

Normalized Scores 37.4

JUDGING CRITERION # 1: LOCAL (0-5)

Does the Proposal/Plan take into account local economic conditions, focusing on existing and potential competitive advantages, in its recommended solutions? Is the Proposal/Plan expected to result in direct economic benefits to the city and its surrounding area? Does the Proposal/Plan identify local assets, economic strengths and weaknesses, and describe how the city can leverage assets and strengths to result in economic benefits?

0 - 1

Failed to recognize any unique conditions in the City; recommendations could have applied to anywhere...

1 - 2

Paid basic attention to general conditions but not based on any specific City need.

2 - 3

Recognized local conditions and demonstrated an understanding of the economic climate.

3 - 4

Paid attention to specific City needs and focused on targeted economic issues.

4 - 5

Grounded by a detailed understanding of the needs of the City and its people.

3 / 5

Score: 3.0
Comment:

The competitive advantage of this proposal is in its understanding of the necessary development of sustainable solutions for all modes of transportation. Implementation of this plan would mean direct benefit to Greensboro, and its surrounding areas, as well as the potential for having a global impact. It recognizes economic weakness in the city's economy, especially in the east portion of the city.

2.2 / 5

Score: 2.2
Comment:

The plan takes into account local economic conditions and focuses on potential competitive advantages and is expected to result in direct economic benefits to the city. The plan identifies local assets and suggests how they can leverage assets and strengths to result in economic benefits.

2.7 / 5

Score: 2.7
Comment:

Concept is definitely forward-thinking; however, presentation and linking concept to local conditions and clearly indicating how existing resources serve as an asset for this type of project locally not very clear.

2.4 / 5

Score: 2.4
Comment:

Other than efforts already underway in Triad, it is unclear to me how this project would be unique to Greensboro.

2.9 / 5

Score: 2.9
Comment:

The proposal tried to connect lots of different local priorities to the impact of this project, but they were too generalized. I liked the connection to Dudley High School and could see some of the benefits, but the proposal lacked coherent impact ideas.

JUDGING CRITERION # 2: FEASIBLE (0-5)

Can the Proposal/Plan yield practical and concrete results in a realistic timeframe that justify the level of required investment, addressing likely obstacles, such as resources available to the city? Does the Proposal/Plan identify economic development strategies that are achievable using existing city resources, or propose ways in which the city can utilize nonexisting/currently unidentified resources to implement these economic development strategies? Does the Proposal/Plan outline a timeline by which the city can develop actionable strategies to implement the ideal contained in the Proposal/Plan?

0 - 1

Misguided by an optimistic understanding of obstacles and underestimated the effort required to deliver results.

1 - 2

Addressed basic obstacles to general recommendations but not with specific or realistic tasks.

2 - 3

Demonstrated a realistic and efficient level of effort and attention to detail.

3 - 4

Addressed specific obstacles with recommendations tied to detailed, measurable and cost effective tasks.

4 - 5

Guided by practical and concrete recommendations; considered timing, funding, return on investment and measureable outcomes.

1.8 / 5

Score: 1.8
Comment:

The plan is a great one, but I find it lacking in detail. A more concrete timeline is needed for how/when each phase would take place. (Four years for E-Drive campus to develop) 3 million start up with some detail given as to how it would be acquired. Plan outlines several resources for funding. (four years to develop E-Drive Campus.

2.4 / 5

Score: 2.4
Comment:

The plan promises to deliver practical and concrete results that justify the level of required investment. I'm not sure very many city resources being used, and I'm not sure that there is much clarity about the size or impact of the project.

2.2 / 5

Score: 2.2
Comment:

Global perspective and not very localized. Although mentioned an provided link to potential funding sources (e.g., Self-help Credit Union), not much detail on concrete funding mechanisms. Appears to be more abstract and global with potential future benefits once details flushed out more.

1.9 / 5

Score: 1.9
Comment:

The proposal format made it difficult to follow and understand exactly what was being proposed.

2.7 / 5

Score: 2.7
Comment:

Extensive knowledge of E DRIVE was apparent and the case for increased development of the industry was clear, but the proposal details seemed fuzzy. The language of the proposal was rooted in sales/marketing and I wanted to have a clearer understanding of the action plan.

JUDGING CRITERION # 3: INNOVATIVE (0-5)

Is the Proposal/Plan offering a fresh and forward-looking approach that will lead to a clear set of strategically-aligned goals that other economic development initiatives have failed to deliver? Are the ideas and strategies submitted in the Proposal/Plan duplicative of existing plans or strategies being utilized by the city? Does the Proposal/Plan outlay strategies that propose to utilize city resources in more effective and efficient ways to realize the city's economic development goals?

0 - 1

Promoted style over substance or lacked new and original methods with not enough practical thinking.

1 - 2

Raised novel and interesting concepts but failed to tie approach to clear outcomes.

2 - 3

Delivered new and different methods with focus on concrete goals and improving outcomes.

3 - 4

Raised creative and new ideas that offer a clear roadmap to improved conditions.

4 - 5

Introduced ground breaking and advanced thinking that exceeds the promise of any previous approach.

3.2 / 5

Score: 3.2
Comment:

This proposal recognizes the fact that the time to invest in the city's future with regard to sustainable energy is now. The plan for the E Drive campus utilizes a "natural" resource, that is our college, and high school students. It can support, and enhance several economic facets within the city: manufacturing, education, etc., while ensuring a "green" future for all residents.

2.1 / 5

Score: 2.1
Comment:

The proposal offers a fresh and forward-looking approach and I don't believe that it duplicates any other plans or strategies being utilized by the city. The plan does lay out strategies that propose to utilize city resources in more effective ways.

2.7 / 5

Score: 2.7
Comment:

Goals appear to be more global and lofty. Definitely something to aspire towards; however, more on how this proposal really would impact the Triad area financially, environmentally and socially to "bring it home" would be helpful in moving this

2.2 / 5

Score: 2.2
Comment:

The proposal did not explain in detail how the ideas are aligned with Greensboro's overall economic challenges and opportunities. It also did not discuss in detail ways it will overcome likely obstacles.

3 / 5

Score: 3.0
Comment:

The vision laid out by the proposal was the strongest thing going for it. It was an innovative approach and builds on an exciting opportunity for growth, but the plan needs to be rooted in more specifics.