

Detailed Descriptions of Project Evaluation Criteria

Economic Development

Evaluate each of the project benefits on a score of 0-5 with 5 indicating the project perfectly provides the benefit and 0 indicates it does not provide the benefit at all.

1. Improves service quality/quantity - Weight: 30%

- A. Brings goods/services and programs to areas of the community typically underserved by traditional business
- B. Reduces need of citizens in underserved communities to travel to other parts of City for goods, services, and employment
- C. Promotes diverse communities and better distribution of services to all citizens
- D. Compliance with established development plans
- E. Enhances/utilizes existing infrastructure or reduces sprawl

2. Reduces service cost - Weight: 10%

- A. Provides good paying jobs within the community resulting in tax base
- B. Reduces calls for City services by employing people
- C. Reduces citizen need for public support programs
- D. Potential for matching funds
- E. Potential return on investment

3. Enhances or implements innovation - Weight: 10%

- A. Provides investment for innovative businesses that traditional investment community has difficulty supporting
- B. Encourages emerging companies to continue to grow a pace with the changing global economy
- C. Attract new and growing companies to our community that are involved in the newest technology/research based industries

4. Supports community partnership - Weight: 10%

- A. Provides opportunities to create public-private partnerships leading to new job creation and tax revenue for the community
- B. Assists in the elimination of blight by partnering with non-profit organizations to develop projects that otherwise might not be possible
- C. Helps promote development/redevelopment in areas that have historically experienced minimal private investment

5. Improves economic, social or natural environment – Weight: 20%

- A. Enhances the quality of life for all segments of Winston-Salem by attracting, creating, and retaining jobs
- B. Assists in stabilizing, revitalizing declining property and neighborhoods
- C. Helps develop infrastructure necessary for growth in the tax base

6. Urgency of Need – Weight: 20%

- A. The project responds to a high risk situation for the City
- B. The project responds to immediate legal requirements
- C. The project responds to new federal or state regulations
- D. The project represents a commitment in previously approved area plans, or other City plans
- E. The project responds to community demand

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Public Safety

Evaluate each of the project benefits on a score of 0-5 with 5 indicating the project perfectly provides the benefit and 0 indicates it does not provide the benefit at all.

1. Improves service quality/quantity - Weight: 30%

- A. Reduces police response times, keeping officers in beats longer increasing visibility, presence, and interactions, providing easier access to services by citizens
- B. Reduces fire response times; enables firefighters to engage fires in their early stages, allows 2nd arriving units to arrive quickly to provide support to first arriving units during fires
- C. Reduces medical response times allowing early intervention during advanced life support situations
- D. Enhances the driving and decision making skills of personnel
- E. Provides better coordination of services in emergencies and daily operations
- F. Enhances the level of services and programs offered and available to the public
- G. Provides fire resources to meet ISO rating requirements; will enable city to remain at least a 3 and not move to a 4 or 5 rating; improve insurance rates
- H. Compliance with established development plans
- I. Enhances/utilizes existing infrastructure or reduces sprawl

2. Reduces service cost - Weight: 10%

- A. Reduces fuel costs
- B. Provides for early arrivals and control of fires and hazards to reduce time at incidents, allowing units to be available for other calls and services
- C. Reduces crashes, vehicular damages, and liability
- D. Economies of scale, easily activated with minimal effort
- E. Efficient HVAC, office layout, and utilities
- F. Reduced risk of injury of emergency personnel
- D. Potential for matching funds
- E. Potential return on investment

3. Enhances or implements innovation - Weight: 10%

- A. Puts personnel closer to citizens and beats served; provides true community based services enables new techniques to be fully trained on and implemented; allows additional skills to be implemented and trained on
- B. Improves consistency of code enforcement

- C. Provides combined operation for City Link, police/fire communications, and emergency management on daily basis; provides comprehensive and coordinated delivery of critical services in emergencies
- D. Allows for efficient and expanded use of PSC facility

4. Supports community partnership - Weight: 10%

- A. Increases officer-citizen interaction opportunities
- B. Improves information given to citizens
- C. Expands use of facility by citizens overall
- D. Supports domestic preparedness initiatives
- E. Provide facility presence in community

5. Improves economic, social or natural environment – Weight: 20%

- A. Provides emergency responder presence in areas to boost safety and vitality; reduces emissions spent on administrative tasks, provides opportunities for citizens to interact amongst selves and with police
- B. Maintains community safety awareness through education and, allows residents and business owners to partner with police and fire departments in maintaining safe homes and business environments

6. Urgency of Need – Weight: 20%

- A. The project responds to a high risk situation for the City
- B. The project responds to immediate legal requirements
- C. The project responds to new federal or state regulations
- D. The project represents a commitment in previously approved area plans, or other City plans
- E. The project responds to community demand

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Housing

Evaluate each of the project benefits on a score of 0-5 with 5 indicating the project perfectly provides the benefit and 0 indicates it does not provide the benefit at all.

1. Improves service quality/quantity - Weight: 30%

- A. Improves character and condition of neighborhoods
- B. Reduces blight in concentrated areas
- C. Promotes diverse communities and better housing for all citizens

2. Reduces service cost - Weight: 10%

- A. Increases the opportunity for affordable housing
- B. Helps increase tax base and potentially stabilize home values for the neighborhood
- C. Reduces calls for City services regarding blight and other code enforcement issues

3. Enhances or implements innovation - Weight: 10%

- A. Helps promote investment in areas that are traditionally underserved
- B. Creates diversity in the housing stock for the neighborhood

4. Supports community partnership - Weight: 10%

- A. Assists with the elimination of blight by partnering with non-profit organizations to develop projects that otherwise might not be possible
- B. Provides opportunities for public-private partnerships and leverages additional non-City resources

5. Improves economic, social or natural environment - Weight: 20%

- A. Supports inclusion of the population
- B. Increases the opportunity for workforce housing in traditionally underserved areas such as downtown

6. Urgency of Need - Weight: 20%

- A. Conforms to the City housing study
- B. Conforms to the five-year Consolidated Plan
- C. The project responds to a high risk situation for the City
- D. The project responds to new federal or state regulations
- E. The project responds to community demand

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Recreation

Evaluate each of the project benefits on a score of 0-5 with 5 indicating the project perfectly provides the benefit and 0 indicates it does not provide the benefit at all.

1. Improves service quality/quantity - Weight: 30%

- A. Provides new and/or enhanced recreational amenities for the community
- B. Increases the number of recreational amenities throughout the city
- C. Expands opportunities for classes, programs, environmental education and wellness initiatives at City-owned recreation facilities
- D. Compliance with established development plans
- E. Enhances/utilizes existing infrastructure or reduces sprawl

2. Reduces service cost - Weight: 10%

- A. Provides increased revenue
- B. Reduces maintenance cost by replacing/upgrading older facilities
- C. Provides lower maintenance cost thru effective design
- D. Potential for matching funds
- E. Potential return on investment

3. Enhances or implements innovation - Weight: 10%

- A. Provides new recreational amenities not previously available in the community
- B. Creates unique recreational opportunities within the city
- C. Provides the opportunity for exploration of new activities

4. Supports community partnership - Weight: 10%

- A. Coincides with community-wide effort to improve health and wellness
- B. Builds on existing partnerships with health care organizations
- C. Provides additional amenities for community organizations to use for events

5. Improves economic, social or natural environment - Weight: 20%

- A. Provides additional amenities to help recruit potential employers/workers
- B. Provides additional opportunities for families/organizations to spend time together while being active or enjoying the natural environment
- C. Provides additional attractions/destinations for out-of-town visitors
- D. Provides opportunities for living, learning, and leading full and productive lives as well as avenues for people to experience purpose, health and well being

- E. Provides and preserves parks and open space while enhancing the desirability of an area, as well as contributing to the health and safety of its inhabitants

6. Urgency of Need - Weight: 20%

- A. The project responds to a high risk situation for the City
- B. The project responds to immediate legal requirements
- C. The project responds to new federal or state regulations
- D. The project represents a commitment in previously approved area plans, or other City plans
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Streets & Sidewalks (as well as Public Transportation)

Evaluate each of the project benefits on a score of 0-5 with 5 indicating the project perfectly provides the benefit and 0 indicates it does not provide the benefit at all.

1. Improves service quality/quantity - Weight: 30%

- A. Reduces delay/congestion
- B. Reduces traffic crashes
- C. Improves air quality
- D. Compliance with established development plans
- E. Enhances/utilizes existing infrastructure or reduces sprawl

2. Reduces service cost - Weight: 10%

- A. Reduces fuel costs
- B. Reduces travel time
- C. Improves connectivity
- D. Potential for matching funds
- E. Potential return on investment

3. Enhances or implements innovation - Weight: 10%

- A. Improves the ability to implement Intelligent Transportation concepts.
- B. Allows for central control of traffic signals and cameras.

4. Supports community partnership - Weight: 10%

- A. Project connect communities
- B. Facilitates use cycling and pedestrian activity

5. Improves economic, social or natural environment - Weight: 20%

- A. Project offers support economic development.
- B. Project offer opportunities for non motorized transportation.
- C. Project enhances community health and wellbeing through walking/cycling

6. Urgency of Need - Weight: 20%

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- B. The project responds to immediate legal requirements
- C. The project responds to new federal or state regulations

- D. The project represents a commitment in previously approved area plans, or other City plans
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General Government

Evaluate each of the project benefits on a score of 0-5 with 5 indicating the project perfectly provides the benefit and 0 indicates it does not provide the benefit at all.

1. Improves service quality/quantity - Weight: 30%

- A. Provides a safer environment for citizens/employee
- B. Provides a more positive productive work and visit environment
- C. Improves the lifespan of facilities and equipment
- D. Compliance with established development plans
- E. Enhances/utilizes existing infrastructure or reduces sprawl

2. Reduces service cost - Weight: 10%

- A. Reduces maintenance cost
- B. Reduces chance of catastrophic failures
- C. Replaces obsolete systems, equipment and materials with energy efficient systems
- D. Installation of intelligent controls – Smart metering
- E. Allows implementation of integrated facility maintenance programs
- F. Potential for matching funds
- G. Potential return on investment

3. Enhances or implements innovation - Weight: 10%

- A. Implements the latest designs in energy efficiency
- B. Allows the use of new interior finishes that reduce toxins from outdated products
- C. Allows the installation of “time of day/year design”
- D. Enhances our goal of reduce, reuse, recycle

4. Supports community partnership - Weight: 10%

- A. Gives citizens/employees pride in City facilities
- B. Expands the level of services to citizens by creating a safer and more usable facility
- C. Allows partnerships with historically underutilized businesses
- D. Engages new energy businesses by producing projects for which they may compete

5. Improves economic, social or natural environment – Weight: 20%

- A. Expands the level of services to citizens by creating a safer and more usable facility
- B. Improves the indoor air quality with better more efficient systems
- C. Enhances safety by eliminating toxins from outdated products
- D. Allows use of integrated facility maintenance plan

6. Urgency of Need – Weight: 20%

- A. The project responds to a high risk situation for the City
- B. The project responds to immediate legal requirements
- C. The project responds to new federal or state regulations
- D. The project represents a commitment in previously approved area plans, or other City plans
- E. The project responds to community demand