

Appendix A: Proposal Quality Review Rubric

Part 1 – Organization Narrative				
Relevant Question	Strong	Satisfactory	Developing	Points Available
ALL APPLICANTS				
1. Organization History	History and mission align with CDD’s goal ; the relationship between organization history and mission with CDD goals is clearly described.	History and mission align with CDD’s goals ; the relationship between organization history and mission with CDD goals is partially described.	History and mission do not clearly align with CDD’s goals ; the relationship between organization history and mission with CDD goals is not described	10
2. Organization Experience with Program Type	Organization clearly demonstrates capacity to manage and implement the proposed program, and describes a successful history with similar programs and services.	Organization demonstrates some capacity to manage and implement the proposed program, has some history with similar programs and services with relevant partners.	Organization does not sufficiently demonstrate capacity to manage and implement the proposed program, and has limited history with similar programs.	
3. Significant Changes in Organization	Applicant describes all significant changes (if applicable), if there have been changes a clear explanation is provided regarding the organization’s stability.	Applicant describes some significant changes (if applicable), if there have been changes and provides a general response regarding the organization’s stability.	Applicant addresses may address significant changes (if applicable) but does not outline the ability to manage change or provide an explanation as to organization’s future stability.	
4. Staff Experience, Education, and Training, Support for Professional Development	Staff experience, education and training clearly fit the needs of the proposed program(s) and there is a clear and strong commitment to provide ongoing professional development.	Staff experience, education and training fit the needs of the proposed program(s) and applicant provides ongoing professional development.	It is not clear if staff experience, education and training fit the needs of the proposed program(s) and applicant provides limited professional development.	15

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Part 3 – Budget Workbook/Narrative Board and Staff Demographics	<p>Existing staff, board, volunteers directly reflect the population served or there is a plan to address representation.</p> <p>The budget narrative is exceptionally clear and detailed, thoroughly explaining how funds will be used with explicit justifications for each expense. It is perfectly aligned with the proposal's goals and demonstrates a realistic, well-researched financial plan with complete transparency and no ambiguities.</p>	<p>Existing staff, board, volunteers generally reflect the population served or there is a plan to address representation.</p> <p>The budget narrative is generally clear and detailed, with most expenses justified. It is mostly aligned with the proposal's goals and presents a reasonable and feasible financial plan. There is good transparency, though some areas may lack detail or have minor ambiguities.</p>	<p>Existing staff, board, volunteers do not reflect the population served or there is a plan to address representation.</p> <p>The budget narrative lacks clarity and detail, with many expenses poorly justified. It has limited alignment with the proposal's goals and presents an unrealistic or poorly researched financial plan. Transparency is lacking, with significant ambiguities and unexplained costs.</p>	
JOINT/MULTI AGENCY APPLICATIONS ONLY				
5. Partnership History	<p>Offers a comprehensive overview of partnership history, including specific details on when and how the partnership began, as well as a thorough description of collaborative initiatives, demonstrating a strong track record of working together effectively</p>	<p>Provides a basic overview of partnership history and some collaborative initiatives undertaken in the past but lacks detail or depth.</p>	<p>Limited or unclear overview of partnership history and collaborative initiatives.</p>	5
6. Rationale for partnership	<p>Clearly articulates the rationale for selecting the partner agency, highlighting specific strengths or resources that each organization brings to the partnership and explaining how these complement one another effectively.</p>	<p>Provides some rationale for partnering with the specific agency and identifies some unique strengths or resources but lacks depth or specificity.</p>	<p>Unclear rationale for partner selection and lacks discussion on unique strengths or resources.</p>	5

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7. Division of labor	Provides a clear and detailed outline of roles and responsibilities, including specific contributions to program design, implementation, and evaluation, demonstrating a well-structured and collaborative approach.	Describes the division of roles and responsibilities between the organizations but lacks detail on how each partner will contribute to program design, implementation, and evaluation.	Roles and responsibilities are unclear or poorly defined .	5
8. Anticipated Challenges	Anticipates a range of potential challenges and provides detailed strategies for addressing them collaboratively, demonstrating proactive problem-solving and a strong commitment to partnership success.	Identifies some potential challenges but lacks detail on how they will be addressed collaboratively.	Fails to anticipate or address potential challenges or lacks collaborative solutions .	5
9. Experience with partnerships	Details previous collaborations with other organizations serving older adults and provides thoughtful reflections on lessons learned, demonstrating a clear understanding of how past experiences will inform the approach to the current partnership.	Describes previous collaborations with other organizations serving older adults but lacks insight into lessons learned or how they will inform the current partnership.	No previous collaborations mentioned or lacks discussion on lessons learned .	5

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Part 2 – Program Narrative				
Relevant Question	Strong	Satisfactory	Developing	Points Available
1A. Need for Program and Data Used	Community and participant needs are clearly described using credible data sources with a strong connection as to how the program will meet these needs. Applicant considers and clearly describes how the proposed program will enhance existing programs that address similar needs.	Community and participant needs are generally described and supported by data; there is a connection between needs and the proposed program. Applicant considers and generally describes how the proposed program will enhance existing programs that address similar needs.	Community and participant needs are vague using very little data or unnamed data sources and lacks a reasonable connection as to how the program will meet the needs. Applicant does not consider nor describes how the proposed program will enhance existing programs that address similar needs.	5
1B. Goal Statement	Provides clear and specific goal statement that is aligned with the needs and interests of the target population.	Provides general goal statement that is aligned with the needs and interests of the target population.	Goal statement that is not aligned with the needs and interests of the target population.	
1C. Program Summary	Program summary is succinct and clear, aligns with the needs of the target population, and describes a strong relationship between the program activities and the proposed outcomes.	Program summary aligns with the needs of the target population and describes a relationship between the program activities and the proposed outcomes.	Program summary does not clearly align with the needs of the target population, nor does it describe a relationship between the program activities and the proposed outcomes.	

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2A. Proposed Participant Population	Recruitment clearly focuses on the population identified in the RFP and comprehensively addresses barriers to participation. Intake and assessment process provides information that leads to appropriate services.	Recruitment focuses somewhat on the population identified in the RFP and addresses barriers to participation; provides a general description of the intake and assessment process.	Recruitment does not focus on the population identified in the RFP and does not address barriers to participation; provides minimal or no description of the intake and assessment process.	10
2.B 2023 Participant Demographics	Currently serves the target population and the diversity of the neighborhood or school area is directly reflected in the participant demographics.	Currently serves the target population, the diversity of the neighborhood or school area is mostly reflected in the participant demographics.	Has not provided services to the target population in 2022.	
2C. Language Access and Cultural Relevance	Demonstrates a thorough understanding of the cultural and linguistic needs of the targeted population (specific languages spoken in the community as well as cultural practices that may impact program implementation and design). Proposal includes several strategies for ensuring effective communication and engagement with program participants and their families (translation and interpretation services) and a strong, demonstrated commitment to culturally responsive programming that respects cultural diversity of the community.	Demonstrates a general understanding of the cultural and linguistic needs of the targeted population (specific languages spoken in the community as well as cultural practices that may impact program implementation and design). Proposal includes some strategies for ensuring communication and engagement with program participants and their families (translation and interpretation services). General commitment to culturally responsive programming that respects cultural diversity of the community.	Application demonstrates minimal/no understanding of the cultural and linguistic needs of the targeted population (specific languages spoken in the community as well as cultural practices that may impact program implementation and design). Outlines minimal/no strategies for ensuring communication and engagement with program participants and their families (translation and interpretation services). Lack of commitment to culturally responsive programming that respects cultural diversity of the community.	
2D. Recruitment, Engagement, Intake and Assessment	Clear and detailed plan for engaging and recruiting target population including specific outreach strategies and communication methods. Clearly articulates intake and assessment process in a culturally responsive and sensitive manner.	General plan for engaging and recruiting target population including specific outreach strategies and communication methods. Articulates some understanding of the need for culturally responsive intake and assessment.	Minimal or no plan for plan for engaging and recruiting target population Articulates some understanding of the need for a culturally responsive intake and assessment.	

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Part 2 – Program Narrative				
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3A. Activities	Program activities/serives are appropriate, culturally relevant, and fit the program design. Plan is strongly and specifically supported by logic and/or evidence-based practices.	Program activities are developmentally appropriate, culturally relevant, and generally fit the program design. Activity plan generally supported by logic and/or evidence-based practices.	Program activities are not developmentally appropriate, culturally relevant and may not fit the program design; and the design does not utilize logic and/or evidence-based practices.	15
3B. Program Schedule	Program schedule is appropriate fits with the needs of the target population.	Program schedule Minimally fits with the needs of the target population	Program schedule does not meet the RFP requirements and/or does not fit with the needs of the target population	

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Part 2 – Program Narrative				
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4A. Family Engagement	Program plan includes several effective on-going strategies to engage, build relationships and address potential barriers with participant/client’s families and/or caregiver(s) for program planning, in specific activities, and with program assessment; describes a strong commitment to providing ongoing communication and support to families.	Program plan includes a few effective on-going strategies to engage, build relationships and address potential barriers with participant’s families and/or caregiver(s) for program planning, in specific activities, and with program assessment; describes a some commitment to providing ongoing communication and support to families.	Program plan includes a limited strategies to engage, build relationships and address potential barriers with participant’s families and/or caregiver(s) for program planning, in specific activities, and with program assessment.	10
4B. Neighborhood/Community Engagement	Neighborhood and community engagement plan includes several effective on-going strategies to engage, build relationships and address potential barriers with neighborhood and community stakeholders including a significant focus on racial equity and social justice.	Neighborhood and community engagement plan includes a few effective on-going strategies to engage, build relationships and address potential barriers with neighborhood and community stakeholders including some focus on racial equity and social justice.	Neighborhood and community engagement plan does not include effective on-going strategies to engage, build relationships and address potential barriers with neighborhood and community stakeholders or have a focus on racial equity and social justice.	
4C. Collaboration and Coordination	Collaboration and coordination includes meaningful on-going relationships with other older adult stake-holders; has numerous existing partnerships and a plan to identify and engage new partners/stakeholders ; and works with other stakeholders to ensure a coordinated and integrated approach to older adult programs/services	Collaboration and coordination includes relationships with other older adult stakeholders; has a few existing partnerships; and has some connection with other stakeholders to ensure a coordinated and integrated approach to older adult services/programs.	Collaboration and coordination includes no relationships with other older adult stakeholders or existing partnerships.	10
4D. Resource Linkage	Resource linkage plan demonstrates a comprehensive understanding of the relevant resources available; proactively provides and address barriers to resources that will benefit participants and their families, and describes an on-going commitment to collaboration and remaining integrated into broader service network.	Resource linkage plan demonstrates a general understanding of the relevant resources available; provides resources that will benefit participants and their families, and describes some collaboration with the broader service network.	Resource linkage plan does not demonstrate an understanding of the relevant resources available or provide resources that will benefit participants and their families.	

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5A. Outputs - Unduplicated Participants and Program Hours	Relative to the program plan and staffing, applicant presents a realistic and effectual goal regarding the number of older adult participants/clients and total number of program/service hours expected to be offered annually.	Relative to the program plan and staffing, applicant presents a goal regarding the number of older adult participants/clients and total number of program hours expected to be offered annually.	Relative to the program plan and staffing, applicant presents an unrealistic or ineffectual goal regarding the number of older adult participants/clients and total number of program hours expected to be offered annually.	10
5B. Program Outcomes	Annual program outcomes are detailed and logically corresponds with activities, program resources and outputs.	Annual program outcomes logically correspond with activities, program resources and outputs. Measurement tools are identified.	Annual program outcomes do not logically correspond with activities, program resources and outputs. Measurement tools are not identified.	
5C. Data Tracking	Plan for collecting, tracking and analyzing data is clear, realistic and directly corresponds with outputs and outcome; plan is detailed on how information is collected; and how data is regularly analyzed and used to make adjustments and improvements to the program as needed.	Plan for collecting, tracking and analyzing data is clear, realistic and directly corresponds with outputs and outcomes; data collection method is identified; and data sometimes used to make adjustments and improvements to the program as needed.	Plan for collecting, tracking and analyzing data is not clear or realistic, and does not correspond with outputs and outcomes; data collection method is not clearly identified.	

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6A. Program Location	Program activities are provided in the neighborhoods where the participants live.	Program activities are provided in a location that is readily accessible to the participants and their families.	Program activities are provided in a location with inherent barriers to participation with no plan to address the barriers.	15
6b. Equity Priority Area Alignment	Program or service demonstrates a clear understanding of the challenges faced by BIPOC, LGBTQIA+, Limited English Proficient and/or low-income older adults in Madison and provides specific strategies for serving equity priority areas. The applicant outlines how their program or service will address the unique needs of these communities and highlights any relevant partnerships or relationships with agencies within or near the identified equity priority areas.	Program or service acknowledges equity priority areas but lacks specificity in addressing their unique needs or fails to provide evidence of alignment with these areas.	Program or service does not address any equity priority areas or fails to demonstrate an understanding of the challenges faced by BIPOC, LGBTQIA+, Limited English Proficient and/or low-income older adults in Madison.	
7. Program Staffing	Program staff have qualifications to effectively implement the proposed program; the number of staff and FTE provide ample time for program activities and planning, supervision, team building, professional development, collaboration and program evaluation.	Program staff have qualifications to effectively implement the proposed program; the number of staff and FTE provide ample time for program planning and implementation, as well as some time for supervision, team building, professional development, collaboration and program evaluation.	Program staff may not have qualifications to effectively implement the proposed program; the number of staff and FTE provide minimal time for program planning and implementation, as well as little time for supervision, team building, professional development, collaboration and program evaluation.	15
Part 3 – Budget Workbook	Proposed budget provides ample support relative to the program type, activities and structure; incorporates multiple on-going funding sources and a reasonable fundraising goal.	Proposed budget provides appropriate level of support relative to the program type, activities and structure; incorporates on-going funding sources and a reasonable fundraising goal.	Proposed budget does not support the program type, activities and structure; does not include any on-going funding sources and/or has an unreasonable fundraising goal.	

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