**Logo, company name

Description automatically generatedAmerica in Bloom 2022 Evaluation Report**

**Community:**

**Evaluation Dates:**

**Lead Advisor:**

**Co-Advisor:**

*America in Bloom envisions communities across the country as welcoming and vibrant places to live, work, and play – benefitting from colorful plants and trees; enjoying clean environments; celebrating heritage and planting pride through volunteerism.*

**INSERT PAGE 1 GRID HERE**

***Star ratings are based on overall percentage.***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1 star = 0% - 9.99%** | **2 stars = 10% – 10.99%** | **3 stars = 20% – 29.99%** | **4 stars = 30% – 39.99%** | **5 stars = 40% – 49.99%** |
| **6 stars = 50% – 59.99%** | **7 stars = 60% – 69.99%** | **8 stars = 70% - 79.99%** | **9 stars = 80% – 89.99%** | **10 stars = 90% - 100%** |

|  |  |  |
| --- | --- | --- |
| Community representatives to receive the Evaluation Report (three minimum) | | |
| Name | Title | Email |
|  |  |  |
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|  |  |  |

**INFORMATION FOR ADVISORS (yellow highlighted text to be removed prior to submittal):**

**The Evaluation Report (ER) Form:**

* This form is comprised of two parts: scoring grids in Excel format and the remainder in Word docx format.
* To access documents for evaluating, visit [www.AmericaInBloom.org/Advisors-Forms](http://www.AmericaInBloom.org/Advisors-Forms). It includes an instruction document that explains the proper way to enter your scores into the scoring grids, how to insert them into the Word document, etc.
* Never edit the basic form. Save the basic form with a new name for each community. The format for the file name should be: Community State Year Evaluation Report (no commas). For example: Logan Ohio 2022 Evaluation Report.docx.
* This form is for advisors to complete and email to the Executive Director. It will then be reviewed and returned if there are adjustments to be made.
* A final version of this Evaluation Report is emailed immediately following the Symposium & Awards Celebration to the community representatives noted on the first page.
* For all text, use Calibri (typeface) and 12-point text size.
* Use single-line spacing throughout the document.
* Align left all text
* Use one space between sentences
* Start a new paragraph by skipping a line (do not indent)
* Only capitalize proper names
* When you are done, remove all text in yellow highlighting.
* See the Advisors’ Page on the website for Writing Resources: Preferred Terms, Writing Style Guide, Evaluation Report Style Sheet, and Sample of a Good Evaluation

**For General Observations with Recommendations:**

In paragraph one:

* Congratulate and thank the community for their participation.
* If they are a new community, give them a warm welcome.

Next:

* Add general accomplishments that don’t fit under any criteria.
* Offer general recommendations and their benefits that don’t fit under any criteria and italicize them.
* Do not address criteria here.

Last Paragraph:

* Thank them for their participation. Do not thank them for gifts, meals, etc.
* Encourage continued participation. If applicable, suggest that a local college, business district, or specific neighborhood participate in AIB on their own.
* DO NOT invite them to the symposium – they get the Evaluation Report AFTERWARDS.

**For Each of the Seven Criterion:**

* Check that each metric row has only one box with either an NA or X (NS for Not Scored is fixed). See the Guidelines below for instructions on how to use these.
* Use NA only when it is impossible for a community to achieve the metric. Their desire not to do it is not justification for an NA. A low score provides encouragement to achieve.
* Check that totals are correctly transferred to the first page.
* Following the optional positive observations (not italicised), include in italics, a minimum of three and a maximum of five recommendations and their benefits.
* If cutting and pasting recommendations from one evaluation to another, make sure they are edited to reflect the later community. If you use a recommendation from the Best Ideas book or the Google Docs database, customize it for the community.
* Be sure that observations, recommendations, and their benefits relate to the criteria. Note that some metrics have moved (community gardens and bicycle trails are under Community Vitality) and there are new ones.
* Observations and recommendations should **never** be in the form of a question.
* For weblinks include the name of the organization it belongs to in case the weblink changes later. Check that your weblinks go to the correct sites.
* Photos are required for most of the recommendations. Use text wrap – tight when inserting images. Compress all photos to print/220 dpi resolution so they are good quality when printed. This can be done in Word from a menu that appears in the Toolbar after right clicking on the image. In some versions it may be an icon. Store the hi-res image files elsewhere for future use.

**Advisors’ Discretion Section**

The Advisors’ Discretion metric for each criterion and the ET category allows advisors to provide a score for a project or initiative not found in the metrics. This item must be an unusual or newly implemented project, program, or initiative that can be repeated in other communities. The description you enter may trigger additional metrics or new Special Awards. NS (not scored) in a point box means an X cannot be placed there.

Below are examples of recognitions you may consider including in the Advisors’ Discretion metrics. This list is for inspiration only.

* Community Vitality:
  + Programs in place to tab into resources at the federal, state, local level
  + Economic development efforts
* Flowers:
  + Collaboration with local university Extension office or garden centers
* Landscaped Areas:
  + Programs in place to encourage edible landscapes
  + Local seed-sharing program
  + Invasive plant education
* Urban Forestry:
  + Range of tree steward classes offered through various outlets
  + Achieved Tree City USA Growth Award in current year
* Environmental Efforts:
  + Trash and recycling containers for special events
  + Recent green infrastructure updates
* Celebrating Heritage:
  + National Preservation Month in May is celebrated
  + Land trusts and/or conservation easements to protect open spaces are available
* Overall Impression:
  + Utility lines are buried

**Narrative**

* When writing, use active voice, not passive voice. Example: “Thank you” instead of “you should be thanked,” “Congratulations” instead of “You are congratulated,” and “Consider implementation of” instead of “You may want to consider implementation of.”
* Instead of “citizens,” use “residents” as demographics of many communities include people who have not yet achieved legal citizenship status.
* Use community instead of city, town, village, etc. unless you are certain what to call them.

**Completion**

* Complete the Recognized Criterion (noting which criterion) and Noteworthy Project or Initiative narratives.
* Do not submit your evaluations until all of them are complete as you might come across an idea in the last community that you may want to recommend to one of the others you are evaluating.
* Remove all text that is highlighted.

**Checklist Before Submitting Your Work:**

* Ensure *ALL* metric rows have a score or N/A.
* Use spell check and grammar check - red wiggly lines should appear under errors
* Review your partner’s work so it is consistent.
* Be sure all required information is complete.
* Validate facts and double check spelling of names and locations.

**Due Dates:**

* EVALUATION REPORTS ARE DUE TWO WEEKS AFTER YOUR LAST TRAVEL DATE OR JULY 31, **WHICHEVER IS EARLIER.**
* Outstanding Achievement Award nominations (use separate form) are due on or before July 31.
* Special Award nominations (use separate form) are due on or before July 31.
* Community Champion Award nominations are due on or before July 31. You may nominate someone by using the online submission form found at [www.americainbloom.org](http://www.americainbloom.orgx)/national-awards-program.

**GUIDELINES AND INFORMATION:**

**Communities are required to provide the following prior to evaluation:**

* Community Profile organized to follow the criteria and metrics. For repeat communities, call out what is new and/or implemented due to advisors’ recommendations.
* Evaluation Tour Itinerary with start and finish times for each day
* Community Map with community boundaries and the tour route
* Communities are responsible for addressing the metrics in the Community Profile, Evaluation Tour Itinerary, and during the Evaluation Tour.

#### The areas to be scored:

Advisors will review Community Profiles, Community Maps, and Evaluation Tour Itineraries to confirm the appropriateness of the areas to be evaluated and contact communities prior to the tour so adjustments can be made.

* All areas (municipal, commercial, and residential) within the boundaries of the entrant's community/municipality (except as noted below) are scored and a representative portion of all areas must be included.
* Property to be scored, whether public or private, must be subject to the codes and regulations of the entrant’s community/municipality.
* When a property does not meet these requirements, but the community’s volunteers significantly impact the property with labor and/or funding, then advisors may include in their scoring the property not subject to the codes and regulations of the entrant community.
* A community may request recommendations for areas toured but not scored.

#### Metrics are noted with unique codes based on the criteria. Ratings include:

**N/A** (Not Applicable): Communities should strive to implement all metrics; however, advisors will use N/A when a metric is not scorable in a community. An N/A metric is not included in the point totals and does not affect percentages. Examples when N/A may apply in a metric: commercial/business areas do not exist; state or county statutes prevent implementation of a metric.

**Not Started** (0 pts.): programs or procedures are not in place.

**Launched** (1 pt.): programs or procedures are in place but not fully realized.

**Achieved** (2 pts.): programs or procedures are implemented but could be improved.

**Surpassing** (3 pts.): programs or procedures are well-implemented.

**Excelling** (4 pts.): programs or procedures are exceptional.

**NS** (Not Scored): preset in the Advisors’ Discretion metric’s point box for when a score there is not appropriate.

**Advisors’ Discretion** (N/A, 3-4 pts.): advisors may add and score an item not in the metrics. This item must be an unusual or newly implemented project, program, or initiative that can be repeated in other communities and perhaps used as a future metric.

#### Other:

* This Evaluation Report’s scoring, general observations, and general and criteria recommendations are based upon the community’s efforts including its levels of participation in, or implementation of the metrics in each of the criteria.
* Future projects and programs are not scored.
* The scoring for the seven evaluation criteria is adjusted to the climate and environmental conditions of the community’s location. Make sure the advisors are made aware of any challenges that were faced during the year.

## General Observations and Recommendations (recommendations are indicated in italics):

**INSERT COMMUNITY VITALITY GRID HERE**

**Community Vitality (CV) Recommendations:**

**INSERT FLOWERS GRID HERE**

**Flowers (FL) Recommendations:**

**INSERT LANDSCAPED AREAS GRID HERE**

**Landscaped Areas (LA) Recommendations:**

**INSERT URBAN FORESTRY GRID HERE**

**Urban Forestry (UF) Recommendations:**

**INSERT ENVIRONMENTAL EFFORTS GRID HERE**

**Environmental Efforts (EE) Recommendations:**

**INSERT CELEBRATING HERITAGE GRID HERE**

**Celebrating Heritage (CH) Recommendations:**

**INSERT OVERALL IMPRESSION GRID HERE**

**Overall Impression (OI) Recommendations:**

**INSERT EVALUATION TOUR GRID HERE**

**Evaluation Tour Preparation and Actions (ET) Recommendations:**

**DISCLAIMERS:**

1. Communities are responsible for addressing the metrics in the Community Profile, Evaluation Tour Itinerary, and during the Evaluation Tour. Please note that the metric calculations contained herein are final, and each community is encouraged to focus on any changes during the following year’s entry in the America in Bloom National Awards Program.
2. All information is given to the best of America in Bloom’s knowledge and is believed to be accurate. Your conditions of use and application of recommendations and/or suggested products are beyond our control. There is no warranty expressed or implied regarding the accuracy of any given data or statements. America in Bloom specifically disclaims any responsibility or liability relating to the use of the recommendations and/or suggested products and shall under no circumstances whatsoever, be liable for any special, incidental or consequential damages which may arise from such use.
3. Reference herein to any specific commercial products, processes, or service by trade named trademark manufacturer or otherwise does not necessarily constitute or imply its endorsement, recommendation or favoring by America in Bloom. The views and opinions of authors expressed herein shall not be used for advertising or product endorsement purposes.

# 2021 Community Recognitions

**Note to advisors: these are recognitions and not awards.**

**Community**: Insert the community’s name and state here

**Recognized Criterion:** Insert the Recognized Criterion here

From the seven criteria select the criterion you wish to recognize. You may also select Community Involvement as an area to give recognition. The selected criterion will be noted on the Recognition Plaque presented at the symposium. This is not an award; however, the text is used at the symposium and this whole page is submitted to the community. No images are required for this page; however, images may be needed for the symposium.

Note: this can also be used as your Outstanding Achievement Award nomination on a different form. In that case, to support the nomination, please submit hi-res photos separately.

Provide a general description of 200 words or less describing the community’s efforts in this area.

**Noteworthy Project or Initiative:** Insert the noteworthy project or initiative here

This is not an award and is not used at the symposium; however, this whole page is submitted to the community as part of this report to further recognize their efforts. No images are required.

Describe in 50 words or less a Noteworthy Project or Initiative being done by the community that is exceptional and replicable.

America in Bloom

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