr., Suite 200
 Austin, TX 78759

Please retain a copy of the application for your records.

*For 2012 GCAA applications, use total community population number from 2010 US Census, available at <http://2010.census.gov/2010census/popmap/>. KTB will verify data.

GCAA APPLICATION CHECKLIST

- EXECUTIVE SUMMARY (2 COPIES)
- 1 SUPPLEMENTAL NOTEBOOK
- PHOTO CD
- \$15 APPLICATION FEE (CHECK, CASH OR CREDIT CARD)
- COMPLETED APPLICATION FORM

AWARDS ANNOUNCEMENT AND PRESENTATION

KTB has recognized outstanding communities for 26 years via the GCAA program, with TxDOT providing the landscape awards since 1985. All participants are invited to attend the awards presentation at the Keep Texas Beautiful 45th Annual Conference to be held in San Antonio from Monday, June 25, 2012, through Thursday, June 28, 2012. Winners will be posted on the KTB Web site (www.ktb.org) by 5 p.m. Friday, March 2, 2012.

LITTER LAW AND ILLEGAL DUMPING ENFORCEMENT 12 POINTS

Describe community efforts to educate and work with law enforcement personnel (city, county or state) to review and enforce local and state litter laws including litter abatement and/or illegal dumping.

Describe community efforts to reduce nuisance issues such as graffiti, grass and weed violations, dilapidated structures, junked cars and similar issues.

CONCLUSION 6 POINTS

Explain how your community's overall environmental efforts have made your community a better place to live, work and play. Conclusion does not require a page in the supplemental notebook.

GUIDELINES:

One point will be deducted for each guideline not in compliance.

EXECUTIVE SUMMARY GUIDELINES

- *The reporting period is from January 1 to December 31, 2011.*
- *Maximum six (6) single-sided pages (text on one side), or three (3) double-sided pages (text on both sides). Pages exceeding this limit will be removed prior to judging and result in points deducted.*
- *Use 8 1/2" x 11" paper.*
- *Double-space text.*
- *Staple in upper left corner. Do NOT 3-hole punch Executive Summary.*
- *Minimum margin size 3/4" (.75) top, bottom and sides.*
- *Minimum font size 11-point.*
- *Community name and population category number at the top of each page, which may be within the 3/4" margin.*
- *Page number at bottom of each page, which may be within the 3/4" margin.*
- *Executive Summary* should be placed in the pocket of the supplemental notebook or securely fastened to the supplemental notebook. Do not submit summaries in plastic sleeves. Faxed or e-mailed copies will not be accepted.*

**All written summaries become property of Keep Texas Beautiful and will be available for use at will by KTB and TxDOT.*

SUPPLEMENTAL NOTEBOOK 10 POINTS

Supplemental notebooks are used to substantiate information provided in the Executive Summary. The notebook may include items such as newspaper articles, photographs, awards, brochures and printed materials (i.e., letters, flyers, etc.).

PHOTO CD NOT JUDGED

Submit 20–50 uncropped photos on CD featuring the work referenced in the application. The CD should be labeled with community name and population category. Photos may be duplicated from the supplemental notebook. Photos will not be judged or scored and are for TxDOT and KTB use only. **Failure to submit a CD will result in a deduction of one point.**

SUPPLEMENTAL NOTEBOOK GUIDELINES

- *All materials must be placed in a standard binder for 8 1/2" x 11" pages.*
- *Reference specific topic area on each page. One page per Executive Summary topic area; keep in order of summary and reference topic on page.*
- *Supplemental materials must be attached to a sheet of paper or placed in a plastic sleeve.*
- *No divider pages — dividers will be counted as a page.*
- *Decoration is only allowed on the exterior front and back covers of the binder.*
- *Only the Executive Summary and photo CD should be placed inside binder pockets.*
- *Only items visible on the page will be judged.*
- *Supplemental materials must not exceed seven (7) pages using front and back of the page.*
- *Faxed or e-mailed copies will not be accepted.*
- *Please limit photo captions to 15 words or less.*

DEADLINE



Must be received by **5 p.m. Tuesday, February 7, 2012.**

(Applications received after 5 p.m. will not be considered or judged.)

GCAA scores and judges comments will be sent to applicants by **Friday, April 27, 2012.** Visit **www.ktb.org** for more information.

FIRST PLACE WINNERS: LANDSCAPE AWARDS

Ten first place winning communities will receive the revered Governor's Community Achievement Award, entitling each to its population category's share of \$2 million in landscaping funds. Specific locations of landscape projects will be determined in consultation between the Texas Department of Transportation and the winning community. Highway landscape projects will be designed, funded and contracted by the Texas Department of Transportation at approved sites on the existing state highway system. The Texas Department of Transportation must ensure that sites selected and activities performed are appropriate for the expenditure of state highway funds and that designs are compatible with traffic operations. First place winners will also receive a metal plaque, award certificate and media coverage. Second and third place winners will receive an award made from carved Texas stone and an award certificate.

AWARDS OF EXCELLENCE AND SUSTAINED EXCELLENCE

Judges will recognize all applicants scoring 90 points or above with the Award of Excellence. This prestigious award distinguishes these communities throughout Texas for their outstanding achievements in protecting and enhancing their local environment, exemplifying their efforts as the standard of environmental excellence for communities nationwide.

The Sustained Excellence award recognizes the communities that have scored 90 or above in the Governor's Community Achievement Awards competition for three consecutive years. Recipients of this esteemed award are recognized for their ongoing commitment to making Texas the cleanest, most beautiful state in the nation. Sustained Excellence awards will be determined by the overall scores received on the 2010, 2011 and 2012 applications.

ELIGIBILITY

All Texas communities are eligible to apply. A program may consist of more than one community, but one community may not have more than one Governor's Community Achievement Awards entry. A community is defined as a region or regions with shared or adjoining boundaries whose beautification and litter abatement programs are administered by common groups. First place winners of the Governor's Community Achievement Awards in 2010 and 2011 are not eligible to win the first place landscape award, or second or third place recognition in 2012, but will be judged for the Award of Excellence and Sustained Excellence.

JUDGING

Each award application will be judged by a panel of civic, business and/or government representatives. All decisions of the Awards Committee Chair(s) will be final. The maximum score for an application is 100 points (90 possible points for the Executive Summary and 10 possible points for the supplemental notebook). Points will be deducted if guidelines are not met. Applications received after the deadline will not be submitted for judging and will not be eligible for either the Award of Excellence or Sustained Excellence.

WINNING COMMUNITIES

Winning communities will be required to consent that any and all information included in the Executive Summaries and photo CD will be available for use at will by KTB and TxDOT.





Keep Texas Beautiful and the Texas Department of Transportation first began working together in the late 1960s, sharing the common goals of making Texas roadways attractive and safe for motorists and encouraging tourism, goals which have remained for more than 40 years. Since 1985, Keep Texas Beautiful has partnered through an annual contract with the Texas Department of Transportation to support TxDOT's anti-litter and beautification programs such as Don't Mess with Texas Trash-Off and the Governor's Community Achievement Awards. KTB has recognized outstanding communities for 26 years via the GCAA program, with TxDOT providing the landscape awards since 1985.



Keep Texas Beautiful's mission is to educate and engage Texans to take responsibility for improving their community environment.

For additional information, applications or questions visit www.ktb.org or call (512) 478-8813 / 1(800) CLEAN-TX