

Sponsorship Scoring Criteria for Urban Flood Safety & Water Quality District (UFSWQD) Fiscal Year 2024-2025 (July 1st 2024, to June 30th, 2025)

Points System (Maximum of 10 points available):

Alignment with UFSWQD Mission (1 points maximum):

- How does your organization align with the mission, vision, and values of the UFSWQD?
- Demonstrates alignment with UFSWQD mission, vision, and values demonstrated **(1 point)**
- Does not demonstrate alignment with UFSWQD mission, vision, and values **(0 points)**

Target Beneficiaries (2 point maximum):

- Who are the primary beneficiaries of your project, event, or initiative? In general, what is their relationship to the managed floodplain?

- Beneficiaries are clearly laid out and have a strong and direct relationship to the managed floodplain **(2 points)**

i.e. resides in the floodplain, depends on the floodplain for their livelihood, or has a strong historic connection to the managed floodplain

- Beneficiaries are clearly laid out and have an active relationship with the managed floodplain **(1.5 points)**

i.e. visits the floodplain for recreational use, essential goods, travel...ect...

- Beneficiaries are clearly laid out and have a passive relationship to the managed floodplain **(1 point)**

i.e. depends on the economic activity and assets that are protected by the flood safety system

Beneficiaries are not clearly laid out, or have no indicated relationship with the managed floodplain **(0 points)**

Project Impact (4 points maximum):

- How do you anticipate your project will contribute to the integrated flood safety mission within the managed floodplain?

- Anticipated project impact aligns well with integrated flood safety mission **(4 points)**

The following project outcomes are examples of what would align well. Note that projects do not need to touch on all of the UFSWQD mission areas.

- *contributes to emergency preparedness or flood education related to Columbia River high water*
- *contributes to nature-based solutions to flooding within the managed floodplain (aims to restore wetlands or natural floodplains)*
- *honors and shares the cultural history of the managed floodplain*
 - **Some alignment with integrated flood safety mission (2 points)**

The following project outcomes are examples of what would align well. Note that projects do not need to touch on all the UFSWQD mission areas.

- *adjacent to emergency preparedness or flood education*
- *nature-based activities may have less flooding mitigation impact (general planting of trees or native vegetation within the managed floodplain or watershed)*
- *honors and shares the cultural history of the managed floodplain, but project or event activities may not necessary take place in the managed floodplain*
 - **Limited alignment with integrated flood safety mission (0 points)**

i.e. No connection to flood risk education, emergency preparedness, nature-based solutions to flooding and/or cultural history is not apparent

Community Engagement and Equity (2 points maximum):

- Describe how your project promotes equity and social justice and engages with underrepresented communities within the UFSWQD boundaries.
 - **Strong promotion of equity and social justice, significant engagement with underrepresented communities (2 points)**

i.e. equity and social justice are central components, initiative is led by historically underrepresented communities and benefits those communities

- **Moderate promotion of equity and social justice, some engagement with underrepresented communities (1 point)**

i.e. equity and social justice are less central, the initiative serves historically underrepresented communities, but may not be necessarily led by those communities

- **Limited promotion of equity and social justice, minimal engagement with underrepresented communities (0 points)**

No demonstrated commitment to equity or social justice, benefits to underrepresented communities is limited or not apparent

Flood Education Opportunity (1 point)

Is there an opportunity to incorporate flood safety education into your project, program or initiative, either as an integral part of the project, or in partnership with the UFSWQD as part of sponsor benefits?

- Flood safety education is an integral part of the project or initiative OR the sponsorship opportunity includes strong networking opportunities for the UFSWQD, and opportunities to promote flood education and flood safety activities. **(1 point)**

- Opportunities to promote flood safety education are limited **(0 points)**

Scores & Funding Potential, based on available Sponsorship Resources:

9-10 Points: Up to \$10,000

7-8.5 Points: Up to \$7,000

5.5 - 7 Points: Up to \$5,000

3.5-5 Points: Up to \$2,000

Less than 3: Consider Not Funding