

Letter of Intent Evaluation Criteria:

Letters of Intent will be reviewed to determine whether the proposal has the potential to address marine debris activities that meet the competition’s priorities. Priorities are listed in Section I.B “Program Priorities” above. Each criteria is given a score of 0 to 5 and is weighted as follows:

Benefits & Outcomes	Weight
How likely is it that the project will have impactful benefits to NOAA trust resources, and the surrounding coastal environment or community (as described in Section I.B)? Does the LOI clearly describe the anticipated ecological and socio-economic outcomes that the project is expected to produce, including how the project benefits will be sustained beyond the life of the project? Are any of the proposed project benefits flowing to communities facing environmental/climate and socioeconomic burdens? Are requested project metrics described and estimates provided?	30%
Technical Merit	
Does the LOI clearly identify the project’s overall goals and objectives and lay out a realistic and cost-effective approach? Are the goals and objectives aligned with the priorities of this competition (see Section I.B.)? How well developed are the proposal ideas at this stage? Does it clearly state the purpose of the project and specific tasks to be accomplished with requested funds and clearly describe proposed techniques that will be used?	20%
Qualification of Applicants	
Does the organization demonstrate the capabilities, experience, or expertise that would lead to a successful effort? Organizations demonstrating high levels of technical and administrative expertise or capability are likely to score higher on this criterion.	10%
Prevention Activities	
Does the LOI include prevention activities? Is there an appropriate and effective level of prevention activities to be conducted about the identified marine debris issue to prevent reaccumulation? Is a confirmed source of the targeted debris identified? If applicable, is the target audience identified connected to the targeted debris source?	20%
Diversity, Equity, Inclusion, Justice, and Accessibility	
Does the project demonstrate how diversity, equity, inclusion, justice, and accessibility will be promoted in the proposed work? Does the project include interception device installation(s) in and/or having a portion of the benefits flowing to the local communities and how those benefits will be measured? Does the project include meaningful engagement with local communities? Are they Tribes and/or communities facing environmental/climate and socioeconomic burdens as identified by CEJST? If CEJST does not have adequate data to correctly identify the burdens a community is facing, applicants should describe those burdens. Projects that indicate a high likelihood of a realized benefit and meaningful engagement (see Section I.B) with the community in developing the proposal and executing the project activities will score higher on this criterion. Applicants that reference CEJST (https://screeningtool.geoplatform.gov) will score higher in this criterion.	20%