

# National Association of County Engineers



*The Voice of County Road Officials*

## 2014-2015 Strategic Plan Priorities

In the New Fiscal Year, the Executive Committee has identified the following priority areas (not listed in order):

Continue process through NACE Legislative Committee to update or add to NACE priorities for the next highway authorization. Work with NACo Transportation Committee leadership and NACo staff to advocate NACo/NACE priorities on Capitol Hill.

Improve and expand communications with and between members.

- Continue exploring the updating and maintenance of the NACE web site (minimum monthly updates). Include useful technical links to help our members. Explore how we can improve communications of the organization.
- Continue to provide timely and informative newsletters and email blasts.

- Tell members what NACE is doing nationally. Promote the benefits of NACE membership. Use the NACE power point presentations and explore other visual marketing tools to tailor presentations to state affiliates and other groups.

Expand activities with the FHWA. Promote NACE as a technical resource at county level.

- Continue the efforts to improve the performance of the projects using federal-aid dollars accomplished by local government. Promote state best practices in project streamlining to all our State Affiliates.
- Regional VPs and NACE staff work with state affiliates and other partners to encourage and hold regional local road professional meetings adding regional meetings as needed and continuing existing regional meetings which promote opportunities for members to meet face-to-face to interact and learn together. Advertise and encourage attendance of members at these meetings.
- Encourage active FHWA liaisons in each FHWA Division office by state affiliate organizations. (LPA Initiative).
- Continue to work with FHWA to insure States involve local governments in the existing and future Highway Safety Improvement Program (HSIP). Promote the best practices of data collection and analysis. It continues to be important for NACE to monitor how well each state is doing in implementing the Highway Safety Improvement Program. Continue to encourage FHWA to monitor the implementation of safety programs to ensure a fair and equitable program. (Encourage counties to participate in the State SHSP and develop local safety improvement plans.)
- Liaison with FHWA Office of Professional Development and LTAP promoting importance and partnerships including both activities and educational publications for our members.

Get more NACE members involved with the NACo Legislative & Regulatory processes and Technical Committees.

- Continue to oppose efforts by the Congress to expand the definition and scope of the Clean Water Act.
- Appointments to NACo committees (Transportation, Environment and Land Use, Emergency Management, FEMA subcommittee, etc.)
- Active involvement on NACo technical committees (Affiliate Services, Sustainability Leadership Team, Information Technology, GIS, etc.)
- Active involvement and positions on emerging regulatory issues (MUTCD changes, Phase II Stormwater, wetlands, air quality, etc.)

Update publications/Provide Training Opportunities.

- Explore the promotion of technical publications useful to our members and produced by other organizations

Maintain existing and grow membership.

- Increase corporate members by engaging lost members, promote corporate member growth and expand corporate member involvement in NACE activities. Explore more corporate benefits (i. e. articles in newsletters, website advertising, logo links, etc.).
- Explore value added opportunities with other corporate members similar to the NACE/3M safety grant program.
- Continue outreach to States to affiliate with NACE.
- Visit the affiliates and encourage increased participation in NACE activities.
- Expand NACE membership in affiliated states. The President should visit the State Affiliate meetings and conferences whenever possible. In the President's absence, other NACE Officers and/or the Executive Director should visit targeted State Affiliate's meetings/conferences particularly less active or non-100% ones. Use NACo conferences to market NACE to targeted states.

Get the most out of partnerships with other organizations.

- Work with FHWA, Forest Service, National LTAP Association, AASHTO, ATSSA, and the National Center for Pavement Preservation on useful programs and activities for our members.

Review the committee structure and leadership to determine future direction and emphasis.

- Continue pavement management and roadway safety working groups and explore projects with the FHWA and other agencies.
- Get State Directors more involved with activities and in promoting NACE membership.

Promote National Work Zone Awareness week in April of each year and Put the Brakes on Fatalities Day on Oct 10<sup>th</sup> of each year and activities by our 32 NACE state affiliates. Target specific states to work with our partner organizations. Promote Towards Zero Deaths (TZD) throughout the organization.