



Action Grants

Tips and Examples Projects
Creating Your Roadmap For Change

1. What is the focus of your project?

- Identify what is needed for change.
- Determine assumptions and risks.
- Identify people or collectives of people, aka target audience.

2. Building your roadmap for change.

- Engage with the people who are the target audience for your project to:
- Identify your conservation situation aka Goal- identify the conservation issue(s), the people involved in the conservation issue, and behaviors that need to change.
- Determine what will be the benefits of this project, aka Outcomes
- Build a plan for action – aka Objectives and Actions. How will you change people's behaviors to reach the conservation outcome?
- Decide what will be your measures of success – aka Project Indicators, Deliverables

3. Start with a GOOD roadmap:

Outcomes, goals and objectives

Goal	Objective	Deliverable	Outcome
Cater for a memorable birthday party	Sandwiches for 20 people that everyone can enjoy	Sandwich	Happy memories Full stomachs

Goal	<i>sets broad direction to achieve an outcome. Head here!</i>
Outcome	<i>benefit gained from achieving a goal. Arrive here!</i>
Objective	<i>makes goals specific, measurable and time bound</i>
Deliverable	<i>defined outputs that (may) achieve an objective or goal</i>

A **Goal** describes the broad way to achieve an outcome and may not be reached within your grant timeline. There may be multiple strategies to achieve a goal.

An **Outcome** succinctly describes the desired change or impact and achieved within your grant timeline.

The **Objective** is the specific, measurable, time-bound thing or action you'd need to meet reach this outcome and keeps you accountable and on the right route!

A **Deliverable** is an output or thing, you might produce, that achieves the objective or goal. These are things that will help you on your way to your destination!

Indicators of Success: these measures **track the progress and success of the project**. They should include quantitative targets that can be easily measured.

The above information was adapted from <https://www.jamiearnold.com/blog/2019/8/12/outcomes-goals-and-objectives> and <https://blog.chrisadams.me.uk/posts-output/2019-07-06-outcomes-goals-objectives/>





Example Projects:

Goal: Reduce the area of carnivore habitat impacted by trail use in local area park.

Outcomes:

- Improved carnivore habitat.
- Reduced activities in carnivore habitat areas in the park.
- Trail users do not impact priority habitat areas.

Objectives:

- Identify X # trails in a park's wilderness area for decommissioning.
- Engage with at least 5 user communities to establish a volunteer steward program to monitor trails and provide input for sign development.

Deliverables:

- Host a community planning meeting.
- Develop an action plan with trail user community to identify high priority trails to decommission.
- Convene a community team to undertake work.
- Create and install information signage on trails and parking lot areas.

Indicators of Success:

- X # of user communities represented in volunteer steward program.
- A volunteer steward program established for ongoing trail maintenance and monitoring.
- Decommission X # of trails in priority habitat areas.

Goal: Improve nesting habitat for Nighthawks in an unmanaged rock-climbing area.

Outcomes:

- Critical nesting habitat for Nighthawks is not impacted during nesting periods.
- Rock climbing community has alternate rock course avoiding nesting habitat.

Objectives:

- Protect 2 ha of critical nesting habitat.
- Engage at least 2-3 rock climbing clubs and/or X # of individuals to participate in planning and trail work.
- Work with volunteers to create and install signage and determine key locations for signage.
- Conduct climber use data collection in spring, summer and fall of year 1 to identify on alternate climbing routes.

Deliverables

- Monitoring data collected of Nighthawk nesting site use over 2 years of project
- Climber ambassadors participate in site preparation for new climbing routes.
- Signage identifying critical habitats at 4 key locations which provide information about closure during critical nesting habitat area and alternate routes.
- Host 3 events with climbers to showcase the alternate routes
- Monitoring questionnaire to determine uptake and use of alternate routes after year 2.

Indicators of Success:

- Ongoing or increased evidence of area used by Nighthawks during nesting season.
- 100% compliance with use of alternate rock course routes and avoid nesting habitat.





Goal: Improve the riparian area for cutthroat trout from industrial park run-off impacting health of stream.

Outcomes:

- Restored streambank habitat.
- Improved water quality of stream.
- Adoption of a stream friendly waste material containment plan by industry.

Objectives:

- Restore a 2 km area of critical riparian habitat.
- Industrial Park community adopt new practices for disposal of waste materials.
- Industrial Park community assists if future monitoring of stream health.

Deliverables:

- Provide toolkit for each business to use for disposal and volunteer monitoring of stream health.
- Host a lunch and learn with industry park community and adjacent business to stream.
- Work with industrial area to identify a workplan to reduce run off into stream.
- Develop a restoration plan with the industry community.
- Plant native plant species with local industry, school, and community.
- Profile industry as leaders in their adoption of stream friendly practices.
- Develop and begin baseline monitoring
- Build a long-term monitoring plan with industry to undertake monitoring for the next 10 years.

Indicators of Success:

- X % of businesses in industrial park adopt new practices.
- X # representatives from each business share in the stream health monitoring.
- Industry conducts one year of monthly water sampling to monitor stream health.
- X m of restored habitat and X # of species planted.

Goal: Conserve wildlife tree habitat in the Meadow Mountain subdivision.

Outcomes:

- Landowners in Meadow Mountain recognize the importance of and maintain wildlife trees for cavity nesting birds and other species.
- Retention of mature tree and mixed tree stands.
- Critical cavity nesting habitat is protected.

Objectives:

- Identify and map critical wildlife tree habitat on properties in the Meadow Mountain subdivision.
- Establish a homeowner wildlife tree ambassador program.

Deliverables:

- Recruit X % of landowners willing to maintain wildlife trees on their properties.
- Conduct homeowner wildlife tree site visit and map cavity nesting sites.
- Create a homeowner wildlife tree information and incentive package.
- Provide landowners with landscape service help to enhance important wildlife tree habitat.
- Landowners monitor wildlife tree usage on their properties.

Indicators of Success:

- X # or X % landowners participate in wildlife tree site visit opportunities in the subdivision.
- X # of landowners have installed/adopted wildlife tree steward signage.
- X # landowners enhance their properties with wildlife tree friendly landscaping.

