



**Evaluation Criteria for  
FY 2020/2021 Community Grant Program  
(Civic Arts and Youth Categories)**

**1. Need**

1. Does the project meet a demonstrated, clearly identified community need?
2. Does the proposed project provide a realistic and effective scope of services that is clearly stated and realistic for Pleasanton?
3. Does the project meet the needs of an underserved segment of the community?

**2. Benefit**

1. Would funding the activity/program benefit lower to moderate-income residents?
2. Does the agency provide culturally appropriate services?
3. Would the project offer an opportunity for residents to experience/receive services not otherwise available in the community?

**3. Funding**

1. Is the project budget reasonable for the scope of the activity/service?
2. Are the funds requested appropriate for the number of Pleasanton residents to be served?
3. If a regional activity/service, are requested funds proportionate to Pleasanton residents to be served?
4. Do the items and services requested for funding violate Community Grant rules and guidelines?
5. Does it appear that the request will not supplant other funding, but enhance an existing activity/service?

**4. Alternative Funding Sources**

1. Has the agency/organization sought and obtained other funding sources for its activities/services?
2. Would the requested dollars be the sole source of funding for the proposed project?
3. Does the agency charge an appropriate fee, as applicable, to support the activity/service as another source of funding?
4. Does the project proposal identify a sustainability plan?

**5. Eligibility**

1. Are the agency/organization staff/volunteers qualified and have the capacity to provide the activity/service?
2. Does the agency/organization appear to be able to achieve the stated goals and outcomes?
3. Does the request provide a new service in Pleasanton?
4. Are the project outcomes and evaluation process identified and reasonable?

## **6. Community Support and Collaboration**

1. Does the agency/organization collaborate with other agencies/organizations beyond referrals?
2. Does the agency/organization have a Pleasanton-based office/operation and if not, does it define how it meets the needs of Pleasanton residents?
3. Does the agency/organization demonstrate it has community support through participation, alternative funding sources, or in-kind services?

## **7. Civic Arts Commission Priorities**

In evaluating applications for this category, the Civic Arts Commission will primarily consider projects:

- Engage new and diverse participants, and/or new audience members for the arts in Pleasanton;
- Target a specific community need or gap in art services; and/or
- Involve co-production and collaboration with local organizations
- NOTE: Residual funding from previous year in the amount of \$14,903 is available to those groups interested in participating in Ignite 2020.