

# DESIGN PROJECTS SCORING RUBRIC

Last printed: September 1, 2020

CRITERIA	POINT SCALE				
	0 Point	2 Points	5 Points	7 Points	10 Points
<b>Reinforcing Downtown identity</b>	Not related to brand	A small tie into brand	Some tie into brand	Close alignment with brand	100% alignment with brand
<b>Current community support</b>	Lack of community support	Unknown whether the community will support	Unknown but anticipated support	Some known support	Known and consistent support
<b>Current stakeholder support</b>	Many stakeholders are against	Some stakeholders may be against	Stakeholder support is unknown	Many stakeholders support	Most stakeholders support
<b>Community engagement opportunity</b>	No potential for community engagement	Potential to engage community in small portions of project	Some potential to engage community throughout the project	Potential to engage community throughout the project	Essential to engage community throughout the project.
<b>Public visibility and ability to attribute action to HDP</b>	No visitors would see or notice action	Few visitors would see or notice action and would not attribute to HDP	Some visitors would see or notice action and most likely not attribute to HDP	Many visitors would see or notice action and may attribute to HDP	All visitors would see or notice action and attribute to HDP
<b>Return on previous or existing investment</b>	Low level of return				High level of return
<b>Threat of inaction</b>	May result in a threat to public safety or infrastructure beyond foreseeable future (>10 years)	Could result in a threat to public safety or infrastructure in the foreseeable future (5-10 years)	Could result in a threat to public safety or infrastructure in the imminent future (3-5 years)	Will result in a threat to public safety or infrastructure in the near future (1-3 years)	Will result in a threat to public safety or infrastructure in the immediate future (<1 year)
<b>Anticipated cost of entire project</b>	> \$500,000 or unknown	\$200,000 - \$500,000	\$50,000 - \$200,000	\$5,000 - \$50,000	< \$5,000
<b>Staff time required (from existing staff and volunteers)</b>	> 300 hours	200-300	100-200	50-100	0-50
<b>Potential funding sources</b>	No funding sources have been identified	Funding will come entirely from HDP's existing budget	50% of funding will come from outside sources	75% of funding will come from outside sources	100% of funding will come from outside sources, including overhead
<b>Inclusivity of diverse and/or underserved audiences</b>	This project is inherently exclusive by design	Inclusivity is not applicable to this project	Inclusivity will be difficult to apply to this project	Has the potential to be inclusive and involve diverse populations	Has been viewed through a multitude of lenses and includes input and action from diverse populations
<b>Impacts on the collective business community</b>	Will have a negative impact during or following implementation.	May have some negative impact during implementation	Do not anticipate any impact	Will bring new or repeat business	Guaranties to bring new and return business
<b>Committee judgment</b>	0-20 points for otherwise unaccounted for benefits or advantages of acquiring a site. May be applied if committee expertise determines that criteria should be more heavily weighted.				