| 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) |  |  |