

Award Judging Questions and Point Value

Best Overall Marketing Campaign

Question 1: 1-5 pts. - Is the nominee/organization qualified to receive this award?

Question 2: 1-10 pts. - Were there clear goals and objectives for the marketing campaign/promotion?

Question 3: 1-5 pts. - Rate the budget for the marketing campaign/promotion. Based on the information provided, was the budget appropriate for the results achieved?

Question 4: 1-10 pts.- Rate how well the marketing campaign/promotion informed the public, employees, tenants, and/or students about commuting options, transportation, and/or the environment. Were there clear and beneficial outcomes from the promotion or campaign?

Question 5: 1-15 pts.- Rate how the marketing campaign or program demonstrated creativity and originality, and rejuvenation.

Question 6: 1-5 pts. - Can this promotion and/or program be transferred to other TDM programs?

Outstanding TMA

Question 1: 1-5 pts. - Is the TMA qualified to receive this award?

Question 2: 1-5 pts. - Rate the goals and objectives of the TMA.

Question 3: 1-10 pts. Rate the contributions made by the TMA to its members, region, and TDM industry.

Question 4: 1-15 pts. Rate the programs, projects, and leadership demonstrated by the TMA and how they have used public/private partnerships to achieve success.

Question 5: 1-15 pts. Rate the outcomes and benefits achieved by the TMA.

Employee Transportation Champion

Question 1: 1-15 pts. - Rate the nominees' qualifications.

Question 2: 1-15 pts. - Rate how this individual influenced positive change at their worksite.

Question 3: 1-20 pts. - Rate the outcomes of the nominee's efforts on advancing transportation options and positively supporting commuters at their work site?

Excellence in Research

Question 1: 1-10 pts. - Is the nominee qualified to receive this award?

Question 2: 1-15 pts. - Rate how well the research efforts benefits or enhances the field of TDM.

Excellence in Planning

Question 1: 1-10 pts. - Is the nominee qualified to receive this award?

Question 2: 1-15 pts. - Rate how well the planning documents or policies benefit or enhance the field of TDM.

Question 3: 1-15 pts. - Rate the outcomes of the nominee's efforts on advancing transportation options and positively supporting TDM.

Outstanding Building and Development

Question 1: 1-15 pts. - Does the building/development's transportation related facilities and improvements qualify to receive this award?

Question 2: 1-15 pts. - Does the nominee's parking management strategies qualify to receive this award?

Question 3: 1-10 pts. - Rate the transportation promotions, services, and/or policies the site maintains.

Question 4: 1-10 pts. - Rate how well the facility engages commuter and educates users to it's infrastructure, programs and services.

Excellence in Advocacy

Question 1: 1-10 pts. - Is the nominee qualified to receive this award?

Question 2: 1-15 pts. - Rate how well the advocacy efforts were on behalf of TDM with regard to innovation, efficiency, and effectiveness.

Question 3: 1-15 pts. - Did this individual/group influence positive local, state, and/or federal involvement?

Commuting Options (Active Commuting, Public Transit, Best Overall Benefit Program, Ridsharing, Telework)

Question 1: 1-10 pts. - Were there clear goals and objectives for the program, policy, or service that advanced one of the commuting options?

Question 2: 1-10 pts. - Rate how well this program, policy, or service engaged the intended audience

Question 3: 1-10 pts. - Rate the budget for implementing the program or policy. Based on the information provided, was the budget appropriate for the results achieved?

Question 4: 1-10 pts. - Rate the outcomes of the program, policy, or service.

Question 5: 1-10 pts. - Rate how well this program, policy, or service can be transferred to other TDM programs in other locations.

Outstanding DEI Award

Question 1: 1-10 pts. – Did the program/individual advance diversity, equity, and inclusion within the commuter transportation and TDM community?

Question 2: 1-10 pts. – Rate the individual or program’s commitment to creating a culture of inclusion within their areas of influence.

Question 3: 1-10 pts. – Rate the program or individual’s ability to create a positive environmental and economic impact on historically disadvantaged communities?

Question 4: 1-10 pts. - Rate the program or individual’s strategies to reach out to diverse populations.

Question 5: 1-10 pts. – Rate how well the program or individual worked to increase inclusion for women, people of color, members of the LGBTQ community, and individuals with disabilities within commuter transportation and TDM.

Question 6: 1-10 pts. - Did the program or individual raise industry awareness of the importance and value of being a diverse and inclusive industry?

Outstanding Public / Private Partnership

Question 1: 1-5 pts. – Are the nominees qualified to receive this award? There must be at least one public sector organization and one private sector organization participating in the nomination. The private sector organization(s) can be either for profit or nonprofit.

Question 2: 1-5 pts. – Rate how well the nominees explained the impetus for initiating the public-private partnership and showed how all partners actively participated in the partnership.

Question 3: 1-10 pts. – Were there clear TDM goals and objectives for the public-private partnership and a path to evaluate said goals and objectives?

Question 4: 1-15 pts. – Rate the outcomes of the public-private partnership, including how the broader community benefited from the outcomes (particularly if/how the outcomes advanced diversity, equity, and inclusion within the community).

Question 5: 1-5 pts. – Rate the elements of the nomination not captured in the previous questions, including but not limited to:

How well could the public-private partnership be replicated between different organizations, in different locales, and/or upscaled. How the public-private partnership demonstrated creativity and originality.