

Normalized Scores 39.5

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	1 - 2	2 - 3	3 - 4	4 - 5
<i>Failed to recognize any unique conditions in the City; recommendations could have applied to anywhere...</i>	<i>Paid basic attention to general conditions but not based on any specific City need.</i>	<i>Recognized local conditions and demonstrated an understanding of the economic climate.</i>	<i>Paid attention to specific City needs and focused on targeted economic issues.</i>	<i>Grounded by a detailed understanding of the needs of the City and its people.</i>
			3.1 / 5	
Score:	3.1			
Comment:	The plan did pay attention to specific city needs.			
		2.5 / 5		
Score:	2.5			
Comment:	They describe the needs and issues well and have incorporated research to document these observations. They also enumerated several existing Federal and State programs that already exist to address similar needs in other cities. However, the proposal falls short of identifying Greensboro's unique assets that could be deployed to take advantage of these programs, or better yet, create something new.			
			3.8 / 5	
Score:	3.8			
Comment:	Yes, and the "equity-driven" agenda and focus on East Greensboro are very welcome. In fact, if the ideas about home ownership, community land trusts, land banks and other unconventional approaches for East Greensboro aren't the best fit for this opportunity, it would be worth pursuing them as a separate project.			
		2.3 / 5		
Score:	2.3			
Comment:	Although the proposal did list needs for the East Greensboro corridor, it did not extend to the entire city community. The link between current City assets and their application in solving the identified problems was not evident.			
			3.5 / 5	
Score:	3.5			
Comment:	Proposal did a good job using data to support claims but it was confusing as to which main problems it was seeking to address.			

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 nonexistent/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	1 - 2	2 - 3	3 - 4	4 - 5
<i>Misguided by an optimistic understanding of obstacles and underestimated the effort required to deliver results.</i>	<i>Addressed basic obstacles to general recommendations but not with specific or realistic tasks.</i>	<i>Demonstrated a realistic and efficient level of effort and attention to detail.</i>	<i>Addressed specific obstacles with recommendations tied to detailed, measurable and cost effective tasks.</i>	<i>Guided by practical and concrete recommendations; considered timing, funding, return on investment and measureable outcomes.</i>
	1.7 / 5			
Score:	1.7			
Comment:	I did not feel that the recommendations had specific/realistic tasks that have been discussed in the past for the area of East Greensboro.			
		2.3 / 5		
Score:	2.3			
Comment:	While the authors of this proposal clearly understand the issues that need to be addressed to improve the quality of our workforce, our K-12 system and struggling neighborhoods, they did not offer specific recommendations for how to implement the models and funding that are earmarked to solve those problems.			
			3.2 / 5	
Score:	3.2			
Comment:	The proposal is a combination of workforce development projects; huge new ideas, like creating "the world's finest art and industrial design school" (with N.C. State's help); and fairly radical ideas like shared equity home ownership and community land trusts. This would be a lot for Greensboro to come together on and bring to fruition.			
	1.7 / 5			
Score:	1.7			
Comment:	No implementation timeline is presented nor are there milestones delineated. The proposal does not identify what resources are needed to achieve its goals. In fact, the goals of the proposal are not explained so that the reader could get a grasp of the intention of the proposal.			
			2.9 / 5	
Score:	2.9			
Comment:	The proposal could have been more specific on potential funding mechanisms.			

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	1 - 2	2 - 3	3 - 4	4 - 5
<i>Promoted style over substance or lacked new and original methods with not enough practical thinking.</i>	<i>Raised novel and interesting concepts but failed to tie approach to clear outcomes.</i>	<i>Delivered new and different methods with focus on concrete goals and improving outcomes.</i>	<i>Raised creative and new ideas that offer a clear roadmap to improved conditions.</i>	<i>Introduced ground breaking and advanced thinking that exceeds the promise of any previous approach.</i>
		2 / 5		
Score:	2.0			
Comment:	Raised interesting concepts but did not tie approach to clear outcomes.			
	1.8 / 5			
Score:	1.8			
Comment:	The authors did not offer new ideas, although they had researched existing programs, models, funding that might be applied locally with positive results. It would be more effective if they picked one of the three economic development /job issues they discuss and focus on specific ways to make specific improvements.			
			3.5 / 5	
Score:	3.5			
Comment:	The East Greensboro section is fresh and forward-looking. The workforce development and education goals sound solid, but achieving them would require an extraordinary degree of institutional collaboration.			
	2.1 / 5			
Score:	2.1			
Comment:	The proposal is a listing of problems that the authors have identified with a particular geography and demographic in Greensboro. It offers no pathway to rectifying those problems nor does it provide any creative solutions achieving any of the city's economic development goals.			
			3.1 / 5	
Score:	3.1			
Comment:	There are many different ideas included in the proposal. It was difficult to determine the main idea being pursued.			