



14th Annual Awards for Excellence

2011 Entry Packet

- System of the Year
- Professional of the Year
- Marketing Program
- Safety & Training
- Ridership & Expanded Service

Announcement & Presentations

- Thursday evening, January 26, 7:00
@ Sheraton Hotel, Downtown Oklahoma City



Welcome to the 2011 OTA Awards for Excellence

**Entry deadline for all categories:
January 10, 2012**

This is the annual program where the finest efforts in building, promoting and advocating for public transit in our state by OTA members are recognized. The transit systems and individuals who have been honored by their peers are an historical record of public transit leadership.

There are five, major awards headlined by the OTA System of the Year. The practice of OTA since year one of these awards has been to recognize the Transit System of the Year director as Manager of the Year in the same way the Best Picture and Best Director usually go hand-in-hand at the Academy Awards.

A panel of media judges will determine the recipients. Judging will take place Friday, January 13. Please pay special attention to the 'Tips from past judges' page as you prepare your entry. Also, we call your attention to the specific criteria for both the 'Safety & Training' and 'Ridership & Expanded Service' categories.

Envelopes will be opened revealing the recipients during the 14th Annual OTA Awards for Excellence Banquet during the 2012 OTA Winter Conference, January 25-27, at the Sheraton Hotel in downtown Oklahoma City.

As is the case with professional, trade associations we expect you to enter your own system for an honor. Better than anyone else, you know what your system has achieved. Likewise, nominations from one transit professional of another system, individual or program are also welcome.

Regardless of whether or not you enter any category, we hope to see you at the awards banquet when the peers in Oklahoma public transit will be honored.

Best of luck!



2011 Awards for Excellence

Public Transit System of the Year

To recognize a public transit system that best symbolizes the spirit of public transportation by promoting the local economy; removing barriers to isolation; and providing its service area with efficient, economical and dependable service.

Public Transit Professional of the Year

To recognize a public transit professional who as a system director provides outstanding leadership to the system through outreach and involvement in the entire transit service area.

Public Transit Marketing Program

This award recognizes a system which produced the most effective, omnibus transit marketing program.

Safety & Training Award

This award recognizes how safety is promoted throughout the transit system; internal and/or external training, incentive programs, and recognition, including numbers and/or ratios on driver miles without an accident.

Ridership & Expanded Service Award

This award recognizes an increase of both ridership numbers and expanded service area along with new, innovative programs to encourage ridership. Numbers are all important in this category and must be compared over the most recent three-year period.

Nomination Guidelines

Each nomination may be accompanied by supporting documentation such news article clippings, promotional materials and proper citation of any numbers. Nominations will be accepted only from OTA members in good standing. Any system or individual nominated must be an OTA member in good standing to be eligible for consideration.

DEADLINE: January 10, 2012

Mail all entries to:

**Oklahoma Transit Association
5030 North May Avenue
#233
Oklahoma City, OK 73112**



Tips from past judges

Every year, judges pass along comments for consideration. And, every year the message is very much the same.

Your entry reflects the professionalism of your transit system. Therefore, these key points:

- Spelling and grammar count.
- Appearance and organization is taken into account.
- Pay close attention to the criteria for each category.

1. Remember you are writing for judges who are familiar with public transit but not necessarily with your transit system and your service area and programs. For example, if your description states "...we serve a multi-county area..." or "...we serve a regional area..." it is best to name the counties and the specific region as central, southwest, etc.

2. Be specific and that will make your narrative brief. For example, don't tell the judges your "system had the best year in over a decade." What made 2011 the best year in over a decade? Ridership? New programs? Expanded service? Secured increased funding? That would be the specifics.

3. Avoid the clichés such as "the entire community now realizes the need of our service." That means every single individual and it can't be documented. Just list your accomplishments as to how a community or region is served and your story will be evident.

3. Bear in mind at all times these entries will be judged by media professionals. There is no need to make a lengthy explanation. As we learned every year, the judges recognize both substance and/or fluff with a single reading.



COVER

Category: Public Transit System of the Year

To recognize a public transit system that best symbolizes the spirit of public transportation in the specified time period by promoting the local economy; removing barriers to isolation; and, providing efficient, economical and dependable transit service.

Deadline: entry must be received by January 10, 2012.

Name of public transit system _____

Time period: Calendar year 2011.

Please type your narrative, double space on no more than four pages of 8.5 x 11 inch paper. Please staple your narrative to this cover page. Please no attachments other than those stated on next page 'Scoring by Category'.

Submitted by (please print) _____ Telephone _____

Public Transit System of the Year

Scoring by Category

Points from five categories will determine the Transit System of the Year:

- Promotion of public transit 10 points
- Community Service 25 points
- Government Affairs 25 points
- Safety & Training 20 points
- Ridership & Expanded Service 20 points

Opening Statement

Please provide an opening statement of less than 200 words summarizing your progress in the five categories.

Promotion of public transit

10 points

150 words or less

Include any and all efforts to make the public transit system services more visible to the service area market including, but not limited, to: special promotions, op-ed articles, paid advertising, speaking engagements, printed materials, broadcast materials, news clippings, announcements, open houses, paid advertising, newspaper commentaries, attendance and promotion at regional, non-transit industry meetings, involvement in the Oklahoma Transit Association. Feel free to cite these and other promotions made. Verification with printed announcements, clippings, appreciated. No need to include programs from training, seminars and conferences.

Community Involvement

25 points

200 words or less

Any and all efforts where the transit system volunteered time, staff and/or vehicles for any community event not related to the routine transport of passengers, i.e., participation in community festivals and partnering with local economic development agencies for VIP transportation. Examples: courtesy shuttle service for economic development entities, athletic events, festivals; providing shuttle service a courtesy or commercial venture for business and industry; involvement beyond membership in your local chamber of commerce Also note membership in the local chamber of commerce, membership in the local industrial development authority.

Government Affairs

25 points

200 words or less

Include documentation of any contact or correspondence related to transit legislation at the local, state or federal level. This may include formal, one-on-one meetings with elected officials, formal meetings arranged with one or more elected officials; contributions to candidates for elected office; hosting a fund-raiser for candidates for elected office; tours of transit property for elected officials or their representatives; trips to the state capitol for formal briefings arranged by business and transportation advocacy organizations. Does not include attending events which provide chance meeting with said elected officials. Examples: hosting one or more elected officials and/or representatives of these officials from any level – local, state, tribal, federal – for a tour and briefing on your transit system; hosting a fund-raiser for a candidate; attending political events; ongoing communications with elected officials; recognition of elected officials in your internal newsletter, publications.)

Safety & Training

20 points

200 words or less

Recognizing how safety is promoted throughout the transit system; internal or external training, incentive programs, and recognition, including numbers and/or ratios on driver miles without an accident. Please use this formula to help us quantify your efforts: at fault accidents per 20,000 miles. The formula will count for a large part of this category.

Ridership & Expanded Service Award

20 points

200 words or less

Recognizing an increase of both ridership numbers and expanded service area along with new, innovative programs to encourage ridership. Numbers are all important in this category and must be compared over the most recent three-year period.



COVER

Category: Public Transit Professional of the Year

To recognize a public transit professional who has provided outstanding leadership to a transit system. Key factors are: success of the transit system under the individual's leadership outreach and involvement in the entire transit service area. This award can be based on an extraordinary calendar year; track record over several years or for a lifetime of achievement.

Deadline: January 10, 2012

Nominee _____

In your narrative, address the issues stated above. Please type your narrative, double space on one page of 8.5 x 11 inch paper. Please staple your narrative to this cover page. In your narrative, address the issues stated above.

Submitted by (please print) _____ Telephone _____



COVER

Category: Transit Marketing Program

This award recognizes a public transit system for its promotional efforts through the media, including social media; and public events (media releases, PSAs, open house, paid advertising campaign, legislative efforts, receptions, etc.) to promote public transit. This award is for the system which produced the most active and effective public relations program during the calendar year 2011.

Deadline: January 10, 2012

Nominee _____

In your narrative, address the issues stated above. Please type your narrative, double space on no more than two pages of 8.5 x 11 inch paper. Please staple your narrative to this cover page. In your narrative, address the issues stated above. Feel free to enclose supporting materials not to exceed five pages. Attach any media release or press clippings. For press clippings, please copy onto 8.5 x 11 inch paper and attach.

Submitted by (please print) _____ Telephone _____



COVER

Category: Safety & Training Award

This award recognizes a public transit system for efforts in regard to how safety is promoted throughout the transit system; internal or external training, incentive programs, and recognition, including numbers and/or ratios on driver miles without an accident.

Please use this formula to help us quantify your efforts: at fault accidents per 20,000 miles. The formula will count for a large part of this category. This award is for the system which produced the most active and effective safety and training program during the calendar year 2011.

Deadline: January 10, 2012

Nominee _____

In your narrative, address the issues stated above. Please type your narrative, double space on no more than two pages of 8.5 x 11 inch paper. Please staple your narrative to this cover page. In your narrative, address the issues stated above. Feel free to enclose supporting materials not to exceed five pages. Attach any media release or press clippings. For press clippings, please copy onto 8.5 x 11 inch paper and attach.

Submitted by (please print) _____ Telephone _____



COVER

Category: Ridership & Expanded Service Award

Recognizing an increase of both ridership numbers and expanded service area along with new, innovative programs to encourage ridership. Numbers are all important in this category and must be compared over the most recent three-year period. The 2011 numbers must be compared to ridership statistics from 2009 and 2010.

Deadline: January 10, 2012

Nominee _____

In your narrative, address the issues stated above. Please type your narrative, double space on no more than two pages of 8.5 x 11 inch paper. Please staple your narrative to this cover page. In your narrative, address the issues stated above. Feel free to enclose supporting materials not to exceed five pages. Attach any media release or press clippings. For press clippings, please copy onto 8.5 x 11 inch paper and attach.

Submitted by (please print) _____ Telephone _____