



Mayors' Challenge for Safer People, Safer Streets Awards Fact Sheet

Summary: USDOT will hold an awards competition for cities participating in the Mayors' Challenge for Safer People, Safer Streets. The competition was announced in March 2015, and cities will self-nominate in June-July 2016. DOT will review nominations and select winners in July-August 2016. Winning cities will be contacted in late August, and the awards will be presented and publicly announced in September at a capstone summit event in Washington, DC at USDOT Headquarters the week of September 19.

Submission Format: Using an online form, applicants will be asked to submit a single narrative, no longer than 750 words, describing their work during the Mayors' Challenge. They will indicate which award(s) they would like to be considered for based on their narrative and are welcome to compete for up to three Challenge Areas Awards. We will also provide a space for candidates to submit web links to support their narrative.

Proposed awards and selection criteria: Evaluators will consider only work done during the jurisdiction's participation in the Mayors' Challenge, and will judge each city relative to its unique starting point. In addition to the work relevant to each award category, evaluators will consider these factors:

- Use of data in decision-making or to demonstrate safety benefits
- Use of USDOT resources to achieve goals
- Evidence of public involvement
- Evidence of a cross-sectoral/intergovernmental approach

Applicants will be allowed to decide themselves how they define success within each Challenge Activity, but will be provided examples success indicators (noted in the list below). The Engagement Award will be awarded to the most active participant in Challenge events, as measured by Mayors' Challenge staff records. An evaluation team of USDOT staff will select finalists for review and final selection by Secretary Foxx.

Awards may be Considered for the Following:

- Mayors' Challenge Activity 1: Complete Streets
 - Example entries:
 - Best Complete Streets policy adopted during the Challenge by a Challenge city

- Best evidence of policy implementation
- Mayors' Challenge Activity 2: Fix Barriers
 - Example entries:
 - Best example of improving access to transit (policy adopted and plan initiated)
 - Best example of addressing a physical barrier
 - Best ped-bike audit
 - Best project to address needs of disabled, low-income, older adults, or children
- Mayors' Challenge Activity 3: Gather Data
 - Example entries:
 - Most expansive data collection system implemented (network coverage, number of data points)
 - Most innovative data collection or use
 - Best example of data use to solve a ped-bike safety problem
- Mayors' Challenge Activity 4: Design Right
 - Example entries:
 - Most innovative and effective infrastructure elements that address the needs of various types of users
 - Best example of a corridor improvement for safety (using proven countermeasures)
- Mayors' Challenge Activity 5: Create Networks
 - Example entries:
 - Best new routine resurfacing policy or program (systems to ensure routine maintenance projects are used for retrofits)
 - Best systematic strategy or plan to complete a network
 - Most lane miles of sidewalks, bicycle lanes, or other infrastructure installed
- Mayors' Challenge Activity 6: Improve Laws
 - Example entries:
 - Best new code, ordinance, or regulation to improve safety using proven countermeasures
- Mayor's Challenge Activity 7: Educate & Enforce
 - Example entries
 - Best coordinated education and enforcement campaign
 - Most creative educational campaign on ped-bike safety (original, inclusiveness of all road users)

All applicants will be considered for the following awards:

- Mayors' Challenge Ladders Award: Best approach to providing ladders of opportunity through pedestrian-bicycle initiatives
 - Example entries:
 - Most improved connections to jobs and services in disadvantaged areas or better access for people with disabilities

- Best example of infrastructure improvement in low-income or minority communities
- Mayors' Challenge Secretarial Award: Most comprehensive approach to addressing the Mayors' Challenge Activities [all-around award]
 - Example entries:
 - Measured by tangible progress on greatest number of Challenge areas
 - Most comprehensive Action Plan
 - Best use of DOT resources
- Mayors' Challenge Engagement Award: Most active participation in USDOT Mayors Challenge events (webinars, forums, summits, etc.)
 - Measured by number of events attended, and number of participants from city
 - Note: this award will be designated according to DOT Mayors Challenge staff records

Potential Prizes*:

- Plaques
- Award graphic for posting on website, etc.
- Tools from resource partners
- Invitation to present at Mayors Challenge Summit in September
- Photo with Departmental leadership (for all winners)
- Profile in Mayors' Challenge final report

Timeline*:

- March 2016: Announcement
- June 1, 2016: Applications open
- June 30, 2016: Application period closes
- September 2016: Present awards at Challenge Summit and publicly announce winners

*subject to change