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: Transportation Revenue Ballot Initiative for the Denve

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

This item will address the dramatic funding shortfall for transportation infrastructure in the Denver region.

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

For decades, the state of Colorado has funded transportation out of the general fund. More and more programs, such as education and health care, have seen their costs exponentially rise thereby taking more of the funding. As a result, transportation capital improvements and maintenance have suffered.

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:

Generate support for a Denver-region-focused sale and use tax focused solely on transportation capital improvement, operations, and maintenance.

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").**
Bring together transportation and legislative professionals to develop a plan of action.	(all dates hypothetical) January 15
Solicit public input through polling, outreach meetings, websites, social media, and other proven ways	March 15 to election day
Develop ballot language that clearly defines where the funding will go - for example, 30% for capital investment, 30% for maintenance.	June 15
Solicit political support at the state, regional, and local levels.	July 15 to election day
Advertise the benefits of the revenue stream leading up to the general election.	August 15 to election day

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.**
Identify staff from local and state governments, regional agencies, academia, and the private sector (e.g. consultants).	Solicit their participation for one year.
Identify every opportunity to disseminate information about the sales tax ballot measure.	Build and maintain a project website and social media presence.
Compile a listing of all local, state, and regional committees, councils, and commissions.	Visit and provide presentations these groups to solicit feedback and input.
Develop advertising describing the benefits of the sales tax.	Set a targeted goal of X amount of homes/addresses for mailers, emails, and/or other types of outreach.

What will success look like?

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

The program will be judged by the success of the sales tax ballot measure passage.

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

Once levels of participation, outreach, etc. are developed by the group of professionals, the data collected can be used to adjust/adapt to address area of weaknesses, misunderstanding, or opposition, and focus can be placed on those areas.

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: $150,000

Description:

Having not done this before, it is challenging to come up with a cost for implementation of this plan. Most of the government and academic professionals will be asked to volunteer their time (less a small stipend); however, experts in the social media and website, advertising, and lobbying spaces will require some level of payment.

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 would need the input and participation of transportation professionals as mentioned above. Additionally, input from those who are social media and website experts would be asked to provide their expertise.

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: 11 months

Description:

I cannot do this alone - with the input of professional from a number of fields, a successful campaign can be developed to fund transportation in the Denver region.

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:

Research by staff could produce a large amount of information that can be used to identify why past initiatives failed and where focus can be made to ensure a successful campaign.