

Outstanding Marketing Program

APPLICANT EVALUATION

APPLICANT

Each application will be scored up to a maximum of 100 points, based upon the score for each of the following six criteria:

			SCORE
1	Extensiveness of Program (duration, number and reach of communication channels used)	25 POINTS	
2	Quality of Program (aesthetic appeal of marketing materials, positive image for transit shown, production quality)	30 POINTS	
3	Effectiveness of Program (met or exceeded goals, quantifiable performance measurements included, ridership, customer satisfaction, community perception)	30 POINTS	
4	Innovation (Program made use of non-traditional media sources or partnerships to more effectively achieve program goals)	15 POINTS	
	APPLICANT TOTAL SCORE	100 POINTS	0