

## 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
"The cornerstone of this unique program is that participants will take their new knowledge and put it in action."	<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>2. Promote the Citizen's Academy to my peers. Other Realtors like me should be Academy Graduates too!</p>	Already started
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>3. Arrange my blog (MyTownCryer.com) to focus on TODs, Transit and the CA.</p> <p>4. Make my office a source for Transit Information. Collect, distribute and source printed and electronic material.</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.</p>	Already started.
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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 [c.dawson@transitalliance.org](mailto:c.dawson@transitalliance.org) by no later than October 26, 2011.