

Action Plan Instructions

Project Goal(s), Objectives, and Activities

Identify the goal(s) your project aims to achieve across the life of your grant. For each goal outline at least one annual project objective that describes how you will make progress toward your goal. Under each objective, list activities that you will perform in order to help you meet your objective.

Below is a brief description of Goals, Objectives, Activities, Desired Outcomes, Measurement of Deliverable, Estimated Timeframe, and Responsible Key Staff or Agency.

Goals - A broad statement about what the program expects to achieve. The goal is the description of the final anticipated outcome or result (e.g. increase the number of children using active transportation getting to and from school).

Strong goals have the following characteristics:

- Specify expected program effect
- Identify a target population
- Declarative statement
- No jargon
- Short
- Concise
- Easy to understand

- Stated in positive terms

Example: Increase the percent of elementary school children using active school transportation from 12 to 18 percent in the Idalia School District by June 30, 2021.

Objectives - Objectives tell how a goal will be met. Objectives need to be closely related to the program or project you are using in order to meet your goal. For example, if your goal is to increase the number of children walking and bicycling to and from school in a certain community and your program involves conducting a bicycling and walking safety education program, your objectives will include measures of knowledge, attitudes, and behaviors related to the education and encouragement program.

Include as one of your objectives your plan to ensure the long-term success and sustainability of Safe Routes to School in your school and community.

Objectives need to be written as S.M.A.R.T.

- **Specific:** **Who** is the target population? **Who** is doing the activity? **What** action or activity?
- **Measurable** - **How much change** is expected?
- **Achievable** – Can it be accomplished?

- **Realistic** – Can it be completed in the stated time frame with the available resources?
- **Time-phased** – **When** will objective be met?

You can use the following format to help you write your S.M.A.R.T. objectives:

(Increase/Decrease) the (count/rate/percent) of (subpopulation) (measure) in (geographical region) from (baseline count/rate/percent) to (goal count/rate/percent) by (date objective is to be achieved).

Example: Increase the percent of elementary school students participating in Walking and Wheeling Wednesdays in Idalia from 79% to 83% by June 30, 2021.

Activities – Activities comprise the plan of operation for the project. The activities describe what you will do to achieve your program objective. Activities statements should include process indicators appropriate for measuring progress on completing the activity, as well as a deadline. Activities should logically describe how each objective will be achieved. For this application you will write activities that you plan to accomplish between April 1, 2019 and June 30, 2021.

Example: The program coordinator will review and update as necessary the SRTS bicycle and pedestrian safety curriculum.

Example: The P.E. staff will be trained on bicycle and pedestrian safety education curriculum including bike rodeo.

Desired Outcome

Include process indicators appropriate for measuring progress toward completing each activity. Identify the results your changes are hoped to produce or tangible results that will be achieved by the specific activity.

Measurement of Deliverable

When you complete your activity, what measure will you use to know if you have met your desired outcome?

Estimated Timeframe

Indicate when (quarter(s)) you will implement this activity within the timeframe of your objective. The timeframe might cover more than one quarter.

Responsible Key Staff / Agency

Indicate who will take the lead in assuring that this activity is implemented and accomplished. List the position, not the name of the person. It could be the program manager, a partner, or a sub-contractor.