

STRATEGY SCREEN

Before implementing a new strategy, goal or initiative or recommending any new strategy, goal or initiative to the DOL, the Board will evaluate the impact of the strategy using specific decision-making criteria- the Strategy Screen. This tool is designed to be used to evaluate new opportunities, projects or initiatives.

These questions are designed to provoke dialogue and conversation and ensure the Board has discussed and evaluated opportunities from all angles. While saying “yes” to each question is not required, the intent is that the Board should be able to affirm most, and discuss any areas that need more information or clarity.

As the Board serves in an advisory capacity, this strategy screen will be run for every goal the Board takes on for themselves and also for the recommendations they give to the DOL.

- Is the strategy consistent with the mission of the Board? If this is a recommendation to the DOL is the strategy consistent with the mission of the DOL?
 - The Board’s mission is: The Motorcycle Safety Education Advisory Board was created by law ([RCW 46.20.520](#)) to help our Motorcycle Safety Program develop motorcycle operator training programs, safety education, and outreach. They meet 4 times a year, and make recommendations for the administration, application, and substance of the motorcycle education and training program as necessary.
 - The DOL’s mission is: With a strong commitment to great service, we advance public safety and consumer protection through licensing, regulation and education, and we collect revenue that supports our state’s transportation system.

- Does the strategy build on the Board’s competitive advantage in the community? Alternately for recommendations to the DOL, does the strategy or recommendation build on the DOL’s competitive advantage in the community or are there other members of the community better able to address the recommendation/strategy/goal?
 - The Board’s competitive advantage: The Board is able to advise the DOL regarding Motorcycle Safety Education and future mission/strategies. The Board is able to gather information from a large cross section of the motorcycling public.
 - The DOL’s competitive advantage: The Motorcycle Program’s primary competitive advantage is the ability to apply for federal grant money for motorcycle safety projects in the state and implement statewide projects where these projects do not take considerable staffing or financial resources.

- Do the benefits of pursuing this strategy outweigh the costs?
 - Are there sufficient human resources including talent, skills and time?
 - Are there sufficient financial resources?

- Are there options for additional resources for this particular strategy?
 - What are the trade-offs?
- Does the strategy have a high likelihood of success?
 - Is it SMART (specific, measurable, attainable, realistic, timely)?
 - Is success clearly defined?
 - Is it sustainable?
- Does the strategy attract, engage and/or diversify our community engagement?
 - Does it enhance our reputation?
 - Will reinforce the community's view of us as their representatives?
- Does the strategy put the DOL or the Board in competition with those we represent?
 - The Board represents the motorcycling community including individual riders, motorcycle safety educational schools and?
- Has this strategy been attempted before? How will this attempt mirror success or rectify problems that occurred with previous efforts?

When the Board has competing strategies/opportunities or goals or has competing recommendations to the DOL, the opportunities will be judged based on the following criteria:

1. What is its value to our mission or to the DOL's mission?
2. Economics: is the cost reasonable for the return? Is the cost fundable?
3. Capacity: does the department have the capacity to accomplish the goal? Do we?
4. Competition: is someone else already doing this? Should someone else be doing this?