| 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) |  |  |