



**MEASURE A & W CYCLE 7 PEDESTRIAN AND BICYCLE PROGRAM
CALL FOR PROJECTS**

**SCORING RUBRIC
Planning and Promotions Projects (Non-Infrastructure)**

The San Mateo County Transportation Authority (SMCTA) has prepared this Scoring Rubric to provide additional guidance on the evaluation process. This document is intended as a guide for the evaluators when scoring the Cycle 7 Pedestrian and Bicycle Program FY25-26 non-infrastructure project applications. Applicants may find this a useful resource when developing their applications to ensure maximum competitiveness. Please note that this document is not intended as the definitive formula for how applications will be scored. Evaluators may take other factors into consideration when scoring applications, such as the overall application quality, project context, and project readiness. It is ultimately up to each evaluator to determine their appropriate score.

PROJECT READINESS (PR)

POINTS AVAILABLE: 15

Scoring Summary

Criteria ID	Criteria	Points Available	Location in the Application
PR-1	Clear and complete proposal	0 or 3	Page 9
PR-2	Demonstrates stakeholder support/community engagement	0, 1, or 3	Page 9
PR-3	Ease and speed of implementation	0, 1, or 3	Pages 10
PR-4	Project status and schedule	0, 1, or 3	Page 11
PR-5	Project has a credible cost estimate and funding plan	0, 1, or 3	Page 11

Instructions for Reviewer

PR-1: Clear and complete proposal		
Criteria	Scoring Instructions	Points to Assign
Full Credit	Application is complete and not missing any information or required attachments.	3
Partial Credit	No partial credit available.	0
No Credit	Application is missing required information or incomplete.	0



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PR-2: Demonstrates stakeholder support/community engagement		
Criteria	Scoring Instructions	Points to Assign
Full Credit	Application clearly and convincingly explains how the community has been and will be engaged in the project. The project will engage a diverse set of stakeholders using outreach best practices.	3
Partial Credit	Application somewhat explains how the community has been and will be engaged in the project.	1
No Credit	Application does not explain how the community has been and will be engaged in the project.	0

PR-3: Ease and speed of implementation		
Criteria	Scoring Instructions	Points to Assign
Full Credit	All the following must be met: 1. Application clearly and convincingly explains how existing community and/or political support along with proposed engagement efforts will be integrated in an efficient, meaningful manner AND 2. Identifies how non-sponsor stakeholders will be involved in the project/program.	3
Partial Credit	Application somewhat explains how existing community and/or political support will enable the non-infrastructure project to start quickly and be administered without delay.	1
No Credit	Application does not explain how existing community and/or political support will enable the non-infrastructure project to start quickly and be administered without delay.	0



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PR-4: Project status and schedule		
Criteria	Scoring Instructions	Points to Assign
Full Credit	<p>All the following must be met:</p> <ol style="list-style-type: none"> 1. Non-infrastructure project is proposed to start within three (3) months of anticipated award date (award date is anticipated to be in December 2024) AND 2. Project schedule is adequate and appropriate to the type of non-infrastructure project described in the application. 	3
Partial Credit	<p>All the following must be met:</p> <ol style="list-style-type: none"> 1. Non-infrastructure project is proposed to start within six (6) months of anticipated award date (award date is anticipated to be in December 2022) AND 2. Project schedule is adequate and appropriate to the type of non-infrastructure project described in the application. 	1
No Credit	Project schedule is NOT adequate or appropriate to the type of non-infrastructure project described in the application.	0

PR-5: Project has a credible cost estimate and funding plan		
Criteria	Scoring Instructions	Points to Assign
Full Credit	<p>All the following must be met:</p> <ol style="list-style-type: none"> 1. Project budget is adequate and appropriate to the type of non-infrastructure project described in the application AND 2. Applicant provides detailed cost estimates with a breakdown by task or individual scope items. 	3
No Credit	Project budget is not adequate and appropriate to the type of non-infrastructure project described in the application.	0



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FUNDING LEVERAGE (FL)

POINTS AVAILABLE: 10

Scoring Summary

Criteria ID	Criteria	Points Available	Location in the Application
FL-1	Percent of matching funds	2, 3, 4, 5, 6, or 8	Page 12
FL-2	Private sector contribution, including public/private partnerships	0, 1, or 2	Page 12

Instructions to Reviewer

FL-1: Percent of matching funds		
Criteria	Scoring Instructions	Points to Assign
Full Credit	Local match percentage is greater than 70%	8
Partial Credit	Local match percentage is between 50% and 70%	6
	Local match percentage is between 30% and 49%	5
	Local match percentage is between 20% and 29%	4
	Local match percentage is greater than 10% and less than 20%	3
	Local match percentage is equal to 10%. This is the minimum local match required OR Reduced equity-based match of 5-9% provided	2

FL-2: Private sector contribution, including public/private partnerships		
Criteria	Scoring Instructions	Points to Assign
Full Credit	Private sector contribution to local match is equal to or greater than 10% of total project cost.	2
Partial Credit	Project includes any amount of private sector contribution, but less than 10% of the total project cost.	1
No Credit	No private sector funding is part of this project application.	0



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PROJECT NEED (PN)

POINTS AVAILABLE: 19

Scoring Summary

Criteria ID	Criteria	Points Available	Location in the Application
PN-1	Extent that project serves a transportation need	0, 2, or 5	Page 13
PN-2	Need for safety improvement/enhancement	0, 2, or 5	Pages 13
PN-3	Accommodates multiple transportation modes	0, 1, or 6	Page 14
PN-4	Project recognized in adopted statewide, regional, county or local planning and fund programming documents	0, 2 or 3	Page 15

Instructions to Reviewer

PN-1: Extent that project serves a transportation need		
Criteria	Scoring Instructions	Points to Assign
Full Credit	Application clearly explains the existing challenges to walking and bicycling supported with documentation of barriers.	5
Partial Credit	Application somewhat explains the existing challenges to walking and bicycling supported with documentation of barriers.	2
No Credit	Application does not explain the existing challenges to walking and bicycling.	0



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PN-2: Need for safety improvement/enhancement		
Criteria	Scoring Instructions	Points to Assign
Full Credit	<p>All the following must be met:</p> <ol style="list-style-type: none"> 1. Application provides detailed description of safety conditions/recent collision trends AND 2. Application clearly describes how the non-infrastructure plan or program will address safety hotspots where a higher percentage of the jurisdiction's total bicycle and pedestrian related collisions have occurred AND 3. Application clearly and convincingly describes how the non-infrastructure plan or program will help reduce collisions AND 4. TIMS ATP Printout is included in the application. 	5
Partial Credit	<p>The following must be met:</p> <ol style="list-style-type: none"> 1. Application somewhat explains the community's active transportation safety conditions/recent collision trends OR 2. Application somewhat describes how the non-infrastructure plan or program will reduce collisions AND 3. TIMS ATP Printout is included in the application. 	2
No Credit	None of the above conditions were met.	0

PN-3: Accommodates multiple transportation modes		
Criteria	Scoring Instructions	Points to Assign
Full Credit	Non-infrastructure plan or program will primarily address more than one (1) active transportation mode.	6
Partial Credit	Non-infrastructure plan or program will primarily address only one (1) active transportation mode.	1
No Credit	Application did not answer this question.	0



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PN-4: Project recognized in adopted statewide, regional, county or local planning and fund programming documents		
Criteria	Scoring Instructions	Points to Assign
Full Credit	<p>One of the following must be met:</p> <ol style="list-style-type: none"> Non-capital-related Plan or Program: Plan Non-infrastructure plan or program is listed as a high priority in an adopted or draft statewide, regional, countywide, or local planning or fund programming document (e.g. San Mateo County Comprehensive Bicycle and Pedestrian Plan, Caltrans District 4 Bicycle Plan, MTC Regional Active Transportation Network, City Bicycle and/or Pedestrian Plan, Vision Zero Plan, Specific Plan, Climate Action Plan, etc.), OR Capital-Related Plan or Program: The non-infrastructure plan or program clearly and convincingly describes how it is intended to further study the feasibility of priority corridors or projects that will lead to capital projects being implemented from the San Mateo County Comprehensive Bicycle and Pedestrian Plan, Caltrans District 4 Bicycle Plan, or MTC Regional Active Transportation Network. 	3
Partial Credit	<p>One of the following must be met:</p> <ol style="list-style-type: none"> Non-capital-related Plan or Program: Non-infrastructure plan or program is not listed as a high priority but the application clearly and convincingly describes how it is consistent with an existing planning or policy document, OR Capital-Related Plan or Program: The non-infrastructure plan or program clearly and convincingly describes how it is intended to further study the feasibility of priority corridors or projects that will lead to capital projects being implemented from a local City Bicycle and/or Pedestrian Plan, Vision Zero Plan, Specific Plan, Climate Action Plan, etc. 	2
No Credit	None of the above conditions were met or application did not answer question.	0



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EFFECTIVENESS (E)

POINTS AVAILABLE: 42

Scoring Summary

Criteria ID	Criteria	Points Available	Location in the Application
E-1	Enhances first/last mile connections to employment centers, TOD, transit stations, schools, and other high density/activity areas	0, 5 or 11	Page 16
E-2	Potential increase in person throughput, mode share	0, 5 or 11	Page 16
E-3	Degree to which the project reduces stress level, increases safety and accommodates people of all abilities	0, 5 or 11	Page 16
E-4	Closes gap in or extends Countywide pedestrian and bicycle network	0	N/A to Non-infrastructure projects
E-5	Value: Benefit relative to the amount of funding requested (high impact, low cost projects – “bang for the buck”)	0, 4 or 9	Page 17
E-6	Degree to which project reduces GHG emissions and improves air quality	0	N/A to Non-infrastructure projects
E-7	Potential VMT reduction per capita	0	N/A to Non-infrastructure projects
E-8	Potential travel time savings	0	N/A to Non-infrastructure projects



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Instructions to Reviewer

E-1: Enhances first/last mile connections to employment centers, TOD, transit stations, schools, and other high density/activity areas		
Criteria	Scoring Instructions	Points to Assign
Full Credit	Application clearly and convincingly explains how the non-infrastructure project will enhance first/last mile connections to employment centers, TOD, transit stations, schools, and other high density/activity areas.	11
Partial Credit	Application somewhat explains how the non-infrastructure project will enhance first/last mile connections to employment centers, TOD, transit stations, schools, and other high density/activity areas.	5
No Credit	Application does not clearly explain how the non-infrastructure project enhances first/last mile connections to employment centers, TOD, transit stations, schools, and other high density/activity areas AND is not supported by maps or other graphics and information.	0

E-2: Potential increase in person throughput, mode share		
Criteria	Scoring Instructions	Points to Assign
Full Credit	Application clearly and convincingly explains how the project has the potential to increase person throughput and/or shift mode share to walking or bicycling from single-occupancy vehicles	11
Partial Credit	Application somewhat explains how the project has the potential to increase person throughput and/or shift mode share to walking or bicycling from single-occupancy vehicles	5
No Credit	Application does not clearly explain how the project has the potential to increase person throughput and/or shift mode share to walking or bicycling from single-occupancy vehicles	0



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E-3: Degree to which the project reduces stress level, increases safety and accommodates people of all abilities		
Criteria	Scoring Instructions	Points to Assign
Full Credit	Application clearly and convincingly explains how the project intends to or will reduce stress levels, increase safety and/or accommodates people of all abilities	11
Partial Credit	Application somewhat explains how the project intends to or will reduce stress levels, increase safety and/or accommodates people of all abilities	5
No Credit	Application does not clearly explain how the project intends to or will reduce stress levels, increase safety and/or accommodates people of all abilities	0

E-5: Value: Benefit relative to the amount of funding requested (high impact, low cost projects – “bang for the buck”		
Criteria	Scoring Instructions	Points to Assign
Full Credit	Application clearly and convincingly explains how the project provides a benefit relative to the amount of funding requested.	9
Partial Credit	Application somewhat explains how the project provides a benefit relative to the amount of funding requested.	4
No Credit	Application does not clearly explain how the project provides a benefit relative to the amount of funding requested.	0



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SUSTAINABILITY (S)

POINTS AVAILABLE: 14

Scoring Summary

Criteria ID	Criteria	Points Available	Location in the Application
S-1	Serves high density/affordable housing	0, 3, or 6	Page 18
S-2	Serves low income, transit dependent and or other vulnerable populations	0, 2, 4, or 6	Pages 19
S-3	Innovative low environment impact/green infrastructure	0	N/A to Non-infrastructure projects
S-4	Project accounts for long term repair/maintenance/operations needs	0	N/A to Non-infrastructure projects
S-3	Integral transportation component that can support existing economic activity and help spur new economic development in the immediate vicinity	0, 1, or 2	Page 20



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Instructions to Reviewer

S-1: Serves high density/affordable housing		
Criteria	Scoring Instructions	Points to Assign
Full Credit	<p>All the following must be met:</p> <ol style="list-style-type: none"> 1. Application clearly and convincingly explains how the project will engage people living in high density and/or affordable housing AND 2. Project is located in or contains a Priority Development Area or adjacent to areas zoned for high density housing AND 3. Application is supported by maps or other graphics and information about the high-density housing and/or affordable housing and its proximity to the project. 	6
Partial Credit	<p>All the following must be met:</p> <ol style="list-style-type: none"> 1. Application somewhat explains how the project will engage people living in high density and/or affordable housing AND 2. Application is supported by maps or other graphics and information about the high-density housing and/or affordable housing and its proximity to the project. 	3
No Credit	<p>Either of the following must be met:</p> <ol style="list-style-type: none"> 1. Application does not clearly explain how the project will engage people living in high density and/or affordable housing AND OR 2. Application is not supported by maps or other graphics and information about the high-density housing and/or affordable housing and its proximity to the project. 	0



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S-2: Serves low income, transit dependent and/or other vulnerable populations		
Criteria	Scoring Instructions	Points to Assign
Full Credit	<p>All the following must be met:</p> <ol style="list-style-type: none"> 1. Application clearly and convincingly explains how the project will engage low income, transit dependent, and/or other vulnerable populations AND 2. Project is located within or contains a MTC Equity Priority Community OR 3. Meets at least one (1) other Disadvantaged Community criteria in the application 	6
Partial Credit - Higher	<p>All the following must be met:</p> <ol style="list-style-type: none"> 1. Application clearly and convincingly explains how the project will engage low income, transit dependent, and/or other vulnerable populations AND 2. Project is located primarily within or crosses through C/CAG Equity Focus Areas (Scores 8 to 10 only) or Reimagine SamTrans Equity Priority Areas 	4
Partial Credit - Lower	<p>All the following must be met:</p> <ol style="list-style-type: none"> 1. Application convincingly explains how the project will engage low income, transit dependent, and/or other vulnerable populations AND 2. Application provides documentation to support claims. 	2
No Credit	<p>Application does not clearly explain how the project will engage low income, transit dependent, and/or other vulnerable populations</p>	0



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S-5: Integral transportation component that can support existing economic activity and help spur new economic development in the immediate vicinity		
Criteria	Scoring Instructions	Points to Assign
Full Credit	Application clearly and convincingly explains how the project can support existing economic activity and help spur new economic development in the immediate vicinity.	2
Partial Credit	Application somewhat explains how the project can support existing economic activity and help spur new economic development in the immediate vicinity.	1
No Credit	Application does not clearly explain how the project can support existing economic activity and help spur new economic development in the immediate vicinity.	0