| Assessment criteria | Applicants description | Remarks by Board/Jury |
| --- | --- | --- |
| **Project Description:**  Give an overview of the project describing the main messages of the project and the main target audience of the entry. |  |  |
| **Geographical Location:**  Describe where the communication is about and where the message can be experienced (i.e. single facility, citywide, countrywide). |  |  |
| **Time:**  When did the communication take place and for how long? |  |  |
| **Development:**  How was the communication developed:   * Based on customer survey * Based on strategic plans * Involvement of target groups * etc |  |  |
| **Media type:**  What type of media was used?  Provide examples of the communication Other (describe) |  |  |
| **Effects of the communication, for whom?**   * Improved customer service * Effects on consumer behaviour * Improved quality of urban space * Support Sustainable Urban Mobility Plan * Support urban economic development * Effect on parking income   Has the effect of the project been evaluated, i.e. customer survey after the project period? (Results?) |  |  |
| **Cost /Benefit analysis**  Has the project financially been evaluated or has an economic projection been made before implementation? |  |  |
| **Other:**  Describe any other aspect of the on-street parking project not covered by the preceding sections. |  |  |
| **Why do you think this project should win?** (50 words) |  |  |