

**Assessment Form for the EPA Award 2017 – Category 5- Marketing & communication on parking
City & Project name:**

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

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| <ul style="list-style-type: none"> • Improved quality of urban space • Support Sustainable Urban Mobility Plan • Support urban economic development • Effect on parking income <p>Has the effect of the project been evaluated, i.e. customer survey after the project period? (Results?)</p> | | |
| <p>Cost /Benefit analysis Has the project financially been evaluated or has an economic projection been made before implementation?</p> | | |
| <p>Other: Describe any other aspect of the on-street parking project not covered by the preceding sections.</p> | | |
| <p>Why do you think this project should win? (50 words)</p> | | |