

**Assessment Form for the EPA Award 2021 – Category 5 - Marketing & communication on parking  
City & Project name:**

Assessment criteria	Applicants description	Remarks by Board/Jury
<b>Project Description:</b> Give an overview of the project describing the main messages of the project and the main target audience of the entry.		
<b>Geographical Location:</b> Describe where the communication is about and where the message can be experienced (i.e. single facility, citywide, countrywide).		
<b>Time:</b> When did the communication take place and for how long?		
<b>Development:</b> How was the communication developed: <ul style="list-style-type: none"> <li>• Based on customer survey</li> <li>• Based on strategic plans</li> <li>• Involvement of target groups</li> <li>• etc.</li> </ul>		
<b>Media type:</b> <ul style="list-style-type: none"> <li>• What type of media was used?</li> <li>• Provide examples of the communication.</li> <li>• Other (describe)</li> </ul>		
<b>Effects of the communication, for whom?</b> <ul style="list-style-type: none"> <li>• Contribution to city center</li> </ul>		

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<p>attractiveness.</p> <ul style="list-style-type: none"> <li>• Improved customer service</li> <li>• Effects on consumer behaviour</li> <li>• Better use of urban space</li> <li>• Contribution to sustainable mobility</li> <li>• Support urban economic development</li> <li>• Effect on parking income</li> <li>• Environmental impact on pollution and congestion</li> </ul> <p>Has the effect of the project been evaluated, i.e. customer survey after the project period? (Results?)</p>		
<p><b>Cost/Benefit analysis</b> Has the project financially been evaluated or has an economic projection been made before implementation?</p>		
<p><b>Other:</b> Describe any other aspect of the on-street parking project not covered by the preceding sections.</p>		
<p><b>Why do you think this project should win? (Max. 50 words)</b></p>		