

NPS I&E Project Ranking

SCORE

1-5 Points Possible

1. Is the project targeted in a specific area? + _____
- 5-4- Need for the I&E campaign is identified in a local or statewide management plan, or is focused in a targeted area with the goals of reducing a specific pollutant.*
3-2- Campaign covers a targeted watershed, but the strategy is not identified in a management plan.
1-0-Project is a random event that is not located in a targeted area.
2. Severity of impacts, problems, or threat + _____
- 5-4-Project will address water quality issues that need to be addressed immediately.*
3-2-Project needs to occur, but does not need to be done in the coming year.
1-0-No negative impacts to water quality if project does not occur.
3. Public health benefits + _____
- 5-4- I&E campaign will educate the public about what they can do to change their behavior resulting in the reduction of contaminants that pose a risk to public health.*
3-2- I&E campaign will educate the public about what they can do to change their behavior, to indirectly improve water quality, resulting improved public health.
1-0- Project will have little to no effect on improving or protecting public health.
4. Water quality benefits + _____
- 5-4- I&E campaign has potential to significantly improve or protect water quality, addressing parameters of concern that are currently of interest to the Division of Water Quality.*
3-2- I&E campaign has potential to provide some water quality benefits, but may not address current water quality issue.
1-0-Project will provide little to no water quality benefits.
5. Effectiveness of project + _____
- 5-4-I&E campaign has identified a specific audience, identified specific message, and has identified what will be done to determine the effectiveness of the campaign.*
3-2- I&E campaign has identified a specific audience, identified specific message, but has not identified what they will do to determine the effectiveness of the campaign.
1-0- I&E campaign does not identify a specific audience or specific message. No effort will be made to determine the effectiveness of the I&E campaign.
6. Technical quality of proposal + _____
- 5-4-Proposal is well written, in the proper format, with adequate details about the project*
3-2-Proper format is used, but proposal is poorly written, with grammatical errors, and lacks details, that may require additional feedback.
1-0-Improper format is used. Grammatical errors throughout the document. It is obvious that little effort was expended in writing the proposal.

7. Cost vs. benefit (e.g. \$/number of people reached) + _____

5-4-Project will reach a large audience using an economical approach.

3-2-Project will reach a fair number of people, but may be fairly expensive.

1-0-Project is fairly expensive and will reach a relatively small audience.

8. Readiness to proceed + _____

5-4-Evaluations have already been done to determine who the audience is and what behaviors need to be changed to improve water quality. Funding is needed to implement a project guided by this research.

3-2-The need for an outreach campaign has been identified by partners in the state or the watershed, and a campaign is needed, but no evaluations have been conducted to identify audience or how to get the message out.

1-0-No evaluations have been completed, and the project has not been presented to partners or DWQ.

9. Completeness (vs. deficiencies, additional info needed) + _____

5-4-All information required in the application has been provided and applicant has done a good job outlining the deliverables of the project.

3-2-The majority of information is present, but some additional information regarding the objectives of the project may be needed.

1-0-Significant holes in the application, required information not included in the application.

10. Local project support/endorsement/cooperation + _____

5-4-Letters of support for the project from other partners included in the application. Ideally more than three partners will be participating in the project.

3-2-One or two other partners will assist with the project.

1-0-No partners will be associated with the project.

11. Matching funding acquired from other sources + _____

5-4-More funding will be provided by partners than the amount that is being requested by the applicant.

3-2-Match above the 10% requirement is provided.

1-0-Minimum 10% match, or no match will be provided for the project.

12. Past project performance, and grant award history
(only negative if applicable) - _____

-5--4-Applicant did not accomplish deliverables identified in application, no final report was submitted, or was submitted late. Match for project was not reported. Project was not completed in a timely manner.

-3--2-Deliverables identified in the proposal were completed, but no final report was submitted. Extensions were required to expend funding, or funding was returned after project was unable to take place.

-1-0-Project was implemented appropriately and in a timely manner, final reports were submitted 90 days after final invoice.

Total Score (55 possible) = _____