

**Full Proposal Evaluation Criteria:**

Technical reviewers will assign scores to proposals ranging from 0 to 100 points based on the following five evaluation criteria and respective point values specified below. Each of the five evaluation criteria have sub-criteria components. Applications that fully address the issues described in all five sub-criteria are likely to be more competitive.

<b>Importance and Applicability of Proposal to Program Priorities</b>	<b>Maximum Points: 40</b>
<p>This criterion ascertains whether the proposed work is relevant to the goals set out by the NOAA MDP in this announcement. For this criteria, applicants will be evaluated based on the following:</p> <p><b><i>Impactful, large marine debris removal activities to benefit NOAA trust resources.</i></b></p> <ul style="list-style-type: none"><li>• Does the project clearly demonstrate a need for the proposed removals? (4 points)</li><li>• Does the project demonstrate clear marine debris removal and disposal outcomes? (4 points)</li><li>• Will the project have impactful benefits to NOAA trust resources (as described in Section I.B) and will project benefits be sustained beyond the life of the project? (5 points)</li><li>• Does the proposal effectively integrate well with existing regional or national publicly vetted programs, priorities, or strategic plans? (3 points)</li></ul> <p><b><i>Preventing the reaccumulation of debris through complementary and targeted marine debris prevention activities.</i></b></p> <ul style="list-style-type: none"><li>• Are prevention activities clearly described including how they relate to the proposed removal and disposal activities? (4 points)</li><li>• Are prevention activities directed to a relevant audience related to the source of the marine debris? (4 points)</li><li>• Do the planned approaches effectively engage audiences to prevent marine debris? (4 points)</li></ul> <p><b><i>Advance the principles of diversity, equity, justice, inclusion, and accessibility in removal activities that will benefit local communities, especially Tribes and/or those facing environmental/climate and socioeconomic burdens</i></b></p> <ul style="list-style-type: none"><li>• Does the project advance the principles of diversity, equity, justice, inclusion, and accessibility in the planning and creation of this proposal? (2 points)</li><li>• Does the project advance the principles of diversity, equity, justice, inclusion, and accessibility in the proposed implementation for project activities? (2 points)</li><li>• Do the project activities have benefits that will flow to Tribes and/or communities facing environmental/climate and socioeconomic burdens as identified by CEJST (or applicant when limited data in CEJST)? (4 points)</li><li>• Is there meaningful engagement with Tribes and/or communities facing environmental/climate and socioeconomic burdens impacted by the targeted debris as identified by CEJST (or applicant when limited data in CEJST)? (4 points)</li></ul> <p>Proposals that demonstrate that the project site selection process included consideration of benefit to/impact on a Tribal and/or communities facing environmental/climate and socioeconomic burdens or how those communities were meaningfully engaged in the selection process are also likely to score higher.</p> <p>(Outreach or communications directed to communities without any description for how feedback and ideas from the community receiving the messaging will be incorporated into the project, is not considered meaningful engagement)</p>	

Technical Merit	Maximum Points: 30
<p>This criterion assesses whether the approach is technically sound and if the methods are appropriate, and whether there are clear project goals and objectives. Applications will be evaluated based on the following:</p> <p><b>Project Goals and Objectives (7 points)</b></p> <ul style="list-style-type: none"> <li>Does the proposal clearly identify realistic and achievable project goals and objectives that align with this competition? Are they realistic and achievable? Reference Section IV.B.2 which describes the requirements for the Project Narrative. (5 points)</li> <li>Does the application provide a realistic project timeline (in line with the award period guidelines described in Section II.B)? (2 points)</li> </ul> <p><b>Project Description (12 points)</b></p> <ul style="list-style-type: none"> <li>Does the applicant clearly identify debris targets to be removed in the proposal? If not, is there a clear plan for identification of targets along with supporting evidence that targets exist? (5 points)</li> <li>Does the proposal include detailed descriptions for the proposed removal activities, including proposed removal techniques and disposal methods? If post-removal monitoring is occurring, are those techniques/methods also clearly described and appropriate for the proposed activities? Are these methods appropriate for the proposed project activities? (5 points)</li> <li>Are all project activities complementary to the removal work clearly described? (2 points)</li> </ul> <p><b>Environmental Impacts (5 points)</b></p> <ul style="list-style-type: none"> <li>Is the geographic area in which the proposed removals will take place clearly described? Are detailed maps and/or GPS coordinates of removal sites included, if applicable? (2 points)</li> <li>Does the application include information on the expected species that may be encountered in the area and affected by project activities? (1 point)</li> <li>Does the applicant provide assurances that implementation will meet all federal, state, and local environmental laws? (2 points)</li> </ul> <p>Applications submitted with all of the above information, along with evidence of completed environmental assessments, completed consultations, or secured permits, and that demonstrate that proposed debris removal activities are legally permissible in the project area are likely to score higher on this criterion.</p> <p><b>Project Metrics (6 points)</b></p> <ul style="list-style-type: none"> <li>Does the applicant describe how they and any project partners or subawardees will collect specific, measurable metrics on removal, disposal, prevention, monitoring, species/habitat impacts, volunteer participation, economic benefits, benefits to Tribal and/or communities facing environmental/climate and socioeconomic burdens and other performance measures as described above in Section IV. B? Do they provide realistic estimates of these metrics and how they will be measured? (4 points)</li> <li>Does the proposal include a Data Management Plan? If so, does it adequately describe what data will be collected during the project and how it will be made accessible and independently understandable to general users in a timely manner, in compliance with Data Management requirements described in Section VI.B.9? (2 points)</li> </ul>	
Overall Qualifications of Applicants	Maximum Points: 10
<p>This criterion ascertains whether the applicant possesses the necessary experience, training, facilities, and administrative resources to meet proposal objectives. Applications will be evaluated based on the following:</p> <ul style="list-style-type: none"> <li>Do the applicant and any identified project partners or subawardees have the ability and expertise to conduct the scope and scale of the proposed work, including but not limited to designing, implementing, and effectively managing large debris removal, disposal, prevention, and post-removal monitoring projects, or regional coordination efforts? (2 points)</li> <li>Does the applicant demonstrate the project team has a strong understanding of the marine debris issue being addressed? (2 points)</li> <li>Does the applicant describe how they will effectively manage and oversee all project phases, demonstrated by the education, training, and/or experience of primary project participants? (3 points)</li> <li>Does the applicant have the administrative capacity (i.e., the administrative resources and capabilities that the applicant has, or that are available to the applicant) to successfully manage both the federal award as well as any potential subawards? (3 points)</li> </ul>	

Project costs	Maximum Points: 10
<p>This criterion evaluates the budget to determine if it is realistic and commensurate with the project needs and timeframe. Applications will be evaluated on the following:</p> <p><b>Project Budget Composition (5 points)</b></p> <ul style="list-style-type: none"> <li>• Is the overall budget realistic, enabling the applicant to effectively and successfully meet all proposed objectives with the funding requested? (3 points)</li> <li>• Is the overall budget reasonable, including only those costs necessary to effectively and successfully meet all proposed objectives? (2 points)</li> </ul> <p><b>Project Budget Organization (5 points)</b></p> <ul style="list-style-type: none"> <li>• Does the budget justification narrative contain a sufficient level of detail, as required in Section IV.B.? This includes whether the applicant includes a detailed summary budget table, the budget is organized by SF-424A object classes, and describes both the federal and non-federal funding needs for all required project costs (i.e., for both implementation and administration activities).</li> </ul> <p>Proposals with detailed Budget Narratives that follow the format of NOAA’s Budget Narrative Guidance document (link is provided in Section IV.B.) are likely to score higher on this criterion.</p>	
Community Support	Maximum Points: 10
<p>This criterion evaluates whether the project has effective engagement from relevant stakeholders, including engagement of Tribes and/or communities facing environmental/climate and socioeconomic burdens, if applicable. Applications will be evaluated based on the following:</p> <ul style="list-style-type: none"> <li>• Does the application indicate if/how the removal of the targeted debris will help address other challenges the local community is facing (eg. removal of debris will help improve local fisheries/food security)? (2 points)</li> <li>• Has the applicant demonstrated meaningful engagement from project partners (as defined in Section I.B.)? Does the application describe how proposed activities will promote community involvement and stewardship? (4 points)</li> <li>• Does the applicant demonstrate strong community support for the project? This may be reflected by the diverse perspectives, strength and involvement of project participants, partners and local entities, as well as include letters of support from project partners, state and local governments, members of Congress, private landowners, community groups, or relevant resource agency personnel familiar with the issue? Do these letters indicate that the partners are meaningfully involved in both the planning and execution of the project? (4 points)</li> </ul> <p>Proposals that include letters of support from all proposed project partners will score higher on this criterion if those letters demonstrate their commitment to the proposal’s goals and objectives, and to show support for long-term goals extending beyond the project’s period of performance. This also includes letters from landowners and other stakeholders involved with or impacted by the project, granting permissions and other assurances that the project has their full support.</p>	