

2023 TTAD Agency Partnership Program Scoring Rubric

Evaluation Form Rating Subgroup	Total Points (up to)	Scoring Ranges & Measurement Frameworks	What it measures/ Why it matters
Plans & Partnerships			
	20	<p>0-10 Points= General Proposed project alludes to the impact of the project in general terms, proposals at this level may rely heavily on anecdotal information. References to beneficiary impact may be unquantified and only implicitly mention geographic overlay with TTAD</p> <p>11-15 Points= Moderate: Proposed project demonstrates knowledge of the issue and or opportunity being addressed, it's impact on the region and provides some mix of qualitative and quantitative framework in general description of beneficiary impact. Demonstration of the knowledge of geographic boundary is cited in the proposal - however the request may require additional clarifying questions/follow-up.</p> <p>16-20 Points= Strong: Proposed project demonstrates a clear plan and vision for their work, explicitly cites alignment with intended beneficiaries, shares geographic boundary and catchment area with TTAD. Proposals may be both for emerging partnerships demonstrating innovative new approaches or mature programs and projects with a solid track record of performance; what they have in common is clarity of how the work will be delivered and that it sufficiently meets goals of funding. Proposals at this level may also reference public data sets to present their alignment to real-time needs in the community.</p>	The section should demonstrate a clear plan of action and the secured partnerships required to deliver upon the proposal. This is the assessment of the organization's ability to successfully implement the proposed activities in a clear and consistent manner aligned to TTAD objectives. For projects that contain a capital expense or purchase, the description should also demonstrate longer-term view of how the community impact will be achieved with the acquired resource.
Active & Beneficial Relationships	5	<p>0-2 Proposal is able to substantiate formalized partnership but may not be able to articulate or explicitly state the value (cash or in-kind) of Partner Agencies contribution to their project plan</p> <p>3-4 Proposal provides examples of ongoing collaboration with Public Agency, description of engagement is also commensurate with cited value of contribution to the project (cash or in-kind)</p> <p>5 Proposal provides examples of shared ownership of outcomes between the applicant and the Public Agency which include evidence of strong ongoing collaboration and cites a significant contribution to the project (value of cash or in-kind)</p>	Proposal should demonstrate the level of engagement and activity between proposed partnering entities. Generalizations and or concrete examples are evidence-based indicators of level of collaboration
Benefit to Constituents	5	<p>0 Proposal does not adequately address a community benefit</p> <p>1-2 Proposal outlines benefit of the project to a single stakeholder entity and/or beneficiary group</p> <p>3-4 Proposal outlines benefit of the project to more than one stakeholder but may not take the opportunity to demonstrate cohesiveness across group</p> <p>5 Proposal outlines benefit of the project to all stakeholders (Partner Agencies, Nonprofit beneficiaries, TTAD, Tahoe/Truckee at Large) in a cohesive manner demonstrating shared intent and outcomes OR While proposal may be less sophisticated in its overall packaging, the organization demonstrates big-picture thinking and/or innovation for serving the community</p>	Proposal should clearly articulate benefit to common constituents of both the District and the partnering agency, as well as any specific benefit to those served by an affiliated nonprofit
Responsive to Community Need (Qualitative)	5	<p>0-1 Proposal does not adequately address a community need</p> <p>2-3 Proposal references community need but does not clearly demonstrate how need will be met by actions outlined</p> <p>4-5 Proposal clearly references a community need, whether existing or future, and makes compelling case for undertaking action toward its resolution</p>	Proposal should clearly articulate existing or perceived/newly identified future need and address why they are the one(s) to undertake resolution, including overall goals, steps to meet goals, timeline anticipated, any known contingencies, roadblocks to be addressed. The proposal should evidence that they are not duplicating efforts and appropriate partners have been approached
Responsive to Community Need (Quantitative)	5	<p>0-1 Proposal does not present cohesive and clear plan for evaluation. Measurement is stated as general terms and does not include discrete measurable or qualitative definitions</p> <p>2-3 Proposal may rely heavily on qualitative information. However, methods will generally be able to demonstrate changes in knowledge, skills and abilities for beneficiaries and or environmental conditions at a basic level. This may also be an appropriate approach when an organization has limited resources/staff capacity in program evaluation methods.</p> <p>4-5 Proposal demonstrates mixed methods of evaluation. Data collection methods are appropriate, realistic and attainable and relevant to the intended beneficiary segments. Examples include ability to measure increase in utilization and access, unduplicated individuals served, depth of program delivery (Pre & Post intervention data Organization has systems, capacity and infrastructure to collect and analyze results).</p>	Proposal should demonstrate the organizational capacity to communicate basic program impact and learning, course correction and results (intended & unintended). The measures and methods do not need to be overly-sophisticated but they do need to be accurate. Qualitative and quantitative measures are valued so long as they demonstrate clear linkages to the intended program outcome and community need.

Visibility & Mission Alignment			
	20	<p>0-10 Points=General Proposal generally alludes to recognition of sponsors, although no formal plan may be evidenced in proposal OR Concepts that may be in developmental stages may fall within this category.</p> <p>11-15 Points=Moderate Proposed project provides some opportunities for community visibility and branding. The proposed project matches the TTAD mission and organization has some capacity to report on branding and associated collateral. If this is a request for renewal the project may deliver on established/status quo recognition opportunities.</p> <p>16-20 Points=Strong Proposed project provides significant opportunities for community visibility and branding OR named assets as well as clearly demonstrates alignment in values and mission with TTAD. Applicant demonstrates ability to measure, report and steward resources over time. If this is a request for renewal, the applicant also demonstrates creative thinking to increase in recognition opportunities and boost engagement.</p>	<p>This section should clearly demonstrate defined reputation building opportunities, leadership positioning/branding and the articulation of values alignment between the proposal and TTAD. Where and when possible these impacts may also be quantifiable.</p>
Build Value for the Airport District	5	<p>0-1 The project builds minimal district value or will likely maintain (not detract/not increase) existing affiliation with applicant and partner agencies,</p> <p>2-3 The project will likely increase visibility of TTAD mission/values (brand) and affiliation with applicant and partner agencies</p> <p>4-5 The project increases visibility of TTAD and presents an opportunity for a leadership role in the overall project</p>	<p>Proposal should make the case for how value will be built for the District, thus incentivizing their participation</p>
Reflect Airport's Mission	5	<p>0-1 The project does not adequately align with the district's mission statement</p> <p>2-3 The project is complementary to the mission statement and a general case is made in the proposal narrative</p> <p>4-5 The project is complementary to the mission statement and makes compelling case in proposal narrative</p>	<p>Proposal must reflect the District's mission and stated goals</p>
Serve an Airport Public Purpose	5	<p>0-1 The project does not align with a permissible public purpose of the district as outlined in examples provided in PI 311</p> <p>2-3 The project is shown as meeting a public purpose of the district but only a general case is made in the proposal narrative</p> <p>4-5 The project is shown as meeting a public purpose of the district and a strong, compelling case is made in the proposal narrative</p>	<p>Proposals meeting a permissible example of serving a public purpose of the district meet known/current legal requirements of applicable law.</p>
Recognition & Acknowledgement	5	<p>0-1 Single Channel: The project will only use one media/signage outlet (e.g. print, online, signage)</p> <p>2-3 Multi Channel/Branded: The project will use more than one media/signage outlet (e.g. print and/or online and/or signage, plaque)</p> <p>4-5 Multi Channel Impressions/Named Asset: The project will use more than one media/signage outlet (e.g. print and/or online and/or signage) and has the ability to deliver counts/impressions/views OR the Project has a significant naming asset (Building, Marquee)</p>	<p>Proposal should name the anticipated channels/media by which TTAD brand and reputation building will show up in the community through various collateral and recognition opportunities.</p>

Financials & Infrastructure			
	10	<p>NOTE: TTCF Staff will conduct the detailed review of financials, notes to financial statements, etc.</p> <p>0-5 Points=General Proposals at this level satisfy the basic criteria of eligibility and demonstrate some form of investment</p> <p>6-7 Points=Moderate Proposals at this level satisfy the basic criteria of eligibility and demonstrate commensurate financial support</p> <p>8-10 Points=Strong Proposals at this level satisfy the basic criteria of eligibility and evidence significant levels of investment, financial & non financial contributions are presented in narrative and values are also quantifiable and stated within the provided Formal Resolution</p>	<p>This section should demonstrate strength or opportunities with proposed funding efforts and cost-sharing among any partners. Evidence of community outreach and formal resolution may also be referenced to signal efforts to generate buy-in for the proposed activities in the immediate and long-term</p>
Partnering Agency Investment	5	<p>0-1 Agency Partner's investment is not quantified and/or is insignificant to total project cost, thus relying too heavily on district participation for viability of project.</p> <p>2-3 Agency Partner and other organization are invested at equal amounts OR within a range of up to 30% of overall program project budget</p> <p>4-5 Agency Partner's investment is clear and quantifiable, and in line with expected funding levels for the agency and the project, represents more than 30% of project budget</p>	<p>Proposal should demonstrate investment by Partner Agency, be clearly quantified and indicative of their buy-in and commitment toward shared outcomes. It may also demonstrate affiliated/associated partners (e.g. other nonprofits) contributions as well.</p>
Strength of Agency Formal Resolution	5	<p>0-2 Resolution fails to clearly address one or more required components</p> <p>3-4 Resolution contains most but not all required components</p> <p>5 Resolution is comprehensive and addresses all components</p>	<p>Formal Resolution should clearly articulate components of proposed project including board support, public benefit, alignment to TTAD Mission and Goals, project duration, value of financial and/or in-kind contribution, authorization of application .</p>
50		Total Points Possible	