

2016 Savvy Competition Finalists

Judge's Comments

Social Media - General

SAVVY

Tallahassee, FL

#Tally4AAC - A Social Media Campaign

The Communications Department did a great job laying out an action plan and following through. The entry package was well organized and nicely executed. With clearly-defined goals and a comprehensive strategy, the city creatively used multiple outlets to overcome negative press. The great sense of community played out in the use of social media.

SILVER CIRCLE

North Port, FL

City of North Port's Social Media Strategy

The Strategic Outlook document is well done and clearly an effective way of assessing and reporting on the organization's use of social media. Excellent use of a small budget with a powerful outcome. Nicely-detailed outline of social media strategies set the stage to exceed the identified goals.

AWARD OF EXCELLENCE

Roanoke, VA

(TIE)

Roanoke's Social Media Model

The City of Roanoke's entry was comprehensive yet concise, well put together and professionally polished. The clear goals, engaging content and tangible measures of success made this entry shine. The city has set the standard for coordinated use of social media across departments.

AWARE OF EXCELLENCE

Edina, MN

(TIE)

City of Edina, MN Social Media

This entry was well-executed, complete and professional. The favicards are a unique and catchy way to promote the social media channels. Great job on exceeding the goal, **Edina!**

Social Media - Best Use of Facebook

Population: 0 - 62,000

SAVVY

San Marcos, TX

Lifeline of Information During the 2015 Floods

This was a great marketing plan! Very impressive. Excellent! Posts are short clear and informative. Use of hashtag was helpful and smart. Wow! Fantastic use of Facebook in a crisis situation. So smart to create a hashtag so quickly and set up a rumor control page. Tremendous asset to your community. Organic reach is also very impressive. Well done!

SILVER CIRCLE

Manassas, VA

Snow to Smiles

Great work focusing on the positive in a negative situation. Great use of Facebook! Turned a negative into a positive with a great reach. Wow! This was my favorite entry. What a smart, simple way to encourage positivity online. I love your short, conversational posts, too. Well done!

AWARD OF EXCELLENCE

Coral Gables, FL

*Population: 65,000 and Up***SAVVY**

Round Rock, TX

SILVER CIRCLE

Fort Collins, CO

AWARD OF EXCELLENCE

Roanoke, VA

City of Coral Gables Facebook

Page is very interesting - looks great! Very impressive entry, especially for being brand new to Facebook. I love your video content and vibrant photography. Well done!

Lost Teddy Alert

Very creative way to showcase your city. Writing with each photo is appealing to users. Great job! Incredibly creative and great imagery! Wow! I'm completely blown away by this clever, humorous and heartwarming campaign. How smart to incorporate showcasing your vibrant downtown in such a unique way. Wow!!!

Viral Police Posts

The use of catchy words in the first and marijuana posts are very useful, promoting humor and trust. Great! Very well done! Love the humor in your posts and the fact you reached so many people organically. Love how you use Facebook to break down common misconceptions about police. LOVE the play on words and the way you were able to reach so many organically. Very clever - well done. This is how PD Facebook pages should be run.

Olympic Fools

Great idea to gain followers and it worked! Love this! Great way to engage your audience! LOL! I love this entry! Excellent use of humor on Facebook. Love this so much. Well done!

Social Media - Best Campaign Use of Social Media Tools*Population: 0 - 99,000***SAVVY**

Roswell, GA

#WhenInRoswell

#WhenInRoswell is a fantastic social media campaign, that combines the use of multiple platforms to tell the community's story. The pictures used are fantastic, but the video is what really stood out to us. By using in-house resources, Roswell was able to create a professional video distributed across social media platforms that effectively told the story of Roswell. The campaign makes us want to visit! #WhenInRoswell is not just a social media campaign, it's a Savvy campaign.

SILVER CIRCLE

Chapel Hill, NC

Homegrown Halloween

Great way to reach your goal. Fantastic use of strategy. Measurable outcomes that are easy to understand.

AWARD OF EXCELLENCE

Lenexa, KS

Bradshaw the #LenexElf

Thumbs up writing for the format. Look and feel of entry is great. Excellent way to incorporate something mainstream into a social media campaign.

*Population: 100,000 and Up***SAVVY**

Tacoma, WA

Gun SafeT Social Media Campaign

Very relevant, and tough topic to tackle. Measurable goals and outcomes Very SAVVY, and strategic!

SILVER CIRCLE
Round Rock, TX

#OpenCarryAware

Great campaign. Huge results that made a difference in community and government services. Wow, the numbers on this are jaw dropping.

AWARD OF EXCELLENCE
Austin, TX
(TIE)

Creating a Photo Gallery Through Crowd Sourcing

Great job taking photo contest to the next level. Nice job to use campaign over multiple platforms. Great photos!

AWARD OF EXCELLENCE
Arlington, TX
(TIE)

Ask Arlington

Impressive results leveraging social media. Very innovative in terms of communication, social media, and video Great way to provide transparency

TV and Video - Education/Training

Population: 0 - 85,000

SAVVY
Homestead, FL

The Excitement Continues: 2016 State of the City

The Excitement Continues was a very classy & enticing production. It was easy to watch and kept us engaged the whole time. Outstanding graphic elements and overall message.

SILVER CIRCLE
Flower Mound, TX

Workout Bros

Breathtakingly funny! Educating, Entertaining and Excellently done. Great video!

AWARD OF EXCELLENCE
Grandview, MO

Move Toward the Badge

Well produced video for a very important topic. Great overall strategy. Gorgeous shots.

Population: 86,000 and Up

SAVVY
Edmond, OK

Transfer Center

The City of Edmond "shoots and scores" with their ESPN-themed video on how to properly transfer a citizen when they call in. It was a highly innovative and fun way to educate staff on a rather drab issue. A well-developed instructional video with a popular theme and funny elements! The use of budget was good and all the instructions provided were well-presented. Very creative and effective use of short-form media.

SILVER CIRCLE
Pearland, TX

Pearland Green: Tree Pruning Category

Outstanding tree pruning video that was highly informative and very well-produced. High-quality video that offers great instruction on tree pruning. Nice use of humor to supplement the instructional segments.

AWARD OF EXCELLENCE
Arlington, TX

City of Arlington Budget Video

A very thorough and informative presentation of a city's budget process! Very well-produced. Outstanding use of video, audio, and editing techniques.

TV and Video - Interview/Talk Show/News Programming

SAVVY

Bloomington, MN

Bloomington Today

Judges really liked the Buzz, which was a well produced recap/preview of the week. We also enjoyed the individual segments on YouTube. Camera work, editing, sound and on-camera hosting were all well done. You can tell the team has a background in local news. Very nice description letter! Very impressed with the flow. Six minutes is a long time to keep people engaged but you've done a good job.

SILVER CIRCLE

Edina, MN

On The Job

Nicely done. Good way of telling interesting stories. Well shot and good sequencing. Engaging content and good to see the CMO taking part in the video. Relates to the goals and aim well. Love the concept and like that the CM takes part. Glad to see the CM taking part. Nice video quality and angles. Like the themes.

AWARD OF EXCELLENCE

Edina, MN

Agenda Edina

Good news format. Well shot. Nice variety of clips. Nice way to provide information in video format. Well done production that is easy to follow and very informative. Judges liked how quickly you jump in. Engaging VO. I like the "host" aspect.

TV and Video - Regularly Scheduled Programming

Population: 0 - 100,000

SAVVY

Edina, MN

Public Art Profiles

Well done. The shot selection and timing was very entertaining. Compelling segments that keep the viewers engaged. Exceptional work! It drew me in from the very first shot!

SILVER CIRCLE

Bloomington, MN

Bloomington Honor Guard

Very well done! Captures the emotion while telling the story. Great job! Good use of b-roll, narration and natural sound. A very moving and compelling story. Definitely conveyed the message! Wonderful video.

AWARD OF EXCELLENCE

Farmers Branch, TX

Farmers Branch Economic Development Updates

Great use of graphics and transitions to keep the audience interested. Each spot flows well from beginning to end. Polished product with balanced production elements. Good concept. Well done editing and graphics added to the keep the interest level.

Population: 101,000 and Up

SAVVY

Austin Parks and Recreation, TX

In the Parks

Great choices of topics to cover a story and a great opportunity to cover the parks facilities. Great production value. Great use of storytelling to promote the product. Well done! Love it, very interesting. Love the storytelling while highlighting the facilities. Great job!

SILVER CIRCLE
Arlington, TX

Marketing Communications Manager

Great idea for a local show. Well produced and consistent in its approach. Nice use of b-roll shots to tell the story. A great way to discover a new fun place to eat! Loved it! Made me want to go and try it!

AWARD OF EXCELLENCE
Round Rock, TX

Street Cred

Nice and concise. Loved it. Consistent flow and theme, brief and to the point. Nice graphics use. Good vibe!

TV and Video - One-Time Special Programming

Population: 0 - 100,000

SAVVY
Pflugerville, TX

Pflugerville's 50th Anniversary Special

The best part of this video was that it smoothly included many residents and allowed the great stories to be told in their own voices. The video included outstanding special effects. Overall, the project did a wonderful job of reaching its objectives.

SILVER CIRCLE
Rockville, MD

Rockville's 54th Annual Antique and Classic Car Show Special

This was an innovative to look at an event that could have been done in a very common way. Usually, the cars are the stars of videos about car shows, but Rockville decided to tell the stories behind the cars, featuring the people who love those vehicles. There were great graphics and special effects, and the casual approach of the host worked so well. Even people who are not car enthusiasts would enjoy watching this show.

AWARD OF EXCELLENCE
Highland Village, TX

State of the City: Highland Village, TX

Elected officials often want to be featured stars, and that does not always work well for the viewers. In this case, the Mayor was a great guide! The show was well-paced and showed many aspects of a city on the move. The editors worked very hard to include effective B-roll to illustrate.

Population: 101,000 - 160,000

SAVVY
Coconino County, AZ

Coconino County Navajo Nation Road Maintenance Service Video

This video was powerful in its story telling of why a tax agreed to by Navajo residents to pay for road maintenance (where there are many dirt roads) was so important. The videography was outstanding. Those behind this project made sure that the stories of residents whose lives were changed by increased road maintenance were told in through the voices of those residents. This was a great project.

SILVER CIRCLE
Denton, TX

Library Larry: The Big Story of a Little TV Show

This documentary about the history of an influential local cable show made us wish we had seen more episodes of the show itself. The producers of the documentary chose excellent subjects to be interviewed--and we were impressed they talked about the highs and low moments of the series. Very good use of clips from the shows made it extremely watchable, even for people who had never seen the original shows.

AWARD OF EXCELLENCE

Richardson, TX

MRMC Legacy Award Video

This was a really creative video on a challenging subject. We really liked the production overall and the scenes chosen. The video did a very good job of addressing the stated objective--and in a very watchable way.

Population: 161,000 and Up

SAVVY

Santa Clarita, CA

Virtual Video Tour

The video provided a clear overview of the city--including solid references to the history and looks at the future. We liked the inclusion of some of the City's resident "star power," which likely took some effort to obtain, and added a good touch to a city that takes pride in being a home to big-time entertainment production. Overall, the video packed in lots of views of the city--meeting its objective.

SILVER CIRCLE

Chandler, AZ

City of Chandler State of the City Video

The concept and planning of this project showed the innovation that 3CMA members have. They were not government rules-restricted by use of a drone, so they made the most of it. Creative graphics and illustrations added a lot to the video and helped illustrate the video.

AWARD OF EXCELLENCE

Durham, NC

This is How We Do It... In the Bull City

This video was planned with a fun spirit and the producers pulled it off. It was a bit daring--and we liked that edge. Excellent music choices really enhanced the project. The video provided lots of information and was a very objective look at all sides of the city. We appreciated the "honesty" in the project, which gave the overall video lots of credibility.

TV and Video - Public Service Announcement

Population: 0 - 60,000

SAVVY

Farmers Branch, TX

Farmers Branch is EXCITED about Recycling

Farmers Branch - We're EXCITED about your video! Congratulations on rolling out your curbside recycling program! Your video made it worth the wait and we're sure residents agreed. We liked the creative, but simple approach to this PSA and loved how you involved the community with a focus on EVERYONE. Nice job on the descriptive letter, too.

SILVER CIRCLE

West Hollywood, CA

Winter is Here! But the Drought is Far from Over

"Winner" is Here! Awesome special effects and well-written script as well as the impressive press coverage and incredible reach on YouTube show your extraordinary efforts to promote severe drought awareness and water conservation. Government doesn't often see the likes of this kind of production. You've created an epic video! Congratulations, West Hollywood!

AWARD OF EXCELLENCE

Pflugerville, TX

Blue Santa's Coming to Town

The judges agree, Pflugerville! This video was Pfun! We loved the custom song and police officer involvement - a great way to engage the community. Creative shots kept the video moving. Great job!!

Population: 61,000 - 110,000

SAVVY

Flower Mound, TX

Smoke Detector Fairy

Great theme, idea and production. The concept was very clever and funny and made us laugh. A simple memorable message produced with real people in a real environment. Love the mic...er, wand drop at the end.

SILVER CIRCLE

Round Rock, TX

Bam, Pow, READ!

Excellent production with limited funds. This PSA was appealing to both parents and kids. Loved the retro graphics that had the feel of original Batman TV shows. It moved along at a great pace and really sold the program.

AWARD OF EXCELLENCE

Flower Mound, TX

Not All Criminals Are This Stupid

This PSA was laugh out loud funny. It was really well-developed while being simple and easy to understand. Loved the spoof on cops and donuts. Also, the dumb criminal was well acted.

Population: 111,000 and Up

SAVVY

San Antonio, TX

SWMD - Diapers PSA

Great video! Creative and adorable! Very effective way of getting the message to everyone in your community. Production value was absolutely fantastic and was a very creative way to showcase the issue.

SILVER CIRCLE

Denton, TX

Pedestrian Safety on the Square

Fun and informative video. Great AfterEffects work. The production value and special effects were well done. Loved the graphic effects all the way down to the shadow on the "walking" man! Loved the "walk" man. I really loved the creativity of this PSA. Great use of motion graphics and detail!

AWARD OF EXCELLENCE

Murfreesboro, TN

Park Smart

Great production value and graphics. Great retro feel and great way to convey the message. Very cute concept. Liked the concept...works really well. Cute overall.

TV and Video - Promotional Video

Population: 0 - 40,000

SAVVY

Holly Springs, NC

More Than a Pretty Picture

Great narration and visuals that matched the script well. It made me want to visit Holly Springs. - A sense of the community comes through and the explanation of the different histories of the town is strong. - Great use of shots around town, good narration, video matches the voice track.

SILVER CIRCLE

Mankato, MN

Public Safety Video Series

Great video production, creative in showing police and fire in the community. - Strong, friendly feel with good narration. The videos were very polished and engaging. - Great voice over/script. The video quality is strong and matches the story really well. The music selection is appropriate and the logo is incorporated appropriately.

AWARD OF EXCELLENCE
Farmers Branch, TX

Population: 41,000 - 55,000

SAVVY
Dublin, OH

SILVER CIRCLE
Sierra Vista, AZ

AWARD OF EXCELLENCE
Downers Grove, IL

Population: 56,000 - 99,000

SAVVY
Homestead, FL

SILVER CIRCLE
Roswell, GA

AWARD OF EXCELLENCE
North Port, FL

Population: 100,000 - 220,000

SAVVY
Tacoma, WA

SILVER CIRCLE
Vancouver, WA

AWARD OF EXCELLENCE
Lancaster, CA

Police Recruiting: Come Join Us
Strong video that moved quickly. Good writing/script with very focused objectives.

Dublin Police Recruitment Video
Excellent video! The shooting and editing were top notch. Nice pacing. - Outstanding video/audio quality. It achieves all the stated goals and used some great soundbites. Great, creative video with nice storytelling.

Sierra Vista Economic Development Employee Attraction Video
Excellent video that made me want to visit Sierra Vista. It looks like a wonderful community. Very detailed descriptive letter and outstanding script. The video quality was strong with an upbeat music selection. Well shot!

Downers Grove Rain Barrel Sale
OUTSTANDING video. Loved it. Great, entertaining, informative video. It kept me glued to the screen. Great video. I loved the pacing and graphics. It was creative and fun.

The Excitement Continues: 2016 State of the City
Excellent video, very high quality. The graphics were outstanding, especially the map and puzzle pieces. It gave the viewer a great sense of the growth and development in the downtown area. This video made a normally boring State of the City interesting and engaging. Well done.

#WheninRoswell
Good, quality video that gave a strong sense of community. The documentation of success showed the impact this video has made. Well done.

North Port Solid Waste Christmas Video
Great video – very fun and creative! The video was lots of fun and I can easily see why it went viral. Incredibly fun video which would make me want to recycle.

City of Tacoma Gun SafeT Music Video
This video is spot on. VERY well done, and for the cost - AMAZING. Excellent job, Tacoma!

Meet the My Vancouver App
GREAT job, Vancouver! Judges loved the look, feel and ease of this app. Look to have this idea replicated in the near future!

A Better Road Ahead
PHENOMENAL job. Just excellent.

Population: 221,000 and Up

SAVVY

Leon County, FL

Leon Works Expo

Overall, GREAT job. Love the website. Awesome.

SILVER CIRCLE

Arlington, TX

Arlington: American Dream City Stories

These vids are TOP NOTCH and a wonderful way to highlight Arlington citizens and help authenticate your brand. Well done.

AWARD OF EXCELLENCE

WaterOne, KS

Water Tower Drill - High Angle Rescue Training

Well done. Overall, very nice! Great it was used by FD to review their tactics.

Marketing and Tools - Government Service Delivery/Community Issue

Population: 0 - 60,000

SAVVY

Queen Creek, AZ

Better Roads Ahead

Very clever, great strategy to lighten frustration. Creative options to help drivers get through a painful time with a smile. Good information and good media choices.

SILVER CIRCLE

Hudson, OH

Velocity Broadband's High Speed Rollout

Nice teaser campaign and media coverage; great results. Nice, tiered campaign. Loved the graphics. Liked the use of suspense, allowing a large group of people to see that "something big" was coming.

AWARD OF EXCELLENCE

Lehi, UT

Everbridge Notification System

Great use of social media. Good tagline, great magnet. Well rounded initiative produced very good results.

Population: 61,000 and Up

SAVVY

Homestead, FL

We Are Homestead: Building Community Pride and a New City Hall

Great concept and execution on the theme. Really enjoyed your use of video. Met local population's needs. Clear and precise. Excellent and inclusive effort to bring city together and instill a sense of forward momentum.

SILVER CIRCLE

Grand Prairie, TX

Library - Community Engagement

Very comprehensive program with great ideas. Definite benefit to residents. The marketing efforts worked - the numbers prove it. Good execution of a herculean task.

AWARD OF EXCELLENCE

Richardson, TX

Charter and Bond Elections

Great plan to have voters prepared before entering the polls. Great job educating and preparing people before the election. Good variety of tools deployed. Results proved that the effort was worthwhile.

Marketing and Tools - Branding/New Logo

Population: 0 - 60,000

SAVVY

Manassas, VA

Historic Heart, Modern Beat

Nailed it! Strategic plan ensured community buy in and helped to overcome initial obstacles. Result is a beautiful, eye-catching logo that ties directly into city history. Great use of color and imagery to tell the unique story of Manassas. Extensive integration of the logo into the community and city outreach/marketing materials.

SILVER CIRCLE

Palm Beach Gardens, FL

Golf Course Image and Brand Restoration Plan

Love the new logo! Total transformation! The logo and re-branding connects to the community and completely changes the image of the golf course. Problems were clearly identified so that solutions could be created and implemented successfully. Implementation of new logo and marketing materials were well thought out and executed to ensure long-lasting effects within the community.

AWARD OF EXCELLENCE

Queen Creek, AZ

Better Roads Ahead

The Better Road Ahead campaign is witty, clever and fun even though it addresses a challenging and potentially negative community issue. Marketing is eye-catching and helps the community stay focused on the project goals rather than the temporary inconvenience of construction. Well done!

Population: 61,000 and Up

SAVVY

Fort Collins, CO

Climate Wise 2.0 Program Rebranding

Innovative "badge" systems allows engagement at many different levels. Outstanding use of branding/logos! Amazing graphics! Creative way to integrate the program into local business to encourage program support. Very thorough outreach and educational campaign.

SILVER CIRCLE

Cedar Rapids, IA

Cedar Rapids Heroes

Love the idea and execution of this campaign! The trading cards were innovative and photos and employee bios on the back are fantastic! Creative way to humanize government employees and engage residents. Creates a bridge between city staff and the community.

AWARD OF EXCELLENCE

Temple, TX

Bloomin' Temple Festival Logo Redesign

Creative, cost-effective campaign! Small amount of money invested for big results! New logo completely transforms the feel of the festival. Long-term use focus is spot on. We like how the colors, year and sponsors can be changed for each year's event without redesigning the logo each time. Increased attendance speaks to the effectiveness of this rebranding.

Marketing and Tools – Marketing Event

SAVVY

Summerville, SC

Record-Smashing Tea Party

A creative, innovative way to engage the community while celebrating its signature attribute. Effective in bringing regional attention to the city.

SILVER CIRCLE
Homestead, FL

Seminole Theater Restoration: New Life & New Culture in Downtown Homestead

Two-tiered program ensured there was something for everyone. Solid community celebration of newly-renovated landmark - inspired civic pride among citizens.

AWARD OF EXCELLENCE
Seabrook, TX

Celebration Seabrook 2015

Nice event - traditional but effective use of marketing tools, in particular the post-event feedback survey.

Marketing and Tools - Best Use of a Promotional Item

SAVVY
Sierra Vista, AZ

Sierra Vista Promotional Item

This is a great approach to engage residents into sharing their Sierra Vista pride! We were impressed by the many stages of implementation and the way it builds long-lasting community spirit. And, we want one of those picnic blankets!

SILVER CIRCLE
Aurora, CO

Hashtag Promotion

The approach to targeting millennials is spot on, and this entry provided really great measurable results. It's a clever way to create organic social buzz in a way that both your audience and your city feel like they gained something. Great job.

AWARD OF EXCELLENCE
Athens-Clarke County, GA

Certified Blue Bevnaps

We really liked the way these items gave the opportunity to build relationships and partnerships with the bars and restaurants. The target audience and promo item also make a lot of sense together. Also, we appreciated the clearly defined goals of this entry.

Marketing and Tools - Economic Development

SAVVY
Hudson, OH

Velocity Broadband's High Speed Rollout

Using historic structures to advertise innovative broadband is genius. They built excitement and then branded the broadband phenomenally well. Looks like advertising was carried through on multiple media formats and even on car wraps. Great job Hudson, Ohio!

SILVER CIRCLE
Mansfield, TX

Economic Development Areal Map

What a creative way to market your area. Beautiful use of colors and eye catching photos. Great job Mansfield!

AWARD OF EXCELLENCE
Salinas, CA

Grow in Salinas - National Marketing Campaign

Correcting negative perceptions is a hard task to undertake, but Salinas did it in style. They garnered media coverage and are really changing their outlook.

Printed Publications - Annual Report

Population: 0 - 99,000

SAVVY

Avondale, AZ

City of Avondale Annual Report

Excellent publication. The graphics and design make this annual report informative and interesting to read. The them and design is consistent throughout, beginning with the Mayor's message to the last page. A great example of a report done right.

SILVER CIRCLE

Dunwoody, GA

Dunwoody Police Department 2015 Annual Report

This is a great publication. The design and layout is easy to read and visually appealing. The graphics support the content and make it possible to scan through if you don't have time to fully read it. One of the better Police annual reports we've seen.

AWARD OF EXCELLENCE

Aventura, FL

The Aventura Annual Report 2015

This is an impressive magazine, even more impressive to know that it was produced entirely by city staff. The layout, design, graphics, and images make the content interesting. It doesn't feel like an annual report, but more like a city guide. Well done to the Aventura communications team.

Population: 100,000 and Up

SAVVY

Buncombe County, NC

Buncombe County Popular Annual Financial Report

Great document. The PAFR is easy to read and interesting to browse through. Great use of graphics, images, and colors. This is a nice way to provide financial information to the public in an easy to digest format.

SILVER CIRCLE

Sarasota County, FL

2015 Sarasota County Annual Report

This is an excellent document with a consistent theme throughout. I like the use of real employees in the images, showing the work that the county has accomplished throughout the year. It makes the publication real and personal. The theme "We are One Team" is a great idea and resonates well throughout the piece.

AWARD OF EXCELLENCE

Clermont County, OH

2015 Report to the Community

Attractive design, simple layout, and direct approach to an annual report. It is easy to thumb through this document and get a feel of the accomplishments of the city. This annual report is easy to read and digest in a handful of minutes. Congratulations to the team from Clermont County.

Printed Publications - Reports

SAVVY

Orange County, CA

Volunteer Yearbook - OC Animal Care Annual Volunteer Recognition

Creative, thoughtful way to celebrate efforts of volunteers and to highlight valuable program, as recruitment tool for potential volunteers.

SILVER CIRCLE

Centennial, CO

City of Centennial State of the City 15th Anniversary Report

The piece was graphically appealing and images were exceptional - the pictures tell the story.

AWARD OF EXCELLENCE
Bryan, TX

Let it Flow - 2014 Water Quality Report and Conservation Game

Creative and engaging - a fresh approach. Particularly liked how high-schoolers were involved, and game was used as a teaching tool for elementary school kids.

Printed Publications - Calendars

SAVVY
Carrollton, TX

Carrollton Animal Services Calendar

Simple, beautiful, effective. Great community participation and instead of costing money, this calendar raised funds to support the animal shelter. Brilliant! Hope to copy the idea!

SILVER CIRCLE
Edmond, OK

2016 City of Edmond Calendar

Love the public art. Wonderful concept. Loved that the meetings on the calendar were small. Use of icons were creative. Good job!

AWARD OF EXCELLENCE
Sugar Land, TX

Sugar Land Calendar

Beautiful photos. Love that residents were in the photos. Meeting notices were small so that the calendar can be used by residents. Great job!

Printed Publications - External Publications

Population: 0 - 50,000

SAVVY
Lenexa, KS

Town Talk

Amazing write-up; beautiful publication; great idea and execution. Great job of including the "before" version of the newsletter so that we could see the difference. I like the strategy and end product. Great letter--laid out very well. The publication is great too.

SILVER CIRCLE
Oro Valley, AZ

Biz Tucson Magazine: Oro Valley Special Report

Innovative idea; beautiful publication. -Wonderful publication. The artwork, the stories--so appealing. Great incorporation, layout, and budget. Exciting photos, tags, and sections.

AWARD OF EXCELLENCE
Westlake, TX

Simply Westlake

Great publication. Lovely magazine--looks amazing. The finished product is professionally done and well put together.

Population: 51,000 - 110,000

SAVVY
Bloomington, MN

Briefing

Great publication--fun images and graphics. Really great entry with well-documented info and robust summary/description. Nice work with entry--letter and back up materials made scoring easy. Most organized entry seen in this category. -Love the graphics and balance of images and text.

SILVER CIRCLE
Avondale, AZ

Avondale RAVE Review Magazine

Nice publication and kudos to finding a cost effective way to get messages out and reducing number of message delivery methods at the same time. Great cost saving initiative! -I like the idea of combining publications. Might consider cleaning up the navigation.

AWARD OF EXCELLENCE
Clearwater, FL

MyClearwater Magazine
Excellent presentation and publication. Beautiful photos and stories.
Beautiful magazine

Population: 111,000 and Up

SAVVY
Tacoma, WA

City of Tacoma EnviroTalk
What a beautiful presentation. The write-up was well-written with all the pertinent info. The publication itself is nicely laid out and fun for the whole household. Great work. -LOVE this publication. The trash/recycling stickers, the word find, the graphics...all of it. It looks successful, but how do you measure that? Love that it's all produced in-house.

SILVER CIRCLE
Lakewood, CO

Looking @ Lakewood newsletter
Good budget information; lovely newsletter -I liked the use of color, graphics, and images. Great work.

AWARD OF EXCELLENCE
Johnson County, KS

JoCo Magazine
Loved the publication. I like that it is all done in-house. The graphs that show percentage of people who received and read the magazine were useful. This is a great piece that seems to resonate with residents. I liked the follow-up survey on whether people remember seeing it in the mail.

Printed Publications - Catalogs/Guides

SAVVY
Athens-Clarke County, GA

ACC from A to Z
Great Concept! Comprehensive and well-arranged. Nice to have as a resource for employees as well as the public.

SILVER CIRCLE
Waukee, IA

Waukee Parks & Rec Program Guide
Eye catching design, easy to read with great photos.

AWARD OF EXCELLENCE
Carrollton, TX

Carrollton Sponsorship guide
Great concept, nicely arranged. Every community should have this!

Printed Publications - Advertising

SAVVY
West Hollywood, CA

"Keep it Dirty" Water Conservation Print Campaign
"Wow, just wow." This is a serious case of knowing your audience. The ads are playful and sexy and they are for water conservation. Very imaginative and right on target. Using sex to sell water conservation is stepping way outside the box. Great job West Hollywood!

SILVER CIRCLE
St. Tammany Parish, LA

Plus 10 - A decade of resiliency
Very colorful and on target. Shows the fighting spirit of the people in this area. Great job St. Tammany Parrish!

AWARD OF EXCELLENCE
Arlington, TX

DFW Real Estate Review Advertisement
The ad is bright and uses beautiful photography. Makes a person want to pull up stakes and move there. Beautiful city, beautiful ad!

Printed Publications – Other

Population: 0 - 60,000

SAVVY
West Hollywood, CA

City of West Hollywood Communications & Community Engagement Strategic Plan

Extremely well-designed! Communicates a consistent message to all town employees, across all departments. Presented in an attractive and easy-to-use way that will have employees reaching for their strategic plan, rather than letting it sit on a shelf.

SILVER CIRCLE
Lebanon, OH

Celebrating 200 Years

Anyone who attended this celebration of the Fire Department's history walked away with a true keepsake, not just a throwaway handout. Presentation of this historical info was interesting and concise – an eye-catching design that would appeal to more than just your average history buff.

AWARD OF EXCELLENCE
Blue Springs, MO

The City Beat

Addressed the identified the needs of organization. Fun, straightforward documents - staff is now invested in areas outside their department. Fosters sense of community and morale.

Population: 61,000 and Up

SAVVY
Aurora, CO

The A-Book

Descriptive letter was very well done – problem statement clear and concise. Aurora was really facing a challenge that can begin to be overcome with positive messaging in the A-Book Fantastic written guidelines for entire city to be consistent, while allowing variation on how departments communicate (within given font choices, colors and patterns).

SILVER CIRCLE
Orange County, CA

Volunteer Yearbook

Great way to make volunteers feel important and push the positive message of OC Animal Care. Nice keepsake for volunteers to demonstrate the importance of their work. Cost effective, without risking any quality of printing and layout.

AWARD OF EXCELLENCE
Arlington, TX

Office of Communication Strategic Plan

Thorough look at objectives and how they are measured. Great transparency! Clear what the vision is, and where the town is headed with their communications strategy. Eye-catching graphics, text is broken up very well.

Digital Interactive - Overall Website

Population: 0 - 55,000

SAVVY
Marana, AZ

MaranaAZ.gov

An excellent process for planning the redesign resulted in a Savvy website! This is a beautiful site rich with imagery and crafted with very little money. New features such as Newsroom, Financial Transparency Dashboard and Employee Showcase are nice enhancements that strengthen the website and the town brand.

SILVER CIRCLE

Wylie, TX

www.WylieTexas.gov

This is what cities should strive for in their redesigns from "2.0" to "3.0" sites! Design is very clean and easy to use and the brand is furthered by strong photography. We love the large photo and content pods on the homepage.

AWARD OF EXCELLENCE

Winchester, VA

New Website Launched 2016

Way to take your site to the next level! Much was improved in this redesign. Great photos and appealing headers. Nice job reorganizing content. Add more imagery throughout the site.

Population: 60,000 and Up

SAVVY

Frisco, TX

FriscoTexas.gov

Frisco's team developed a good process for the website redesign, resulting in the elimination of a lot of web pages and streamlined navigation. Very clean and sophisticated design with bold colors and large, attractive photos.

SILVER CIRCLE

Johns Creek, GA

Johns Creek Website

Unique design and navigation -- unexpected for a government website. Strong photography throughout.

AWARD OF EXCELLENCE

Roanoke, VA

The New RoanokeVA.gov

This is a visually appealing site. Nice photos on home page! We like that not all content is lost "below the fold" on the home page since you kept a level of navigation there.

Digital Interactive - Issue Specific Website**SAVVY**

Metro Regional Government -
Portland, OR

Metro's Regional Snap Shots

Kudos to Metro Regional Government! The Metro Regional Snap Shots website serves as a great way to illustrate the growth in this region. The presentation of information, use of visuals and ease of navigation was very well thought out. The site is full of great information that is presented in a nice, cohesive design.

SILVER CIRCLE

Asheville, NC

One Asheville Employee Intranet

One Asheville is a nice, highly polished entry showcasing a very good employee intranet. Great use of interactive elements - like the ability for employee's to create profiles and participate in blogs. Great tie into the City of Asheville's external web presence with the consistent color scheme.

AWARD OF EXCELLENCE

Dallas, TX

DallasPETS

Nice execution of the overall concept. DallasPETS was easy to navigate and use, as well as well designed. Great use of visuals.

Digital Interactive - Electronic Newsletters

Population: 0 - 60,000

SAVVY

Walla Walla, WA

City of Walla Walla - Electronic Newsletter (external)

Let's just say we were Walla Walla wowed by this entry! Eye-catching, clear design and color scheme, as well as an overall theme complements the content to bring out the best in these communications products.

SILVER CIRCLE

Walla Walla, WA

City of Walla Walla - Electronic Newsletter (internal)

Excellent entry. Easy to read and a layout other communities are going to want to copy!

AWARD OF EXCELLENCE

Farmers Branch, TX

Branch Bulletin News

Newsletter covers a lot of ground and provides a lot of information.

Population: 61,000 and Up

SAVVY

Buncombe County, NC

County Center

Top notch use of web tools. Sleek design and easily navigable. Gorgeous, simple to use.

SILVER CIRCLE

Vancouver, WA

City Currents

Very impressive for an employee focused publication. Very positive focus.

AWARD OF EXCELLENCE

McKinney, TX

Celebrating 10 years of telling the McKinney Story

Very good looking, lots of content. Great colors, but little dynamic about interactive PDF.

Digital Interactive - Customer eGovernment Services

SAVVY

Alameda County, CA

Alameda County Permit Portal

"Permit us" to congratulate you for your well-executed permit portal! Alameda County took a difficult problem, broke it down to its basic elements and constructed a solution in a truly impressive way. This project has a broad reach, and uses technology to create a direct improvement in the lives of residents, businesses and staff stakeholders. This is a model for all municipal governments. Congratulations on a job well done!

SILVER CIRCLE

Arlington, TX

Arlington City Hall Main Lobby Kiosk

This touch-sensitive lobby kiosk is a great "sign" for the future! Congratulations on putting technology to work at Arlington's City Hall. Kudos to you for exploring how current technology could be used to improve your response to your visitors' needs and residents' interactions with the city. And the kiosk looks great! Good work!

Digital Interactive - Mobile

SAVVY

Lenexa, KS

I Like Lenexa App

Lenexa's mobile app is a highly creative way to convince people to explore city parks! The use of gamification is innovative, and this is certainly a model that other cities and counties could replicate. The entry itself was well written with a lot of clear information, great photos, and quantified results. Great entry and great app!

SILVER CIRCLE

Maricopa, AZ

Salsa Festival App

This is a leading example of how today's mobile technology can save staff time and make a signature event even more interactive and enjoyable for attendees. This truly is a great project!

AWARD OF EXCELLENCE

Downtown Orlando, FL

Downtown Orlando Walking Tours

This is a great example of maximizing the potential of mobile technology to distribute information. This project not only provided cost savings (going from printed maps to a mobile map), but also heightened the level of interaction. Great job.

Special Events - One-Time Event

Population: 0 - 99,000

SAVVY

Sandy, UT

Adventure Week

The judges are already filling out their "Dolan Day Off" excuse forms to ditch work and attend next year's event. Adventure Week, at least on paper, seemed like a tremendous challenge. But, organizers pulled it off flawlessly, combining more than a dozen events into a cohesive week of uber, out-doorsy, laid-back fun. Smart artwork and fun messaging led the way to a great event. Well done. See you on the slopes in 2017!

SILVER CIRCLE

Lenexa, KS

Lenexa Civic Center Project Groundbreaking

Groundbreakings can be difficult things to pull off, but Lenexa did it right with its new Civic Center event. Kids in hard hats, heavy equipment and food trucks were the perfect backdrop to a successful and creative affair that drew 8,000 curious Lenexans to the site. And by golly, "I Like Lenexa" just rolls off the tongue! Judges were also impressed with the use of the budgeted funds that seemed to go a long way.

AWARD OF EXCELLENCE

Mansfield, TX

Mansfield 125

The judges, sheltered as we are, learned a new word this month: quasiquicentennial! And if you are going to celebrate one, talk to the folks in Mansfield, Texas. They did it right! Pulling in a variety of partners to pull off the finest quasiquicentennial this side of the Pecos River. The outreach went deep into all areas of the community fostering education, art and engagement. We likely won't be around for the sestercentennial, but Mansfield 125 will be hard to beat!

Population: 100,000 and Up

SAVVY

Chatham County Sheriff's Office,
GA

Panic in the Pen - Haunted Jail

The creativity and execution (pun intended) of turning an abandoned Old Jail into a fundraiser for the Chatham County Sheriff's Office Explorer Program was ghoulish. Their media plan and pre-event media coverage, including an all-night investigation of paranormal activity at the Jail, were brilliant and tapped into the community's interest in their ghostly efforts. They raised over \$50,000 for the Explorer Program and, as a testament to the event success and the character of the people involved, they split the proceeds and donated half to their favorite charity – the Wounded Warrior Project. Well done!

SILVER CIRCLE

Tallahassee, FL

FAMU Way and Capital Cascades Trail Grand Opening

The breadth and depth of community engagement in this project and groundbreaking were outstanding! Judges were impressed by the specific outcomes defined by Tallahassee's Communications Department and the innovative approaches they took to engage the community during the project and at the grand opening, earn media coverage and extend their reach through social media. FAMU Way far exceeded our expectations and we can't wait to take a selfie with the pond and custom light display as our backdrop.

AWARD OF EXCELLENCE

Montgomery County, MD

Honor and Gratitude: Montgomery County salutes Vietnam Veterans

The judges were impressed by the initiative and excellent implementation of this event that recognized Vietnam veterans. The managers of the Public, Education and Government stations in Montgomery County leveraged their resources to chronicle the personal stories of veterans in the Washington area. Their inventiveness landed them Bob Schieffer, former host of the CBS show Face the Nation who covered the Vietnam War, as a keynote speaker and countless donations of time, resources and facility space to pull off this live event. Their efforts definitely made it a special day for Vietnam veterans!

Special Events - Recurring Event

Population: 0 - 125,000

SAVVY

Wylie, TX

Bluegrass on Ballard

You have done an impressive job of capitalizing on Wylie's "strong community spirit" to revive an event that builds upon the same. Your narrative says that Wylie residents like to "get together for good times." Based on the successful planning and coordination, it looks like the good times will continue to roll with Bluegrass on Ballard. Excellent presentation of the event. Very well written.

SILVER CIRCLE

Round Rock, TX

Music on Main

Love the social media success of the project, especially utilizing multiple social media avenues. What a great way to connect, promote, and inform without expending! The pictures, attendance numbers, and retail/restaurant sales say it all!

AWARD OF EXCELLENCE

Seabrook, TX

Population: 126,000 and Up

SAVVY

Vancouver, WA

SILVER CIRCLE

Orange County, CA

AWARD OF EXCELLENCE

Frisco, TX

SAVVY

Greeley, CO

SILVER CIRCLE

Arlington, TX

AWARD OF EXCELLENCE

Hurst, TX

Celebration Seabrook 2015

It looks like conscientious planning paid off. Celebration Seabrook appears to have been a huge success that was enjoyed by all ages and sparked new life into the "Old Seabrook District."

State of the City Event - Vancouver

Great way to incorporate fun, humor and creativity into what can sometimes be a mundane or boring event. Love the creative way you highlighted several city assets, engaged the community, used social media, and delivered your message in a creative way - well done! Incredibly creative.

Volunteer Yearbook - OC Animal Care Annual Volunteer Recognition

What a great way to showcase the good work and significant volunteer efforts! You found a creative way to capture moments that touch the heart and highlight the results of compassionate, dedicated volunteers. Nothing but smiles in that Yearbook!

Frisco Freedom Fest

Frisco found a way to celebrate freedom with family-friendly fun! Love the way you honored the heroes (both present and actively serving) through community participation (letters to troops, hero exhibits, and honor guard) and established a sustainable, growable event!

Photography

Greeley's Community Resource Flickr Page

Great project. Other cities should consider doing a similar project. Photos are professional quality and tell the story of the City. Why didn't we think of this? Not only are the photographs fantastic at a low cost, but the use of these photos to tackle a real issue is phenomenal! The proof is in the use by outside organizations. Great job tracking effectiveness of the campaign. Well defined objective. Very good execution.

Entertainment District Photo Shoot

Great photos of the city. Photos employed the use of good color saturation for night time shots. Good project. Loved the night shots of the vibrant, bustling activity in the city! Well executed long range photography. Nice work. Good resource tool.

Youth in Government Image

Great use of depth of field to focus attention on the subject. The photo composition shows friendship. A very nice photo. The energy really comes across.

Graphic Design - Publications

Population: 0 - 40,000

SAVVY

Winchester, VA

2016 Informational Calendar

The use of imagery and featuring photography from amateurs and professional photographers was great. The way the meetings, events and activities are featured on the calendar is easy for residents to distinguish when things occur during each month. The explanation of the budget is excellent because it provides facts about the City and when the budget process begins and how it is done. This calendar is almost like a Guide to the City - very well done! The comments from local residents was also a nice additional to the descriptive letter.

SILVER CIRCLE

Rosenberg, TX

Rosenberg Insider

The design used is simple, but it provides the residents information on what's going on in their City. I like that the distribution method is through the utility bills because every resident receives a bill. According to the National Citizen Survey residents look to the monthly newsletter for information so the message being received is getting across to residents.

AWARD OF EXCELLENCE

Queen Creek, AZ

Corporate Strategic Plan

The problem/opportunity was well written, but the goals/outcomes could have been more clearly defined. It was easy to read, but did the community members feel like it was easy to read? The strategic plan book was put together very nicely and the imagery and infographic style sidebars made it easy to pull out the important information. The strategic priorities were very nicely put together and made it extremely easy for the community to see what the priorities are for the Town of Queen Creek.

Population: 50,000 - 140,000

SAVVY

Southfield, MI

2016 Annual Report/Calendar

The photos within the calendar certainly feature the picturesque views of the City. I think it's great that businesses can advertise within the calendar and City events are also listed. The photos certainly draw you in, and I'm sure those who have the calendar hanging up can't wait to see what next month's image is.

SILVER CIRCLE

Homestead, FL

Downtown Homestead Outreach

The Prezi presentation and the video are certainly creative. I truly enjoyed how the Prezi presentation colored the buildings before it zoomed in on them further to explain more about each of them. The video certainly showed a creative aspect that was very engaging and kept you wanting to see what was next.

AWARD OF EXCELLENCE

Mansfield, TX

History of Mansfield, Texas Coloring & Activity Book

It's great the City of Mansfield took an opportunity to educate the youth about the 125 year history of the town. The coloring book depicts great historical information, which provides families history information about places within the City. The cover is extremely creative and colorful too.

Population: 200,000 and Up

SAVVY

Clermont County, OH

2015 Report to the Community

Excellent problem statement and goals. Everything was very clearly defined in the descriptive letter. The report was easily distinguished by the successes. Overall, they did an excellent job and I like how they provided the contact information on the back of the report. It makes it easy for the recipients to know who to contact. The graphics used fit well with the copy too.

SILVER CIRCLE

Buncombe County, NC

Buncombe County Popular Annual Financial Report (paper)

The problem/opportunity was very well defined. The financial report was well put together and the graphics and copy were easy to distinguish. The colors used in the photos were very vibrant, which helped to pull the piece together

AWARD OF EXCELLENCE

Orange County, CA

Volunteer Yearbook - Annual Volunteer Recognition

The volunteer yearbook is very creative and the use of photos with the copy is put together nicely. The photos are very vibrant and the volunteer t-shirts help market the piece.

Graphic Design - Art

Population: 0 - 99,000

SAVVY

Dublin, CA

City of Dublin, CA - The New American Backyard

This campaign is out of this world and entirely all encompassing. The re-branding of Dublin was a success and then some! From newsletters and resident guides to advertising and the annual report -- the consistently clever design is captivating and engaging.

SILVER CIRCLE

Roswell, GA

#WheninRoswell Graphic Design

The use of the hashtag, combined with all-around great creative makes for a fun, trendy campaign. Way to tell your story, Roswell!

AWARD OF EXCELLENCE

Mansfield, TX

Mansfield 125 Logo

This unique logo is direct and to the point. It looks sharp, even in a one-color design. The collateral materials work very well to carry the design through -- no matter the event or use. Great work!

Population: 100,000 and Up

SAVVY

Fort Collins, CO
(TIE)

Pooch Plunge Makes a Splash

What do you get when you combine a super-cute dog, a fun use of fonts, and over-the-top accessories? One doggone-awesome campaign! From posters and ads, to tickets and more ... this fun these was carried throughout, perfectly executed and engaging.

SAVVY

Sacramento, CA
(TIE)

Plastic Bag Ban Campaign

This clever campaign, coupled with eye-catching graphics, is very well executed. The multi-language outreach, myth/fact graphics and the easy-to-follow action plans and tips make for a well-rounded campaign.

SILVER CIRCLE
Leon County, FL

Leon County's Leon Works Expo

The bright, simple design is eye-catching and "on point" for the campaign's target audience. Well done! The passport was a very creative idea!

AWARD OF EXCELLENCE
Richardson, TX

2015 Employee Phone Book Cover

This fun, comic-themed design adds a great pop to a would-be mundane piece. This bright cover is easy to spot, even on the messiest of desks!

Graphic Design - Other Promotional Items

Population: 0 - 85,000

SAVVY
Troy, MI

Welcome to the Neighborhood Tree Tag

Such a simple idea. It tells a story and encourages interaction. Executed perfectly. Really creative and innovative

SILVER CIRCLE
Oro Valley, AZ

Oro Valley Aquatic Center Summer Marketing Campaign

A visually compelling and consistent marketing campaign with a spot-on message that worked. The whole package.

AWARD OF EXCELLENCE
Mansfield, TX

Economic Development Aerial Map

Amazing job on the aerial map for graphic design. It shows Mansfield in great detail and effortless to read. A real tool for anyone wanting to develop in the City.

Population: 86,000 and Up

SAVVY
Springfield, MO

2016 Salute to Legislators Display

A great example of thinking beyond paper! From the building facades to the infographics, everything is top notch. If I could, I would've given this a 10 for creativity and innovation. Now you can take Downtown Springfield anywhere to promote the city. What a great tool to have!

SILVER CIRCLE
Snohomish County, WA

Snohomish County Public Works

A fun and creative way to bring attention to a department that can be challenging to promote. You took the tasks these workers do every day and turned them into something the public would WANT to learn about. The cutouts add a whole new level to this project and using social media to encourage pictures is genius!

AWARD OF EXCELLENCE
Sandy, UT

"Sandy Safety Kids" Poster

A campaign made great with original, appealing graphic design! Designers took great care in developing eight unique characters children of all ethnic backgrounds could identify with. That helps grab a child's attention so they pay attention to the messages in the posters. It made me wanna be a Sandy Safety Kid!

"Go Green" Communication Program Efforts

Population: 0 - 100,000

SAVVY

North Port, FL

Gopher Tortoise Awareness Program

When you are contacted by other cities who are looking to duplicate your program - you know you have a real winner! North Port successfully created a web application that residents utilized to submit the locations of the threatened species of Gopher Tortoises. In addition to the app, this multi-faceted campaign utilized attractive photos and design on their material that caught the attention of their residents who really came through with reporting the data. Success outreach to raise awareness together with community involvement = a winner.

SILVER CIRCLE

Commerce City, CO

Be a Can Fan

Commerce City did a great job of leveraging the resources provided by their residential trash and recycling vendor to carry out a very diversified communications plan when their city switched to a fully automated system. Their investment worked, as diversion rates increased from 8% to 13.7%! The judges loved the variety, clarity and creativeness of all the materials used to inform residents and minimize their confusion about the new procedures.

AWARD OF EXCELLENCE

Bryan, TX

Let it Flow

Sometimes a little change can go a long way and when Bryan changed up the format of their annual water quality after ten years of doing it the same way - it became something no resident would want to toss away. They created a game board! Designed by local high school students, this attractive marketing piece was interesting to read. When's the last time anyone said that about a state mandated report? Good job Bryan staff, students and teachers on a wonderful collaborative effort that served your community well.

Population: 101,000 and Up

SAVVY

Sacramento, CA

Sacramento Plastic Bag Ban

"Bring your own sac" Sacramento - you'll need one to carry your Savvy home! Great designs with a cute mascot that appeared consistently on all marketing materials helped make this strategy memorable and identifiable. The judges were impressed with this multi- platform, multi-lingual approach that successfully earned media coverage, public engagement and ultimately succeeded in getting everyone to "Bring your own sac!"

SILVER CIRCLE

Alameda County, CA

Green & Healthy Awards

When your results are "better than you hoped for," you sure did something right, and that is the case for Alameda County's Green & Healthy Awards, designed to recognize and celebrate employees who achieve resource conservation. By raising awareness among employees and utilizing their feedback, Alameda County engaged more than 9,200 employees and members of the public in green and healthy practices. A real winner for employees and residents!

AWARD OF EXCELLENCE

Burbank, CA

City of Burbank's Billion Gallon Challenge

Attractive materials, a super clear message for the community and updates and ongoing communication from city officials resulted in Burbank reaching their billion gallon goal earlier than they planned! Excellent use of a variety of techniques to insure everyone got the message and pulled together - and, they did! Congratulations Burbank.

Citizen Participation**SAVVY**

Marana, AZ

New Marana Park Survey

Down to earth, no nonsense and wildly creative!

SILVER CIRCLE

Burbank, CA

Burbank's Billion Gallon Challenge

Creative, effective and successful! Budget and outside resources information sections were difficult to understand.

AWARD OF EXCELLENCE

Decatur, GA

Better Together Initiative

Impressive effort for a community of this size. A well developed and executed process from start to finish, including the matrix of possible participants and community organizations, personal outreach via letters, and a very comprehensive action plan. The graphics were bright and matched the city's logo.

Community Visioning**SAVVY**

Decatur, GA

Better Together Initiative

Impressive effort for a community of this size, or any size of city/town for that matter! They created and executed a very thorough process from start to finish, including the matrix of possible participants and community organizations, personal outreach via letters, and a very comprehensive action plan. The graphics were bright and matched the city's logo. It was clear to see the passion of this community!

SILVER CIRCLE

Tallahassee, FL

The Longest Table

From a simple idea by the Mayor to execution of large-scale dinner, this entry was creative yet simple. The goals were very clear and measurable, and the written narrative was easy to read. The graphics were pleasing, and they overcame obstacles while achieving great success.

AWARD OF EXCELLENCE

Wilmington, NC

Comprehensive Plan: What is it & Why should I care?

Great, creative use of social media (i.e. Agree = Retweet, Disagree = Reply). Creative, engaging graphics. Impressive that this was accomplished with internal resources.

Communication or Marketing Plans*Population: 0 - 100,000***SAVVY**

West Hollywood, CA

City of West Hollywood Communications & Community Engagement Strategic Plan

Extremely creative and well executed. A model for other cities.

SILVER CIRCLE
Greenville, NC

Street and Pedestrian Transportation Improvements Bond
The use of visual content was very resourceful and captivating. Impressive "FAQ" that presented information in a concise and streamlined manner.

AWARD OF EXCELLENCE
Grand Forks, ND

The Grand Forks Fire Department is Growing
Engaging social media. Nice and clear presentation.

Population: 101,000 and Up

SAVVY
Burbank, CA

City of Burbank's Billion Gallon Challenge
By using an array of different communication methods, collateral, visual aids and social media, this project was successful in meeting its objectives and meeting them ahead of schedule. Very impressive! Plus, very comprehensive budget report.

SILVER CIRCLE
Corpus Christi, TX

Communication Strategic Plan 2015-2017
Very comprehensive plan! Great template for communications plan development. A robust summary would have made the material more accessible.

AWARD OF EXCELLENCE
Leon County, FL

Leon County's Kinhega Drive OPEN Program
Great, clean collateral. Impressive results. Good use of budget and media tools.

Most Creative Activity with Least Dollars Spent

Population: 0 - 100,000

SAVVY
Bend, OR

Storm Drain Painting Community Awareness Campaign
Many communities have mural art programs or storm water awareness campaigns, but Bend combined the two and created an eye-catching awareness campaign that is hard to miss. Winning combination of art and information built from a partnership of city staff and the arts community.

SILVER CIRCLE
Roswell, GA

Relay for Life 2016 Video
This is a very well-produced video that boasts dynamic cinematography and a compelling script. The "Hearts of Hope" video does a very good job of highlighting a touching community art project in Roswell. This project was an inexpensive but impactful opportunity to make a difference and create community.

AWARD OF EXCELLENCE
Avondale, AZ

Put a Stick on It!
What a great idea! Avondale turned their brochures and flyers into sought-after promotional items using only sticks and volunteer labor. Well done! HOT item and COOL idea! Who wouldn't pick up a fan on a scorching day? Great use of creativity to share your message and provide citizens with relief from the Arizona heat.

Population: 101,000 and Up

SAVVY

Plano, TX

The "It's a Little Plano in Here" Campaign

In the wake of the "Real Housewives" snub of their community, Plano communications staff and community members took what could have become a negative snark-fest and created a fun and engaging social media campaign to advertise their city. Plano turned "shade" into sunshine without breaking the bank, and they did it while creating a sense of community pride and developing champions and advocates for the City of Plano.

SILVER CIRCLE

Tallahassee, FL

#TallyforACC, A Social Media Campaign

Tallahassee mounted a positive social media campaign rallying community support to be named an All American City in the midst of daily doses of negative press and tragedy. The campaign prevailed over unflattering perceptions of the City, and Tallahassee took its well-deserved honor as an All American City for a second year.

AWARD OF EXCELLENCE

Aurora, CO

Hashtag Promotion

Aurora harnessed the momentum generated when a big food and music festival relocated from its supposedly "cooler" neighbor, Denver, and launched a social media campaign showing residents and visitors alike that Aurora is a fun city with a lot going on. Beer + Millennials + Hashtags = Successful Campaign & Winning Entry

Most Innovative

SAVVY

Round Rock, TX

Lost Teddy Alert

Very innovative! Cute! All the ingredients for success Took campaign to the next level!

SILVER CIRCLE

West Hollywood, CA

Pretty Boys - Get Out the Vote

Fantastic video and results Great use of innovation, and pushed the limits! Great use of getting others to participate, and leveraging a popular YouTuber.

AWARD OF EXCELLENCE

Buncombe County, NC

County Center

Did a nice job making all content shareable It's a nice site! The news looks very appealing. Fantastic job getting an increase in web traffic.