Selection Criteria & Scoring Mechanism for Selecting Community-Based Organizations (CBOs)

Selection Criteria

1. **Trust & Engagement**

Has a proven track record of building trust and meaningful relationships with communities, residents, and/or businesses within the METRO E Line corridor. Demonstrated experience conducting engagement services for businesses and or communities in the corridor.

Proposes innovative strategies for business outreach and collaboration.

2. **Capacity to Deliver**

Has the necessary staffing, resources, and capabilities to execute the proposed activities effectively and on time. Provides a reasonable and executable schedule of activities.

3. **Connections to the Corridor**

Demonstrates established ties to the corridor and demonstrated engagement with corridor residents and businesses.

4. **Outreach Strategy**

Provides a clear, culturally relevant outreach and engagement plan tailored to the community it is being developed in.

5. **Measurable Outcomes**

Defines clear metrics for success, such as participation rates, number of events attended, number of workshops hosted, number of “How-to-Ride" conducted, number of riders reached post-launch, or deliverables.

Provides a structured approach for tracking and reporting progress.

6. **Budget Alignment**

Submits a reasonable, well-organized, and transparent budget that aligns with proposed activities, objectives, and level of effort.

Demonstrates efficient use of funds and financial responsibility.

7. **Cultural Expertise**

Demonstrates an understanding of and a history of working with historically disinvested communities.

Familiarity with cultural norms, language proficiency, key advertisement and event locations, and trusted networks within these communities.

METRO E Line

Scoring Mechanism

RATING TABLE

Excellent	Outstanding level of quality; significantly exceeds in all respects the minimum requirements; high probability of success; no significant weaknesses.
Very Good	Substantial response; meets in all aspects and in some cases exceeds, the minimum requirements; good probability of success; no significant weaknesses.
Good	Generally, meets minimum requirements; probability of success; weaknesses are minor and can be readily corrected.
Marginal	Lack of essential information; low probability for success; significant weaknesses, but correctable.
Unsatisfactory	Fails to meet minimum requirements; little likelihood of success; needs major revision to make it acceptable.

Notes:

Excellent=5 points, Very Good=4 points, Good= 3 points, Marginal= 2 points, Unsatisfactory= 1 point.

Proposals scored at Marginal or Unsatisfactory will not be selected.

*Proposals must receive a score of at least **"Good"** on **Budget Alignment** or will not be selected.*

*The Selection Committee will evaluate each proposal using eight selection criteria, assigning a score from 1 to 5 points for each. The total points will be summed and then divided by the number of criteria (7) to calculate the average score. This average will be used to determine a final **categorical rating** based on the "Rating Table" above.*

Criterion	Descriptions	5 pts Excellent	4 pts Very Good	3 pts Good	2 pts Marginal	1 pt Unsatisfactory
Capacity to Deliver	Availability of staff, resources, and schedule to execute work on time.	Dedicated project team in place, includes experienced staff; detailed, achievable timeline with contingency plans.	Identified team with relevant experience; timeline is strong and feasible.	Basic staffing and timeline provided, adequate for proposed work.	Staffing unclear or insufficient; timeline vague or unrealistic.	No clear team or plan; serious feasibility concerns.
Trust & Engagement	Experience building community trust and meaningful engagement, especially along the B Line.	Proven relationships with residents/businesses/communities in corridor; strategy uses creative, culturally relevant engagement methods.	Strong history of engagement; clear, relevant outreach strategy.	Some experience with local communities; strategy is functional.	Minimal past engagement; generic or unclear outreach approach.	No demonstrated trust-building or outreach history.
Connection to the Corridor	Demonstrates meaningful ties to the B Line corridor (live, work, partner, or serve there).	Organization is based in or serves multiple areas along the corridor; has long-standing relationships.	Has key partnerships and regular presence in corridor.	Some existing or recent tie; may need to build more connections.	Ties are emerging or limited.	No geographic connection demonstrated.
Outreach Strategy	Clear, specific plan that reflects the corridor and appropriate outreach methods.	Community-tailored outreach with creative tools (e.g. in-person, online, cultural events); materials already developed or planned.	Innovative plan; outlines multiple outreach methods.	General outreach plan that includes relevant approaches and outlines multiple outreach methods.	Strategy lacks specificity or is overly generic.	No real outreach plan or local considerations.

Criterion	Descriptions	5 pts Excellent	4 pts Very Good	3 pts Good	2 pts Marginal	1 pt Unsatisfactory
Measurable Outcomes	Defines clear metrics (events, participants, riders reached, workshops, feedback), plus how results will be reported.	Specific goals and tracking tools (e.g. sign-ins, surveys); metrics include participation, impact, follow-up.	Clear goals and realistic success measures; reporting tools identified	Includes basic metrics (e.g. number of events); tracking method may need more detail.	Vague or limited success indicators.	No outcomes or measurements described
Budget Alignment	Budget matches scope, level of effort, and proposed deliverables.	Detailed, transparent budget with clear breakdowns tied to tasks and hours; cost-effective for scope.	Well-organized and realistic budget; aligned with effort.	Budget is generally appropriate; with full alignment with proposed work.	Budget lacks detail or shows mismatches between work and funding.	Budget is unclear, incomplete, or unjustified.
Cultural Expertise	Understands English, Somali and/or Spanish-speaking communities; demonstrates knowledge of norms, language, outreach strategies, and trusted networks.	Demonstrates lived or deep cultural experience, fluency in all two (2) or more languages (English, Somali, and/or Spanish) or staff includes fluent speaker, strong ties and engagement across all communities	Demonstrates strong cultural understanding; fluency in 1–2 languages (English, Somali, and/or Spanish); trusted presence with 2 communities.	Demonstrates cultural competence; fluency in 1 language (Somali or Spanish); some relevant experience or partnerships.	Limited cultural or language knowledge lacks direct engagement experience.	No cultural or language relevance shown.

Payment notes:

Funding decisions will reflect both the quality of each proposal, and the scope and level of effort committed to each criterion. A proposal that scores highly but only commit to a limited number of activities will receive a proportional payment amount.