

## PRIVATE SECTOR GUIDELINES

# Submit Your Project/Program for an IBTTA Toll Excellence Award!



## Award information for private sector members

- **Private Sector Innovation Recognition Award:** Up to three (3) awards may be given to private sector members (suppliers of products or consulting services to the industry) who submit a project or program in which they were involved that has in some way furthered the mission of IBTTA and the tolling industry. Specifically, the project or program must demonstrate relevance to the current and future needs of the industry, and/or provide lessons, strategies and techniques that can be used or adapted in other organizations.
- **President's Award:** This award will be given to the best submission among all of the Public or Private sector category winners.

## Entry Requirements

- Applications shall be for a project or program that was implemented or put into operation no more than three years before the submission date and that has successful, measurable results.
- Each organization is allowed one project submission.
- If a private sector submission relates to a public agency/operator member, that agency/operator must be made aware, and approve of the submission.

## Deadline for submission

- All entries must be submitted in English using the electronic entry form, by **close of business, June 13, 2025**.

## Submission Evaluation Criteria

Once it is determined that the submission meets the entry requirements and deadline, each application is evaluated according to four criteria:

- **CRITERION 1: 25%**  
To what extent are there results to demonstrate that the project objective was reached and that it had a positive impact for the customer, the agency and/or the community?
- **CRITERION 2: 30%**  
How is the project relevant to the tolling industry? (This criterion includes consideration of how unique a project is to the toll facility that initiated it).
- **CRITERION 3: 35%**  
To what extent does the project clearly represent excellence and an extraordinary achievement for the toll agency/operator that undertook it?
- **CRITERION 4: 10%**  
How innovative is the project or program? Innovation is defined as the creation, development and implementation of a product, process or service with the aim of improving efficiency, effectiveness or advantage to the industry.

## Eligibility

To submit a project or program for consideration, your organization *must be an associate member* in good standing of IBTTA.

Re-submittals are accepted but must meet the three-year requirement.

## Judging

Each year, the IBTTA President appoints members from both the public and private sectors to serve as Toll Excellence Awards Committee judges. These judges submit initial scoring with final scores and winners determined by consensus scoring on an as-needed basis. Winner(s) are selected for award(s) based on the submission evaluation criteria. Judges are not required to award this category.

## Awards Presentation

This year's award presentation will take place during IBTTA's 2025 Annual Meeting & Exhibition, October 11-14, 2025 in Denver, Colorado. You will be notified if your organization has been chosen as an award winner and details will follow at that time.

## More Information

[www.ibtta.org/awards](http://www.ibtta.org/awards)

**Private Sector Winner(s) Are  
Eligible for the President's Award**