

*Action Measurement*

Each action has an associated success measure which states:

- how success is measured
- the initial measurement
- intermediate targets
- final measurement goal

Both the intermediate targets and final measurement goal have associated specific dates.

*Action Implementation*

Preferably action implementation occurs through the establishment of community norms supported by city policies that ease the creation, community education, and mass adoption of the norms. After the norms are sufficiently adopted by the community compulsory city policies may be promulgated to complete the achievement of the final measurement goal. This is the ideal process since it minimizes the political friction associated with changing community behavior. Political friction wastes community energy and, more importantly, can create strong community resistance that is difficult to reverse. Most importantly, political friction wastes time and there is no time to waste. The planet is coming apart right now.

Not all actions necessarily need to go through the preferred process outlined above. It may be the case that the stakeholders most highly affected by a proposed compulsory policy are already accepting of the policy or a critical mass of them can be brought into acceptance through means other than mass community adoption of a norm, e.g. convening affected stakeholders and creating an acceptable plan to establish the norm.