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
Detailed Descriptions of Project Evaluation Criteria

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
Detailed Descriptions of Project Evaluation Criteria

**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
Detailed Descriptions of Project Evaluation Criteria

**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. **Enances 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
E. The project responds to community demand
Detailed Descriptions of Project Evaluation Criteria

**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 offers opportunities for non motorized transportation.
   - C. Project enhances community health and wellbeing through walking/cycling

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
Detailed Descriptions of Project Evaluation Criteria

**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