Statewide Digital Information Application \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *(Applicant)*

for Providing Safety, Regulatory and Riding Opportunity Information Ranking Tool

The purpose of this category is to provide funding for the development and maintenance of a statewide digital application that will serve the ATV/UTV riding community. Production of paper maps are an eligible expense under the existing [ATV/UTV Trail Aids Grant Application](https://dnr.wisconsin.gov/aid/atvTrails.html). The focus of this category will be on a statewide digital system. A strong application should describe in the application narrative the proposed content of the product, a timeline for development, and what data will be provided to the Department upon completion.

**Eligible Applicants** – Local, tribal, and federal agencies. Also eligible are non-profit organizations that meet [these](https://dnr.wisconsin.gov/aid/atvEnhancement.html) eligibility requirements.

**Eligible Items**

* Professional labor and contracted services to develop a digital application that is statewide in scope and content.

**Ineligible Items**

* Digital applications that are not statewide in scope.
* Items that are to be funded through advertising revenue, sponsorship, subscription or app purchase fees.

**Scoring Guidelines for Applicant:** Provide any additional documents not requested as part of the general application to substantiate your points.

**Scoring Guidelines for the Council**: These are guidelines and will be reviewed by the Council yearly after each funding meeting.

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| **Gateway Question:** Please elaborate on the content, timeline etc. of the project in the application narrative.  Basic content of published digital information application will include statewide off-road ATV/UTV trails |

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| --- | --- | --- | --- |
|  | Ranking | Possible  Points | Actual  Points |
| **1** | **Mapping Platform *(check all that apply, max of 4)*** | Max Points: 4 | |
|  | Browser based | 2 |  |
|  | Mobile devices | 2 |  |
| **2** | **Map Features in addition to off-road trail *(check all that apply, max of 6)*** | Max Points:6 | |
|  | Services (Fuel, Food, Lodging) | 1 |  |
|  | Trail Information (Surface Type, Challenge Level, etc) | 1 |  |
|  | Road Routes | 1 |  |
|  | Regulatory Information | 1 |  |
|  | Safety Information | 1 |  |
|  | Club Information | 1 |  |
| **3** | **Other Funding Sources *(choose one - max points of 2)*** | Max Points: 2 | |
|  | 51% or greater | 2 |  |
|  | 26-50% | 1 |  |
|  | Less than 25% | 0 |  |
|  | Sub Total |  |  |
|  | **DEDUCTIONS** | Max Deduction: -10 | |
| 1 | Incomplete Application Deduction (Identified by RPM) | -10 |  |
| (Maximum points: 12) **Grand Total** | | |  |

**Justifications for Ranking**

Legislative change to 23.33: Production of trail maps and a statewide digital information application for providing safety, regulatory, and riding opportunity information.

# Category: Mapping Platform

Rating: Browser based Points: 2

Justification: Any project that allows for web based navigation and browsing from any operating system should receive points. Browser based applications allow for the greatest ease of access from users, as only an Internet browser is required to view the content.

Rating: Mobile devices Points: 2

Justification: Any project that allows for mobile devices to load and connect to the software platform should receive points. Mobile devices allow for end users to use the software application in remote locations as well as to use the application for navigational purposes.

# Category: Map Features

Rating: Services

Points: 1

Justification: Any project that provides information on the location of services such as fuel, food and lodging to the end user should receive a point.

Rating: Trail Information

Points: 1

Justification: Any project that provides trail information such as surface type, technical difficulty, etc. should receive a point.

Rating: Statewide road routes Points: 1

Justification: Any project that provides statewide maps of ATV / UTV road routes should receive a point. ATV / UTV road routes have expanded greatly throughout Wisconsin and are important for navigation purposes.

Rating: Safety information Points: 1

Justification: Any project that provides safe and ethical riding practices and techniques to the end user should receive a point. Providing safe and ethical riding practices to the end user could help reduce injuries, deaths and environmental damage.

Rating: Regulatory information Points: 1

Justification: Any project that provides regulatory information to the end user should receive a point. Providing regulatory information could help reduce common violations that endanger trail users, risk closing of a trail system or have a negative image for the ATV / UTV sport.

Rating: Statewide club information Points: 1

Justification: Any project that provides statewide club information including club name, contact information, membership information and services provided should receive a point. Statewide club information will help end users find local clubs to join and learn about clubs that provide trail services throughout Wisconsin.

# Category: Other Funding Sources

Rating: 51% or Greater Points: 2

Justification: Any project that includes a funding source or funding sources that when combined equal 51%

or more of the total grant request should receive points. Additional funding sources shows commitment towards completing the project. Greater than 51% shows a high level of commitment towards the project.

Rating: 25% to 50%

Points: 1

Justification: Any project that includes a funding source or funding sources that when combined equal 26% to 50% of the total grant request should receive a point. Additional funding sources shows commitment towards completing the project.

Rating Less than 25%

Points: 0

Justification: Any project that includes little to no outside funding assistance will receive 0 points on this scoring guide.