Encouraging excellence in planning has been the American Planning Association’s (APA’s) major purpose since its inception. The APA National Awards for Planning honor excellence, whether it is exemplified by plans, individuals, or organizations. These awards continue a proud tradition begun nearly 40 years ago. Past and future award winners offer tangible proof of the planning profession’s power to positively shape our world. They also offer tangible evidence of the impact citizens can have when they become partners in the planning process. The National Awards for Planning exemplify the standards of excellence that America’s communities deserve.

Since 1997, HUD and the APA have collaborated on the “Secretary’s Opportunity and Empowerment Award,” given annually to the entrant who best demonstrates how effective planning has enhanced many quality-of-life issues for low- and moderate-income residents. HUD is committed to working with community planners, development professionals, and local residents to improve the self-sufficiency of less fortunate Americans by unlocking their potential and providing increased opportunities.

Alphonso Jackson
Secretary of Housing and Urban Development
Department of Housing and Urban Development Secretary Alphonso Jackson, in partnership with the American Planning Association (APA), announces the eighth annual Secretary’s Opportunity and Empowerment Award as part of APA’s annual 2005 National Awards for Planning. The Secretary’s Opportunity and Empowerment Award recognizes excellence in planning that has led to measurable benefits in terms of increased economic, employment, education, or housing choice or mobility for low- and moderate-income residents.

**Nature of the Award**

A single award will be made for a plan, program, or project that, as a direct result of the effort, demonstrates improved quality of life for low- and moderate-income community residents. Emphasis is on how creative housing, economic development and other programs, and private investments have been used in a comprehensive community development plan.

This award emphasizes tangible results and recognizes a planning strategy (or a project, program, or tool that is a component of such a strategy) that has led to these tangible, demonstrable results. Nominees should show how they have overcome difficult community issues, such as low investment, crime, abandoned buildings, unemployment, low civic participation, and disagreement. Examples of eligible submissions include regulatory reform, job and economic development and/or job matching, “fair-share” housing actions, economically diverse housing development, fair housing, “Moving to Opportunity” and mobility programs, and inclusionary zoning. The strategy should employ a variety of actions that maximize increased choice and opportunity.

The strategy submitted should have been in effect a minimum of 3 years.

**Criteria**

**Results.** To what extent has the submission addressed the need for increased economic, employment, education, or housing choice or mobility among low- and moderate-income residents? How has the implementation made specific improvements in the quality of life for the people served? If the nomination is a project, include the end date and when the results were implemented.

**Transferability.** How, and to what extent, does the submission provide an example for others? What indicates that the approach can be applied elsewhere?

**Innovation.** To what extent does the submission use innovative approaches to address the need for increased choice and community empowerment? For this award, the submission should discuss “innovative” on two levels: innovative for the locality (or region) and innovative nationally for a given field of program or practice. For projects using HOPE VI funds, describe how the nomination builds on existing HOPE VI requirements.

**Planning.** How did the submission relate to existing plans (comprehensive, regional, neighborhood), and what role did planners play in achieving the results? How was the planning process important to subsequent implementation?

**Collaboration.** How did all the stakeholders in the community support and contribute to the results? Describe how specific groups and individuals from private, nonprofit, and public perspectives, particularly those who may have been left out of similar efforts in the past, were involved and influenced the outcome.

**Value.** How is the effort cost-effective, and what other alternatives were considered that led to this approach?
For submissions with a physical aspect, completed or contemplated, does the applicant demonstrate attention to detail and urban design, including materials, context, public amenities, and historic and cultural features?

**Funding Sources.** If a project, describe the sources of funding. If HUD monies are involved, be sure to list the type(s) and amount(s) (HOPE VI, CDBG, NCDI, HOPWA, etc.).

**Eligibility**
This competition is open to APA members and nonmembers.

**Judging and Awards Ceremony**
Judging for the HUD Secretary’s Opportunity and Empowerment Award will take place in October/November 2004. Presentations will be made at APA’s national conference in San Francisco, CA, March 19–23, 2005. The award winner will receive a personalized sculpture and will be featured in a multimedia presentation at the conference and in the March 2005 edition of Planning magazine.

**Submission Requirements**
Entrants must use the attached Application Form.

In addition, entries must include the following attachments:

- A one-page summary of the submission, including most recent census data (or other more recent data) indicating total population of target area, racial/ethnic makeup, percentage of population foreign born, poverty rate, youth unemployment rate, percentage of housing owner-occupied, or up to six other indicators the applicant thinks appropriate.

- A two-page explanation demonstrating exactly how the submission meets each stated criterion. This explanation will reference specific examples within the submission that illustrate these points.

- A one-page statement in support of the submission. The statement may include up to five letters of support not written by the nominator of the submission or by anyone who worked directly on the project.

- Two sets of ten 35mm slides or digital images in jpeg format (no PowerPoint presentations, please) that illustrate and/or supplement the entry. Entries without accompanying illustrations will be disqualified.

- Five collated sets of the application form and all supporting materials. APA is not responsible for assembling. All application forms must be signed by the nominator/entrant. Submissions lacking required signatures will be disqualified. Comments from appropriate APA chapters, divisions, members, and other stakeholders involved with the subject of the nomination are encouraged.

All supporting materials listed on the application form must be included with the entry. Brevity is encouraged. Entries should be limited to a 1-inch, three-ring notebook. They should not include complete works that exceed this recommended maximum. Entries should reference related information to prove adherence to the criteria.

Entrants are advised that the category emphasizes action and results. Supporting documentation should take the form of reviews of the implementation effort, analysis of the results, newspaper clippings, editorials, etc. Copies of the strategy being implemented are not necessarily pertinent to the submission.

The awards committee’s procedures prohibit any communication with jurors on behalf of an entry. Such communication is cause for disqualification.

Winning entries become the property of APA and will not be returned. Other entries, including slides, can be returned after November 2004, upon request by the nominator. Return packaging and postage or shipping account number must be provided.

**Deadline**
APA must receive completed entries and all accompanying materials by **Friday, September 3, 2004**. Any entries received after this date will be returned. Hand-delivered entries must be received at APA’s Washington, DC, office by 5 p.m. on Friday, September 3, 2004.

For additional information, contact Chris Cooper with APA’s Public Affairs Office at 202–872–0611.
APPLICATION FORM

Deadline: September 3, 2004
Materials received after this date will be returned.

I nominate ____________________________________________ for the 2005 National Awards for Planning.

This submission is to be entered in the category: HUD SECRETARY’S OPPORTUNITY AND EMPOWERMENT AWARD

Section A
The following attachments are mandatory. Submissions lacking these attachments will not be considered. Five sets of each are required, except in the case of slides or digital images, for which two sets are required. Submissions must be collated.

Checklist
☐ 1. 2005 National Awards for Planning application form.
☐ 2. A one-page summary of the submission.
☐ 3. A two-page explanation demonstrating how the submission meets the criteria for the category in which the award is sought.
☐ 4. A one-page statement in support of the submission. The statement may not be written by the nominator of the submission or by anyone who directly worked on the project.
☐ 5. Two sets of 10 high-quality 35mm slides or digital images in jpeg format with a brief narrative listing each numbered image. These slides or images should be creative and represent the submission. They should supplement, not restate, what already exists in the submission package.

The following attachments are optional. Attachments will not be considered unless five sets are submitted.

☐ 6. Published report(s) titled _____________________________________________________________

☐ 7. Audio or video presentation(s) titled ______________________________________________________

☐ 8. Other material(s) appropriate to the submission ____________________________________________

Section B
Please provide the name of an individual to act as your submission coordinator. The submission coordinator will work with APA in obtaining additional information for the annual multimedia awards presentation if this submission should win an award.

Name ____________________________________________
Title ____________________________________________
Company/Organization ____________________________________________
Address ____________________________________________
City ____________________________________________
State __________________________ ZIP __________________________
Phone __________________________ Fax __________________________ E-mail __________________________
Section C

Please provide the names of up to two individuals, other than the nominator, to be notified in the event this submission is selected to receive an award.

Name ____________________________________________________________________________________________
Title ______________________________________________________________________________________________
Company/Organization ______________________________________________________________________________
Address __________________________________________________________________________________________
City ______________________________________________________________________________________________
State ____________________________________________________________________________________________ ZIP __________________________________________________________________________________________
Phone ____________________________________________________________________________________________ Fax __________________________________________________________________________________________ E-mail __________________________________________________________________________________________

Name ____________________________________________________________________________________________
Title ______________________________________________________________________________________________
Company/Organization ______________________________________________________________________________
Address __________________________________________________________________________________________
City ______________________________________________________________________________________________
State ____________________________________________________________________________________________ ZIP __________________________________________________________________________________________
Phone ____________________________________________________________________________________________ Fax __________________________________________________________________________________________ E-mail __________________________________________________________________________________________

Section D

Please see the rules regarding eligibility to determine who may serve as a nominator/entrant.

Nominator/Entrant __________________________________________________________________________________
Title ______________________________________________________________________________________________
Company/Organization ______________________________________________________________________________
Address __________________________________________________________________________________________
City ______________________________________________________________________________________________
State ____________________________________________________________________________________________ ZIP __________________________________________________________________________________________
Phone ____________________________________________________________________________________________ Fax __________________________________________________________________________________________ E-mail __________________________________________________________________________________________

I certify that the submitted work was done by the parties credited and meets all eligibility requirements. I understand that any entry that fails to meet submission requirements may be disqualified. (Signer must be authorized to represent those credited.)

Signature of Nominator/Entrant ________________________________________ Date ________________________

APA Chapter ______________________________________________________________________________________

Mail submissions to —

American Planning Association, 2005 Awards Program
1776 Massachusetts Avenue, NW, Suite 400
Washington, DC 20036

For additional information, contact Chris Cooper with APA’s Public Affairs Office at 202–872–0611.
Entry forms may be photocopied for additional submissions.