



Marketing & Communications Award of Excellence

Parks Master Plan 2040: Summer Youth Outreach City of Sacramento

The City of Sacramento's Department of Youth, Parks, and Community Enrichment is updating its Parks and Recreation Master Plan to guide improvements to parks, trails, recreation facilities, and programs over the next 20 years. To inform this new Parks Master Plan 2040, the team launched a youth art contest in summer 2021 to help identify needs and priorities for future policy decisions. The contest creatively engaged youth from all socioeconomic backgrounds in Sacramento through poetry, videos, photos, and drawings, and uncovered impactful stories about their experiences while simultaneously promoting engagement in civic life and building a stronger relationship with YPCE.



Celebrating Excellence

C.P.R.S. Award of Excellence 2021

