



CALIFORNIA ASSOCIATION OF PUBLIC INFORMATION OFFICIALS 2016 EXCELLENCE IN COMMUNICATIONS AWARDS FINALISTS

COMMUNICATION AND MARKETING TOOLS (Print, Electronic and Video)

PRINTED PUBLICATIONS

WRITING

AWARD OF EXCELLENCE

Castro Valley Sanitary District
4Rs Student Activity Book

AWARD OF DISTINCTION

Institute for Local Government
West Sacramento's Path to a Safer, Healthier Community

EXTERNAL PUBLICATIONS

AWARD OF EXCELLENCE

League of California Cities
Western City Magazine

AWARD OF DISTINCTION

Central Contra Costa Sanitary Dist.
Pipeline Newsletter

AWARD OF MERIT

City of Santa Clarita
Seasons Magazine

INTERNAL NEWSLETTERS

AWARD OF EXCELLENCE

Orange County Executive Office
County Connection Employee Newsletter

AWARD OF DISTINCTION

City of San José, Environmental Services Department
Environmental Services Internal Newsletter, Green Matters

AWARD OF MERIT

WMWD
The Splash

BROCHURES/BOOKLETS

AWARD OF EXCELLENCE

Castro Valley Sanitary District
4Rs Student Activity Book

AWARD OF DISTINCTION

Elsinore Valley Municipal Water District
Public Hearing Notice

MOST IMPROVED PUBLICATION

AWARD OF EXCELLENCE

**City of Rancho Cucamonga, Healthy RC
School Safety Brochure**

AWARD OF DISTINCTION

WMWD

The Splash

AWARD OF MERIT

**Castro Valley Sanitary District
4Rs Student Activity Book**

SPECIAL PURPOSE PUBLICATION

AWARD OF EXCELLENCE

**California Office of Traffic Safety
Crossword Puzzle**

AWARD OF DISTINCTION

**East Valley Water District
Transitioning to Budget Based Rates**

AWARD OF MERIT

**City of Elk Grove
The Usual Suspects Household Hazardous Waste
Publication**

DIGITAL / INTERACTIVE

WEBSITE

AWARD OF EXCELLENCE

**California Public Employees' Retirement System
CalPERS Website Redesign**

AWARD OF DISTINCTION

**City of Roseville
The Hub internal news website**

AWARD OF MERIT

**OCTA
Pacific Surfliner Website**

EGOVERNMENT SERVICES

AWARD OF EXCELLENCE

**San Bernardino County Employees' Retirement
Association
SBCERA Retirement Webinars**

AWARD OF DISTINCTION

**City of Santa Clarita
Road Resurfacing**

AWARD OF MERIT

**City of Santa Clara
Development Projects Story Map & Database**

ELECTRONIC NEWSLETTERS, REPORTS, OTHER

AWARD OF EXCELLENCE

**City of Glendale
Glendale City Connection**

AWARD OF DISTINCTION

**City of Santa Rosa Recreation & Parks
Santa Rosa Recreation & Parks Monthly e-
Newsletter**

AWARD OF MERIT

**Metropolitan Transportation Commission / Bay
Area Air Quality Management District
Spare the Air Youth Guidebooks**

MOBILE

AWARD OF EXCELLENCE

**Eastern Municipal Water District
EMWD Water Waste Reporter**

AWARD OF DISTINCTION

**Jurupa Community Services District
E-Citizen App**

AWARD OF MERIT

**Sacramento Metropolitan Air Quality
Management District
Sacramento Region Air Quality App**

MOST EFFECTIVE SOCIAL/NEW MEDIA

AWARD OF EXCELLENCE

City of San Leandro Police Department
*Reaching Out to the Bay Area Asian Community
with SLPD Weibo*

AWARD OF DISTINCTION

Regional Water Authority
Show Us Your Drought Face!

AWARD OF MERIT

California State Teachers' Retirement System
Pie Day Friday

VIDEO PRODUCTION-SHORT FORM

AWARD OF EXCELLENCE

City of Lancaster
REVIVE 25 - A Better Road Ahead Video

AWARD OF DISTINCTION

California Office of Traffic Safety
"Quiet Battle" PSA

AWARD OF MERIT

San Bernardino County Probation Department
*San Bernardino County Probation Department
Recruitment Commercial*

VIDEO PRODUCTION-LONG FORM

AWARD OF EXCELLENCE

OCTA
91 Express Lanes 20th Anniversary Video

AWARD OF DISTINCTION - TIE

California State Teachers' Retirement System
Imagine a Job You Love

AWARD OF DISTINCTION - TIE

Padre Dam Municipal Water District
Water, Too Good to Waste Video

AWARD OF MERIT

City of Carlsbad
State of the City

**MARKETING GRAPHIC DESIGN AND
PHOTOGRAPHY (MAIN CATEGORY)**

PHOTOGRAPHY

AWARD OF EXCELLENCE

County of Marin
Print Photography - Parks

ILLUSTRATIONS

AWARD OF EXCELLENCE

**Sacramento Dept. of Public Works Recycling &
Solid Waste Division**
Sacramento Plastic Bag Ban Campaign

AWARD OF DISTINCTION

**College of Continuing Education at Sacramento
State**
Hornet Heartsaver

AWARD OF MERIT

Castro Valley Sanitary District
4Rs Student Activity Book

LOGOS

AWARD OF EXCELLENCE

Coachella Valley Water District
CV Saving 36 Logo

AWARD OF DISTINCTION

City of Commerce
Commerce Library Logo

BRANDING CAMPAIGNS

AWARD OF EXCELLENCE

City of Dublin
The New American Backyard Branding Campaign

AWARD OF DISTINCTION

WMWD
Branding Project

AWARD OF MERIT

City of Santa Fe Springs
*Campaign on Water Conservation - Every Drop
Counts - Go Native!*

**GRAPHIC DESIGN –
OTHER PROMOTIONAL ITEMS**

MAPS AND GUIDES

AWARD OF MERIT

Coachella Valley Water District
Drought Outreach Guide

POSTERS AND DECALS

AWARD OF MERIT

Castro Valley Sanitary District
*Food Waste Prevention Shopping Cart
Advertisements*

INFOGRAPHICS

AWARD OF EXCELLENCE

City of Lancaster
REVIVE 25 Infographic

AWARD OF DISTINCTION

Association of California Water Agencies
"Will El Niño End California's Drought?"

AWARD OF MERIT

First 5 Sacramento
Sac Healthy Baby Infographic

**COMMUNICATION AND MARKETING
PROCESSES AND CAMPAIGNS
(MAIN CATEGORY)**

GO GREEN/ENVIRONMENTAL

AWARD OF EXCELLENCE

Long Beach Water Department
MissionH2OLB

AWARD OF DISTINCTION

City of San José
*San José Partners with Earthquakes Soccer Stars to
Score Green Goals*

AWARD OF MERIT

City of Roseville
Drought Busting Communications

**CITIZEN PARTICIPATION / COMMUNITY
VISIONING**

AWARD OF EXCELLENCE

City of Elk Grove
Rural Residential Area Mobility Outreach

AWARD OF DISTINCTION

San Bernardino County Human Services
Inland Empire Fatherhood Conference

AWARD OF MERIT

City of Rancho Cucamonga, Healthy RC
Circulation Master Plan

SPECIAL EVENTS - ONE TIME EVENTS

AWARD OF EXCELLENCE

Union Sanitary District
Party at the Wastewater Treatment Plant!

AWARD OF DISTINCTION

City of Elk Grove
2015 Boots on the Blvd

AWARD OF MERIT

OCTA
WCC Dedication Event

SPECIAL EVENTS - RECURRING

AWARD OF EXCELLENCE

City of Santa Clarita
Light Up Main Street

AWARD OF DISTINCTION

City of Rancho Cucamonga, Healthy RC
Walk to School Day

AWARD OF MERIT

The Palmdale Aerospace Academy
Friends of the Academy Benefit Dinner

**COMMUNICATION OR MARKETING
PLANS/CAMPAIGNS**

AWARD OF EXCELLENCE

Long Beach Water Department
MissionH2OLB

AWARD OF DISTINCTION

WMWD
The CA Drought

AWARD OF MERIT

City of Carlsbad
Citywide Trails Program

MOST CREATIVE/DOLLAR STRETCHER

AWARD OF EXCELLENCE - TIE

California Department of Motor Vehicles
AB 60 Media Campaign

AWARD OF EXCELLENCE - TIE

City of Santa Clarita
DIVERT Task Force

AWARD OF DISTINCTION

California State Teachers' Retirement System
CalSTRS Pension 2: How Will I Spend My Future?

AWARD OF MERIT

City of Rancho Cucamonga, Healthy RC
Grow Healthy Together

MOST INNOVATIVE

AWARD OF EXCELLENCE

City of San Gabriel
Weibo: A new frontier to engage a changing community

AWARD OF DISTINCTION

City of Sacramento
LAWN GONE - the City of Sacramento's Living Billboard

AWARD OF MERIT

California Office of Traffic Safety
Pete Walker Costume

CRISIS COMMUNICATIONS/PUBLIC SAFETY

AWARD OF EXCELLENCE

Department on the Status of Women
San Francisco Domestic Violence Awareness Campaign

AWARD OF DISTINCTION

WMWD
The CA Drought - A Slow Moving Crisis

AWARD OF MERIT

City of Lake Elsinore
Lake Watch 2015

**MULTI-YEAR STRATEGIC PLANNING AND
EXECUTION**

AWARD OF EXCELLENCE

City of Santa Clarita
Road Resurfacing

AWARD OF DISTINCTION

City of Rancho Cucamonga, Healthy RC
Healthy RC Strategic Planning and Execution

AWARD OF MERIT

Rowland Water District
Rowland Water District Strategic Plan

THANK YOU TO ALL WHO SUBMITTED ENTRIES FOR
THE 2016 AWARDS

WHAT IMPRESSIVE WORK YOU HAVE ALL DONE
THIS YEAR