



**CONSOLIDATED PLAN ADVISORY BOARD
FISCAL YEAR 2020 CDBG APPLICATION EVALUATION FORM
CATEGORY: CED NEIGHBORHOOD BUSINESS IMPROVEMENT PROGRAM**

Total current points: 100

Category	Criteria	Reviewer Score	Maximum Score
1. Organizational Capacity (34 points)	<p>a. Organization Project Experience: Applicant describes their experience and if applicable, partner organization(s) experience in successfully implementing projects of similar scope and of comparable complexity.</p>		10
	<p>b. Organization Experience w/ LMI clients: Applicant has sufficient experience in providing services to low to moderate-income (LMI) individuals and LMI business owners; applicant explains how experience is applicable and beneficial.</p>		8
	<p>c. Collaboration & Partnerships: Applicant describes and provides specific examples of collaboration that benefits LMI individuals and business owners. If applicable, applicant describes how organization will collaborate to implement proposed project.</p>		8
	<p>d. Project Model: Applicant provides a through process overview and process map that outlines the proposed project. If applicable, includes partner organization(s).</p>		8
2. Project Characteristics (34 points)	<p>a. Project Summary:</p> <p>i. Applicant provides a description of the project including the resulting activities and services to be provided with an explanation of the business assessment to be conducted. If applicable, outlines the specific roles and responsibilities of the lead organization and partner organization(s).</p>		10
	<p>ii. Applicant clearly describes the characteristics of the population(s) to be served</p>		3
	<p>iii. Applicant clearly describes the critical need(s) that will be addressed including how other resources are not available</p>		3



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	<p>b. Marketing and Implementation</p> <p>i. Applicant clearly explains and establishes an effective business-owner engagement and project marketing strategies that ensure the project will be implemented in a timely manner</p>		5
	<p>ii. Applicant establishes a realistic and through project schedule within the 18 - month timeline</p>		4
	<p>c. Geographic Targeting</p> <p>i. Applicant indicates whether the lead organization’s office providing project services is located in at least one of the Community Planning areas identified as high need: Barrio Logan, San Ysidro, Linda Vista, Encanto, Southeastern, City Heights, or Promise Zone*.</p>	<i>CDD Score</i>	1
	<p>ii. Applicant will provide services to clients and businesses residing in one or more of the six Community Planning areas identified as high need: Barrio Logan, San Ysidro, Linda Vista, Encanto, Southeastern, City Heights or Promise Zone</p>		2
	<p>d. Project Results</p> <p>i. Applicant indicates the number of unduplicated COSD individuals, and number of unduplicated City of San Diego businesses to be assisted with access to with technical assistance and grant capital.</p> <p>ii. Applicant provides clear methodology on determining anticipated outcomes and provides information on any systems used to track process and follow-up procedures.</p>		6
3. Project Budget (20 points)	<p>a. Demonstration of Commitment: Applicant clearly explains how the City’s funds would be best utilized through investment in proposed project; identifies leveraged funds that will be utilized to maximize City’s investment and further the project’s impact.</p>		5
	<p>b. Total Project Budget: Budget for project clearly identifies all sources of funding for the total project costs.</p>		5
	<p>c. Proposed uses of Project funds: Budget details uses of funds (City of San Diego CDBG funds and on-City of San Diego CDBG funds) by eligible budget line items</p>		5



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	<p>d. Leverage: Budget lists all other funding sources secured for project, submits documentation for each source listed, and percent of funds leveraged (calculated by: other secured funding/total project costs) is:</p> <p>0% – 5% (0 points) 41% – 60% (3 points) 6% – 20% (1 points) 61% – 80% (4 points) 21% – 40% (2 points) 81% – 100% (5 points)</p>	(CDD score)	5
4. CPAB Presentation (10 points)	Applicant’s presentation at CPAB meeting on February 13, 2019		10
5. Project Eligibility & Performance Indicators (2 points)	<p>a. Project Eligibility</p> <p>i. The Scope of Work and Budget, in its entirety, demonstrates compliance with CDBG eligibility requirements</p>	(CDD score)	1
	<p>ii. The Scope of Work and Budget demonstrates compliance with National Objectives and other HUD and City requirements</p>	(CDD score)	1
	<p>b. City of San Diego Track Record: Rating based on past performance of applicant agency on projects previously funded by the City of San Diego under the CDBG programs -<i>These are subtractive points from maximum 100 point score, designed by documented performance level:</i></p> <ul style="list-style-type: none"> • No deficiencies (0) • Minor deficiencies (-1) • Moderate deficiencies (-2) <p>Performance Indicator data collected from FY 2015-FY 2018 for FY 2020 evaluations. Application stated leveraged funding will be evaluated for FY 2021 application cycle.</p>	(CDD score)	-2
CPAB Comments	Indicate whether this project is of High, Medium, or Low Priority in the event of ties will serve as a tie breaker		High Medium Low