

Whittier Community Beautification Matching Grant

2026 Pilot – Scoring Rubric

Each application shall be scored independently by each member of the Council Beautification Review Committee.

Maximum possible score: 100 points.

1. Visibility and Public Impact (0–25 points)

How visible is the improvement from public rights-of-way, harbor areas, or high-traffic locations?

- 0–5: Minimal public visibility
- 6–15: Moderately visible
- 16–25: Highly visible, prominent impact on commercial corridor or gateway area

2. Reduction of Blight / Exterior Clutter (0–20 points)

To what extent does the project eliminate visible derelict materials, debris, damaged equipment, or unsightly storage?

- 0–5: Little to no reduction of clutter
- 6–15: Moderate reduction
- 16–20: Significant and permanent elimination of visible blight

3. Durability and Long-Term Improvement (0–15 points)

Are the proposed improvements permanent, weather-resistant, and likely to remain in good condition?

- 0–5: Limited durability
- 6–10: Reasonable durability
- 11–15: High-quality, long-term improvement

4. Leveraging Private Investment (0–15 points)

How much private investment is being leveraged relative to the requested grant amount?

- 0–5: Minimal private match
- 6–10: Moderate private investment
- 11–15: Significant private investment beyond required 50% match

5. Contribution to Surrounding Area (0–10 points)

Does the project improve neighboring properties or overall streetscape character?

- 0–3: Limited broader impact
- 4–7: Noticeable improvement to immediate area
- 8–10: Meaningful positive influence on surrounding properties

6. Project Readiness and Feasibility (0–10 points)

Is the project well-defined, cost-supported, and likely to be completed by the deadline?

- 0–3: Unclear scope or incomplete cost estimates
- 4–7: Adequate preparation
- 8–10: Fully prepared with bids, timeline, and clear plan

7. Compliance History (0–5 points)

Has the applicant demonstrated good standing with the City (taxes, leases, prior compliance)?

- 0–2: Past compliance issues
- 3–4: Generally compliant
- 5: Strong compliance history

Total Possible Points: 100