



KEEP TEXAS BEAUTIFUL & TXDOT
**GOVERNOR'S COMMUNITY
ACHIEVEMENT AWARDS**

GCAA Application Questions

GCAA is open to all communities in Texas. For more information: ktb.org/gcaa

Applications open Monday, January 4, 2021 and close Thursday, March 4, 2021 at 5PM CST.

Community Leadership and Coordination – 12 Points

1. Describe your community and its specific characteristics (i.e., brief history, demographics). (125 Words)
2. Texas is one of the fastest growing states in the country. How has your community adapted and worked to address the population changes it is experiencing? (125 Words)
3. How have partnerships with state or national organization(s) related to litter prevention, beautification, community improvement and/or waste reduction helped increase the impact of your community's work? (100 Words)
4. How are your community improvement programs (programs focused on litter prevention, beautification, and waste reduction) organized, structured and funded? Describe support (staff and volunteers) for your community improvement programs. (125 Words)
5. How are your community leaders, including those in charge of community improvement programs, staying up to date with best practices and changing information related to litter prevention, beautification, and/or waste reduction? (75 Words)

Public Awareness and Outreach – 12 Points

1. Describe outreach efforts and how your community has made the general public aware of your community improvement programs through the use of media, speeches, social media, websites, events, workshops, bulletin boards, technology and/or printed materials. Include how your community was able to adapt its efforts due to COVID-19. List any measurable results. (200 Words)
2. What efforts does your community use to reach diverse or underserved audiences? (75 Words)
3. How has your community worked to promote the Don't mess with Texas® campaign or Keep Texas Beautiful? (125 Words)
4. Describe how community awards and recognition programs have helped increase local support of your community improvement programs. Note awards and other forms of recognition offered by your program and those it has received. (100 Words)
5. What educational efforts, projects or programs are available in your community to teach the general public about recycling, waste reduction, litter prevention or beautification issues? List impact, available measurable results, and adaptations due to COVID-19. (200 Words)

Environmental Education – 12 Points

1. What topics (solid waste/recycling, water reduction, energy savings, etc.) does environmental education in your community's schools cover? Describe what kind and how many environmental education programs or special events are offered for youth and your community's involvement. Include any youth, preschool, elementary, secondary, and college/university programs in your community. (150 Words)
2. How do your community's schools use environmental curricula such as Project Wild, Waste in Place, Project Learning Tree, and/or other educational activities or outdoor learning opportunities? What programs to train educators on these learning opportunities do you have in place typically (pre-COVID) and how did your community adapt to COVID changes? (200 Words)

Beautification and Community Improvement – 12 Points

1. Describe beautification efforts in public spaces (parks, community gardens, etc.) in your community, such as tree and flower planting, native or adaptive landscaping, and landscape maintenance. How did your community maintain COVID-19-safe working conditions for staff members and volunteers while working on beautification efforts? Include information on the impact of COVID-19 on your community's beautification efforts, including any applicable metrics. (225 Words)
2. How has your community worked to instill pride and communicate the positive impact on economic development and the prosperity of your community through increased beautification and community improvement programs? (175 Words)

Litter Prevention and Cleanup – 12 Points

1. Does your community conduct any type of study or survey to determine the extent of littering? (75 Words)
2. Uncovered trucks, construction sites, motor vehicles and pedestrians are the primary sources of the litter found on roadways. Describe how your community specifically addresses roadside litter and any program changes or adaptations due to COVID-19. (125 Words)
3. Many communities reported an increase of litter in public and outdoor spaces during the COVID-19 pandemic. This could be from decreased volunteer engagement, decreased staff support and/or hours, and increased outdoor usage during the pandemic. Describe how your community is working to address this problem. If your community is experiencing specific litter issues from personal protection equipment (PPE), how is your community working to address these issues? (125 Words)
4. What was the overall impact on the environment and/or the public's attitude toward litter prevention and cleanup based on your litter prevention programs? How does your community assess the effectiveness of its litter prevention programs? (150 Words)
5. List the community cleanups (Adopt-a-Block, Fall Sweep, Great American Cleanup, etc.) you held and measurable results of those events. Virtual events or other nontraditional cleanups can also be included with this question. If you were unable to hold an event in 2020, please explain any plans for safely reintroducing cleanups in the future. (150 Words)

Solid Waste Management – 12 Points

1. Describe your community's typical involvement in solid waste management, including work with local waste haulers, businesses, civic groups and citizens. If your community has a recycling program, describe community efforts to reduce and address recycling contamination, which typically is around 25%. (125 Words)
2. Describe how your community has supported source reduction, recycling, reuse and composting to divert materials from landfill space. List measurable results if applicable. Please address all four topic areas. If your community's solid waste programs changed due to COVID-19, identify those changes and how the community communicated these changes to its residents. (200 Words)

Litter Law and Illegal Dumping Enforcement – 12 Points

1. 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. (125 Words)
2. Describe community efforts to reduce nuisance issues such as graffiti, grass and weed violations, dilapidated structures, junked cars and similar issues. (125 Words)

Conclusion – 6 Points

1. Describe how your overall community efforts have adjusted and adapted to the ongoing pandemic during 2020. Will this change how your community organizes and executes programming in the future? (150 Words)
2. Explain how your community's overall environmental efforts have made your community a better place to live, work and play. Use this space to address anything related to community improvement programs that has not been covered in this application. (125 Words)

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PROGRAM PORTFOLIO

PROGRAM PORTFOLIO GUIDELINES

1. All support material must take place in the reporting period of 1/01/2020 - 12/31/2020, unless otherwise noted.
2. Support material is meant to support what is written in the application itself. These should not act as a standalone application.

PROGRAM PORTFOLIO REQUIREMENTS

1. SUPPORTING PHOTOGRAPHS:

- A. 10 photographs are required, but up to 15 photographs are allowed (increase from previous years).
- B. Only photographs may be submitted in the photograph section (i.e. no newspaper articles, social media posts, etc.).
- C. Photograph collages are not permissible.
- D. The word count limit for each photo caption is 20 words (increase from previous years). The caption should describe the photo. Points will be deducted for captions over 20 words.

2. SUPPORT MATERIALS:

Applicants must submit support materials from three of the following five options. You will have the option to submit up to three examples of each but you must, at a minimum, submit two examples of three of the following five options:

- A. Two examples of public awareness or promotional materials.
- B. Two examples of local media support (i.e. news articles, publications, social media).
- C. Two examples of educational materials developed for use in adult or youth educational activities.
- D. Two city or county ordinances related to litter prevention, litter law, waste management or illegal dumping. Include the complete ordinance, including section, title, details and website line (if applicable). **Reporting period does not apply (i.e. ordinances that were passed in previous years can still be submitted).**
- E. Two examples of awards, recognition, and/or proclamations given to the community or community programs recognizing environmental stewardship.

