



City of San Marcos
Human Services Funding Application
Fiscal Year 2023
EVALUATION CRITERIA

Applications will be evaluated based on, but not necessarily limited to the following criteria:

1. Community Need and Justification: Maximum of 50 Points

The program will be evaluated on the documentation and justification of the need for the activity in the City of San Marcos. Proposed projects should address a City Council Strategic Initiative shown on page 10, and will receive more points for doing so.

2. Impact and Cost Effectiveness: Maximum of 25 Points

The program will be evaluated on:

- amount of overhead compared to program costs
- impact on the identified need
- implementation costs compared to impact
- use of available resources (financial, staff, volunteer)
- leveraged resources from other funding sources.

3. Implementation: Maximum of 15 Points

The program will be evaluated on the following factors:

- The application demonstrates that resources needed to manage the proposed activity are available and ready.
- Applicant has clearly defined objectives focusing on results and measurable outcomes vs. only program activities descriptions and numbers served.
- Past performance of programs funded by Human Services Grants.

4. Community Support: Maximum of 10 Points

The program will be evaluated on the following factors:

- A minimum of three and maximum of five letters of reference are provided that indicate strong local support for the program and the agency's ability to implement it as described in the application.
- Evidence that volunteers play a vital role in the program or agency's operation.
- Evidence that board members are actively involved in and supportive of the agency