



## SWAT Award Scoring Rubric

**The application must meet these basic criteria to be considered:**

- Describes a single program in detail
- Provides clear, complete and relevant metrics and results
- The program is currently active or implemented after January 1, 2019

**Instructions for evaluators:**

If an application does not provide enough information for the evaluator to assess one of the main criteria categories (indicated by row), that category may be assigned 0 points. Otherwise, please refer to the scoring aid below to assign the appropriate value for each component of the application.

	<b>Excellent (3 points)</b>	<b>Satisfactory (2 points)</b>	<b>Needs Improvement (0-1 point)</b>
<b>Program addresses stated need or problem</b>  <i>(10%)</i>	The program <u>very clearly</u> addresses the stated need or problem.	The program <u>moderately</u> addresses the stated need or problem.	The program <u>does not clearly</u> address the stated need or problem.
<b>Partnership building, public engagement and education</b>  <i>(20%)</i>	Includes a <u>strong</u> focus on building partnerships with landscape and irrigation professionals – OR – engaging/educating the public on outdoor water conservation.	Has a <u>moderate</u> focus on building partnerships with irrigation professionals – OR – engaging/educating the public on outdoor water conservation.	The program includes <u>minimal or no</u> emphasis on building partnerships – OR – public engagement/education.
<b>Incorporates smart, efficient technologies, best practices and programs</b>  <i>(20%)</i>	Clearly describes how smart tech and best practices were incorporated into the program. Smart irrigation is an <u>important part</u> of the program.	Clearly describes how smart tech and best practices were incorporated into the program. Smart irrigation is a <u>somewhat important</u> part of the program.	Smart irrigation is <u>not important</u> to the program.
<b>Innovation, uniqueness</b>  <i>(10%)</i>	The program is <u>very</u> innovative and/or unique in its approach to solving the stated need/problem and meeting its goals.	The program is <u>somewhat</u> innovative and/or unique in its approach to solving the stated need/problem and meeting its goals.	The program exhibits <u>minimal or no</u> innovation or uniqueness.

<p><b>Metrics</b> <i>(10%)</i></p>	<p>Metrics are <u>very clearly</u> defined and <u>directly</u> correlate to the goals of the program.</p>	<p>Metrics are <u>somewhat clearly</u> defined and <u>somewhat directly</u> correlate to the goals of the program.</p>	<p>Metrics are <u>not clearly</u> defined and are <u>not directly</u> correlated to the goals of the program.</p>
<p><b>Effectiveness</b> <i>(15%)</i></p>	<p>The program is <u>very effective</u> in obtaining desired results and meeting its stated goals. Results <u>directly correlate</u> to metrics. It may also include relevant lessons learned.</p>	<p>The program is <u>moderately effective</u> in obtaining desired results and meeting its stated goals. Results <u>somewhat correlate</u> to metrics. It may also include relevant lessons learned.</p>	<p>The program is <u>minimally effective or ineffective</u> as presented. Results are <u>not correlated</u> to metrics.</p>
<p><b>Overall thoroughness and replicability</b> <i>(15%)</i></p>	<p>The program is <u>very well</u> thought out and organized. It includes <u>enough</u> information to easily replicate the program.</p>	<p>The program is <u>moderately well</u> thought out and organized. It includes <u>some</u> information to replicate the program.</p>	<p>The program is <u>not well</u> thought out or organized. There is <u>insufficient</u> information to replicate it.</p>