



FY 2024



Consolidated Annual Work Program

Toledo Metropolitan Area Council of Governments
Serving the region since 1968

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CONSOLIDATED ANNUAL WORK PROGRAM
FOR
FISCAL YEAR 2024

Including Unified Work Program for
The Urban Transportation Planning Process

TOLEDO METROPOLITAN AREA COUNCIL OF GOVERNMENTS

June 2023

The preparation of this report was financed jointly by the members of TMACOG, 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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CONSOLIDATED ANNUAL WORK PROGRAM

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30000 Operational Activities

Purpose: To provide operational support for TMACOG programmatic activities and to conduct member directed business not included within the water quality and transportation functions.

32500 Directory of Public Officials

Goal: Produce the annual *TMACOG Directory of Public Officials* and distribute it to TMACOG members and legislative delegations.

Objectives:

- Solicit information from TMACOG members and update the database of our membership.
- Produce, edit, and print the annual *TMACOG Directory of Public Officials* (Directory).
- During 2024, we intend to look for ways to improve the production and editing process to improve efficiency and reduce production time.
- Distribute the Directory to all TMACOG members and the legislative delegations from northwest Ohio and southeast Michigan as well as the governors of each state.
- Distribute the Directory to TMACOG partners and the media as requested when appropriate.
- During 2024, investigate ways to streamline the distribution of the Directories to increase the efficiency and cost of the process.

33300 Equity and Environmental Justice Development

Goal: Identify opportunities to incorporate equity and environmental justice into TMACOG's work program and organizational culture, aiming to bring these issues to the forefront at the regional level.

Objectives:

- Facilitate communications on equity and environmental justice among TMACOG staff, members, the public, and regional stakeholders.
- Research opportunities to host an outside organization to provide training to TMACOG staff.
- Explore funding options available to contract outside services to conduct an "equity and environmental justice audit" of TMACOG documents and practices.
- Provide a report summarizing training and funding options.
- Hold meetings of the TMACOG equity/EJ staff committee as needed to lead the work on objectives above.

38000 Intermediate Cost Objectives

Goal: Recover costs for intermediate cost objective by allocating costs to TMACOG programs.

Objectives:

- Allocate costs for TMACOG owned/leased vehicles on the basis on miles driven using the GSA Approved POV mileage reimbursement rate.
- Allocate costs for postage used on TMACOG mailings on the basis of current USPS postage rates.
- Allocate costs for copies made on TMACOG leased copiers on the basis of a cost per copy updated annually to determine costs for black & white and colored copies.
- Allocate costs for posters and banners made in TMACOG's Communications Department on the basis of cost per piece produced updated annually to reflect current costs.

39000 Local Only Restricted Expenditures

Goal: Conduct business that is outside the scope of TMACOG's water quality and transportation program as directed by TMACOG membership or account for activities that are not eligible for federal or state funding reimbursement.

Objectives:

- Respond to requests made by members for assistance with project coordination, funding, or partnership development outside the functional areas of water quality and transportation.
- Educate the legislature on issues of importance to TMACOG and the TMACOG region.
- Perform any other activity as directed by the TMACOG membership and the TMACOG leadership.

50000 Water Quality Council

Purpose: To protect and improve the water quality of the Toledo Metropolitan Area Council of Governments (TMACOG) region's streams and lakes, for the economy, recreation, and safe, reliable public water supplies by providing technical expertise. The Water Quality Council (WQC) will serve as a regional forum for education, advocacy, and grantsmanship for our members and stakeholders.

51170 Water Quality Council

Goal: Coordinate and recommend positions on water quality issues and policies to the TMACOG Board of Trustees in an effort to improve and protect water quality in our region and Lake Erie.

Objectives:

- Develop meeting programs to address current and long-term water quality goals of the region.
- Develop programs and projects to carry out the missions of the WQC's standing committees:
 - Wastewater Committee, as described in 51310.
 - Stormwater Coalition, as described in item 54100.
 - Public Water Supply Committee, as described in 51500.
 - Watersheds Committee, as described in 52100.
 - Agriculture Committee, as described in 51700.
- Provide guidance related to water quality issues to educate legislators, mayors, city councils, county boards, etc., as appropriate.
- Collaborate on grants, loans, and other state and federal program funding opportunities.
- Provide outreach and communication with members, media, and the public.
- Create reports or presentations on staff accomplishments, annual report.
- Provide assistance and coordination to members of TMACOG, both individually and on a regional basis, with funding for sanitary sewerage, water supply, stormwater infrastructure, or water quality restoration or remediation projects.
- Develop and update the *Agenda for Lake Erie*, TMACOG's water quality policy document recommended for support by the TMACOG Board of Trustees.
- Maintain and recruit members and leadership of the WQC.

51200 Water Quality 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 of the *Portage River Watershed Plan*.
 3. Goals of the Sandusky River Watershed Coalition.
 4. Goals and recommendations of the *Maumee Area of Concern Stage 2 Watershed Restoration Plan*.
 5. Goals and recommendations of the *Swan Creek Watershed Balanced Growth Plan*.
 6. Goals and recommendations of the TMACOG *Stormwater Management Standards Plan*.
 7. Goals and recommendations of the TMACOG *Pollution Prevention and Good Housekeeping Practices for Municipal Operations*.
 8. Goals and recommendations for the *Wolf Creek / Berger Ditch Stream Corridor Restoration Plan*.
 9. Goals and recommendations of the Water Quality Council, its subcommittees, and the Portage River Basin Council.
 10. Coordinate with state of Ohio water infrastructure funding agencies by tracking and participating in the Small Community Environmental Infrastructure Group when appropriate.
 11. Provide safe recreation on Lake Erie, the Maumee, Toussaint, and Portage rivers and their tributaries, and Maumee Bay and its beaches and tributaries by planning and developing public access, and by reducing bacterial pollution levels.

51300 Areawide Water Quality Management Plan (AWQMP)

Goal: To coordinate with the Water Quality Council to reach consensus on regional water quality policy by updating the AWQMP (also known as the 208 Plan).

Objectives:

- Maintain sewage Facility Planning Areas with wastewater facility and service update information as it becomes available.
- 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.
- Support the Ohio Environmental Protection Agency's certification of the Areawide Water Quality Management Plan as part of the State Water Quality Management Plan.
- Coordinate with Ohio EPA and management agencies in Ohio to review sanitary sewerage permits to install for consistency with the adopted 208 Plan.
- Develop educational materials for DMAs and the general public.
- Tour wastewater treatment facilities to collect current information.
- Provide water and sewer training in coordination with the Public Water Supply Committee, providing Ohio contact hours for both water and wastewater operators, and Ohio and Michigan professional development hours for professional engineers.
- Coordinate with other Ohio regional councils with water quality planning programs through the Ohio Association of Regional Councils Water Quality Committee.

513xx Supplemental AWQMP Work

Goal: Update TMACOG's Areawide Water Quality Management Plan to include topics of Climate Resiliency, Environmental Justice, and Drinking Water.

Objectives:

- Identify areas in the AWQMP where Climate Resiliency and Environmental Justice should be addressed.
- Work with Public Water Supply Committee to develop an outline for a new Drinking Water chapter.
- Identify mapping, analysis, and other work that cannot be accomplished with existing staffing and develop plans to solicit outside assistance.

51305 Mapping Assistance to County Health Departments

Goal: Assist county health departments within the TMACOG region to map the locations of the home sewage treatment systems.

Objectives:

- Collaborate with county health departments, prioritizing counties that do not have the resources for mapping.
- Develop shapefiles and maps using ArcGIS.
- Update and maintain ArcGIS maps with new data provided by health departments.
- Host and provide access to ArcGIS Online maps for counties that don't have the ability to maintain mapping information on their own.

51310 Wastewater Committee

Goal: Recommend wastewater policies to the TMACOG Board of Trustees for effective and efficient sanitary sewerage systems that support the goals of the *Agenda for Lake Erie*.

Objectives:

- Update the 208 Plan and provide support to members as discussed in 51300.
- Coordinate and assist county health departments in educating the public with new sewage rules and proper septic system management.
- Work with the Small Community Environmental Infrastructure Group on funding issues.
- Provide wastewater planning services to TMACOG members in Henry and Fulton counties that request it. These members are not included in the 208 Plan region.
- TMACOG will monitor legislation and regulations that affect publicly owned treatment works (POTW) services and seek input from committee members on potential regional positions.
- Assist members with identifying sources for funding and preparing proposals.
- Create a network of wastewater operators within the TMACOG region as a resource for assistance and education. Establish an education and outreach program with the Public Water Supply Committee for careers in water/wastewater treatment.
- Take the lead among the Water Quality Program committees in updating the following sections of the *Agenda for Lake Erie*:
 - Public Water Supply and Wastewater Treatment (in coordination with the Public Water Supply Committee)
 - Home Sewage Treatment Systems
- Assist the Water Workforce Development Collaborative (51510) group in recruitment, training, and employment of water and wastewater operators.

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. TMACOG staff will provide technical assistance and administrative support to the District 12 Ohio Public Works NRAC Committee for the planning, analysis, and implementation of the Clean Ohio Fund Green Space Conservation Program for this fiscal year. The work tasks for District 12 include the following items to be carried out under the direction of the leadership of the District NRAC Committee:

Objectives:

- Provide administrative and program management support to the District 12 NRAC Committee.
- Serve as liaison between the Ohio Public Works Commission and District 12 NRAC.
- Function as secretary to the District 12 NRAC.
- Develop and maintain any required databases and spreadsheets.
- Prepare application package for District 12 applicants to submit to the committee and the Ohio Public Works Commission.
- Provide applicants with technical assistance regarding the rules, regulations, and compliance measures for the Green Space Conservation Program. This includes individual application assistance, training sessions, and other program assistance when appropriate.
- Provide other support services as directed by the District 12 NRAC Committee.

51500 Public Water Supply Committee

Goal: Recommend positions on public water supply issues and policies to the TMACOG Board of Trustees that will provide the region with abundant, safe, and reliable water for residential and commercial needs.

Objectives:

- Provide a forum for public drinking water providers in the TMACOG region to coordinate:
 - Area capital improvements in order to share process and project planning, and to promote early and ongoing coordination among all parties, especially if there is an impact to the region.
 - Treatment process best practices and efficiencies.
 - Long-term cost management and potential shared purchasing to capture cost reductions.
 - Preparation for outages and emergency management planning.
 - Work with regional partners to address source water protection and drinking water system resiliency.
 - Operations and maintenance practices - share contact information for assistance pooling technology and software operations for better resources and financial efficiencies.
 - Protecting the public from unnecessary expenditures on duplicative resources.
 - Sharing equipment and human resources for mutual benefit.
- Review and monitor rate structures to support best practices in water quality management.
- Develop and update an inventory for public water supply system infrastructure.
- Provide training in coordination with the Wastewater Committee to provide Ohio contact hours for both water and wastewater operators, and Ohio and Michigan professional development hours for professional engineers.
- Coordinate an education and outreach program with the Wastewater Committee to promote careers in water/wastewater treatment.
- Assist the Water Workforce Development Collaborative (51510) group in recruitment, training, and employment of water and wastewater operators.

51510 Water Workforce Development

Goal: Strengthen collaboration to support the changing needs of the water utility workforce in northwest Ohio.

Objectives:

- Develop a regional water and wastewater workforce collaborative to address regional workforce needs in northwest Ohio.
- Provide training and a clear career path for future water and wastewater operators in secondary education/career tech, through community college, and on to possible apprenticeships, internships, or bachelor's degree programs.
- Recruit future operators through targeted and innovative approaches.
- Place qualified program participants into internships and operator-in-training positions with local utilities.
- Make the program available to other areas of Ohio and the U.S.

51600 Regional Water Planning Committee

Goal: Provide a forum for elected officials to examine regional water systems, including issues of interconnectivity, redundancy, storage, and sustainability.

Objectives:

- Reconvene at call of the Water Quality Council chair or as requested by TMACOG members.

51700 Agriculture Committee

Goal: To recommend agriculture policies to the Water Quality Council for effective management of land that support the goals of the *Agenda for Lake Erie*.

Objectives:

- Provide a forum for communications on water quality, economics, innovations, and operations between the regional agriculture community and public, government, and non-governmental stakeholders.
- Engage the agricultural community and watershed groups in northwest Ohio and southeast Michigan to understand and address the diverse water quality issues in the Western Lake Erie Basin (WLEB).
- Educate the public and stakeholders across the WLEB on the diversity of operations and economics in the agriculture industry.
- Provide on-site tours of innovative and timely agricultural and restoration practices.
- Support and facilitate collaborative efforts between soil and water conservation districts and other TMACOG members.
- Recommend policies, funding, and initiatives that support the Great Lakes Water Quality Agreement Annex IV target of 40 percent phosphorus load reduction in the WLEB.
- In coordination with the Watersheds Committee, provide a forum to identify priority projects that will utilize practices with demonstrated phosphorus load reductions.
- Serve as a resource to other Water Quality Council committees.
- Monitor existing and new funding opportunities for agriculture best management practices (BMPs) or projects and communicate to stakeholders.
- Learn about agricultural practices, training programs, and policies of other states and provinces in the Great Lakes region.
- Develop and maintain an inventory of current local, state, and federal policy documents and recommendations addressing agriculture and water quality in the WLEB.
- Support science-based research activities to monitor and model the effectiveness of BMPs, impacts of agricultural and animal production on water resources, and the impact of environmental change on agricultural operations.
- Take the lead among the Water Quality committees in updating the “Agriculture” section of the *Agenda for Lake Erie* and provide feedback on the “H2Ohio” section.

52100 Watersheds Committee

Goal: Recommend water quality and habitat policies to the TMACOG Water Quality Council for effective management of watersheds that support the goals of the *Agenda for Lake Erie*.

Objectives:

- Take the lead among the Water Quality program committees in updating the *Agenda for Lake Erie* in preparation for the 2023-2024 version; the Watersheds Committee is fully responsible for the section entitled, “Agenda for Restoration and Protection of Natural Drainage Systems.”
- Provide input to the 9-Element Nonpoint Source Implementation Strategy (NPS-IS) Advisory Group as needed, to facilitate information sharing between developers and stewards of regional NPS-IS and TMACOG members and partners.
- Provide a forum for setting project priorities to meet Total Maximum Daily Load (TMDL) targets and water quality standards in support of the creation and update of 9-Element Plans and other watershed-based planning efforts.
- Seek opportunities to improve community outreach, equity, and environmental justice in watershed planning through the work of TMACOG, members, and partners.
- In coordination with the Agriculture Committee, use outcomes of Great Lakes Water Quality Agreement Annex IV Targets to identify priority projects that will offer the most feasible and cost-effective phosphorus load reductions. These will serve as pilot projects to enable the staff, committee, and stakeholders to develop methodologies and refine modeling techniques.
- Engage watershed groups in northwest Ohio, southeast Michigan, and northeast Indiana to understand and address the diverse water quality issues in Lake Erie’s Western Basin.
- Provide a forum for communication between groups addressing water quality in the Western Lake Erie Basin.

52132 TMDL/NPS-IS Assistance

Goal: Coordinate stakeholder and public involvement in NPS-IS and the TMDL process within a defined TMACOG planning region.

Objectives:

- Support regional updates and development of 9-Element NPS-IS:
 - Provide a forum for local stakeholders to participate in coordinated planning for NPS-IS, hosting meetings of an advisory group as needed.
 - Assist in distribution of NPS-IS outreach materials developed by plan authors.
- TMDL Stakeholder Outreach:
 - Assist in distribution of outreach materials developed by Ohio EPA.
 - Communicate TMDL status and opportunities for public input to TMACOG members and stakeholders within the WLEB.

52200 Student Watershed Watch

Goal: Coordinate the Student Watershed Watch (SWW) program working with all interested middle and high schools in the region.

Objectives:

- Continue to evaluate training needs of teachers and provide targeted training opportunities to meet those needs, including opportunities to become Ohio EPA qualified.
- Provide necessary materials to participating schools for use in the program and identify new materials as necessary.
- Compile testing data from all participating schools.
- Coordinate the SWW Summit for students to compare their findings and learn more about water quality issues.
- Work to help teachers and participants incorporate new state education standards.
- Work directly with as many classes as possible through in-stream sampling and/or as an in-class or virtual guest speaker on water quality topics, or connect the teacher with a TMACOG partner or member that can serve as a guest speaker.
- Maintain or increase sponsorship of the SWW, working closely with the TMACOG Membership and Outreach Coordinator.
- Participate in the Lake Erie Volunteer Science Network to improve and expand volunteer water quality monitoring in northwest Ohio and southeast Michigan.

53100 Portage River Basin Council (PRBC)

Goal: Protect and improve the 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 approved 9-Element Nonpoint Source Implementation Strategies (NPS-IS) and Total Maximum Daily Load (TMDL) reports.

Objectives:

- Raise public awareness of the Portage River watershed and promote stewardship of its waterways, while fostering communication and cooperation between the agricultural and urban stakeholders of the watershed.
- Coordinate meetings and goal-setting forums of the Portage River Basin Council.
- Support the development of projects that improve water quality in the Portage River Basin in alignment with Great Lakes Water Quality Agreement Annex 4, TMDL reports, and NPS-IS.
- Work with Portage River Basin Council members and other stakeholders to address nutrient and bacterial issues associated with home sewage treatment systems.
- Work with soil and water conservation districts (SWCDs) to follow current and developing legislation, keeping producers in the area aware of opportunities and changes.
- Collaborate with county health departments to address issues related to home sewage treatment systems, providing a forum for communication among professionals and outreach/education to residents.
- TMACOG, the SWCDs, and other Portage River Basin Council partners will encourage the agricultural community to work with a “suite” of BMPs to ensure that multiple choices are available for farmers to address conservation issues on their farms.
- Proactively educate the watershed community about and support the development of NPS-IS.
- As funding allows, support SWCDs in writing and implementing NPS-IS and assist with landowner outreach for federal, state, and local conservation programs.

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 requirements of 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.
- Plan quarterly SWC meetings to address various aspects of the NPDES stormwater permits that are specific to the region and/or time of year.
- Take the lead among the Water Quality committees in updating the “Stormwater” section of the Agenda for Lake Erie and provide feedback on the “Drainage” section.
- Provide regional coordination and make recommendations to support member compliance with the current NPDES stormwater permit.
- Provide one educational opportunity aimed at improving implementation of stormwater and/or construction BMPs.
- Provide permit management and compliance resource materials for member jurisdictions on the TMACOG Stormwater Resources webpage.
- Identify professional development opportunities for TMACOG Stormwater Program staff to support member needs.
- Provide individualized Stormwater Program Evaluations as requested by member jurisdictions contingent on workload capabilities.
- Stay current with stormwater regulations and inform members of upcoming regulatory changes and compliance deadlines.
- Reach out to new regulated Municipal Separate Storm Sewer System (MS4s) in Wood, Lucas, and Ottawa counties.
- Encourage involvement of member jurisdictions in the Ohio Stormwater Association and coordinate with other councils of government on stormwater issues and policies to facilitate communication with stormwater practitioners across the state.
- Present innovative approaches to stormwater management and program implementation at relevant conferences and professional associations.
- Through regular SWC and SWAG meetings, engage with other agencies on mutually beneficial projects and topics, particularly Toledo-Lucas County Sustainability Commission, park systems, land bank, planning commission, Toledo-Lucas County Rain Gardens Initiative, and state agencies.
- Identify opportunities to coordinate between TMACOG committees to engage state agency contacts, and to review and provide feedback on stormwater issues and policies relevant to transportation through outreach to Ohio Department of Transportation and through coordination with TMACOG’s Transportation Department.
- Identify opportunities to coordinate with development partners on projects, initially pursuing work to compile a list of contacts for HOAs, and for assistance on developing regional requirements with lot size considerations.
- Create an inventory of subdivision regulations across the SWC member region, identifying the differences between jurisdictions.

- Identify opportunities to coordinate with regional stormwater partners for Western Lake Erie Basin MS4s to share insight and experiences with TMACOG member communities and potential future MS4 communities.
- Reach out to SWC members to share how the TMACOG Student Watershed Watch (52200) complements their existing stormwater education efforts. This will involve working with SWC members to:
 - Identify opportunities to engage schools in SWC member communities beginning in the 2024-2025 academic year.
 - Host a dedicated meeting(s) to gather program input from SWC members and SWW program sponsors, partners, and teachers.
 - Provide written recommendations following the meeting(s).

54126 Road Salt Best Management Practices

Goal: Coordinate with Stormwater Coalition members, the University of Toledo, and Partners for Clean Streams to recommend best management practices for the use of road salts and other deicers. The project is funded by the Great Lakes National Program Office (GLNPO) and supports the goals of the Maumee Area of Concern.

Objectives:

- Work with Stormwater Coalition members to identify viable road salt application equipment upgrades, estimated costs and cost savings, local policies, and BMPs within areas identified as contributors to chloride pollution.
- Support University of Toledo in identifying urban areas that contribute to chloride pollution in streams.
- Provide a forum for communicating project updates through quarterly Stormwater Coalition meetings and the NPS-IS Advisory Group.
- Work with Stormwater Coalition members to identify and recommend local policies to reduce chloride pollution.
- Support the University of Toledo's development of a GIS database to support the project.

54400 Clear Choices Clean Water (CCCW)

Goal: Implement a regional water quality education campaign as a local affiliate of the national Clear Choices Clean Water (CCCW) program. The web-based program will be led by the members of TMACOG's Stormwater Coalition with a goal of empowering the residents of northwest Ohio to make impactful choices to improve water quality while also meeting some Ohio EPA stormwater permit requirements for public involvement, participation, and education.

Objectives:

- Ensure ongoing funding through program administration, member and sponsor billing, and biennial payment.
- Facilitate CCCW working group that includes SWC members and partners.
- Work with CCCW national office to maintain CCCW website.
- Provide regular updates to website and CCCW social media and coordinate content updates with CCCW partners.
- Provide opportunities to members, partners, and sponsors to purchase additional web content, printed materials, and paid program advertising.
- Identify opportunities to promote CCCW at member and partner events.
- Distribute data reports to SWC members quarterly for inclusion in member's required reports to Ohio EPA.
- Provide support to member and partner stormwater education efforts.
- Investigate details for initiating and funding a stormwater education billboard campaign.
- Work with SWC members to investigate options to integrate the CCCW campaign with similar regional efforts and develop a cost-effective strategy to utilize the CCCW campaign for the benefit of SWC members.
- By October 2023, provide written recommendations that define a framework for the CCCW and the Lucas County Engineer's Mass Media Campaign. This will involve working with SWC members to:
 1. Determine the total cost to administer both campaigns.
 2. Determine the benefit of the programs to SWC members.
 3. Identify an entity to administer both programs.
 4. Identify funding sources by January 2024.
 5. Apply for one grant funding opportunity.

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60000 Transportation Council

Purpose: The Transportation Council oversees and manages the transportation planning and implementation functions of TMACOG. The council recommends transportation plans, policies, and procedures to define and achieve TMACOG's mission for adoption by the Board of Trustees. Through these policies, the strategic, long term transportation goals of TMACOG are established and the methods to achieve short term tactical objectives are determined.

Committees are basic to the process by which TMACOG undertakes its work. TMACOG operates through collaborative volunteer committees supported by a professional staff. The Transportation Council is responsible for the implementation of the transportation program through its subcommittees and the TMACOG Transportation Department. Finally, it maintains creative communication on transportation issues among and between TMACOG's other standing committees and subcommittees, other transportation stakeholders, and the broader regional community.

55000 Air Quality Issues

55200 Transportation Air Quality Outreach Program (CMAQ Funded)

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 formation.

Objectives:

- Provide the work necessary to support the Clean Air Act Amendments of 1990 and the Air Quality Maintenance Program.
- Provide staff support for meetings of the Air Quality Committee.
- Monitor potential emission reduction funding sources and share the information with local stakeholders.
- 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 related to ground level ozone formation and its effects by placing multimedia 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 relationship that mobile emission sources have with regional air quality and the requirement that the long-range transportation plan and Transportation Improvement Program (TIP) meet air quality conformity regulations.

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.

TMACOG coordinates the Ozone Action Season and 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 is a community education and remediation program to replace faulty gas caps and 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# 111333) and is not part of consolidated planning grant funds.

Products:

1. Complete testing program and sponsor up to 6 gas cap replacement events to identify failing or missing gas caps on light-duty vehicles in Lucas, Wood, and Monroe counties. (TMACOG Staff/Committee Volunteers)
2. Compile an end-of-year gas cap program report for public distribution. (TMACOG Staff)
3. Complete 2023 Ozone Action Season public awareness campaign to educate residents of the health, environmental, and economic impacts of ozone. Begin preparation for the 2024 campaign. (TMACOG Staff)
 - a. Distribute Ozone Action Season fact sheets at community events.
 - b. Update the TMACOG website to include current air quality information.
 - c. Update the Ozone Action website to include the daily air quality forecasts.
 - d. Purchase advertisements/media spots promoting program objectives.
4. Produce an annual Air Quality Summary. (TMACOG Staff)
5. Provide technical assistance to local governments, school districts, and fleet operators with emission reduction grants. (TMACOG Staff)
6. Work with the Green Fleets Program to educate local governments, school districts, and fleet operators to reduce emissions. (TMACOG Staff)
7. Facilitate coordination of transportation BIL/IIJA program electric vehicle charging station initiatives. (TMACOG Staff)
8. Perform work as necessary related to Ohio's Volkswagen settlement planning effort. (TMACOG Staff)

60100 Short Range Transportation Planning

60120 Highway Project Planning

Goal: To support implementation of the 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 currently in the project development phase include:

- a. US 23 Corridor Study (northwest Ohio to central Ohio connector)
- b. Reconstruction of I-75 in Monroe County, Michigan
- c. Improvements to I-75/US 20 Interchange in Perrysburg
- d. Reconstruction/Rehabilitation of the Anthony Wayne Trail in Maumee
- e. Reconstruction/Widening of I-475 from Douglas Road to US 23
- f. Reconstruction/Widening of I-475 from the Maumee River to US 20 in Perrysburg
- g. Widening of I-475 and US 20A interchange in western Lucas County
- h. Improvement on SR 795 from I-75 to I-280
- i. Improvements on Airport Highway at I-475 for bicycle/pedestrian safety
- j. Other TIP-funded projects scheduled for FY 2024-2027 and beyond.

Tasks can include creating and/or facilitating a subcommittee or task force if requested by a project sponsor, or simply participating in project teams or studies. This element includes work to assist in developing a consensus on implementing the *On the Move: 2015-2045 Transportation Plan – Update 2020* (“2045 Plan – Update 2020”) highway projects that are charged to this element.

Products:

1. Support and participate in other agencies' efforts to implement major elements of the “2045 Plan – Update 2020” (61100). (TMACOG Staff)
2. Provide support for the above projects and ODOT Tier 2 and 3 improvements in our region identified by the Transportation Review Advisory Council. (TMACOG Staff)

60123 Safety Studies

Goal: To improve transportation safety through the use of state and 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.

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. Work with the System Performance and Monitoring Committee to continue to identify high-crash locations and suggest low- to high-cost improvements, to review crash data before and after safety-related construction projects, and to develop Highway Safety Manual reports for all reviewed locations. (TMACOG Staff)
2. Provide informational resources to local jurisdictions to assist with their efforts to obtain safety funding through ODOT. (TMACOG Staff)
3. Provide crash diagrams and supplemental information to members at their request. (TMACOG Staff)
4. Complete a comprehensive safety location report for the TMACOG planning region. (TMACOG Staff)
5. Attend and provide data to regional safety committees (ODOT DSRT, Lucas & Wood Safe Communities coalition meetings, Lucas and Wood county fatal review committees, Lucas County Distracted Driving Committee, OARC Safety subcommittee, etc.). (TMACOG Staff)

60130 Regional Passenger Rail Planning

Goal: To improve and expand passenger rail service in the region and work to build an interconnected national network providing an efficient mode of public transit.

Objectives:

- Increase personal mobility and social equity through an efficient network of interconnected public transportation modes, which includes passenger rail.
- Improve the efficiency, reliability, and speed of the passenger rail network and promote the development of an expanded network.
- Coordinate regional passenger rail initiatives with statewide, multi-state, and national initiatives to form a seamless and efficient network.
- Provide passenger rail stakeholders a venue for discussion, planning, and coordination.
- Raise public awareness of passenger rail assets, concerns, and opportunities.

Methodology:

Include passenger rail as an important personal mobility option when planning for a multi-modal transportation network. Identify where passenger rail investments are needed. Work to implement passenger rail projects and initiatives included in the 2045 Plan – Update 2020 and the TMACOG Transportation Legislative Agenda. Revise projects and initiatives as needed for the development of TMACOG's 2055 long-range plan. Coordinate regional rail plans with local jurisdictions, metropolitan planning organizations, the Ohio Rail Plan, Midwest Regional Rail Plan, and Amtrak's vision for corridor improvement and expansion.

Support and participate in funding studies to determine the feasibility and community support of passenger rail connections. Encourage the state of Ohio to continue to work with Amtrak, MPOs, local jurisdictions, and the freight railroads to improve and expand statewide rail service. Support initiatives that would establish Toledo as an important passenger rail hub, such as improving the efficiency and reliability of Amtrak's Chicago to Cleveland corridor and expanding service to Detroit and Columbus. Promote the development of Toledo's Amtrak station and the surrounding area as a multimodal transportation hub and support station improvements and expansion as needed.

Seek input from the TMACOG Passenger Rail Committee for local and regional planning efforts and use the committee meetings as a venue for sharing information, identifying problems, and developing solutions. Partner with local governments, public transit, rail advocacy organizations, and the private sector to promote faster, more reliable rail service and an expanded rail network.

Promote environmental stewardship by supporting a shift from private transportation to public transit and by encouraging the use of clean locomotive technologies. Provide information to rail stakeholders, legislators, and the public to raise awareness of passenger rail assets, concerns, and opportunities.

Products:

1. Work toward implementing passenger rail projects and initiatives from TMACOG's 2045 Plan – Update 2020 transportation plan and begin necessary updates for the development of the 2055 transportation plan. (TMACOG Staff)
2. Work with interstate partners to promote efforts to improve efficiency and reliability and address infrastructure needs along Amtrak's east-west corridor from Chicago to Toledo to Cleveland and eastbound. (TMACOG Staff)
3. Coordinate efforts with the Ohio Rail Development Commission, Michigan Department of Transportation, Amtrak, MPOs, and local jurisdictions to reconnect Toledo to Detroit by passenger rail. (TMACOG Staff)
4. Support and promote regional and interstate passenger rail expansion including a connection from Toledo to Columbus, the 3C plus D corridor, and the Chicago-Fort Wayne-Columbus-Pittsburg corridor. (TMACOG Staff)
5. Support the development of commuter, light rail, or streetcar systems that can help to connect the region's communities, assets, and attractions. (TMACOG Staff)
6. Support passenger rail initiatives in Michigan including connections from Detroit to Windsor and Ann Arbor to northern Michigan. (TMACOG Staff)
7. Monitor notices of federal funding availability and inform regional jurisdictions or other entities of funding opportunities for passenger rail projects or studies. (TMACOG Staff)
8. Provide information that helps to inform local jurisdictions, rail stakeholders, legislators, and the public of passenger rail assets, concerns, and opportunities. (TMACOG Staff)
9. Provide staff and support for meetings of the TMACOG Passenger Rail Committee and make a continuing effort to recruit new committee members. (TMACOG Staff)

60140 Freight Transportation Planning

Goal: To improve the efficiency and reliability of the freight network and to improve access to national and global markets to strengthen economic productivity and competitiveness.

Objectives:

- Include the efficient movement of freight by all modes in the planning process.
- Strengthen the region's position as a multimodal freight hub.
- Assess freight network performance through targets and measures.
- Provide freight stakeholders a venue for discussion, coordination, and problem-solving.
- Raise public awareness of freight transportation concerns and opportunities.
- Consider potential impacts to safety, the environment, and social equity from freight-related projects, initiatives, and policies.

Methodology:

Promote projects and initiatives intended to improve freight transportation efficiency and reliability. Work to implement freight-related projects and initiatives from TMACOG's 2045 Plan – Update 2020 long-range transportation plan and the Transportation Legislative Agenda. Revise projects and initiatives as needed for the development of TMACOG's 2055 long-range plan. Follow freight planning guidance provided by the National Freight Strategic Plan, the Transport Ohio freight plan, and the Michigan freight plan.

Support the development of freight-generating facilities including intermodal terminals, distribution centers, and industry sites by encouraging investment in infrastructure and improving access and connectivity. In collaboration with ODOT, identify regional inadequacies in available truck parking and work to address them. Promote the modernization of freight transportation including electrification, alternative fuels, and connected or autonomous commercial vehicles.

Work with ODOT in the development of a regional freight plan. The plan will help determine where freight investments are needed by identifying key facilities and corridors, evaluating the adequacy of infrastructure, identifying inefficient connections, recognizing changes in freight flow patterns, and assessing the overall performance of the freight network. Establish freight network performance targets and measures and integrate these measures into the planning process. Evaluate impacts to safety, the environment, and social equity from freight projects and initiatives.

To ensure the efficient and reliable flow of domestic and international freight between Ohio and Michigan, coordinate planning efforts with the Southeast Michigan Council of Governments (SEMCOG) and MDOT. Coordinate with ODOT and Ohio MPOs to ensure efficient freight flow in Ohio, such as creating a more efficient freight route between Toledo and Columbus.

Seek input from the TMACOG Freight Advisory Committee for regional freight planning efforts and use the committee meetings as a venue for sharing information, identifying problems, and developing solutions. Participation in the Ohio Freight Advisory Committee and the OARC freight work group provides opportunities for learning about statewide freight assets and concerns, sharing information, providing regional input, and coordinating planning efforts. At the request of the host MPO, assist in the planning and presentation of the annual Ohio Conference on Freight. Initiated by TMACOG in 2007, the annual conference has evolved into a significant statewide forum for education, discussion, and innovation.

Products:

1. Assist as needed with the planning and presentation of the annual Ohio Conference on Freight in coordination with OARC and the host MPO. (TMACOG Staff)
2. Working with ODOT task order consultant, oversee the development of a regional freight plan to identify freight assets and concerns, and determine where investments are needed. (Consultant)
3. Work toward implementing freight-related projects and initiatives from TMACOG's 2045 Plan – Update 2020 transportation plan and begin necessary updates for the development of the 2055 transportation plan. (TMACOG Staff)
4. Work with Michigan partners to plan for changes in freight volumes and patterns resulting from the 2025 opening of the Gordie Howe International Bridge. (TMACOG Staff)
5. Continue to promote the establishment of a more efficient and reliable truck freight connection between Toledo and Columbus. (TMACOG Staff)
6. Use strategies provided by the Transport Ohio freight plan and data from the freight data dashboard to assess current conditions, identify needs, and develop plans for addressing inadequacies in the regional freight network. (TMACOG Staff)
7. Monitor notices of federal infrastructure funding availability and inform regional jurisdictions and other entities of funding opportunities for freight-related projects or studies. (TMACOG Staff)
8. Follow guidance provided by the Ohio Truck Parking Study to develop strategies to address regional parking inadequacies. (TMACOG Staff)
9. Follow strategies provided by the DriveOhio Freight Electrification Study on evaluating the feasibility, cost, and complexity of electrifying the region's freight corridors. (TMACOG Staff)
10. Establish freight network performance targets and measures and integrate these measures into the planning process, following federal and state requirements and recommendations. (TMACOG Staff)
11. Provide information that can help inform local jurisdictions, legislators, freight stakeholders, and the public of freight transportation assets, concerns, and opportunities. (TMACOG Staff)
12. Provide staff and support for meetings of the TMACOG Freight Advisory Committee and encourage participation from new members representing all transportation modes. (TMACOG Staff)

60150 Pedestrian and Bicycle Transportation Planning

Goal: To provide for increased availability and promote safe 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 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.
- Support implementation of the projects and policies within the TMACOG 2045 Long Range Transportation Plan and the Southeast Michigan Council of Governments (SEMCOG) Regional Non-Motorized Plan.
- Support regional efforts to promote the availability, safety, 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 Month and other public relations activities to raise awareness of active transportation options. TMACOG also provides information for jurisdictions and the public to improve awareness and increase usage of existing facilities and resources.

Coordinate efforts with SEMCOG to improve multimodal regional mobility involving both Ohio and Michigan. Improve access to key destinations via pedestrian and bicycle modes and enhance connections between these non-motorized modes and other modes, especially transit.

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 Month. (Element 60152). (TMACOG Staff)
2. Support Safe Routes to School planning efforts throughout the region. (TMACOG Staff)
3. Continue the availability and distribution of TMACOG bicycle network maps and dissemination of printed and electronic materials. (Element 60514). (TMACOG Staff)
4. Monitor and make members aware of all funding opportunities for pedestrian and bikeway improvements. (Element 60514). (TMACOG Staff)
5. Continue to improve the bicycle and pedestrian traffic counting program and review data. (TMACOG Staff)
6. 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. (Element 60514). (TMACOG Staff)
7. Support regional bikeway development efforts including conducting scheduled meetings of the Chessie Circle Trail Coordinating Committee and the Wabash Cannonball Corridor Coordinating Committee. (Element 60514). (TMACOG Staff)
8. Provide staff and support for the Pedestrian and Bikeways Committee and hold a minimum of four meetings. (Element 60514). (TMACOG Staff)
9. Provide support and help implement Walk.Bike.Ohio, the Ohio Trails Vision Plan, and the SEMCOG Regional Non-Motorized Plan. (Element 60514). (TMACOG Staff)
10. Create a Regional Bicycle Parking Code template. (TMACOG Staff)
11. Update the non-motorized sections of the TMACOG 2055 Long Range Transportation Plan (Element 60154). (TMACOG Staff)

Element 60154 is used to track expenses related to the 2.5% PL funding set-aside for the Increase Safe and Accessible Transportation Options for All planning requirement.

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.
- Continue collaboration with stakeholders and the public to make certain there is an equitable public transportation system in the region.

Methodology:

As part of the comprehensive regional planning process, TMACOG staff and committees consider public transit (such as public bus, van, and streetcar service). TMACOG works with transit agencies, human services agencies, transit consumers, and other stakeholders on key issues, initiatives, and projects. This includes a supportive role in implementing priority projects and strategies identified in the region's two human services-public transit coordination plans and in the regional transportation plan.

TMACOG supports efforts to promote and improve public and human services transit by developing and distributing data and information via the TMACOG website, public events, and publications. Partnering with staff on transit work is the standing Public Transit Committee. In 2020, ODOT took over the §. 5310 program. TMACOG, along with TARTA, agreed to continue taking on the role of ranking and recommending projects to ODOT for this funding.

Issues of ongoing concern include the adequacy of service for the growing number of older and disabled people and geographic limitations of the existing public transit services. There is a need to implement recommendations from the Locally Coordinated Human Services Transportation Plan and to expand the footprint of public transit services.

Products:

1. Provide public data and information such as ridership numbers a minimum of two times during the year, on public transportation and its benefits via the web, public meeting(s), and/or other means. (TMACOG Staff)
2. Distribute the Call for Projects to eligible §. 5310 agencies and local governments in cooperation with ODOT. (TMACOG Staff)
3. Maintain a committee to review and rank projects for the §. 5310 federal funding program to improve transportation for elderly and disabled citizens. (TMACOG Staff)
4. Support ongoing efforts of mobility management and other priority projects and initiatives listed in the coordinated human services public transit plans and the regional transportation plan. (TMACOG Staff)
5. Attend quarterly Wood County Transportation Stakeholder meetings. (TMACOG Staff)
6. Assist TARTA when needed in the implementation and update of the Locally Coordinated Human Services Transportation Plan. (TMACOG Staff)
7. Implement strategies and other implementation items identified in ODOT's long range plan Access Ohio 2045. (TMACOG Staff)
8. Provide education on local transportation options and services by inviting local agencies to present at committee meetings. (TMACOG Staff)
9. Provide input on the development of the 2055 Long Range Plan. (TMACOG Staff)
10. Form a subcommittee to identify topics that should be discussed and/or acted on during the Public Transit Committee. (TMACOG Staff)
11. Hold a minimum of four Public Transit Committee meetings. (TMACOG Staff)

60190 Transportation Service

Goal: Respond to specific requests for information and assistance, and be a valuable resource for TMACOG members, planning partners, and the community.

Objectives:

- Promote the benefits and the value of a TMACOG membership.
- Provide or locate essential data for members as requested.
- Address the need for quick and efficient access to transportation information.
- Provide resources for meetings, events, discussion, networking, or education.
- Increase awareness of TMACOG resources available to members and the community.

Methodology:

Respond to the needs of TMACOG members by assisting with transportation project coordination, funding information, or developing partnerships. Provide data, statistics, maps, reports, or other information as requested. Provide help in locating data or provide links to data resources. Provide contact information or website addresses as requested. Assist members with the planning and coordination of meetings or events. Provide a venue for meetings, discussion, or education.

Continue to develop the TMACOG website into a comprehensive source for transportation information. Work with Communications Department staff to increase awareness of resources available from TMACOG.

Products:

1. Upon request, assist members with transportation project coordination, funding information, or partnership development. (TMACOG Staff)
2. Provide data (transportation, demographic, safety, freight), GIS files, traffic counts, bike or pedestrian counts, or other information as requested. (TMACOG Staff)
3. Create maps or graphics or provide copies of existing maps or graphics as requested by TMACOG members or planning partners. (TMACOG Staff)
4. Provide members or planning partners with up-to-date highway project, traffic, or crash information as requested. (TMACOG Staff)
5. Assist members with meetings or events as needed, or provide a venue for meetings, events, or education. (TMACOG Staff)
6. Continue to develop TMACOG's online transportation resources, including the use of interactive maps, charts, or other graphics. (TMACOG Staff)

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:

- Maintain the local TIP in coordination with all procedures and initiatives of the BIL, including maintaining the TIP in accordance with the established performance targets. In line with that process, solicit, review and rank applications for inclusion in the new TIP for projects that can utilize the available federal funding categories of the Federal Highway Administration funding program.
- Maintain the TIP for the planning area including incorporating and tracking local projects in the TIP.
- Incorporate the intent of the 2045 Plan – Update 2020, the Congestion Mitigation Process, the Intelligent Transportation System, the Complete Streets Policy, 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 2045 Plan – Update 2020.

Methodology:

Traditionally the TIP is prepared biennially in conjunction with the State Transportation Improvement Program for the state of Ohio. After adoption, the TIP is maintained on an ongoing basis to keep it relevant to projects in the planning region. The current FY 2024–2027 TIP was prepared and approved in FY 2023 and is kept current through amendments and modifications. Requirements are that the TIP be performance-driven and outcome-based. The selected projects must help the region achieve specific objectives (performance targets) that reflect federal, state, and public transit goals and targets.

Products:

1. The TIP Committee will continue to pursue the timely utilization of federal and state funding to maximize the use of available resources. (TMACOG Staff)
2. Publish the annual listing of highway, transit, pedestrian, and bikeway projects using federal funding in TMACOG's area. (TMACOG Staff)
3. Monitor and maintain the FY 2024–2027 TIP. (TMACOG Staff)
4. Support and participate in the Ohio Statewide Urban CMAQ Committee. (TMACOG Staff)
5. Provide staff and support for TIP Committee meetings to manage the program. (TMACOG Staff)
6. Document compliance with Title VI and Environmental Justice requirements. (TMACOG Staff)

60220 Transportation Improvement Program Management (STBG-Funded)

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 2045 Plan – Update 2020.

Methodology:

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

- Monitoring the progress of project development of the 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 percent of the current year allocation that could be accelerated into an earlier fiscal year if required.
- Working with sponsors and ODOT District 2 to schedule project sales for a 20 percent, 30 percent, 30 percent, and 20 percent annual cost distribution by fiscal year 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. (TMACOG Staff)
2. Complete SFY 2025 lockdown with the ODOT District 2 office staff. (TMACOG 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. (TMACOG Staff)
4. 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. (TMACOG Staff)
5. Support and participate in the Ohio Statewide Urban CMAQ Committee. (TMACOG Staff)
6. Work with project sponsors and ODOT District 2 to identify the reservoir of projects ready to be sold totaling 25 percent of current year allocation. (TMACOG Staff)
7. Update the Elderly and Handicapped Transportation Plan. (TMACOG Staff)

60510 Continuing Planning - Surveillance

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

Objectives:

- Coordinate with local jurisdictions to acquire traffic counts throughout the TMACOG region.
- 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 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 in standardizing their counting procedures and improving use of the Traffic Count Database System (TCDS) software and website program.

Products:

1. Maintain and update socioeconomic data files for the transportation study area. (TMACOG Staff)
2. Maintain and update network data files including newly constructed project information. (TMACOG Staff)
3. Maintain and update traffic count database. (TMACOG Staff)
4. Maintain and update GIS data (roads, political boundaries, census, etc.). (TMACOG Staff)
5. Develop maps as required to assist various transportation committees and events. (TMACOG Staff)
6. Maintain GIS and socioeconomic data on the TMACOG website map and data portal. (TMACOG Staff)
7. Continue to work with local jurisdictions to use TCDS software to upload counts into the traffic count website. (TMACOG Staff)
8. Update the database that organizes all transportation data (ODOT inventory system, network inputs, counts, TIP projects, forecasts, etc.). (TMACOG Staff)
9. 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 regional transportation plan. (TMACOG Staff)
10. Examine trends on the transportation network by comparing historical and new data (i.e., bridge condition, traffic counts). (TMACOG Staff)
11. Provide traffic count data upon request by TMACOG members and non-members. (TMACOG Staff)

61100 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.
- Build on regional strengths, address regional needs, and achieve overarching plan goals.
- Continue to include the public in transportation planning to ensure transportation projects, initiatives, and policies are equitable.

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 general public. TMACOG completed the most recent plan, "On the Move: 2015-2045 Transportation Plan Update 2020" in 2020. The plan is for Lucas and Wood counties in Ohio, and for Erie, Bedford and Whiteford townships and the City of Luna Pier in Monroe County, Michigan.

Staff will begin work with the Transportation Planning Committee and regional partners to prepare the 2055 Transportation Plan, which must be approved and take effect by July 1, 2025. The new plan will need to be developed in accordance with the current federal surface transportation legislation, the FAST Act. Requirements include that the plan be performance driven and outcome-based; that is, the selected projects and strategies must help the region achieve specific objectives (performance targets) that reflect federal, state, and public transit goals and targets. The plan will incorporate information and recommendations from a variety of planning efforts, such as the recent analysis of land use and growth patterns in the region, safety planning, and congestion management planning. Work on the regional transportation plan will begin in FY 2024 and be completed in FY 2025.

In support of transportation plan implementation, TMACOG worked with area stakeholders in the past fiscal year to develop the *2023-2024 Transportation Legislative Agenda* as an informational resource. The Legislative Agenda encourages cooperation and coordination among regional partners. Additionally, the focus will be on plan implementation. This includes activities to increase awareness and generate action in support of the plan's goals, projects, and policies. Other efforts will include working on priority initiatives identified in the plan and achieving plan targets.

Products:

1. Prepare the 2055 Transportation Plan by completing the following products (Element 61101): (TMACOG Staff)
 - a. 2055 plan process table, including a public involvement plan
 - b. List of plan goals
 - c. Selection of employment and land use scenario
 - d. Transportation system facilities, performance, and needs report
 - e. Public Needs Survey
 - f. Public meetings
2. Provide information and assistance in support of the current 2045 Plan, including presentations, distribution of plan documents, and input to state planning processes. (TMACOG Staff)Approve Performance Measures and Targets for Safety.
3. Approve Performance Measures and Targets for Safety. (TMACOG Staff)
4. Develop and update the System Performance Report used for tracking and reporting progress on targets and project implementation. (TMACOG Staff)Process requests for amendments to the 2045 Plan's project lists.
5. Process requests for amendments to the 2045 Plan's project lists. (TMACOG Staff)
6. Distribute the *2023-2024 Transportation Legislative Agenda* (Element 61101). (TMACOG Staff)
7. Incorporate a regional housing analysis into the Long-Range Plan
8. Assist as requested in area community comprehensive plan updates and major development efforts. (TMACOG Staff)
9. Hold at least four meetings of the Transportation Planning Committee. Include informational presentations on planning issues at one or more of the meetings (Element 61101). (TMACOG Staff)

Element 61101 is used to track expenses related to the 2.5% PL funding set-aside for the Increase Safe and Accessible Transportation Options for All planning requirement.

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. Updating and maintaining 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 2024. TMACOG will use the model for traffic projection requests as needed.

TMACOG will continue to review the pavement management planning process using pavement condition data obtained by ODOT in 2023. The pavement management plan will aid local jurisdictions with the improvement of roadway and pavement inventories.

Products:

1. Continue to update the pavement management process with 2023 ODOT pavement condition rating (PCR) data. (TMACOG Staff)
 - a. Inventory roadway pavement and combine into one database.
 - b. Integrate pavement systems from area communities, as available.
 - c. Prepare a list and map of catch-up projects.
 - d. Examine trends in the PCR data by comparing historical and new data.
2. Provide traffic projection results to members as needed. (TMACOG Staff)
3. Continue building a regional Transportation Asset Management Plan (TAMP) based on the information and data needs gathered and strategized in FY 2021 and 2022. (Consultant/TMACOG Staff)
4. Provide staff and support for System Performance and Monitoring Committee meetings. (TMACOG Staff)
5. Continue to refine and improve the capabilities of the traffic model, as well as perform updates to the highway network and other model input files as needed. (TMACOG Staff)
6. Coordinate with Caliper to develop an activity-based model for the Toledo area. (TMACOG Staff)

66520 Autonomous Vehicle Special Study

Goal: To enhance interagency dialogue and collaboration, and to facilitate smart transportation/innovative mobility project development and deployment within northwest Ohio and southeast Michigan.

Objectives:

- Research and share information on connected vehicle/autonomous vehicle, electric vehicle, and advanced air technology.
- Partner with DriveOhio and FlyOhio on smart mobility projects and initiatives in northwest Ohio.
- Facilitate meetings of the Smart Transportation & Innovative Mobility Committee.

Methodology:

Transportation technology is rapidly changing and MPOs must adapt their long-range transportation plans to stay current. Preparing for technologies such as connected and autonomous vehicles, unmanned aerial mobility, unmanned aircraft systems, and other developing technologies has been a priority for regional stakeholders, and as a result, TMACOG was asked to establish a committee for this purpose. The committee was created by the Transportation Council in August 2018. The creation of DriveOhio and the support the agency can offer has provided the impetus for developing projects for collaboration with state and local agencies and jurisdictions.

Products:

1. Participate in other agencies' innovative transportation sessions. (TMACOG Staff)
2. Maintain data on electric vehicle charging station locations. (TMACOG Staff)
3. Study locations for future electric vehicle charging stations. (Consultant)
4. Partner with DriveOhio on smart mobility projects in northwest Ohio. (TMACOG Staff)
5. Update regional smart technology/innovative mobility policies for the transportation legislative agenda. (TMACOG Staff)
6. Provide data and GIS support for members. (TMACOG Staff)
7. Support implementation of the Glass City Riverwalk BUILD grant. (TMACOG Staff)
8. Research and explore federal funding opportunities for demonstration projects. (TMACOG Staff)
9. Research and stay current with federal requirements for smart/innovative mobility technology. (TMACOG Staff)
10. Provide staff and support for the TMACOG Smart Transportation & Innovative Mobility Committee. (TMACOG Staff)

69700 Transportation Program Reporting

69710 Transportation Policy Committee Reporting and Administration

69720 Transportation Summit

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 department, the Transportation Council, and its subcommittees. This includes but is 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 public, report on major issues, and coordinate efforts of the diverse community of transportation stakeholders. TMACOG maintains environmental justice and public involvement in transportation planning in accordance with TMACOG’s public involvement policy document which is updated as needed. Lastly, the website is continuously updated and used to communicate transportation planning efforts.

Activities that are ineligible for federal funding are charged to Element 68200, which is 100 percent locally funded.

Products:

1. Produce the annual work program completion report. (TMACOG Staff)
2. Convene a TMACOG Transportation Summit. (TMACOG Staff)
3. Provide staff and support for the Transportation Council. (TMACOG Staff)
4. Review and update the TMACOG Title VI Plan. (TMACOG Staff)
5. Review and update the TMACOG Public Involvement Policy. (TMACOG Staff)
6. Review and update the TMACOG Prospectus. (TMACOG Staff)
7. Review and update the TMACOG transportation webpage. (TMACOG Staff)
8. Provide staff and support to regional and state transportation organizations and agencies. (TMACOG Staff)

73000 Share A Ride (CMAQ Funded)

Goal: To reduce single occupant vehicles (SOV) trips through ride sharing and vanpooling to work or school.

Objective:

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

Methodology:

Gohio Commute is a software service that matches registered commuters who live and work in the same area to facilitate the formation of carpools and/or vanpools and to better enable commuters to use alternative modes of travel such as transit, biking, and walking.

Products:

1. Maintain and update the ride sharing information on TMACOG's website and Gohio Commute platform so that it is consistent with marketing efforts being used to promote the department's programs.
2. Continue partnership with other Ohio MPOs to maintain software and track usage. (TMACOG Staff)
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 compounds (VOCs) released into the air by the automobile. (TMACOG Staff)
4. Increase awareness of the Gohio Commute program through marketing and promotional programs. (TMACOG Staff)

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, 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 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 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 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 processes to align TMACOG operations and management with adopted goals, objectives, and budgets.
- Work with members and environmental partners to define and/or refine the vision and mission of TMACOG's water quality efforts.
- 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.
- Take needed steps to produce and submit an application to the United States Economic Development Administration to designate TMACOG as an Economic Development District (EDD).
- Identify changes needed to TMACOG structure and staffing to implement new programs once EDD designation is obtained.

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 2025.

Objective:

- Meet the requirements of the Ohio, Michigan, and U.S. departments of transportation; the Ohio Environmental Protection Agency; 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, dental, vision, 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 the 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 the provided financial information.
- Develop and recommend for adoption the FY 2024 Annual Budget.
- Develop and recommend for adoption the 2024 Annual Membership Fee Schedule.
- Recommend for adoption the FY 2024 TMACOG Board of Trustees Weighted Vote Table.
- Monitor agency expenditures and financial record keeping.
- Arrange for and review the annual audit of all FY 2023 financial records.
- Review and make certain all TMACOG fiscal policies are adequate to meet the needs of the agency.
- Monitor and review third party payroll system and timekeeping system to ensure they are adequately serving the needs of the organization.
- Administratively approve the President's quarterly expense report when total expenditures are less than \$500.

99930 Membership

Goal: To retain current members and solicit new members by promoting the value of membership as well as to select and present educational content and material that support the goals and objectives set forth by TMACOG.

Objectives:

- Member Retention – develop relationships by maintaining consistent communication and encouraging regional partnerships through participation:
 1. Work with staff to schedule, organize, and manage processes by which TMACOG representatives will visit members during the calendar year.
 2. Assist in matching new members with appropriate committees to encourage participation.
 3. Identify newly elected officials and determine when membership visits/calls will be needed.
 4. Identify caucus opportunities and participation at the General Assembly and other times during the calendar year to ensure members have an opportunity to meet and discuss items of mutual interest.
- Member Recruitment – develop a set of characteristics, qualities, attributes, or standards to identify key governmental and non-governmental groups on which to focus recruitment efforts:
 1. Design an effective process by which to introduce new and potential members.
 2. Identify opportunities for introducing TMACOG to potential members.
 3. Work with staff to organize and prepare for visits to potential members.
 4. Recommend to the Executive Committee approval of new, non-governmental TMACOG members.
- Communication:
 1. Maintain positive working relationships with state and federal officials representing northwest Ohio and southeast Michigan.
 2. Provide an opportunity for members to advocate for issues that impact regional economic opportunities and quality of life.
 3. Serve as a resource for information-gathering, upon members' requests, and provide guidance, referrals, and information as requested by members and member organizations.
 4. Work with other administrative committees to share and communicate updates.
- Planning Events:
 1. Collaborate with the Leadership Development Committee on planning and coordinating TMACOG member events and educational programs, including the annual General Assembly, forum with state legislators, member caucuses, and TMACOG Tech education series.
 2. Provide forums for members to discuss and resolve issues of mutual relevance.
- Evaluate the effectiveness of current events:
 1. Conduct as needed a membership survey to determine regional and member needs.
 2. Determine value of events and seek input on relevant topics through post-event evaluations.
 3. Discuss and evaluate existing member events and programs for efficiencies and effectiveness.
- Sponsorships:

1. Weighing geographic and business interests, identify potential sponsors from the TMACOG list of non-governmental members.
2. Approach potential sponsors with a sponsorship package that lists the sponsorship level and identifies the cost and benefits.
3. Pursue in-kind sponsorships including professional services, venue donation, and printing.
4. Identify all program, event, and project opportunities that would benefit from extra sponsorship.
5. Expand potential sponsor pool to include non-members in the region including foundations.
6. Work with programmatic departments to make joint efforts to secure sponsorships.
7. Establish long-term sponsorships and in-kind professional service donations.

99940 Leadership Development

Goal: To identify, recruit, train, and support a broadly diverse group of public officials and private leaders to serve in leadership roles for TMACOG and help TMACOG meet its regional program needs and agency operations.

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 and vice chair for election at the winter 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.
- Work collaboratively with other TMACOG committees to:
 1. Develop a strategic planning session to establish the direction of the organization.
 2. Generate topics and identify speakers for the annual General Assembly.
 3. Identify caucusing opportunities and participation at the General Assembly and other times during the calendar year to ensure that members have an opportunity to meet and discuss items of mutual interest.
 4. Develop a networking forum for members that would include an opportunity to caucus and meet with state lawmakers.
 5. Develop a public policy agenda from a regional perspective. Assemble a legislative ad hoc committee to establish a process for addressing regional issues and develop a public policy agenda summarizing the top priorities. TMACOG senior staff will participate in those discussions as needed. Once developed, the public policy agenda would be presented to the Leadership Development Committee for adoption, followed by the Executive Committee and Board of Trustees.
- Generate discussion and decisions about TMACOG programs for efficiencies and effectiveness.
- Maintain an open dialogue with all TMACOG groups to ensure standard operating procedures, policies, and to monitor attendance.
- Guide other councils and committees to develop agency-wide goals and objectives and evaluate these on an annual basis. Report results of evaluations to the Executive Committee on an annual basis.
- 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 of members where officers and committee members of TMACOG are appointed or elected and when an in-depth review of the prior year's accomplishments are reviewed.

The General Assembly will present opportunities for members to discuss issues of mutual relevance. The Membership Committee will work collaboratively with the Leadership Development Committee to plan, develop, and coordinate activities for the annual General Assembly.

Objectives:

- Hold a General Assembly meeting in January 2024.
- Undertake the major business of TMACOG.
- Recognize new elected officials at the General Assembly
- Elect officers, alternates, and non-governmental representatives to the Board of Trustees for 2024.
- Provide an opportunity for networking and interaction of members and regional partners.
- Identify caucus opportunities at the General Assembly and other times during the calendar year, to ensure members have an opportunity to meet and discuss items of mutual interest.
- Seek post-event feedback from General Assembly attendees.

99960 Communications Department

Purpose: Maintain and improve internal and external perception and understanding of TMACOG's mission through clear and concise communications to reach local, regional, and national audiences, including councils of governments.

Communications

Goal: To provide high-quality communication products, services, and information to our local and regional audiences in an efficient and timely manner to expand TMACOG's influence and 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:

- Provide all staff with tools and direction that they need for complete, professional presentations to the public.
- Continually seek new methods and strategies to improve communication, including new technology and public and private connections.
- Coordinate public events for effective communication and media coverage.
- Review and proofread written pieces for consistency, accuracy, and preferred style.
- Work with media partners to reinforce the agency's role as an expert resource and regional problem solver.
- Coordinate the graphics and promotion of all projects and events.
- Maintain quality control of internal and external printed and electronic communications.

Communications Committee

Goal: To provide direction to staff on ways to improve communications to our local and regional audiences, members, and partners to further TMACOG's goals.

Objectives:

- Evaluate current communications tools.
- Annually review and evaluate the annual work program.
- Assist the Communications Department in developing new marketing and communication strategies.

Public Information and Public Relations

Goal: To inform and educate local, regional, and national audiences about TMACOG activities, goals, and accomplishments.

Objectives:

- Write and/or edit agency communication tools such as the *Big Picture* newsletter, TMACOG Annual Report, website items, and promotional information for events.
- Develop TMACOG publications such as the Transportation Legislative Agenda and the Agenda for Lake Erie to drive agency initiatives.
- Draft correspondence to support communication goals and upon request by the TMACOG president, chair, and other leadership, including news releases, editorials, op-ed essays, and guest columns.
- Research and monitor initiatives of partner agencies to pool resources and support.
- Respond to public information and media requests in a timely manner.
- Coordinate and support opportunities for presentations and media interviews.
- Use social media as strategic public information and public relations tools.

Marketing

Goal: To best use advertising budgets for maximum impact. To reach local, regional, and national audiences to encourage and engage increased participation in TMACOG's mission.

Objectives:

- Create and implement marketing plans for Ozone Action Season, Bike Month, Gohio Commute, and other projects, including researching advertising options, negotiating contracts, and seeking PR opportunities.
- Purchase advertising in diverse forms of media, such as print, radio, TV, internet, outdoor, signage, and mobile advertising, and regularly evaluate campaign effectiveness.

TMACOG Directory of Local Public Officials

Goal: To coordinate annual updates and publication of the *2024 Directory of Public Officials* in partnership with other staff.

Objectives:

- Update contact information for the elected and appointed officials in the region. Research and update content including non-governmental member contacts, state and federal legislators, educational institutions, media, and chambers of commerce.
- Produce and publish the *2024 Directory of Public Officials*.

Graphics

Goal: To efficiently produce high-quality, cost-effective visual materials that help convey messaging and enhance TMACOG's image and identity of the organization to members, media, potential members, and the general public.

Objectives:

- Produce all TMACOG graphics to be used in the production of TMACOG documents, reports, and mailings.
- Design and produce all printed and electronic pieces such as annual reports, brochures, newsletters, and flyers.
- Design and produce graphics to be used at all TMACOG in-person and teleconference events.
- Design printed ads, billboards, T-shirts, and other specialty items.
- Develop and maintain the TMACOG website effectively on the internet.
- Research and develop new tools to be used to enhance communications through the website.
- Maintain proficiency in graphic and computer technology. Improve video technology capability.
- Evaluate time, cost, quality, and efficiency of using both in-house copiers and outside printing companies to minimize cost and increase efficiency.
- Review agency logos for potential updates and revisions.

Social Media

Goal: To communicate TMACOG messages and amplify messages of partners quickly and with measurable impact.

Objectives

- Effectively interact with our core audiences – partners, TMACOG members, and the general public – via social media channels and a variety of media.
- Assist members by sharing and amplifying their messages and promoting events.
- Evaluate the roles of social media channels such as Facebook, YouTube, and Twitter and cultivate relevant content for each audience.
- Analyze social media stats/data to determine effectiveness.
- To emphasize our message by reiterating it to the general public, partners, and members through multiple social media channels.

99970 Computer Systems

Goal: To develop and maintain a top-level computer system that remains consistent with technological changes as they occur.

Objectives:

- Repair, maintain, and update computer systems.
- 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.

