

<p align="center">Innovative Service Development Grant Rubric</p>	<p align="center">Points (0-100) +10 bonus pts</p>
<p>Evidence of Need</p>	
<p>Demonstrates clear and compelling evidence of need, such as from a TDSP, other planning document, or other supporting information (5 pts)</p>	<p align="center">0 - 15</p>
<p>Describes the service limitations or gaps within the existing transportation system (5 pts)</p>	
<p>Describes how the limitation impacts a particular segment of the community OR a particular set of trips (e.g. doctor's appointments, enrichment, employment) (5 pts)</p>	
<p>Project Description</p>	
<p>Provides a detailed description of the proposed project, including the service area and type(s) of service that will be offered (5 pts)</p>	<p align="center">0 - 15</p>
<p>Provides an estimated number of trips and riders the proposed project will serve and explains how these were determined (2 pts)</p>	
<p>Provides potential or planned destinations such as a veterans' hospital, employment center, educational/training location, or other life-sustaining activities (1 pt)</p>	
<p>Explains how the project will be implemented, including details on how existing and potential riders will be informed of the proposed service and how services will be requested and provided. If the proposed project connects riders to/from a transportation hub, proposal explains the coordination of schedules between the services and how the rider will transfer between the two systems (5 pts)</p>	
<p>Explains the process for ensuring riders are eligible to receive Transportation Disadvantaged service (2 pts)</p>	
<p>Project Innovation</p>	
<p>Explains how the project will do something in a new or improved way that differs from services already being provided (10 pts)</p>	<p align="center">0 – 25</p>
<p>Explains how the proposed project enhances an eligible rider's mobility (15 pts)</p>	

Demonstration of Proposed Outcomes	
Describes the project's intended outcomes (15 pts)	0 – 35
Explains how the project's intended outcomes will address at least one of the objectives of the program: 1) Increase access for the transportation disadvantaged to daily activities that could include employment, education, medical and shopping, etc., 2) Enhance regional connectivity and cross-county mobility, or 3) Reduce the difficulty in connecting transportation disadvantaged persons to a transportation hub and from the hub to their final destination to ensure a more seamless transportation experience. (10 pts)	
Describes the specific performance data that will be collected and analyzed (including customer satisfaction survey results) to demonstrate the project's actual vs. intended outcomes, and whether the applicant has verified that the data are in fact available for collection. (5 pts)	
Describes any planning efforts or actions taken to address project sustainability. (5 pts)	
Other Required Application Elements	
<u>Budget and Proposed Service Rates:</u> Provides a project expense budget that supports the total amount of funding requested. Includes service rate(s) by mode and unit of service (trip, mile) and how the proposed rates were determined. (5 pts)	0 - 10
<u>Proposed Timeline and Personnel:</u> Provides a project timeline identifying the project start date, project implementation date and any major milestones. Provides the name, current title and summary of work experience for each key staff member who will work on the project. (2 pts)	
<u>Local Match:</u> Describes the source of the local match and when the funds will be available. (3 pts)	
Collaboration and Partnership (BONUS)	
The project involves a partnership or collaboration with another entity where roles/responsibilities are defined. Is not just a letter of support for the project. (3 pts)	0 - 5
The partnership already exists and there is a memorandum of understanding or other documentation indicating the partnership (2 pts)	
Utilization of Non-Traditional Service Providers (BONUS)	
The project involves the use of non-traditional service providers such as Transportation Network Companies (TNCs), taxis and other non-traditional service providers. (5 pts)	0 - 5