

# Eastown Community Association

## New Development and Business Evaluation Rubric

The ECA exists to foster a safe, diverse, and walkable Eastown neighborhood by creating opportunities for neighbors and friends to engage and connect.

Scoring is based on maturity of commitment.

- 0 - business or organization makes no indication they align with our values
- 1 - business or organization agrees with our values but has no plan for action
- 2 - business or organization has a plan to ensure successful action
- 3 - business or organization has followed a plan with proven success

Neighborhood Benefit		notes
Commitment to diversity, equity, and inclusion.		
Draws workforce, customer base, and leadership from within the neighborhood.		
Price of products, services, rent, or ownership is attainable to existing residents of the neighborhood.		
25% or more owned by local residents (ideally SE Grand Rapids) or have equity options for employees		
50% or more owned by BIPOC, women, and/or LGBTQ+ individuals.		
Pays over \$15/hour for all positions employees, provide benefits and growth potential		
Bonus: Proposal includes long term commitment to affordable housing		
<b>AVERAGE NEIGHBORHOOD BENEFIT SCORE</b>		/18
<b>Neighborhood Engagement</b>		
Proactively engages with Eastown neighbors, ECA staff, and board		
Makes effort to create and maintain positive relationships with nearby businesses and residents		
<b>TOTAL NEIGHBORHOOD ENGAGEMENT SCORE</b>		/6
<b>Amenities</b>		
Commits to facade improvements that increase our neighborhood walkability and beauty		
Design takes surrounding architecture styles and material selections into consideration		
Refrains from using hostile architecture (barbed wire, unfriendly benches, spikes, etc) that deter community use of public space.		

If open to the public, includes handicap restroom facilities		
Commits to use of green infrastructure <i>Up to 2 bonus points if obtaining green certification</i>		
<b>TOTAL AMEITIES SCORE</b>		/15
<b>Health and Safety</b>		
Supports community safety by investing in and maintaining appropriate lighting, cleanliness, appropriate business hours, etc		
Commitment to proper lead and asbestos abatement (for renovations only)		
Bonus: New construction which qualifies for Brownfield redevelopment funding		
<b>HEALTH AND SAFETY SCORE</b>		/6