



## Ready.Go Duck Curve Challenge | Guidelines & Judging Criteria

*Each solution entry will be judged based on the creativity and completeness of the Solution Implementation Plan, media artifact submitted and how well the solution addressed the challenge criteria.*

### Judges

This guide is intended to help all judges apply the criteria uniformly. Score each presentation using the "Ready.Go Duck Curve Challenge" Judge's Scoring Sheet". Base your scores on the information presented in the Implementation Plan and the presentation as well as any information gained during the question-and-answer period.

### Scoring & Scoring Structure

Each solution entry will be judged with respect to the "Scoring Elements". Judges should remember to consider each element separately. There are a maximum number of 44 points possible. Solution Entries must receive a minimum average score of 40 points to be eligible for the presentation stage. However, only 5 submissions total may advance to that stage. Contest entries will receive the following scores if they:

<b>Poor</b>	1- Missing key details with respect to the scored element or failed to include. Lack of detail or poor explanation.
<b>Fair</b>	2- Minimal/partial information provided and/or information was unclear.
<b>Good</b>	3- Pertinent information provided and/or additional clarity needed.
<b>Excellent</b>	4- All information was provided in a clear and understandable manner.

### Scoring Elements

*The elements below outline the core components of Ready.Go Duck Curve Challenge eligibility and criteria. Participants/teams should adequately explain how their idea would provide a solution or solutions to the challenge—how might we reduce or shift electricity use away from 4:00 to 9:00 PM?*

#### Practicality Criteria

- ☐ **Is the proposed solution practical & viable?**
  - ☐ Does the solution meet the objective of reducing or shifting electricity use away from 4:00 to 9:00 PM?
  - ☐ Did the student(s) conduct quality research to better understand solutions to the problem? Did they access credible sources of information??
  - ☐ How well does the solution impact the problem?
- ☐ **Is the proposed idea capable of working successfully? Is it feasible?**
  - ☐ If the solution is web-based, is the idea applicable within Sonoma or Mendocino counties?
  - ☐ If the solution includes physical location, is the location within SCP's service territory (Sonoma and Mendocino counties)?
  - ☐ How broad of a group can the solution apply to? And how easily can they access it?
  - ☐ Does the solution utilize technologies, behaviors, or incentives that would realistically work



to reduce energy use?

### *Creativity Criteria*

- ☐ **How well does the project show originality, creativity, and/or innovation?**
  - ☐ Does the solution include originality or introduce a new idea?
  - ☐ Is the idea creative in thinking?
  - ☐ Is the idea or implementation new to SCP's service territory or is an old idea applied in a new way?
  - ☐ Is the idea innovative? For example, does it use a new communication medium, new software, or resource?
  - ☐ Does it leverage other outside or existing resources?
  - ☐ Does the solution reduce barriers to participation?
- ☐ **How well does the solution address the potential impact of the big problem?**
  - ☐ How well thought out is the endeavor?
- ☐ **The applicant clearly identified the funding amount requested and how the funding would be used including a performance statement (P & L statement or income statement)**
  - ☐ Did the student clearly articulate how the solution would be applied? The students should provide sufficient information related to the key activities/purpose of the solution.
- ☐ **The applicant has a clear goal and/or concept**
  - ☐ They should be able to clearly articulate "why" and "how" without the judges inferring how their solution will be implemented.

### *Sustainability & Equity Criteria*

- ☐ **Assess the Communities' Needs**
  - ☐ What kind of existing resources does this community have?
  - ☐ What barriers prevent residents in this community from participating in programs?
  - ☐ Who do people in this community trust? Where do they get their information? Where do they go when they have questions?
- ☐ **Establish Community-Led Decision-Making**
  - ☐ Which CBOs (Community-Based Organizations) that have been serving the residents should be contacted to support this effort?
  - ☐ What kind of resources or assets are in the communities? How can SCP help to amplify these resources?
- ☐ **Develop Metrics and a Plan for Tracking**
  - ☐ What quantitative and qualitative benefits can a program deliver to ESJ (Environmental and Social Justice) communities?
  - ☐ What kind of baseline data is needed to compare against our metrics?
  - ☐ How and at what interval should data be collected and reported? Are certain communities or individuals excluded by the data collection method chosen?
- ☐ **Ensure Funding and Program Leveraging**
  - ☐ What other programs or funds exist to serve the same community and meet similar needs?



- ☐ Are there other organizations that are already doing work in the community we can partner with to augment their work and implement solutions?
- ☐ How can non-low-income programs expand their reach and services to low-income populations?
- ☐ **Improve Outcomes**
  - ☐ Does the program have any unintended negative consequences?
  - ☐ Is the program participation too burdensome? Is the process to participate in the program too demanding for potential participants?
  - ☐ How should the evaluation results be framed and communicated in order to reach important stakeholders?

### *Overall Quality Criteria*

- ☐ **Rate the overall (content) quality of the pitch**
    - ☐ How well did the participant(s) present the material?
    - ☐ Did the participant(s) present relevant information related directly to the judges' criteria?
    - ☐ Did the presenter(s) provide quality answers to the judges' questions?
    - ☐ Did the presenter(s) demonstrate a clear and concise understanding of how their solution addresses the challenge problem?
    - ☐ Does the participant understand the impact of such practices (does the student(s) have a strong understanding of how their practices play into the larger picture)?
  - ☐ **Rate the overall (delivery) quality of the pitch.**
    - ☐ Did the participant(s) dress in an appropriate way for a business presentation? Did they maintain professionalism and decorum?
    - ☐ Within time bounds, was the pace easy to understand, did they use eye contact and tone, have smooth transitions, use visual aids, provide strong conclusions, and a take-home message?
-



## Ready.Go Duck Curve Challenge Judge Scoring Sheet

**Class:** Click or tap here to enter text.

**Student Name(s):** Click or tap here to enter text.

**Judge Name:** Click or tap here to enter text.

*Please use the following criteria to rate each contest entry. Use the space provided on the reverse side for any notes. The students will not see these evaluation forms.*

Practicality Criteria	Scoring
1. Is the proposed solution practical and viable? (4 pts)	Yes No
2. Is the proposed idea capable of working successfully? Is it feasible? (4 pts)	Yes No

1 = Poor

2 = Fair

3 = Good 4 = Excellent

Creativity Criteria	Scoring
3. How well does the project show originality, creativity, and/or innovation? (4 pts)	1 2 3 4
4. How well does the business model address the potential impact on a big problem? (4 pts)	1 2 3 4
5. The applicant clearly identified the funding amount requested and how the funding would be used including a proforma statement (P&L statement or income statement). (4 pts)	1 2 3 4
6. The applicant has a clear goal and/or concept. (4 pts)	1 2 3 4
Sustainability & Equity Criteria	Scoring
7. Assess the communities' needs & set goals. (4 pts)	1 2 3 4
8. Establish community-led decision-making. (4 pts)	1 2 3 4
9. Develop metrics and a plan for tracking. (4 pts)	1 2 3 4
10. Ensure funding and program leveraging (4 pts)	1 2 3 4
11. Improve Outcomes. (4 pts)	1 2 3 4



Overall Quality	Scoring
12. Rate the overall content quality of the pitch. (4 pts)	1 2 3 4
13. Rate the overall delivery quality of the pitch. (4 pts)	1 2 3 4

Total Points: \_\_\_/44

Notes:

---

---

---

---

---

---

---

---

---

---

---

---