# 2023 California Marine Protected Areas
# **Outreach and Education Small Grants Program**
## Request for Proposals (RFP)

The Marine Protected Areas (MPA) Outreach and Education Small Grants Program is a competitive grant program providing support for projects focused on outreach and education to improve compliance with MPA regulations statewide. Improved public awareness of MPA regulations promotes ocean stewardship to increase protection of marine life within MPAs, which in turn maximizes the expected ecological benefits from these areas. The Program is funded by the California Ocean Protection Council (OPC) through the Once-Through Cooling (OTC) Interim Mitigation Program and administered by Coastal Quest.

## RFP Priority Projects

This third round of funding will provide grants between $25,000 and $100,000 for projects that engage or conduct outreach with:
- Recreational and commercial fishing communities
- Communities of color that have been underserved in MPA management and education, i.e. Black, Latinx, and Asian users/potential users of MPA spaces and resources
- California Native American tribes or tribal organizations

Smaller grants of $5,000 - $25,000 will also be available to support projects that maintain momentum for programs that were funded in Rounds 1 or 2 of the MPA Outreach and Education Small Grants Program, or programs that are already established, especially those focused on K-12 education.

## Project Eligibility

The MPA Outreach and Education Small Grants Program will support projects that:
- Increase outreach and education to improve compliance with MPA regulations locally, regionally, and/or statewide.
- Can have significant value for the state, such as developing replicable methods and increasing local capacity through project implementation.
- Impact geographic scales of 1) statewide[1] and/or 2) from San Diego to Big Sur (near Lucia), including waters around the Channel Islands. A small amount of funds provided by matching philanthropic donors will be available for projects north of Big Sur (near Lucia), with priority given to Environmental Justice Communities.[2]

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[1] If a part of a project takes place outside of the geographic region of the facilities, the applicant must demonstrate that the projected outcomes are connected to the geographic region (i.e. statewide MPA science curriculum, statewide MPA monitoring, etc.).

[2] Environmental Justice Communities are communities that are disproportionately impacted by environmental injustices and social inequities, that are environmentally- and economically-stressed and experience environmental health inequities which contribute to persistent environmental health disparities, as defined by OPC's Equity Plan. These communities are disadvantaged communities (DACs) and severely disadvantaged communities (SDACs) and can be identified using 1) CalEnviroScreen (communities that score above 80%) and 2) State Parks Community FactFinder mapping tools.

- Show relevance with the OTC Program's award guidelines[3] and other key resources such as the California MPA Education and Outreach Needs Assessment,[4] the California MPA Network Outreach and Education Guide,[5] the MPA Statewide Leadership Team Work Plan[6]
- Demonstrate a lasting impact on communities targeted through these projects.

The list below includes examples of proposed projects that **will not be funded** under this MPA Outreach and Education Small Grants Program. This is not a comprehensive list.

- Projects requesting funding to implement mitigation projects that an agency, organization, or company is mandated to complete.
- Projects focused only on planning, only on funding personnel, or only on purchasing equipment.
- Costs associated with environmental permitting are not eligible. Projects must comply with applicable State and federal laws and regulations, including the California Environmental Quality Act (CEQA), the National Environmental Policy Act (NEPA), and other environmental permitting requirements. The applicant is responsible for receiving and fulfilling all permitting requirements.

## Applicant Eligibility

The MPA Outreach and Education Small Grants Program funds can be awarded to:

- Public agencies (local, state, and federal)
- Public or private universities
- Non-profits
- For-profit entities
- California Native American tribes listed on the Native American Heritage Commission's California Tribal Consultation List
- Fiscally sponsored organizations, groups in the process of incorporating as a 501c3 and other entities that partner with a sponsor organization eligible in this list

## Technical Assistance & Consultation

Coastal Quest is offering technical assistance to organizations and groups based in and serving Environmental Justice Communities[2]. If you are one of these groups and would like to discuss your project's alignment with the MPA small grants program's goals, and support you may need to submit an application, email MPAsmallgrants@coastal-quest.org to schedule a consultation.

## Funding

A minimum of $825,000 will be allocated to grantees.

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[3] California OPC, 2018. "OPC OTC Interim Mitigation Program Award Guidelines."
http://www.opc.ca.gov/webmaster/_media_library/2018/10/OTCAwardGuidelines_OceanProtectionCouncil_FINAL.pdf
[4] California Marine Sanctuary Foundation, 2018. "California MPA Education and Outreach Needs Assessment."
https://data.cnra.ca.gov/dataset/california-mpa-education-and-outreach-needs-assessment
[5] California Department of Fish and Wildlife. "California MPA Network Outreach and Education Guide,"
https://nrm.dfg.ca.gov/FileHandler.ashx?DocumentID=169141&inline
[6] California OPC, 2022. "MPA Statewide Leadership Team Work Plan Fiscal Year 21/22– 24/25,"
https://www.opc.ca.gov/webmaster/_media_library/2022/02/MSLT_WorkPlan_FINAL_02.04.22-1.pdf

- Grants will be funded for a maximum of 18 months. Due to the limitations/requirements of the state funding source for the MPA Outreach and Education Small Grants Program, <u>no grant extension requests will be accepted.</u>
- Applicants may submit proposals for $25,000 - $100,000. A minimum total of $750,000 will be distributed under the MPA Outreach and Education Small Grants Program's request for proposals (RFP).[7]
- A small amount of funds will be available for past Round 1 and 2 grantees or already existing programs to support discrete outreach related tasks that build program momentum, such as printing needs, transportation, labor to implement existing program.  Proposals may be submitted for $5000 - $25,000.

## Proposal Scoring Criteria

Proposals will be scored up to 100 points using the following criteria:

### Clarity and articulation; sound approach *(15 points)*
- **Project Approach:** Project description, goals, and objectives are clear, well-developed, and realistic. Proposal outlines a logical approach with evidence of the types of actions that will likely succeed. Proposal clearly describes how outreach and education activities will promote ocean stewardship to increase protection of marine life within MPAs.

### Alignment *(10 points)*
- **Alignment:** Application shows relevance to the OTC Program's award guidelines outreach and education priorities and eligibility, both local and statewide, as well as other key resources such as the California MPA Education and Outreach Needs Assessment, the California MPA Network Outreach and Education Guide, and the MPA Statewide Leadership Team Work Plan.

### Priority Audience and Impact *(35 points)*
- **Priority audience** Project is aligned with one of the priority audiences outlined in the RFP:
  - Recreational and commercial fishing communities.
  - Communities of color that have been underserved in MPA management and education, i.e. Black, Latinx, and Asian users/potential users of MPA spaces and resources.
  - California Native American tribes or tribal organizations.
- **Impact:** Application shows thoughtfully developed, realistic, and clear definitions of project success and impacts. Proposal documents the baseline condition and outlines the potential change over time. Qualitative and/or quantitative metrics or indicators relative to each goal and objective are realistic and meaningful.

### Time effectiveness; project management *(20 points)*
- **Task list and timeline:** Outlined tasks can feasibly completed in a timely manner, achieving project goals and objectives.
- **Project management:** Project staffing is appropriately experienced and possesses the skills necessary to successfully complete the project.

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[7] Additional private matching funds acquired by Coastal Quest may increase total amount distributed.

- **Risks and mitigation strategies:** Risks to project performance and potential consequences, mitigation strategies, methods, and tools are realistic and well-developed.

Interactive opportunities *(5 points)*
- **Interactive partnerships**: Project description clearly identifies collaboration opportunities with other partners, such as government agencies and tribes, and conservation, science, or fishing organizations.
- **Communications**: Proposal outlines actions to communicate outreach and education efforts and programming with the broader community (e.g., creation of a blog, press release).

Cost effectiveness; sustainability *(10 points)*
- **Statement of need for the requested funding:** Project description clearly outlines the need for requested funding, and financial and human resources that are available to be leveraged. If applicable, description provides clear and well-developed longer-term funding plan.
- **Permits required** *(if any)*: Proposal identifies any permits that may be necessary to complete project.
- **Project budget:** Budget is appropriate for project described.
- **Sustainability:** The degree to which a project could be continued after the grant ends. We seek thoughtful processes, methods, or tools that can be sustained, in the near term and in the future.

Completeness *(5 points)*
- **Completeness:** Application complete with all necessary components.

***Extra credit* scalability** *(5 points)*
- **Scalability:** Project likely to cause "ripples" by providing tools or knowledge to others in the broader community, advancing the field into new areas, or building collaborations with other entities.

See Appendix 1 for Scoring Rubric.

## RFP Process Timeline

| | |
|---|---|
| RFP released | December 1, 2022 |
| Proposals due | January 20th, 2023 at 5:00pm PT |
| Grant awards announced | April 28, 2023 |
| Project implementation begins | June 1, 2023 |
| Project implementation ends | December 1, 2024 *(maximum 18-month project)* |

## Conditions of Award

- Please see the *Program's Award Guidelines* document on the OTC website (Ocean Protection Council Once-Through Cooling Interim Mitigation Program Award Guidelines (ca.gov) )

  for more information on conditions of award. Grantee agrees to use the California Marine Protected Areas approved logo (which will be provided) on any promotional materials produced.

- Grantee agrees to hold the California Ocean Protection Council, California Department of Fish and Wildlife, California Natural Resources Agency, and Coastal Quest harmless.
- Up to 25% may be built into the project budget to cover administrative overhead expenses[8] for the project. All applicants and vendors associated with the project must adhere to the State's Nondiscrimination Clause - STD 17A (ca.gov) requirements, at GC 12990 (a–f) and CCR, Title 2, Section 8103. If grantee chooses to use grant funds to subcontract administration services, associated indirect costs must be capped at 25% of the total amount of the grant.
- All work must be completed by December 1, 2024 *(maximum 18-month project)*. Grantees should develop a project that is realistic and will make an impact, and focus on completing projects within budget and by the December 1, 2024 deadline.

## To Apply

Proposals must be completed online through Coastal Quest's application portal by January 20th, 2023 at 5:00pm PT.

Applications must be completed through the following steps:

1. Click on the link:
    a. **For full proposals of $25,000 - $100,000**
       https://app.oxfordabstracts.com/stages/4613/submitter
2. Create an account in Oxford Abstracts (note that an account can be created with Google, LinkedIn, or an email address).
3. Once your account is created, sign-in to access the application form.
4. Answer all questions in the application form using the text boxes provided. It is recommended to use the "Proposal Summary" below to complete the full application in an external document, then transfer your answers to the form (taking note of the character limits).
5. Attach your task list, timeline, and project budget. To create these documents, use the task list and budget templates provided on our website.
6. Submit your application.
7. Incomplete applications can be edited and revised until the final deadline.

## Contact Information

Submit questions about the RFP and technical assistance requests (for Environmental Justice Communities) to Coastal Quest: **mpasmallgrants@coastal-quest.org**.

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[8] Administrative overhead expenses are related to the operations of the organization as a whole and administration of the grant (e.g., labor costs associated with time spent managing the grant and reporting to the grant administrator, fundraising to leverage funds, office supplies, bank charges). They are not directly tied to specific program goals, objectives, or outcomes (e.g., production of educational materials or monitoring equipment).

Please provide responses to the sections below.

Applicant Information: Provide the following proposal and contact information:

- Project title (100 characters)
- Project summary – *please list project goals, objectives* (700 characters)
- Amount of funds requesting (100 characters)
- Primary contact person
- Name of organization applying
- Email and phone
- Primary address
- Project staff point of contact

## General Information

Q1: Project Location: Indicate if this is a county or city (list county or city), or statewide project? (1000 characters)

Q2: Period of Time of Project: What is the estimated length of your project from start to finish (maximum 18 months)? (100 characters)

Q3: Environmental Justice Community: Does this project serve) or environmental justice community? If yes, list community(ies) below. (1500 characters)

*Environmental Justice Communities are communities that are disproportionately impacted by environmental injustices and social inequities, that are environmentally- and economically-stressed and experience environmental health inequities which contribute to persistent environmental health disparities, as defined by OPC's Equity Plan. These communities are disadvantaged communities (DACs) and severely disadvantaged communities (SDACs) and can be identified using the 1)CalEnviroScreen (communities that score above 80%) and 2) State Parks Community FactFinder mapping tools.*

## Background/History of Project

Q1: How and why was this project developed? What is the need for this project? (2000 characters)

Q2: Is this project new or building on a previous project? (2000 characters)

Q3: If this project is ongoing, how long ago was it established? Has it met initial goals and objectives (briefly describe); if not, how will further funding help the Project reach the original goals and objectives? (2000 characters)

## Project Description

*Clarity and articulation; sound approach. Answer the following questions if applicable.*

Q1: Project Description; Goals, objectives and overall approach. Outline a logical and practical approach with actions that will likely succeed. (4000 characters)

Q2: Project Description; Who: Who is the target audience(s) for the project? Describe your plan for recruiting your target audience (or how you have already recruited them). Explain why you decided to focus on this audience. (2000 characters)

Q3: Project Description; What: Define the types of outreach and education efforts, programming, or materials (printed, digital) that will be delivered. For printed materials, how many copies will be produced and disseminated? For other efforts and programming, how many people are targeted to attend or be reached? (2000 characters)

Q4: Project Description; Where: Where will outreach and education efforts, programming, or materials (printed, digital) be made available or occur? Will digital products be available in a publicly facing document (i.e. a PDF posted on a public website)? If yes, please describe how you will ensure they are accessible and compliant according to California State Law. More information can be found about accessibility requirements here: https://www.dor.ca.gov/Home/WebAccessibilityToolkit. (2000 characters)

Q5: Project Description; How: Describe how you intend to reach your target audiences. Clearly define actions to share progress and results with the broader community, such as the creation of a blog, press release, etc. (2000 characters)

## Alignment; sustainability; impact; priority audiences

Q1: Project Description; Alignment: Describe the relevance and alignment of the project to the OTC Program's award guidelines' outreach and education priorities and Project Eligibility section, as well as other key resources such as the California MPA Education and Outreach Needs Assessment, the California MPA Network Outreach and Education Guide, and the MPA Statewide Leadership Team Work Plan (Links to these documents are listed on the OPC website here: http://www.opc.ca.gov/once-through-cooling-interim-mitigation-program/). (4000 characters)

Q2: Project Description; Sustainability: Describe the approach to project sustainability in the near term and in the future (reference a timeframe). What components of the project (e.g. partnerships, operational capacity) can potentially be continued after the grant ends? Which processes, methods, or tools can be considered as sustainable? (2000 characters)

Q3.1: Project Description; Impact: Describe how the project engages priority audiences outlined in the RFP under "RFP Priority Projects". Describe the baseline condition for your project, the potential change, and how you will show progress and this change over time. Provide a clear, robust definition of project success at the end of this grant. (4000 characters)

Q3.2: Project Description; Impact: Describe the main project outcomes.  Using the list of measures in the table below, choose all the measures that best represent the type of project you are proposing, and your desired outcomes.  Describe how you will gather the data for each of the performance measures selected. If the project is awarded, you will be required to report on these measures at the end of the project.  (4000 characters)

| Performance Measures (please select all measures that best represent the project you are proposing) |
| --- |
| *In-person and virtual events, trainings, outreach, and education:* |
|     A.  # of people participating in the outreach, education, or training event (in person event)<br>    B.  # of participants in outreach, education, or training events (virtual) |

| | C. % of participants representing one or more of the RFP priority audiences (listed in RFP under "RFP Priority Projects" |
|---|---|
| | D. % of participants demonstrating an increase of knowledge about California MPAs stewardship and compliance (what they are, rules & regulations, how to care for them) (requires a before/after assessment approach) |
| | E. # of hours for outreach, education, or training event |

| *Digital media (i.e. videos, social media and email campaigns, websites, etc.)* | |
|---|---|
| | F. # of digital media reach and/or engagement (number of people who see and/or actively engage with your digital content; specifically: <br>    a. Social Media - # of people reached <br>    b. Videos - # of views <br>    c. Email campaigns - # of people received <br>    d. Websites - # of individuals viewed |
| | G. % of increase of digital media reach and/or engagement compared to similar digital media effort |

| *Printed material (i.e. brochures, books, pamphlets, toolkits, etc.), both virtual and hard copy* | |
|---|---|
| | H. # of copies of materials that increase knowledge or awareness about California MPA stewardship and compliance |
| | I. # of copies of materials that increase knowledge or awareness about California MPA stewardship and compliance in non-English languages |
| | J. # of downloads of materials that increase knowledge or awareness about California MPA stewardship and compliance |
| | K. # of downloads of materials that increase knowledge or awareness about California MPA stewardship and compliance in non-English languages |

| *Other* | |
|---|---|
| | L. # of outreach and education products created in non-English languages |
| | M. # of staff /volunteers/partners stating improvement in quality of outreach and education methods (requires a before/after assessment approach) |

| *Qualitative measures* | |
|---|---|
| | N. Share a story(ies), first person account, or case example(s) that you/your organization are proud of from the project. |
| | O. Share written feedback from staff/volunteers/partners stating improvement in quality of outreach and education methods. |

### Project management; risks and mitigation strategies

Q1: Project Description; Project management: Describe the project staffing and relevant staff experience. (4000 characters)

Q2.1: Project Description; Risks and mitigation strategies: Describe any risks to project performance, such as strategic, operational, and/or political risks, and evaluate their likelihood and potential consequences.  (2000 characters)

Q2.2: Project Description; Risks and mitigation strategies: For each major risk, identify mitigation strategies, methods, and tools to manage and overcome the risks. (2000 characters)

### *Interactive opportunities*

Q1: Project Description; Interactive partnerships: Identify any partners that may collaborate on the proposed project and describe the partnership. (2000 characters)

### *Need and permit requirements*

Q1: Project Description; Statement of need for the requested funding: Describe the need for requested funding any other financial and human resources that are available to be leveraged. If the project is expected to continue beyond the end of the grant, explain the longer-term funding plan. (2000 characters)

Q2: Project Description; Permits required (if applicable): List any permits that are required for the project (2000 characters)

### *Scalability *Extra Credit**

Q1: Project Description; Scalability: Describe how you would scale this project, in the near term and future. Which mechanisms and tools can be considered as scalable? What organizations or populations could be enhanced by scaling the project? (2000 characters)

**As attachments:** *(templates can be downloaded from the [Coastal Quest website](#))*

a. **Task list and timeline:** Provide details on specific project tasks and timeline *(Task list and timeline template is available on the OPC web page). Add more rows as needed; alternatively, feel free to provide information as text.*

| Month | Task |
|---|---|
| JUN 2023 | • [TASK]<br>• [TASK] |
| JUL 2023 | • [TASK]<br>• [TASK] |
| AUG 2023 | |
| SEP 2023 | |
| OCT 2023 | |
| NOV 2023 | |
| DEC 2023 | |
| JAN 2024 | |
| FEB 2024 | |
| MAR 2024 | |
| APR 2024 | |
| MAY 2024 | |
| JUN 2024 | |
| JUL 2024 | |
| AUG 2024 | |
| SEP 2024 | |
| OCT 2024 | |
| NOV 2024 | |

b. **Project budget:** Provide budget details following the Coastal Quest Grant Guidance Document *(Budget template and General Conditions and Budget Guidelines are available on the OPC web page).*

| Proposal Summary : Budget Form |
|---|

**Organization name:**
**Primary contact person:**
**Project title:**
**Requested grant amount:** $
**Total project budget** *(if different)*: $
**Fiscal Sponsor Name** (if applicable)**:**
**EIN #:**

| | Grant Funding Requested | Matching Funds (optional) -*identify entities and amounts* | Total Project Budget |
|---|---|---|---|
| Labor costs (salaries and wages)[9] | | | |
| Fringe benefits[10] | | | |
| Travel[11] | | | |
| Supplies and materials[12] | | | |
| Food and swag[13] | | | |
| Accessibility[14] | | | |
| Contractual services *(specify subcontractors)* | | | |
| Other *(specify)* | | | |
| Total Direct Costs | | | |
| Indirect costs *(i.e., administrative overhead)*[15] | | | |
| TOTAL PROJECT COSTS | | | |

c. **Other Supplemental Information**: any other support documents for your application, including letters of support, quotes from subcontractors, permits, etc.

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[9] Attach an explanation of rate(s) and hours for each position (for project implementation and management) for which funds are being requested.

[10] Amount requested for benefits should reflect actual costs, not to exceed 46.5% of amount requested for salaries.

[11] Personal vehicle travel reimbursement currently paid at the rate of 62.5 cents/mile. Travel to or from outside California is not eligible for inclusion in the grant request budget.

[12] Include a list of the major supplies, materials, and equipment and how much they cost.

[13] Coastal Quest funds may be used for the purchase of food and drinks if directly related to carrying out the grant's purpose, such as coffee/tea and snacks for a morning workshop. Coastal Quest funds may not be used to purchase alcohol. Coastal Quest funds may be used for the design and purchase of swag, like t-shirts, if directly related to carrying out the grant's purpose.

[14] Consider costs associated with making your digital products accessible to audiences with disabilities. If your product is a publicly facing digitally available document, it is required to align with CA State Laws on digital accessibility.

[15] Administrative overhead expenses are related to the operations of the organization as a whole and administration of the grant (e.g., labor costs associated with time spent managing the grant and reporting to the grant administrator, fundraising to leverage funds, office supplies, bank charges). They are not directly tied to specific program goals, objectives, or outcomes (e.g., production of educational materials or monitoring equipment).

| Appendix 1: Full Proposal Scoring Rubric | | | | | |
|---|---|---|---|---|---|
| Scoring Criteria | Strong 90-100% | Proficient 80- 89% | Adequate 70-79% | Fair 60-69% | Poor 59% and below |
| Clarity and articulation; sound approach (15 points) | Project description, goals, and objectives are **clearly described, logical,** and **practical**; evidence of actions that will succeed is **thoroughly documented.** No shortcomings. | Project description, goals, and objectives are **clearly identified**; evidence of actions that will succeed is **documented.** Minor shortcomings. | Project description, goals, and objectives are **somewhat identified**; **limited** evidence of actions that will succeed is documented. Few shortcomings. | Project description, goals, and objectives are **vaguely** identified; **unclear** evidence of actions that will succeed is provided. Significant weaknesses. | Project description, goals, and objectives are **not provided,** inadequately addressed, or there are serious inherent weaknesses. |
| Alignment; (10 points) | Project **strongly aligned** with state outreach and education priorities;. No shortcomings. | Project **aligned with** state outreach and education priorities. **Minor** shortcomings. | Project **somewhat aligned** with state outreach and education priorities; Few shortcomings. | Project **unclearly aligned** with state outreach and education priorities. Significant weaknesses. | Project **not aligned** with state outreach and education priorities. There are serious inherent weaknesses. |
| Priority audience & impact (35 points) | Priority audiences identified in RFP are meaningfully engaged. Identifies **thoughtful, meaningful,** and **well-developed** baseline/potential to change, definition of project success, and evaluation metrics. No shortcomings | Priority audiences identified in RFP are engaged. Baseline/potential to change, definition of project success, and evaluation metrics are **identified.** Minor shortcomings. | Priority audiences identified in RFP are somewhat engaged. Baseline/potential to change, definition of project success, and evaluation metrics are identified but **somewhat unclear.** Few shortcomings. | Priority audience identified but not engaged, baseline/potential to change, definition of project success, and evaluation metrics are **unclear.** Significant weaknesses. | Priority audience not identified, **does not identify** any baseline/potential to change, definition of project success, and/or evaluation metrics, or inadequately addressed, or there are serious inherent weaknesses. |
| Time effectiveness; project management (20 points) | Task and timeline are **complete, practical,** and **feasible**; provides **well-developed** and **realistic** risks and mitigation strategies **linked** to project performance. Proposed staffing has clearly demonstrated experience. No shortcomings. | Task and timeline are **complete; provides** risks and mitigation strategies **linked** to project performance. Project lead experienced, but other staff not identified or limited in experience. Minor shortcomings. | Task and timeline are **complete but may not be practical**; risks and mitigation strategies are **limited.** Project lead or staff has some limited experience. Few shortcomings. | Task and timeline are **vague**; risks and mitigation strategies are **missing** or identified but **unclear and/or not linked** to project performance. Very limited experience demonstrated among staff. **Significant** weaknesses. | Task and timeline are **not complete**; risks and mitigation strategies are **not identified,** inadequately addressed, or there are serious inherent weaknesses. Little to no experience among staff. |
| Interactive opportunities (5 points) | Proposal includes a **well-defined outreach plan** identifying **appropriate** target audiences and collaboration opportunities that **add value** to the project. No shortcomings. | Proposal includes an **outreach plan** identifying **appropriate** target audiences and collaboration opportunities. Minor shortcomings. | Proposal includes an outreach plan with **partially developed** concepts; includes **some indication** of appropriate target audiences and collaboration opportunities. Few shortcomings. | Proposal includes an outreach plan with **limited information** components; target audiences and collaboration opportunities and/or partners' contributions are **unclear.** Significant weaknesses. | Proposal **does not include** an outreach plan; target audiences and collaboration opportunities and/or partners' contributions are **not identified,** inadequately |

| Scoring Criteria | Strong 90-100% | Proficient 80- 89% | Adequate 70-79% | Fair 60-69% | Poor 59% and below |
|---|---|---|---|---|---|
| | | | | | addressed, or there are serious inherent weaknesses. |
| Cost effectiveness; sustainability (10 points) | Budget is **complete** and contains all required information; budget is **cost effective, detailed, accurate, fiscally sound,** and **linked** to activities and outcomes. Thoughtful and meaningful sustainability opportunities are identified. No shortcomings. | Budget is **complete** and **contains all required** information; budget is **cost effective** or **related** to activities and outcomes. Sustainability opportunities are identified. Minor shortcomings. | Budget is **complete** but **lacks** detail and/or accuracy; it may not be **cost efficient** and/or **related** to activities and outcomes. Sustainability opportunities are identified but somewhat unclear. Few shortcomings. | Budget is **vague** with **limited** information; not fiscally sound as written and/or includes **unallowable** expenditures. Sustainability opportunities are unclear. Significant weaknesses. | Budget is **not complete,** inadequately addressed, or there are serious inherent weaknesses. Sustainability opportunities are not identified. |
| Completeness (5 points) | Application is **complete** and **contains all required** components that are well-thought out. No shortcomings. | Application is **complete** and **contains all required** sections. Minor shortcomings. | Application is **somewhat complete** with **some inconsistencies** in **sections.** Few shortcomings. | Application is **not complete** with **major inconsistencies** within sections. Significant weaknesses. | Application is **not complete** and is **missing whole sections,** inadequately addressed, or there are serious inherent weaknesses. |
| **TOTAL:** | 100 points | | | | |
| *Extra credit* scalability: (5 points) | Project has **high likelihood for success** in creating ripple effect beyond itself at multiple scales (regional, state, beyond), with respect to **practical** tools, **meaningful** collaboration building opportunities, and/or **innovative** advances to the field. No shortcomings. | Project has **likelihood for success** in creating ripple effect beyond itself at one other scales (regional, state, beyond), with **feasible** tools and collaboration building opportunities. Minor shortcomings. | Project has **some likelihood for success** in providing ripple effect beyond itself at one other scale (regional, state, beyond). Few shortcomings. | Project has **little likelihood for success** in providing ripple effect beyond itself at one other scale (regional, state, beyond). Significant weaknesses. | Project has **no likelihood for success** in providing ripple effect beyond itself at one other scale (regional, state, beyond), inadequately addressed, or there are serious inherent weaknesses. |