

TMF First Catch Centers - Core Components and Characteristics							
Category	Purpose	Subcategory	Core Competency	Scoring	Max Points	Awarded Points	Evaluation Guidance
			Planning and Sustainability	Scoring			Sample Questions to consider while evaluating
Evaluation	This section draws from R3 grant best practices for ensuring the success of proposed initiatives through a commitment to evaluation, and asks if the program can be sustained for the long term.	Goals and Metrics	Agency has clearly defined goals for their FCC work that are supported by larger agency strategic plans or initiatives. Max 5.	1: No defined goals. 2: Goals are provided but are vague and non-specific to the FCC. 3: Goals are provided and are basically outlined. 4: Clearly defined goals; specific and relevant objectives provided. 5: Comprehensive and strategic goals; detailed and aligned objectives provided and are related to larger agency/R3 plans and objectives.	5		Does the agency's proposal have a strong logical basis for its desired outcomes? Can the agency reasonably report on successes and opportunities? Will the agency be able to share best practices with other operators after a period of time? Does the agency's proposal appear to be well positioned for success within it's agency/local planning process? Will the FCC be maintained in strong condition after the two years of RBFF funding have been exhausted?
			Agency has clearly defined and attainable metrics for these goals. Max 5.	1: No defined metrics. 2: Limited metrics identified; metrics identified are not attainable or realistic. 3: Some metrics identified; agency can reasonably attain these metrics. 4: Clearly defined metrics; specific, measurable, and relevant measurement criteria provided. 5: Comprehensive and strategic metrics; detailed and attainable measurement criteria provided and a history of using these metrics is noted.	5		
			Agency has shared what tools/platforms they will need to measure their impact. Max 3.	1: No appropriate tools or platforms are identified for measuring impact. 2: Basic tools and platforms are identified; may not be highly integrated into existing operations. 3: Comprehensive list of tools or platforms; tools are already being utilized in other agency programs and are highly integrated.	3		
		Long-term Sustainability	Agency will be able to sustain the FCC beyond the two years of provided funding. Max 10.	1: Agency does not have a plan to fund FCC needs beyond the two years of RBFF funding. 2-4: Agency identifies additional funding streams that could support FCC operations but they are not secured. 5-7: Agency describes one secured source of funding that can support FCC operations. 8-10: Agency describes one or more secured sources of funding that can support FCC operations and has functional control over that funding source.	10		
			Instructors, Mentors, Curriculum	Scoring			Sample Questions to consider while evaluating
Curriculum/ Instruction	This section focuses on the instruction and support people / products necessary to have high quality programming.	Staff Instructors and Volunteers Mentors	Agency has staff members who would be dedicated to the FCC who can develop/conduct formal and informal learning opportunities (e.g., classes, events). Max 8.	1: No dedicated staff identified. 2-3: Limited dedicated staff identified or staff role would be created upon award of FCC. 4-5: A pool of dedicated staff members have been identified but there is no dedicated Point of Contact; or, the dedicated Point of Contact role is vacant. 6-7: Dedicated staff identified and there is a Point of Contact staff member who is highly qualified. 8: Dedicated staff identified and there is a Point of Contact staff member who is highly qualified with a title that includes (or is functionally similar to) FCC, Outreach or R3 (Coordinator/associate/manager/etc.) .	8		Could this FCC program teach a wide group of novice anglers how to fish? Could this FCC program foster connection and skill building with it's staff and volunteers? Does this FCC application have a planned method of teaching that can facilitate moving from "novice" to "intermediate" angler status? Does this FCC's plan to teach target audiences seem well equipped to recruit and retain them?
			Agency has a pool of volunteers who can help run or facilitate events at the FCC on a regular basis. Max 5.	1: No volunteer pool identified; no plans for volunteer involvement are discussed. 2: No or limited volunteer program available to agency; vague plans for volunteer involvement in the future are discussed. 3: Agency has access to pool of volunteers; basic plans for volunteer involvement outlined. 4: Agency has access to pool of volunteers and already uses them; detailed plans for regular volunteer involvement. 5: Agency has access to a large and trained pool of volunteers it is already successfully using; comprehensive plans for volunteer involvement.	5		
		Curriculum	Agency has a plan of education for teaching novice fishers. Max 10.	1: No plan for novice education. 2-4: Agency demonstrates a limited plan for novice education; only basic information provided. 5-7: Some novice education plan or history of informal mentoring is already established within the agency. 8-9: Agency has a clearly developed novice angler education plan already being used that would be deployed at the FCC. 10: Agency has a clearly developed and officially vetted/approved novice angler education plan already being used that would be deployed at the FCC.	5		
			Promoting Quality Fishing Experiences	Scoring			Sample Questions to consider while evaluating

Engagement Plan	This section is about ensuring that the agency has a plan for getting the trailer in front of target audiences, and how they will capitalize on the prospects once they are recruited.	Events	Agency has a plan or the resources to host at least 8 events over a calendar period of 12 months (pro-rated depending on delivery date of the trailer for first-year's reporting). The majority of events cannot be public relations style events that provide no opportunity to actively fish (i.e., state fairs). Max 10.	1: No plan or resources identified to host events to meet FCC requirements. 2-4: Limited plan or resources identified; the majority of events are public relations events. 5-7: Some plan or resources identified to host at least 8 events, match to target audience is weak. 8-9: Clearly outlined plan and resources to host at least 8 events that are matched to target audiences identified. 10: Agency has clearly defined <i>and named</i> least 8 events that are well matched to target audiences identified.	10		Will the agency use the free resources of the FCC to reach a large or maximum number of new anglers? Will the agency's work help advance RBFF goals to reach new audiences? Would having an FCC help the agency advance it's R3 initiatives and efforts? Would having an FCC help facilitate bonds with new partners and create a stronger network of fishing enthusiasts?
			Agency has clearly identified target audiences for its FCC. Max 5.	1: No defined target audiences. 2: One target audiences identified, and is poorly defined (ex., "All people living in Springfield".) 3: Single or Multiple target audiences are identified but poorly defined (ex.; "All youth and adult anglers.") 4: Clearly defined target audience. 5: Clearly defined target audiences; multiple specific groups identified.	5		
		R3	Agency has Recruitment, Retention, and Reactivation (R3) considerations in mind with the FCC. Max 5.	1: No R3 considerations mentioned. 2: Agency has an R3 plan but it has not been applied to the FCC application. 3: Some R3 considerations mentioned; but is has not been applied to the FCC program specifically. 4: Clearly outlined R3 considerations; detailed strategies provided for the FCC program. 5: Comprehensive R3 considerations; innovative strategies tailored to recruitment, retention, and reactivation opportunities with the FCC program specifically.	5		
		Partnerships and Marketing	Agency has identified potential partners who can support their FCC's impact. Max 3.	1: No potential partners identified; no plans for collaboration or support. 2: Some potential partners identified; basic descriptions of collaboration opportunities outlined. 3: Specific list of potential partners identified; detailed plans for collaboration and support with specific organizations or entities provided, including identified contact persons.	3		
			Agency has a plan to promote their events to ensure maximum attendance and coverage. Max 3.	1: No plan for event promotion; no consideration for audience outreach. 2: Some promotion strategies identified; basic outreach methods outlined. 3: Clearly outlined plan for event promotion; specific strategies for audience engagement and outreach provided.	3		
Fishing Access			Scoring			Sample Questions to consider while evaluating	
Bonus: Accessible and Amenitized Facilities	This section focuses on the type of facility and equipment needed to have a quality first fishing experience and to build confidence.	Amenities	Up to 3 bonus points are available if they confirm that the following are found at at least one of their intended fishing sites: co-recreational activities, restrooms, food/beverage availability, site features that meet Americans with Disabilities Act guidance, connection to public transportation. One point will be awarded for each confirmed feature.	1 point for each feature confirmed to be at at least one intended fishing location.	3		Does this FCC application plan to operate at sites that will give audiences a high-quality first fishing experience? Do the places this FCC intends to go facilitate bringing more people into the sport long term?

Applicants must have at least 50 points **before** the bonus section for their application to be approved. (67\*75%=50.25)

	Max Points	Earned	Percentage
Pre-bonus subtotal	67	0	0.0%
Total	70	0	0.0%