

AlloCitizens' Academy – 2011-02

Individual Action Plan

Please be as specific as possible in the development of your Action Plan as this will help ensure your success!

Be prepared to present your action plan in class on October 19 or October 26.

NAME: Tom Cryer

Final Action Plan Objective	Tactics	Timeline
<p>"The cornerstone of this unique program is that participants will take their new knowledge and put it in action."</p> <p>As a Realtor, my plan will be to communicate the knowledge gained from the Citizens' Academy, distribute the ongoing dissemination of information on Transportation Oriented Development(s), and be a disciple by influencing my industry by demonstrating the need for real estate professionals to acquire the skill set necessary to professionally market these types of properties.</p>	<p>1. Learn as much as possible about potential site development along the SE Light Rail Corridor. Share this information within my sphere of influence.</p>	<p>Already started</p>
	<p>2. Promote the Citizen's Academy to my peers. Other Realtors like me should be Academy Graduates too!</p>	<p>Already started.</p>
	<p>3. Arrange my blog (MyTownCryer.com) to focus on TODs, Transit and the CA.</p>	<p>In process</p>
	<p>4. Make my office a source for Transit Information. Collect, distribute and source printed and electronic material.</p>	<p>In process</p>

	5. Orient my listing presentations to reflect the property's access to transit, and encourage our Metrolist system to provide fields for the distribution of this information.	Already started.

Action Plan Goal(s) / Desired Outcome(s)	Measure(s) of Success
1. I will be interviewing the participants identified by site locations that have development potential.	When my blog post and information is distributed within my sphere of influence. Also, I will be able to measure the traffic to the page views on the blog.
2. I will be discussing the opportunity that I have enjoyed within my office, my Board of Realtors and friends within the industry.	When I have participants from the identified group who have graduated from the Academy. And, I will be posting graduation stories about these experiences that I can once again measure via page views.
3. I am currently re-tooling my blog, and I will be integrating headers and pages to reflect the new information gathered and reported.	When I can report my blog contains this information, and I will be able to monitor the analytics surrounding the traffic to the blog and website.
4. Create space for the collection of publications and information surrounding this subject matter.	When I can publish a report on what is available to a blog post. Also, I will be able to measure the traffic to the related pages on my blog and web site.
5. My goal is to attract more clientele that is focused on a transit proximate housing choice. I want to also obtain personal testimonials.	I will be keeping track of the numbers here to reflect my growing level of expertise associated with this specialty. I will be reporting these personal testimonials.

NOTES:

- Please save the file with your first and last name followed by 2011-02.
Example: CadyDawson2011-02.doc
- To receive your Academy Certificate of Completion, you must e-mail your completed Action Plan (this document) to Cady at cdawson@transitalliance.org by no later than October 26, 2011.