

MID-ATLANTIC CHAPTER WORK PLAN FOR 2015

The chapter officers for 2015 are:

- Jesse Kafka, President (vRide)
- Heather Reiners, Vice President (MetroPool)
- Eva Hsu, Secretary (ICF International)
- Julie Theyerl, Treasurer (DART)
- Frank T. Mongioi, Jr, Immediate Past President (ICF International)
- Terri Quici, Chapter Director to the National Board (CATA)
- Paul Spreer, Membership Chair (ICF International)

THE CHAPTER IS ALSO WELL REPRESENTED THROUGHOUT ACT NATIONAL:

- Rob Henry is currently serving as ACT National President (GVF)
- Larry Filler is the Chapter's Public Policy representative (LF Consulting)
- Frank Mongioi, Director-at-Large, (ICF)
- David Judd, Director-at-Large, (Edenred)
- Maureen Farrell, Chair, TMA Council, (GVF)

In order to prepare for chapter activities in 2015, the officers agree to the following action steps:

- We have agreed to hold at least four quarterly meetings/conference calls to continue to foster better communication within the chapter. We will again host guest speakers via MS Live Meeting with presentations in 2015.
- We will continue to maintain our Facebook page at: <http://www.facebook.com/#!/pages/ACT-Mid-Atlantic-Chapter/191793560843038>
- The chapter will support one chapter member for the ACT 2015 Leadership Academy with partial scholarship of \$1,000.
- The older chapter website www.midatlanticchapter.com, will continue to point to the ACT National chapter page.

Elections: The Chapter will hold elections again in 2015 for the Chapter Director to the National Board of Directors. Sixty days prior to the 2015 annual business meeting, the Chapter shall, with the approval of the Chapter Board of Directors, appoint a nominating committee for the purpose of placing in nomination the names of at least one member for each elective office to be filled for the ensuing year. The nominating committee shall report their nominees to the Chapter President at least ten (10) days before

the annual business meeting. Any member shall have the right to place in nomination or any elective office the name of a member who has indicated willingness to serve in such elective office. An electronic election process shall take place. The nominee receiving the highest number of votes cast shall be elected.

Our by-laws will be reviewed in early 2015 to ensure compliance with national by-laws enacted since our most recent chapter approval in September 2011. They were approved by ACT National at that time.

THE CHAPTER WILL MEET PERIODICALLY THROUGHOUT THE YEAR AND THEY ARE AS FOLLOWS:

- ACT Conference in Baltimore, MD
- Quarterly Chapter Conference Calls
- Proposed Mid-November Chapter Conference

Given the proximity of the national conference, it will be the goal of the Mid-Atlantic chapter to achieve over 50% in person attendance among our members. In addition, it will be our goal to have at least 25% of our membership attend the Legislative Summit.

THE CHAPTER OFFICERS WILL MEET SEPARATELY FROM THE REST OF THE CHAPTER, THROUGHOUT THE YEAR AND THEY ARE AS FOLLOWS:

- March in Philly
- June conference call
- August at ACT National in Baltimore, MD
- November via conference call

THE CHAPTER HAS SET THREE MAIN GOALS FOR 2015:

- Jesse Kafka, our President, will continue the membership drive and incentive program, until a new Membership Chair can be identified. As of this edition of the Work Plan, Paul Spreer has volunteered and been appointed to fill this role. The Mid Atlantic Chapter surpassed its goal of by ending 2014 with 61 members. This represents a 13% increase in membership since 2012. In 2015, we will revisit a retention strategy for existing members and develop some new approaches to membership growth. One approach in development is to identify whether the Mid-Atlantic chapter would offer as subsidy or discount for members of adjacent professional associations, including, but not limited to TRB, AASHTO, APA, APTA, IPI, etc. This is particularly aimed at aligning our local growth strategy to the Board of ACT National's objective #1 from the 2013-2014 Strategic Plan. In 2015, we anticipate adding at least six new members.
- Continue to increase our communication as a chapter through the use of social networking, our website and our chapter conference calls. The Chapter Secretary will collect baseline data for the Chapter by posting status updates and collecting data from Facebook. We will also measure chapter conference call participation in 2015. Additional elements of our communication plan include sending out calls for articles, creating quarterly Chapter Newsletters and assisting in design of new marketing materials as needed, such as flyers.
- Continue to increase our presence as a chapter in the public policy forum.

The chapter will also be participating in the Legislative Summit scheduled in Washington D.C. in April and the National conference in Baltimore, MD in August.

- The chapter will again consider offering scholarships in the Spring of 2015 for the Leadership Academy and in the Summer for the ACT National conference.
- The chapter will host a meeting and Chapter social event at the conference in Baltimore, MD.
- The chapter will continue its quarterly newsletter.