

Sustainable Communities Module: Political Consultant Rubric

Question	Excellent	Good	Fair	Poor
1	Has 3 ideas to determine community's desires, such as hearings; and expectations of 3 factors that will affect feasibility, such as ability to attract capital, maintain trust between the stakeholders.	Has 2 ideas to determine community's desires; and expectations of 2 factors that will affect feasibility.	Has 1 idea to determine community's desires; and expectations of 2 factors that will affect feasibility.	Barely has a clue how to determine community's desires, or factors that will affect feasibility.
2	Understands 3 factors that explains why past green development projects have succeeded or failed, such as inability to generate an early success; and solid understanding of what went right or wrong, such as lack of development experience, or a low priority by a key stakeholder.	Understands 2 factors that explains why past green development projects have succeeded or failed; and a reasonable understanding of what went right or wrong	Understands 1 factors that explains why past green development projects have succeeded or failed; and a fair understanding of what went right or wrong	Barely gets why past green development projects succeeded or failed; and what went right or wrong.
3	Has 2 ideas to detect lurking problems, such as the pending loss of a key champion; can anticipate 2 specific cultural problems, such as different ways participating stakeholders think about development, and has ways to address them.	Has 1 idea to detect lurking problems; can anticipate 1 specific cultural problem, and has a way to address them.	Has 1 idea to detect a lurking problem; or can anticipate 1 specific cultural problem, and has a way to address it.	Barely has a clue how to detect a lurking problem; or anticipate a specific cultural problem.
4	Has 3 ideas to explain sustainability to economic development types, including what would be the single strongest argument (e.g. decreased community opposition), and how could this be shown; and also including what would be the single most difficult sustainability idea to	Has 1 idea to explain sustainability to economic development types, including what would be the single strongest argument, and how could this be shown; and 1 idea on what would be the single most	Has 1 idea to explain sustainability to economic development types, including what would be the single strongest argument, and how could this be shown; OR 1 idea	Barely has a clue on how to explain sustainability to economic development types, what the strongest or most difficult arguments would be.

	explain, and how would this one be handled.	difficult sustainability idea to explain, and how would this one be handled.	on what would be the single most difficult sustainability idea to explain, and how would this one be handled.	
5	Has ideas with solid potential to attract and maintain positive media attention.	Has ideas with reasonable potential to attract positive media attention.	Has ideas with some chance to attract media attention.	Barely has a clue how to attract media attention.