



Innovations in American Government Awards **BRIGHT IDEAS APPLICATION**

1. Please provide a one paragraph summary of the innovation. This description should accurately and succinctly convey the essence of the innovation in a narrative format. Should your program receive recognition as a Bright Idea, this description will be used for online distribution and press purposes. (Maximum 250 words.)

2. Please tell the story of your innovation, including:

- i) The circumstances leading to its conception (such as previous efforts to deal with a particular problem),
- ii) the initiation of your program (for example, how it was designed and launched), and
- iii) the program's ongoing operations and achievements (for example, how it has been modified in response to obstacles or opposition).
- iv) In addition, dates would be helpful in anchoring the narrative.

(Maximum 400 words.)

3. The Bright Ideas four selection criteria are:

- i) Novelty, the degree to which the program or initiative demonstrates a leap in creativity
- ii) Effectiveness, the degree to which the program or initiative has achieved tangible results
- iii) Significance, the degree to which the program or initiative addresses an important problem of widespread public concern
- iv) Transferability, the degree to which the program or initiative, or aspects of it, has been successfully transferred to other government entities or shows promise of being successfully transferred.

Please show how your program meets each of these criteria.

(Maximum 500 words.)