FY27 Public Art Grant Application Evaluation Rubric - Programs and New Works

Narrative & Details – 15% of Total Score				
Background Narrative	**0 points:** The applicant did not provide history and/or context of the artwork or project.	**1-2 points:** The applicant provided minimal or general information reguarding context or history.	**3-4 points:** The applicant provided thorough context and/or history of the artwork or project. Details include relevant dates, artist information, community/historical relevance, and importance to the applicant.	**5 points:** The applicant provided an extremely detailed history and context for the artwork or project. Details include relevant dates, artist information, community/historical relevance, and importance to the applicant as well as relevant data.
Project Description	**0 points:** Applicant provided little to no description of the project. There is no clear concept, theme, or objectives.	**1-2 points:** The project's description is clear and there is a general connection to its community and site.	**3-4 points:** The project's description is clear. The themes, concepts, and objectives connect the artwork to both the site and the community.	**5 points:** The project's theme and objectives are strong and heavily grounded in community and site-specificity. The artwork is oriented as a relevant and integral part of the community and its history and/or identity.
Planned Activities	**0 points:** There are no planned engagement activities or the activities are irrelevant to the project.	**1-2 points:** The planned activities are only indirectly related to the project or only engage a specified part of the community. Planned activities exist to inform, but do not allow room for public participation.	**3-4 points:** Planned activities are intentional and directly related to the project. There are opportunities for the community to meaningfully participate in the project or programming.	**5 points:** Planned activities are intentional and directly related to the project. There are a variety of opportunities for wide, meaningful community participation in the project or program.
Impact & Access – 27% of Total Score				

Artwork Significance	**0-1 points:** The artwork has no relevance or importance to the community in which it exists.	**2-4 points:** The work is tangentially related or only significant to the community in a general way.	**5-7 points:** The work is deeply and personally connected and important to its community activities.	**8-9 points:** The work is deeply impactful, relevant, important, and rooted in community. The subject matter speaks to the community's history, culture, or identity.
Public Access	**0-1 points:** The artwork's location or other barriers make the work inaccessible to the majority of the public. The audience reach is limited.	**2-4 points:** Despite some barriers, a significant portion of the public can still enjoy the work.	**5-7 points:** The artwork is free and accessible to the public more often than not.	**8-9 points:** The artwork is always free and available for public access.
Disability Access/Accessibility	**0-1 points:** There have been no considerations for disability accessibility.	**2-4 points:** Accessibility considerations are limited. There are no current plans to increase access, or the plans are not yet active.	**5-7 points:** Accessibility considerations are limited or retroactive, but there are active plans to increase access and engagement for disabled people.	**8-9 points:** Disability considerations are robust. From its inception, disability access is engrained into the artwork with intentionality.
Implementation – 33% of Total Score				
Key Administrative Personnel	**0-1 points:** Administrative Personnel bio(s) show minimal or indirect experience related to the project area. Necessary leadership, relevant skills, or accomplishments that demonstrate readiness to manage the proposed project are limited or nonexistent.	**2-4 points:** Administrative Personnel bio(s) show some relevant experience, training, or roles, but leadership and/or expertise appears unrelated to the proposed project.	**5-7 points:** Administrative Personnel bio(s) demonstrate clear, relevant experience and skills aligned with the proposed project. Bios reflect successful leadership or management in similar or related contexts.	**8-9 points:** Administrative Personnel bio(s) reflect significant and relevant expertise with a strong record of leadership, innovation, and experience that positions them to lead the project with depth and vision.

Artistic/Creative Personnel	**0-1 points:** Artistic personnel show minimal or no artistic experience and do not demonstrate the necessary abilities to carry out the project OR the selection process has not been thought out.	**2-4 points:** Artistic personnel bio(s) show an active artistic practice with some adaptable experience and necessary abilities OR the selection process is weak. There is a general idea of the selection process, but no details have been provided.	**5-7 points:** Artistic personnel bio(s) demonstrate a strong artistic practice with relevant experience to similar projects OR the processes in place to select an artist are thorough and well planned.	**8-9 points:** Artistic personnel bio(s) reflect extensive artistic expertise and multiple examples of similar, successful projects OR application process is detailed and well planned. The process includes a steering committee of multiple, diverse stakeholders, and there is in-depth criteria for artist selection.
Promotion Strategy	**0-1 points:** Project promotion is missing or generic. There is no evidence that outreach is purposeful or tailored to specific audiences.	**2-4 points:** Project promotion methods are described but are basic or general. Some thought has been given to purposeful, targeted public engagement.	**5-7 points:** Project promotion is clearly planned, relevant, and intentionally designed to reach and engage diverse target audiences. Plan shows thoughtful consideration of relevant communication channels.	**8-9 points:** Project promotion strategies are comprehensive, highly intentional, detailed, and creative. Plan demonstrates community-centered approaches that maximize audience reach and consideration of a wide variety of relevant communication channels.
Success Measurements	**0-1 points:** Methods for evaluation, reporting, and assessing public engagement are minimal or largely absent.	**2-3 points:** Methods for evaluation are described but are basic or provide surface-level information. The evidence of public engagement assessment is limited; connections to goals or public impact are vague.	**4-5 points:** Methods for evaluation are clearly defined and relevant. The approach demonstrates thoughtful measurement of outcomes and public engagement, with plans to report and use findings to inform future projects.	**6 points:** Methods for evaluation demonstrate rigorous evaluation that captures meaningful outcomes and engagement,and include mechanisms for reflection, adaptation, and long-term learning.
Feasibility – 25% of Total Score				

Timeline	**0-1 points:** The project timeline is incomplete or not feasible.	**2-3 points:** The project timeline includes general information but lacks specificity or commitment. Action items seem mostly feasible in the given timeline.	**4-5 points:** The project timeline includes both general projections/dates and provides details when necessary. Actionable items are realistic in the given timeline.	**6-7 points:** The timeline is highly detailed and specific. The actionable steps are realistic and the timeline is feasible and accounts for unforeseen circumstances and incidentals.
Maintenance Plan	**0-1 points:** There is no maintenance plan or the maintenance includes general ideas and rules but no actionable steps or information.	**2-3 points:** The maintenance plan is solely for short term care or includes general information and actionable steps but lacks specificity regarding responsibility.	**4-5 points:** The maintenace plan reflects short and long-term care strategies. There are clearly assigned responsibilities, documentation, and procedures.	**6-7 points:** The maintence plan is highly detailed and reflects both short and long-term care strategies. There are clear and direct assigments of responsibility, documentation, and procedures. Consideration is given to both emergency and routine/preventative care.
Budget	**0-1 points:** The budget is not detailed and/or does not show adequate funding needed to complete the project.	**2-3 points:** The budget lacks detail but shows adequate funding needed to complete the project.	**4-5 points:** The budget is detailed and shows adequate funding needed to complete the project.	**6-7 points:** The budget is clear and detailed and shows strong financial resources needed to complete the project.

Supplemental Information	**0-1 points:** Support materials and/or work samples are missing, or only tangentially related to the proposed project. Materials provide limited evidence of organizational or artistic capacity or need.	**2 points:** Some support materials and/work samples are relevant to the project but may not be current. Evidence of organizational capacity is emerging but not fully clear.	**3 points:** Support materials and/or work samples are current and illustrate past projects and their alignment with the proposed project's goals. There is clear evidence of organizational capacity to complete the project.	**4 points:** Support Materials and/or work samples are highly relevant, current, and comprehensive, clearly demonstrating organizational and artistic capacity. Materials effectively illustrate the quality, depth, and intentionality of past projects and their alignment with the proposed project's goals.