

# 2024 TTAD Agency Partnership Program Scoring Rubric

Evaluation Form Rating Subgroup	Total Points (up to)	Scoring Ranges & Measurement Frameworks	What it measures/ Why it matters
<b>Plans &amp; Partnerships</b>			
	<b>20</b>	<p><b>0-10 Points= General:</b> 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><b>11-15 Points= Moderate:</b> 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><b>16-20 Points= Strong:</b> 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.
<b>Active &amp; Beneficial Relationships</b>	<b>5</b>	<p><b>0-2</b> 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><b>3-4</b> 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><b>5</b> 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
<b>Benefit to Constituents</b>	<b>5</b>	<p><b>0</b> Proposal does not adequately address a community benefit</p> <p><b>1-2</b> Proposal outlines benefit of the project to a single stakeholder entity and/or beneficiary group</p> <p><b>3-4</b> Proposal outlines benefit of the project to more than one stakeholder but may not take the opportunity to demonstrate cohesiveness across group</p> <p><b>5</b> 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
<b>Responsive to Community Need (Qualitative)</b>	<b>5</b>	<p><b>0-1</b> Proposal does not adequately address a community need</p> <p><b>2-3</b> Proposal references community need but does not clearly demonstrate how need will be met by actions outlined</p> <p><b>4-5</b> 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
<b>Responsive to Community Need (Measurable Outcomes)</b>	<b>5</b>	<p><b>0-1</b> 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><b>2-3</b> 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><b>4-5</b> 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 &amp; 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			
	<b>20</b>	<p><b>0-10 Points=General</b> 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><b>11-15 Points=Moderate</b> 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><b>16-20 Points=Strong</b> 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>	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.
<b>Build Value for the Airport District</b>	<b>5</b>	<p><b>0-1</b> The project builds minimal district value or will likely maintain (not detract/not increase) existing affiliation with applicant and partner agencies,</p> <p><b>2-3</b> The project will likely increase visibility of TTAD mission/values (brand) and affiliation with applicant and partner agencies</p> <p><b>4-5</b> The project increases visibility of TTAD and presents an opportunity for a leadership role in the overall project</p>	Proposal should make the case for how value will be built for the District, thus incentivizing their participation
<b>Reflect Airport's Mission</b>	<b>5</b>	<p><b>0-1</b> The project does not adequately align with the district's mission statement</p> <p><b>2-3</b> The project is complementary to the mission statement and a general case is made in the proposal narrative</p> <p><b>4-5</b> The project is complementary to the mission statement and makes compelling case in proposal narrative</p>	Proposal must reflect the District's mission and stated goals
<b>Serve an Airport Public Purpose</b>	<b>5</b>	<p><b>0-1</b> The project does not align with a permissible public purpose of the district as outlined in examples provided in PI 311</p> <p><b>2-3</b> 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><b>4-5</b> The project is shown as meeting a public purpose of the district and a strong, compelling case is made in the proposal narrative</p>	Proposals meeting a permissible example of serving a public purpose of the district meet known/current legal requirements of applicable law.
<b>Recognition &amp; Acknowledgement</b>	<b>5</b>	<p><b>0-1</b> Single Channel: The project will only use one media/signage outlet (e.g. print, online, signage)</p> <p><b>2-3</b> 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><b>4-5</b> 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>	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.

Financials & Infrastructure			
	<b>10</b>	<p>NOTE: TTCF Staff will conduct the detailed review of financials, notes to financial statements, etc.</p> <p><b>0-5 Points=General</b> Proposals at this level satisfy the basic criteria of eligibility and demonstrate some form of investment</p> <p><b>6-7 Points=Moderate</b> Proposals at this level satisfy the basic criteria of eligibility and demonstrate commensurate financial support</p> <p><b>8-10 Points=Strong</b> Proposals at this level satisfy the basic criteria of eligibility and evidence significant levels of investment, financial &amp; 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>
<b>Partnering Agency Investment</b>	<b>5</b>	<p><b>0-1</b> 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><b>2-3</b> 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><b>4-5</b> 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>
<b>Strength of Agency Formal Resolution</b>	<b>5</b>	<p><b>0-2</b> Resolution fails to clearly address one or more required components</p> <p><b>3-4</b> Resolution contains most but not all required components</p> <p><b>5</b> 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>
<b>50</b>		<b>Total Points Possible</b>	

Capital Campaigns			
	<b>40</b>	<p><b>0-10 Points= General:</b> Proposal alludes to the project's impact in general terms with readiness and public buy-in not clearly documented; a fundraising campaign is either not fully established or adherence is not maintained; request may be premature and/or unreasonable given the current status.</p> <p><b>11-20 Points= Moderate:</b> Proposal makes a compelling case for undertaking the project and campaign is clearly outlined; demonstrated progression toward goals is underway; however, the timing of the request, amount of funding secured, or overall chance for success may still be in doubt.</p> <p><b>21+ Points= Strong:</b> Proposal demonstrates a clear plan and vision for both the project and the formal fundraising campaign; explicitly cites progress and goals achieved; other funding is being pursued and adequate funding has been raised or pledged, making the TTAD request both reasonable in amount and timing; both the campaign and the project possess a high probability of success.</p>	In addition to the general considerations for the AP program noted above, requests for contributions to Capital Campaigns require additional assessment. Such proposals should meet the general standards as well as further considerations outlined below.
<b>Community Readiness</b>	<b>5</b>	<p><b>0-1</b> Applicant expresses a community need or benefit without a clear plan of execution for how to complete a major civic project</p> <p><b>2-3</b> Applicant makes a clear case for their solution to the community need/benefit, but questions may remain regarding community buy-in and/or applicant's ability to successfully complete the project in a timely manner</p> <p><b>4-5</b> Applicant is capable of taking on the project and campaign along with their regular mission; there is a high level of community buy-in, there is a clear plan and execution to date, ensuring a high potential of success</p>	Both the applicant and the community as a whole must be in a state of readiness for a large civic project. Consider the capacity of the applicant to take on the project and the fundraising campaign, how well they've identified a community need/benefit and the solution offered by the project, the degree of public buy-in for the project, and the timeline to completion.
<b>Capital Campaign Funding</b>	<b>5</b>	<p><b>0</b> TTAD may be initial funding request; no other funding secured; no discernible plan for how any remaining funds will be raised</p> <p><b>1</b> TTAD request is not reasonable compared to partnering agency contribution and/or other identified prospects</p> <p><b>2-3</b> TTAD request is reasonable compared to partnering agency contribution, but unclear how any remaining funds will be obtained or if campaign will be successful</p> <p><b>4-5</b> TTAD request is appropriate in amount; timing of request aligns with appropriate stage of capital campaign; viability of campaign is essentially assured</p>	Capital Campaign contribution requests of TTAD should be reasonable in amount compared to the overall campaign goal and the partnering agency's contribution. Because TTAD must ensure the prudent use of public funds, their funding should not be subject to a high degree of risk, nor should the success of the campaign rest solely on TTAD's potential AP funding.
<b>Permanent Benefit to Constituents</b>	<b>3</b>	<p><b>1</b> Project benefits a small demographic or cross section of TTAD constituents</p> <p><b>2</b> Project benefits most TTAD constituents, a demographic with a known unmet need, or perhaps is more heavily weighted to one portion of the district over another, such as Truckee or North Lake Tahoe</p> <p><b>3</b> Project benefits all TTAD constituents</p>	The TTAD AP process seeks to provide a high level of benefit and value to all airport district constituents, resulting in broad and meaningful reach and impact into the community, in keeping with the District's public purpose. This is especially true for permanent civic projects requiring significant District investment. Thus, the level and reach of permanent benefit to be derived from the capital project should also be considered.
<b>Capital Campaign Phase</b>	<b>1 point each</b> <b>16 points possible</b>	<p><b>Planning Phase:</b>                      Feasibility study in progress                      Feasibility study completed                      Applicant's Board has formally approved undertaking the capital campaign                      Assembled team of key board members, staff, and volunteers to run capital campaign                      Campaign Chairman selected                      Hired capital campaign consultant(s)                      Case Statement in progress                      Case Statement completed                      Research underway for identification of Leadership Gifts and Major Gift Prospects</p> <p><b>Quiet Phase:</b>                      List of Identified Donor Prospects for Leadership Gifts and Major Gifts compiled                      Silent Phase - seeking Leadership Gifts                      Leadership Gifts secured for over a third to half of funding goal                      Seeking Major Gifts                      Major Gifts secured</p> <p><b>Campaign Kick-Off:</b>                      Public announcement of Capital Campaign Launch (ex: press conference, launch party, media releases)</p> <p><b>Public Phase:</b>                      Raising remainder of funding through the community with smaller donations</p>	The proposal should make a convincing case for the timing of a request for a capital campaign contribution from TTAD, citing progress to date and a careful consideration for the current stage(s) of the campaign in conjunction with their request of the District.

		Type of Capital Project	See rubric section for specific type of capital project being assessed - please score only for either development or a purchase
<b>Capital Project Status - Development Project</b>	<b>1 point each</b>	Preliminary Conceptual Design (PCD) completed Construction Cost Estimate based on PCD completed Discussions held with appropriate jurisdictions Development applications filed Development approval process underway Development approval(s) obtained from appropriate jurisdictions Construction drawings underway Construction drawings approved Building permit filed Building permit issued Construction slated to begin	While the campaign is the dedicated fundraising effort to be assessed, the capital project itself must reflect careful planning and timely execution toward the completion goal. <b>Development projects</b> should have a high chance of jurisdictional approval and overall probability for success to be considered for TTAD AP funding.
	<b>11 points possible</b>		
<b>OR</b>			
<b>Capital Project Status - Purchase Project</b>	<b>1 point each</b>	Building/facility/structure identified Board approval to move forward Purchase offer submitted Purchase negotiations underway Final offer accepted Inspections underway Inspections completed Fundraising underway Financing underway Financing secured Closing date set	While the capital campaign is the dedicated fundraising effort to be assessed, the capital project itself must reflect careful planning and execution toward the completion goal. <b>Purchase of a new building/structure/facility</b> should be board approved and the process underway to be considered for TTAD AP funding.
	<b>11 points possible</b>		
<b>40</b>		<b>Total Points Possible</b>	