

## **WMRPC 2016 GOALS AND OBJECTIVES**

Each year we reflect on the past year and set a course for the future. The following identifies progress towards the 2015 Goals & Objectives and lists the proposed 2016 Goals & Objectives.

### **Summary of 2015 and Outlook for 2016**

2015 was a rather quiet year for the West Michigan Regional Planning Commission (WMRPC). All of our community projects were completed and no new community projects were undertaken since no new projects were identified. The WMRPC decided to focus on our primary Federal and State programs (U.S. Economic Development Administration (EDA) and the Michigan Department of Transportation (MDOT)).

The 2015 Interim Comprehensive Economic Development Strategy (CEDS) was developed and new projects were solicited. Two communities sought funding assistance from EDA but were turned down due to an unusually high number of high quality applications. Both communities were invited to apply again, and both are planning to re-apply. Two projects that were approved for EDA funding in previous years are underway: Big Rapids' bridge project and Zeeland's Clean Water Plant. EDA recently released new guidelines allowing communities to submit grant applications anytime, instead of on a quarterly schedule. They also (re)initiated a pre-application process for communities. The WMRPC's three-year EDA grant is up on December 31, 2015, and staff has begun the grant application process.

The WMRPC carried out a successful year with the Michigan Department of Transportation, although there were several challenges. The two Rural Task Forces met several times during the year to prioritize projects and to address changes to the program. MDOT and an oversight committee worked throughout the year to develop guidelines to clarify the RTF process. The WMRPC worked with Region 14 to gather information related to transit and forwarded the information to MDOT. The WMRPC managed two corridor committees (M-40/M-89 and the Greater Greenville Transportation Committee). Finally, the WMRPC worked with counties and Michigan's Transportation Asset Management Council to carry out the goals of the Council.

The WMRPC continued to participate in the Regional Prosperity Initiative (RPI), which grouped our seven county region together with six other counties to form a 13 county "prosperity region." Much less effort was expended on the process this year than the previous two years. The RPI was funded again in 2016 and the WMPA is seeking funds to continue this effort.

Leadership in the WMRPC remained strong in 2015. John Johansen served as Chair in 2015, Gregg Yeomans served as Vice Chair, and Paul Bullock served as

Treasurer. Membership was also steady, with all members remaining without any concerns.

With just over a year at our current office space, we have adjusted to the space and the WMRPC meetings that were held across the region (Grand Rapids, Pierson Township, Ottawa County, MDOT, and the Loon's Nest).

On the employee side, staff remained the same for the year. A new planner, Marguerite Novak, began in January 2015 and has taken on many of the transportation roles of the WMRPC.

In September 2014 the WMRPC began to phase membership dues back to former levels, which were reduced nine years ago to allow members to continue to fully participate while recognizing the financial hardships many were facing. Unfortunately, the WMRPC's finances suffered during this time, making it necessary to begin to move towards the normal dues rates. After a year of dues and tightening of our finances, the WMRPC is in a better financial situation than a year ago.

Like every year, 2016 promises to provide rewards and challenges. Our regular programs (MDOT, TAMC, and EDA) are expected to remain as valued partners.

## **Progress towards WMRPC 2015 Goals and Objectives**

The following section lists the 2015 Goals and Objectives. *Progress is shown in italics.*

### **Economic Development**

**Goal #1** – The WMRPC shall maintain an active and productive role with the U.S. Economic Development Administration (EDA).

Objectives:

1. Maintain contact with the Economic Development Representative for Michigan through telephone calls, e-mails, or personal contacts including EDA sponsored conferences. Contact will be made with the Economic Development Representative at least monthly. *This objective was met. The Director kept in touch with Lee Shirey throughout the year and attended EDA Chicago's Open House in August.*
2. The WMRPC will meet or exceed the rules set forth by EDA for maintaining and Economic Development District – including staffing, WMRPC representation, CEDS Committee representation, the development of a CEDS, seeking additional funds for planning projects, and the proper administration of EDA funds. *This objective was met. While our communities*

*did not receive any EDA grants this year, two communities did apply and are in the process of reapplying.*

3. The WMRPC will respond to any request for information from EDA within two (2) business days. *This objective was easily met.*

**Goal #2** – The WMRPC shall keep communities informed of programs offered by the U.S. Economic Development Administration (EDA)

Objectives:

1. The WMRPC will annually solicit community projects for inclusion in the CEDS. *This objective was met during a call for projects, newsletter requests, and personal visits.*
2. The WMRPC will regularly provide information about EDA using Commission and CEDS Committee meetings, newsletters, the Internet, and other means of communication. *This objective was met. Similar to the first objective, information was distributed and personal visits were made.*
3. The WMRPC will coordinate meetings between EDA and communities interested in EDA funding for specific economic development projects. *This objective was met. EDA met with Grand Rapids, Coopersville, and other communities.*

**Goal #3** – The WMRPC shall maintain a Commission and CEDS Committee that meets rules established by EDA.

Objectives:

1. The WMRPC will be comprised of public and private sector representatives appointed by member counties and communities. Private sector representatives will make up at least 35 percent of representatives. The WMRPC will also have three at-large members. *This objective was met by request to members for representatives and at-large positions.*
2. The CEDS Committee will be comprised of public and private sector representatives appointed by member counties and communities. Private sector representatives will make up the majority of CEDS Committee members. The CEDS Committee will also have at least two at-large members. *This objective was met by request to members for representatives and at-large positions.*
3. Staff of the WMRPC will maintain an up-to-date list of WMRPC Representatives and CEDS Committee members and will regularly survey members to determine if membership is current. *This objective was met, although there are always a few vacancies.*

**Goal #4** – The WMRPC shall promote coordination between counties, cities, townships, villages, the federal government, the State of Michigan, non-profits and other community-based organizations.

Objectives:

1. The WMRPC will continue to disseminate information through WMRPC meetings, CEDS Committee meetings, speakers, newsletters, mailings, telephone calls, the internet, and other means; and the WMRPC will continue to serve as the regional clearinghouse for federally funded projects. *This objective was met by all of the methods listed.*
2. The WMRPC will inform members of state, federal, and local programs through regular speakers at Commission and CEDS Committee meetings. *This objective was met through a variety of speakers representing a range of topics.*
3. The WMRPC will encourage the identification and used of “best practices” by identifying new and better ways that member communities are accomplishing community development. *This objective was met through the use of a round-table at each meeting of the WMRPC and CEDS Committee where members share information about best practices.*

**Goal #5** – While EDA is the primary partner related to economic development, the WMRPC shall actively participate with other community and economic development organizations.

Objectives:

1. The WMRPC will maintain an active relationship with the Michigan Economic Development Corporation (MEDC), the Michigan Department of Transportation (MDOT) and other state agencies that promote community and economic development. *This objective was met, with constant (daily) interaction with MDOT. Interaction with MEDC is less frequent and often a challenge due to ever changing programs and staff. Ryan Kilpatrick is the current staff person and is very interested in the WMRPC and its member communities.*
2. The WMRPC will actively participate in the Michigan Association of Planning (MAP) and the Michigan Economic Developers Association (MEDA). *The Director and Planner attended two one day sessions at MAP, but did not attend the annual conference. The Director dropped membership in MEDA.*
3. The WMRPC will regularly invite local economic and community development organizations to WMRPC and CEDS Committee meetings. *This objective was met at several of the WMRPC and CEDS Committee meetings.*

**Goal #6** – The WMRPC will maintain CEDS Project Evaluation Criteria that reflect the current needs of Region 8’s Communities and the EDA Investment Policy Guidelines.

Objectives:

1. Staff will continuously strive to improve Evaluation Criteria. *No changes were necessary this year.*

2. The CEDS Committee will review and revise Evaluation Criteria and forward the Criteria to the WMRPC for approval whenever necessary to promote projects that reflect appropriate economic and community development goals. *No changes were necessary this year.*
3. The WMRPC and CEDS Committee will use up-to-date Evaluation Criteria when evaluating projects. *Current criteria were used to evaluate all new projects.*

**Goal #7** – The WMRPC and the CEDS Committee will continue to expand the involvement of the private sector representatives on the WMRPC and the CEDS Committee.

Objectives:

1. Continue to seek recommendations from private sector representatives related to expanding their involvement. *The WMRPC and CEDS Committee both had several new private representatives.*
2. Continue to seek interested private sector representatives from the member communities. *This is done every year before the organizational meeting.*
3. Continue to seek and follow recommendations from EDA related to expanding the involvement of the private sector in the CEDS. *No new guidance was provided.*

**Goal #8** – The WMRPC will participate in Member Economic Development initiatives when appropriate as a means of sharing information about EDA and the WMRPC.

Objectives:

1. The Director will serve on the Mecosta County Development Corporation. *The Director fulfilled this role by actively participating.*
2. The Director will serve on the Montcalm Economic Alliance. *The Director fulfilled this role by actively participating, although the reorganization of MEA designated us as a non-voting member (which is fine).*
3. The Director will serve on Timberland RC& D and seek additional opportunities in member counties. *The Director was invited to serve as a Board Member and then the organization was dissolved (in progress).*

## **Transportation**

**Goal #1** – The WMRPC shall maintain an active and productive role with the Michigan Department of Transportation (MDOT).

Objectives:

1. Maintain contact with the primary MDOT representative through telephone calls, e-mails, or personal contacts. Contact will be made with the MDOT

Representative at least monthly. *Almost daily contact is made with a variety of MDOT officials.*

2. Maintain contact with local MDOT representatives (Regional Offices and Transportation Service Centers) through telephone calls, e-mails, or personal contacts. *Almost daily contact is made with a variety of MDOT officials.*
3. Expand rural opportunities with MDOT through Asset Management and other transportation-related initiatives such as the three new planning activities added by MDOT in 2012 (Rural Task Forces, Public Participation, and Air Quality). *Almost all of the Planner's time, and a good proportion of the Director's time, is spent on transportation issues. A new initiative (M-179 Pure Michigan Byway Study) is being added in 2016.*

**Goal #2** – The WMRPC shall maintain an active and productive role with the Michigan Transportation Asset Management Council (TAMC).

Objectives:

1. Expand role of Transportation Asset Management Program in Region 8 by informing communities of the benefits of asset management. *This is an ongoing effort of TAMC and the WMRPC. The WMRPC rated two individual communities this year.*
2. Involve WMRPC Planner in additional transportation asset management roles, such as education, improved county/community compliance with reporting requirements (especially Ottawa County), and developing a more in-depth annual report of asset management activities and conditions of West Michigan's roads. *The Planner has spent a lot of time developing the 2014 and 2015 TAMC Plans.*
3. Continue to follow and support the activities of the Michigan Transportation Asset Management Council. *Through regular communication with MDOT Staff and TAMC members the WMRPC is kept up-to-date of TAMC's initiatives.*

**Goal #3** – The WMRPC shall maintain an active and productive role assisting with coordinating joint efforts between multiple communities and the Michigan Department of Transportation (MDOT).

Objectives:

1. Continue to participate in the M-40/M-89 and M-66 Corridor Committees. *The Director continues to support the efforts of both of these groups, although the M-66 Corridor Committee has been put on-hold by the Committee and the local units of government.*
2. Continue to participate in the Greater Greenville Area Transportation Committee and seek funding when appropriate to move project forward. *The Director continues to support the efforts of this Committee.*

3. Work with any new corridor initiatives that may form. *The WMRPC is developing a Pure Michigan Byway Plan for the M-179 Corridor between Hopkins and Hastings.*

**Goal #4** – The WMRPC shall work with communities and the Michigan Department of Transportation (MDOT) to assist with any special transportation projects.

Objectives:

1. Work with MDOT to distribute the map of non-motorized facilities in MDOT's Grand Region. *This effort is finished as all maps have been distributed.*
2. With the assistance of members, identify, and seek funding for, a 2015 transportation planning project if requested. *MDOT and others requested that we work on the M-179 Byway Study.*
3. Promote an expanded role of the WMRPC in transportation planning, and respond to any request from MDOT to expand the role of the Regional Planning Commission in transportation planning. *MDOT requested that we assist with a Transit Study (received \$5,000 to assist).*

#### **Member Services (Other Than Economic Development and Transportation)**

**Goal #1** – The WMRPC shall assist communities with planning efforts.

Objectives:

1. Seek communities interested in performing master plans, recreation plans, and other planning efforts in partnership with the WMRPC. *The Director met with Mecosta Township to discuss updating the Township's Land Use Plan.*
2. Maintain information and technical capacity to provide technical assistance (data, GIS, analysis, etc.) to communities to support planning efforts. *The Planner continuously updates this type of information.*
3. Develop proposals for member planning projects, but strive to not compete with private sector planning consultants by not answering general requests for proposals. *No proposals were developed.*

**Goal #2** – The WMRPC shall assist communities with coordination and cooperation efforts.

Objectives:

1. Work with Howard City and Reynolds Township to complete the ongoing Joint Master Plan. Use this example, and others, as a way to promote coordination and cooperation between communities in Region 8. Finish the City of Ewart's Master Plan and the ongoing recreation plans. *Both of these projects are completed.*

2. Continue to function as the Regional Clearinghouse Review Agency for federal funding programs, continue to review and comment on all plans forwarded to the WMRPC, and strive to maintain an up-to-date library of local plans. *This is an ongoing effort.*
3. Maintain an up-to-date list of plans to identify where joint planning efforts could occur. *This is an ongoing effort.*

**Goal #3** – The WMRPC shall provide a variety of educational opportunities

Objectives:

1. Publish six editions of “Region 8 Notes,” update the “Grant and Loan Opportunities” publication, maintain “Information Center,” and update website (wmrpc.org) to meet the needs of our local units of government and other organizations. *This objective was met in 2015.*
2. Inform the WMRPC and CEDS Committee of various issues and programs using speakers and other resources. *Both bodies heard from a variety of speakers in 2015.*
3. Host Regional Event(s) such as transportation asset management training, transportation forums, recreation workshops, or other types of educational events. *The WMRPC hosted two workshops related to Transportation Asset Management.*

**Goal #4** – The WMRPC will strive to have complete membership across its service area

Objectives:

1. Continue to work with Kent County to promote countywide membership and develop a strategy to encourage them to participate as full members. *No progress in 2015.*
2. Determine if WMRPC Bylaws, current dues structure, and services provided to non-members need to be amended to encourage countywide memberships. *Bylaws were not changed in 2015.*
3. Work with Barry County to either amend regional boundaries or to provide select services such as inclusion in Region 8’s CEDS. *Currently seeking EDA approval of boundary changes.*

**Goal #5** – The WMRPC will utilize 2010 U.S. Census information to benefit members

Objectives:

1. Maintain 20-year Population Projections for member communities and place projections on website. *No new efforts in 2015.*
2. Update community profiles for counties using 2010 U.S. Census information and place profiles on website. *No new efforts in 2015.*

3. Incorporate 2010 U.S. Census information in all programs that depend on demographic information – such as the CEDS and community plans. *No new efforts in 2015.*

### **Additional and New Initiatives**

**Goal #1** – The WMRPC shall seek new opportunities and strive to follow new initiatives that can influence the Region’s future.

Objectives:

1. Continue to work with the Michigan Department Environmental Quality’s Coastal Management Program to identify planning opportunities in Region 8. *No new efforts in 2015.*
2. Continue to devote time and energy towards renewable energy, especially related to wind turbine generators, in order to provide information to members as this growing issue evolves in Michigan. Seek available funding to assist in effort. *No new efforts in 2015.*
3. Emphasize Value Added Agriculture as an economic development tool in both urban and rural areas, as a tool for farmland preservation, and as a tool for preserving rural character. Seek available funding to assist in effort. *Several potential EDA projects involve value-added agriculture related to food processing and agriculture-related jobs.*

**Goal #2** – The WMRPC will strive to stay up-to-date on issues by actively participating in outside organizations.

Objectives:

1. Participate with Michigan Association of Regions (MAR) on activities to increase the value of regions statewide. *The Chair and Director attended all MAR meetings in 2015, the WMRPC hosted the annual MAR Conference in August, and the Director served as the MAR Secretary.*
2. Attend Michigan Association of Planning (MAP) events/conference (Director) Planners can choose either the MAP Conference or a GIS-Specific conference. *Both attended two one-day MAP seminars but did not attend the MAP Conference. The Planner attended MICamp, an annual GIS Conference.*
3. Be involved in discussions related to redefining regions in Michigan. Work with EDA, MAR, MDOT and other state agencies, the State of Michigan, and other regional organizations to advocate for our communities. *The Director continued to serve on the West Michigan Prosperity Alliance’s Steering Committee and is working to bring Barry County on-board with EDA.*

**Goal #3** – Update informational and marketing materials

Objectives:

1. Administrative Assistant will maintain the website: [wmrpc.org](http://wmrpc.org). *This is an ongoing effort.*
2. Planner/GIS Technician will maintain Grant and Loan Opportunities inventory. *This is an ongoing effort.*
3. Director will maintain an up-to-date inventory of community master plans. *This is an ongoing effort.*

#### **Goal #4 – Support Michigan’s Regional Prosperity Initiative**

##### Objectives:

1. Continue to serve on the Steering Committee of the West Michigan Prosperity Alliance (WMPA). *The Director continued to serve on the Steering Committee and is planning to continue in 2016.*
2. Work with the Steering Committee of the WMPA to implement projects identified in the Regional Prosperity Plan. *Once funds were distributed, there was not much input.*
3. Work to determine future needs of Regional Prosperity Initiative and seek future opportunities for collaboration. *The WMRPC formed an alliance with the West Michigan Shoreline Regional Development Commission and this is providing many benefits and promoting collaboration.*

### **WMRPC 2016 GOALS AND OBJECTIVES**

The WMRPC continues the trend started in 2008 of using goals from the Comprehensive Economic Development Strategy (CEDS) as the economic development portion of the WMRPC Focus Areas. The CEDS contains two sets of goals, including “Organizational Goals” and the related objectives. The “Community and Economic Development Goals” (also included in the CEDS) are not included in this set of goals since they relate more to communities in Region 8. Additionally, other goals and objectives are identified related to areas other than economic development. **New Goals, Objectives, or information are highlighted.**

#### **Economic Development**

**Goal #1** – The WMRPC shall maintain an active and productive role with the U.S. Economic Development Administration (EDA).

##### Objectives:

1. Maintain contact with the Economic Development Representative for Michigan through telephone calls, e-mails, or personal contacts including EDA sponsored conferences. Contact will be made with the Economic Development Representative at least monthly.

2. The WMRPC will meet or exceed the rules set forth by EDA for maintaining and Economic Development District – including staffing, WMRPC representation, CEDS Committee representation, the development of a CEDS, seeking additional funds for planning projects, and the proper administration of EDA funds.
3. The WMRPC will respond to any request for information from EDA within two (2) business days.

**Goal #2** – The WMRPC shall keep communities informed of programs offered by the U.S. Economic Development Administration (EDA)

Objectives:

1. The WMRPC will annually solicit community projects for inclusion in the CEDS.
2. The WMRPC will regularly provide information about EDA using Commission and CEDS Committee meetings, newsletters, the Internet, and other means of communication.
3. The WMRPC will coordinate meetings between EDA and communities interested in EDA funding for specific economic development projects.

**Goal #3** – The WMRPC shall maintain a Commission and CEDS Committee that meets rules established by EDA.

Objectives:

1. The WMRPC will be comprised of public and private sector representatives appointed by member counties and communities. Private sector representatives will make up at least 35 percent of representatives. The WMRPC will also have three at-large members.
2. The CEDS Committee will be comprised of public and private sector representatives appointed by member counties and communities. Private sector representatives will make up the majority of CEDS Committee members. The CEDS Committee will also have at least two at-large members.
3. Staff of the WMRPC will maintain an up-to-date list of WMRPC Representatives and CEDS Committee members and will regularly survey members to determine if membership is current.

**Goal #4** – The WMRPC shall promote coordination between counties, cities, townships, villages, the federal government, the State of Michigan, non-profits and other community-based organizations.

Objectives:

1. The WMRPC will continue to disseminate information through WMRPC meetings, CEDS Committee meetings, speakers, newsletters, mailings,

telephone calls, the internet, and other means; and the WMRPC will continue to serve as the regional clearinghouse for federally funded projects.

2. The WMRPC will inform members of state, federal, and local programs through regular speakers at Commission and CEDS Committee meetings.
3. The WMRPC will encourage the identification and used of “best practices” by identifying new and better ways that member communities are accomplishing community development.

**Goal #5** – While EDA is the primary partner related to economic development, the WMRPC shall actively participate with other community and economic development organizations.

Objectives:

1. The WMRPC will maintain an active relationship with the Michigan Economic Development Corporation (MEDC), the Michigan Department of Transportation (MDOT) and other state agencies that promote community and economic development.
2. The WMRPC will actively participate in the Michigan Association of Planning (MAP).
3. The WMRPC will regularly invite local economic and community development organizations to WMRPC and CEDS Committee meetings.

**Goal #6** – The WMRPC will maintain CEDS Project Evaluation Criteria that reflect the current needs of Region 8’s Communities and the EDA Investment Policy Guidelines.

Objectives:

1. Staff will continuously strive to improve Evaluation Criteria.
2. The CEDS Committee will review and revise Evaluation Criteria and forward the Criteria to the WMRPC for approval whenever necessary to promote projects that reflect appropriate economic and community development goals.
3. The WMRPC and CEDS Committee will use up-to-date Evaluation Criteria when evaluating projects.

**Goal #7** – The WMRPC and the CEDS Committee will continue to expand the involvement of the private sector representatives on the WMRPC and the CEDS Committee.

Objectives:

1. Continue to seek recommendations from private sector representatives related to expanding their involvement.
2. Continue to seek interested private sector representatives from the member communities.

3. Continue to seek and follow recommendations from EDA related to expanding the involvement of the private sector in the CEDS.

**Goal #8** – The WMRPC will participate in Member Economic Development initiatives when appropriate as a means of sharing information about EDA and the WMRPC.

Objectives:

1. The Director will serve on the Mecosta County Development Corporation.
2. The Director will serve on the Montcalm Economic Alliance.
3. The Director will seek additional opportunities in member counties.

## **Transportation**

**Goal #1** – The WMRPC shall maintain an active and productive role with the Michigan Department of Transportation (MDOT).

Objectives:

1. Maintain contact with the primary MDOT representative through telephone calls, e-mails, or personal contacts. Contact will be made with the MDOT Representative at least monthly.
2. Maintain contact with local MDOT representatives (Regional Offices and Transportation Service Centers) through telephone calls, e-mails, or personal contacts.
3. Expand rural opportunities with MDOT through Asset Management and other transportation-related initiatives such as the three new planning activities added by MDOT in 2012 (Rural Task Forces, Public Participation, and Air Quality).

**Goal #2** – The WMRPC shall maintain an active and productive role with the Michigan Transportation Asset Management Council (TAMC).

Objectives:

1. Expand role of Transportation Asset Management Program in Region 8 by informing communities of the benefits of asset management.
2. Involve WMRPC Planner in additional transportation asset management roles, such as education, improved county/community compliance with reporting requirements (especially Ottawa County), and developing a more in-depth annual report of asset management activities and conditions of West Michigan's roads.
3. Continue to follow and support the activities of the Michigan Transportation Asset Management Council.

**Goal #3** – The WMRPC shall maintain an active and productive role assisting with coordinating joint efforts between multiple communities and the Michigan Department of Transportation (MDOT).

Objectives:

1. Continue to participate in the M-40/M-89.
2. Continue to participate in the Greater Greenville Area Transportation Committee and seek funding when appropriate to move project forward.
3. Work with any new corridor initiatives that may form and to work with any past corridor groups that reform (M-104, M-66, etc.).

**Goal #4** – The WMRPC shall work with communities and the Michigan Department of Transportation (MDOT) to assist with any special transportation projects.

Objectives:

1. Work with MDOT to develop a Pure Michigan Byway Study on M-179 between Hopkins and Hastings.
2. With the assistance of members, identify, and seek funding for, a 2016 transportation planning project if requested.
3. Promote an expanded role of the WMRPC in transportation planning, and respond to any request from MDOT to expand the role of the Regional Planning Commission in transportation planning.

### **Member Services (Other Than Economic Development and Transportation)**

**Goal #1** – The WMRPC shall assist communities with planning efforts.

Objectives:

1. Seek communities interested in performing master plans, recreation plans, and other planning efforts in *partnership* with the WMRPC.
2. Maintain information and technical capacity to provide technical assistance (data, GIS, analysis, etc.) to communities to support planning efforts.
3. Develop proposals for member planning projects, but strive to not compete with private sector planning consultants by not answering general requests for proposals.

**Goal #2** – The WMRPC shall assist communities with coordination and cooperation efforts.

Objectives:

1. Work with the City of Ewart and MEDC to assist whenever necessary with “Project Rising Tide.”

2. Continue to function as the Regional Clearinghouse Review Agency for federal funding programs, continue to review and comment on all plans forwarded to the WMRPC, and strive to maintain an up-to-date library of local plans.
3. Maintain an up-to-date list of plans to identify where joint planning efforts could occur.

**Goal #3 – The WMRPC shall provide a variety of educational opportunities**

Objectives:

1. Publish six editions of “Region 8 Notes,” update the “Grant and Loan Opportunities” publication, maintain “Information Center,” and update website (wmrpc.org) to meet the needs of our local units of government and other organizations.
2. Inform the WMRPC and CEDS Committee of various issues and programs using speakers and other resources.
3. Host Regional Event(s) such as transportation asset management training, transportation forums, recreation workshops, or other types of educational events.

**Goal #4 – The WMRPC will strive to have complete membership across its service area**

Objectives:

1. Continue to work with Kent County to promote countywide membership and develop a strategy to encourage them to participate as full members.
2. Determine if WMRPC Bylaws, current dues structure, and services provided to non-members need to be amended to encourage countywide memberships.
3. Work with Barry County to address needs of EDA and realign the Federal Economic Development District.

**Goal #5 – The WMRPC will utilize U.S. Census information to benefit members**

Objectives:

1. Maintain 20-year Population Projections for member communities and place projections on website.
2. Update community profiles for counties using 2010 U.S. Census information and place profiles on website.
3. Incorporate 2010 U.S. Census information in all programs that depend on demographic information – such as the CEDS and community plans.

**Additional and New Initiatives**

**Goal #1** – The WMRPC shall evaluate which programs and services it should provide to members.

Objectives:

1. Develop list of programs and services provided by Michigan's Regional Planning Agencies.
2. Evaluate programs and services the WMRPC currently provides, which could be provided, which are provided by other agencies, and which could be provided through our alliance with the West Michigan Shoreline Regional Development Commission or other Regions.
3. Develop strategies to provide any additional programs and services to fund and hire appropriate staff to fulfill any needs.

**Goal #2** – The WMRPC will strive to stay up-to-date on issues by actively participating in outside organizations.

Objectives:

1. Participate with Michigan Association of Regions (MAR) on activities to increase the value of regions statewide.
2. Attend Michigan Association of Planning (MAP) events/conference (Director) Planner can choose either the MAP Conference or a GIS-Specific conference.
3. Be involved in discussions related to redefining regions in Michigan. Work with EDA, MAR, MDOT and other state agencies, the State of Michigan, and other regional organizations to advocate for our communities.

**Goal #3** – Update informational and marketing materials

Objectives:

1. Administrative Assistant will maintain the website: [wmrpc.org](http://wmrpc.org).
2. Planner/GIS Technician will maintain Grant and Loan Opportunities inventory.
3. Director will maintain an up-to-date inventory of community master plans.

**Goal #4** – Support Michigan's Regional Prosperity Initiative (RPI)

Objectives:

1. Continue to serve on the West Michigan Prosperity Alliance (WMPA) Steering Committee.
2. Submit applications to fund potential projects for WMRPC members. Focus on needs of members, which limits involvement in soliciting, developing, and ranking projects.
3. Determine appropriate relationship of WMRPC to the WMPA and the RPI.