PAD Applicant & Jury Criteria 2020

Criteria	Description
Is the project topic clearly articulated?	It's clear what the topic is, why a popular education tool on this topic would be impactful, and what content would be covered in the project.
Is there a very clear target audience with a clear need for the tool, and does the organization have a meaningful connection to or is a part of this audience?	Strong project proposals will have one or two clear and specific target audiences, not a broad range of audiences. They will show evidence that the directly impacted community has articulated a need for and will use the tool. It's nice if the project will eventually have a broader impact, but the general public is not a specific enough target audience for most projects.
Is there a credible distribution plan for the tool?	The organization has a logical plan to distribute the project once it is completed so it will get into the hands of those directly impacted by the issue. They demonstrate capacity to get it into the hands of the audience members directly. They may also demonstrate ability to get it into audience's hands through their network of other organizations with whom they've worked before.
Does the project address a social justice issue?	Is the current lack of clear and usable information around the issue causing an injustice? Some examples of injustice might be: an inability to access rights or services, disparate outcomes based on demographic characteristics, or lack of political representation.
Would the topic clearly benefit from visual explanation?	1) The policy, process, or system is something that could be represented in a visual form. (Not all

	information can effectively be made visual.) 2) By making it visual, the policy, process, or system can be made easier to understand and navigate.
Is the project tied to larger work the organization is doing around this topic?	The organization works directly on this topic and the tool created will be part of their larger organizing, advocacy, or direct service efforts.
Is the issue concise enough to be completed within the Public Access Design time frame and format options?	Public Access Design projects focus on immediate issues affecting communities, and are completed within 4-5 months, and are either a small 12-page booklet (including covers) or a small foldout pamphlet (see "Formats" above). Past projects have covered things like: - Helping Deaf and hard of hearing New Yorkers understand what their rights are when accessing city services - Tips for creating safer working conditions and negotiating wages for female day laborers in NYC - Helping people living in New York City Housing Authority (NYCHA) housing navigate how to get permission for a family member to move into your home, and what to do if the head of household passes on
Does the applicant have sufficient expertise in the topic?	Your organization works on this topic and you understand it deeply and are able to explain the details of the policy.

	You also either are directly impacted or have experience working with people who are directly impacted by the issue, and can bring them into the process to give input on the project. You understand the challenges involved in understanding/accessing the policy.