

REGIONAL FOCUS

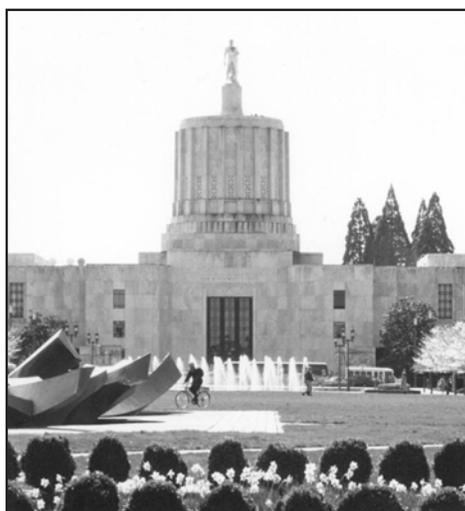
Impact of State Revenue Problems on S&DS Services

In June 2010, in an effort to address the serious shortfall in state revenue, Governor Kulongoski announced a package of deep cuts to many state-funded services. The proposed cuts identified for seniors and people with disabilities included the closure or reduction of several in-home service programs. These important programs allow people to remain independent and in their own home, preventing or delaying the need for more costly care. An example of one such program, the Oregon Project Independence (OPI), was set for closure at the end of July.

Other proposed cuts included the termination of reimbursement through Medicaid for Meals on Wheels and an additional 5 percent reduction to the allocation S&DS receives to administer the Medicaid and Food Stamp program in Lane County.

As a result of a public outcry, the State Emergency Board took official action on July 22nd to restore in-home service programs, such as the Oregon Project Independence.

See **Impact of State Revenue Problems** page 4



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George Kloeppel
LCOG EXECUTIVE DIRECTOR

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- CITY OF COTTAGE GROVE
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- CITY OF EUGENE
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- LANE COMMUNITY COLLEGE
- LANE COUNTY
- LANE EDUCATION SERVICE DISTRICT
- LANE LIBRARY DISTRICT
- LANE TRANSIT DISTRICT
- PORT OF SIUSLAW
- RIVER ROAD PARK & RECREATION DISTRICT
- SCHOOL DISTRICT 19
- SCHOOL DISTRICT 4J
- SCHOOL DISTRICT 52
- SCHOOL DISTRICT 68
- SIUSLAW VALLEY FIRE DISTRICT
- WESTERN LANE AMBULANCE DISTRICT
- WILLAMALANE PARK & RECREATION DISTRICT

Director's Desk

Communication is Part of the Solution

In the last issue of Regional Focus, I described the "Climate of Prosperity" Task Force that the LCOG Board had assembled. One of the subcommittees of the Task Force was charged with looking comprehensively at communication. It asked if we as a council of governments and as stakeholders in the region could better serve the public interest by elevating our commitment to communication. The answer was a resounding Yes.

It was recognized that clear, honest communication is vital to the success of regional enterprises, and subcommittee members also understood that our collective pursuit of "good government" depends upon open channels of communication. The subcommittee looked at three distinct forms of communication: From the public sector—including LCOG—to the public; from the citizenry to government; and from government to government. Each of these aspects, it was noted, could be improved upon; and each would require its own approach. But it was also recognized that individual tactics should be integrated and sum to a larger strategy.

With that comprehensive vision in mind, I have recommended that the Board direct the preparation of a Communications Plan. The outcome of such a plan would be a "more robust and effective communications program" that is specific and "action-oriented."

At this writing, the Board of Directors has yet to act on the recommendation. But, presuming movement in the direction of a strategic plan, I would share here some possibilities.

While this agency does a great deal to facilitate the provision of information to the public, a more intensive investment in this area is certainly an option. In my view a first step would involve agreement on a clearly stated purpose that would include the identification of an appropriate "target audience." From there, determinations could be made about how best to reach out to that audience and to what end. LCOG tends to utilize the fairly conventional mechanisms of newsletters, public meetings, press releases, brochures and websites to convey its message. But changes in current technology and demographics raise new opportunities that could employ the tools of "social media." As we explore the possibilities we must remember that, in communication with the citizenry, there is nothing as important and no tactic as effective as a speaker and a listener, engaged in the process of civic interaction.

That leads directly to the second form of communication that was highlighted by the subcommittee, citizens communicating with their government. A Communications Plan needs to provide for enhanced two-way communication. While LCOG relies on advisory bodies, work shops, and public hearings, more needs to be done to elicit the feelings and desires of "the people." A Communications Plan should attend to the goal of making the work of the public sector transparent and of providing access to a diverse citizenry for substantive participation in government decision-making.

Finally, I would argue that the third form of communication, government-to- government,

See **DIRECTOR'S DESK** page 3



LCOG Facilitates Small Business Loan for Ninkasi Brewing

Ninkasi Brewing Company, based in Eugene, Oregon, has been manufacturing and distributing beer since June of 2006. The company manufactures craft beer and sells its products on draft and

in 22 oz. bottles. Ninkasi Products are distributed in Oregon and Washington.

Ninkasi saw an opportunity to grow and modernize its production facility in order to expand its distribution into California, Idaho and Alaska. The company came to LCOG to pursue financing for this project from the U.S. Small Business Administration. Working in partnership with Century Bank, LCOG arranged a loan under the SBA 504 loan program.

As a result of this loan, the company will create approximately 20 new jobs over the next two years. These are good quality jobs in the manufacturing sector and include a comprehensive set of benefits. This expansion is another fine example of the type of economic development projects that LCOG helps to facilitate in Lane County.



Nikos Ridge, co-owner of Ninkasi Brewing. The company will be creating approximately 20 new jobs as Ninkasi expands its craft beer manufacture and distribution business thanks in part to LCOG and the SBA 504 Loan Program.

From **DIRECTOR'S DESK** page 2

is fundamental to the work of any council of governments. While advocacy with "higher levels" of the public sector is important and is being pursued, local governments working and talking with one another toward the end that their services are provided in the most efficient manner possible is a key element of regional cooperation. LCOG facilitates dozens of mechanisms for such communication, and the results of that investment have been significant dividends paid to the public good for over six decades. The value of elected and appointed officials from different jurisdictions working together cannot be over-estimated. Misunderstandings are overcome and opportunities for healthy cooperation are identified through the use of these communications channels. The recommended Plan should consider ways by which this form of intergovernmental communication can be improved.

My sense is that the Climate of Prosperity Task Force hit exactly the right button in prioritizing the expansion of communication opportunities as critical for LCOG. Without question, the challenges faced by the public sector in today's environment are staggering. Clear, purposeful and honest communication between the stakeholders may not be the magic pill to heal the patient, but it is surely a part of a responsible therapy.



STAFF PROFILE



Kyle Overstake

GIS TECHNICIAN
TECHNOLOGY SERVICES

Kyle Overstake started at LCOG as a GIS Intern with a mobile GIS focus in June 2008. In June of 2010, he was officially hired as a GIS Technician.

Kyle has been involved in a number of different projects primarily related to land use. Most notably, he created a parking inventory for the City of Eugene, and

See **KYLE OVERSTAKE** page 8

MPC Adopts MTIP for 2010-2013

On August 12th, the Metropolitan Policy Committee (MPC), carrying out its Metropolitan Planning Organization responsibilities on behalf of the LCOG Board, unanimously adopted the Metropolitan Transportation Improvement Program (MTIP) for Federal Fiscal Years 2010-2013. The MTIP is a major product of the MPO and undergoes a full update every other year. The FFY2010-2013 MTIP identifies more than \$270M of federally funded or otherwise regionally significant transportation and transit projects to enhance, maintain, and operate roads, bicycle

and pedestrian facilities, and public transit in the Central Lane MPO area.

Projects for several regional partners are included in the MTIP. Regional agencies involved in the MTIP include MPO member agencies Lane County, Eugene, Springfield, Coburg, Lane Transit District, ODOT, and LCOG, and Willamalane Parks and Recreation District. More information about MPO projects and programs, including a complete copy of the FFY 2010-2013 MTIP, can be found at www.thempo.org.

Florence Recognized as a TsunamiReady and StormReady Community

Florence Mayor Phil Brubaker and the City Council are pleased to announce that on Wednesday, August 11th, representatives from the Portland National Weather Service officially recognized Florence as a TsunamiReady and StormReady Community. Florence became the 10th site in Oregon to receive the certification after successfully completing an extensive set of criteria. The TsunamiReady Program was

developed by the National Weather Service, and is designed to help cities, towns, counties, universities and other large sites in coastal areas reduce the potential for disastrous tsunami-related consequences.

The recognition ceremony was held at 1:00 p.m. at Siuslaw Valley Fire and Rescue, 2625 Highway 101, Florence, Oregon.

From **IMPACT OF STATE REVENUE PROBLEMS** page 1

dence and Medicaid reimbursement for Meals on Wheels. This was indeed good news for LCOG's clients depending on these services, if only a temporary reprieve.

S&DS's budget issues are not solved. Other proposed reductions will move forward, such as the 5 percent reduction to S&DS' allocation. Funding for in-home programs such as Oregon Project Independence is limited and temporary. Thus, OPI is currently operating on a status-quo basis, serving only those clients receiving help as

of June 2010. The future is unknown. Continued work is ahead to assure that Oregon's system of long term care services, once a model nationally, is allowed to sustain and evolve to meet the demands of the aging population.



EPA's WaterSense Program Launches "We're for Water" Campaign



In July, EPA's WaterSense program launched the "We're for Water" campaign as a national effort to educate consumers about water-saving behaviors and WaterSense labeled products. The campaign highlights the daily impact that water use can have on energy, human health, and savings while also demonstrating how small actions can have a big impact.

American public water supply and treatment facilities consume about 56 billion kilowatt-hours (kWh) annually, enough electricity to power more than 5 million homes for an entire year. If one out of every 100 American homes retrofitted with water-efficient fixtures, we could save about 100 million kWh of electricity per year, avoiding 80,000 tons of greenhouse gas emissions. That is equivalent to removing nearly 15,000 automobiles from the road for one year.

To kick off the campaign, two Los Angeles families will compete to see who can save the most water. If all U.S. households installed water-efficient appliances, the country would save more than 3 trillion gallons of water and more than \$18 billion dollars per year! Also, when we use water more efficiently, we reduce the need for costly water supply infrastructure investments and new wastewater treatment facilities.

Are there any mayors in Lane County that perhaps would like to compete against their counterparts in other cities to see who can save the most water? Or possibly take on an even bigger challenge of which city in Lane County can have the biggest percent reduction in water use? Although our area seems to be "water rich", demands from industry, agriculture, residents, and fish will make the water equation increasingly complex and water conservation increasingly more important to meet all of our needs.

To learn more about the benefits of water efficiency, visit www.epa.gov/watersense/water_efficiency/benefits_of_water_efficiency.html.

For more information locally, contact:

Denise Kalakay
Senior Planner
Lane Council of Governments
(541) 682-7415
dkalakay@lco.org

New Veneta Website Created by LCOG Creative Services

The LCOG Creative Services team recently completed work on a totally revamped website for the City of Veneta. Beyond the complete redesign, changes to the website include a new calendar system, easier navigation (including quick links to the most asked questions), more intuitive access to meeting materials, interactive park maps, and more.

The City of Veneta website can be found at www.ci.veneta.or.us. For more information about Creative Services' web development, contact Colene Doll at (541) 682-4389.



Eugene City Council Endorses Open Space Vision

On July 12, the Eugene City Council added its name to the growing list of endorsements of the Willamette River Open Space Vision and Action Plan with a unanimous vote. Over the past year, LCOG has been coordinating the development of this multi-objective open space vision for the Willamette River corridor in and around Eugene and Springfield, working with a partnership of 15 other organiza-



tions. The vision details key concepts for expanding and improving the open space system along the river over the next 30 years and will be implemented by the partnership and land owners on a voluntary basis. The unified vision should greatly enhance our region's ability to compete for funding and will improve coordination of on-the-ground efforts between the partners.

As a demonstration of broad community support, the following groups have provided an endorsement of the Willamette River Open Space Vision:

- League of Women Voters of Lane County
- Lane County Audubon Society
- Greater Eugene Area Riders (GEARs)
- Willamette Kayak and Canoe Club
- Eugene Planning Commission
- Friends of Buford Park & Mount Pisgah
- Eugene Bicycle and Pedestrian Advisory Committee
- Native Plant Society of Oregon, Emerald Chapter
- Willamalane Park and Recreation District Board
- American Society of Landscape Architects - Oregon Chapter

LCOG a Winner in the 2010 Business Commute Challenge

The Business Commute Challenge is a pretty simple incentive program to try to get a few more people to try alternate means to get to work and reward the folks that already do. The week-long event, May 15-21, was a big success this year. The Challenge included 2,241 participants in 169 business/work teams for a total of 62,904 miles.

LCOG won first place in the Large Business Category with 48.5% participation! Thank you to LCOG staff for participation and excitement about this year's competition. LCOG increased participation from last year and almost matched the miles traveled.

Biking: 266 miles, Walking: 143 miles, Riding the Bus: 1,628 miles, Carpooling: 955 miles, Telecommuting: 137 miles, Total: 3,129 miles

You can check out the awards page to see how some of the other businesses did: www.commutechallenge.org/details.php

There were also some drawing winners from LCOG: Mona Murphy, Bagel Breakfast Delivered to Your Office from Peace Health; Kathi Wiederhold, T-Shirt from KRVM; Bill Clingman, Gift Basket from The Walking Company; Maggie Drews, \$20 Gift Certificate from REI.



Thank you to everyone for making it such a great commute week!

LTD West Eugene EmX Extension Project Update



utilities, property acquisition, and land use. LCOG Transportation Planning staff has also been involved in the modeling and performance evaluation of the different alignment alternatives. In addition, LCOG staff has contributed technical analysis reports that will be included in the environmental analysis documents, addressing a number of topics, including:

Lane Transit District (LTD) is moving forward on its study of the West Eugene EmX Extension (WEEE) project, which would implement bus rapid transit (BRT) improvements and other alternatives in the West Eugene Corridor. The WEEE project is the third corridor of the 61-mile BRT system that has been identified in the Regional Transportation Plan (RTP) as the preferred high-capacity transit strategy for the twenty-year plan horizon. It builds upon initial EmX service between downtown Eugene and downtown Springfield, and the Gateway extension opening in January between downtown Springfield, Sacred Heart Medical Center at RiverBend, and the Gateway area.

- Energy and Sustainability;
- Socioeconomics, Neighborhoods, Community Facilities and Public Services;
- Visual and Aesthetic Resources; and
- Public Parks, Recreation Areas, & Wildlife Refuges.

On June 23rd, 2010, the LTD Board of Directors adopted a refined number of alternatives that will be further studied in the Alternatives Analysis Report. Based on this decision, the alternatives that will be further studied show the route ending at Commerce Street, with the following alternative alignments to be further evaluated:

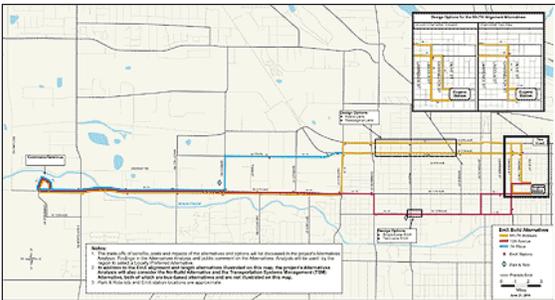
- W 13th Avenue – W 11th Avenue
- W 6th/7th Avenues – W 11th Avenue
- W 6th/7th Avenues – W 7th Place

Completion of the Alternatives Analysis Report is expected by late September. The detailed analysis in this report will support the fall selection process for the LPA.

The LTD project team is currently deep in the process of completing a formal Alternatives Analysis to select a Locally Preferred Alternative (LPA) for West Eugene. LTD has hired LCOG and other technical experts to help complete detailed analyses on different alignment alternatives. This work provides an in-depth comparative analysis of each of the alignment alternatives to inform the selection process for the LPA and supports the required environmental analysis to be completed on the LPA.

Share your thoughts about the project:

Email LTD: we.emx@ltd.org
 Call LTD: (541) 682-6100 or 800-735-2900 TTY – Oregon Relay
 Mail LTD: PO Box 7070, Eugene, OR 97401
 Fax LTD: (541) 682-6111



West Eugene EmX Extension Project website:

www.ltd.org/search/show-result.html?versionthread=a476176f9b629811c05f57d84d550657

LCOG GIS Modeling has contributed data analysis and mapping to several topic areas to be addressed in the environmental analysis, including transportation systems,



now a base for the City's iPhone application, Epark.

"From learning something new everyday, to all the quality people I continue to meet and/or work with, LCOG is a great place to work."

Kyle Overstake can be reached at (541) 682-6684 or koverstake@lcog.org.

Metro Television Activities

Metro Television continues to produce monthly programs for the City of Eugene and Lane County describing services they provide to the community. "Working for You" produced for Lane County has completed over 20 programs. "Working City", produced for the City of Eugene, completed more than 70 shows capping six years of production. Both programs are designed to educate residents on the wide range of services that are provided by local governments. In addition to being shown on MetroTV, Comcast Cable 21, (www.Metrotv.org) "Working For You" programs are available on the County internet site and are distributed to libraries and school districts throughout the County.

Metro Television has recently produced an overview of the Eugene/Springfield Fire Department merger. This video is available on the Eugene Fire Department Website and describes the process and efficiencies related to the merger. A volunteer recruitment commercial was also produced for the Eugene Police Department. It features individuals enjoying a cup of coffee and discussing what to do in their retirement: Volunteer with the Police department!! Metro staff also produced an overview of the Eugene Public Works Department that has won a top award from the National Association of Telecommunication Officers and Advisors (NATOA). This production has been incorporated into the 4J school curriculum for grade school and middle school-aged youth. The production used local youth actors as hosts, and incorporates many computer generated backgrounds and effects that will appeal to these age groups. The Public Works Public

Information Officer created the concept and Metro TV staff created the animated effects and graphics to show the breadth and depth of services provided by this department to residents.

Eugene City Council and Lane County Commissioner meetings are covered by Metro Television, as they have been since 1986. The Metropolitan Policy Committee meetings continue to be covered and replayed on MetroTV, as well as available from the archives through the LCOG website. New this year, is the coverage of the City of Eugene, Planning Commission meetings. These meetings are replayed on Metro Television. Metro Television now has the ability to set up a remote production site for audio/video switching and recording. Community Outreach meetings of the Board of County Commissioner's are now being recorded and replayed on MetroTV as well as archived on the County website. The 2.5 FTE staff of Metro television are very busy with all this production activity and very proud of the quality products that are being produced.



MPO Citizen Advisory Committee at Eugene Celebration



Committee members: (left to right) Philip Farrington, Jennifer Smith, Sonny Chicker-ing, Sarah Strand, Bill Morganti, Phillip Carroll, Gary Gillespie, Dave Jacobson, Eleanor Mulder, Wendy Butler-Boyesen, Alexandre Lockfeld, and Edward Winter. Not pictured: Rosalia Marquez.

Eager to spread the word about regional transportation, the Citizen Advisory Committee for the Central Lane Metropolitan Planning Organization will help staff a booth at the Eugene Celebration on August 28th and 29th. Members of the 15-member committee will be talking to Celebration attendees about the work of the Metropolitan Planning Organization and its citizen committee. They want to let folks know how transportation can help make our community the place we want it to be. They also want to provide information about the public’s role in helping key projects get funded and built.



Committee members: Paul Adkins, Diana Alldredge, and Dick Beers.

Point2point Solutions invited the committee to share the booth with other MPO partners—staff from the Oregon Department of Transportation, Willamalane Park & Recreation, and the City of Springfield will be there as well. Please look for the display, and stop by to meet Committee members and participate in our give-aways and prize drawings. The booth will be on the west side of Olive Street across from the Atrium and across W 10th Avenue from the Library.

The MPO Citizen Advisory Committee

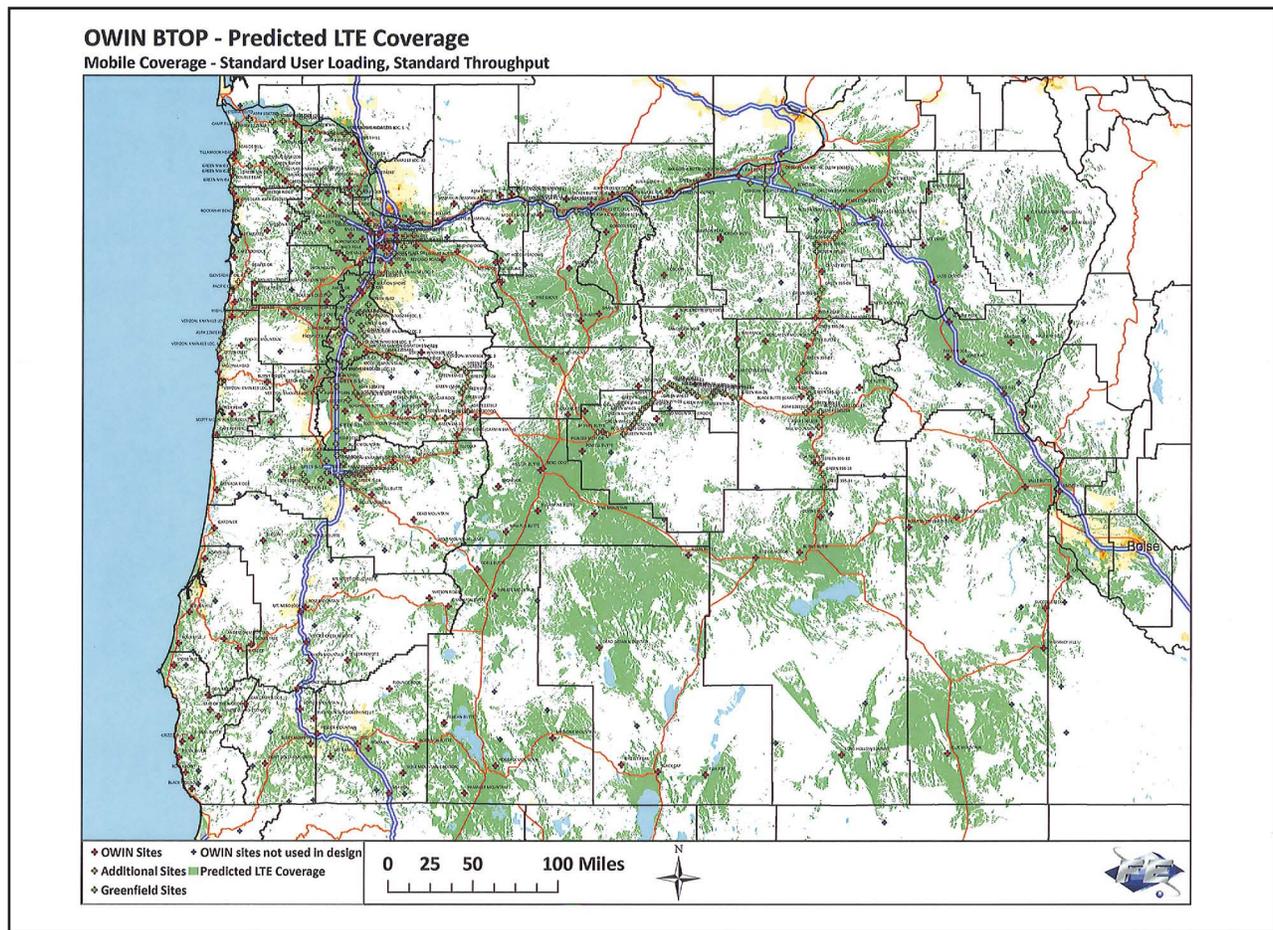
is excited to participate in this community event and spread the word about regional transportation planning. If you are interested in transportation planning, now is a great time to get involved, as there are several key transportation plans being updated now or in the near future:

- Coburg Transportation System Plan
- Eugene Transportation System Plan
- Springfield Transportation System Plan
- Regional Transportation Options Plan
- Long Range Transit Plan
- Regional Transportation Plan

The CAC invites the public to attend its meetings and talk to them about transportation questions and concerns during the public comment period at the beginning of their meeting. The committee meets once a month, usually on the third Thursday of every month. For more information on the committee’s meeting schedule: www.thempo.org/committees/cac.cfm.



Oregon Public Safety Broadband Network Grant



In May of 2010, the State of Oregon was granted a waiver by the Federal Communications Commission to provide broadband public safety data services in a portion of the old television spectrum. As one of 21 entities to receive such a waiver, Oregon was invited to participate in a special application round for the federal stimulus Broadband Technology Opportunities Program (BTOP).

The State's Oregon Wireless Interoperability Network (OWIN) group hired LCOG to assist in preparing a \$150M grant application to develop the Oregon Public Safety Broadband Network (OPSBN.) LCOG has experience working with the State of Oregon on telecommunications issues, and recent success in being awarded a BTOP telecommunications grant (see "High Speed Fiber Optic Connections Grant" next page). When fully constructed, the OPSBN will provide public safety providers

throughout the State with a next generation data network capable of providing not only routine call data and mug shots, but also more difficult applications such as live video from disaster scenes.

An extra benefit of this project is an agreement by the State to partner with local government and commercial partners to use the OWIN radio network, being developed throughout the State, as "backhaul" to allow cost effective delivery of broadband data services to unserved and underserved communities throughout Oregon.

The grant application was completed in July, and is now in the follow-on "due diligence" process. All BTOP monies must be awarded by the end of September, so we'll know very soon if we've been successful. Stay tuned for more about this exciting project.



High Speed Fiber Optic Connections Grant from NTIA for Lane, Douglas, and Klamath Counties

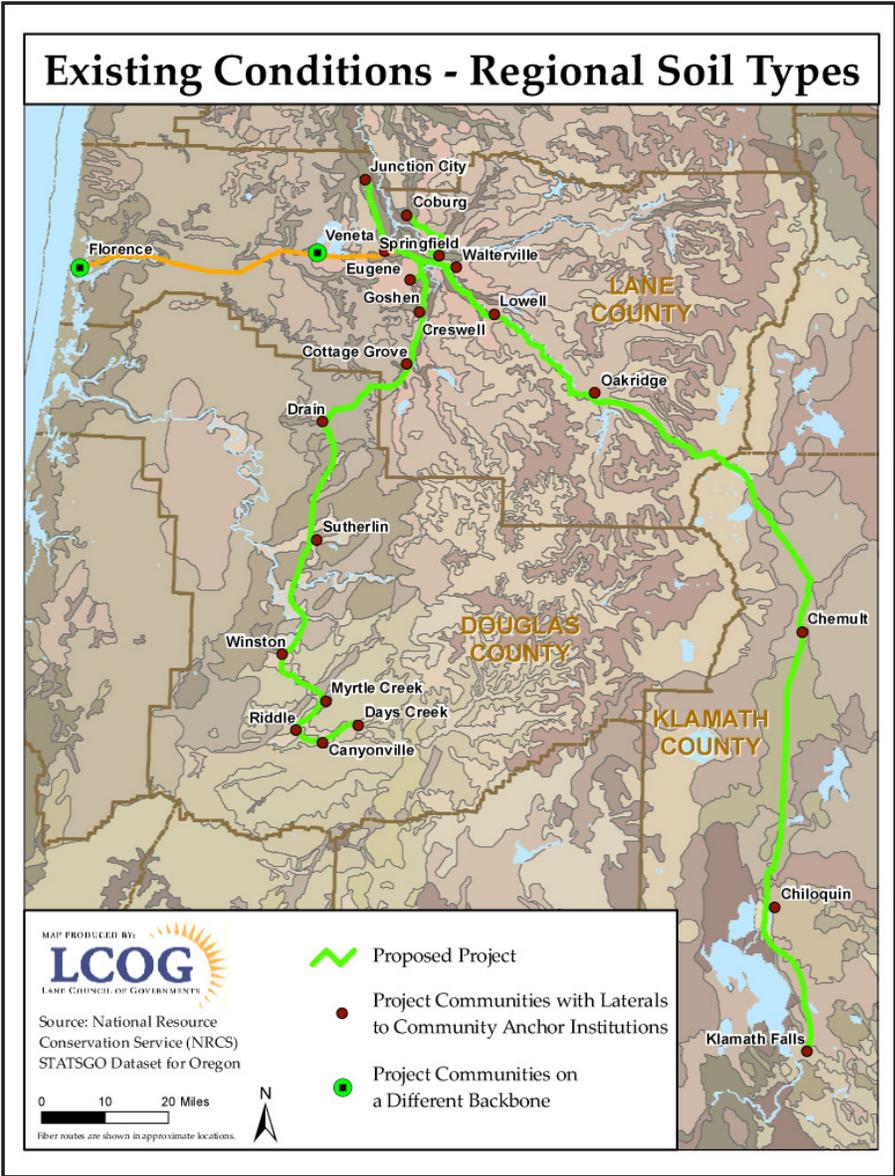
LCOG received an \$8.3 million broadband stimulus grant, combined with \$2.1 million in local match, to improve broadband services to critical institutions in Lane, Douglas and Klamath counties. The funds came from the American Recovery and Reinvestment Act (the stimulus bill) through the Department of Commerce, National Telecommunications and Information Administration (NTIA). Critical institutions are defined in the program as schools, medical service providers, and police and fire services.

Where possible LCOG also included other governmental offices. The project will bring high speed fiber optic connections to over 100 locations in the three-county area. The grant was only possible because of match donations from the Regional Fiber Consortium, Douglas Fast Net, and the City of Eugene.

When completed, the project will make available to the critical institutions bandwidth capacity that either currently does not exist or exceeds the budgets of the potential consumers. The price of the new services should be well below market rates. The project intends make the fiber optic cable and transmission equipment available to private providers to also provide services to businesses in the impacted communities. An additional important improvement will be the development of an interconnection facility in Eugene, where these providers and others will be able to exchange signals. This interconnection facility should help make regional telecommunications services more robust and reduce signal delays for large file exchanges.

The project is currently undergoing its environmental review. When that element of the project is completed, construction will begin, starting with permitting and franchising in the three counties and seventeen cities. The project will be completed by February 2013.

Those interested can follow the progress of the project at wiki.ruralfiber.net.





Oregon Planning Institute 2010 Remedy for the Routine

The 2010 Oregon Planning Institute (OPI) will be September 15th-17th, Wednesday-Friday, at the Lillis Business Center of the University of Oregon. The theme "Remedy for the Routine" directs attention away from business as usual while at the same time begging the question, is there any such thing as business as usual? The conference program offers a wide range of topics from energy planning to food issues to transportation as well as some good old standbys such as current permitting issues, management basics, and a case law and legislative update. OPI is pleased to present Bob Welch as this year's keynote speaker. Mr. Welch has been a columnist with the Register Guard for 10 years and has published numerous books including *My Oregon* and *My Oregon II*. Information on the conference and registration can be found at: www.oregon-planninginstitute.com. We hope to see you in September!

Oregon Planning Institute SAVE THE DATE

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Editors: Colene Doll
Sarah Finney
Theron Roe

Design/Layout:
Sarah Finney
Hilary Dearborn

Contributing Authors:
Stacy Clauson
Ellen Currier
Steve Dignam
Denise Kalakay
George Kloeppe
Jeff Krueger
Robert Lewis
Milo Mecham
Kay Metzger
Kyle Overstake
Byron Vanderpool
Denise Walters
Kathi Wiederhold

Send comments, requests, or email address changes to Sarah Finney at 541-682-4072 or sfinney@lcog.org.

LCOG Board and Legislative Delegation to Preview the 2011 Session

All members of the Lane County delegation to the Oregon Legislature have been invited to participate in the September 30 meeting of the LCOG Board of Directors. The meeting will provide an opportunity for the representatives and senators of this region to share their expectations and priorities for the Session that will begin in January. Also envisioned is a dialogue in which the local elected officials on the LCOG Board will offer their views on the public policies likely to be confronted by the legislature.

The September 30 meeting of the Board and the delegation will provide the first public exposure for LCOG's "Regional Voice" program, by which the concerted position of the LCOG membership can be communicated to the region's representatives.

See the website for meeting location and more information: www.lcog.org/calendar.cfm

View the LCOG meeting schedule online at www.lcog.org/calendar.cfm