



ARTS (for Earth's Sake)
Orange County Arts and Cultural Affairs
FY25 _Sustainability Project Funding (Cultural Tourism Funding Supplement)

Evaluation Matrix

	Environmental Issue (multiplier x2)	Impact & Social Movement (multiplier x3)	Evaluation Plan & Methods (multiplier x2)	Budget & Project Soundness (no multiplier)
5	The issue is severe and urgent - it deals with elements of vital importance to the sustainability of our planet and society and is at a critical level of need.	The proposed project is extremely motivational. There is strong anticipated community action(s) that will move the needle on the environmental issue.	Robust evaluation plan with multiple measurement tools/methodologies that will obtain both qualitative and quantitative data.	Exceptionally solid project budget, project description, and timeline. Project has been well thought out and ready to implement.
4	The issue deals with elements of significant importance to the sustainability of our planet and society and is at a strong level of urgency.	The proposed project is strongly motivational and anticipated community action(s) will have significant effect on the environmental issue.	Above average evaluation plan with tools/approaches that will solicit both qualitative and quantitative data.	Above average project budget, project description, and timeline. Project is mostly designed and can be implemented quickly.
3	The issue deals with elements of moderate importance to the sustainability of our planet and society and is at an average level of urgency.	The proposed project is motivational, and anticipated community action(s) will likely have some effect on the environmental issue.	Average evaluation plan that solicits both qualitative and quantitative data but may use limited tools/approaches.	Average project budget, project description, and timeline. Project is slightly designed and needs lead ramp-up time.
2	The issue is somewhat important to the sustainability of our planet and society and is at a weak level of urgency.	The proposed project may motivate the community to take action. Anticipated community action(s) will slightly impact the environmental issue.	Below average evaluation plan with minimal data. Data may be qualitative or quantitative, but not both. Only modest use of evaluation tools.	Below average project budget, project team, project description, and timeline. Project planning is minimal, with few details.
1	The identified issue is not problematic, has no urgent or pressing risk, and is of little severity.	The proposed project is unlikely to motivate the community to take action. Anticipated community action(s) are unlikely to impact the environmental issue.	Weak or nonexistent evaluation plan with no approaches for gathering information related to the project's impact.	Weak project budget, project description, and timeline. Project planning has not occurred in a significant way.