**Appendix D**

**Criteria for Evaluation of Proposals**

1. Does the applicant demonstrate the knowledge, skills, and/or track record to successfully undertake a project of this nature?

• Very well qualified and/or proven track record for this type of project. (**15 points**)

• Qualified and/or satisfactory track record. (**10 points**)

• Not well qualified and/or has a poor track record. (**0 points**)

1. Will proposed survey techniques reach a diverse sample audience that uses a range of devices for communication – i.e. mobile phones as well as landlines?

• Narrative includes a detailed plan for reaching a diverse sample audience. (**10 points**)

• Narrative describes a satisfactory plan for reaching a diverse sample audience. (**5 points**)

• Narrative lacks description of a plan for reaching a diverse sample audience. (**0 points**)

1. Will the sample fairly represent the population in the Hudson Valley counties covered?

• Narrative describes in detail how sample will be drawn from all ten counties listed in this RFA. (**5 points)**

• Narrative describes a plan for drawing sample from at least eight of the counties listed in this RFA. (**3 points**)

• Narrative lacks a plan for drawing sample from all ten counties, or draws from fewer than eight. (**0 points**)

1. Will the sample size be sufficient to support a 95 percent confidence level with a confidence interval or margin of error of 5 percent or less?

• Yes. (**10 points**)

• No. (**0 points**)

1. Does the applicant provide an estimate of how many questions might be included in the survey, given the survey techniques, sample size, and budget proposed?

• Yes. (**5 points**)

• No. (**0 points**)

1. Will the questions and methods be structured to allow a repeat survey several years from now that will facilitate analysis of any change in understanding of the estuary or primary means of communicating about it?

• Applicant demonstrates that the survey created can be repeated with minimal methodological changes at a future date. (**5 points**)

• Applicant fails to demonstrate that the survey can be repeated with minimal methodological changes at a future date. (**0 points**)

1. Will the analysis of results discuss both descriptive and inferential statistics?

• Applicant includes a detailed description of how the survey results will be analyzed, listing a range of factors to be examined in searching for possible correlations between responses. (**15 points**)

• Applicant includes a satisfactory plan for analyzing the survey results. (**10 points**)

• Applicant fails to describe a plan for analyzing the survey results. (**0 points**)

1. Will the final report include an accounting of the sample, a description of the survey questions and methodology, and an accounting and analysis of the results?

• Applicant commits to providing final report with all the elements listed above (**5 points**)

• Commitment to providing final report omits one or more of the elements listed above (**0 points**)

1. Does the project schedule/timeline realistically demonstrate completion of project objectives, tasks and deliverables within the six months allotted?

• Yes. (**10 points**)

• No. (**0 points**)

1. How well does the budget demonstrate value for cost? Does the budget detail adequately reflect and correspond to the work needed to produce the deliverables?

• Exceptional value for the cost: Cost to benefit ratio is appropriate; cost of the item or project being delivered is at or less than the average or fair market value; budget does not contain any extraneous expenses. (**20 points**)

• Reasonable value for the cost: Cost to benefit ratio is appropriate; cost of the item or project being delivered is at or less than the average or fair market value; budget does not contain any extraneous expenses. (**10 points**)

• Not cost effective: Cost of the project is unreasonable, and/or budget does not conform well to project deliverables and/or expenses are unrelated to project objectives. (**0 points**)