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: Josh Rosenblum

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

Access to park space in an increasingly dense area, 3,800 acres over the next 10 years according to the Denver Parks Foundation.

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

In approximately 2031, the Denver Broncos are expected to begin use of their new stadium in Burnham Yard. When this happens a major transition will occur on almost 400 directly adjacent acres of land in downtown Denver. The 80 acre Stadium District where the current Broncos / Empower / Mile High and its parking lots reverts to the ownership of the City and County of and County of Denver. I want to make the Stadium District in to a culturally relevant park.

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:

Short term: 1,000 signatures (and relevant comments) on a petition to the Mayor and City Council to make this area in to a culturally relevant park for public use. Medium term: Ensure the community has a voice in the process by make sure petition signers and other interetsed parties know about the process to convert the land.

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").**
Start a petition	Immediately - Complete
Start a cadence of communication with petition signers and new potential audiences	January 2027
Build social media handles and content	January 2027
Build website for supporters	January 2027 (milehighpark.org)
Share 1,000 signatures and comments with council members and administration	February - April, 2027
Continue to generate media coverage about petition, community	Current to 2030

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.**
Gain 1,000 signatures through outreach to local residents and interested stakeholders in person, via social, earned (paid?) media, emails.	1,000 signatures - currently have 358 and 114 comments
Elevate historic, cultural contributions of Indigenous and Hispanic/Latino people to area	Ensure petition signers and public know about this history. Have spoken with local activist about work with this community need to do more.
Elevate knowledge of 3,800 acre park deficit	Work with Denver Park Foundation to amplify their statistic
Elevate need for more affordable housing in conjunction with park land	Work with housing activist to tie the three major, adjacent portions of land together to encourage more affordable housing on 300 acres of Burnham Yard, River Mile, Ball Arena
Gain community input for process of land use determination	In addition to petition, outreach to signers and other interested parties to participate in public processes
Ensure elected officials at local, state, federal levels have knowledge of community input, petition signers, comments	Have spoken to two city council members, 1 state representative, 1 state senator and 1 likely incoming state senator about potential. Will also send updates to more elected officials and staff.

What will success look like?

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

Along with 1,000 plus signatures, if we can get the folks planning for the stsdium's future to acknowledge that the community wants to see a large, culturally responsive park to replace the stadium and its parking lots, I think we will have succeeded in teh short term. In the long term, of course, gaining a park will be incrtedible!

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

I have started a petition that can be found at milehighpark.org. Additionally, I have tracked news clips from KDVR / Fox31, KYGO radio, Denverite, Citycast Denver, and teh Denver North Star so far.

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: TBD - $1k (maybe?)

Description:

I plan on printing some signs, literature and physical fliers for distribution, as well as possibly running some social media advertising.

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:

The expertise we lack include the following:

1. Cultural experts: Especially Latino and indigenous cultural folks knowledgeable about the area.
2. Parks experts: Folks who know how to plan parks AND folks who know why the area is lacking parks
3. Housing voices: I've heard froms ome that they'd like housing in this place BUT those sae voices haven't also said they want housing in the surrounding acreage, so I want to make inroads here.

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: I'll need help!

Description:

I belong to my Registered Neighborhood Organization and and have also worked with some local elected officials. If I can gain traction, I'd like to create a nonprofit with a board to see this work expand. If we create this nonprofit, we may also need to fundraise as well. I'll plan on continuing to speak with neighbors, relevant stakeholders and those that sign the petition. It's tough to estimate the time required, which I think will also depend on when Broncos make some of their announcements.

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:

1. History and Culture: Especially Latino and indigenous cultural folks knowledgeable about the area. I have made some inroads, and have to look a bit further on this one.
2. Park experts: One of my neighbors creates parks for Denver and I plan to reach out to the Denver Park Foundation.
3. Housing voices: I'm interested in seeing what kind of traction we can get to expand the required affordable housing for Burnham, River Mile, and Ball Arena developments. I'm looking in to which groups may be best for this, but plan to start with YIMBY, and research who lobbied for the required increase in affordable housing in Denver for current development.