

ACT strives to create an efficient multimodal transportation system by empowering the people, places, and organizations working to advance TDM to improve the quality of life of commuters, enhance the livability of communities, and stimulate economic activity.



VISION

A BETTER JOURNEY FOR EVERYONE

Imperative #1

Pursue Organizational Excellence to Build a Future-Ready Organization

Goal 1.1: Reassess ACT's Mission, Vision, and Identity

- Review mission and vision to ensure they align with organizational goals and reflect its evolving role in shaping the future of TDM.
- Evaluate name, logo, and guiding principles to reflect ACT's evolution beyond commute.
- Evaluate how emerging technologies, data-driven mobility solutions, and evolving workforce and community trends should inform ACT's future.

Goal 1.2: Foster a Unified ACT Ecosystem

- Align goals across ACT's chapters, councils, and national leadership using shared KPIs and accountability measures.
- Facilitate ongoing dialogue and input between national and its chapters and councils.
- Position chapters and councils as key drivers of member engagement.

Goal 1.3: Invest in People, Technology, and Governance

- Strategically fill key skill gaps essential to achieving organizational goals.
- Upgrade technology platforms to enhance member experience and operations.
- Reduce manual processes and boost efficiency through updated internal systems.
- Review and refine board policies to ensure diverse expertise, strategic influence, and effective governance.

Goal 1.4: Stratify, Diversify, and Grow Revenue

- Grow non-dues revenue through training products, experiences, and other strategies to ensure accessible and affordable membership.
- Align revenue opportunities with membership type and sectors to ensure equitable value.

Imperative #2

Deliver Exceptional Member Experiences That Strengthen ACT's Community

Goal 2.1: Create a Continuous, Personalized Learning Journey

- Position ACT events as the must attend destinations for top-tier professional development, networking, and business development.
- Create inclusive pathways for early career members and students to connect, collaborate, and learn from experienced professionals.
- Grow specialized offerings for distinct member segments, including mentoring, certifications, leadership training, new members, and senior-level engagement that position ACT as the benchmark for professional excellence in TDM.

Goal 2.2: Cultivate Community & Connection

- Establish ACT as the professional home for TDM, fostering a sense of belonging, purpose, and shared growth.
- Strengthen chapters and councils to deepen connections, deliver relevant content, and support meaningful professional development.
- Provide ready to use programming that empowers chapters and councils to implement highvalue initiatives with ease.

Goal 2.3: Build a Thriving Volunteer Network

- Develop a structured volunteer framework with clear roles, onboarding, growth pathways, and recognition to inspire current and support new volunteers.
- Launch a volunteer learning program that trains, mentors, and supports members choosing to volunteer their time to ACT.
- Deliver toolkits and governance models to support consistency and effectiveness.

Imperative #3

Lead with Influence and Excellence as the Voice of TDM

Goal 3.1: Advance TDM through Policy Leadership

- Lead national and local advocacy efforts that frame TDM as an essential strategy for addressing congestion, improving transportation efficiency, and supporting economic activity.
- Equip members with the tools, messaging, and confidence to engage policymakers and champion TDM at the local and regional level.
- Build strategic relationships and convene cross-sector stakeholders to shape unified policy positions and expand ACT's influence.

Goal 3.2: Expand Thought Leadership & Research Capacity

- Gather and publish reports, briefs, and best practices to inform and elevate the field.
- Establish the Center for TDM as the industry's hub for research and insights to advance TDM.
- Elevate ACT's thought leadership through strategic media outreach, high impact conference participation, and policy discussions that shape the future of mobility.

Goal 3.3: Empower ACT's Leaders to Thrive as the Voice of the Industry

- Cultivate a diverse and dynamic leadership pipeline by identifying and preparing future leaders to step confidently into desired roles.
- Strengthen board onboarding and embed continuous professional development to ensure ACT's eaders are equipped, informed, and engaged.
- Invest in leadership growth through practical tools, training, and experiences that build presence, credibility, and influence across the industry.