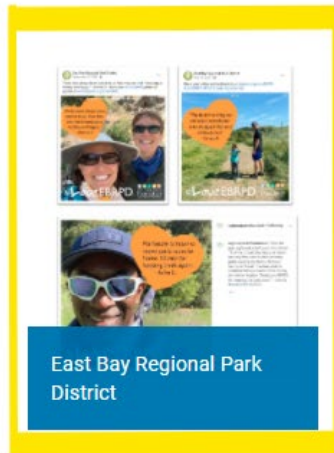
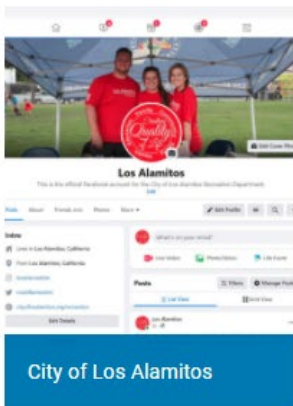
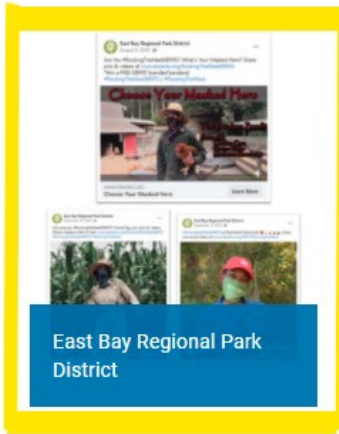


2020 Excellence in Design - Park Planning

Resources / CPRS Awards Program 2020 Winners Announced / 2020 Excellence in Design - Park Planning

Marketing & Communications Award of Excellence 2020 Award Recipients





East Bay Regional Park District



Jurupa Community Services District



City of Escondido

About the Marketing & Communications Award

This award recognizes excellence in print, audio visual or electronic communications that (1) externally promote the agency's public parks, facilities, recreation or leisure services programs and have successfully demonstrated an increased level of public awareness or (2) are used to enhance the agency's internal communications to staff, policy makers, or current program participants.

One Excellence Award may be awarded in each category and each class.

Evaluation Criteria for the Marketing & Communications Award

Challenge: Describe the marketing and/or communications challenge or goals the entry addressed. [250 word maximum] (20 pts)

Resourcefulness: Extent the entry reflects creative vision, artistic aptitude, innovative graphic design, and was aesthetically pleasing. Describe the role of staff or community focus groups, if any, during the development phase. [400 word maximum] (25 pts)

Execution: Extent the entry communicated consistent and effective message(s) that supported the goal(s) of the marketing/communications effort. [400 word maximum] (20 pts)

Accomplishment: Extent the entry resulted in a noticeable positive change, increased participation or attendance or significantly advanced awareness of park and recreation services in the community. Include reference to analytical tracking tools or reports if available. [400 word maximum] (25 pts)

Mission: Extent the entry organized and communicated a consistent and effective message that supports the mission of the profession and / or promotes the **Parks Make Life Better!**® campaign. [250 word maximum] (10 pts)