

2012 Mobile CARE Award Nomination Guidelines



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

Application period: February 14, 2012- March 23, 2012

Award announcements: April 19th at the 9th Annual Sustainable Energy Conference, Raleigh, NC

Purpose: To recognize exemplary individual and organizational efforts in North Carolina at reducing transportation related emissions, promoting fuel diversity and fuel economy through alternative fuels, advanced technologies, vehicle efficiency 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 these relate to air quality and energy diversity through one or more of the following areas:

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

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 emission reduction/petroleum displacement efforts
- Diversity and strength of strategies/technologies/best management practices employed as related to emissions benefits & documented tracking of efforts
- Demonstration of broader commitment that expands beyond internal organizational efforts including participation in related, groups, volunteer activities, education and outreach activities
- Length of involvement in alternative fuel/vehicle activities

Technology and/or Fuel Provider Category

Criteria for recognition – Open to businesses that support the expansion of advanced transportation technology including producers, marketers and distributors of alternative fuel vehicles, vehicle components, fuel, and related refueling equipment. Nominations are being sought for demonstrated success in increasing the use and availability of related fuels, vehicles and/or equipment in North Carolina based on the following evaluation criteria:

- 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

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)

Complete nomination form at www.cleantransportation.org

Return via fax or email by March 23, 2012 Email: alascur@ncsu.edu OR fax 919-513-4523