

USDA Forest Service National Urban and Community Forestry 2024 Challenge Cost Share Grant Program

PROPOSAL EVALUATION – POINT VALUE:

Proposals will be evaluated on how well they address each of the following criteria. Proposals that do not include all the requested information will not score well in the evaluation process. You must address each of these criteria in your Proposal Narrative document unless otherwise instructed to provide a separate document.

Note: You must use the provided [Proposal Narrative template](#) found in the Forms, Templates, and Resources section of the Grant Portal.

Your Proposal Narrative and any separate documents that address these criteria must be uploaded to the appropriate application workflow steps in the Grant Portal.

1. Proposal Description (0 to 20 points)

Category Applicability / Scope and timeline / Justification / Originality and Innovation

In your Proposal Narrative document, describe how your proposal will meet the category's specific intent/purpose that addresses Urban and Community Forest National Tree Needs, assessment and opportunities for technical assistance, training, job creation in disadvantaged communities.

This should address the project's innovation in its application and delivery in addressing and resolving the issue; explain how the process application builds, expands, or improves existing urban tree inventories; development and training, and suggestions for enhancement or improved efficiencies. Identify any barriers and opportunities.

2. Literature Review (0 to 5 points):

(Page Limit: 1 - Uploaded separately under the appropriate application workflow step.)

In your proposal narrative document, (as applicable) cite and reference your Literature Review list, facts, other statements of support, other inventories, and research that supports your proposals approach in creating a comprehensive innovative tree nursery data base. Identify other applications the proposal builds upon or how the proposal is different in comparison. Identify statements or research that supports the proposals claims.

Do NOT include your literature review in the Proposal Narrative document, instead upload as a separate PDF document to the Grant Portal under the appropriate workflow step. Your uploaded response will NOT count towards the 10-page maximum for the proposal narrative.

3. Product (0 to 15 points):

Provide a detailed description of the deliverables and identify the recipients/stake holders and their communities. Demonstrate how the urban and community forest inventory and assessment technology is validated by the community and its members. Identify any continual

training and job creation needs. Explain and demonstrate how the product or information will be successfully integrated into existing community projects. Include how it will serve disadvantaged communities with their tree planning efforts.

4. Collaboration (0 to 15 points):

(Page Limit: 2)

Explain how you intend to partner with other stakeholder organizations, agencies, disadvantaged community members, or institutions to have the greatest impact on the issues or with key focus audiences. It is particularly important to have an applicable national organization(s) as part of the team and include tribal and disadvantaged community partners as appropriate.

5. National Distribution / Scalability of the management/maintenance end-product (0 to 10 Points):

Explain the project's comprehensive plan to distribute the urban tree nursery resources and network end products to those who will benefit most from the findings. Include how the distribution plan will reach the focus audience.

6. Project Evaluation (0 to 5 points):

Identify the criteria that will be used to judge the success of the national urban forest tree inventory and analysis end-product regarding heightening the public's awareness of the importance of the right tree species for their urban and community forest. Include the metrics that will be used to track a message's success over the period of the grant and any identified period after the project has been completed.

7. Experience/Personnel/Adequacy of Resources (0 to 15 points):

(Page Limit: 2 - Uploaded separately under the appropriate application workflow step.)

*Include the experience/personnel/adequacy of resources **only** as they relate or apply to this proposal. **Do not include CVs or resumes.** Applicants and/or their team members should be well versed in the development and management of urban tree nurseries and working with urban and community members.*

***Do NOT include this information in your Proposal Narrative document, instead upload this information in a separate PDF document to the Grant Portal under the appropriate workflow step.** Your uploaded response will NOT count towards the 10-page maximum for the proposal narrative.*

8. Budget Justification (0 to 15 points):

A suggested [budget narrative/justification template](#) is available and found in the Forms, Templates, and Resources section of the Grant Portal to adequately document your budget needs.

***Do NOT include your budget narrative in the Proposal Narrative document, instead upload your budget narrative document to the Grant Portal as a separate PDF document under the appropriate workflow step.** Your uploaded response to the Budget Justification section will NOT count towards the 10-page maximum for the proposal narrative.*