

Community Funding Pool – Community Sustainability Funding – Scoring Rubric 2026

Criteria	5 - Exceptional	4 - Proficient	3 - Developing	2 - Emerging	1 - Minimal
Greenhouse Gas Reduction Potential	Clear, demonstrated reduction in GHG emissions.	Moderate to substantive potential for GHG emissions reduction.	Some evidence of GHG reduction potential.	Little potential for GHG emissions reduction.	No anticipated reduction in GHG emissions detailed.
Community Education & Awareness	Long-lasting, or diverse community involvement/education with a clear plan.	Comprehensive community engagement and education strategy.	Education and/or engagement strategy is included.	Some components of community engagement and education incorporated.	Little to no opportunity for community education & awareness.
Financially Sound	Complete budget with high potential for wider economic returns (for residents/local economy).	Complete budget with high likelihood of financial returns (for applicant or project beneficiaries).	Complete budget with strong financial viability and/or cost-benefit analysis.	Complete project budget is supplied.	No budget supplied, or project is unlikely to be financially successful.
Alignment with Town's Net Zero Action Plan (NZAP)/Goals	Clearly explains how the project advances at least one NZAP strategy or contributes to net-zero goals.	Directly relates to an NZAP strategy or net-zero goal, but with a less clear explanation of advancement.	General understanding of NZAP strategies/goals, but alignment is unclear.	Vague understanding of NZAP strategies with little articulation of project advancement.	No alignment with NZAP strategies or goals.

Additional Considerations for Scoring

GHG Reduction Potential: Scoring will consider the cost per metric ton of GHG reduction (for comparison) and be scaled to the funding request (larger requests need greater reduction).

GHG Methodology: A separate checkbox will confirm if the applicant explained their GHG calculation methodology and cited sources:

☐ GHG calculation methodology is explained within the application, and sources are cited or mentioned.

Community Education & Awareness: Scoring will be adjusted based on the funding ask; larger requests will be scored more critically.

Examples of engagement channels include newsletters, social media, press releases, planned events, and staff support.