



# Water Smart Business Grant - Application Rubric

	Scoring Rubric				
	POOR 0-2 pts	FAIR 3-4 pts	AVERAGE 5-6 pts	GOOD 7-8 pts	EXCELLENT 9-10 pts
<b>Description - 25%</b> Provide a detailed description of your proposed water conservation project. This should include which category it falls into, what water saving measures are being installed for this project, how long will the project take to install? What fixtures/equipment are being replaced, how much water did they use, and what are they being replaced with.	Description is missing or incomplete.	Description is included but lacks details.	Description is included but has limited details.	Describes the project well. Project can be visualized but some details are missing to fully comprehend.	Describes project completely. Project and water savings can be visualized well.
<b>Motivation - 5%</b> Describe the motivation to conduct this project. What has inspired you to conduct this project (Save water? Save money? Decrease costs for residents?)	Description of motivation is missing or incomplete.	Motivation is described but lacks detail.	Motivation is described but has limited details.	The motivation is described, but important details are missing to fully comprehend the motivation for this project.	Describes the motivation completely. It is easy to comprehend the motivation to conduct the project.
<b>Water Savings Estimate - 30%</b> This information should be included in the proposal and in the Water Use Calculator documents. Preference will be given to the projects that will conserve the highest percentage of water. Based on project type and fixture install, what is the estimated annual amount of water savings from this project? For water fixture or irrigation upgrades, is everything CSA and WaterSense certified (where possible)? For projects where the estimated percentage is not known by the applicant, the Town will aid in the calculation and be in touch with the applicant. The most important thing is to ensure there is a comprehensive list of the fixtures being replaced and their water use rates, and the fixtures being installed and their water use rates.	Water savings estimate is missing or incomplete.	Water saving estimate is included but lacks detail. Limited details about the water saving fixtures/devices are provided.	Water saving estimate is included but has limited details. Some details regarding the water saving fixtures/devices are provided.	The water saving estimate is included, but some important details regarding the projected water savings from the project are missing. A list of the water saving fixtures/devices is provided.	Includes a thorough analysis of the water savings estimates. It is easy to comprehend how much water will be conserved annually by implementing this project. Comprehensive details regarding the old water fixtures/equipment and the new water saving fixtures/equipment is provided. Project is estimated to save a percentage of water that is higher on the percentage requirements.
<b>Process - 15%</b> Provide a detailed description of how the project will be completed and water savings achieved. How do you plan to implement the project? What obstacles do you foresee having to be overcome?	Description of the steps and processes to achieve project completion are missing or incomplete.	Steps and processes to achieve project completion are described but lack detail.	Steps and processes to achieve water savings and project completion are described but have limited details.	The steps and processes are described, but important details are missing to clearly understand how the the project will be completed.	Describes the steps and processes completely. It is easy to comprehend how the project will be completed and how it will save water.
<b>Timetable - 10%</b> Briefly describe the schedule or timetable of the project. Include the start date and dates of any major milestones.	Description of the timetable is missing or incomplete.	Timetable is described but lacks details.	Timetable is described but has limited details.	The timeline is described, but important details are missing to clearly understand the project's implementation plan from start to finish.	Describes the timeline completely. It is easy to understand the project's implementation plan from start to finish.
<b>Budget - 15%</b> Provide an itemized quote(s) and budget. Referring to eligible expenses for this grant, including materials/fixtures/supplies, equipment rentals, water saving equipment purchases and installs, and labour/services. Are there other funding sources that will help the project see further water savings?	Quote(s) and budget are missing or incomplete. No other funding sources are being used.	Quote(s) and budget lack necessary information. No other funding sources are being used.	Quote(s) and budget have limited information. No other funding sources are being used.	Quote(s) and budget have relevant information, but important details are missing to clearly understand the finances of the project. Additional external funding has been secured.	Quote(s) and budget are complete. It is easy to clearly understand the finances of the project. Additional external funding has been secured.

- Letter from an authorizing Board or building owner is included (for all projects where necessary).
  - Letter of approval from the Government of Alberta is included (Rainwater/ Storm water harvesting only).
- Where either of these letters of approval are necessary but not included, the application will be automatically disqualified.*