

Sample Operating Plan Matrix

Goal: Increase awareness of residential nutrient runoff and encourage behaviors that will reduce nutrient pollution in local streams and lakes.

Objective: Post educational posters in Greater Herndon/Carlisle Metropolitan Transit Authority subway stations.

Activity/Product	Evaluation Indicators	Time Frame/Due Date	Responsible Party	Resources Needed		Status/Comments
Develop 5 posters for 7 subway stations and post them.	<ul style="list-style-type: none"> Number of posters hung Number of hits on county Web site before and after posters are hung Post-project random phone survey to measure impact of posters 	<ul style="list-style-type: none"> Contact subway authority: <i>February 1</i> Develop text/theme for each poster: <i>February 15</i> Develop layout: <i>March 17</i> Send to printer: <i>March 24</i> Hang posters: <i>April 1 (prior to Earth Day)</i> 	Communications director of county Water Division in Public Works Department	Staff time 40 hours	Dollars <ul style="list-style-type: none"> Printing: \$2,000 (\$1,000 to be donated by Trout Unlimited) Subway ad fee: \$300 for 6 months (possibly donated by transit authority) 	Communications director will contact Greater Herndon/Carlisle Metropolitan Transit Authority director to inquire about procedural requirements and whether they might be willing to waive subway fee for 6 months.

Objective: Educate local businesses about proper nutrient management by developing and implementing a speakers bureau.

Develop slide show, handout materials, and evaluation form	<ul style="list-style-type: none"> Based on evaluation forms collected, how well the materials were received 	<ul style="list-style-type: none"> Develop draft slide show text: <i>January 17</i> Identify appropriate photos: <i>January 17</i> Develop 1-page evaluation form: <i>January 21</i> Submit materials to reviewers: <i>January 22</i> Finalize all materials and make copies: <i>January 31</i> 	Public affairs assistant	Staff time 60 hours	Dollars Handouts: \$10 Name tags: \$5	Try to have a good mix of business types in each presentation.
--	---	--	--------------------------	-------------------------------	--	--