

2010 Mobile CARE Award Nomination Guidelines



Categories: Individual, Technology and/ or Fuel Provider, Fleet, Policy/Organization

Application period: February 15, 2010- April 15, 2010

Award announcements: May 26, 2010 at *Mobilizing NC: Where Air Quality, Energy and Transportation Meet*

Purpose: To recognize exemplary individual and organizational efforts in North Carolina related to reducing transportation related emissions and promoting fuel diversity through alternative fuels, advanced technologies and other best practices.

Individual Category

Criteria for recognition – Open to individuals who in their personal or professional lives have expanded the use and understanding of best driving practices, alternative fuels and advanced transportation technologies as it relates to air quality and energy diversity through one or more of the following areas:

- Changing state/local/organizational policies
- Implementing best driving practices and/or purchasing procedures
- Expanding and/or participating in educational opportunities
- Conducting outreach to get the word out about transportation air quality solutions
- Undertaking research about alternative fuels, advanced transportation technologies and/or best practices

Technology and/or Fuel Provider Category

Criteria for recognition – Open to providers that support the expansion of advanced technology that reduce transportation emissions such as producers, marketers and distributors of alternative fuel vehicles, fuel, and related refueling equipment. Nominations are being sought for those who have had success in increasing the use and availability of related fuels, vehicles and/or equipment in North Carolina. Success is evaluated on:

- Contribution to expanding the market
- Length of involvement in alternative fuel/vehicle/advanced technology marketing activities
- Amount of perceived risk related to involvement
- Demonstrated commitment to expanding the impact of activities on overall market

Fleet Category

Criteria for recognition – Open to public or private fleets that have successfully integrated alternative fuels and/or advanced transportation technologies into their fleet. Success is evaluated on:

- Percent of fleet/fuel use affected by alternative fuels/vehicles
- Diversity and strength of strategies/technologies/best management practices employed as related to emissions benefits
- Demonstration of broader commitment to efforts that expand beyond their organization/fleet (active participation in related organizations, groups, volunteer activities, education and outreach)
- Length of involvement in alternative fuel/vehicle activities

Policy/Organization Innovation Category

Criteria for recognition – Open to public and private organizations and individuals that have been instrumental in implementing policies and programs such as local resolutions, legislative actions, and/or developing organizational priorities and policies supporting mobile emission reductions, alternative fuel and/or advanced transportation technology use. Key criteria for evaluation are:

- Innovation (is this the first of its kind among your particular organizational type)
- Leading example (is this something others can replicate/implement)
- Results (does this policy/organization/program demonstrate results that are measurable)

Please complete nomination application and return via fax or email by April 15, 2010

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Mobile CARE is sponsored by the NC Department of Transportation with support from the NC Solar Center at NC State University, Triangle J Council of Governments and Centralina Council of Governments