

<b>Neighborhood Sustainability Ring Study Report Rubric (Possible Points: 100)</b>	<b>Points</b>
<b>Cover Page &amp; Table of Contents (Possible Points: 5)</b>	
<b>Overview and Analysis of Broad Sustainability Issue (Possible Points: 5)</b> -What overriding/broad sustainability issue is the focus of your project? -Why do you think this issue is important? -How does this issue relate to sustainable consumption?	
<b>History of Selected Zip Code/Neighborhood (Possible Points:5)</b> -What is the history of this zip code/neighborhood? -How has the neighborhood changed over time?	
<b>Demographics of Selected Neighborhood/Zip Code (Possible Points: 5)</b> -Who lives in this zip code? (age, race/ethnicity, gender, income, educational level, occupation, family composition, etc.)	
<b>Discussion of Three (3) Related Psychographic Variables and Respective Visual Maps (Possible Points: 30)</b> -How do these variables relate to the broader sustainability issue you defined earlier in your report? -Why did you select these particular variables? -What do the visual maps tell us about the propensity for sustainable consumption in this zip code?	
<b>Ring Study and Analysis (Possible Points: 30 Points)</b> -How do these three psychographic variables change as you move further out from the central zip code? -How do they compare to the national average?	
<b>Discussion, Recommendations, and Reflection (Possible Points: 10)</b> -How does these psychographic variables relate to the broader sustainability issue you identified? -Based upon the history & demographics of the neighborhood, what recommendations would you make to increase sustainability in that zip code/neighborhood? -Reflection: what did you learn about sustainable consumption by conducting this research project?	
<b>Bibliography (Possible Points: 5)</b> -Must cite a minimum of 10 articles from library databases	
<b>Report Format (Possible Points: 5)</b> -APA Format (in text and in bibliography) -10 pages maximum -12 pages minimum --Single-spaced, 12-point font, one-inch margins -Concise, business-style writing -Spelling and grammar check	