



On the Road to Prosperity: Fostering Collaborative Transportation and Economic Development Planning

Virtual Peer Exchange #4: Combining and Aligning Transportation and Economic Development Plans

Resource Mapping Exercise

The purpose of this exercise is to help you identify the resources that currently exist in your region or state that could be mobilized to support the alignment of your transportation and economic development plans. “Resources” are not just financial—they also include partners, stakeholders, related plans and policies, technical resources, and more. Every region and state contains a plethora of people, organizations, programs, initiatives, data, and other resources that could inform, connect, increase support for, magnify the impact of, and otherwise strengthen plans and planning processes. Reviewing these resources can identify untapped opportunities and sources of support for your planning efforts—and can reveal that you don’t need to start from scratch and that there are existing assets on which to build. This worksheet will guide you through a basic resource mapping exercise and help you brainstorm some actions for strategically leveraging the resources to support your coordinated planning efforts. Feel free to enlist the help of colleagues from the economic development or transportation fields to complete it.

Please submit your completed worksheet to NADO consultant Megan McConville (megan.e.mcconville@gmail.com) by COB October 24.

Name:

Title:

Organization:

City and State:

The worksheet includes several boxes on the following pages, all directed at the goal of aligning transportation and economic development plans. Each box is labeled with a resource category and contains prompts to help you identify resources in that category that exist in your region or state, as well as a place to note one action your organization could take to use the resources more or differently. Please include only resources that would strategically support or strengthen your transportation and economic development planning processes, the plans themselves, or their outcomes. Additionally, focus on actions your organization could implement (even if the action is to set up a meeting with a partner to explore an idea).

Food for thought on resource mapping:

“First, mapping strategies focus on what is already present in the community. The idea is to build on the strengths within a community. Second, mapping is relationship-driven. Key to mapping efforts is the development of partnerships—a group of equals with a common interest working together over a sustained period of time to accomplish common goals. Third, mapping embraces the notion that to realize vision and meet goals, a community may have to work across programmatic and geographic boundaries. These principles provide the foundation for the mapping process.” -The National Center on Secondary Education and Transition at the University of Minnesota



PARTNERS

Prompts for consideration: What organizations share similar goals or are doing related work? What organizations have networks, expertise, or information that you need? Who could bring legitimacy, political support, or further resources to your efforts? Who might see a “win-win” situation in taking ownership of part of your planning process? Who are you successfully collaborating with or do you have a good relationship with?

List resources here:

One action my organization could take to leverage one or more of these resources is:

STAKEHOLDERS

Prompts for consideration: What stakeholders might not already be at the table but are impacted by your plans, such as disadvantaged populations and private sector entities? What stakeholder groups or work groups are addressing related issues? What stakeholders have input that you need? Are there volunteer resources you could make use of?

List resources here:

One action my organization could take to leverage one or more of these resources is:

PLANS AND POLICIES

Prompts for consideration: What plans exist at your organization and others that touch on transportation or economic development? Which ones are due to be updated in the next 1-3 years? What supportive policies are in place that could be strengthened or expanded? What new or emerging policies or programs do people need help shaping or implementing?

List resources here:

One action my organization could take to leverage one or more of these resources is:

PROJECTS AND INITIATIVES

Prompts for consideration: What projects have been implemented that you could replicate or use to build support for similar work? What ongoing initiatives could you tap into to increase your plans’ visibility, momentum, and resources? What regular meetings take place that you could join?

List resources here:

One action my organization could take to leverage one or more of these resources is:

TECHNICAL RESOURCES

Prompts for consideration: What partners understand planning best practices and federal requirements in different disciplines? What data is available that connects transportation and economic development? Are there reports or studies that have already analyzed that data, or partners who could do so? Where is there mapping, graphic design, web design, cluster analysis, performance measurement, or other technical expertise?

List resources here:

One action my organization could take to leverage one or more of these resources is:

FUNDING AND IN-KIND

Prompts for consideration: What government and philanthropic funding programs could support planning and implementation? Are there community foundations in your area? What sources of in-kind support (such as marketing/public relations, research, and event space) exist?

List resources here:

One action my organization could take to leverage one or more of these resources is:

BACKGROUND CONDITIONS

Prompts for consideration: What background conditions or hot topics exist in your region or state (such as changes in the economy and changes in demand for transportation) that could help build support for or engagement in your planning efforts?

List resources here:

One action my organization could take to leverage one or more of these resources is: