Visualizing Healthy Lives: Data Visualization for Better Life Outcomes

Application Scoring Rubric

Project Title: _____

Applicant Organization: _____

Application ID: _____

Proposed Visualization Category: ☐ Exploratory ☐ Explanatory

Reviewer Name: _____

Disclosures/Declarations

☐ **No conflicts of interest exist between myself and this application/proposal.**

By checking this box, you hereby certify that no conflict of interest, nor any factor that may contribute to the appearance or perception of a conflict of interest, exists between yourself and the parties associated with this proposal, which include the organization listed as the primary applicant as well as any organizations or individuals either contributing resources to the proposed project or receiving any benefits, financial or otherwise, from the requested grant funds.

☐ **Yes, potential conflicts of interest may exist between myself and this application/proposal.**

By checking this box, you are indicating that a conflict of interest, or certain factors that may contribute to the appearance or perception of a conflict of interest, may exist between yourself and the parties involved in this proposal, which include the organization listed as the primary applicant as well as any organizations or individuals either contributing resources to the proposed project or receiving any benefits, financial or otherwise, from the requested grant funds. Please provide an explanation of the potential conflict of interest in the space below.

Project Alignment with Challenge Goals (Weight: 70%)					
Criteria	Excellent (3)	Satisfactory (2)	Unsatisfactory (1)	Score	Comments (Optional)
Centrality of USALEEP Data	Proposed visualization centers on using USALEEP data as a core component of the project proposal, both if the proposed visualization is a new creation or if it builds on existing work; Serves as a viable case study for the field to use the USALEEP data in an innovative, transparent and impactful way.	Proposed visualization uses USALEEP data as a component of the project proposal, however the core objective of the data visualization does not centrally showcase the USALEEP data. The proposed visualization may not be a viable case study for the field to use the USALEEP data in an innovative and impactful way.	Proposed visualization does not use the USALEEP data as a central component of the project proposal or the project has clear objectives for the visualization that are mostly unrelated to USALEEP data. The proposed visualization is unable to serve as a viable case study for the field to use the USALEEP data in an innovative and impactful way.		
Clarity of Message	Proposed visualization clearly defines a specific topic by curating and/or analyzing the USALEEP data with an explicit point of view that enhances the viewers understanding of health equity.	Proposed visualization defines a topic by showcasing USALEEP data with uncertain point of view that adds little to the viewers understanding of health equity.	Proposed visualization does not clarify a visualization topic in showcasing the USALEEP data with no point of view that adds no additional insight to the viewers understanding of health equity.		
Target Audience	Proposed project identifies a target audience (i.e. community changemakers, community organizations, local agencies or key decision makers) that may not have the time, resources, etc. to produce data visualizations of their own. Proposal clearly articulates how the visualization would enable audiences to improve their work, advocacy or service delivery.	Proposed project identifies a target audience with existing data capacity and/or resources to produce data visualizations of their own. Proposed visualization only serves to inform audiences, not enable them to improve their work or service delivery.	Proposed project does not target a specified audience and/or is intended for use by the general public. Proposal fails to clearly articulate how the visualization would enable audiences to improve their work or service delivery.		
Creativity	Proposed visualization would display the USALEEP data in a provocative and compelling design. The representation of USALEEP data is bold and original.	Proposed visualization would display the USALEEP data in a compelling, but not necessarily provocative design. The representation of USALEEP data builds upon common visualization approaches in the field.	Proposed visualization does not display the USALEEP data in a memorable way. The representation of USALEEP data is neither bold nor original.		
Cross-Sector Approach	Exceptionally addresses a question/issue that strongly advances understanding at the intersection of health and other factors/outcomes; offers innovative solutions which promote health equity and better life outcomes across people, place and power.	Addresses a question/issue that advances understanding at the intersection of health and other factors/outcomes; offers solutions which promote health equity and better life outcomes across people, place and power.	Fails to address a question/issue that advances understanding at the intersection of health and other factors/outcomes; fails to offer solutions which promote health equity and better life outcomes across people, place and power.		
Intuitive User Interface	Proposed visualization is easy to follow and the results are intuitive.	Proposed visualization is moderately easy to follow and results are comprehensive.	Proposed visualization is difficult to follow and results are incomprehensible.		

	Satisfactory (1)		Unsatisfactory (0)	Score	Comments
Stakeholder Empowerment	The proposed visualization outlines a clear plan that leverages the USALEEP data to increase the capacity of community stakeholders, leaders and organizations to advance health equity through power-building activities to address inequities that impact health outcomes.	The proposed visualization informs leaders and organizations in the proposed target community, but using the USALEEP data to build the capacity of community stakeholders to advance health equity is not a direct goal of the project.	Proposed visualization neither informs nor empowers organizations and stakeholders concerned with health equity to improve outcomes in their respective communities.		
Contribution to Current Conversations	Proposed visualization effectively and powerfully expands upon conversations currently in the field by strongly advancing calls to action, fostering stronger collaborations, and yielding more comprehensive knowledge around the intersection of health equity and other factors.	Proposed visualization engages in conversations currently in the field, but does not necessarily advance strong calls to action, foster stronger collaborations, and yield more comprehensive knowledge around the intersection of health equity and other factors.	Proposed visualization does not engage in, or merely repeats, conversations currently in the field and the visualization does not advance calls to action, foster stronger collaborations, and yield more comprehensive knowledge around the intersection of health equity and other factors.		

Feasibility (Weight: 30%)					
Criteria	**Satisfactory (1)**		**Unsatisfactory (0)**	**Score**	**Comments** (Optional)
Project Implementation	Presents a detailed and thorough plan to extract and display USALEEP data in a manner that is intuitive, innovative, and insightful.		Fails to present a detailed and thorough plan to extract and display USALEEP data in a manner that is intuitive, innovative, and insightful.		
Budget/Budget Narrative	Aligns budget and narrative; both seem reasonable as it relates to the proposal, including project timeline and activities.		Fails to align budget and narrative; either or both seem unreasonable as it relates to the proposal.		
Timeline	Provides a timeline of products that can be reasonably achieved within the six-month grant period.		Timeline of activities and/or products cannot be reasonably achieved within the six-month grant period.		
Organization's Background and Expertise	Demonstrates adequate knowledge of the community health equity issues to be visualized; organization seems well-equipped to complete the project.		Fails to demonstrate sufficient knowledge of the community health equity issues to be visualized and therefore does not seem well-equipped to complete the project.		
Staff Capacity	Demonstrates adequate staff capacity to successfully complete the project.		Staff capacity appears insufficient to successfully complete the project.		

Bonus Criteria (Unweighted)

Criteria	Excellent (2)	Satisfactory (1)	N/A	Score	Comments (Optional)
General Professionalism and Proofreading	Proposal and documentation is presented in a clear and organized manner with no grammatical errors.	Proposal and documentation is presented in a clear and organized manner with minimal grammatical errors that do not impact readability.	Proposal and documentation is unclear and/or not well organized. Grammatical errors negatively impact readability.		
Accessibility	Proposal pays special attention to making the proposed visualization accessible to visually impaired users; Proposed visualization plans to be Section 508 compliant.	Proposal considers visual accessibility in the creation of the proposed visualization but proposed visualization makes no mention of planning to be Section 508 compliant.	Proposal does not mention accessibility in the creation of the proposed visualization.		
Aesthetics	Proposal pays special attention to aesthetics in the proposed visualization, shown by attention to detail in design and styling.	Proposal considers aesthetics in the creation of the proposed visualization, but does not explicitly detail design and styling.	Proposal does not mention aesthetics in the creation of the proposed visualization		

Overall Recommendation

After considering your scores for each of the above criteria and your overall impression of the entire application, would you recommend that this applicant receive the requested grant funding?	☐	Yes
	☐	No

Overall Comments to Urban Institute (Required): *In the space below, please summarize why you do or do not recommend this applicant for funding.*

Overall Comments to Applicant (Optional): *We encourage you to use the space below to provide any overall feedback that you would like to communicate directly to the applicant that can help inform and improve their future proposals.*