



# **6<sup>th</sup> ANNUAL RIDESHARE DIAMOND AWARDS**

## **CALL FOR NOMINATIONS**

Metro and the Ventura County Transportation Commission (VCTC) invite you to nominate your employer, fellow employees or even yourself for the prestigious Rideshare Diamond Award. The awards program recognizes outstanding achievement in developing and implementing innovative and successful rideshare programs that encourage employees to “share the ride” to work.



Metro and VCTC are dedicated to helping businesses and their employees find alternative ways to share the ride to work thereby improving mobility and air quality for all of us.

# 6<sup>TH</sup> ANNUAL RIDESHARE DIAMOND AWARDS

## Nominations are accepted in the following categories:

### ❖ **Innovative Rideshare Program or Strategy**

An outstanding overall rideshare program or single strategy that uses transportation demand management concepts such as shuttles, carpools, vanpools, transit/rail, bike, walk, telecommute, rideshare benefits, amenities or programs that facilitate behavioral change.

### ❖ **Outstanding Marketing Program**

Excellence in development of outstanding marketing materials or development of a comprehensive campaign that promotes ridesharing. Materials may include: web sites, newsletters, posters, brochures, bulletin boards, presentations, events, email messages, how-to-kits or videos.

### ❖ **Individual or Group Achievement**

Exemplary achievement of an individual or group who has demonstrated a commitment to ridesharing or who has demonstrated exceptional rideshare leadership or advocacy.

### ❖ **Shoestring Program**

An extraordinary use of low-cost solutions for motivating employees to rideshare.  
( *Cost of program must be included for entries in the "Shoestring" category.*)

## Nomination Guidelines

1. Complete the attached Diamond Awards Nomination Form. Additional pages may be included.
2. Make your nomination as clear, concise and compelling as possible.
3. You may nominate your program for more than one category; **however**, you must complete a separate form for each entry. Multiple awards may be given in a category.
4. **Self-nominations are encouraged** or you may nominate others.
5. Submit (5) copies of your nomination form and (5) samples of support materials.

## **Judging**

A panel of rideshare professionals will judge nominees. Completed nomination forms and samples of support documentation are the only materials that will be used to judge each entry.

## **Selection Criteria**

Successful entries will include:

1. Complete definition of the problem or goal.
2. Description of your program, strategy or solution.
3. Description of how you implemented your program and it's effect on your target audience.
4. Creativity and ingenuity in promoting a rideshare program.
5. Significant achievements above and beyond ordinary efforts.
6. Duration of program, number of participants and cost-effectiveness.
7. How the program's success was evaluated.
8. How your entry has benefited the community, work place or inspired others.

**Diamond Award winners will be invited to a hosted luncheon in their honor at the Biltmore Hotel in Los Angeles, on May 26, 2004. Winners will be notified late April 2004.**

**6<sup>th</sup> Annual Rideshare Diamond Award  
NOMINATION FORM**

**Nomination Deadline: Must be received by 3:00 p.m., March 5, 2004**

**Award Category:** Select the award category that best describes your nomination's achievement.

- Innovative Rideshare Program or Strategy     Individual/Group Achievements  
 Outstanding Marketing Programs             Shoestring Programs

**Number of Employees at worksite:**

- Under 250                       250-499                       500-999                       Over 1,000

**Nominee Information:**

**Name(s):** \_\_\_\_\_

**Employer(s):** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** (    ) \_\_\_\_\_ **Fax:** (    ) \_\_\_\_\_

**Email(s):** \_\_\_\_\_

**Submitted By:**

**Name and Affiliation:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** (    ) \_\_\_\_\_ **Fax:** (    ) \_\_\_\_\_

**Email:** \_\_\_\_\_

**If you have questions contact Norma Elston-Adams at (213) 922-2344  
Metro Commute Services**

# PROGRAM HIGHLIGHTS

Include all the information requested on this form including program achievements as specified in the category criteria. Your narrative should include the “who, what, when, where and how” related to the nomination. Clear and concise descriptions of the accomplishments are crucial to the selection process since this is the basis for consideration by the judges. You are encouraged to include sample materials that support your nomination such as photos, graphics, marketing materials etc. Attach additional pages if necessary.

1. Define the problem and goal.

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2. Describe your program, strategy or solution.

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3. Describe how you implemented your program.

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4. How does this entry demonstrate creativity and ingenuity in promoting a rideshare program?

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5. Explain significant achievements of this program above and beyond ordinary efforts.

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6. Explain duration of program, number of participants and cost-effectiveness.  
*(Cost of program must be included for entries in the "Shoestring" category.)*

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7. Explain how your entry has inspired others.

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8. Provide information on how the program was evaluated and what were the results.

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9. Explain how your entry has benefited the community or work place.

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10. Include any additional information about your entry here.

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**Mail your entry to:**  
Metro Commute Services  
One Gateway Plaza, mail stop: 99-19-05  
Los Angeles, CA 90012-2952, Attn: Norma Elston-Adams  
**Entries must be received by 3:00 p.m. March 5, 2004**