

# PRIORITIZING ACTIVITIES

## DESCRIPTION

As a final step in the brainstorming and prioritization process, this exercise helps to narrow the focus on a selection of high-priority activities that are realistic, achievable and provide benefits to the community.

## RATIONALE

- Create a shorter list to bring to the action planning stage
- Identify options that can be easily implemented in the very short-term, i.e. “quick starts”
- Screen out options that may not be feasible or “just don’t make sense”

## LOGISTICS

**Duration:** 45 minutes

**Format:** individually, a few project team members or workshop

**Key Players:** project team (with additional community stakeholders or council as desired)

**Resources:** flip chart paper/template, markers, vision, objectives, strategies and brainstormed activities

## OUTPUT

A short-list of action ideas, with rankings and an understanding of their time frame.

## PROCESS

1. Use the list of brainstormed action items to populate the rating matrix provided on the following page. This can be done either on poster paper, on hand-outs or on a computer/projection screen.
2. Either individually, in a small group or workshop, evaluate each of the activities on a five-point scale (1 being low degree, 5 being high degree) on the following considerations:
  - Financial reality: Is it a financially realistic option? Does the community have funding or potential access to funding to cover potential costs?
  - Ease of implementation: Can it be implemented at the community level? Are there significant barriers to overcome? Does it depend on other levels of government/organizations?
  - Partner benefits and support: Would the option create benefits for partners and would they support it?
3. Total the scores and discuss results.
4. Decide on the top activities that your community will focus on for the duration of the strategy (recommended 1-3 years). Link these actions to the strategies they are associated with, and use these as the final strategies for your plan (see Final Activities template on following page).



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## RANKING MATRIX AND EXAMPLES

Action	Financially realistic	Ease of Implementation	Partner Benefits	Score
	(1=low degree 3=moderate degree 5=high degree)			
Develop community website	2	2	4	8
Tourism marketing campaign	3	2	5	10
Business walks initiative	5	4	5	14
Action X				
Action Y				
Action Z				

## FINAL LIST OF ACTIVITIES

Vision	Strategic Area	Strategic goal (if applicable)	Action
Record your vision here	Improve marketing and promotion	Attract and retain residents of all generations	Develop community website
		Continue to grow tourism in region	Tourism marketing campaign
	Retain and expand existing businesses	Reduce business closures and increase gross local sales	Business walks initiative
			Action X
			Action Y
			Action Z

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## CASE STUDY

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The Village of Tahsis is an isolated village on West Coast Vancouver Island with about 300 year-round residents. The economic development strategy resulted from the closure of two key accommodation providers, which led to great economic uncertainty for the Village.

Through community workshops, community surveys and interviews, the consulting team developed a long-list of over a hundred opportunities and ideas for the economic strategy. The consulting team used the following questions to narrow-down their list:

- Does it require further investigation?
- Can it be combined?
- Can it be grouped by function (e.g. marketing, infrastructure)?
- Does the Village have a clear role as lead or major partner?

After the ideas were assessed, the remaining 56 opportunities were ranked by criteria - cost, availability of resources, ease of implementation and benefits.

## TIPS

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Discuss the top-scoring activities and select those that you would be able to reasonably achieve within the duration of your strategic plan (i.e., 1-3 years)