



DoD INSTRUCTION 1005.16

COMMANDER-IN-CHIEF'S ANNUAL AWARD FOR INSTALLATION EXCELLENCE

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Purpose: In accordance with the authority in DoD Directive 5135.02, the guidance in the January 22, 1985 Presidential Memorandum, and Section 1125 of Title 10, United States Code; this issuance establishes policy, assigns responsibilities, and prescribes procedures for administering the Commander-in-Chief's Annual Award for Installation Excellence (referred to in this issuance as the "Installation Excellence Award").

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SECTION 1: GENERAL ISSUANCE INFORMATION

1.1. APPLICABILITY.

This issuance applies to OSD, the Military Departments, the Office of the Chairman of the Joint Chiefs of Staff and the Joint Staff, the Combatant Commands, the Office of Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all other organizational entities within the DoD.

1.2. POLICY.

The DoD will:

- a. Encourage installation excellence and innovation by providing appropriate recognition through the Installation Excellence Award.
- b. Annually recognize installation excellence by presenting the Installation Excellence Award to an installation from each Military Service and the Defense Logistics Agency (DLA).
- c. Require the Secretaries of the Military Departments, for each of its respective Military Services, and the Director, DLA to submit a nominee for the Installation Excellence Award annually, as described in Paragraph 3.4.a.

1.3. SUMMARY OF CHANGE 1.

This change:

- a. Reassigns the management of the Installation Excellence Award Program to the Assistance Secretary of Defense for Energy, Installations, and Environment.
- b. Delete the requirement for submitting one hard copy of the nomination package and one electronic copy on compact disc.

SECTION 2: RESPONSIBILITIES

2.1. UNDER SECRETARY OF DEFENSE FOR ACQUISITION AND SUSTAINMENT (USD(A&S)).

The USD(A&S):

- a. Submits Installation Excellence Award nominations to the Executive Secretary of the Office of the Secretary of Defense (ExecSec) for Secretary of Defense (SecDef) approval.
- b. Submits nominations for the SecDef Special Recognition Certificate associated with the Installation Excellence Award to the ExecSec for SecDef approval.

2.2. ASSISTANT SECRETARY OF DEFENSE FOR ENERGY, INSTALLATIONS, AND ENVIRONMENT (ASD(EI&E)).

Under the authority, direction, and control of USD(A&S), the ASD(EI&E):

- a. Manages the Installation Excellence Award Program.
- b. Requests nominations from the Secretaries of the Military Departments and the Director, DLA annually.
- c. Evaluates nomination packages submitted by the Military Departments and the DLA for completeness and compliance with award selection criteria.
- d. Forwards recommended nominees to the USD(A&S). The staffing package includes drafts of congratulatory letters for submission to the White House through the ExecSec.
- e. Coordinates with the Assistant to the Secretary of Defense for Public Affairs (ATSD(PA)):
 - (1) On media outreach regarding announcing and recognizing award winners.
 - (2) When news media coverage of an awards ceremony is being planned.
- f. Plans, coordinates, manages, and oversees the presentation of awards at a ceremony or distribution of the awards through other means.
- g. Directs all personally identifiable information is collected, maintained, disseminated, and used in accordance with DoD Instruction 5400.11 and DoD 5400.11-R.

2.3. DIRECTOR, DLA.

Under the authority, direction, and control of the USD(A&S), through the ASD(EI&E), the Director, DLA, annually:

- a. Conducts an internal DLA Installation Excellence Award competition.
- b. Forwards a nomination package for one DLA Installation Excellence Award to the ASD(EI&E) by the end of January for evaluation.
- c. Designates a representative for the award program to act as liaison to the ASD(EI&E) and to assist in coordinating the award and ceremony.

2.4. ATSD(PA).

The ATSD(PA):

- a. Provides support for media outreach regarding announcing award winners, including coordination with the public affairs officers of the Military Departments and the DLA as necessary.
- b. Reviews and edits media outreach materials produced by the ASD(EI&E) to confirm compliance with DoD standards for release of official DoD information to the news media, in accordance with DoD Directive 5122.05.

2.5. DIRECTOR, WASHINGTON HEADQUARTERS SERVICES.

Under the authority, direction, and control of the Director of Administration and Management, through the Director, Executive Services Directorate, the Director, Washington Headquarters Services:

- a. Updates the permanent Installation Excellence Award exhibit at the Pentagon to reflect the current winning installations annually.
- b. Provides graphical support for the annual award.

2.6. SECRETARIES OF THE MILITARY DEPARTMENTS.

The Secretaries of the Military Departments annually:

- a. Conduct an internal Service Installation Excellence Award competition.
- b. Forward an Installation Excellence Award nomination package for each Military Service to the ASD(EI&E) by the end of January for evaluation.
- c. Designate a representative for the award program to act as the liaison to the ASD(EI&E) and to assist in the coordination of the award and ceremony.

2.7. EXECSEC.

The ExecSec:

- a. Processes Installation Excellence Award and Special Recognition Certificate packages for SecDef approval.
- b. Forwards requests to the White House for presidential letters that recognize the accomplishments of the award-winning installations and congratulate them on their achievements.

SECTION 3: PROCEDURES

3.1. AWARD CATEGORIES.

a. Installation Excellence Award.

The SecDef awards a trophy to one winning installation from each Military Service and the DLA. In addition to the trophy, the winning installations each receive an Installation Excellence flag and a letter from the Commander-in-Chief complimenting the installation on their outstanding achievements.

b. SecDef Special Recognition Certificates.

The SecDef awards Special Recognition Certificates to individuals, organizations, teams, units, offices, projects, programs, and major installation events from the winning installation for significant contributions made toward that installation's success. Local civic leaders or organizations that greatly contributed to the installation's success through support or partnerships may also be considered for submission for a certificate. Certificates to non-DoD individuals and organizations will be issued in accordance with Volume 451 of DoD Instruction 1400.25. All nominations should be screened and endorsed by their respective Military Service or DLA headquarters.

3.2. ELIGIBILITY FOR AWARD.

All military installations are eligible and encouraged to compete for the Installation Excellence Award.

3.3. PERIOD OF PERFORMANCE.

The competitive period will be the 12-month fiscal year (i.e., October 1 through September 30) preceding the year in which the award is presented (e.g., the 2022 award is presented in May of 2022, based on performance in fiscal year 2021).

3.4. NOMINATION PACKAGE REQUIREMENTS.

a. Submission.

The Military Departments and the DLA will provide the nomination package via the DoD SAFE Site (<https://safe.apps.mil/>) no later than January 31. Submissions should be sent to:

Office of ASD(EI&E)
Office of the Deputy Assistant Secretary of Defense for Construction (DASD(Con))
3400 Defense Pentagon
Room 5C756
Washington, D.C. 20301-3400

E-mail: osd.pentagon.ousd-a-s.mbx.asd-eie-con@mail.mil

b. Contents.

Nomination packages must include:

(1) *Secretary of the Military Department or Director, DLA Approval.*

A signed nomination memorandum from the Secretary concerned or the Director, DLA.

(2) *Military Service or DLA Award Basic Information.*

The basic information of:

- (a) Full official name of the installation.
- (b) Installation commanding officers (list the primary mission commander and installation commander where they are not the same person).
- (c) U.S. Postal Service mailing address.
- (d) Installation point of contact (POC) name, e-mail address, and phone number.
- (e) Congressional district and names of congressional representatives for the installation's district.

(3) *Nomination Write-up and Selection Justification.*

The Military Departments and the DLA (as described in Paragraphs 2.3. and 2.6.) will provide a comprehensive narrative about the installation's achievements in the performance criteria described in Paragraph 3.7. Information provided will be used to support the nominations to the SecDef; draft presidential letters; support ceremony materials; and support the Pentagon award display. The proper format for the narrative includes:

- (a) Format: Microsoft Word document.
- (b) Page orientation: portrait.
- (c) Font: Times New Roman.
- (d) Font size: 12 point.
- (e) Margins: left justified, 1-inch margins.
- (f) Spacing: single space.

(4) Photographs.

Approximately 10 high-quality, digital photographs will be submitted via the DoD SAFE Site. Photographs may be used in a ceremony slide show, award posters, and the Pentagon displays. Each photograph:

- (a) Must contain only one image (e.g., no collages).
- (b) Should be indicative of the personnel and events that garnered the award nomination (e.g., installation support personnel performing their duties, installation special events and activities). Photographs of buildings should include people.
- (c) Must be 300 dots per inch or greater resolution, and in a JPEG, PNG, PSD, or TIFF format. PDF, bitmap, and GIF files are not recommended as they generally do not provide clear images when enlarged.

(5) Unit or Installation Insignia.

The Military Departments and the DLA will submit a digital copy of the winning unit or installation's insignia in PSD for use in the ceremony program, slide show, posters, and displays. Do not use PDF, bitmap, or GIF files.

3.5. SECDEF SPECIAL RECOGNITION CERTIFICATES.

a. Categories.

The SecDef recognizes individuals, units, offices, teams, and major installation programs or events that made significant contributions toward the installation's success in winning the Installation Excellence Award. There are three certificate categories for which an installation may submit a nomination:

- (1) DoD personnel (e.g., military and civilians assigned to the installation); 8½" by 11" certificate.
- (2) Non-DoD personnel (e.g., local civic leaders, local school officials, and foreign nationals working on the installation); 8½" by 11" certificate.
- (3) Installation offices, units, teams, installation-wide programs, or major events; 11" by 14" certificate.

b. Submission.

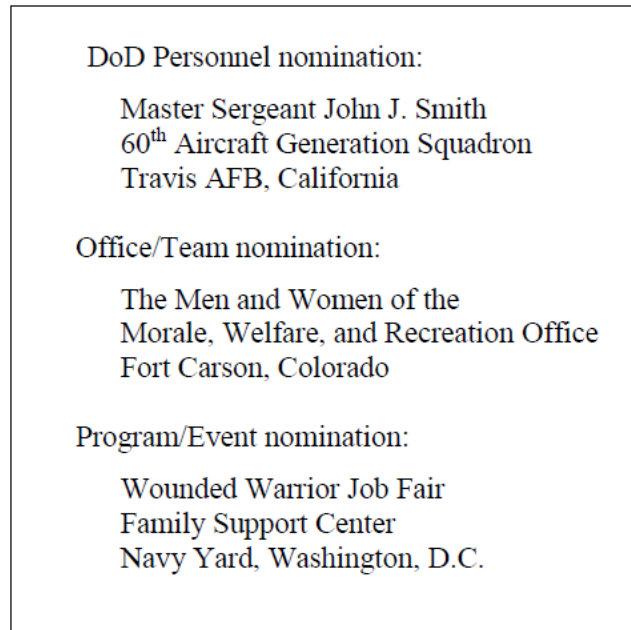
To submit a nomination, the Military Departments and the DLA will provide:

- (1) A list of the special recognition nominees, segmented and labeled in the three categories listed in Figure 1. Bold text, symbols, or special formatting effects must not be used and military ranks must be spelled out. If the installation had a change in command during the performance period, both commanders may be nominated. Command position service dates

must be provided. Certificates will be printed directly from the list provided. Formatting the list includes:

- (a) Format: Microsoft Word document.
- (b) Page orientation: portrait.
- (c) Font: Times New Roman, 12 point.
- (d) Margins: single column, left justified, 1-inch margins, maximum of four lines per certificate.
- (e) Spacing: single space all text and between each nomination listed.

Figure 1. Examples of Special Recognition Nominations



(2) A citation for each certificate nominee in separate paragraphs that highlight the specific and unique contributions made and the impact on achieving installation excellence. The citations support the nominations to the SecDef for the Special Recognition Certificates.

3.6. AWARD SELECTION PROCEDURES.

a. Nominations.

In accordance with the purpose of the award and within the general guidelines provided by OSD, the Military Departments and the DLA will:

- (1) Develop their own selection procedures.
- (2) Conduct their respective Installation Excellence Award competitions.

- (3) Select their installation nominations.
- (4) Identify candidates for SecDef special recognition.

(5) Forward their award nomination packages to the DASD(Con) within the Office of the ASD(EI&E) for a completeness and compliance review.

b. Final Selection.

After the DASD(Con)'s review, the ASD(EI&E) will forward the nominations with recommendations through the USD(A&S) to the SecDef for consideration and final selection.

3.7. PERFORMANCE CRITERIA.

In reviewing the nominee for the Installation Excellence Award, the Military Departments and the DLA will consider:

a. Mission Support.

The installation's performance in support of power projection, military force generation, training, exercise, or other support to enable military mission(s).

b. Energy.

The extent to which the installation developed and executed innovative and aggressive energy and water conservation and resilience programs, and the achievements toward meeting energy reduction and resilience goals.

c. Quality of Life.

The installation's efforts to improve quality of life, morale, and readiness for Service members, families, and civilian employees.

d. Environment.

The installation's compliance, remediation, environmental stewardship, and installation resilience actions.

e. Real Property Asset Management.

The extent to which the installation facilities are fully used or if there are plans to consolidate infrastructure. Management demonstrates the critical examination of mission requirements to maximize existing government-owned assets, while focused on opportunities to reduce dependency on leased assets in supporting the National Strategy for the Efficient Use of Real Property and a goal of reduction in overall footprint. Temporary (relocatable) facilities have projects programmed for replacement with permanent buildings.

f. Real Property Stewardship.

The extent to which installation facility investments are focused on scheduled sustainment, restoration, or demolition of facilities rated in poor and failing conditions.

g. Competitive Activities.

The installation's innovation in achieving the best value, as either a supplier or a receiver of services or goods (e.g., cost comparisons, cost reductions, competitive contracting actions, inter-service support agreements, self-help programs).

h. Communications.

The installation's efforts to share information and manage data across the installation.

i. Safety and Health.

The extent to which the installation promoted safety and health programs.

j. Security and Protection.

The extent to which the installation promoted security and protection programs that build resiliency and support readiness requirements.

k. Public Relations.

The extent to which the installation promoted positive relations with the local community.

l. Command Initiatives.

The extent to which the installation achieves efficient and effective outcomes by deploying innovative and transformative command initiatives in the areas of people, processes, or technology.

m. Other Awards Won.

Other installation or unit awards won or citations for accomplishments occurring during the rating period.

3.8. NOTIFICATION OF WINNERS.

a. News Release.

Upon SecDef approval, the ASD(EI&E) coordinates with the ATSD(PA) to distribute a news release announcing the winning installations. No one will make an announcement about the Installation Excellence Award before the OSD news release. However, the Secretaries of the Military Departments and the Director, DLA may announce the winners of their internal installation award programs, even when the winning installation may be the candidate for the Installation Excellence Award.

b. Notification to Military Departments and DLA.

The ASD(EI&E) will notify the Secretaries of the Military Departments and the Director, DLA, by memorandum, of the installations the SecDef selected to receive the Installation Excellence Award.

c. Notification to Installations.

Once the Military Departments and the DLA are notified that the ATSD(PA) has published the official news release of the Installation Excellence Award winners, the Secretaries of the Military Departments and the Director, DLA may notify the commanders of the winning installations.

3.9. AWARDS DISTRIBUTION.

a. Ceremony Options.

At ASD(EI&E)'s discretion, an awards ceremony is conducted at the Pentagon or by video teleconference to honor the Installation Excellence Award winners and to present the winning installations with award items.

b. Scheduling.

The award ceremony or award distribution is generally scheduled for the month of May once the nominees have been approved by the Secretary of Defense to coincide with the military celebrations of Armed Forces Week and Memorial Day.

c. Ceremony Logistics.

When a ceremony is planned, invitees include representatives from the winning installations; their congressional members and State-elected officials; Secretaries concerned and the Director, DLA; Pentagon personnel; and the media.

(1) The ASD(EI&E) will send invitation letters to:

(a) The Secretaries of the Military Departments and the Director, DLA, asking them to participate in the ceremony.

(b) Respective State governors, senators, congressional district representatives, and congressional committee members for each of the winning installations.

(2) Military Service and DLA ceremony planning POCs will:

(a) Ensure the calendars for the Secretary concerned or the Director, DLA are booked for their participation in the ceremony.

(b) Coordinate with their winning installations and ensure all other very important persons (VIPs) are invited (e.g., community leaders, such as mayors or city managers).

(3) The Military Services and the DLA will provide security information to the Pentagon Force Protection Agency for building access and for escorting their visitors if the event is conducted at the Pentagon.

(4) When the event is conducted at the Pentagon, the ASD(EI&E) and DASD(Con) will provide each Military Service and the DLA with 100 custom printed VIP card invitations and an invitation workbook containing a spreadsheet for tracking invitations and RSVPs.

(5) Military Service and DLA POCs will send their invitation workbooks with planned attendance to the ASD(EI&E) and DASD(Con) POC via e-mail 2 weeks before the scheduled ceremony date. Military Service and DLA POCs must indicate for:

(a) VIPs attending the ceremony, their names and title or rank.

(b) VIPs in the audience that should be recognized in the opening remarks, their name and phonetic spelling of name, title or rank, and full official position name or duty title. VIPs that will generally be acknowledged during the opening remarks are:

1. OSD directors and general officers or flag officers.
2. Congressional members or their staff personnel.
3. Civic leaders and other special guests of the winning installations.

(6) Military Service and DLA POCs will submit an update of the VIP submission to Office of the ASD(EI&E)/DASD(Con) 1 week before the ceremony date after which Military Service and DLA POCs will provide daily e-mail updates of invitee changes.

(7) Each Military Service and DLA will initially be allotted up to 60 reserved seats in the Pentagon Auditorium. Unreserved seats will be reassigned.

d. Award-Receiving Party.

For an in-person award ceremony, the installation commander and up to seven installation staff members may go on stage as the award-receiving party for each installation. Each installation commander will have 2 minutes on the ceremony schedule to address the audience and to recognize the installation team's success.

e. Award Distribution.

If an in-person ceremony is not held, the ASD(EI&E) will ensure the award items are properly distributed to the recipients.

f. Media Coverage.

When news media coverage of the awards ceremony is desired, the ASD(EI&E) will coordinate media attendance with the ATSD(PA).

SECTION 4: SECDEF SPECIAL RECOGNITION CERTIFICATE SAMPLES

Figures 2 through 4 are samples of SecDef special recognition certificates:

Figure 2. Sample Certificate for DoD Installation Personnel, Actual Size: 8 ½” x 11”

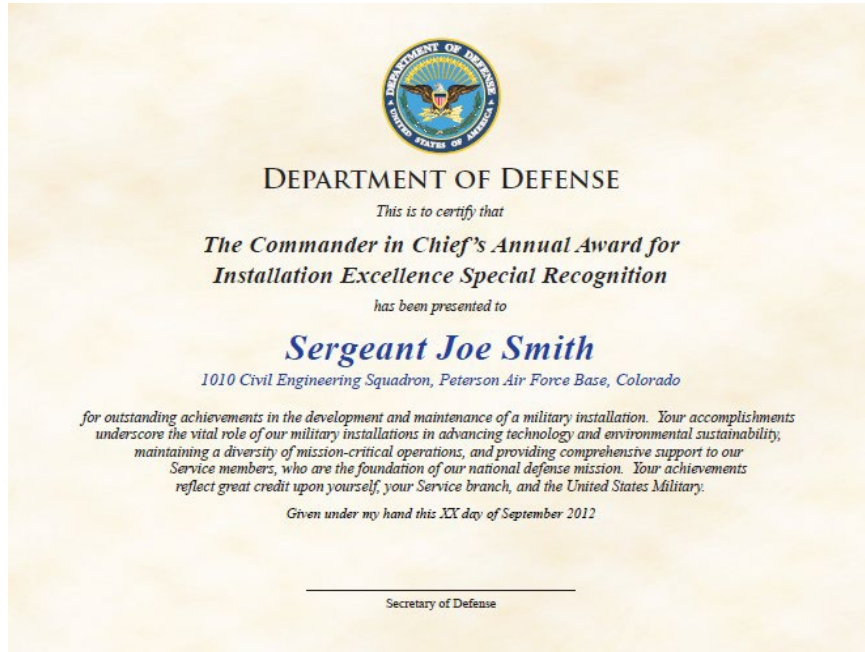


Figure 3. Sample Certificate for Non-DoD Installation Personnel, Actual Size: 8 ½” x 11”

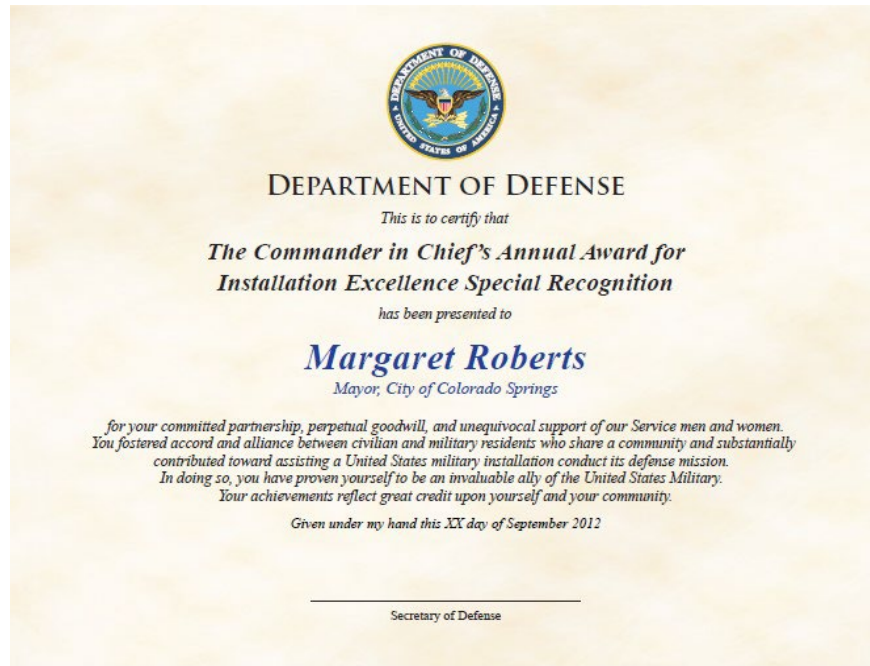


Figure 4. Sample Certificate for Installation Units, Offices, Teams, Programs, and Major Events, Actual Size: 11" X 14



GLOSSARY

G.1. ACRONYMS.

ACRONYM	MEANING
ASD(EI&E)	Assistant Secretary of Defense for Energy, Installations, and Environment
ATSD(PA)	Assistant to the Secretary of Defense for Public Affairs
DASD(Con) DLA	Deputy Assistant Secretary of Defense for Construction Defense Logistics Agency
ExecSec	Executive Secretary of the Office of the Secretary of Defense
GIF	graphics interchange format
JPEG	joint photographic experts group
PDF	portable document format
PNG	portable networks graphic
POC	point of contact
PSD	Photoshop document
RSVP	<i>repondez, s'il vous plait</i> (English: respond if you please)
SecDef	Secretary of Defense
TIFF	tag image file format
USD(A&S)	Under Secretary of Defense for Acquisition and Sustainment
VIP	very important person

G.2. DEFINITIONS.

Unless otherwise noted, these terms and their definitions are for the purpose of this issuance.

TERM	DEFINITION
Military Departments	Defined in Section 101(a)(8) of Title 10, United States Code.

TERM	DEFINITION
military installation	A base, camp, post, station, yard, center, homeport facility for any ship, or other area under the jurisdiction of the Secretary of a Military Department or the SecDef, including any leased location, or in the case of an activity in a foreign country, any area under the operational control of the Secretary of a Military Department or the SecDef, without regard to the duration of operational control.
Military Services	United States Army, United States Marine Corps, United States Navy, United States Air Force, and United States Space Force.
nominee	Proposed recipient of the Installation Excellence Award as presented by the Military Services and the DLA.

REFERENCES

- DoD 5400.11-R, “Department of Defense Privacy Program,” May 14, 2007
- DoD Directive 5122.05, “Assistant to the Secretary of Defense for Public Affairs (ATSD(PA)),” August 7, 2017
- DoD Directive 5135.02, “Under Secretary of Defense for Acquisition and Sustainment (USD(A&S)), July 15, 2020
- DoD Instruction 1400.25, Volume 451, “DoD Civilian Personnel Management System: Awards”, November 4, 2013
- DoD Instruction 5400.11, “DoD Privacy and Civil Liberty Programs,” January 29, 2019, as amended
- Office of Management and Budget Memorandum, “National Strategy for the Efficient Use of Real Property,” March 25, 2015, as amended
- Presidential Memorandum, “Memorandum for the Men and Women of the Department of Defense,” January 22, 1985
- United States Code, Title 10