

# 2011 Best of ITS Awards CALL FOR ENTRIES

***Deadline: May 31, 2011***

ITS America's "Best of Intelligent Transportation Systems (ITS) Awards" recognize the best and brightest of the transportation technology community. Winning entries will be honored at an evening reception on Monday, October 17 at the 18th World Congress featuring ITS America's Annual Meeting & Exposition in Orlando, Florida. This is a unique opportunity to be recognized at the premier global event on advanced transportation technologies in front of hundreds of transportation professionals, policymakers, and press.

## **Eligibility Requirements & Criteria**

- Only members of ITS America are eligible to participate.
- Only projects implemented in the United States will be considered for awards.
- Entries should be for activities taking place in the 2010 calendar year.
- ITS projects should have specific and measurable outcomes and exemplify innovation by demonstrating a new dimension of performance.
- All entries must be received by 5 p.m. (EST) on May 31, 2011.

## **Guidelines**

- Entries should be detailed enough to present the merits of the entry and should not exceed 3,000 words.
- Only entries from ITS America members will be eligible for consideration. Entries may include multiple project partners, but only ITS America members will receive formal recognition.
- A project cannot be submitted in more than one category. Entrants may submit more than one project, but a project will not be considered if it is entered in more than one category.
- Entrants that have "subdivided" a program into multiple categories will be asked to select the one category that best represents the program's achievements. Multiple partners in a program may not submit separate entries for different components of that program

## **Award Selection Procedure**

Entries will be reviewed and the final selections made by a volunteer selection committee comprised of ITS America members.

- Finalists will be notified by July 22.
- Finalists will be asked to provide photos in .JPG format illustrating their project by August 15. These images will be used in the special video presentation.

## Format and Submission Instructions Categories (see following pages for full descriptions)

1. Best New Innovative Product, Service or Application
2. Best New Innovative Practice

E-mail completed narrative entries in Word or PDF to Emily Fishkin, [efishkin@itsa.org](mailto:efishkin@itsa.org) by 5 p.m. EST on May 31, 2011. The following information must appear on a coversheet in the document:

- Name of project (as it should appear in materials and on award)
- Category entered
- Name of organization (as it should appear in materials and on award)
- Mailing address
- Contact person (with full contact information)

## Categories

ITS America will award winners in each of the following categories:

- **Best New Innovative Product, Service or Application** - New ITS product, service, training program, or application that exhibits the greatest innovation and benefit (to consumers, users, public safety, security, surface transportation efficiency, reducing carbon emissions, innovative financing etc.). Projects must demonstrate a design that furthers the development and/or deployment of ITS, as well as specific and measurable outcomes that result from the product or service.
- **Best New Innovative Practice** - Projects may be submitted in the areas of rural ITS, sustainability in transportation, marketing and outreach, partnership deployment (business-to-business, government-to-government, or public/private), or research and innovation. These topics are defined as follows:
  - *Rural ITS Project* - Projects operational in a rural environment defined by county populations of less than 50,000. Projects can involve traveler safety and security, emergency services, traveler information, traffic management, rural transit and mobility, infrastructure operations and maintenance technologies, fleet operations, or commercial vehicle operations.
  - *Sustainability in Transportation* – Sustainability in transportation encourages excellence in environmental stewardship by demonstrating great contributions toward developing and deploying sustainable transportation systems that are clean, safe, and efficient.
  - *Outreach*- Marketing or outreach programs that educate or influences an audience (i.e. consumers, legislators, general public, etc.) regarding an ITS-related product, technology, or service. Evidence of increased use, deployments, awareness, public support, sales and renewals should be provided.

- *Partnership Deployment: Business-to-Business, Government-to-Government, or Public-Private* - Cross-jurisdictional and/or multi-disciplinary partnerships which resulted in successful ITS deployment and/or operation.
- *Research and Innovation* - Recently completed and "midstream" projects that have something to tell about the impact of ITS, both present and future.

## NARRATIVE GUIDELINES

**THERE IS NO APPLICATION FORM. ENTRIES ARE TO IN NARRATIVE FORMAT AND SHOULD ADDRESS THE FOLLOWING QUESTIONS/ITEMS:**

1. **Project Description:**
  - a) What is the purpose of the project?
  - b) What needs and challenges does it address? Whom does it serve?
  - c) Was it designed as a short-term or long-term effort?
  - d) How does it further the development and/or deployment of ITS? How does it help the organization achieve its goals?
2. **Project Results:** Using a "before and after" comparison, please describe the project's results—the specific and measurable outcomes—and explain how you measure performance.
  - a) Prior to the start of the project, what were the conditions, results, or situations that serve as "the baseline" against which you compare the project's outcomes?
  - b) What are the results of the project?
  - c) What is "the new dimension of performance?" How are the results in 2b superior to those in 2a?
  - d) Did the project produce any unanticipated results?
3. **Project Impact:** How does it make a difference in the lives of people?
4. **Potential as a Model:** How can the project serve as a model that can be replicated or adapted by other organizations?
5. **Additional Background:** Provide information about the origin and implementation of the project, such as: Who was responsible for starting it? Were any particular funding sources, resources, partnerships and alliances particularly helpful in implementing and sustaining it? What is its future?
6. **Statement by the Project's Leadership:** Regarding the processes of innovation, leadership, and building partnerships—have you gained any knowledge or insights that might be instructive or inspiring to others?

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