



Toledo Metropolitan Area
Council of Governments

FY 2010 Annual Work Program

Executive Summary





ANNUAL WORK PROGRAM - EXECUTIVE SUMMARY
FOR
FISCAL YEAR 2010

Including Unified Work Program for
The Urban Transportation Planning Process

TOLEDO METROPOLITAN AREA COUNCIL OF GOVERNMENTS

June 2009

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**TOLEDO METROPOLITAN AREA COUNCIL OF GOVERNMENTS
ANNUAL WORK PROGRAM – EXECUTIVE SUMMARY
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40000 Growth Strategies Council

Purpose: To facilitate the development and endorsement of a regional growth strategy and encourage comprehensive and coordinated land use planning efforts among all jurisdictions in order to effectively manage growth and development in the region.

43000 Regional Collaboration and Planning

Goal:

To respond to key issues within the region where collaborative planning would be especially beneficial to more accurately assess future regional needs in long range planning

Objective:

- Respond as required to projects and issues related to land use and planning raised by TMACOG members and the agency

In fiscal year 2005, The Growth Strategies Council became an ad hoc council with meetings called as needed by the chair. Meetings will continue to be held as requested by TMACOG members to address projects/issues or as necessary to meet the goals and objectives of the agency.

50000 Environmental Council

Purpose: To improve the environmental quality of the TMACOG region by providing technical expertise and a regional forum for our members and stakeholders.

51170 Environmental Council

Goal:

To provide technical services for our members, environmental groups, and regional stakeholders

Objective:

- Provide assistance, coordination, and networking by participating in state and regional non-TMACOG environmental committees:
 1. Sandusky River Watershed Coalition
 2. Duck and Otter Creek Partnership
 3. Partners for Clean Streams
 4. County Sanitary Engineers Association of Ohio
 5. Ohio Lake Erie Commission
 6. Maumee River Basin Partnership of Local Governments
 7. University of Toledo Commission on the [Ottawa] River
 8. Great Lakes Regional Collaboration
 9. Monroe County Solid Waste Planning Committee
 10. Toledo Stormwater Advisory Committee
 11. Ohio Stormwater Task Force
 12. Ohio Water Resources Council
 13. Other environmental agencies or committees whose partnership will improve coordination
- Provide assistance and coordination to members of TMACOG with sanitary sewerage, water supply, or stormwater infrastructure projects that may qualify for federal economic stimulus funding

51200 Environmental Program Development

Goal:

To develop and secure funding for environmental programs and projects for TMACOG and in partnership with our members

Objectives:

- Programs and goals for which we will pursue grant opportunities, depending on funding availability and interest from partners, are:
 1. Goals of the *Areawide Water Quality Management Plan*
 2. Goals and recommendations of the Portage River Basin Council
 3. Goals of the Sandusky River Watershed Coalition
 4. Goals of the Air Quality Committee
 5. Goals and recommendations of the *Maumee RAP Stage 2 Watershed Restoration Plan*
 6. Ottawa River sediment remediation and ecological restoration
 7. Goals and recommendations of the TMACOG Stormwater Coalition
 8. Provide safe recreation on Lake Erie; the Maumee, Toussaint, and Portage rivers and their tributaries; Maumee Bay, its beaches, and tributaries by evaluating bacterial pollution indicator levels and identifying their sources; and providing assistance in reducing those sources
 9. Develop and secure funding for a potential “green infrastructure” / alternative energy program within TMACOG

51300 *Areawide Water Quality Management Plan (AWQMP)*

Goal:

To coordinate Environmental Council to reach consensus on regional environmental policy by updating the AWQMP (the 208 Plan)

Objectives:

- Maintain sewerage Facility Planning Areas (FPAs) with wastewater facility and service update information as it becomes available
- Review and update the Stormwater chapter to reflect policies and Best Management Practices (BMPs) recommended by the TMACOG *Stormwater Management Standards Manual*. Incorporate “Green Infrastructure” BMPs that will protect floodplains and reduce water pollution from urban runoff. Conduct outreach and education programs to inform DMAs about green infrastructure practices and designs.
- Update the Critical Sewage Areas (chapter 5) with recommendations from the DMA Health Districts, and using input from the HSTS Septic System Inventories prepared by TMACOG and the Toledo/Lucas County Health Department and Wood County Health Department.
- Review and update all chapters of the *Areawide Water Quality Management Plan* as needed.
- Conduct training workshops on the 208 plans, especially with respect to chapters 3, 4, and 5, with DMAs and Ohio EPA, and coordinate with SEMCOG.
- Work with Designated Management Agencies (DMAs) and their consultants to upgrade present sanitary sewerage service area maps by incorporating their computer mapping data into the 208 Plan
- With Ohio Environmental Protection Agency (EPA), conduct Certification of Areawide Water Quality Management Plan

51400 Natural Resources Assistance Council (NRAC)

Goal:

To coordinate and administer the District 12 Natural Resources Assistance Council (NRAC)

The District 12 NRAC solicits, prioritizes, and recommends projects in Lucas County for Clean Ohio Conservation Program grants to the Ohio Public Works Commission

Objectives

- Maintain the NRAC bylaws and membership as needed. Solicit appointments from the public and/or stakeholder groups designated by the Ohio Revised Code or state regulations
- Support continuation of the Clean Ohio Fund by the Ohio General Assembly
- If funds are available, solicit Clean Ohio Conservation Program proposals and coordinate their review and prioritization through NRAC and submit recommendations to the Ohio Public Works Commission
- Assist the Ohio Public Works Commission, NRAC, and Lucas County grant recipients as needed to support project implementation

52100 Maumee River Watershed

Goal:

TMACOG will work with Maumee River jurisdictions and stakeholders to implement the *Maumee Area of Concern Stage 2 Watershed Restoration Plan*

Objectives:

- Work with regional leaders in the assembly of an ad hoc committee to prioritize environmental issues in the lower Maumee River/Maumee Bay watershed.
- Appoint a working committee to guide the environmental work in the region.
- Establish the new Maumee River/Bay Watershed committee as a standing committee of TMACOG reporting to Environmental Council, adopt bylaws and membership roster, elect leadership, and meet regularly.
- Develop habitat restoration projects for future potential funding in the Maumee River/Maumee Bay watershed.
- Work with partners to complete the watershed plan including Coastal Management measures in an effort to seek full endorsement of the watershed plan.

52120 Ottawa River Restoration

Goal:

To return the Ottawa River to “fishable and swimmable” condition with ecological and recreational value

Objectives:

- Partner with City of Toledo, Ohio Environmental Protection Agency (Ohio EPA), Ohio Department of Natural Resources (ODNR), Ohio Department of Health, and U. S. Fish and Wildlife Service to secure grants to identify sediment remediation priorities for the Ottawa River, assist partner agencies in planning and conducting remediation projects, and securing funding through the Great Lakes Legacy Act
- Develop and work to secure funding for habitat restoration projects in the watershed, based on recommendations and data from the 2008 Ottawa River Habitat Restoration Inventory and the Partners for Clean Streams (PCS) restoration inventory for the Ottawa River and Swan Creek watersheds.
- Complete the restoration work in the river area near the area of the Secor Road dam decommissioning site to fulfill the OEPA Section 319 grant. Coordinate the public outreach for the project. (52500)
- Work with PCS and serve on the Project Management Team in developing a map of potential habit restoration sites in the Ottawa River watershed in Ohio

52200 Student Watershed Watch

Goal:

Coordinate the Student Watershed Watch (SWW) Program working with all interested high schools in the region excluding the Portage River watershed

Objectives:

- Coordinate teacher training for the SWW Program
- Provide necessary materials to participating schools for use in the program
- Compile testing data from all participating schools
- Coordinate the SWW Summit for students to compare their findings and learn more about environmental issues

52320 Maumee Bay Bacteria Task Force

Goal:

To reduce *E. coli* bacterial counts at Maumee Bay State Park to allow safe swimming and boating

Objectives:

- Develop an implementation plan for a wetlands system to treat the waters of Wolf Creek/Berger Ditch to protect the Lake Erie beaches from contamination by *E. coli* bacteria
- Seek funding for studies or design work, and acquisition/construction funding for a Maumee Bay State Park wetland system
- Work with the Maumee Bay Bacteria Task Force to evaluate data needs and/or actions needed to reduce bacteria loadings affecting the Maumee Bay State Park beaches. Develop projects and funding proposals to address these issues

52710 Swan Creek Watershed Balanced Growth Program

Goal:

To implement the recommendations of the *Swan Creek Watershed Balanced Growth Program* (BGP)

Objectives:

- Work with state agencies and the Ohio Lake Erie Commission to develop implementation details and incentives that will be effective in supporting the *Swan Creek Watershed Balanced Growth Plan (Swan Creek BGP)*.
- Establish the Swan Creek Watershed BGI committee as a standing committee of TMACOG, reporting to the TMACOG Environmental Council.
- Work with jurisdictions, agencies, and TMACOG members of the Swan Creek watershed to answer questions and concerns about the BGP program, maintain and update the plan as necessary.
- Identify ongoing funding mechanism or source for the Swan Creek Watershed BGP program

53100 Portage River Basin Council (PRBC)

Goal:

To protect and improve the environmental and water quality of the Portage River Basin by establishing processes and working groups within the Portage River Basin Council to implement the goals set by *A Resource Worth Protecting*

Objective:

- Provide assistance, coordination, and planning by furnishing administrative support and participating in the Portage River Basin Council (PRBC) subcommittees
- Maintain the Portage River Basin Council to address environmental and natural resource issues of the Portage River Basin
- Coordinate quarterly meetings of the Portage River Basin Council

Portage River Planning Committee

Goal:

Convene a “Committee of the Whole” to conduct watershed planning for the Portage River Basin; develop projects and identify funding sources to carry out the goals of the Portage River Basin Council

Objectives:

- Develop a comprehensive watershed plan for the Portage River Basin for state endorsement from the *Portage River Watershed Restoration Action Strategy* report
- Participate in the development of the Portage River total maximum daily load (TMDL) during the three-year process which began with water quality assessment in 2008

Portage River Education Committee

Goal:

To make communities aware of the benefits of the Portage River ecosystem and promote stewardship of the river

Objective:

- Conduct programs for teachers and students to educate them on the uses of the river:
 1. Portage River Basin Education Project - Student Congress
 2. Recruit additional schools to participate in student water testing activities
 3. Secure funding for education project

Portage River Stormwater Committee

Goal:

To develop solutions and projects to provide adequate drainage, reduce flooding, benefit the natural habitat and improve and protect water quality in the Portage River Basin

Objectives:

- Work with local jurisdictions and agencies to implement floodplain protection and stormwater control ordinances and regulations recommended by the Portage River Hydrological Study (June, 2002)
- Categorize project ideas for soil and erosion control through the Great Lakes basin program.
- Work with local jurisdictions to construct structural projects recommended by the study and identify funding sources to leverage grants
- Utilize hydrological study data to develop and implement flood reduction projects, including upstream stormwater storage through recommended restoration of oxbow and floodplain connections
- Secure funding for projects through the Federal Emergency Management Agency (FEMA), Ohio EPA 319 (EPA§319), Conservation Reserve Program (CRP), Conservation Reserve Enhancement Program (CREP), NatureWorks, and additional funding sources

Portage River Public Relations & Outreach Committee

Goal:

To establish programs and events to increase watershed awareness, encourage public involvement and education to protect and improve the Portage River ecosystem, including quality recreation areas, natural habitat areas and wildlife corridors along the Portage waterways

Objectives:

- Design new brochure to promote watershed and increase public awareness
- Identify research projects with BGSU environmental students
- Implement programs/events to increase public education and watershed awareness of the Portage River by involving local agencies, communities, universities and volunteers
- Coordinate PRBC projects with community festivals and local events
- Increase public awareness with construction tours on demonstration projects, such as the two-stage ditch projects
- Identify new locations for canoe and kayak access points
- Investigate scenic river designations for sections of the Portage River
- Contact the Chamber of Commerce locations within the watershed
- Meet with the historical society groups in the watershed
- Continue discussion for a whitewater park in watershed
- Work with local agencies for funding and recreation projects
- Work with Ohio EPA coordinators to promote public involvement in the Portage River TMDL process

Portage River Wastewater Committee

Goal:

To ensure high quality public wastewater treatment and promote good onsite sewage treatment

Objectives:

- Review and update critical sewage areas
- Provide input to the Ohio Department of Health (ODH) and Ohio EPA for proposed sewage rules
- Work with Ohio EPA and County Health Departments to encourage National Pollution Discharge Elimination System (NPDES) compliance
- Develop a project addressing onsite sewage treatment issues:
 1. Educating homeowners, government officials, contractors, and health department staff on the proper installation and maintenance of systems
 2. Document the level and mechanism of input health departments have on subdivision design standards and site reviews in each county
 3. Investigate potential pharmaceutical collection program in watershed, in partnership with health departments, Ottawa-Sandusky-Seneca Solid Waste District and Ohio EPA.
 4. Develop schedule and ideas for potential site visits to hold a 2009-10 Portage River Watershed Wastewater Tour event.
 5. Coordinate water quality data with Northwest Ohio Water Quality Workgroup, BGSU and PRBC for the watershed plan and potential project funding

54100 Stormwater Coalition (SWC)

Goal:

Address stormwater flooding, drainage, and water quality issues on a watershed basis through regional cooperation, coordination, and education in the development and implementation of long-range stormwater management plans

Objectives:

- Coordinate the Stormwater Coalition (SWC) to encourage sharing of information and resources in meeting National Pollution Discharge Elimination System (NPDES) Phase II stormwater permits, and solving stormwater management problems on a watershed basis. Coordinate Stormwater Action Group (SWAG), which provides technical support and guidance to SWC.
- Assist Stormwater Coalition members in fulfilling the NPDES Phase II “minimum controls” for public outreach and education. Stay current with stormwater regulations and inform members of upcoming stormwater regulations and compliance deadlines
- Conduct a training program on best management practices for municipal operations and facilities to control runoff of pollutants. The program will use an existing video (to be identified) and guidance from SWAG members. The target audience will be employees of local governments.
- Prepare and distribute articles on stormwater water quality issues for use in newsletters of Stormwater Coalition members, and newspapers of the metropolitan area. Articles will be written to help fulfill the outreach and education requirements of Stormwater Coalition members’ Stormwater Management Plans.
- SWAG will review the *TMACOG Stormwater Standards Manual* and recommend updates as needed. Develop a brochure outlining the *Stormwater Standards Manual* and its model ordinances to aid understanding by elected officials and the development community. Develop a PowerPoint presentation on the manual for use at public meetings with Phase II communities.
- Coordinate with Lucas County and SWC members on implementation of a potential stormwater utility program for unincorporated areas of Lucas County
- Participate in the Rain Gardens Initiative
- Participate in the City of Toledo Stormwater Task Force
- Participate in the Ohio Stormwater Task Force as a representative from northwest Ohio, and to network with stormwater programs from other parts of the state.
- Provide staff support to assist the Lucas County Engineer’s Office for the Floodplain Management Committee (FMC). The goal of this subcommittee of the Stormwater Coalition is to assist Lucas County jurisdictions in qualifying for flood insurance discounts in the FEMA Community Rating System (CRS)
- Support implementation of the SWC communities’ stormwater management plans
- Coordinate the demonstration of best management practice projects as funding allows

55100 Air Quality Planning

Goal:

To oversee air emission budgets and maintain programs to achieve compliance with federal ozone and fine particulate standards

Objectives:

- Produce an annual Air Quality Summary
- Research precursors to fine particulates to better understand the mobile sources of regional pollution
- Review particulate control measures and their emission impacts within the region on long term air quality in cooperation with local stakeholders
- Work with the Green Fleets Program to educate and assist local governments, school districts and fleet operators about strategies and products which reduce emissions
- Make targeted outreach presentations to five local governments and/or community partners on the region's air quality status and the health and economic development impacts of non-attainment
- Provide the work necessary to support the Clean Air Act Amendments of 1990 and the Air Quality Maintenance Program
- Provide staff support for six meetings of the Air Quality Committee (with up to two emergency meetings as needed)
- Monitor potential emission reduction funding sources for local stakeholders and disseminate the information

55200 Transportation Air Quality Outreach Program

Goal:

Conduct a program to increase awareness of the impact of individual actions on ground level ozone levels and encourage individual action, especially on high pollution days, to reduce ozone creation and increase awareness of the consequences of not maintaining federal air quality standards

Objectives:

- Complete testing program and sponsor thirty-five (35) gas cap replacement events to identify failing or missing gas caps on light-duty vehicles in Lucas and Wood counties
- Compile an end-of-the-year report for public distribution
- Complete 2009 Ozone Action Season public awareness campaign to educate citizens of the negative health, environmental, and economic impact of elevated ozone levels and begin preparation for 2010 campaign
 1. Develop and distribute 500 air quality fact sheets at community events
 2. Present public awareness information at a display table at community events
 3. Update the TMACOG website to include current air quality information
 4. Update the Ozone Action website to include the daily air quality forecasts
 5. Increase awareness of air quality issues as related to ground level ozone formation and its effects by placing ten (10) radio and television advertisements
- Replace failing / missing gas caps discovered through program activities in our area
- Coordinate advertising with the Ozone Action and Share A Ride programs
- Maintain media awareness of the Ozone Action Season and area weather forecasters' role in improving air quality and develop media sponsors

- **60000** **Transportation Council**

Purpose: To be both the recognized regional convener of all transportation stakeholders within the region to achieve a sustainable and seamless intermodal transportation system and to be one of the stakeholders that has a role in providing transportation services.

60100 **SHORT RANGE TRANSPORTATION PLANNING**

60120 **Highway Project Planning**

Goal: To support implementation of area major projects

Objectives:

- Ensure that projects are consistent with regional priorities in the transportation system

TMACOG will continue to assist and support as appropriate the implementation of major highway projects in our region. Tasks can include creating and taking a lead role in project teams if requested by a project sponsor or simply participation in project teams or studies. Work by TMACOG to assist in developing consensus on implementing “On the Move: 2007-2035 Transportation Plan” (2035 Plan) highway projects is charged to this element.

Active major projects include:

- a. I-75/I-475 systems interchange upgrade (North Cove Split) including Douglas, Central/Upton/Jackman, Willys Parkway, Berdan, and Phillips interchange access modifications
- b. Salisbury Road/Dussel Drive/I-475 Interchange Modification Project
- c. I-475 widening in western Lucas County including a new interchange in the Springfield Township area
- d. Projects to be identified and selected for construction funded by the American Recovery and Rehabilitation Plan
- e. Loop road by-pass of Fostoria, Ohio
- f. Buck Road and Lime City Road improvement (intersection and roadway) in Wood County

Products:

- Support and participate in other agencies' efforts to implement major elements of the “On the Move: 2007-2035 Transportation Plan”
- Provide staff and support for the I-75/I-475 Interchange Improvement project
- Provide staff and support for the Salisbury Road / Dussel Drive / I-475 interchange reconstruction
- Provide staff and support in area-wide effort to advance qualified projects to construction as soon as possible for economic recovery
- Provide support and participate in stakeholder meetings to select and implement preferred alternative for loop road by-pass of Fostoria, Ohio
- Provide staff and support for the Buck Road and Lime City Road improvements

60123 Safety Studies

Goal:

To improve transportation safety through use of state or federal programs intended to correct problematic infrastructure conditions

Objectives:

- Utilize available information resources to provide local jurisdictions with the focus and data to address locations experiencing high accident exposure
- Assist local jurisdictions as necessary with the process of working through ODOT to implement changes to address those locations
- To support the inclusion of relevant goals and initiatives in the update of the 2035 Plan

In FY 2004, ODOT began a strategic initiative to reduce traffic crashes at the high crash locations through a series of low-, medium-, and high-cost improvements. In December 2006, TMACOG began an effort with ODOT and Ohio Department of Public Safety to identify and address roadway safety issues. TMACOG has analyzed and prioritized the input received from a safety workshop, area jurisdictions, and analysis of accident report locations to develop a formal safety work report that identifies locations for further study.

TMACOG's consultant for the traffic crash data cleanup project, Traffic Safety Analysis Systems and Services, Inc. (TSASS), completed the clean up of 2004 through 2007 traffic crash data. TMACOG will encourage local jurisdictions to use this data to prepare safety studies and apply for safety study funding.

Products:

- Convene an informational workshop for area jurisdictions as needed on the safety work plan and program
- Act as a resource for individual communities in their implementation of specific safety related improvements
- Provide information for development of the 2035 Plan
- Provide informational resources to local jurisdictions to assist their efforts to obtain safety program funding through ODOT
- Keep current on accident report data

60130 Regional Passenger Rail Planning

Goal:

To increase and improve passenger rail transportation serving the region

Objectives:

- Increase personal mobility through a robust network of interconnected transportation modes
- Coordinate regional needs and projects with state, multi-state, and national rail initiatives

In FY 2010, TMACOG will continue to partner with the Toledo-Lucas County Port Authority, the Ohio Rail Development Commission (ORDC), All Aboard Ohio, the Southeast Michigan Council of Governments (SEMCOG), and other appropriate agencies to work toward additional passenger rail service for the region and to institute faster and more reliable service. While strongly supporting Ohio and Midwest high speed rail hub implementation, we will also identify “fix it first” strategies to improve rail service in the shorter term. Some of these strategies may be recommended for inclusion in the update of the 2035 Plan.

Staff will work with and support the Passenger Rail Committee, which will support both intercity rail and rail transit projects and initiatives. TMACOG will continue to facilitate coordination among station area stakeholders. Information on passenger rail issues will be provided through at least one public event and through the TMACOG website.

Products:

- Hold a public informational event on passenger rail and rail transit issues
- Identify and create a priority list of rail projects that would incrementally improve passenger service to the region while awaiting Ohio Hub implementation
- Provide input to the 2035 Plan update
- Facilitate stakeholder meetings in the Toledo Amtrak station area to strengthen its role as a multi-modal hub
- Post information on rail development news on the TMACOG website
- Support and participate in efforts toward implementing the Ohio Hub high speed rail system and Midwest Regional Rail Initiative Chicago Hub system
- Provide staff and support for the Passenger Rail Committee, and hold a minimum of three committee meetings
- Coordinate Passenger Rail Committee participation in rail transit initiatives, including the regional core circulator (downtown trolley) and the Bowling Green-Toledo connector. (See also 60160)
- Coordinate activities with the Southeast Michigan Council of Governments (SEMCOG), including connectivity to Michigan rail projects

60140 Freight Transportation Planning

Goal:

To improve freight movement efficiency and support efforts to increase freight movement volume within and through the region

Objectives:

- Identify freight flow efficiency needs based on input from stakeholders in all modes of transportation, and develop plans to address those needs
- Support projects, initiatives and policies that address freight movement problems, increase efficiency, increase volume, and strengthen the region's position as a multimodal freight hub
- Provide a venue for discussion, coordination and problem solving, emphasizing the need to speak with a unified voice on freight issues
- Raise public awareness of freight movement issues through maps, publications, presentations, and public meetings
- Support freight transportation improvements with consideration to impacts on safety, the environment, the local community, and the business community

TMACOG will continue support for the Lake Erie West Global Logistics Hub, which has the potential to increase freight movement volume and foster economic growth in the region. As a part of the logistics hub initiative, TMACOG will support the development of the Toledo Express Air Commerce Park that includes the addition of a new customs facility to efficiently handle international freight. Support will also continue for the CSX Gateway initiative that includes the construction of an intermodal freight facility near North Baltimore in southern Wood County.

TMACOG will coordinate with the Southeastern Michigan Council of Governments (SEMCOG) and their partner, the Detroit Area Chamber of Commerce, to address freight movement efficiency and safety concerns impacting both regions. TMACOG will also continue to participate in the development of the Intermodal Transportation Institute (ITI) at the University of Toledo, a premier transportation research center focusing on alternative energy, infrastructure utilization, and supply chain performance. TMACOG is also affiliated with the Michigan Ohio University Transportation Center (MIOH/UTC), a coalition of university, government, and industry partners that work to improve transportation efficiency, safety, and security in southeast Michigan and northwest Ohio.

Products:

- Final planning and presentation of the annual Ohio Conference on Freight in coordination with other OARC members
- Create a draft prioritized list of freight projects, initiatives and policies for possible inclusion in the 2035 Plan update process
- Evaluate the effectiveness of TMACOG's freight planning with a year-end report that highlights the results of planning efforts
- Collect, create, and disseminate technical data, maps, and other information that can help to inform regional decision makers and the general public regarding freight movement issues
- Monitor transportation legislation that impacts the freight community and promote awareness of national, state, and local transportation issues

- Work toward implementing freight projects, initiatives and policies from the 2035 Plan, including support for the marketing and development of the Lake Erie West Global Logistics Hub
- Provide staff and support for a minimum of four meetings of the TMACOG Freight Committee
- Work with SEMCOG and their partner, the Detroit Regional Chamber of Commerce, on freight issues impacting both northwest Ohio and southeast Michigan
- Continue to support the University of Toledo Intermodal Transportation Institute (ITI), the Michigan Ohio University Transportation Center (MIOH/UTC), and other transportation research, education, and technology organizations

60150 Pedestrian/Bicycle Transportation Planning

Goal:

To provide for increased availability and promote usage of pedestrian and bicycle transportation within the region

Objectives:

- Improve the intermodal transportation system, positively impacting air quality, and improving personal mobility through continued development of pedestrian and bicycle facilities and opportunities within the region.
- Disseminate educational information on transportation alternatives
- Utilize the goals of the 2035 Plan to implement plan projects and develop policies based on the pedestrian and bikeway plan policies
- Augment the availability of on-line information resources for pedestrian and bicycle issues through mapping and interactive descriptions and visuals
- Support regional efforts to promote the availability and potential for increased utilization of bicycling for transportation
- Use TMACOG's resources plus community outlets to share information on the benefits of incorporation of non-motorized access and parking in new development and major street projects, on projects' relationship to the bikeway network, and on existing bikeway facilities
- Support the inclusion of relevant goals and initiatives in the update of the 2035 Plan

TMACOG continues to promote the incorporation of bicycle and walking facilities into all new transportation development or renovation plans. Through agency publications, Bike Week and Bike to Work Day promotions, and other public relations activities, TMACOG creates awareness of existing bikeway facilities and encourages the use of non-motorized transportation.

Products:

- Encourage transportation alternatives and promote increased usage through the activities of the annual Bike Week
- Continue the availability and distribution of TMACOG bicycle user maps and dissemination of printed and electronic materials
- Continue to support development of the new bicycle commuters advocacy group for promotion of increased bicycle transportation
- Support efforts to develop a regional sidewalk policy
- Provide input to the update of the 2035 Plan
- Provide staff and support for the Pedestrian and Bikeways Committee and hold a minimum of four meetings
- Support implementation of policies developed from the 2035 Plan
- Support regional bikeway development efforts and project teams including facilitating meetings of the Westside Corridor acquisition task force and the Wabash Cannonball coordinating committee
- Increase the connectivity of the regional trail system through identifying routing and plan development within corridors and assist in the preservation of corridors
- Continue to update the “*Bicycle Facilities Guide for Recreational Riding*” as appropriate and disseminate the information via the website
- Provide technical information on incorporating pedestrian and bicycle access into transportation and development projects and information on available funding
- Keep current on the TMACOG website: principles for accommodating bicycle and pedestrian transportation, bikeway definitions and the regional bicycle/pedestrian plan

60160 Regional Public Transportation Planning

Goal:

To improve provision of public transportation facilities and services throughout the region

Objectives:

- Increase personal mobility and access to jobs and essential services throughout the region through a robust network of interconnected transportation modes
- Support the economic vitality of the urban core and the region

In previous years, TMACOG facilitated the Regional Transit Study needs assessment and a Regional Core Circulator Study which recommended a streetcar for downtown Toledo. In 2008-2009, TMACOG convened a series of transit forums for area leaders, who focused on the need for an updated and expanded transit system. Staff also participated with an area consortium, the Mobility Alliance, in creating an action plan that would improve transportation for citizens with disabilities.

During FY 2010, TMACOG will continue to work with stakeholders on key issues and objectives. We will support area efforts by distributing information on transit needs and opportunities to the public. The update of the 2035 Plan will begin this year, providing an opportunity to reassess priorities.

Products:

- Review status of 2035 Plan transit projects and initiatives; recommend transit elements for inclusion in the plan update
- Disseminate information about the need for more public transit in the region
- Assess funding options for the “Regional Core Circulator” (downtown streetcar)
- Assist with Mobility Alliance action plan for improved transportation for citizens with disabilities, including efforts towards a transit informational call center
- Work with local governments, transit providers, and other stakeholders to prioritize and implement Regional Transit Study recommendations, 2035 Plan projects and initiatives, and Transit Forum action items

60190 Transportation Service

Goal:

To respond to transportation information needs requests in the TMACOG region

Objectives:

- Provide TMACOG members with assistance as needed with the transportation project development process
- Increase the usability of the online traffic count database
- Develop TMACOG website to become a reference site, including more online maps and data, and links to information available from other sources
- Add interactive mapping capabilities to the TMACOG website
- Working with our communications staff, increase awareness of TMACOG resources available to the community

To address the transportation service needs of TMACOG members, staff will continue to provide transportation planning assistance, project funding information, special studies, traffic counts and forecasting, mapping and data, and other assistance or information as requested. Travel demand forecasts and planning level traffic estimates within the transportation planning area will be produced at member request. In an effort to build the TMACOG website into a comprehensive source for transportation information, we will provide more online maps and data, include links to other websites, and will continue to provide online traffic counts that are current and accurate. The possible addition of online interactive mapping will also be a part of the website development.

Products:

- Address requests from members for assistance with project development, including process facilitation, finding sources for funding, and partnering
- Provide traffic projections from the travel demand model for studies and for member project requests (within 60 days following the start date of the project request)
- Maintain and improve the online traffic count database, and provide counts for specific locations as needed by special request
- Create maps and provide copies of existing maps at member request
- Provide GIS data, demographic and socioeconomic data, safety and crash location data, and other information as requested

- Maintain and expand the TMACOG website map collection, including the use of interactive maps
- Promote the use of the TMACOG website as a source for regional transportation information

60200 TRANSPORTATION IMPROVEMENT PROGRAM

60210 Transportation Improvement Program Development

Goal:

To maintain the Transportation Improvement Program (TIP) and manage the TMACOG transportation project funding programs to maximize use of funds available to the area

Objectives:

- Work with ODOT and FHWA to adapt to new procedures and initiatives of the new Transportation Act anticipated in 2010
- Maintain the Transportation Improvement Program (TIP) for the MPO area
- Update and track local projects incorporated in the TIP
- Incorporate the intent of the 2035 Plan, the Congestion Mitigation Plan, the Intelligent Transportation System, and other relevant guidelines into the selection process in the evaluation of new projects for funding
- Support the inclusion of relevant goals and initiatives in the update of the 2035 Plan

Traditionally the TIP is prepared biennially in conjunction with the State Transportation Improvement Program (STIP) for the State of Ohio. The current FY 2008-2011 TIP was prepared and approved in FY 2007. We will continue to implement and maintain the FY 2008-2011 TIP and keep it current, including incorporating any amendments.

Products:

- Work with ODOT to continue to deliver any economic stimulus projects funded through the American Reinvestment and Recovery Act
- The TIP Committee will continue to pursue the timely utilization of federal and state funding so as to maximize the use of available resources
- Publish the annual listing of highway, transit, pedestrian, and bikeway projects using federal funding in our area
- Monitor and maintain the FY 2008-2011 TIP
- Provide staff and support for the TIP Committee meetings to manage the program

60220 Transportation Improvement Program Management

Goal:

To monitor, work with local jurisdictions on, and best utilize the available resources of the Transportation Improvement Program to further the development of transportation infrastructure within the region

Objectives:

- Monitor the progress of project development
- Proactively manage the MPO sub-allocation funding
- Work with local jurisdictions to build a reservoir of projects equal to 25 percent of the current year allocation and working with sponsors and ODOT District Office to schedule project sales for a 20-30-30-20 percent annual cost distribution by quarter
- Maintain records and prepare reports to document project progress and maintain accountability
- Actively monitor projects on a regular basis to ensure compliance with procedures and timelines
- Find any existing discrepancies in ODOT's Ellis Project tracking system and notify ODOT to make corrections
- Support the inclusion of relevant goals and initiatives in the update of the 2035 Plan

Products:

- Prepare four program monitoring reports with actions needed to keep projects on schedule
- Complete FY 2012 "lock down" in cooperation with ODOT District 2 staff
- Proactive management of TMACOG sub-allocation funding to actively pursue project schedules, track adherence to project development commitment dates, and notify project sponsors of missed commitment dates
- Work with project sponsors and ODOT District 2 to schedule project sales with quarterly goals of 20 percent, 30 percent, 30 percent, and 20 percent of projects sold in the respective quarters of the fiscal year
- Work with project sponsors and ODOT District 2 to identify reservoir of projects ready to be sold totaling 25 percent of current year allocation
- Monitor ODOT Ellis system and notify ODOT of inconsistencies that are found between Ellis and TMACOG TIP project schedules and funding

60500 CONTINUING PLANNING - SURVEILLANCE

Goal:

To provide data and other inputs for the ongoing transportation planning process

Objectives:

- Respond to the ODOT directive by acquiring additional traffic counts at Highway Performance Monitoring System (HPMS) locations (which will aid in safety studies) and screenline locations (which will aid the update of the traffic model)
- Create a regional inventory of pavement condition data benefiting the planning process of area roadways for local jurisdictions
- Coordinate with Midwestern Consulting in creating a new downloadable traffic flow map for local agency and jurisdiction awareness
- Support the implementation and use of the State of Ohio's Location Based Response System (LBRs) of statewide standardized location data (such as streets and addresses)
- Maintain the TMACOG region's data resources (i.e. GIS and socioeconomic) and acquire new data as needed
- Improve safety and efficiency of the transportation system
- To support the development, implementation, and coordination of ITS infrastructure across the region

TMACOG staff will continue to assist the jurisdictions to standardize their counting procedures and also in the use of the Traffic Count Database Systems (TCDS) software and website program. In CY 2009, TMACOG will expand upon the amount of traffic counts gathered in a typical season in response to an ODOT directive by collecting additional HPMS and screenline locations. Furthermore, we will provide the consultant, Midwestern Consulting, with traffic count and additional GIS data necessary to produce a web-based traffic flow map.

Another important component of the data collection and management effort is to maintain and update socioeconomic, geographic (GIS), and network data files (for the travel demand model). An additional product will be assisting the Village of Waterville in collecting pavement data for a roadway inventory. This resulting database will be the starting point for a regional pavement inventory.

Products:

- Gather the required counts pertaining to the HPMS and screenline locations
- Continue working with the Village of Waterville to create a roadway pavement inventory
- Provide data to Midwestern Consulting for use in creating a new downloadable traffic flow map
- Review progress on ITS projects and initiatives in the 2035 Plan; identify ITS projects and initiatives for inclusion in the 2035 Plan update
- Support ODOT efforts to build the freeway management system; work with ODOT and stakeholders to maximize its utility for the region
- Convene a working session with local governments to prepare for coordination of traffic signals across jurisdictions
- Maintain and update socioeconomic data files for the transportation study area

- Maintain and update network data files including newly constructed project information
- Maintain and update traffic count database
- Maintain and update GIS data (roads, political boundaries, census, etc.)
- Mapping needs, as required, to assist various transportation committees and events
- Continue to work with local jurisdictions to use the TCDS software to upload counts into the traffic count website
- Update the database that organizes all transportation data (ODOT inventory system, network inputs, counts, TIP projects, forecasts, etc.)
- Complete any needed revisions to the ITS regional architecture.
- Coordinate with stakeholders (in NW Ohio and SE Michigan) and ODOT to support improved transportation system safety and security and implementation of other ITS Plan and 2035 Plan ITS projects.
- Provide staff and support for any committees or ad hoc groups needed to maintain the regional architecture or implement plan recommendations

61000 LONG RANGE PLANNING

Goal:

To maintain, promote, and monitor implementation of the regional transportation plan

Objectives:

- Stay in compliance with federal law by maintaining a 20-year horizon regional transportation plan for the Toledo metropolitan area (Lucas and Wood counties in Ohio; Erie, Bedford and Whiteford townships and the City of Luna Pier in Monroe County, Michigan)
- Build on regional strengths, implement the plan, including projects, initiatives, and policies, plus overarching plan goals
- Insure the plan speaks to regional needs, fully engage citizens, business, and leadership in the planning process

In FY 2010, TMACOG will begin the 4-year update process for the “On the Move: 2007-2035 Transportation Plan.” The update is due July 1, 2011. Concurrently, TMACOG and the Transportation Planning Committee will continue to work on current plan implementation in coordination with local governments, ODOT, and the private sector.

In support of plan implementation, a 2010-2011 Legislative Agenda will be prepared and informational presentations will be given. Staff and the planning committee will continue to track 2035 Plan project and initiative status.

Products:

- Begin the 2035 Plan—Update 2011 by completing the following products:
 1. Update 2011 process table, including public involvement plan
 2. Goals and objectives report
 3. Fiscal projections report
 4. Systems analysis and needs report
 5. Draft revised projects, initiatives, and policies list
 6. Report on consultation with environmental agencies and major regional stakeholders
 7. final Update 2011 report
- Provide staff support for at least four meetings of the Transportation Planning Committee
- Update the 2035 Plan projects progress chart
- Update the 2035 Plan initiatives progress table
- Prepare the 2010-2011 Legislative Agenda highlighting area priorities
- Provide information and assistance in support of the 2035 Plan, including presentations to state and local entities and input to state planning processes
- Assist as requested in area community comprehensive plan updates and major development efforts
- Provide staff support for meetings of the Transportation Planning Committee

61500 CONTINUING PLANNING – PROCEDURAL DEVELOPMENT

Goal:

To develop forecasting tools and perform modeling for system analyses

Objectives:

- Identify a cohesive transportation vision for the region by exploring issues and opportunities pertaining to the street system, as well as examining alternative options
- Develop tools to aid jurisdictions in planning and maintaining the transportation system

TMACOG maintains a computer model that is used to predict future traffic loading on the street system. The model requires extensive data inputs including demographic parameters, current traffic levels and other components related to the street system. Maintenance and update of this model is a major task as is the additional coding necessary to construct experimental network changes needed to test future scenarios. Refinement and improvement to the modeling capabilities at TMACOG continue in FY 2010. We will use the model for traffic projection requests as needed.

TMACOG will develop a pavement management planning process to aid local jurisdictions with the improvement of roadway and pavement inventories.

Products:

- Continue working with a local jurisdiction to refine the planning process for a pavement management process
 1. Inventory roadway pavement and provide a rating based on its condition
 2. Include the gathered inventory in a database
 3. Evaluate the process in order to develop a cohesive method for succeeding jurisdictions that want to develop a pavement management process
- Assess the existing conditions (congestion maps and trip tables) and run the future build and future no build scenarios with the 2035 Plan projects
- In the event there is a biannual TIP in 2010, the model will be run for air quality conformity
- Provide traffic projection results to members as needed
- Provide staff and support for System Performance and Monitoring Committee meetings
- Continue to develop annual pavement condition report for all the federal aid routes
- Continue to refine and improve the capabilities of the traffic model

69700 TRANSPORTATION PROGRAM REPORTING

69710 Transportation Policy Committee Reporting and Administration

Goal:

To report on and manage the Transportation Department processes and coordinate efforts of transportation stakeholders in the region

Objectives:

- Maximize efficiency of TMACOG's planning effort while remaining flexible to respond to member needs and changing federal transportation policies and guidance
- Continue outreach to local governments, educational institutions, and major transportation stakeholders to promote TMACOG's leadership position in transportation planning
- Be recognized for implementing Title VI, Environmental Justice, and Public Involvement programs
- Strengthen the TMACOG website as an effective tool for regional transportation planning

TMACOG will provide reports on the activities of the Transportation Department, the Transportation Council and all of its subcommittees. This will include such things as, but not limited to, secretarial support, administrative reports, project management, and staff management (personnel evaluations, etc.). The annual Transportation Summit will be held to report on regional transportation planning activities and highlight the importance of transportation to the general public, report on major issues, and coordinate efforts of the diverse community of transportation stakeholders. To provide information to the public more effectively, staff will upgrade the Transportation department web pages.

Activities that are ineligible for federal funding will be charged to a 100 percent locally funded element. (Element 68210)

Products:

- Convene a TMACOG Transportation Summit to coordinate area activities and provide current information to stakeholders. (Element 69720)
- Review and update the Transportation department web pages
- Consolidate separate agency Disadvantaged Business Enterprise (DBE) materials into one master document
- Support further development of University of Toledo Intermodal Transportation Institute (ITI)
- Provide staff and support to regional transportation organizations and agencies
- Support development of research activities through the Michigan-Ohio University Transportation Center
- Provide staff and support for the Transportation Council. Complete the Annual Work Program
- Maintain environmental justice and public involvement in transportation planning at TMACOG in accordance with TMACOG's public involvement policy document (which will be updated as needed)

70000 Commuter Services Council

Purpose: To provide commuter information and services that result in improving the availability of safe, reliable, and economical transportation options.

73000 Share A Ride

Goal:

To promote reduction of single occupant vehicle (SOV) trips through increased use of ridesharing and vanpooling to work or school

Objectives:

- Expand the Share A Ride database by five percent through advertising, marketing, and community events
- Partner with the Ozone Action program to foster a greater awareness of the importance of air quality issues and the impact of the single occupant vehicle (SOV) on air quality
- Increase awareness of all of the programs in the Commuter Services Department through marketing and promotional programs
- Work with the Car Buy program to provide carpool information to individuals that have received a vehicle
- Maintain the Commuter Services information on TMACOG's website so that it is consistent with marketing efforts being used to promote the department's programs
- Participate in and support the Gas Cap Testing and Replacement program, which is held in partnership with the Ozone Action program to foster a greater awareness of the importance of air quality issues. Emphasize the importance of decreasing the amount of volatile organic chemicals (VOCs) released into the air by the automobile
- Market the Guaranteed Ride Home program

74000 Specialized Transportation

Goal:

To increase the availability of handicapped accessible transportation

Objectives:

- Continue to monitor the maintenance and use of Specialized Transportation Program (Section 5310) vehicles in accordance with ODOT requirements
- Administer the Specialized Transportation Program grant process, following procedures set by ODOT
- Work to increase the quality and quantity of applications for Specialized Transportation Program funds

75000 Car Buy Program

Goal:

To provide a reliable transportation alternative for low-income, working families as a step towards helping them to become self-sufficient

Objectives:

- Seek and secure alternative sources of funding for program
- Conduct Prevention, Retention, Contingency (PRC) eligibility reviews with potential clients
- Provide car care classes for program participants to help them develop a better understanding of how to purchase, operate, and care for their automobile
- Provide budget class for program recipients to improve their money management skills
- Provide State of Ohio certified Defensive Driving Remedial Program for participants to learn collision prevention techniques and discuss other legal driving issues
- Register all Car Buy Program participants for the Share A Ride Program
- Foster a relationship with participants so that they understand the responsibility of owning a car including the cost of insurance, upkeep, and maintenance
- Provide the necessary support, documentation, and follow-up to distribute four to seven cars each month
- Conduct semi-annual inspections on cars
- Market the car donations program (Give Toledo Wheels) to local car dealers and the general public

90000 TMACOG ADMINISTRATION

Purpose: To provide a structure through which public officials, public agencies, the private sector, and other stakeholders in the region can come together in a collaborative process to address regional issues, to facilitate intergovernmental and public/private cooperation, and provide for the management and administration of TMACOG, its programmatic councils, policy committees, other committees, subcommittees, and staff in a safe working environment.

99880 General Management

Goal:

To provide administrative leadership and management to maintain effective operation of TMACOG

Objectives:

- Design and develop for consideration by the Executive Committee and Board of Trustees, such procedures and policies necessary for the efficient performance of TMACOG business
- Lead the effective and efficient operation and change and growth of TMACOG and provide general direction to its affairs, business, and operations
- Inform the General Assembly, Board of Trustees, and Executive Committee of TMACOG activities and of all important factors influencing those activities
- Assure that TMACOG is properly represented to employees, federal, state, and local governments, legislative officials, public agencies, the private sector, and the general public
- Serve as liaison and promote cooperation between governmental units and the private sector as they are related to TMACOG
- Structure TMACOG for optimum effectiveness including monitoring and updating the staff organizational chart, recruiting, hiring, developing, promoting, terminating, and compensating key personnel
- Direct the commitment of TMACOG to accountability by identifying methods and administrative processes to align TMACOG operations and management with adopted goals, objectives, and budgets
- Work with the Regional Growth Partnership, the Toledo-Lucas County Port Authority, the University of Toledo Intermodal Transportation Institute and others to explore methods and programs to promote the region's role as a transportation hub
- Collaborate with established economic development agencies throughout northwest Ohio and southeast Michigan to encourage a broad regional approach to economic development
- Participate in regional, state, and national councils of governments and economic development organizations to bring information about successful models back to TMACOG members and regional partners, as well as to gain wider exposure for TMACOG and the region

99890 Planning & Development

Goal:

To regularly and systematically survey our regional environment in order to identify major regional issues and opportunities to which TMACOG should respond directly or to which it should enable other agencies to respond

Objectives:

- Periodically undertake a complete strategic review of TMACOG
- Identify potential sources for agency funding

99900 Work Program

Goal:

To adopt an annual work program that outlines the objectives to be met, the work to be accomplished, and the products anticipated to be produced in FY 2011

Objective:

- Meet the requirements of the Ohio, Michigan, and U.S. departments of transportation; the Ohio Environmental Protection Agency; the Lucas County departments of human service; and other local, state, and federal funding agencies

99910 Finance, Audit & Administration

Goal:

To oversee and supervise all TMACOG financial activity and financial records and ensure the financial stability of TMACOG

The Finance, Audit & Administration Committee provides oversight and leadership for financial and administrative activities

Objectives:

- Manage and administer TMACOG's general, public liability, workers compensation, medical, life, auto, and public officials insurance coverage
- Monitor and keep current TMACOG's public records policy
- Maintain open and efficient policy for response to public information requests
- Regularly review TMACOG Employee Handbook to ensure it meets all legal obligations
- Ensure all staff members are aware of expectations, policies, procedures, and benefits of employment with TMACOG
- Provide training for all TMACOG staff members as dictated by the nature of the organization
- Optimize TMACOG's financial management system to better use the capabilities of the software
- Continue to develop systems for use by TMACOG managers to better analyze and use provided financial information

- Recommend for adoption the FY 2011 Annual Budget
- Review and recommend for adoption the 2011 Annual Membership Fee Schedule
- Recommend for adoption the FY 2011 TMACOG Board of Trustees Weighted Vote Table
- Monitor agency expenditures and financial record keeping
- Arrange for and review the annual audit of all financial records
- Review and make certain all agency fiscal policies are adequate to meet the needs of the agency

99930 Membership

Goal:

To retain current members and solicit new members; to increase participation in TMACOG meetings and activities

The Membership Committee provides guidance and direction for membership recruitment and retention.

Objectives:

- Build a strong and effective membership:
 1. Maintain good working relationships with state and federal legislators representing northwest Ohio and southeast Michigan
 2. Design programs, meetings, and events which serve members and bring members together
 3. Respond to requests for information made by TMACOG members
 4. Make TMACOG's library and electronic data-based resources available to members
 5. Provide background data on issues, professional expertise for members to obtain information, and a forum for members to discuss and resolve issues of mutual relevance
 6. Provide an opportunity for members to advocate for issues that impact regional economic opportunities and quality of life issues
- Retention – develop relationships by maintaining consistent communication and encouraging regional partnerships through participation:
 1. Work with the Membership Committee to schedule and organize visits by TMACOG representatives to members during the calendar year
 2. Assist in matching new members with appropriate committees to encourage participation
 3. Provide guidance, referrals, and information as requested by members and member organizations
- Recruitment – develop a set of characteristics, qualities, attributes or standards to identify key governmental and non-governmental groups on which to focus our recruitment efforts.
 1. Work with the Membership Committee to identify opportunities and to design events and activities to introduce new and potential members to services and benefits offered by TMACOG membership
 2. Work with the Membership Committee to organize and prepare for visits to potential members
 3. Submit to the Membership Committee - who will recommend approval to the Executive Committee - applications for membership from non-governmental organizations or those jurisdictions that are outside of the boundaries defined in TMACOG's bylaws.

99940 Leadership Development

Goal:

To identify, recruit, train, and support a broadly diverse group of committed people from public and private sectors to serve as leaders for TMACOG to help TMACOG meet its regional program needs and agency operations

The Leadership Development Committee works with the president to identify and recruit members to assume leadership roles within TMACOG and develop significant training opportunities for members and regional partners.

Objectives:

- Nominate candidates for leadership of TMACOG:
 1. A call for applications for leadership will be announced in the fall. Interviews will be conducted to select the best qualified persons for the positions of TMACOG chair, vice chair, and second vice chair for election at the general assembly. An intensive recruitment campaign will precede the interview process
 2. A region-wide ongoing process will be used to identify and recruit individuals for appointment as members of standing committees, task forces, action groups, etc.
- Improve caucusing opportunities and participation at the general assembly and at other times during the calendar year to ensure that constituent groups have an opportunity to meet and discuss items of mutual interest
- Explore opportunities for networking forums that will include caucusing and time with state and/or federal legislators
- Sponsor the annual Professional Development Day for public officials, members, and other constituent groups
- Develop a biennial leadership seminar or retreat for the Executive Committee and key TMACOG staff
- Maintain an open dialogue with all TMACOG councils and committees to ensure standard operating procedures, policies, and to monitor attendance
- Guide other TMACOG councils and committees to develop goals and objectives and evaluate these on an annual basis. Report results of evaluations to the Executive Committee on an annual basis
- Continue developing and planning educational forums for members throughout the year
- Continue to offer informative discussions and presentations in conjunction with quarterly Board of Trustees meetings.

99950 General Assembly

Goal:

To hold a general assembly that will serve as the annual meeting where officers and committee members of TMACOG are appointed or elected and when an in-depth review of the prior year's accomplishments can be held

The general assembly will present opportunities for members to discuss issues of mutual relevance. TMACOG staff will identify and recruit members to participate on an ad hoc General Assembly Planning Committee. The committee will begin meeting in August and meet monthly until a final event evaluation meeting in February of 2010.

Objectives:

- Hold a General Assembly meeting in January 2010
- Undertake the major business of TMACOG
- Elect the officers and non-governmental Board of Trustees members for 2010
- Provide caucusing for members
- Provide educational opportunities for members, committee members, and regional partners
- Provide an opportunity for networking and interaction for members and regional partners
- Welcome newly elected officials at the general assembly

99960 COMMUNICATIONS DEPARTMENT

Purpose: To improve internal and external perception and understanding of TMACOG through clear and concise communications to reach our local, regional, and national audiences

99960 Communications

Goal:

To provide quality communication products, services, and information in the most efficient and timely manner, to our local, regional, and national audiences; to create new opportunities to expand the TMACOG audience and influence to state and national venues as appropriate to better serve members; to provide information and resources to assist governments, businesses and agencies in their collaborations to address regional opportunities and challenges; to encourage participation in and support for TMACOG activities

Objectives:

- Review and update the guidelines and goals that lead to a respected public perception of the agency
- Continually seek new methods and strategies to improve communication, looking for opportunities presented by new technologies or developed from an expanding network of public and private connections
- Provide all staff with tools and direction that they need for complete, professional presentations to the public

- Use media and other outlets to reinforce the agency’s role as an expert resource and advocate for members
- Coordinate the graphic and public relations workflow of project and events
- Maintain quality control of internal and external printed pieces

99961 Communications Committee

Goal: To provide direction to staff on ways to improve communications to our local, regional, and national audiences; to expand TMACOG connections to include statewide and national organizations or professional relationships

Objectives:

- Evaluate current communications tools
- Review quarterly and evaluate the agency marketing plan
- Assist in developing media contact opportunities
- Assist in the education of TMACOG staff in media relations
- Research opportunities for a state-wide and national audience to improve TMACOG influence, including publications and websites
- Assist the Membership Committee in developing recommendations to help retain and increase membership

99962 Public Information and Public Relations

Goal: To inform and educate our local, regional, and national audiences in all aspects of TMACOG

Objectives:

- Write and/or edit agency communication tools Ex: *Big Picture*, annual report, website items, and promotional pieces for events
- Develop TMACOG publications to drive agency initiatives
- Draft correspondence for TMACOG president and chair, and other leadership as requested including editorials and op-ed essays
- Research and monitor legislative initiatives of partner agencies to pool resources and support
- Respond to public informational requests and inquiries
- Review and proof written pieces for consistency and accuracy
- Provide news releases to media in a timely manner
- Target and develop opportunities for speakers bureau presentations
- Promote TMACOG programs and events as featured news items
- Respond to media in a timely manner on issues and opportunities of the agency

99963 Marketing

Goal: To communicate with our local, regional, and national audiences to encourage and engage increased participation in the mission of TMACOG

Objectives:

- Develop membership outreach program utilizing existing communication tools
- Cultivate and improve media relations
- Coordinate media events
- Evaluate and place print advertising
- Update and implement agency-wide marketing plan

32500 TMACOG Directory of Local Public Officials

Goal: To annually update and publish the TMACOG *Directory of Public Officials*

Objectives:

- Update the information for the elected and appointed officials in our region. Research and update content including non-governmental members, state and federal legislators, educational institutions, media, and chambers of commerce
- Produce and publish the *2010 Directory of Public Officials*

39200 Graphics Department

Goal:

To produce quality graphics that enhance the image of the organization to our members, media, potential members, and the general public in the most efficient and cost-effective way

Objectives:

- Produce all TMACOG graphics to be used in the production of TMACOG documents, reports, and mailings
- Design and produce all printed pieces such as annual reports, brochures, newsletters, and flyers
- Design and produce graphics to be used at all TMACOG events
- Maintain and position the TMACOG website effectively on the World Wide Web
- Research and develop new tools to be used to enhance communications through the website
- Maintain proficiency in graphic and computer technology
- Coordinate the workflow of TMACOG bulk mailings
- Evaluate time, cost, quality, and efficiency of in-house copier/printers and external service bureaus to minimize cost and increase efficiency

99970 Computer Systems

Goal:

To develop and maintain a top-level computer system that remains consistent with technology changes as they occur

Objectives:

- Repair, maintain, and update computer system
- Train staff on software
- Analyze existing equipment and software and replace those components and programs that become obsolete

99980 Human Resources

Goal:

To create and maintain an office atmosphere that is conducive to effective and efficient productivity from all TMACOG staff members

Objectives:

- Management will actively encourage training for all staff members to enhance the professional abilities of its staff
- Management will investigate and implement opportunities (as appropriate) to enhance the overall current benefits provided to staff
- Management will encourage each individual to increase levels of personal responsibility in his or her role at TMACOG