| 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?**   * Contribution to city center attractiveness. * Improved customer service * Effects on consumer behaviour * Better use of urban space * Contribution to sustainable mobility * Support urban economic development * Effect on parking income * Environmental impact on pollution and congestion   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?** (Max. 50 words) |  |  |