Individual action plan development worksheet

This worksheet will guide you through the steps necessary to develop your individual action plan, including an overall goal, key tasks and associated timelines, and measures of success.

Although you create and own your action plan, in many cases you will work together to complete your project. As you develop your plan, it may be helpful to think of yourself as the project manager. Among other tasks, project managers typically create a scope of work, identify funding requirements, determine staffing needs, and collect project-related data and information.

The seven-week academy will include scheduled action plan check-ins, but it's likely that the weekly presentations will also help you shape your overall goal, as well as the other aspects you will document. It is important to reflect on your idea weekly. This will allow you to document your plan elements more succinctly and succeed in implementing your plan.

Please keep in mind that Denver Regional Council of Governments staff is a resource. As questions or issues come up, do not hesitate to ask for help. Be prepared to present your action plan in class on the final day. You must email your completed individual action plan (this document) to Angie Shelbourn at ashelbourn@drcog.org two days before the final class.

Project description

Name: Jim Moody

What overarching problem are you hoping to address (for example, housing affordability, income inequality, access to opportunity)?

The concern I aim to address is that feedback on regional and local transportation priorities and proposed projects may not adequately reflect the needs of the entire community. Instead, it may be driven disproportionately by the organizational capabilities of single-issue advocacy groups. Responding to the needs of an entire community requires a comprehensive understanding which factors in the priorities of those who do not typically engage in opportunities to provide input. Not doing so risks skewing public policy in favor of small, organized groups over the broader community.

In one paragraph, describe your plan to address the issue.

Develop a model that reflects the transportation-needs demographic makeup of the Denver region. Engage with public agencies such as CDOT, DRCOG, Denver and others for discussions on how to ensure that what they ask, who they ask, and how they ask for feedback on transportation plans and transportation projects strives for alignment with the transportation-needs demographic makeup of the region.

If you need digital accessibility assistance, submit a request at drcog.org/access or call 303-455-1000. Please expect a response within 72 hours (three business days).

Overall action plan goal:

Ensure that solicitations for public comment on transportation priorities captures feedback from a representative sample of the community, including the priorities of community members who aren't part of well-organized issue advocacy groups - including those of commuters who need to drive.

Tasks and timeline

Tasks: List the major tasks that must be performed to implement your plan.	**Timeline: List milestone dates or timing for completing the task (for example, a specific date or "in the third month").**
Compile examples of surveys and survey methods from CDOT, DRCOG, Denver and others. Interested in DDP Commuter Survey.	Q1 2027
Schedule meetings with agencies and their communication consultants to learn best practices for ensuring public feedback doesn't come disproportionately from advocacy groups.	Q2 2027
Learn about upcoming plans and projects that will require public comment before the public outreach strategy has been fully developed.	Ongoing
Seek out opportunities to advocate to agencies for maximum use of best practices to reach a representative sample of the community.	Ongoing
Determine if public outreach can weave in feedback from other surveys.	Q2 2027
Identify most reliable data on percent of metro Denver residents who work as well as data on current commuter modes for metro Denver. Develop model(s).	Q2 2027

Objectives and success measures

Objectives are results that you expect to achieve within a specific time frame. In general, objectives are more specific and easier to measure than goals.

Objectives: List the measurable objectives you will need to accomplish to reach the overall action plan goal.	**Success measure or measures: Describe each measure and your target for each measure.**
Encourage CDOT to engage in more active / less passive solicitation of feedback on items such as the next Statewide Transportation Plan.	Does CDOT use strategies to solicit opinions of those not tracking the STP comment window, including ideas such as pop-up events and targeted focus groups?
For the next Bond Measure, encourage Denver to gather feedback on identified maintenance needs in addition to asking for a wish list of new capital projects.	Does Denver include info at their open houses on their identified maintenance needs as part of the discussion? Does Denver collect info at pop up events?

What will success look like?

Target: How will you know you have met the success measures for each of your objectives?

Does transportation-needs demographic makeup of participants for transportation plans outreach more closely align with the estimated makeup of the region?

Data: How will you collect data for the success measures you established?

My hope is to develop buy-in on what represents a reflective cross-section of the community and then see if agencies are using strategies to solicit feedback from segments of the community that aren't responding to passive surveys.

Project implementation details

Consider the funding, expertise or guidance, labor and information you need to implement your plan.

Funding

Estimate the financial cost to implement your plan. What costs will you incur, and how do you plan to obtain funding?

Cost estimate: Minimal

Description:

Most of this effort will be dependent upon research and meetings.

Expertise or guidance

What expertise are you lacking to implement your plan? Do you need business or financial decision-making help? Do you need the help of a mentor? Have you identified potential external partners or supporters?

Description:

A lot will depend on the reaction of agencies. If one or more think I may be on to something, I will focus my attention on working with the existing expertise within the agencies. I think there could be agency concerns about this strategy for various reasons, ranging from possibly prescriptive rules from the federal level on how outreach is conducted to resource limitations for alternative outreach strategies.

Labor

Can you implement your action plan by yourself, or do you need help? How much time will be required? If you need help, where and how will you find partners or volunteers?

Time estimate: TBD

Description:

I think I can start on my own

Information

What information or data will you need that you don’t currently have? Do you know where or how to obtain it? Is there a cost associated with obtaining it? Do you need help obtaining it, and have you identified who can help you?

Description:

Most of the data I need to collect is outlined in the Taks section above.