

# Corridor Management Plan Step 4: Your Action Plan

Your corridor management planning effort has proceeded from the broad, conceptual vision to the very specific, increasing refinement in each task. Your action plan will emphasize priorities and practicality. Your byway planning group is ready to sort through the possibilities and select the ones to be in the immediate future . . . and which ones to put off for now.

## 1. Rate Each Objective by Its Need

- Is the need for this objective immediate, intermediate, or long term?
- What actions need to be taken immediately to address any immediate and serious threats to the

*Enough talk, it's time for action.*

intrinsic resources? (See chapter 12 for a discussion of strategies.)

- Make a preliminary ranking of your “immediate” objectives and their strategies. For each strategy, list the responsible party (community organization or government agency), and determine if funds are available or likely to be available for this work. Your ranking system is a test of practicality: There may be some immediate priority

needs that don't have funding but need to be addressed. If so, keep them on the list.

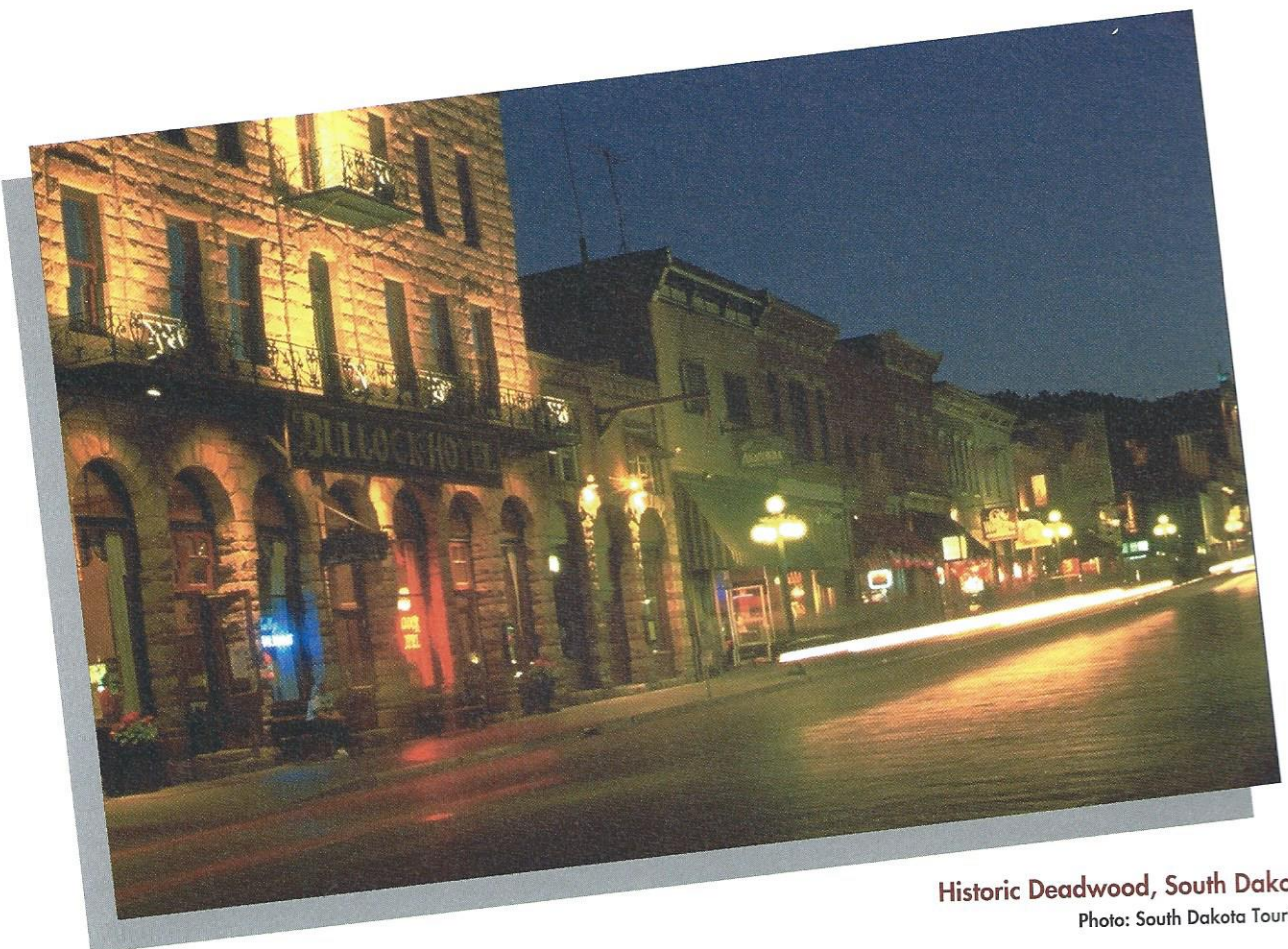
- Keep refining the list until you've got a realistic program for year one and year two.

## 2. Set a Time Frame for Your Objectives

- Can and should this objective be accomplished in a short time frame or long term?
- Are community education and partnerships needed to provide a supportive constituency for

this objective? How should we go about doing that?

- What actions can we choose that will show fast returns or provide significant leverage to boost start-up and on-going activities?
- What activities already have a ready source of funds, staff, or resources and can be quickly implemented?
- What activities will build community recognition and support for the corridor management plan vision?



Historic Deadwood, South Dakota

Photo: South Dakota Tourism