

## MILWAUKEE COUNTY CDBG/HOME 2012 APPLICATION EVALUATION CRITERIA

---

1. **Project Approach (24 points maximum):** The application describes what the program/project will do; how it will be implemented, operated, and administered within a realistic time period; and how low-income participants will access services. The description should include:
  - A description of the work that will be undertaken and a description of how the work will address the identified problem (worth up to 5 points).
  - Identifies any partnerships that have been or will be formed to ensure the success of the project. (worth up to 5 points).
  - A work plan for how the project/program will be organized, implemented, operated, and administered, and the timeline and milestones from initiation to completion. Work on the project – meaning funds will be spent – will begin 2012 (worth up to 5 points).
  - Outreach and marketing initiatives that will be implemented to inform potential participants and to ensure that they are aware of the services/activities to be provided (worth up the 5 points.)
  - Outcomes are identified and can reasonably be expected to be achieved (worth up to 4 points).
2. **Jurisdiction (20) points maximum):** To what degree does the project impact the Milwaukee County jurisdiction? If sub-recipient has a history of serving the jurisdiction (10) points; if project is located in jurisdiction (5 points); Does proposal talk about serving jurisdiction or outreach into jurisdiction (5 points)
3. **Experience and Qualifications (16 points maximum):** The application provides documentation to justify the organization's capacity to conduct this project. The project is consistent with the mission of the organization. The organization has undertaken projects of similar complexity to the one for which funds are being required (worth up to 4 points). There are staff resources with the skills and experience to administer and conduct an accountable and responsible project (worth up to 10 points). There appears to be adequate board and management oversight along with a commitment to quality and service improvement (worth up to 2 points).
4. **Need and Justification (15 points maximum):** The proposed activity overview adequately describes the problem that is being addressed by the proposed project (worth up to 5 points). Statements are substantiated and related to the needs and the priorities in the 2010 – 2014 Consolidated Plan (worth up to 5 points). Provides a description of how funds may be targeted to areas of greatest need (worth up to 10 points)
5. **Past Performance (15 points maximum):** If the organization has been previously funded, a review of past expenditures and performance shows that the organization has been able to meet timeless and goals in a reasonable fashion, i.e., no unexpended dollars from 2010. Compliance with the contract will include but not be limited to submission of reports and adherence to scope of services (Worth up to 15 points with maximum points being awarded to projects.)
6. **Benefit to Low-and-Moderate Income Persons (5 points maximum):** The application describes the population to be served. Additional points will be given to projects located in *census tracts where 42.8% of the population is considered low-and-moderate income.*
7. **Budget and Other Sources of Funds (5 points maximum):** The application clearly explains and justifies each proposed budget line item and why CDBG and/or HOME funding is required to make the project viable. The budget is realistic. Efforts have been made to secure other funding for the project. The application identifies eligible sources of match, if required.