



# SIXTH ANNUAL COMPASS BLUEPRINT RECOGNITION AWARDS

2012 NOMINATION PACKET | DEADLINE: FEBRUARY 8, 2012

## 2011 President's Excellence Award

Visionary Planning for Mobility, Livability, Prosperity & Sustainability  
City of Los Angeles & Los Angeles County Metropolitan Transportation  
America Fast Forward, 30/10 Plan and Sustainable Transit Communities

The Vision for the 30/10 Plan is transformative – the rail network in our region's metropolitan area could double in 10 years! The backbone of Metro's system is its rail lines and Bus Rapid Transit. Areas around each of Los Angeles' rail and BRT stations will become ideal places to leverage Metro's investment in its transit infrastructure through the Sustainable Transit Communities (STC) Program.



# SIXTH ANNUAL COMPASS BLUEPRINT RECOGNITION AWARDS

On April 4, 2012, the Southern California Association of Governments (SCAG) will host the Sixth Annual Compass Blueprint Recognition Awards Program during the Regional Conference & General Assembly at the Westin Bonaventure Hotel & Suites in Los Angeles. As part of this event, SCAG will present awards to recognize the great planning and development work occurring throughout the region that exemplifies the Compass Blueprint Principles.

Starting in January 2012, SCAG will begin accepting nominations for projects that coordinate land use and transportation actions to improve the mobility, livability, prosperity and sustainability of our region. More information on the types of projects SCAG is looking for can be found below. The Recognition Awards Program is open to all parties, including local governments, non-profits, developers and others. Partnerships are welcome; public agencies, in combination with other public or private organizations or individuals may jointly submit an entry. Eligible submittals include plans, projects, and programs completed or adopted after January 1, 2007 and prior to February 1, 2012.

The deadline for nomination submittals is  
**Wednesday, February 8, 2012 at 2:00 P.M.**



## Compass Blueprint Principles

1. Improve **mobility** for all residents
  - Encourage transportation investments and land use decisions that are mutually supportive
  - Locate new housing near existing jobs and new jobs near existing housing
  - Encourage transit-oriented development
  - Promote a variety of travel choices
2. Foster **livability** in all communities
  - Promote in-fill development and redevelopment to revitalize existing communities
  - Promote developments that provide a mix of uses
  - Promote "people-scaled" walkable communities
  - Support the preservation of stable neighborhoods
3. Enable **prosperity** for all people
  - Provide a variety of housing types in each community to meet the housing needs of all income levels
  - Support educational opportunities that promote balanced growth
  - Ensure environmental justice regardless of race, ethnicity or income class
  - Support local and state fiscal policies that encourage balanced growth
  - Encourage civic engagement
4. Promote **sustainability** for future generations
  - Preserve rural, agricultural, recreational and environmentally sensitive areas
  - Focus development in urban center and existing cities
  - Develop strategies to accommodate growth that uses resources efficiently and minimizes pollution and waste
  - Utilize "green" development techniques

## 2011 Sustained Leadership

### City of Fullerton, Fullerton Transportation Center Specific Plan

The City's vision is to create the premier transit-oriented destination in Orange County -- an urban and sustainable transit-oriented neighborhood. The neighborhood will provide opportunities to live, work, learn, play, dine, and shop. The Transportation Center Specific Plan shows that the City of Fullerton's leaders have embraced sustainability as a framework for the community's decisions and actions.



# COMPASS BLUEPRINT 2012 RECOGNITION AWARDS APPLICATION PACKET

The Recognition Awards Program rewards those projects, programs, and actions (e.g., policy or ordinance) in the SCAG region that demonstrate the Compass Blueprint Principles. The application packet and information on past years' award winners is available at [www.compassblueprint.org](http://www.compassblueprint.org).

For questions, contact Christopher Tzeng at (213) 236-1913 or [tzeng@scag.ca.gov](mailto:tzeng@scag.ca.gov).

## A. Application Procedure

1. Review the Eligibility and Evaluation Process and Criteria.
2. There are four parts to the Recognition Awards application:
  - a. **Submission Form:** PDF copies of the form are available online at [www.compassblueprint.org](http://www.compassblueprint.org).
  - b. **Evaluation Criteria Response:** Responses should be 2,000 words or less. Keep in mind that the application will be reviewed by a panel of judges, and judges will favor entries that are persuasive and concise. PDF copies of the form can be completed electronically; you must have Adobe Acrobat 9 Standard to save changes to the form.
  - c. **Images:** Include up to ten graphics to represent and demonstrate the quality of the project, program, or action. Images should be submitted in PowerPoint, as well as one of the following formats: TIFF, JPG, or PDF. Photographs that showcase the community surroundings and community involvement are encouraged.
  - d. **Letters of Support:** Applicants are encouraged to include letters of support from organizations and individuals involved in the project indicating why the project is worthy of an award.
3. The four parts of the application should be submitted via SCAG's FTP site. To ensure all submittals are properly processed, please include the following information:
  - a. name of the submitting agency and project title in the subject line of the e-mail
  - b. each part of the four-part application is clearly titled when uploading onto SCAG's FTP site

Please e-mail Christopher Tzeng at [tzeng@scag.ca.gov](mailto:tzeng@scag.ca.gov) for instructions and permission to upload onto SCAG's FTP site before nomination packets

are due on Wednesday, February 8, 2012 at 2:00 P.M. If you have further questions, please contact Christopher Tzeng at (213) 236-1913.

There is no application fee for project submittals.

**Nomination packets must be uploaded onto SCAG's FTP site no later than 2:00 P.M. on Wednesday, February 8, 2012.**

## B. Eligibility

The program is open to all projects, programs, and actions taken within the SCAG region. Nominations are welcome from cities, counties and subregions, in combination with individual developers, consultants, builders, and others who strive to implement the Compass Blueprint Principles. Eligible submittals must have been completed or adopted after January 1, 2007, and prior to February 1, 2012.

Submittals must clearly describe and demonstrate how the project, program, or action addresses the Compass Blueprint Principles and other evaluation criteria. Eligible submittals should also demonstrate significant contributions to the community and excellence in planning and design.

## C. Evaluation Process and Criteria

Projects will be evaluated by a panel of judges consisting of experts in the fields of planning and development. In an initial review, each entry will be scored based on the criteria. Projects that score a minimum point total will qualify for a second review consisting of a group evaluation by the full panel of judges, who will ultimately determine the winning entries for each category.

## D. Awards

The awards will be presented at the Compass Blueprint Recognition Awards Program on April 4, 2012 at the Westin Bonaventure Hotel & Suites in Los Angeles during SCAG's Regional Conference & General Assembly.

**2011 Excellence Award**  
 Visionary Planning for Mobility  
*City of Santa Ana, Transit Zoning Code*

The Santa Ana Transit Zoning Code provides development standards, graphics and architectural images, and guidelines which are a tremendous resource for any community considering land use changes along transit corridors or major arterials. It promotes prosperity by increasing the amount of developable land and allowing higher densities.



## COMPASS BLUEPRINT 2012 RECOGNITION AWARDS EVALUATION CRITERIA

The awards jury will qualitatively compare the submittals for each of the Award Categories for strength in implementing Compass Blueprint Principles as well as results, transferability, and innovation/uniqueness. The jury will also consider the relative size and scope of projects.

Criteria	Possible Points
<b>1. Improve mobility for all residents</b>	20
<ul style="list-style-type: none"> <li>a. Encourage transportation investments and land use decisions that are mutually supportive</li> <li>b. Locate new housing near existing jobs and new jobs near existing housing</li> <li>c. Encourage transit-oriented development</li> <li>d. Promote a variety of travel choices</li> </ul>	
<b>2. Foster livability in all communities</b>	20
<ul style="list-style-type: none"> <li>a. Promote in-fill development and redevelopment to revitalize existing communities</li> <li>b. Promote developments that provide a mix of uses</li> <li>c. Promote "people-scaled" walkable communities</li> <li>d. Support the preservation of stable neighborhoods</li> </ul>	
<b>3. Enable prosperity for all people</b>	20
<ul style="list-style-type: none"> <li>a. Provide a variety of housing types in each community to meet the housing needs of all income levels</li> <li>b. Support education opportunities that promote balanced growth.</li> <li>c. Ensure environmental justice regardless of race, ethnicity, or income class</li> <li>d. Support local and state fiscal policies that encourage balanced growth</li> </ul>	
<b>4. Promote sustainability for future generations</b>	20
<ul style="list-style-type: none"> <li>a. Preserve rural, agricultural, recreational, and environmentally sensitive areas</li> <li>b. Focus development in urban centers and existing cities</li> <li>c. Develop strategies to accommodate growth that use resources efficiently and minimize pollution and waste</li> <li>d. Utilize "green" development techniques</li> </ul>	
<b>5. Demonstrate partnerships with other public or private organizations, including local governments and transportation commissions. Please describe partnerships and include Letters of Support from partnering organizations.</b>	5
<b>6. Results – The extent of the project's success in positively transforming communities and neighborhoods</b>	5
<b>7. Transferability – How this project is a model for other communities of how to grow in ways that implement Compass Blueprint Principles and protect the region's air, land, and water; reduce greenhouse gas emissions; provide safe and affordable housing; and strengthen the local economy.</b>	5
<b>8. Innovation/Uniqueness – Innovative and unique features of the project or plan</b>	5
<b>TOTAL Possible Points</b>	<b>100</b>

## 2011 Excellence Award

Visionary Planning for Sustainability

City of West Hollywood, Climate Action Plan

The West Hollywood Climate Action Plan (CAP) is an example of how a community can implement all four Compass Blueprint principles through a multi-disciplinary and comprehensive program that promotes sustainability. The CAP makes clear the critical links between land use and mobility, tying transit-supportive mixed-use and infill development to meaningful reductions in GHG emissions.



## COMPASS BLUEPRINT 2012 RECOGNITION AWARDS SUBMITTAL FORM (FILL OUT ALL THAT ARE APPLICABLE)

*Provide contact information for the individual submitting this application.*

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Submitter's Organization Name & Address: \_\_\_\_\_

*Provide contact information for an individual to act as liaison for all correspondence to/from SCAG regarding this application.*

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Primary Contact's Organization Name & Address: \_\_\_\_\_

Additional Contact Person (other than the nominator): \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Owner/Developer: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Organization Name & Address: \_\_\_\_\_

Project Name & Address: \_\_\_\_\_

Project Adoption, Construction, or Completion Date: \_\_\_\_\_

Key Statistics (to the extent possible or applicable; e.g. number of units, commercial square footage, office square footage, open space square footage, etc):

Description (maximum 500 words) (Note: You may submit a separate sheet of paper instead of completing the electronic form.):

SCAG may use, reproduce, or make available for reproduction by others the information on this form and any supporting materials and graphics provided, for the purpose of publicizing the Recognition Awards or the applicant project.

Name: \_\_\_\_\_ Initial Here: \_\_\_\_\_ Date: \_\_\_\_\_

## 2011 Excellence Award

Visionary Planning for Prosperity

*City of San Bernardino, Sustainable San Bernardino Energy Efficiency Pilot Program*

San Bernardino Energy Efficiency Pilot Project, which is a component of Sustainable San Bernardino, is designed as a model local program that creates green jobs, lowers building energy costs, and reduces pollution and carbon emissions through the installation of energy efficiency and renewable energy measures in existing buildings from every sector of the local economy.



## COMPASS BLUEPRINT 2012 RECOGNITION AWARDS EVALUATION CRITERIA RESPONSE

Basis for a project or plan receiving an award: in bullet format, list up to five special innovative, and/or distinguishing reasons why the project should receive an award.

Describe how the project addresses the Compass Blueprint Principles and other selection criteria.

***(Response cannot exceed 2,000 words. Note: You may submit a separate sheet of paper instead of using the electronic form. If saving electronically, you will need Adobe Acrobat 9 Standard.)***

---



**2011 Excellence Award**  
Visionary Planning for Livability  
*City of Brawley, Downtown Specific Plan*

The Brawley Downtown Specific Plan allows for mixed use and increased residential density. This Specific Plan encourages property owners to re-purpose existing vacant and underutilized properties as mixed-use (retail and office), live/work and recreational uses; thereby eliminating blight and facilitating the re-birth of Downtown.



## COMPASS BLUEPRINT 2012 RECOGNITION AWARDS IMAGES

Please submit up to 10 supporting graphics in two formats: (1) PowerPoint; and (2) TIFF, JPG, or PDF at a minimum resolution of 150 pixels per inch. The graphics should be numbered, and a brief, one-sentence description of each image should be completed for each PowerPoint slide below, corresponding to the image number, as well as on the notes page for each slide in the PowerPoint presentation. Photographs are encouraged. You may combine image descriptions with a color "contact sheet" showing thumbnails of included images. Please keep in mind that the project images are instrumental in helping the jury reach its decision. In addition, they may be used to make a video to be presented at the Awards Program and SCAG's Regional Conference & General Assembly, on SCAG's website, and in case studies and articles; therefore, the higher the quality, the better.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_