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: Zoe Costello

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

Access to basic infrastructure and neighborhood cleanliness; public sanitation in a denser and transit reliant neighborhood.

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

As a resident of the Capitol Hill in Denver, I've noticed a lack of public bins. As a higher density neighborhood with many residents who use transit, including myself, this is a surprising deficit. I often hold onto trash for my whole commute, and notice dog waste bags and trash piling up on the street. I will start with one concrete goal to implement a publicly accessible trash can at the bus stops on 12th Avenue and Washington Street by building community support and submitting a formal request.

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:

Secure a public trash can at the RTD bus stop on 12th and Washington, and create a model that can be replicated in other areas of Capitol Hill to increase overall public trash can access.

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”).**
Document litter on the street and around the stop, number of passengers at the bus stop, and nearby sources of trash (dog walkers, cafes, bars, restaurants on 13th Ave)	Week 1-2
Identify what group/organization is responsible for maintaining the 12th and Washington bus stops - RTD only maintains about 300 of the 9,700 bus stops in the metro area.	Weeks 3-4
Submit a request through Denver 311 with photos and with reasons why a trash can should be implemented at the bus stop.	Week 4-5
Gather signatures from neighbors and transit riders to garner public support for the project. Share the petition with our council representative	Week 5-8
Follow up with the 311 report every 2-4 weeks. If denied, ask what criteria the decision depends on, investigate potential "Adopt-A-Stop" partners	Months 3-5
If approved and implemented, use social media to boost the success, and use the same model to request cans at other stops in the neighborhood	Months 6+

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.**
Collect adequate documentation of litter and ridership count on the street for the morning, afternoon, and evening of each day.	Collect 21 photos of the conditions on the street and number of riders
Confirm who maintains the stop and sidewalk, and identify relevant stakeholders	Email RTD, City and County of Denver, Public Works, and my city council representative by the end week 2.
File a Denver 311 request and follow up consistently	File the report by the end of week 4, and follow up every 2 weeks.
Create a petition to implement a can and receive signatures from 15+ neighbors and riders	Gather 15+ neighborhoods by the end of the second month.
Coordinate with potential partners to participate in the "Adopt-A-Stop" if a can is otherwise not able to be implemented.	Present a plan to 3-5 local apartment complexes and businesses on adjoining streets.
If installed, generate a plan for reuse in other stops	Take before and after photos of litter, conduct 5 interviews with neighbors and riders.

What will success look like?

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

Success is measured largely by engagement, rather through other community members, city council representatives, or the agencies responsible for maintenance.

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

Data is collected by evaluating the number of riders, number of litter on the street, and the number of groups engaged with.

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: 20-40

Description:

Personal costs are low, largely just printing petition sheets and a flyer with the plan. Cost of implementation is higher, and involves the cost of the can, installing the can, and routine maintenance.

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:

I am lacking expertise on the procurement rules and implementation process of infrastructure at RTD stops. A mentor actively involved in city government could help navigate the process. External partners include my city council representative, Capitol Hill United Neighbors, RTD, and nearby businesses and apartment buildings.

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: 20 hours

Description:

I can largely implement the action plan by myself, but will need partners to share their support and garner more attention towards the project.

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:

I need information regarding what group is currently responsible for maintaining the stop (likely City of Denver, but may be a private advertising agency or non-profit). I will need evidence of litter and ridership data, as well as feedback from other neighbors on their perspective of the lack of trash cans available.