Best of ITS Awards Nomination Guidelines

ITS America’s highly competitive “Best of Intelligent Transportation Systems (ITS) Awards,” annually recognizes the organizations that have implemented the most advanced transportation projects among ITS America’s transportation technology community. This program aims to distinguish organizations whose projects demonstrate specific and measurable outcomes and exemplify innovation by establishing a “new dimension” of performance. Award recipients will be recognized as leaders of the intelligent transportation systems industry in front of hundreds of transportation professionals, policymakers, and press at the largest global conference on Intelligent Transportation Systems in North America.

Nomination 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, the reduction of 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, or Research Design and Innovation. These topics are defined as follows:
  o **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.
  o **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.
o **Outreach**: Marketing or outreach programs that educate or influence 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.

o **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.

o **Research Design and Innovation**: Recently completed and "midstream" projects that demonstrate the impact of ITS on both the present and the future.

### Eligibility Requirements and Criteria

- Only members of ITS America are eligible for consideration. Entries may include multiple project partners, but only ITS America Members will receive formal recognition;
- Only projects implemented in the Americas will be considered;
- Only entries for activities and projectstaking place in the 2013 or 2014 calendar year will be considered;
- ITS projects should have specific and measurable outcomes and exemplify innovation by demonstrating a new dimension of performance;
- Entries should be detailed enough to present the merits of the entry and should not exceed 3,000 words;
- 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 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; and
- All entries must be received by 5:00 pm (EST) on Wednesday, April 9, 2014.

### Award Selection Procedure

Entries will be reviewed and the final selections made by a volunteer selection committee comprised of industry experts.

- Finalists will be notified in May 2014.
• Finalist will be asked to provide photos in .JPG format or video in .mov format, illustrating their project. These images will be used in the special video presentation.

Format and Submission Instructions
The following information must appear on a cover sheet in the document:
• Name of the project (as it should appear in all materials and award)
• Category entered
• Name of organization (as it should appear in all materials and on award)
• Mailing address
• Contact person (Title, Full Name, Job Title, Affiliation, Email)

Narrative Guidelines
All entries are to be in a narrative format and should address the following questions:

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?

Submit
Submit completed nominations in PDF format through our Nomination Submission form located on the Awards page of the 2014 ITS World Congress website by 5:00 pm (EST) on Wednesday, April 9, 2014.

If you have any questions regarding the Best of ITS Awards, please send all inquiries to awards@itsa.org.