

Evaluation Criteria and Points	Weight (%)	Guidance for Assessment
<b>A. Scored by Review Panel (5 = high; 1 = low)</b>		
Trip Reduction Impact	30	What is the project’s potential to reduce trips, both within the grant period and in the long-term, by demonstrating a new approach or technology?
Level of Innovation	25	<p>To what extent does the project meet one or more of the criteria for innovation?</p> <p><b>Project proposals must meet <u>at least one of the minimum criteria for innovation</u>:</b></p> <ul style="list-style-type: none"> <li>● <b>Demonstrates</b> a technology or approach that is new to the region, application, or audience.</li> <li>● <b>Expands</b> a technology or approach from a limited pilot to a wider geography, application, or audience.</li> <li>● <b>Scales</b> existing, proven approaches, programs, and/or technologies to a regional or statewide scale through the use of partnerships.</li> </ul>
Project & Applicant Readiness	20	What is the project’s likelihood of success, given the readiness demonstrated by the applicant’s expertise, project plan, timeline, budget, and partnerships?
Equity	10	To what extent does the project consider and address underserved populations? (i.e. disproportionately impacted communities or those who are underserved by traditional TDM approaches)
Long-Term Impact	15	What steps will the applicant take to disseminate their findings and ensure the continuing impact of the project? How is this built into their overall project design and approach?