**2018 All-America City Award Application**

Spotlight: Promoting Equity through

Inclusive Civic Engagement

**Deadlines and Submission Instructions**

**February 2017 - February 2018: All-America City Promising Practices Series**

Join National Civic League for this series of monthly webinars. Learn about innovative programs and approaches to promoting equity from All-America City (AAC) winning communities and other experts throughout the country. This series will also provide a chance for communities to talk with AAC winning communities about thebenefits of AAC and tips for applying. See here for a [schedule of webinars](http://www.nationalcivicleague.org/aac-2018-resources/).

**October 18, 2017: Submit Letter of Intent to Apply**

(Letter of Intent is not required, however, save $100 on your application fee when you submit a Letter of Intent.) [LOI Template](http://www.nationalcivicleague.org/wp-content/uploads/2017/01/2018-AAC-LOI-Template.docx)

**February 28, 2018: Submit Application**

**1) by email to** [**aac@ncl.org**](mailto:aac@ncl.org) **by Wednesday, February 28, 2018, 11:59 p.m. PST as a Word Document without pictures and file name with STATE, CITY 2018 AAC App and,**

**2) mail one hard copy with $250 (\*You only pay $150 application fee if you submit a Letter of Intent to Apply by October 18, 2017) application fee to: National Civic League, 190 East 9th Ave., Suite 200, Denver, CO 80203**

**April 2018: Finalists Announced**

Finalists will be announced in early April 2018. Community delegations will be invited to Denver to present.

**April - June 2018: Competition Preparation**

Finalist communities assemble a cross-sector community delegation to present the story of the community and its work at the June 2018 awards event and peer-learning conference. Raise the funds to send your delegation to the June event in Denver. Finalist community delegations present their story to a national jury of civic, local government, business, philanthropy, and community experts. All applicant communities are invited to participate in the June workshops and networking opportunities. See Resource page below for link to past AAC presentations.

**June 22-24, 2018: All-America City Awards Competition and Event** in Denver, Colorado.

**Application Guidelines**

The National Civic League invites you to apply for the All-America City Award (AAC) – the nation’s most prestigious community award, now in its 69th year. The AAC Award offers the opportunity for both recognition and reflection. Applications require communities to come together to assess their strengths and challenges. The process of applying for the award provides an opportunity to mobilize local groups to work together and display on a national stage the people and projects that make your community a great place to live, work and play.

NCL recognizes that no perfect communities exist. The All-America City Award does not honor perfection. It does honor the progress and innovation demonstrated through the cross-sector partnerships in the three project examples. It recognizes a community’s courage to recognize its challenges along with commitment to face those challenges with the same spirit exhibited in the highlighted projects. It is about moving forward and getting the hard work done collaboratively, innovatively, inclusively, and with maximum civic engagement.

In 2018, the All-America City Award will recognize ten communities for their inclusive engagement processes, projects and community vision. The essence of the application is a description of three community projects with a clear community-wide commitment to inclusiveness, equity, impact, innovation, civic engagement and cross-sector collaboration. Applications are encouraged to include at least one project focused on the 2018 highlighted topic - inclusive engagement practices that promote equity.

The 2018 spotlight for the Award are efforts focused on inclusive engagement practices that promote equity and bring all voices to the table to help solve our country’s most pressing and complex issues. **With this spotlight NCL hopes to learn more about the inclusive decision-making processes that communities use to solve complex problems and move toward more equitable communities**.

2018 is the 50th anniversary of the Report of the National Advisory Commission on Civil Disorders (more commonly known as the Kerner Commission). The report, published in 1968, concluded with words that fit easily within our own times, “it is time to make good the promises of American democracy to all citizens – urban and rural, white, black, Spanish surname, American Indians, and every minority group.”

With this framing in mind, NCL is particularly interested in learning about your projects that:

* promote positive community-police relations,
* promote racial healing and dialogues on race,
* expand government and institutional representation and access,
* further educational equity in the community,
* create affordable and safe housing,
* reduce poverty,
* increase job readiness and employment,
* focus on restorative justice,
* seek equitable transportation access,
* promote or ensure access to healthy food and/or to safe and healthy natural environments.

We do not require the application to address any of the above issues specifically. However, applicants are strongly encouraged to share efforts that fit with the 2018 theme of inclusive engagement practices that promote equity. We know that local communities face a wide array of challenges and that demonstrating a commitment to inclusion and engagement will look different in different places. We look forward to hearing about the engagement processes your community uses to address complex issues and make your community a great place to live, work and play for all.

**All-America City Awards Criteria**

1. All-America City applications – and the three submitted projects – are considered using five main criteria:
2. **Civic Engagement:** comprehensive citizen/resident engagement in decision-making and action planning.
3. **Inclusiveness and Equity**: intentional involvement of diverse segments and perspectives (ethnic, racial, socio-economic, age, sexual orientation, gender expression, people with disabilities, national origin, and others) in community decision-making.
4. **Collaboration**: cross-sector collaboration (business, local government, nonprofits, military, etc.) and regional collaboration.
5. **Innovation**: creative use and leveraging of community resources.
6. **Impact and Future Planning and Visioning:** demonstrable, significant and measureable achievements from the past 5 years (for example: increase in number and diversity of residents involved in engagement processes, reduced poverty rates, increased access to school health services, increased number of affordable housing units). Especially for communities who have recently begun this work, we also encourage a description of a community-wide vision or long-term plan to address local challenges.

**Resources Available to You**

As you fill out this application, it may be helpful to consult the following material:

All-America City Award Related:

1. [The All-America City Experience](https://www.youtube.com/watch?v=A7SKMEWHU9w): Brief informational video on the award program
2. [Previous All-America City presentations](http://www.nationalcivicleague.org/aacpresentations/)
3. [Previous All-America City Award Event Program](http://www.nationalcivicleague.org/wp-content/uploads/2016/05/AAC-Program-2016-for-web.pdf)
4. Previous Applications:
   1. [2014 Winner Chelsea, Massachusetts](http://www.nationalcivicleague.org/wp-content/uploads/2017/01/Chelsea-MA.doc)
   2. [2015 Winner Tallahassee, Florida](http://www.nationalcivicleague.org/wp-content/uploads/2015/03/Florida-Tallahassee-2015-Application.docx)
   3. [2016 Winner Hayward, California](http://www.nationalcivicleague.org/wp-content/uploads/2016/03/CA-Hayward-2016-App.pdf)

Engagement Resources:

1. NCL’s *Civic Index* to help evaluate your civic infrastructure
   1. [Civic Index, Third Edition](http://www.nationalcivicleague.org/wp-content/uploads/2015/02/Civic-Index-2014.pdf)
   2. [Civic Index Quick Quiz](http://www.nationalcivicleague.org/wp-content/uploads/2017/01/CivicIndex-QuickQuiz-1-20-17.docx)
2. [NCL’s All-America Conversations Toolkit](http://www.nationalcivicleague.org/wp-content/uploads/2017/01/All-America-Conversations-Toolkit-2017-FINAL.pdf)
3. Asset-based framework--[*Discovering Community Power: A Guide to Mobilizing Local Assets and Your Organization’s Capacity*](http://www.sesp.northwestern.edu/images/kelloggabcd.pdf)***.*** *(*Provided by permission of co-author John McKnight)

***National Civic Review* Articles** on Civic Engagement:

1. [*What Makes an All-America City?*](http://www.nationalcivicleague.org/wp-content/uploads/2015/06/Lipscomb-2014-National_Civic_Review.pdf)
2. [*Hampton, Virginia: Civic Engagement as a Management Strategy*](http://www.nationalcivicleague.org/wp-content/uploads/2017/01/McGrath.Hampton.pdf)
3. [*Dubuque: Creating a Culture of Engagement*](http://www.nationalcivicleague.org/wp-content/uploads/2017/01/Lipscomb-2015-National_Civic_Review-3.pdf)
4. [*Decatur, Georgia: Diversity, Gentrification, and the Art of Community Conversation*](http://www.nationalcivicleague.org/wp-content/uploads/2017/01/Decatur.pdf)

Equity Resources:

1. [Seattle’s Race and Social Justice Initiative](http://www.seattle.gov/Documents/Departments/RSJI/RSJI_Goals.pdf)
2. W. K. Kellogg Foundation’s [Truth, Racial Healing and Transformation Initiative](https://www.wkkf.org/what-we-do/racial-equity/truth-racial-healing-transformation) (NCL is a proud partner of the TRHT Initiative)
3. [Building Welcoming Communities Campaign](https://www.welcomingamerica.org/)

Community Policing

* 1. [The President’s Taskforce on 21st Century Policing](http://www.nationalcivicleague.org/wp-content/uploads/2017/01/TaskForce_FinalReport.pdf)
  2. [The President’s Taskforce on 21st Century Policing: One Year Progress Report](http://www.nationalcivicleague.org/wp-content/uploads/2017/01/TaskForce_ProgressReport-2.pdf)
  3. [The President’s Taskforce on 21st Century Policing: Implementation Guide](http://www.nationalcivicleague.org/wp-content/uploads/2017/01/Implementation_Guide.pdf)

1. Kerner Commission Report
   1. [Kerner Commission Report](http://www.nationalcivicleague.org/wp-content/uploads/2017/01/kerner.pdf) Summary
   2. [Full Report for purchase](http://www.nationalcivicleague.org/this-month-in-history/)

**Community Information**

**Community name and state: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Your community is applying as a:**

\_\_\_ Neighborhood \_\_\_\_ Village \_\_\_ Town \_\_\_ Tribe \_\_\_ City \_\_\_ County \_\_\_ Region

**If applying as a region, name participating communities: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**If applying as a neighborhood, name city: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Has your community applied before?** Yes No If Yes, which years:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Has your community been a Finalist before?** Yes No If Yes, which years:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Has your community been an All-America City before?** Yes No If Yes, which years:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Contact Information**

**All-America City Award contact (primary contact person available throughout competition & follow-up):**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Title (if any):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organization/Government/Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ City, State, Zip\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone (business/day): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Mobile Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail Address(es): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**The applying community will receive a complimentary membership (or membership renewal if an AAC application was submitted last year) to the National Civic League for one year. To whom should this membership be directed?**

Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City, State & Zip Code \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Fax \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**We agree to follow NCL’s rules regarding use of the All‑America City Award logo, a registered trademark of the National Civic League. We allow NCL and the All-America City Award to share this application and the information enclosed in it with the NCL and AAC networks to promote the work of our community. If we are named an All-America City, we agree to conduct a post-AAC conference call or regional forum for the AAC network that features our projects. In a pay-it-forward spirit, if named a finalist or All-America City, we agree to consider supporting AAC through an NCL membership for a minimum of the next three years.**

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Community Statistics and Map**

Note: Use the most up-to-date statistics possible for your neighborhood, town, city, county, or region (source suggestions: U.S. Census Bureau, State Department of Economic Security, State Department of Finance, Department of Public Health, and local school statistics).

POPULATION (in year 2010 or most recent):

Source/Date:

POPULATION PERCENTAGE CHANGE 2000-2010 (indicate + or -): %

Source/Date:

RACIAL/ETHNIC POPULATION BREAKDOWN:

White \_\_\_\_\_\_%

Hispanic or Latino (of any race) \_\_\_\_\_\_%

Black or African American \_\_\_\_\_\_%

Asian \_\_\_\_\_\_%

American Indian and Alaska Native (AIAN) \_\_\_\_\_\_%

Mixed Race \_\_\_\_\_\_%

Other \_\_\_\_\_\_%

Source/Date:

MEDIAN FAMILY INCOME: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Source/Date:

PERCENTAGE OF FAMILIES BELOW POVERTY LEVEL: %

Source/Date:

UNEMPLOYMENT RATE: \_\_\_\_\_\_\_\_\_%

Source/Date:

POPULATION BREAKDOWN BY AGE GROUP (percentages, if available):

19 years old and under \_\_\_\_\_\_%

20-24 \_\_\_\_\_\_%

25-44 \_\_\_\_\_\_%

45-64 \_\_\_\_\_\_%

65 and over \_\_\_\_\_\_%

Source/Date:

PERCENTAGE OF HOME OWNERSHIP: %

Source/Date:

WORKFORCE DISTRIBUTION -- Name the three largest employment sectors (include military services and/or installations, if any) in your community and provide the percentage of total employed in each:

\_\_\_\_\_\_\_\_\_\_%

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_%

\_\_\_\_\_\_\_\_\_\_%

Source/Date:

**MAP** -- Please attach a state map (8.5” x 11”) with your community clearly marked

**PART I: How equitable are opportunities in your community?**

In alignment with our inclusiveness and equity criteria, we ask applicant communities to share the processes they use to help ensure local government (or other application lead) reflects the full diversity of the community. NCL believes a community is stronger and more sustainable when the leadership and decision makers reflect all perspectives in a community. To help move toward a more equitable community, local institutions need to first look at their own operations, policies and practices that could cause barriers to opportunities. By taking an inventory of the demographics, different identities and perspectives in your community and comparing them to leadership positions and economic opportunities, major gaps may be revealed.

**We know this is not yet a common practice in local institutions. Do not be discouraged if you cannot provide data on the pieces below. It is our hope that by highlighting this approach in the application we can encourage institutions to consider it going forward, to help highlight gaps and barriers to equitable opportunities. If you do not have any practices, policies or data that assess equity in leadership and economic opportunities, please provide a brief narrative on how you see this being incorporated in future actions.**

Based on the demographics you reported above how does the local government or other community institution assess the level of institutional equity in the following areas:

\*Please also share any perspectives you are tracking in addition to those listed in the community statistics section to help ensure equity. You may [use and edit the attached template](http://www.nationalcivicleague.org/wp-content/uploads/2017/01/Part-I-Template.docx) to help report any equity data you are tracking. (*1,000-word maximum*)

* Contracting and Vendors
* City Staff and City Leadership
* Elected Officials
* Resident Boards and Commissions
* Leadership Academies
* Scheduled updates to infrastructure and city services (i.e. parks and recreation areas, road maintenance, public works investments, etc)

**PART II: Tell Your Community’s Story**

Tell us your community’s story. Focus on the last ten years of your community's progress and development and describe how that progress has benefited your residents. Utilizing the awards criteria (above), describe how your community addresses its pressing challenges and plans for its future. Provide necessary history and background on your community to set the stage for the rest of the application. (*500-word maximum*)

**PART III: Describe Civic Engagement in your Community**

Authentic civic engagement builds a reciprocal relationship between local institutions and residents to identify and solve problems together. In a civically robust community, both local government officials and citizens initiate projects that meet the needs of residents.

For this section describe how your community engages residents to help make decisions and create a stronger place for all people. Some factors to consider when describing your community’s approach to community engagement include:

Community Vision and Pride

1. Does your community have a shared vision and strong sense about what people want moving forward? If so, what was the process to select your community vision?

Public Participation

1. What formal and informal avenues and opportunities do residents from all segments of the community have to help prioritize issues and shape the community moving forward? (This could include city boards, commissions, among many other examples.)

Inclusiveness

1. How have groups (or the city) effectively engaged residents beyond “the usual suspects” and included those rare voices in decision-making? What effective strategies have you found for engaging hard to reach groups? How does the community ensure that those most impacted by a given issue are meaningfully and actively engaged in identifying solutions?

Decision Making and Consensus-Building

1. How does your community come to consensus on contentious issues to move forward with practical compromises and solutions?

Collaboration

1. How do organizations and institutions in the community bring people together across dividing lines to engage with one another on key issues? Have you held All-America Conversations or something similar?

Please use examples to illustrate the answers to these questions and be sure to mention the specific tools and processes you use to engage residents. *Note: If your community has conducted an All-America Conversation please include it here*. Please refer to the Civic Index materials in the resource section for assistance in filling out this section. (*1,000-word maximum*)

**PART IV: Describe Three Community-Driven Projects**

Describe your three best projects that have a compelling community-wide vision and have resulted in significant local impact and action planning within the past five years. Past All-America City Award applicants have highlighted projects focused on: building community-police relations, creating affordable housing, ensuring third grade reading success for at-risk children, providing health care for underserved populations, creating new businesses or revitalized downtowns, promoting sustainability. Simply put, projects can focus on the full array of challenges facing communities.

While not required, NCL strongly encourages communities to identify at least one project that highlights local efforts around engaging residents to build equity. For each of the three projects, be sure to tell us how each of these projects promote civic engagement, collaboration, inclusiveness, innovation and impact.

**PROJECT ONE**

Provide the project name and describe the challenge being addressed, actions taken and how it innovatively leverages civic engagement, collaboration and inclusiveness to create an equitable impact for your community’s residents. Be sure to share the description of its vision and outcomes achieved through this project to date. *(2,000-word maximum)*

Provide name of the primary contact for the project. Name & title, organization, address, telephone, and e-mail address. *(This person may be contacted to verify information.)*

**PROJECT TWO**

Provide the project name and describe the challenge being addressed, actions taken and how it innovatively leverages civic engagement, collaboration and inclusiveness to create an equitable impact for your community’s residents. Be sure to share the description of its vision and outcomes achieved through this project to date. *(2,000-word maximum)*

Provide name of the primary contact for the project. Name & title, organization, address, telephone, and e-mail address. *(This person may be contacted to verify information.)*

**PROJECT THREE**

Provide the project name and describe the challenge being addressed, actions taken and how it innovatively leverages civic engagement, collaboration and inclusiveness to create an equitable impact for your community’s residents. Be sure to share the description of its vision and outcomes achieved through this project to date. *(2,000-word maximum)*

Provide name of the primary contact for the project. Name & title, organization, address, telephone, and e-mail address. *(This person may be contacted to verify information.)*

*End of Application. Thank you for submitting your All-America City Award Application!*

Need additional guidance? Email [aac@ncl.org](mailto:aac@ncl.org) or go to [**www.nationalcivicleague**](http://www.nationalcivicleague)**.org** for announcements of upcoming conference calls for prospective applicants and AAC resources or call NCL at 303-571-4343.