



Toledo Metropolitan Area
Council of Governments

FY2012

Annual Work Program Executive Summary



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ANNUAL WORK PROGRAM - EXECUTIVE SUMMARY
FOR
FISCAL YEAR 2012

Including Unified Work Program for
The Urban Transportation Planning Process

TOLEDO METROPOLITAN AREA COUNCIL OF GOVERNMENTS

June 2011

The preparation of this report was financed jointly by the members of TMA COG, the Ohio Department of Transportation, the U. S. Department of Transportation, the Federal Highway Administration, the Federal Transit Administration, the Ohio Environmental Protection Agency, and the U.S. Environmental Protection Agency.

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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, 51171 Environmental Council

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

Objectives:

- Provide Environmental Council members with information on environmental and water resource issues affecting the region. Through Environmental Council agendas, facilitate discussion of policy and regulatory programs and proposals. Prepare policy papers and resolutions, as directed by the council, and provide these documents to Executive Committee, and Board of Trustees for consideration.
- Review updates to the *Areawide Water Quality Management Plan* and make recommendations on modifying and approving it to the TMACOG Executive Committee and Board of Trustees.
- Provide assistance, coordination, and networking by participating in state and regional non-TMACOG environmental committees:
 - Sandusky River Watershed Coalition
 - Partners for Clean Streams
 - Ohio Lake Erie Commission
 - Maumee River Basin Partnership of Local Governments
 - University of Toledo Commission on the [Ottawa] River
 - Great Lakes Regional Collaboration and Great Lakes Restoration Initiative
 - Monroe County Solid Waste Planning Committee
 - Ohio Water Resources Council
 - Lucas / Monroe County regional flooding study in cooperation with the U.S. Army Corps of Engineers
 - Lucas County All Hazards Mitigation Plan
 - Other environmental agencies or committees whose partnership will improve coordination
- Provide assistance and coordination to members of TMACOG, both individually and on a regional basis, with funding for sanitary sewerage, water supply, or stormwater infrastructure projects.

51175 National Advisory Council of Environmental Policy and Technology

Goal: To participate as a member of U.S. EPA's National Advisory Council of Environmental Policy and Technology (NACEPT). This advisory committee provides independent advice to the EPA Administrator on a broad range of environmental policy, technology, and management issues.

Objective:

- TMACOG staff will review NACEPT materials, attend and participate in meetings, and report its proceedings to the TMACOG Environmental Council.

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. Goals and recommendations of the *Swan Creek Watershed Balanced Growth Plan*.
 7. Goals and recommendations of the TMACOG *Stormwater Management Standards Manual*.
 8. Goals and recommendations of the TMACOG *Pollution Prevention and Good Housekeeping Practices for Municipal Operations*.
 9. Ottawa River sediment remediation and ecological restoration.
 10. Goals and recommendations of the TMACOG Stormwater Coalition.
 11. 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.
 12. 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 Agricultural Runoff chapter to reflect policies and Best Management Practices (BMPs) recommended by state, federal, and local conservation agencies and researchers. The update will include current information and recommendations related to Western Basin Lake Erie blue-green algae (cyanobacteria) blooms.
- Conduct training workshops on the 208 plans, especially with respect to chapters 3, 4, and 5, with Designated Management Agencies (DMAs) and Ohio Environmental Protection Agency (EPA), and coordinate with neighboring counties and SEMCOG.
- Work with DMAs and their consultants to upgrade present sanitary sewerage service area maps by incorporating their computer mapping data into the 208 Plan.
- Work with Ohio EPA to 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 RAP Stage 2 Watershed Restoration Plan*.

Objectives:

- Develop leadership to build a working watershed committee.
- Work with regional leaders in the assembly of an ad hoc committee to prioritize environmental issues in the lower Maumee River/Maumee Bay watershed.
- Develop habitat restoration/water quality improvement 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.

52130 Ottawa River Scrap Yard Pollution Prevention Program

Goal: Work with the City of Toledo to carry out the tasks outlined in the Ottawa River Scrap Yard Pollution Prevention Program (Ottawa River SYP3).

Objectives:

- Attend project planning meetings as necessary.
- Develop GIS mapping to locate and show scrap yards and identify storm drainage out falls from scrap yard sites for the project.
- Work with the selected contractor to build a GIS for monitoring runoff and for use by emergency response services.

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.
- Revise the teacher's procedure manual for SWW testing.

52325 Wolf Creek Committee

Goal: To protect and improve water quality, coastal and riparian habitat, and drainage of the watershed; specifically to provide safe water for human use and aquatic life.

Objectives:

- Work with the Wolf Creek Committee to refine and implement the *Wolf Creek/Berger Ditch Corridor Restoration 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, protect and restore coastal and riparian habitat, improve water quality, and reduce loadings reaching Maumee Bay through the Wolf Creek watershed.
- Seek funding for studies or design work, and acquisition/construction funding to implement the *Wolf Creek/Berger Ditch Corridor Restoration Plan*.
- Work with the Wolf Creek Committee to evaluate data needs and/or actions needed to reduce bacteria, sediment, and nutrient loadings affecting the Maumee Bay State Park beaches and Lake Erie; and to preserve and restore coastal and riparian habitat to achieve these goals. Develop projects and funding proposals to meet these goals and to serve as demonstration projects for other Lake Erie coastal watersheds.

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*).
- Work with jurisdictions, agencies, and TMACOG members of the Swan Creek watershed to answer questions and concerns about the BGP program.
- Identify ongoing funding mechanism or source for the Swan Creek Watershed BGP program.
- Work with the Swan Creek Watershed Balanced Growth Initiative (BGI) committee to maintain and carry out the plan.
- Review and, if appropriate, endorse local projects that meet the goals of the plan.

53100 Portage River Basin Council (PRBC)

Goal: To protect and to improve the environmental resources and water quality of the Portage River Basin.

Objectives:

- Establish processes and working groups within the Portage River Basin Council to implement the goals set by the Portage River Watershed Plan.
- Provide assistance, coordination, and planning by furnishing support and participating in the Portage River Basin Council (PRBC) subcommittees.
- Convene quarterly meetings of the Portage River Basin Council.
- Encourage increased participation by civic and governmental organizations.

Portage River Planning Committee

Goal: Develop a complete watershed plan for each 12-digit HUC within the Portage River Watershed for state endorsement.

Objectives:

- 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.
- Review and recommend appropriate changes to TMACOG on the “*Operating Procedures*” for the Portage River Basin Council.

Portage River Education Committee

Goal: To make communities and citizens 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 hydrological 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, Great Lakes Restoration Initiative (GLRI), 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:

- Plan programs/events to increase public education and watershed awareness of the Portage River by involving local agencies, communities, universities and volunteers.
- Publicize watershed projects with community festivals and local events, through websites, newsletters and area Chamber of Commerce locations.
- 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.
- Meet with the historical society groups in the watershed.
- Notify news media of PRBC events and projects.
- Promote endorsement of the watershed plan by governmental entities.

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.
- Develop a project addressing onsite sewage treatment issues:
 1. Educating homeowners, government officials, and contractors.
 2. Investigate a potential pharmaceutical collection program in partnership with Ottawa-Sandusky-Seneca Solid Waste District and Ohio EPA.
 3. Develop schedule and ideas for potential site visits to hold a 2011-2012 Portage River Watershed Wastewater Tour event.
 4. Coordinate water quality data with the Northwest Ohio Water Quality Workgroup and BGSU 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) 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 stormwater permit “minimum controls” for public outreach and education. Stay current with stormwater regulations and inform members of upcoming stormwater regulations and compliance deadlines.
- Continue to assist with training on best management practices and pollution prevention/good housekeeping for municipal operations and facilities to control runoff of pollutants. The program will include training sessions and other informational materials. 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 Management Standards Manual* and recommend updates as needed. Continue to distribute for outreach a brochure outlining the *Stormwater Management Standards Manual* to aid understanding by elected officials and the development community.
- Coordinate with Lucas County and SWC members on implementation of a potential stormwater utility program for unincorporated areas of Lucas County.
- Participate in and support the Rain Gardens Initiative.
- Participate in the City of Toledo Stormwater Task Force.
- Participate in the Ohio Stormwater Association 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 the FMC, a 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.
- Coordinate with Lucas and Wood County health departments to involve them in a SWC meeting.
- Determine local college/university interest in stormwater issues, specifically student involvement or course work that would aid jurisdictions.
- Participate in a workshop hosted by the Northwest Ohio Planner’s group.
- Coordinate with and, funding available, support the Student Watershed Watch program as fulfilling requirements of the “Public Education and Outreach” Minimum Control Measure required under stormwater NPDES Permits.
- Work with area fire departments for Illicit Discharge Detection and Elimination spill response.

- Apply for an Ohio Environmental Education Fund (OEEF) grant for watershed signs and watershed education.

Methodology:

The Stormwater Coalition (SWC) is a committee of the Toledo Metropolitan Area Council of Governments (TMACOG) Environmental Council and is composed of 26 public and private members from jurisdictions in Lucas and Wood counties, the Ohio Department of Transportation (ODOT), and Associated General Contractors. SWC has two sub-committees: Stormwater Action Group (SWAG) and the Floodplain Management Committee. Through the committees, TMACOG will continue to assist members with stormwater management issues. At bi-monthly meetings, the SWC will address NPDES stormwater permit minimum control measures: Public Education and Outreach, Public Participation/Involvement, Illicit Discharge Detection and Elimination (IDDE), Construction Runoff Controls, Post-construction Runoff Controls, and Pollution Prevention/Good Housekeeping.

TMACOG staff will continue to host training sessions on Pollution Prevention/Good Housekeeping for members that request them. TMACOG staff will continue to prepare stormwater newsletters on a quarterly basis to help fulfill Public Education and Outreach stormwater requirements. In FY 2012 the SWC will reach out to area fire departments and health departments to assist with preventing illicit discharges. TMACOG staff will also continue to work with the Toledo-Lucas County Rain Garden Initiative and other partners to help fulfill stormwater permitting requirements.

Products:

- Implement the Phase II Stormwater Outreach & Education programs agreed to for FY 2012.
- Coordinate with ODOT and the local jurisdictions with the SWC to implement the six minimum control measures on a local and watershed level.
- Determine and schedule specific outreach programs and materials for FY 2012 to help fulfill the requirements of the Stormwater Phase II NPDES Permits of ODOT and the other Municipal Separate Storm Sewer System (MS4s).
- Hold semi-monthly meetings of the SWC to address stormwater management and water quality for the watershed.
- Hold monthly meetings of the SWAG, which serves as a technical advisory committee to the SWC.
- Conduct an outreach and education program to assist the MS4 districts in fulfillment of their stormwater management plans.

55000 Air Quality Issues

55200 Transportation Air Quality Outreach Program

Goal: Oversee air emission budgets, maintain programs to achieve compliance with federal ozone and fine particulate standards, and conduct a program to increase awareness of the impact of individual actions on ground level ozone levels.

Objectives:

- 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.
- Conduct the Ozone Action Season and Gas Cap Testing and Replacement programs.
- Maintain media awareness of Ozone Action Season and the media's role in improving air quality and develop media sponsors.
- Increase awareness of air quality issues as related to ground level ozone formation and its effects by placing radio and television advertisements and distributing printed materials.

Methodology:

The Air Quality Committee works to maintain compliance with federal ambient air quality standards and monitors/addresses implications of any changes in the Clean Air Act and its enforcement. The Transportation Council supports this effort due to the impact of potential sanctions that can be levied against the regional transportation funding program should the region receive a non-attainment designation.

The Air Quality Committee will produce an annual Air Quality Summary to inform the region on monitoring results from the past year, regional attainment status, legislative updates on federal standards, and actions being taken to reduce pollutant levels.

The Toledo Metropolitan Area Council of Governments (TMACOG) coordinates the Ozone Action Season and the Gas Cap Testing and Replacement programs to raise awareness and alert the public to ozone levels and provide them with tools to help reduce emissions. The Gas Cap Testing and Replacement program (element number 55300) is a community education and remediation program to replace faulty gas caps and also promote awareness of air quality issues and the impact of voluntary activities. This element is funded through a separate Congestion Mitigation Air Quality (CMAQ) project funding agreement (PID# 84328) and is not part of consolidated planning grant funds.

Products:

- Complete testing program and sponsor 35 gas cap replacement events to identify failing or missing gas caps on light-duty vehicles in Lucas and Wood counties (element 55300).
- Compile an end-of-the-year gas cap program report for public distribution.
- Complete 2011 Ozone Action Season public awareness campaign to educate citizens of the negative health effects of ozone, environmental impact of ozone, and economic impact of ozone and begin preparation for 2012 campaign.

1. Distribute 500 Ozone Action Season fact sheets at community events.
 2. Present information at display tables 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. Purchase ads/media spots promoting program objectives (pass through).
- Produce an annual Air Quality Summary.
 - Assist local governments, school districts, and fleet operators with emission reduction grants.
 - Work with the Green Fleets Program to educate local governments, school districts, and fleet operators to 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.

60000 Transportation Council

Purpose: To achieve a sustainable and seamless intermodal transportation system, we will be both the recognized regional convener of all transportation stakeholders within the region and 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's major projects.

Objective:

- To ensure that projects are consistent with regional priorities in the transportation system.

Methodology:

TMACOG will continue to assist and support as appropriate the implementation of major highway projects in our region. Active major projects include:

- a. The design and construction of a new ITS freeway management system in Lucas, Wood, and southern Monroe counties.
- b. Relocation of SR 18 connecting I-75 to the CSX Northwest Ohio Trans-shipment Terminal.
- c. Widening I-75 in Wood County from Perrysburg to the northern boundary of Hancock County.
- d. McCord Road grade separation.
- e. Phase 2 of the I-75/I-475 systems interchange in downtown Toledo.
- f. Design development of the I-475/US 23 systems interchange in western Lucas County.
- g. Roadway improvements related to the new casino development in Toledo.
- h. Dorr Street safety and pedestrian improvements.

Tasks can include creating and taking a lead role in project teams if requested by a project sponsor or simply participating in project teams or studies. TMACOG works to assist in developing a consensus on implementing the "On the Move: 2007-2035 Transportation Plan" highway projects that are charged to this element.

Products:

1. Support and participate in other agencies' efforts to implement major elements of the "On the Move: 2007-2035 Transportation Plan" (Element 61100).
2. Provide staff and support for development of the above projects and tier 2 improvements in our region identified by the Transportation Review Advisory Council (TRAC).

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 the Ohio Department of Transportation (ODOT) to implement changes to address high accident locations.
- To support the inclusion of relevant goals and initiatives in the update of the 2035 Plan.

Methodology:

ODOT has undertaken a strategic initiative to reduce traffic crashes at the high crash locations through a series of low-, medium-, and high-cost improvements. TMACOG utilizes information available through ODOT and the Ohio Department of Public Safety to identify roadway safety issues and prioritize needed improvements. Using the Ohio Department of Public Safety traffic accident information data and analytical tools developed by ODOT, TMACOG encourages local jurisdictions to utilize the data to prepare location safety studies and apply for safety study funding.

Products:

1. Develop benchmarks using the most up-to-date crash data as well as historical data to show trends.
2. Using the Highway Safety Program report completed in FY 2011, provide informational resources to local jurisdictions to assist their efforts to obtain safety program funding through ODOT.
3. Breakdown and post safety crash data by jurisdictions on the TMACOG website.
4. Begin using crash data to do more in-depth analysis; i.e., economic cost of crashes.

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.
- Insure regional initiatives are coordinated with state, multi-state and national rail initiatives.

Methodology:

As part of our comprehensive regional planning process, TMACOG staff and committees work to insure consideration of all transportation modes, including passenger rail. TMACOG partners with the Toledo-Lucas County Port Authority, the Ohio Rail Development Commission (ORDC), All Aboard Ohio, the Northwest Ohio Passenger Rail Association (NOPRA), 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. We continue to look for “fix it first” strategies to improve rail service in the shorter term, while continuing to encourage implementation of significant intercity passenger rail service upgrades envisioned in the Ohio Hub and Midwest Regional Rail plans.

Staff will work with and support the Public Transit and Passenger Rail Committee. TMACOG will continue to facilitate coordination among and support the efforts of stakeholders, including transit and rail organizations, economic development and business interests, and Amtrak station area stakeholders. Information on passenger rail issues will be provided through at least one public event and through the TMACOG website.

Products:

1. Hold a public informational event on passenger rail issues.
2. Provide passenger rail-related data and information for TMACOG's transportation planning processes, and publish a summary on the TMACOG website.
3. Facilitate at least two stakeholder meetings to strengthen the Toledo Amtrak station as a multimodal hub, and support work on incrementally improving passenger service to the region. Prepare a progress report by year's end.
4. Track progress and participate in efforts to implement the Ohio Hub and Midwest Regional Rail high-speed rail systems and other passenger rail initiatives in northwest Ohio and southeast Michigan.
5. Hold a minimum of three meetings of the newly expanded Public Transit and Passenger Rail Committee, which is scheduled to meet quarterly.

60140 Freight Transportation Planning

Goal: To improve freight transportation efficiency and support efforts to increase the volume of freight moving within and through the region.

Objectives:

- Strengthen the region's position as a multimodal freight hub by supporting projects, initiatives, and policies that address freight transportation problems and increase freight movement efficiency.
- Provide a venue for discussion, coordination, and problem-solving, emphasizing the need for stakeholders to speak with a unified voice on freight issues.
- Raise public awareness of freight transportation issues through reports, presentations, conferences, and online resources.
- Evaluate the efficiency of the freight transportation system by creating an inventory of freight assets, analyzing the adequacy of infrastructure, and identifying where improvements are needed.
- Support freight transportation improvements with consideration toward potential impacts on safety, the environment, the local residents, and the business community.

Methodology:

TMACOG will continue support for the Lake Erie West Global Logistics Hub, a 2035 Plan–Update 2011 initiative which has the potential to increase freight volume moving through the region and foster economic growth. This initiative supports the development of regional intermodal sites, and includes investing in infrastructure and building connectivity between sites. These sites include, among others: Toledo Express Air Commerce Park, Port of Toledo, Airline Intermodal Yard, and the CSX Northwest Ohio Trans-shipment Terminal. Also included are the many distribution centers located in the region.

TMACOG will continue to participate in planning for the impact that the new CSX terminal and adjacent industry will have on the local and regional multimodal infrastructure. On a broader scope, we will work toward implementing freight projects, initiatives and policies from the 2035 Plan–Update 2011.

TMACOG will coordinate efforts with the Southeast Michigan Council of Governments (SEMCOG) and their partner, the Detroit Area Chamber of Commerce, to improve freight transportation efficiency impacting both northwest Ohio and southeast Michigan. Our efforts will include participation in the

ODOT Northwest Ohio Regional Transportation Study, which includes four southeastern Michigan counties. A regional freight analysis, a forecast of estimated current and future freight demands, a commodity flow profile, and a 30-year freight forecast by transportation mode are to be developed as a part of the study. The study will also include an inventory of freight assets, an analysis of infrastructure adequacy, and will evaluate the potential for commodity modal shifts. And last, TMACOG will continue to participate with both the University of Toledo and Michigan-Ohio University Transportation Centers, a coalition of university, government, and industry partners that works to improve transportation efficiency, safety, and security in southeast Michigan and northwest Ohio.

Products:

1. Planning and the presentation of the annual Ohio Conference on Freight in coordination with National Association of Regional Councils (NARC) and ODOT
2. Create a scope of work and assemble the data and other resources for evaluating the efficiency of the National Highway System (NHS) intermodal connectors, which are an important component of the region's freight transportation system
3. Provide maps, data, and other information that can help inform regional decision makers and the general public of freight transportation issues through meetings, conferences, and online resources
4. Monitor legislation that impacts the freight community and promote awareness of national, state, and local transportation issues
5. Maintain www.ohiofreight.org as an important source for statewide news and information related to freight transportation in Ohio. The site will also include agenda and registration information for the annual Ohio Conference on Freight, as well as information from past conferences
6. Provide staff and support for a minimum of four meetings of the TMACOG Freight Committee, which is an important venue for discussion, coordination, and problem-solving

60150 Pedestrian and Bicycle Transportation Planning

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

Objectives:

- Improve the multimodal transportation system, positively impacting air quality, and improving personal mobility through continued development of pedestrian and bicycle facilities and opportunities within the region.
- Improve information sharing of 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; on educational information on transportation alternatives; and online information resources for pedestrian and bicycle issues through mapping and interactive descriptions and visuals.
- Utilize the goals of the 2035 Plan to implement plan projects and develop policies based on the pedestrian and bikeway plan policies.
- Support regional efforts to promote the availability and increased utilization of bicycling for transportation.

Methodology:

Through the Pedestrian and Bikeways Committee, TMACOG helps to coordinate the efforts of area jurisdictions and active transportation interests locally in the examination of personal transportation alternatives including pedestrian and bicycling provisions in the planning and design of transportation system improvements. TMACOG continues to sponsor activities such as Bike Week and Bike to Work Day promotions and other public relations activities to raise awareness of active transportation options. TMACOG also helps to provide information for jurisdictions and the public to improve and promote usage of existing facilities and resources.

Additionally, TMACOG works with pedestrian and bicycle advocates across the state to incorporate and promote transportation alternatives within the context of ODOT's programs, policies, and business plan.

Products:

1. Encourage transportation alternatives and promote increased usage through the activities of the annual Bike Week.
2. Continue the availability and distribution of TMACOG bicycle user maps and dissemination of printed and electronic materials.
3. Support efforts to develop a regional sidewalk policy.
4. Provide staff and support for the Pedestrian and Bikeways Committee and hold a minimum of four meetings.
5. Support implementation of policies adopted in the 2035 Plan.
6. Support regional bikeway development efforts including those of the Westside Corridor.
7. Continue to update the *Bicycle Facilities Guide for Recreational Riding* as needed and disseminate the information via the website.
8. Keep current on the TMACOG website reference material and links to: principles for accommodating bicycle and pedestrian transportation, bikeway definitions, and the regional bicycle/pedestrian plan.

60160 Regional Public Transportation Planning

Goal: To improve the 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.

Methodology:

As part of our comprehensive regional planning process, the TMACOG staff and committees consider and incorporate all transportation modes, including public transit (such as public bus, van, and streetcar service). TMACOG works with transit agencies and other stakeholders on key issues, initiatives, and projects. These include needs and priorities identified in previous planning efforts (the Regional Transit Study Needs Assessment, the Regional Core Circulator Study, the Mobility Alliance Action Plan, the regional Transit Forums, and the regional transportation plan). The current regional transportation plan, 2035 Plan–Update 2011, includes four public transit projects (signal prioritization, downtown intermodal transit hub, real-time bus arrival information, and phased replacement of the

TARTA bus fleet) and one initiative (working to increase geographic coverage in the region). TMACOG supports area efforts to improve public transit by developing and distributing data and information via the website, public events, and TMACOG publications. Because of increased concern about public transportation in the region, TMACOG recently expanded the standing Passenger Rail Committee to become the Public Transit and Passenger Rail Committee.

Products:

1. Hold an informational event that includes information on public transit issues.
2. Provide public transit-related data and information for TMACOG’s transportation planning processes, and publish a summary on the TMACOG website.
3. Track progress and participate in efforts to implement public transit projects and initiatives outlined in the 2035 Transportation Plan and other regional transit planning documents.
4. Hold a minimum of three Public Transit and Passenger Rail Committee meetings (scheduled to meet quarterly).

60190 Transportation Service

Goal: To respond to specific requests for information and assistance, and to be an information resource for TMACOG members and associates, and for the community.

Objectives:

- Provide members with assistance as needed with the transportation planning and project development process.
- Address the need for efficient access to transportation information, using the TMACOG website to serve as a valuable source for information, data, maps, and links to other resources.
- Work with our communications staff to increase awareness of the TMACOG resources available to the community, including the online resources.

Methodology:

Staff responds to the needs of TMACOG members by providing assistance with transportation planning, project development, funding, and developing partnerships. Special studies, traffic counts and forecasting, data and mapping, and other resources are provided as requested. Travel demand forecasts and planning level traffic estimates within the transportation planning area are produced at member request. In an effort to build the TMACOG website into a comprehensive source for transportation information, we provide online maps and data, and current and accurate online traffic counts. In addition, www.ohiofreight.org is maintained and promoted as a source for statewide freight transportation information.

Products:

1. 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).
2. Maintain the online traffic count database and provide counts for specific locations as requested.
3. Create maps or provide existing maps as requested by members or associates, and maintain the online map resources. Update the online highway construction map on a regular basis.
4. Provide GIS data, demographic and socioeconomic data, safety data, and other information as requested.

5. Assist members with transportation planning, project development, and funding as requested. As needed, provide members with special studies or other information that is vital to the transportation planning process.

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:

- Develop the local Transportation Improvement Program (TIP) in coordination with all procedures and initiatives of the existing and the upcoming federal transportation act.
- Maintain the TIP for the planning area including incorporating and tracking local projects in the TIP.
- Incorporate the intent of the 2035 Plan, the Congestion Mitigation Plan, the Intelligent Transportation System and other relevant guidelines within the selection process of evaluation of new projects to be selected for funding.
- Support the inclusion of relevant goals and initiatives in the update of the 2035 Plan.

Methodology:

Traditionally the TIP is prepared biennially in conjunction with the State Transportation Improvement Program (STIP) for the state of Ohio. After adoption, the TIP is maintained on an ongoing basis to keep it current and relevant to projects in the planning region. The current FY 2008–2011 TIP was prepared and approved in FY 2007 and ongoing implementation and maintenance of that TIP continues to keep it current through amendments.

Products:

1. The TIP Committee will continue to pursue the timely utilization of federal and state funding so as to maximize the use of available resources.
2. Publish the annual listing of highway, transit, pedestrian, and bikeway projects using federal funding in TMACOG's area.
3. Monitor and maintain the FY 2012–2015 TIP.
4. 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, and best utilize the available resources of the Transportation Improvement Program (TIP) to further the development of transportation infrastructure within the region.

Objectives:

- Provide the planning region with the optimized usage of federal transportation funding allocations through the promotion and successful development of projects that reflect the region's priorities and needs for transportation infrastructure development.

- Balance the needs of investment and the maintenance of existing infrastructure with the development of new projects within the context of all the alternative modes of transportation.
- Support the inclusion of relevant goals and initiatives in the 2035 Plan–Update 2011.

Methodology:

The ongoing maintenance of the TIP is managed through the following efforts:

- Monitoring the progress of project development in both American Recovery and Reinvestment Act and TIP related projects.
- Proactive management of the municipal planning organization sub-allocation funding to maintain a balance between project needs and funding type allocations.
- Working with local jurisdictions to build a reservoir of upcoming projects equal to 25% of the current year allocation that could be accelerated into an earlier fiscal year if required.
- Working with sponsors and the ODOT District 2 office to schedule project sales for a 20% 30% 30% 20% annual cost distribution by quarter.
- Maintaining records and preparing reports to document project progress and maintain accountability.
- Actively monitoring projects on a regular basis to ensure compliance with procedures and timelines.
- Find any existing discrepancies in ODOT’s Ellis Project tracking system that vary from the TIP’s intent and notify ODOT to make corrections.

Products:

1. Prepare program monitoring reports with actions needed to keep projects on schedule.
2. Complete FY 2013 lockdown with the ODOT District 2 office staff
3. Proactively manage TMACOG sub-allocation funding to actively pursue project schedules, track adherence to project development commitment dates, and notify project sponsors of missed commitment dates.
4. Work with project sponsors and ODOT District 2 to schedule project sales with quarterly goals of 20%, 30%, 30% and 20% of projects sold in the respective quarters of the fiscal year.
5. Work with project sponsors and ODOT District 2 to identify the reservoir of projects ready to be sold totaling 25% of current year allocation.

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 pertaining to the Highway Performance Monitoring System (HPMS) and safety locations (which will aid in safety studies), as well as finish collecting screenline locations (which will aid the update of the travel demand model).
- Maintain a downloadable traffic flow map for local agency and jurisdiction awareness.
- Continue to support the use of Ohio’s Location Based Response System (LBRS) for statewide standardized location data (such as streets and addresses).
- Maintain the TMACOG region’s data resources (i.e. GIS, Census, and socioeconomic), acquire new data as needed, and examine trends within this data.

Methodology:

TMACOG staff will continue to maintain, update, and provide data and maps that are a necessary input to short and long range planning. Data includes socioeconomic (Census and ES202 employment data), geographic (roadway characteristics, traffic counts, traffic crashes, aerial photography, transit, bicycle networks, and general municipality / county / state GIS layers), and networks (highway, transit, and new construction projects used in the travel demand model).

TMACOG staff will also assist jurisdictions to standardize their counting procedures and improve use of the Traffic Count Database System (TCDS) software and website program. In calendar year 2011, TMACOG will continue to expand upon the number of traffic counts gathered in a typical season, in response to an ODOT directive, by collecting additional HPMS, safety, and screenline locations. The last year to obtain counts for screenline locations is calendar year 2011. In addition, we will provide our consultant with traffic count and additional GIS data necessary to maintain a web-based traffic flow map.

TMACOG will work with local jurisdictions to continue towards signal coordination within the region. TMACOG will be supportive as ODOT builds the freeway management system. Staff will work with ODOT and stakeholders to maximize the systems utility for the region and to advance other ITS projects that are a priority for area safety and security.

Products:

1. Gather the required counts pertaining to the HPMS, screenline, and safety locations.
2. Provide data for use in updating the downloadable traffic flow map.
3. Maintain and update socioeconomic data files for the transportation study area.
4. Maintain and update network data files including newly constructed project information.
5. Maintain and update traffic count database.
6. Maintain and update GIS data (roads, political boundaries, Census etc.)
7. Develop maps as required to assist various transportation committees and events.
8. Continue to work with local jurisdictions to use the Traffic Count Database System (TCDS) software to upload counts into the traffic count website.
9. Update the database that organizes all transportation data (ODOT inventory system, network inputs, counts, Transportation Improvement Program projects, forecasts, etc.).
10. Complete any needed revisions to the ITS regional architecture.
11. Coordinate with stakeholders to advance development of traffic signal coordination in the region, holding meetings as needed.
12. Coordinate with ODOT and regional ITS stakeholders to support improved transportation system safety and security, as well as implementation of ITS projects within the ITS Plan and 2035 Plan.
13. Examine trends on the transportation network by comparing historical and new data (i.e. bridge condition, traffic counts).

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 regional transportation plan for the Toledo metropolitan area.
- Build on regional strengths, address regional needs, and achieve overarching plan goals.

Methodology:

The key responsibility is to maintain the region's comprehensive transportation plan, which is prepared and updated in cooperation with a broad range of public and private sector stakeholders, environmental agencies, and the public. TMACOG staff and the Transportation Planning Committee completed the four-year update of "On the Move: 2007-2035 Transportation Plan" (to take effect July 1, 2011). The transportation plan is for Lucas and Wood counties in Ohio, plus Erie, Bedford, and Whiteford townships, and the City of Luna Pier in Monroe County, Michigan.

Staff will continue to work with the Transportation Planning Committee and regional partners to make the region aware of the updated plan, in addition to tracking progress and supporting implementation of the plan projects and initiatives. The committee and staff will prioritize and select specific initiatives to advance for the current fiscal year.

In support of the plan implementation, TMACOG prepares a two-year legislative agenda. To ensure the plan appropriately incorporates all transportation modes, TMACOG completes a regional modal needs assessment.

Products:

1. Update the 2035 Plan projects and initiatives progress tables.
2. Prepare the 2012 – 2013 Legislative Agenda.
3. Provide information and assistance in support of the 2035 Plan, including presentations, distribution of plan documents, and input to state planning processes.
4. Select and work with partners on top priority 2035 Plan initiatives; present a progress report to Transportation Council.
5. Assist as requested in area community comprehensive plan updates and major development efforts.
6. Hold at least four meetings of the Transportation Planning Committee.
7. As available, incorporate updated data in the regional modal needs assessment.

61500 Continuing Planning – Procedural Development

Goal: To develop forecasting tools and perform modeling for system analysis.

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.

Methodology:

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. Updates and maintenance of this model is a major task as is the additional coding necessary to construct experimental network changes to test future scenarios. Refinement and improvement to the modeling capabilities at TMACOG continue in FY 2012, including the quality control and implementation of the 2010 base-year network. We will use the model for traffic projection requests as needed.

TMACOG will continue to develop a pavement management planning process by using updated pavement condition data obtained by ODOT in 2011. This will aid local jurisdictions with the improvement of roadway and pavement inventories.

The Motor Vehicle Emission Simulator (MOVES) model became available in 2010. This is an emission modeling system that will estimate emissions for on-road and non-road mobile sources. It also covers an extensive range of pollutants and allows for multiple scale analysis. TMACOG will be involved in the development of the model, when it becomes available to the area.

Products:

1. Update the pavement management process with 2011 ODOT pavement condition rating (PCR) data.
 - a. Inventory roadway pavement and provide anticipated future rating based on its condition.
 - b. Include the gathered pavement inventory in a database.
 - c. Prepare list of catch-up projects and maps by jurisdiction.
 - d. Examine trends in the PCR data by comparing historical and new data.
2. Adjust socioeconomic variables in the model for Census 2010 data. This includes reviewing updated QCEW employment data and making corrections.
3. Continue efforts to bring the model network to the 2010 base year. This effort will include quality control of the model network as well as updating traffic count data.
4. Provide traffic projection results to members as needed.
5. Provide staff and support for System Performance and Monitoring Committee meetings.
6. Map pavement condition for all the federal aid routes.
7. Continue to refine and improve the capabilities of the traffic model.
8. Aid ODOT with input and network information to develop MOVES model.

69700 Transportation Program Reporting

69710 Transportation Policy Committee Reporting and Administration

Goal: To efficiently administer the Transportation Department planning process and effectively coordinate efforts of transportation stakeholders in the region.

Objectives:

- Maximize efficiency of TMACOG’s planning efforts while remaining flexible to respond to member needs and changing federal transportation policies and guidance.
- Promote TMACOG’s leadership positioning in transportation planning through continued outreach to local governments, educational institutions, and major transportation stakeholders.

Methodology:

The activities of the TMACOG staff and committee structure is directed toward an ongoing “3-C planning process” that is continuing, cooperative, and comprehensive. TMACOG provides staff and support for the activities of the Transportation Planning Department, the Transportation Council and all of its subcommittees. This includes such things as, but not limited to, secretarial support, administrative reports, project management, and staff management.

Each year, a Transportation Summit is also held to report on regional transportation planning activities, highlight the importance of transportation to the general public, report on major issues, and coordinate efforts of the diverse community of transportation stakeholders. We maintain environmental justice and public involvement in transportation planning in accordance with TMACOG’s public involvement policy document which is updated as needed. And last, we continuously update our TMACOG website and use it as a vehicle to communicate our transportation planning efforts.

Activities that are ineligible for federal funding are charged to Element 68210 which is 100% locally funded.

Products:

1. Convene a TMACOG Transportation Summit.
2. Complete the Annual Work Program.
3. Provide staff and support to regional and state transportation organizations and agencies.
4. Provide staff and support for the Transportation Council.
5. Review and update the TMACOG transportation website.

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 reduce single occupant vehicle (SOV) trips through ridesharing and vanpooling to work or school.

Objectives:

- Partner with the Ozone Action Program to foster a greater awareness of the importance of air quality issues and the impact of the SOV on air quality.
- Assist the public with program registration through the Share A Ride website.
- Market the Guaranteed Ride Home Program.

Methodology:

Share A Ride is a computer matching service that matches registered commuters that live and work in the same area to form carpools and/or vanpools.

Products:

1. Work with the Car Buy Program to provide carpool information to individuals who have received a vehicle.
2. Maintain and update the Share A Ride information on TMACOG's website so that it is consistent with marketing efforts being used to promote the department's programs.
3. 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.

74000 Specialized Transportation

Goal: To increase the availability of handicap accessible transportation.

Objective:

- Administer the Specialized Transportation Program (5310) grant process, following procedures set by ODOT.

Methodology:

The specialized transportation program provides federal funds for mobility management projects and for the purchase of vehicles and equipment to support transportation services for the elderly and people with disabilities in northwest Ohio. TMACOG distributes grant information to qualifying entities in Lucas and Wood counties, solicits letters of intent, and assists with and scores applications. TMACOG also assists ODOT in the inspections of new vehicles prior to their distribution to the recipient.

Products:

1. Work to increase the quality and quantity of applications for the Specialized Transportation Program funds by 20%.
2. Continue to monitor the maintenance and use of the Specialized Transportation Program vehicles in accordance with ODOT requirements.

75000 Car Buy Program

Goal: To serve current Car Buy clients through the life of their existing contracts by maintaining functions for billing, car repairs and grant reporting. Due to a loss of funding from the Lucas County Department of Job and Family Services, the Car Buy Program will no longer accept new clients or purchase additional vehicles but will fulfill its obligations to clients that remain in the program. Funding for ongoing work activities will be supported by Lucas County Department of Job & Family Services (LCDJFS) grant funds carried over from the FY2011 contract.

Objectives:

- Provide the necessary Car Buy staff and accounting function to support existing clients

Methodology:

Since 2001, the Car Buy Program has purchased safe, reliable, automobiles for eligible clients who will make monthly payments as approved by the Commuter Services Council. When the loan is paid in full, the client receives a clear title for the vehicle. Although the program no longer has funding to support new clients, there are contractual obligations that must be met with existing clients while they are in the program. Funding carried over from the FY2011 LCDJFS grant will be used invoice clients for monthly payments, conduct semi-annual vehicle inspections, pay for non-routine vehicle repair expenses, grant reporting and other related work.

Products:

1. Conduct semi-annual inspections on vehicles.
2. Invoice clients for monthly payments
3. Coordinate and support the repair of Car Buy vehicles that are non-routine in nature

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 2013.

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 2013 Annual Budget.
- Review and recommend for adoption the 2013 Annual Membership Fee Schedule.
- Recommend for adoption the FY 2013 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, organize, and manage processes by which TMACOG will visit 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. Design an effective process by which to introduce new and potential members
 2. Work with the Membership Committee to identify opportunities for introducing TMACOG to potential members
 3. Work with the Membership Committee to organize and prepare for visits to potential members
 4. Recommend to the Executive Committee approval of new, non-governmental TMACOG members.

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 positions on the Executive Committee of TMACOG:
 1. A call for applications for leadership of the Executive Committee 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.
- Develop a networking forum in late summer or early fall that will include an opportunity to caucus and time with state lawmakers.
- 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 groups 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.
- Begin planning a series of educational programs
- Research and initiate a mentoring program for potential new committee and council members in coordination with the Membership Committee.

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 June and meet monthly until a final event evaluation meeting in February of 2012.

Objectives:

- Hold a General Assembly meeting in January 2012.
- Undertake the major business of TMACOG.
- Elect the officers and non-governmental Board of Trustees members for 2012.
- 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.

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 as they 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.

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.

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, op-ed essays, and guest columns.
- 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.

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.
- Explore social media to evaluate its role on TMACOG's mission.
- Coordinate media events.
- Evaluate and place print advertising.
- Update and implement agency-wide marketing plan.

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 *2012 Directory of Public Officials*.

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.

Grants/Sponsorships

Goal: To obtain financial or in-kind sponsorships on specific projects, programs, and events to extend the reach of the program, provide activities at an event, purchase advertising to boost attendance, or finance extended program offerings.

Objectives:

- Weighing geographic and business interests, identify potential sponsors from list of non-governmental members.
- Approach potential sponsors with a sponsorship package that lists the sponsorship level, identifies the cost and all of the benefits.
- Pursue in-kind sponsorships including professional services, venue donation, and printing.
- Identify all program, event, and project opportunities that would benefit from extra sponsorship.
- Where practical, combine multiple opportunities for sponsorship into a single package to both avoid approaching one sponsor several times, and to establish a foundation of support for programs.
- Expand potential sponsor pool to include non-members in the region including foundations.
- Work with programmatic departments to make joint efforts to secure sponsorship including grants. Review and edit grant proposals, provide writing assistance for programmatic grant applications.
- Establish long term sponsorships and in-kind professional service donations. For example, look for financial sponsors for a year's worth of new training session sponsors, and in-kind professional services for the duration of a grant.

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.

