HEARTLAND SCORING RUBRIC	Weak	Marginal	Fair	Good	Strong	Exemplary
	1 Applicant is located in 76-		3 Applicant is located in	4	5	6 Applicant is located in
	100% of HPI	51% - 75% of HPI	top 26 -50% of HPI			bottom 25% of HPI
Applicant proximity to						
communities in bottom quartile of IPI						
	Program does not serve lowest HPI, less than 50%	Program does not serve lowest HPI, 75% of	25% of program serves lowest HPI, 50% served	50% program serves lowest HPI, 25% served	50-75% of program serves lowest HPI, not	75 -100% program was created in a community
	of program serves 25-50% HPI, 50% or more served	program a minimum HPI of 25-50%, not more than	in 25-50% HPI community, not more	in 25-50% HPI community, not more	more than 50% serves 25-50% HPI community	with an HPI below 25%
	in 50 - 75% or 75-100% communities	25% served in 50-75% or 75-100% HPI communities	than 25% served in 50- 75% or 75-100% HPI communities	than 25% served in 50- 75% or 75-100% communities		
		communities	communities	communities		
	Aligning with	California Arts	Council we are o	committed to m	aking the arts a	accessible and
Project service region	inclusive for diverse populations in our Upstate Region					
	Weak	Marginal	Fair	Good	Strong	Exemplary
	Project has little involvement with any of	2 Meets some of the review criteria and project	3 Meets most of the review	4 Meets all of the review criteria and project	5 Meets all of the review criteria and project	6 Project has a clear understanding and plan
	the four program focus areas	requirements	requirements	requirements to some degree	requirements to a significant degree	involving one or more of the four program focus
low does the project proposal fit he program focus areas. Does the				5	5	areas
project have a clear understanding and plan involvin one or more of						
he program focus areas.						
	Includes an unclear overview of the artist or	Meets some of the review criteria and project		criteria and project	Meets all of the review criteria and project	Includes clear, specific, and thorough explanation
	organization's proposed arts project, which includes little evidence of	requirements	requirements	requirements to some degree	requirements to a significant degree	of the artist or organization's proposed arts project, which include
Project Design - Does the Project nclude a clear, specific, and	community impact; including engagement,					clear and thorough evidence of community
horough explanation of the applicant's proposed art project,	intention, timeliness, and/or inspiration in					impact; including engagement, intention,
which includes clear and thorough evidence of community impact;	relation to the defined community and outcomes.					timeliness, and/or inspiration in relation to the defined community an
ncluding engagement, intention, imeliness, and/or inspiration in						outcomes.
elation to the defined community and outcomes?						
	Information on how target communities will be	Meets some of the review criteria and project	Meets most of the review	Meets all of the review criteria and project	Meets all of the review criteria and project	Detailed information is provided on how target
Community Engagement - Does the	engaged is absent or unclear	requirements	requirements	requirements to some degree	requirements to a significant degree	communities will be engaged.
Project provide detailed nformation on how target						
communities will be engaged?						
S	Personnel described	Meets some of the	Meets most of the review		Meets all of the review	Personnel described
Does the key personnel have the necessary skill, capacity and experience to complete the scope	includes little to no experience and/or capacity to plan and carry	review criteria and project requirements	criteria and project requirements	criteria and project requirements to some degree	criteria and project requirements to a significant degree	includes exceptional experience and/or capacit to successfully plan and
of the project?	out the scope of the project.			ucyiee	Significant degree	carry out the scope of the project.
	Incomplete, inaccurate, confusing or unrealistic	Meets some of the review criteria and project		criteria and project	Meets all of the review criteria and project	Accurate, itemized and realistic budget that
Vas an accurate, itemized, and ealistic budget that reflects the	budget that does not reflect the scope of	requirements	requirements	requirements to some degree	requirements to a significant degree	reflects the scope of project.
cope of the project provided?	project.					
	Applicant has presented an unrealistic timeline for	Meets some of the review criteria and project		criteria and project	Meets all of the review criteria and project	Applicant has presented a accurate and detailed
	the completion of the project with little or no outcomes.	requirements	requirements	requirements to some degree	requirements to a significant degree	timeline of the project wit clear, understandable outcomes.
Did the applicant present an accurate and detailed timeline of	outcomes.					outonies.
he project with clear, understandable outcomes?		Funded initiatives, services, information, and buildings and				
		facilities where funded activities take place must be accessible, and events must be free of charge.				
		accessible, ar	ia events must k	be tree of charg	le.	