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: Thomas Joyce

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

Increasing the use of transit by "demystifying" and encouraging transit usage through a statewide event.

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

The goal of this plan is to increase the use of transit. This plan builds of the success of Bike To Work Day, by proposing a Transit to Work Day. Transit to Work Day creates an event to make accessing transit fun and creates a low-stakes environment for folks to try a new mode. This nudge may get people to try an alternative transportation mode they may not have tried otherwise.

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:

The overall action plan goal is to create a Statewide Transit to Work Day that promotes the usage of transit similar to Bike to Work Day.

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”).**
Create a task order for marketing and branding materials through CDOT's OnCall contracts.	First Month
Build partnerships with major stakeholders: RTD, DRCOG Way-to-Go, CASTA, RFTA, Mountain Metro, Bustang	First Month
Co-Create materials with consultant	2nd month
Conduct outreach to MPOs and nonprofits to begin station planning	3rd-5th month
Begin public outreach and engagement	6 months
Transit to Work Day	September 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.**
Partner with participating agencies	Number of participating agencies
Find partners to have participating stations at specific stops/areas	Number of stops and participating partners.
Track ridership numbers	Total ridership on the day compared to that month.

What will success look like?

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

There will a number of participating agencies and partners providing stations at stops. There should be an increase in ridership numbers for that day.

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

Agencies can provide ridership counts, as well as, tracking the number of stations.

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: $50,000

Description:

Mobility Services has a Statewide TDM Campaign budget and some of those funds can be directed to supporting this effort.

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 have supported CDOT BTWD stations, but not done the outreach to private partners for station participation or coordinated the logistics before. Help from the DRCOG Way-to-Go program would be ideal.

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: 100-200 hours

Description:

This can be part of my role as a project manager. The number of hours will depend on the level of partnerships that can be developed. I am hoping that most of the time can be in material development and brining in partners who will then handle the individual outreach for participants.

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:

Current ridership baselines could be useful to compare year-over-year success. Most agencies publish ridership data. Other data could be the cost associated with marketing campaigns or previous BTWD efforts that Way-to-Go has put on. I would need help obtaining that data.