2021 BEST OF MOD AWARD

Entries Due: September 8, 2021

Award Theme: Innovative MOD P3 working to better connect people with mobility

Goal: This Mobility on Demand (MOD) award aims to recognize an outstanding MOD public-private partnership (P3) that is making a notable impact and leveraging emerging mobility systems to **improve access to mobility**.

Eligibility Requirements:

- o To be eligible to apply for this award, at least one partner must be a current member in good standing of ITS America.
- o The project must be a public-private partnership.
- o Only projects implemented in North America will be considered.
- o Only entries for projects deployed during 2020 or 2021 will be considered.

Application Criteria:

- o Entries should be detailed enough to present the merits of the entry but should not exceed 3,000 words.
- o All award applications must highlight an innovative public-private partnership that resulted in a successful mobility pilot or program that demonstrates the value that MOD can have in improving access to mobility
- o Entrants may submit more than one project in the overall awards competition
- o **All submissions are due to ITS America by Wednesday, September 8, 2021. Use the subject line "ATTN: Rachel Rettberg – Best of MOD Award" and email your entry to rrettberg@itsa.org.**

Finalist Selection Procedure: Entries will be reviewed by the members of the MOD Award Subcommittee and ITS America staff to ensure they have met all of the above requirements. Members of the MOD Award Subcommittee will select the top finalists to present at the Best of ITS Awards Reception. Submitters will be notified if their project has been selected to be showcased at the Annual Meeting Awards Reception. Attendees at the reception will vote on these finalists and a winner will be selected that evening.

Finalist Projects Featured at the Best of ITS Showcase: The winner will be announced at the "Best of ITS Showcase" at the ITS America Annual Meeting. This Year's Annual Meeting will be held December 7-10, 2021 in Charlotte, NC. Top finalists will receive tabletop space to set up a display highlighting their project. During the showcase and reception, guests, including state DOT officials, will be invited to tour the displays to learn more about each project.

Example partnership types: Qualifying partnerships could include pilots/initiatives that help to accomplish a goal such as (but not necessarily limited to) the following:

- o Mitigate transit deserts (in rural/suburban/urban communities, tribal, etc.)
- o Make transportation service more dynamic/flexible (such as by improving paratransit / demand-response services)
- o Improve transportation operational or fiscal efficiency
- o Connect people traditionally underserved or with barriers to access (for ex: persons with disabilities, older riders, unbanked, and low-income communities); such as:
    - ▪ Improving mobility coverage (first/last mile connectivity, etc.)
    - ▪ Alleviating cost barriers (via subsidies, etc.)
    - ▪ Improving universal design (building/promoting systems that are accessible to all)

Format and Submission Instructions: The following information must appear on a cover sheet for the submitted document:

- o Name of the partnership/program (as it should appear in all materials)
- o Name of partner organizations (as they should appear in all materials)
- o Mailing address
- o Contact person (full name, job title, affiliation, email)

Application Questions: All entries are to be in a narrative format and should address the following questions:

- o **Project Description:** What is the purpose (/mission) of the project? What needs and challenges does it address? Who does it serve? Was it designed as a short-term or long-term effort? How does it leverage MOD services/technologies to advance mobility for all? How does it help the organization achieve its goals?

- o **Partnership:** Who are the partners and what is their role in the partnership? What is innovative about this partnership (what makes it stand out from other existing mobility partnerships)?

- o **Project Results:** Using a "before and after" comparison, please describe the project's results—the specific and measurable (qualitative and quantitative) outcomes—and explain how you measure performance.
    - ▪ 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?
    - ▪ What are the results of the project? (For instance: Did it add access to mobility where there wasn't any? Did it help to better connect people who may have been traditionally underserved by, or had barriers to accessing, existing transportation? What gaps were mitigated?)

- How does your partnership make a difference in people's lives? How does it advance safety, sustainability, and accessibility? To what extent does this project help to improve transportation efficiency?

- **Potential as a Model:** How can the project serve as a model that can be replicated or adapted by other organizations and potentially scaled? What is the long-term goal for this partnership? To what extent could this partnership be sustained over time?

- **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, or alliances particularly helpful in implementing and sustaining it?

- **Statement by the Project's Leadership:** What knowledge or insights have you gained through innovating, partnership building, and/or leading this project that might be instructive or inspiring to others?

Scoring criteria: Submissions will be evaluated based on the following:

- Clarity: Clearly identifying the problem/need that the project addresses
- Value proposition: presenting a quality solution to meaningfully advance mobility
- Technical feasibility
- Metrics: Providing metrics to demonstrate the current and potential impact of the project towards improving access to mobility
- Societal impacts (equity, sustainability, etc.)
- Creativity / Competitive advantage
- Scalability
- Growth plan
- Team management (illustrating expertise, diversity, role delegation)
- Communication and presentation of application

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