NR ITS Connect!
Chattanooga 2016

Call for Entries
2016 Best of Intelligent Transportation Systems RURAL Awards

DEADLINE: MARCH 31, 2016

The Best of Intelligent Transportation Systems (ITS) RURAL Awards is the only program in the world that recognizes the best and brightest of the rural ITS community. Winning entries will be featured in a special presentation during the Opening Session on Monday, October 3, 2016 at the 2016 National Rural ITS Conference in Chattanooga, TN. This is a unique opportunity to be recognized in front of Rural ITS industry professionals.

ELIGIBILITY REQUIREMENTS

- **Entries should be for activities taking place in the 2015 or 2016 calendar year.**
- **All entries must be received by 5 p.m. (EST) on Friday, March 31, 2016.**
- **Entries should be detailed enough to present the merits of the entry.**

AWARD SELECTION CRITERIA

ITS projects should have specific and measurable outcomes and exemplify innovation by demonstrating a "new dimension" of performance.

AWARD CATEGORIES

Rural ITS Projects – All projects submitted must be operational in a rural environment defined by city populations of less than 50,000. Projects can involve traveler safety and security, emergency services, traveler information, traffic management, rural transit and mobility, infrastructure operations and maintenance technologies, fleet operations, or commercial vehicle operations.

- **Best New Innovative Product, Service or Application - New ITS product, service, training program, or application that exhibits the greatest innovation and benefit (to consumers, users, public safety, security, surface transportation efficiency, etc.). Projects must demonstrate a design that furthers the development and/or deployment of rural ITS applications, as well as specific and measurable outcomes that result from the product or service.**

- **Best New Innovative Practice - Projects may be submitted in the areas of sustainability in transportation, marketing and outreach, partnership deployment (business-to-business, government-to-government, or public/private), or research and innovation. These topics are defined as follows:**

    - **Sustainability in Transportation – Sustainability in transportation encourages excellence in environmental stewardship by demonstrating great contributions toward developing and deploying sustainable transportation systems that are clean, safe, and efficient.**

    - **Outreach- Marketing or outreach programs that educate or influence an audience (i.e. consumers, legislators, general public, etc.) regarding an ITS-related product, technology, or service. Evidence of increased use, deployments, awareness, public support, sales and renewals should be provided.**

    - **Partnership Deployment: Business-to-Business, Government-to-Government, or Public-Private - Cross-jurisdictional and/or multi-disciplinary partnerships which resulted in successful ITS deployment and/or operation.**

    - **Research and Innovation - Recently completed and "midstream" projects that have something to tell about the impact of rural ITS, both present and future.**

APPLICATION PROCEDURES

Please follow the instructions on the Application Form found on the last two pages of this packet. Details are provided below:

- **Entries should be detailed enough to present the merits of the entry.**
- **Only entries from ITS America members will be eligible for consideration. Entries may include multiple partners, at least one of who must be an ITS America member. In addition:**
  - **A project cannot be submitted in more than one category. Entrants may submit more than one project, but a project will not be considered if it's entered in more than one category.**
  - **Entrants that have "subdivided" a program into multiple categories will be asked to select the one category that best represents the program's achievements. Multiple partners in a program may not submit separate entries for different components of that program.**
  - **Entries should not exceed 3,000 words. Entries should be concise, yet detailed enough to present the merits of the entry.**

AWARD SELECTION PROCEDURE

Nominations will be reviewed and the final selections made by a selection committee comprised of ITS America representatives, the Rural SIG chair, chair of the NRITS Planning Committee and other individuals as designated. Finalists will be notified by May 6, 2015. Finalists will be asked to provide a brief (3-5 slides) PowerPoint presentation or video illustrating their project by September 14, 2016.

PRESENTATION AND VENUE

The Best of RURAL ITS Awards Ceremony will be held on Monday, October 3, 2016 during the Opening Session of the 2016 National Rural ITS Conference. This event will be held at the Chattanooga Convention Center in Chattanooga, TN. For additional information, please visit www.nationalruralitsconference.org.

TIMELINE

March 31, 2016	**Deadline**
May 6, 2016	**Finalists Notified**
September 14, 2016	**Project Powerpoint or Video Due**
October 3, 2016	**Best of Winners announced at NRITSConference**

APPLICATION

Please carefully read and consider the Eligibility Requirements and Award Selection Criteria. The selection process is extremely rigorous and competitive. E-mail completed application form and narrative to Traci Ulberg at awards@nritsconference.org by 5 p.m. (EST) on March 31, 2016.

Applicant

_____

Name of Project (as it should appear in marketing and PR materials)

_____

Category Entered

_____

Organization Submitting Application (as it should appear in print AND on the award, if won)

_____

Address **City** **State** **Zip**

B. Contact Person for Notification or Information Requests

_____

First Name **Last Name** **Job Title**

_____

Organization (as it should appear in marketing and PR materials AND on the award, if won)

_____

Address **City** **State** **ZIP**

_____

Telephone **E-mail Address**

Project Partner

(Please include a separate sheet if this project involved more than one partner. If your project is selected as a winner, a maximum of three project partners will be honored.)

_____

First Name **Last Name** **Job Title**

_____

Organization (as it should appear in marketing and PR materials AND on the award, if won)

_____

Address **City** **State** **ZIP**

_____

Telephone **E-mail Address**

NARRATIVE INSTRUCTIONS AND FORMAT REQUIREMENTS

- **Send submissions in Microsoft Word.**
- **Observe the word limitations.**
- **At the top of each page of your narrative, include the name of the nominated organization(s) and project.**
- **If photos are included, they should be low resolution so as not to exceed the total file size of the Word document of 2 MB.**
- **Entries should not exceed 3,000 words. Entries should be concise, yet detailed enough to present the merits of the entry.**
- **For the narrative, label each response with the number of the question. It is not necessary to use a separate sheet of paper for each item.**

Answer all numbered items in the format requirements:

1. **Project Description:**
    a) **What is the purpose of the project?**
    b) **What needs and challenges does it address? Whom does it serve?**
    c) **Was it designed as a short-term or long-term effort?**
    d) **How does it further the development and/or deployment of ITS? How does it help the organization achieve its goals?**

2. **Project Results: Using a "before and after" comparison, please describe the project's results—the specific and measurable outcomes—and explain how you measure performance.**
    a) **Prior to the start of the project, what were the conditions, results, or situations that serve as "the baseline" against which you compare the project's outcomes?**
    b) **What are the results of the project?**
    c) **What is "the new dimension of performance?" How are the results in 2b superior to those in 2a?**
    d) **Did the project produce any unanticipated results?**

3. **Project Impact: How does it make a difference in the lives of people?**

4. **Potential as a Model: How can the project serve as a model that can be replicated or adapted by other organizations?**

5. **Additional Background: Provide information about the origin and implementation of the project, such as: Who was responsible for starting it? Were any particular funding sources, resources, partnerships and alliances particularly helpful in implementing and sustaining it? What is its future?**

6. **Statement by the Project's Leadership: Regarding the processes of innovation, leadership, and building partnerships—have you gained any knowledge or insights that might be instructive or inspiring to others?**