

Georgia-ATSSA Strategic Plan

Core Purpose

To Advance Roadway Safety in Georgia

Vivid Description

The Georgia Chapter of ATSSA will be the state's recognized authority on roadway safety infrastructure, including best practices, services and materials. Industry members will unite to identify and achieve common goals. We will have a strong partnership with Georgia roadway owners to move *TOWARD ZERO DEATHS*.

Goal A: Build a strong partnership with Georgia roadway owners.

Strategy 1: Build and strengthen relationship with Georgia DOT.

Task 1: Establish a task force to identify key DOT positions to participate in chapter (why do you want to meet with these personnel).

Task 2: Meet with Georgia DOT Commissioner (secure commitment for staff participation with chapter).

Task 3: Invite a DOT presentation (from at least one of the key GDOT positions) at each chapter meeting.

Task 4: Provide opportunities to offer to a GDOT Official a scholarship that matches ATSSA National's for a GDOT official to attend ATSSA Annual Convention and Traffic Expo

Strategy 2: Establish a relationship with associations that represent Georgia counties and municipalities.

Task 1: Identify the associations that represent these groups (focus on 1 for counties and 1 for municipalities).

Task 2: Invite a speaker exchange with the two associations identified in Task 1 above.

Task 3: Invite Georgia county representatives (NACE) to Chapter meetings.

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Goal B: Strengthen the Chapter by growing and educating/informing the membership and by increasing member participation opportunities in chapter activities.

Strategy 1: Communicate chapter goals and activities.

Task 1: Review the Strategic Plan at annual meeting.

Task 2: Appoint a chapter member to review web site and communicate to ATSSA Liaison necessary edits.

Strategy 2: Develop a plan to retain and recruit members.

Task 1: Establish a Membership Committee chaired by President-Elect.

Task 2: Develop a list of potential members.

Task 3: Develop and implement a recruitment plan.

Task 4: Develop and implement a membership retention plan.

Task 5: Invite at least one non member to each chapter meeting.

Strategy 3: Increase member participation in the chapter.

Task 1: Develop and implement a Chapter Participation Matrix.

Task 2: Meet with committee chairs to establish work plan and goals.

Task 3: Request each committee to develop annual work plan.

Task 4: Request each committee to recruit one additional chapter member to participate on the committee and identify DOT liaison.

Goal C: Support Chapter Member Leadership Development.

Strategy 1: Host annual Jim Shirley Memorial Golf Tournament

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Strategy 2: Review opportunities to financially support potential Chapter leaders' participation in ATSSA Annual Legislative Fly-In and ATSSA Leadership Course.

Strategy 3: Evaluate support opportunities for The ATSS Foundation.