THE MACC

A History of the
Macatawa Area Coordinating Council
1989 - 2009
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreword</td>
<td>i</td>
</tr>
<tr>
<td>Executive Summary</td>
<td>ii</td>
</tr>
<tr>
<td>Timeline</td>
<td>iii</td>
</tr>
<tr>
<td>Antecedents</td>
<td>1</td>
</tr>
<tr>
<td>Transportation Program</td>
<td>8</td>
</tr>
<tr>
<td>Land Use/Environment</td>
<td>14</td>
</tr>
<tr>
<td>Housing/Quality of Life</td>
<td>20</td>
</tr>
<tr>
<td>Projections for the Future</td>
<td>25</td>
</tr>
<tr>
<td>Appendices</td>
<td>27</td>
</tr>
</tbody>
</table>
FOREWORD

The opportunity to document the history of the first 20 years of the Macatawa Area Coordinating Council (MACC) has been very enjoyable. While this review is not intended to be exhaustive, it is hoped that the reader will find it to be a representative sample of the many initiatives addressed by the MACC’s Policy Committee members over these past two decades.

The first five years of this history took place before there were any professional staff members hired to carry on the day-to-day operations of the MACC. It is very indicative of the strong community spirit of our area that so much was accomplished in those early years. Those individuals who have served on the various committees, the state and federal partners, as well as the staff members all deserve recognition for the significant contributions they have willingly given.

This historical account begins with, what is often cited as the impetus for the formation of the MACC, the “2010 Convention/Report”. This initiative involved a few hundred interested citizens who gathered on several occasions in the late 1980’s to strategize on what they envisioned for this community by the year 2010. Several of those recommendations have been implemented over the ensuing years, but the primary focus of this account will be the call for areawide cooperation among neighboring governments. In fact, that focus became the mission statement of the MACC and even after reconsideration of that mission on several occasions over the years, it holds as the mission some twenty years later.

Those individuals who volunteered to develop the format of that early mission organized themselves into three committees: (1) Transportation, (2) Land Use/Environment, and (3) Housing/Quality of Life. It is interesting to note that, even after twenty years of a wide variety of initiatives, a case could be made that the current work of the MACC is generally still focused within those three broad areas of interest.

The records show that there was strong interest in those early conversations in addressing water quality issues, transportation (including an areawide airport authority), and ongoing needs for dredging of the harbor, among other concerns. While almost all of the issues that have been considered by the MACC, both then and in more current times, have taken a long time to be adequately addressed, much has been accomplished.

The forward thinking individuals who gave generously of their time during the “2010 Convention” and those who are still doing so twenty years later have added tremendously to the very high quality of life that is so abundant in our area. In fact, there are many individuals who have been directly involved in these efforts over all of these past twenty years.

And, finally, my personal thanks for the opportunity to work on these interesting and challenging areawide issues and for the opportunity to document this collaborative journey for our community.

Sue Higgins
Retired Executive Director
Macatawa Area Coordinating Council
A desire to document the history and to organize the archives of the Macatawa Area Coordinating Council (MACC) has been recognized for a long time. This document is intended to report on the progress of that organizational task and to make it convenient for others to continue such record-keeping in the future. Throughout the text of this historical record, references are included to highlight at least some of the reports of action that have played such a key role in encouraging cooperation among neighboring governments on issues of areawide concern.

A sincere attempt has been made throughout this historical review to utilize a minimum of the acronyms that are so common in the work of the MACC. As a handy reference (and just in case any of these shortcuts may have been missed), a glossary of terms (1) is included in the Appendices for ease of translation.

In order to appreciate the work of the MACC, it is necessary to recognize that whenever initiatives of such broad scope and which are considered by such a wide range of members of a complex committee structure, final action is not quick in coming to fruition. That is, of course, sometimes quite frustrating to some. It is also an accurate measure of the thoroughness of the work of the MACC and the lasting impacts of its actions.

This historical review of the first 20 years of the MACC has been organized to, hopefully, appeal to both the casual reader who might be interested in only the highlights of such an account, and also to more serious researchers who might be interested in a more in-depth documentation about the MACC. A “Timeline” follows this Executive Summary as an attempt to highlight the wide range of issues deliberated by the MACC. Not all of these issues are described in the text but are included for reference and to put the chronological order of the work into context.

The main text of this history first describes the initiatives related to the 2010 Convention that preceded the formation of the MACC/Metropolitan Planning Organization in 1993. The significant accomplishments of these efforts are described, especially the three subcommittees that were formed to implement the many goals that were identified by the 2010 Convention/Report. Although the names and focus of those subcommittees were changed a bit over time, the original spirit of those subcommittees (Transportation, Land Use/Environment, and Housing/Quality of Life), have been sustained throughout this twenty year history of the MACC. Therefore, this has been chosen as the primary organization of the remainder of the text.

A brief section on projections for the future is also included. These projections are, primarily, the views of this author but it is certainly always up to the MACC Policy Committee to decide which issues of areawide concern should be considered on behalf of, and by, the community.

And, finally, the Appendices that are included are referenced throughout the text and are intended to provide background information for the history of the organization as well as, hopefully, some historical perspective for future leaders of this fine organization.

A great deal has been accomplished in these first 20 years, but it is clear that there is much yet to be done as the MACC is utilized to address its mission of: “encouraging cooperation among neighboring governments on areawide issues”.
Timeline

The following timeline is offered to highlight the chronological order and wide variety of issues addressed by the MACC Policy Committee as well as the quality of consideration given to these issues (the remainder of this historical record is organized by subject matter):

Pre-MPO (1975-1992)
- Need for areawide cooperation recognized
- 2010 Convention
- First Macatawa Community Coordinating Council committees formed
- Governmental units joined Macatawa Community Coordinating Council

1990-1992
- Holland/Zeeland urbanized area qualified as Metropolitan Planning Organization (MPO)
- Macatawa Area Coordinating Council (MACC)/Metropolitan Planning Organization (MPO) formed
- First Unified Work Plan, Transportation Improvement Program, and air quality conformity documentation developed and submitted to state/federal agencies

1993
- MACC Executive, Policy and Technical Committees formalized
- Professional staff hired and office established at 325 N. River Avenue (previously the office was temporarily located in the Zeeland City Hall
- MACC mission statement reaffirmed
- Holland Harbor Improvement Committee
- US 31 Major Investment Study

1994
- Weed and Seed Program
- Future Search
- Macatawa Watershed Project
- FreeNet
- Transit Expansion study

1995
- US 31 Design study
- Second Future Search
- Church of God in Christ, Inc. (COGIC) employment shuttle with alternative fueled vehicles
- Kent/Ottawa/Muskegon/Allegan (KOMA) meetings
- Korean/MSU delegation
- David Rusk presentation on housing issues
- Amtrak celebration of sustained service
- Ozone Action Program
- MACC offices moved to 400 – 136th Avenue
- Safety Committee
- Dredge containment site
- Area Center concept
- Gypsy moths
1996
Study sessions
Public Participation Plan
West Michigan Chamber Coalition
Macatawa Watershed Project launched
Areawide geographic information system discussed
Cell phone towers model ordinance
Child care committee report
Amtrak accessibility
Executive Committee membership expanded
National reports featuring MACC as a new MPO
Future Search of Weed and Seed Program
Grand Valley State University (GVSU) survey of MACC members

1997
Interns
MACC Geographical Information System (GIS) established
River Avenue Corridor Study
Macatawa Greenway
Watershed Project Manager hired
Areawide Airport Committee
County transit
M6 groundbreaking
M40/M89 Committee
Community Access TV Interconnect
Nonmotorized Enhancement Program
Transit Services Alternatives Study
Build Michigan II
GVSU Business Leader/Resident Survey
Stormwater
MACC dues adjusted
Past Chairs honored
Housing Advisory Committee

1998
Bylaw Amendments
US 31 Major Investment Study Draft Environmental Impact Statement
MDOT/FHW A Innovative Financing techniques
Macatawa Watershed Project Phosphorus Reduction Committees
425 Agreement between City of Holland and Fillmore Township defeated
West Michigan Strategic Planning Initiative (WMSPI)
Regional Disparities Project
West Michigan Transit Providers
Information Superhighway presentation
Transit Alternatives Study Findings and Recommendations
Transit Expansion Implementation Subcommittee
Holland Area Chamber of Commerce Retreat: “Holland Area Transportation – Putting Our Dreams into Motion”
M40/M89 Study launched
GIS Phase I operational
$270,000 in local funds raised for Macatawa Watershed Project
Michigan Department of Environmental Quality (MDEQ) sampling of 44 sites in Macatawa Watershed for full year
MDEQ/U.S. Environmental Protection Administration (EPA) funding for community organizing of Macatawa Watershed Project
Weed and Seed Program transferred to City of Holland/Holland Township
Areawide airport authority feasibility study

1999
East/west Corridor Study
Approval of Macatawa Watershed Agreement, Total Maximum Daily Load (TMDL) and Ten Year Plan
Created Watershed/Stormwater dues
GIS Users groups
Master Agreement with MDOT renewed
Start of discussions to form Stormwater Project
Survey of Interconnect for public access television
Holland Area Beautiful mowing of medians
Macatawa Watershed Project strategic planning day
Need for areawide septic treatment facility discussed
Upper Macatawa Project
Zeeland Public Schools (ZPS) groundbreaking of wetlands Best Management Practices (BMP) demonstration project

2000
Approval of MACC Agreement for population estimates between decennial census
Watershed survey of residents’ views
Expanded transit services begun
US 31 Land Use Study
GIS maps traffic counts, nonmotorized facilities and agriculture inventory
Riley underpass hearing
Approval of Local Match Fund
Safety Projects (e.g., M40)
State Planning and Research funding for West Michigan Strategic Alliance (WMSA) awarded to MACC
M40/M89 Access Management Study

2001
US 31 Preferred Alternatives
First Watershed Stakeholder of the Year Award – Bob Den Herder
Watershed BMPs construction (urban/urbanizing and agricultural)
Shared funding proposals for MacTV
M40/M89 construction of passing lanes
Stormwater Committee established
Macatawa Watershed awarded Clean MI Initiative grant and Clean Water Act 319 grant
Planning Act and Current Planning Enabling Acts presentation
Growth estimates consistently large by townships
Riley Street Corridor Study (80th - 168th)
Nonmotorized Study Steering Committee formed
Public survey on Ozone Action! Days

2002
Slow-down in growth estimates noted
MacTV survey of citizens’ views
Job descriptions for committee members
Macatawa Watershed Endowment Fund at Community Foundation of Holland/Zeeland Area
W. G. Jackson, GVSU’s research vessel – tour of Macatawa Watershed
Port Sheldon Township and Olive Township joined MACC
Areawide funding of Fourth of July fireworks

2003
Reauthorization of Transportation Equity Act 21 and meeting with legislators in Washington DC
Farmer Advisory Committee addressing manure management (biomass conversion)
State/federal Watershed funding for 2004 disrupted/replaced by temporary local funding – Watershed Authority considered
Red Light Cameras considered
Stormwater training for Home Builders Association
Airport Authority meetings continue
Leadership West Michigan
County to County Worker Flow Data
Redesignated metropolitan statistical area status
EPA training video features Macatawa Watershed Project
Study Sessions – “Sprawling of America”

2004
Ongoing Airport Authority initiative
Study Session: Public perceptions of MACC
Macatawa Watershed Project funding for 2005-2006 awarded
Sediment Study report by GVSU/Hope
Creation of Fourth of July Community Fund at Community Foundation of H/Z Area
River Avenue project public meetings
Amtrak 20th Anniversary
Tunnel near Tulip City Airport opened
MACC Bylaw/Agreement amendments

2005
Study Session: “Price of Government”
Study Sessions: Panels of fire chiefs, law enforcement leaders, school superintendents, United Way discussed collaboration/consolidation
Analysis of effects of land use decisions
Westrain Collaborative
Areawide funding for social services sought
Natural Connections, a Vision of Regional Green Infrastructure in West Michigan
Request to examine continued leasing vs. purchase of office space
Watershed grant for BMP installation
Watershed children’s books
Low/no phosphorus fertilizers
Watershed textbook
Safe Accountable Flexible Efficient Transportation Equity Act, A Legacy for Users (SAFETEA-LU)

2006

Study Sessions (MACC long term goals; review of Macatawa Watershed Project; WMSA
  Workforce Innovations for the Innovation Economy (WIRED); legal review of purchase of
  office building; WMSA Regional Indicators Project, Brownfield Project suggested by
  Lakeshore Advantage; “A New Agenda for a New Michigan”
Remodel of offices and renegotiation of lease (400 – 136th Avenue)
Holland Promise
WMSA Green Infrastructure
Michigan Attorney General’s fine imposed on local farmer for illegal liquid manure spill comes
to MACC
Lease Agreement for Interconnect has expired
Fish kill in Lake Macatawa
Tulip City Airport named as “Michigan Airport Facility of the Year”
MDOT presentation on US 31 Priority Segments
Seal of Approval Program for lawn care and landscaping companies
Macatawa Watershed Roadside Erosion and Sediment Control Project funded
Transit Authority citizen survey
Airport Authority meetings continued
“Into the Watershed” video produced (awards)

2007

WMSA Regional Indicators
Enhanced Rideshare Program for Kent/Ottawa/Muskegon/Allegan (KOMA) Area
Consideration of consolidation of local governments and school districts as costs savings
“Better Together” video of current collaborative initiatives (awards)
GVSU research on algae in Macatawa Watershed
Great Lakes Basin Program for Soil Erosion and Sediment Control
Watershed Citizen Awareness Survey (also 2000, 2001, and 2003)
MDEQ and EPA authorized MACC to continue with the TMDL goals for additional ten years
MACC Holding Inc. formed as nonprofit for purchase of offices
Bylaw/Agreement amendments for Macatawa Area Express (MAX) to join MACC; MACC Holding
  Inc. related to purchase of office building
MAX began paying dues to MACC
Airport Authority votes by local units of government
Brownfield Site Assessment Initiative awarded $400,000 by EPA
Subcommittee on purchase of property
Watershed lab manual and textbook
West Michigan Regional Transportation Planning by four disability advocacy groups
Safety Forum: Sharing the Road/motorized and nonmotorized users
2008

Study Session: Michigan’s Defining Moment Public Engagement Campaign
Purchase of 301 Douglas for MACC offices
Septic System Work Task
Dutch Wings award to MACC for airport authority administration
Population and employment projections for 2030 by U of M show dramatic losses
West Michigan Transit Linkages Study
Fish kills in Lake Macatawa
MACC Watershed Storm Water Program nominated for 2008 EPA Clean Water Act Recognition Award
Macatawa Watershed Rural Program Development Project awarded $287,000
Macatawa Watershed Project Clean Water Act 319 grant continued
Safety Forum: Drivers who violate traffic indicators in construction zones
Significant flooding event

2009

American Recovery and Reinvestment Act (ARRA)
Open house at 301 Douglas
Suspended Sediment sampling study (Hope College)
Hope College/Children’s After School Achievement (CASA) summer program focused on water
Septic Priority Inventory Project
Pere Marquette 25th anniversary celebration
2010 Census Complete Count Committee
Bank Erosion Hazard Index Project
MAX ridership increased by 40%
Wetlands restoration at Holland Country Club by Ottawa County Parks Commission expected to have significant positive impact on water quality in the Macatawa Watershed
Stormwater Certificates of Coverage approved
Nonmotorized Plan and LRP Alternative Scenarios Project
Traffic Signal Optimization Study

**The numerous actions related to the continuous management of the overall transportation program (especially those affected by amendments to the Transportation Improvement Program) are not listed here, but their significance must be noted and will be addressed later in this document.**
ANTECEDENTS

As recently as November 11, 2010 the *Holland Sentinel* highlighted a meeting called nearly 35 years ago (in 1975) by the then Mayor Lou Hallacy in which “areas of cooperation between the city of Holland and surrounding areas were reviewed”. Some of the topics of areawide concern that were mentioned included water and sewer services, drain issues, and cooperative projects in revenue sharing. (2) Many of those same concerns were evident as the “2010 Convention” was planned in the late 1980’s.

The full “2010 - Holland 2010, A Strategic Plan for the City of Holland” (3) is summarized below and is kept on display in the lobby of the Macatawa Area Coordinating Council as a handy reference tool often utilized in answering that familiar question: “Just what is the MACC anyway?” That written summary of the 2010 Convention was compiled in October 1988 by John (Jack) Marquis as Chairman of the 2010 Convention Steering Committee. Other members of the Steering Committee included Harvey Buter, Alfredo Gonzales, Cotter Tharin, Margaret Van Grouw, Cora Visscher, and Dr. Robert Weeldreyer. Additional members of the 2010 Task Force included:

- Robert Alonzo
- Earl Hemmeke
- Thomas Hooyman
- Jay Keuning
- Les Lanser
- Jeffrey Padnos
- Ronald Rolph
- Larry Sandy
- Hon. William Sikkel
- Reid Van Sluys
- William Vogelzang
- Neal Berghoef
- Terry Hofmeyer
- James Jurries
- Stanley Koster
- Donald Luidens
- Gregory Robinson
- Barbara Rosales
- Vernon Schipper
- Hon. Philip Tanis
- Marvin Van Voorst
- Barry Werkman

It was noted in the Preface of the 2010 Report that it would be a mistake to conclude that this Report is an end product. The need for ongoing strategic planning processes was stressed along with the hope that this Report might prove to be a helpful tool in that regard. The following summary of the committees’ goals is offered here to put into context the current status and relevance of much of this work:

- **Self-image**: No specific goals were listed except this summary paragraph – In sum, 2010 Convention respondents have an image of Holland as a changing community which is still firmly rooted in many of its traditional characteristics. Families, religion, and a conservative agenda are still dominant; yet these signs of continuity exist in the midst of change. Perhaps change is most evident in the diversifying of the ethnic mix. ..... it would appear that the change is welcomed by the participants in the 2010 Convention and seen as part of a larger process of pragmatic response to environmental and demographic changes.

- **Education**: **Goal 1**: Support educational programs and services to help all students function effectively as literate, discriminating, caring world citizens. **Goal 2**: Provide for the growing differences within the community and seek flexibility in methods and programs which will promote lifelong learning by all citizens. **Goal 3**: Foster an appreciation and understanding of all human cultures, heritages, values, and mores. **Goal 4**: Foster communication, cooperation and
partnerships among the educational institutions and between these institutions, the community at large as well as business, civic, and industrial organizations.

- **Finance**: Goal 1: Identification, study, and recommendations regarding existing alternative municipal government financing sources. Goal 2: Identification, study, and recommendations regarding existing services and facilities of the City, surrounding townships, and school districts, for the purpose of identifying those services which might be more efficiently and economically accomplished through joint venture participation by adjoining and/or overlapping governmental/school taxing jurisdictions. Goal 3: Encourage increased public involvement in the budgeting process.

- **Governmental Issues** – Goal 1: To provide the citizens of the greater Lake Macatawa area with the most effective public services through the cooperation of the area governing bodies. Accompanying objective: To establish an areawide intergovernmental Council that will address those issues that extend beyond the geographical boundaries of a particular governing body. A draft of proposed bylaws was included as well as plans for a round of presentations to local units of government.

- **Health and Well-Being**: Goal 1: The community of Holland should provide choices of quality health care services for all citizens at affordable rates and convenient locations. Goal 2: The community of Holland should acknowledge child care as a legitimate need in our community and promote, encourage and support the establishment of quality child care facilities as necessary and valid services to our citizens. Goal 3: Improve and maintain the quality of life for the elderly of the community. Goal 4: Provide community activities specifically for the youth of the community as constructive outlets for their energy and enthusiasm. Goal 5: Improve the quality of life and community appeal for the young adults of our community. Goal 6: Improve the quality of life for handicapped citizens and improve the means to enable these citizens to integrate into the mainstream of community life.

- **Housing**: Goal 1: Holland should develop a holistic view of housing which maintains a commitment to meeting the housing needs of all citizens, with special attention to meeting the needs of the handicapped, low and middle income, and the elderly, through a coordinated and balanced approach, including the churches, and the public and private sectors. Goal 2: An area-wide Task Force for housing should be formed. The Task Force should be an on-going, active organization, working with governmental units, churches, and the private sector to examine and propose solutions to problems which they identify. Goal 3: There should be few new low income housing projects in the City. Instead, low income families should be housed in their own homes to the extent possible. Goal 4: The mayor, City Council, and city staff must lead in creating and encouraging initiatives for broad-based, flexible, and creative efforts to meet housing needs.

- **Industrial/Commercial** - Goal 1: Develop according to a master plan. Goal 2: Achieve growth goals. Goal 3: Accommodate location needs.

- **Land Use** – Goal 1: Holland will be a planned and planning community. Development and redevelopment will continue to occur in a quality manner according to a master land use plan which is reviewed and updated every five years. Area-wide cooperation in planning has become a vital force in community development. Goal 2: Waterfront from Kollen Park to Van Bragt Park will be developed for public recreational use. Goal 3: Holland will be a community with abundant green space surrounding developed areas.

- **Multi-Cultural** – Goal 1: To provide opportunities for knowledge. Goal 2: To provide opportunities for social responsibility and human meaning. Goal 3: To provide opportunities for work and productivity. Goal 4: To provide opportunities for social responsibility. Goal 5:
Encourage continued growth of ethnic festivals as community-wide festivals (i.e., Fiesta Feast, Libertyfest, Cinco de Mayo, Tulip Time) as a means to provide opportunities for personal enrichment.

- **Quality of Life** – **Goal 1**: Make Holland a visually pleasing community. **Goal 2**: Strengthen the neighborhoods. **Goal 3**: Cultural, historical, recreational programs and facilities. **Goal 4**: Preserve the family unit.

- **Transportation** – **Goal 1**: The Greater Holland Area will have a sound system of local and state roads and highways, free of congestion and bottlenecks, with safety, efficiency, and aesthetic considerations fully incorporated. The system will fully accommodate the needs of pedestrians and cyclists as well as motor vehicles. **Goal 2**: Although the citizens of this region are unlikely to depart from their primary reliance on the automobile for transportation, Holland should provide public transportation sufficient to meet the needs of all of its citizens. **Goal 3**: Holland should make every effort to retain its current rail service, both commercial and passenger (Amtrak), and should strive to participate in any high-speed rail services which might be established in Michigan. **Goal 4**: Holland should work to retain and enhance its status as an outstanding deepwater port. **Goal 5**: Holland should maintain and expand its airport as required to match growing industry and passenger requirements.

For the purposes of this current document (“The History of the MACC”), we will focus on the recommendation that called for cooperation among units of government. The “2010 Report” takes this recognized need further by including an accompanying objective to “establish an areawide intergovernmental Council that will address those issues that extend beyond the geographical boundaries of a particular governing body.” And they even included a draft of proposed bylaws/guidelines, along with a plan for a round of presentations to local units of government throughout the area. (4)

As early as October 10, 1989, records show that the first meeting of the Macatawa Community Coordinating Council was called by Mayor Philip A. Tanis. The following individuals were listed as participants:

<table>
<thead>
<tr>
<th>Name</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leroy Dell</td>
<td>Joyce Kortman</td>
</tr>
<tr>
<td>Richard Cartier</td>
<td>Jack Marquis</td>
</tr>
<tr>
<td>Richard Vander Broek</td>
<td>Robert Niemiec</td>
</tr>
<tr>
<td>Marion Hoeve</td>
<td>Barbara Ferguson</td>
</tr>
<tr>
<td>Stu Visser</td>
<td>Gail Driscoll</td>
</tr>
<tr>
<td>Terry Nienhuis</td>
<td>Bill Driesenga</td>
</tr>
<tr>
<td>Philip Tanis</td>
<td>Soren Wolff</td>
</tr>
</tbody>
</table>

The minutes of this first meeting indicate that the bylaws/guidelines had been approved by three governmental units, the City of Holland, and Holland and Park Townships. Mayor Tanis indicated that “although the organization would not have any specific powers to levy taxes or make final policy decisions, the organization could have a major impact on coordinating many issues which cross governmental boundaries. It was noted the primary purpose of the organization was to improve the overall quality of life in the Macatawa Community area.” (5)

Very soon after this first meeting, a listing of “Macatawa Community Coordinating Council 1989 Membership” (6) included representation of not only Park Township, Holland Township and the City of Holland, but also the City of Zeeland, Laketown Township, Fillmore Township and Zeeland Township.
These representatives formed three standing committees of community volunteers/officials (no staff) including:

- Transportation – Lee Dell, Chair
- Land Use/Environment – Rich VanderBroek, Chair
- Housing/Quality of Life – Ann Query, Chair

From a report dated December 11, 1991 entitled “Macatawa Area Coordinating Council, Structure – Objectives – Accomplishments” (7) it appears that the progress had been significant. Portions of that report include the following:

**Transportation Subcommittee**
- Established the Airport Task Force which is studying the feasibility of an airport authority, future facility and land needs, airport location
- Established the Macatawa Harbor Task Force which is studying the disposition of dredging in terms of composition, location of depository, and marketability/reusability of material. Also addressing other issues that impact Lake Macatawa

**Land Use Subcommittee**
- Produced area wide existing land use map and assembled maps illustrating ground cover, topography, soil type, wet lands, etc.
- Held convention of area planning commissioners to learn of common concerns
- Held educational seminar on site plan review process, rezoning hearings and special use requests for the area planning commissioners

**Housing/Quality of Life Subcommittee**
- Established small grant to fund developers preliminary studies for affordable housing
- Lobbying responses from member units regarding the adoption of a lead agency to promote affordable housing

Soon the results of the 1990 Census became available along with the announcement that the Holland/Zeeland Urbanized Area had been designated as eligible to be recognized by the Michigan Department of Transportation and the U.S. Federal Highway Administration as a Metropolitan Planning Organization (MPO). Of course, the accompanying eligibility for funding caught the interest of many of those then involved with the Macatawa Community Coordinating Council. A special meeting on May 9, 1992 was called by Chair Rich Vander Broek to consider this future funding opportunity. (8) Soren Wolff and Rich Vander Broek presented a plan that involved the formation of a MACC/MPO.
It was soon agreed that it made the most sense to merge the existing Macatawa Community Coordinating Council into what became the Macatawa Area Coordinating Council. The details of establishing a metropolitan planning organization (MPO) as the legal entity to utilize state and federal funds were quickly addressed. It is important to note that the mission of the organization kept its focus on both the specifics of the transportation planning issues along with the broader scope of other issues of areawide concern.

By September 11, 1992, at a meeting of the Macatawa Area Coordinating Council the agenda (9) included the following:

- Status of Resolutions of Intent – All approved
- Drafting of Master Agreement
- Presentation by Michigan Department of Transportation (MDOT) on issues which need to be addressed by October 1, 1992 including Transportation Improvement Program, Air Quality Conformity, Preliminary Reorganization of the MACC/MPO, Funding availability (planning, public transportation, highway), and Metropolitan Area Boundary designation

The minutes also noted that invitations to participate in the MACC/MPO were being pursued with the Allegan and Ottawa County Road Commissions and the Allegan and Ottawa County Board of Supervisors, as well as the Michigan Department of Transportation.

While the October 1, 1992, deadline for approval of the transportation planning documents was extended due to the start-up status of the MACC/MPO, it is fully recognized that the individuals who
prepared these first documents did an outstanding job of getting the Holland/Zeeland area into eligibility for state and federal transportation funding as a Metropolitan Planning Organization. A copy of some of these documents, dated May 10, 1993 is included in the Appendices (10).

At the same time, the Policy and Technical Committees were formalized with significant assistance by representatives of both the Federal Highway Administration and the Michigan Department of Transportation. There was consideration given to combining the MACC/MPO with a similar organization which had been formed, in part, to serve the MPO purposes for the Grand Rapids area (i.e., the Grand Valley Metropolitan Council), but local leaders felt it was most appropriate to maintain local independence. It is significant to note that over the years a strong collaborative spirit was built with the Grand Valley Metropolitan Council (GVMC) as well as the West Michigan Shoreline Regional Development Commission (WMSRDC) which serves as the MPO for the Muskegon area. In addition, a monthly meeting of all MPOs in Michigan meets in Lansing to share common concerns and consistently there is representation from the MACC at these meetings.

The MACC Executive Committee was also formalized at about this same time and it was decided that the Chairpersons of the existing MACC (Rich Vander Broek, Lee Dell and Ann Query) should comprise this new committee. This turned out to be an excellent long-term approach and it is quite unique among other MPOs because this three-person Executive Committee consisted of at-large members of the community. Their ability to represent the entire urbanized area became very effective. They still had accountability because they were elected by the members of the Policy Committee which was made up of the chief elected official (or in some cases, their representative) for each of the member units of government.

Those who have served as Chair of the MACC during the twenty years of this history include the following:

Rich Vander Broek
Lee Dell
Ann Query
Bob Den Herder
Ted Bosgraaf
Bob Dykhuis
Hannes Meyer Jr.
Blaine Koops
Other MPOs are quite typically organized as a department of a unit of government or transportation entity such as a road commission. The fact that the local leaders organized the MACC as an independent entity has proven to be a most effective arrangement. Some of the early administrative arrangements to make this possible included a financial services agreement and assistance in establishing personnel policies with the City of Holland, and temporary office space provided by the City of Zeeland as well as additional assistance from all members of the MACC Policy Committee. An early financial report (11) is included for reference.

Other operating procedures were implemented to ensure equal representation for all governmental units of government. There was no “weighted voting” as other MPOs typically have which usually results in unnecessary complications as well as, at the very least, the impression that a member unit of government with more population would have more influence in the deliberations and decisions of the MPO. Another important aspect of the MACC’s success could be due to the voluntary nature of membership. Any member unit of government may leave the organization at their discretion with the only requirement being to pay any funds for which they have already obligated themselves.

Very early in the history of the organization a schedule was implemented for rotating the location of the Policy Committee meetings with each member unit of government serving as host in turn. The host was given the opportunity to provide a report of current happenings in their unit of government. This also resulted in everyone travelling to each unit of government as well. The occasional confusion over the location of a specific meeting was countered by utilizing multiple forms of communication for the members, the public, and the media who might be interested in participating in a meeting. It might also be of general interest to note that lunch is typically served at these meetings which has seemed to contribute to the atmosphere of friendly, but focused, discussions about important areawide concerns.

To summarize these early years (approximately 1989 – 1993), a great deal was accomplished by dedicated volunteers. One of the significant outcomes of the 2010 Convention was the formation of the Macatawa Community Coordinating Committee. Three primary subcommittees were organized to investigate cooperation in the areas of transportation, land use/environment, and housing/quality of life. Following the 1990 census, the Holland/Zeeland urbanized area qualified to form a Metropolitan Planning Organization and it was decided that it was most logical to simply merge the existing organization (Macatawa Community Coordinating Council) into what eventually became the Macatawa Area Coordinating Council to serve in this role.

The mission of the organization was carefully reviewed and it was agreed that it was still valid as these changes were made. That mission is: to encourage cooperation among neighboring governments on issues of areawide concern.

The remainder of this historical review of the first twenty years of the MACC is organized according to those original three areas of interest (i.e., transportation, land use/environment, and housing/quality of life) with explanations for the transitions of this work.
At times, it has been suggested by a few individuals that transportation planning (and its related funding) is the primary purpose of the MACC. In fact, some MPOs address only transportation planning and funding. Such a view, however, misses the critically important mission of the MACC, both as it was originally conceived as well as reevaluated over the past twenty years, which is to encourage cooperation among neighboring governments on areawide concerns. In fact, the MACC Bylaws/Agreement documents state:

“The purpose of the MACC is to encourage cooperation among neighboring governmental units on all matters that have community impact. The exact subject matter over which the MACC would have jurisdiction would be determined by the MACC and the participating governmental units. Such subject matter could include: land use, traffic, recreation, parks, transportation, public safety, zoning, the environment, housing, social concerns, and historical and cultural activities.” (12)

The following section of this document ("The MACC – A History of the Macatawa Area Coordinating Council") will attempt to summarize much of the critically important scope of work related to transportation, while also noting the interconnectedness of such planning with the many other aspects of the MACC’s work.

It is, quite frankly, true that there is significant funding for transportation that is funneled through the MACC in its role as the Metropolitan Planning Organization (MPO). When MPOs were first implemented by the Federal Highway Administration, long before the Holland/Zeeland area qualified (primarily due to population density) to form an MPO, it was a clearly stated goal that since it was only those transportation issues of regional significance that would be appropriately considered, it would be more effective and efficient to deal with a coalition of local governments than it would be for each individual city or township to lobby for their specific needs. More local transportation projects would, of course, still be handled by individual units of government.

There are three primary planning documents that are not only required of all MPOs by state and federal transportation entities, but which help to make it feasible for those involved to keep track of such multi-year transportation planning. These include the following:

- Unified Work Program (UWP)
- Transportation Improvement Program (TIP)
- Long Range Plan (LRP)

Each of these documents is under consistent review and revision as needed. The UWP is an annual evaluation of all work tasks of the MACC and how they are financially integrated with the transportation components of the organization. The TIP is a staged, multi-year (usually three-five years), intermodal program of transportation projects which is consistent with the metropolitan transportation plan. And the LRP is a 20-25 year plan outlining proposed transportation projects in a geographical area. Projects are listed for a time period generally controlled by need and available resources. In turn, the State Long Range Plan consists of the integrated plans for all of the MPOs, along with the MDOT plan.
Of these three important documents, the TIP is the most likely to need frequent amendments and it is not at all unusual to see a “TIP Amendment” on most agendas for the MACC Technical and Policy Committee meetings. Some of the typical reasons for such amendments are changes in costs of a proposed project (i.e., higher or lower than early estimates) or changes in scheduling of a project (i.e., in either beginning or ending times).

The functions of tracking and coordinating such necessary changes could be said to be one of the key benefits of an MPO. The MACC Policy Committee makes the final decisions on such amendments, but they are greatly assisted by the deliberations and subsequent recommendations of subcommittees (e.g., Technical Committee, TIP Development Committee, etc.).

There is also a considerable amount of communication that typically occurs between the MPO and pertinent state and federal funding agencies. Keeping these relationships current and well-informed is of utmost importance to the overall work of an MPO. A formal annual review is conducted with said agencies and the MPO, in addition to the ongoing shorter-term (monthly, weekly, and sometimes even daily) check on the effectiveness of such working relationships. The MACC has consistently received positive reviews which are accompanied by a vote of the MACC Policy Committee verifying their satisfaction with the MACC’s transportation planning activities.

In order to explain the impacts of this comprehensive planning process, it might be helpful to note the following list of federal transportation funding that has been brought to the area through the efforts of the MACC:

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1993</td>
<td>$300,000 (STP)</td>
</tr>
<tr>
<td>1999</td>
<td>$3.4 million</td>
</tr>
<tr>
<td>2001</td>
<td>$10.4 million</td>
</tr>
<tr>
<td>2009</td>
<td>$16.8 million</td>
</tr>
</tbody>
</table>

Most current total project costs, including federal, state and local funds equal $35.8 million.

No doubt, the most major transportation project that the Macatawa Area will experience for quite some time is the US 31 Major Investment Study which was already under consideration when the MPO was formalized in the early 1990s. In such a brief review of history, it is challenging to adequately portray the intensity and scope of the efforts that have occurred to identify the best route for a so-called “US 31 Bypass Project” between Holland and Grand Haven. In January 1999, the MACC Policy Committee unanimously approved a series of recommendations for future improvements to the US 31 corridor. (13). These recommendations were a comprehensive approach to the goals of congestion relief, improving safety, and minimizing impacts on rural and urban areas. Further, these recommendations looked at both short-term and long-term solutions to both existing and proposed alignments. It was agreed that a phased approach should begin with lower cost improvements to the existing alignment, followed by the construction of a second bridge crossing of the Grand River in the Grand Haven area and, finally, more significant improvements in the Macatawa Area.
In 2002, the “US 31 Land Use Study” (14) was released by the MDOT. This extensive examination was conducted by Michigan State University to compare the future land use change (both how much and location) associated with the various alternative road scenarios under consideration. Since then, funding challenges primarily related to the state’s dismal economy have caused a major slowdown (but not a stop) in these important deliberations. This important initiative continues to be under close watch by MACC, other pertinent partners and, most importantly, engagement with the public.

Another long-term road improvement project under consideration by the MACC has been M40/M89, in partnership with the West Michigan Regional Planning Commission (15). MACC Policy Committee member and Allegan County Commissioner Bill Sikkel deserves recognition for his unfailing call for attention to be paid to this important corridor. Over the years, especially since 1998 when the M40/M89 Committee was organized, many improvements have been made including repaving turn lanes, and passing lanes. (16) Access management is another significant initiative, especially for this highway (17).

Other Corridor Studies have been managed by the MACC as well including the Riley Street (from 80th-168th) Corridor Study (18). Following extensive study and analysis, recommendations were presented to the community via public forums, and to the members of the MACC Policy Committee. Significant studies such as this have been traditionally accomplished through the partnership of professional engineers. In this case, Progressive AE was the selected firm that provided that engineering expertise.

The River Avenue Corridor Study (19) is another example of such studies undertaken by the MACC, in partnership with consulting firms and, in this case, the City of Holland, Holland Charter Township, and the Ottawa County Road Commission. In addition to the very significant improvements that were eventually completed on this major north/south corridor, considerable concern was addressed regarding the negative impacts to the downtown shopping district if the original recommendations were followed to completely close this corridor during construction. Instead, a temporary bridge was built and, while it was mildly inconvenient to maneuver and there were significant additional costs, it was ultimately considered a good alternative to the proposed closure.

It is interesting to note that implementation of components of both the Riley Street Corridor Study and the River Avenue Corridor Study included structures to accommodate non-motorized (e.g., bicycles and pedestrians) travel. The tunnel under Riley Street at Zeeland Public Schools and the tunnel and street level structures on River Avenue are well-used for their intended purposes. The construction of still a third tunnel in the area is located at the Tulip City Airport with the runway providing an exciting view of airplanes taxiing over the roadway.

Governments strategize on upgrading M-40, M-89

Another long-term road improvement project under consideration by the MACC has been M40/M89, in partnership with the West Michigan Regional Planning Commission (15). MACC Policy Committee member and Allegan County Commissioner Bill Sikkel deserves recognition for his unfailing call for attention to be paid to this important corridor. Over the years, especially since 1998 when the M40/M89 Committee was organized, many improvements have been made including repaving turn lanes, and passing lanes. (16) Access management is another significant initiative, especially for this highway (17).

Other Corridor Studies have been managed by the MACC as well including the Riley Street (from 80th-168th) Corridor Study (18). Following extensive study and analysis, recommendations were presented to the community via public forums, and to the members of the MACC Policy Committee. Significant studies such as this have been traditionally accomplished through the partnership of professional engineers. In this case, Progressive AE was the selected firm that provided that engineering expertise.

The River Avenue Corridor Study (19) is another example of such studies undertaken by the MACC, in partnership with consulting firms and, in this case, the City of Holland, Holland Charter Township, and the Ottawa County Road Commission. In addition to the very significant improvements that were eventually completed on this major north/south corridor, considerable concern was addressed regarding the negative impacts to the downtown shopping district if the original recommendations were followed to completely close this corridor during construction. Instead, a temporary bridge was built and, while it was mildly inconvenient to maneuver and there were significant additional costs, it was ultimately considered a good alternative to the proposed closure.

It is interesting to note that implementation of components of both the Riley Street Corridor Study and the River Avenue Corridor Study included structures to accommodate non-motorized (e.g., bicycles and pedestrians) travel. The tunnel under Riley Street at Zeeland Public Schools and the tunnel and street level structures on River Avenue are well-used for their intended purposes. The construction of still a third tunnel in the area is located at the Tulip City Airport with the runway providing an exciting view of airplanes taxiing over the roadway.

Governments strategize on upgrading M-40, M-89

Another long-term road improvement project under consideration by the MACC has been M40/M89, in partnership with the West Michigan Regional Planning Commission (15). MACC Policy Committee member and Allegan County Commissioner Bill Sikkel deserves recognition for his unfailing call for attention to be paid to this important corridor. Over the years, especially since 1998 when the M40/M89 Committee was organized, many improvements have been made including repaving turn lanes, and passing lanes. (16) Access management is another significant initiative, especially for this highway (17).

Other Corridor Studies have been managed by the MACC as well including the Riley Street (from 80th-168th) Corridor Study (18). Following extensive study and analysis, recommendations were presented to the community via public forums, and to the members of the MACC Policy Committee. Significant studies such as this have been traditionally accomplished through the partnership of professional engineers. In this case, Progressive AE was the selected firm that provided that engineering expertise.

The River Avenue Corridor Study (19) is another example of such studies undertaken by the MACC, in partnership with consulting firms and, in this case, the City of Holland, Holland Charter Township, and the Ottawa County Road Commission. In addition to the very significant improvements that were eventually completed on this major north/south corridor, considerable concern was addressed regarding the negative impacts to the downtown shopping district if the original recommendations were followed to completely close this corridor during construction. Instead, a temporary bridge was built and, while it was mildly inconvenient to maneuver and there were significant additional costs, it was ultimately considered a good alternative to the proposed closure.

It is interesting to note that implementation of components of both the Riley Street Corridor Study and the River Avenue Corridor Study included structures to accommodate non-motorized (e.g., bicycles and pedestrians) travel. The tunnel under Riley Street at Zeeland Public Schools and the tunnel and street level structures on River Avenue are well-used for their intended purposes. The construction of still a third tunnel in the area is located at the Tulip City Airport with the runway providing an exciting view of airplanes taxiing over the roadway.

Governments strategize on upgrading M-40, M-89

Another long-term road improvement project under consideration by the MACC has been M40/M89, in partnership with the West Michigan Regional Planning Commission (15). MACC Policy Committee member and Allegan County Commissioner Bill Sikkel deserves recognition for his unfailing call for attention to be paid to this important corridor. Over the years, especially since 1998 when the M40/M89 Committee was organized, many improvements have been made including repaving turn lanes, and passing lanes. (16) Access management is another significant initiative, especially for this highway (17).

Other Corridor Studies have been managed by the MACC as well including the Riley Street (from 80th-168th) Corridor Study (18). Following extensive study and analysis, recommendations were presented to the community via public forums, and to the members of the MACC Policy Committee. Significant studies such as this have been traditionally accomplished through the partnership of professional engineers. In this case, Progressive AE was the selected firm that provided that engineering expertise.

The River Avenue Corridor Study (19) is another example of such studies undertaken by the MACC, in partnership with consulting firms and, in this case, the City of Holland, Holland Charter Township, and the Ottawa County Road Commission. In addition to the very significant improvements that were eventually completed on this major north/south corridor, considerable concern was addressed regarding the negative impacts to the downtown shopping district if the original recommendations were followed to completely close this corridor during construction. Instead, a temporary bridge was built and, while it was mildly inconvenient to maneuver and there were significant additional costs, it was ultimately considered a good alternative to the proposed closure.

It is interesting to note that implementation of components of both the Riley Street Corridor Study and the River Avenue Corridor Study included structures to accommodate non-motorized (e.g., bicycles and pedestrians) travel. The tunnel under Riley Street at Zeeland Public Schools and the tunnel and street level structures on River Avenue are well-used for their intended purposes. The construction of still a third tunnel in the area is located at the Tulip City Airport with the runway providing an exciting view of airplanes taxiing over the roadway.
Requirements of the planning activities of an MPO include multi-modal functions of a comprehensive transportation system. One of the very early multi-modal issues addressed by the MACC included **commercial shipping and the related needs for dredging of the harbor**. While the US Army Corps of Engineers had historically partnered with the area for such harbor dredging, by the early 1990’s, it became clear that there was a critical need for a new site for the dredged material. The members of the Holland Harbor Improvement Committee were eventually very successful in developing such a new dredge disposal/containment site located near the intersection of 120th/Lakewood. In partnership with the City of Holland, Holland Board of Public Works, Holland Charter Township, U.S. Army Corps of Engineers, as well as representatives from the private sector including marinas, boat manufacturers, shipping firms, and environmental engineers this long-term facility has been developed.

The creation of an area-wide **Airport Authority** was approved by the City of Holland, Holland Charter Township, Park Township, and the City of Zeeland in 2007, following extensive discussion and consideration by all of the MACC member units of government. During a particular committee meeting, it was noted that the issue of forming an area-wide airport authority had been discussed since the 1950’s. The pertinent issues included a unique, but cumbersome, requirement that while the City of Holland owned the Tulip City Airport it was not allowed to use any tax funds on its operation. It was finally agreed by Holland Charter Township, Park Township and the City of Zeeland that their residents significantly benefitted from the airport, especially the businesses and their employees that frequently utilize this facility. It was stated that the “formation of a regional airport authority is an opportunity to support a vital, community transportation asset. In the world economy of this 21st century, a strong Tulip City Airport is essential to spurring job growth for our residents and sustaining the community’s economic success for this and future generations.” (20) The MACC was honored with the “Dutch Wings” award for the administrative expertise that was provided to this initiative.

**Transit** has been another success story of areawide cooperation serving the multi-modal transportation system in a collaboration of multiple units of government. The City of Holland began operating the Dial-a-Ride transit system in the 1970’s. As the population grew in the adjacent municipalities, a need for dependable areawide transit services also grew. Committees were formed and, after very extensive deliberations, an agreement was reached between Holland Charter Township and...
the City of Holland to participate in a transit authority to operate the Macatawa Area Express (MAX). While the City of Zeeland chose to not join the transit authority, they did enter into an agreement with the MAX Transit Authority to contract for transit services. In 2005, it was reported in the Macatawa Area Express Annual Report (21) that nearly 185,000 rides were provided, an increase of 6.9 percent over the previous year. A new transit facility was developed at the Padnos Transportation Center (also the depot for passenger rail service, pictured previous page).

The expanded fleet of vehicles arrive each hour at the Padnos Transportation Center to accommodate the transfers needed by some passengers to utilize the expanded system. This professionally-managed transit authority is an important component of the multi-modal transportation of the Macatawa Area. Ridership was 316,040 in 2009.

Perhaps the quickest way to appreciate the value that passenger rail service has for the Macatawa Area would be to revisit the celebration of the 25th Anniversary of the Amtrak Pere Marquette. (22) Not only were there many dignitaries present, there were also hundreds of residents at the station, many of whom boarded the train for a very enjoyable trip to Chicago. The regular daily service includes a morning stop (approximately 8:21 a.m.) in Holland which is scheduled to arrive in Chicago at approximately 10:30 a.m. A return schedule includes departure from Chicago’s Union Station at 5:20 p.m. with arrival back in Holland at approximately 9:20 p.m. Over the years, Westrain was formed as a coalition of representatives from Grand Rapids, Holland, Bangor, and St. Joseph to promote the passenger rail service and to lobby for state/federal funding that, at times, has been quite elusive. Together the members of this committee have been successful in securing sustained funding, improving the on-board services, updating train depots along the system, and promoting the service to the general public.

Another significant component of a multi-modal transportation system is the non-motorized modes including pedestrian and bicycle facilities. (23) Public involvement is actively pursued in order to carefully develop a comprehensive Non-Motorized Plan Map. (24) Our community is fortunate to have such an extensive non-motorized system already in place and plans are currently underway to further expand and maintain this system.
Unlike the cartoon (above), the MACC takes very seriously its MPO responsibilities for public participation. In fact, a formal Public Participation Plan (25) is a required component of the transportation planning documents that are developed and maintained. Several venues for actively keeping the public informed are utilized including the MACC’s webpage (www.the-macc.org), print and online newspapers, local community access television, and newsletters and brochures. It is possible that the MACC is one of the few (perhaps even the only) MPO that broadcasts its Policy Committee meetings on public access television as a regular practice. Radio and television interviews are also enthusiastically undertaken by MACC staff members. Public meetings and hearings are frequently a part of the public participation plan. And, finally, periodic public surveys have been utilized to measure the public’s perceptions of MACC initiatives.

Air quality issues and safety concerns are also important aspects of the MACC’s work. The initiatives to address them are of such a broad range that they will only be briefly summarized here. These issues are requirements of an MPO but, much more importantly, they are considered by this community as vital components of a vital transportation system.

Air quality conformity analyses include the greater West Michigan area which makes sense due to the nature of air: governmental borders do not recognize air issues. The Ozone Action! Program has a long and positive history as an effective means of increasing citizens’ understanding of their role in air quality. Industry representatives have also had a strong interest and active participation in the MACC’s Ozone Action! Program to address air quality issues as the permits that are important to their operations must be in compliance with air quality regulations.

A wide variety of safety issues have been addressed by the MACC including: red light cameras, rights and responsibilities of motorized and non-motorized users, drivers who violate traffic indicators in construction zones, and specific road and intersection improvements (e.g., M40/M89, US 31, Riley, etc.).

To summarize this important component of the MACC’s work, the many facets of planning for a multi-modal transportation system have been discussed. This work is coordinated with the local units of government as well as state and federal partnering agencies to prioritize the needs and revenues. While significant funding has been funneled through the MACC during this twenty year history, it is very clear that the changing needs of a comprehensive transportation system are likely to always be greater than the funding available.
LAND USE/ENVIRONMENT

The leaders of the 2010 Convention recognized land use and environmental issues as critically important to the well-being of the area. Over the first twenty years (1989-2009) of the MACC, and especially since 1994, significant local, state and federal funding has been secured to address the comprehensive issues related to brownfield site assessments, watershed protection, stormwater management, and other areawide initiatives. (26)

Randy Thelen, Director of Lakeshore Advantage, brought the idea of a Brownfield Site Assessment Initiative to the attention of the MACC Policy Committee and it was agreed that funding for such activities should be sought from the US EPA with an award of $400,000 announced in 2007 for two brownfield site assessment programs (i.e., sites suspected of containing contamination of petroleum and sites suspected of containing other hazardous materials). (27) An Advisory Committee was formed with representation from Lakeshore Advantage, the City of Holland, Holland Charter Township, Lakeshore 504 and the MACC with their first responsibility being to select a consultant to conduct the site assessments. The primary objective of this Initiative was to facilitate the redevelopment of brownfield properties believed or known to be contaminated with petroleum and/or non-petroleum (other hazardous) substances, and to create jobs by encouraging private investment leveraged through education, availability of information, and public financial incentives obtainable through the MACC and the State of Michigan. Cleaning up and reinvesting in these properties is intended to take development pressures off of undeveloped, open land, and both improves and protects the environment. However, the challenge in redeveloping brownfield properties begins with the lack of site-specific knowledge regarding their environmental status. Since the funding was awarded, twenty sites have been assessed for suspected contamination (28).
It has already been noted that the concern about water quality in Lake Macatawa has been voiced for decades. After several unsuccessful attempts to secure grant funding to establish an organized initiative to address the poor water quality, in 1996 the Michigan Department of Environmental Quality (MDEQ) contacted the MACC with a plan to share a grant from the US Environmental Protection Agency (EPA). Technical staff from MDEQ provided a very extensive monitoring initiative which evaluated 44 sites throughout Lake Macatawa and its tributaries that make up the Macatawa Watershed. This initial monitoring was sustained for an entire year so the resulting data was extremely helpful in evaluating the different weather-related conditions that occur during all four seasons. It was decided by the MACC Policy Committee to accept an offer from MDEQ to split the funding of this grant from the EPA. The EPA funding was approximately $80,000 and after extensive planning and strategizing it was determined that in order to adequately launch such a challenging task that a budget of approximately $300,000 was required. Quite quickly, approximately $225,000 was raised from local sources. (29) This accomplishment was very indicative of the strong concern throughout the community for improving the water quality in Lake Macatawa and its tributaries and it enabled the MACC to hire a well-qualified Watershed Project Manager. Not too long after this, the members of the MACC Policy Committee voted to begin paying Stormwater/Watershed annual dues.

The Macatawa Watershed Project was formed to organize public education and involvement related to water quality issues of the Macatawa Watershed.

The results of this extensive sampling showed that 91% of phosphorus that enters the Macatawa Watershed come from non-point sources (e.g., residential, commercial, agricultural, road/drain/construction). The point sources (i.e., four facilities including the Holland Wastewater Treatment Plant, the Zeeland Clean Water Plant, Mead Johnson & Company, and CDR Pigments) have made extensive improvements over the past several years and were found to be contributing less than 10% of the phosphorus loads into the watershed.

Three documents (the Total Maximum Daily Load, the Ten-Year Watershed Plan, and the Voluntary Agreement) comprised the formal plan to address the goal of phosphorus reduction by 70% over a ten year process. (30) Since these documents were formalized in 1999, the MACC has held the responsibility for
organizing and maintaining a complex initiative to improve the water quality in Lake Macatawa and its tributaries.

Four tasks related to developing the Implementation Plan included:

1. Organizing community support and participation by holding regular Watershed Project committee meetings, creating educational materials, and hosting Watershed Project presentations and workshops
2. Identifying the problem and prioritizing methods to address the problem utilizing analytical tools such as Geographic Information System (GIS) capabilities and phosphorus reduction method information
3. Developing an Implementation Plan for reducing phosphorus in the Macatawa Watershed
4. Carrying out the Implementation Plan

Watershed committees developed an initial list of 44 methods for reducing phosphorus, erosion and concentrated flows in the waters of the Macatawa Watershed. The methods were analyzed for cost, effectiveness, prior uses, and potential for acceptance in this watershed. Utilizing a public strategic planning format, this list of methods was narrowed to approximately 30 methods, with priority placed on five to ten methods in each of three various land use classes (residential/commercial, agricultural, and road/drain/construction non-point sources) according to their measured cost effectiveness.

Soon the work of the various Watershed Committees (e.g., Technical Committee) began meeting on a regular basis and the implementation phase of the work was underway. In 2001, a “Watershed Stakeholder of the Year” annual award program was initiated to recognize individuals and/or organizations for their significant contributions in time, talent, and resources to further the goals of the Macatawa Watershed Project.

Education was a primary focus that was utilized in order to help the public understand that everyone has a role to play in this endeavor. A grant in the amount of $241,000 was awarded to the MACC from the US EPA Clean Water Action Plan to administer the first two years of the Implementation Plan.

Over the following several years, some outstanding educational materials were created including the following:

- Children’s books with accompanying water color paintings
• An environmental history and accompanying lab manual utilized in area high school science classes
• An award-winning animated DVD entitled “Into the Watershed”
• Table-top models of watersheds (enviroscapes)

At the same time, more formalized scientific research was also conducted primarily through partnerships with Hope College and Grand Valley State University. An annual presentation by Hope students in the Advanced Environmental Seminar became a highlight of the Technical Committee.

Another very important committee of area agricultural producers (farmers) has also been important in addressing best management practices in their operations. At the beginning of the Macatawa Watershed Project it was noted by some individuals that they did not expect willing cooperation from farmers. That has proven to be false and the unique role that many of the farmers in the area have played is very much appreciated. Bob Dykhuis, a leading pork producer from Fillmore Township became so involved with the MACC that he even served for several years as the Chair of the Policy Committee. He was instrumental in encouraging many other farmers to participate in the installation of Best Management Practices as part of the ten-year plan of the Macatawa Watershed Project to reduce phosphorus.

A significant number of Best Management Practices have been installed throughout the Macatawa Watershed

• Noordeloos Creek Treatment Wetland Demonstration Site (2006)
  o Project Partners and Funding: Robert DenHerder, Great Lakes Basin Program, Great Lakes Commission, MACC
  o Water Quality Features: Wetland
  o Purpose: Create treatment wetland that will allow for flood storage as well as sedimentation

• Smallenburg Park Urban Storm Water Demonstration Site (2004)
  o Project Partners and Funding: City of Holland, Hope College, MACC, Michigan Department of Environmental Quality
  o Water Quality Features: Raingardens, Floodplain Shelving, Wetland Creation, Bioswale, Water Control Structure (in-line)
  o Purpose: Improve storm water quality through velocity reduction and infiltration
• **Ottawa County Road Commission (OCRC) Storm Water Outfall Bioswale (2007)**
  - Project Partners and Funding: OCRC, Great Lakes Basin Program, Great Lakes Commission, MACC
  - Water Quality Features: Bioswale, Coir Logs
  - Purpose: Repair eroded storm water outfall with extended bioswale to reduce velocity and encourage infiltration

• **Zeeland Public Schools Wetland Demonstration Project (2003)**
  - Project Partners and Funding: Zeeland Public Schools, Mirant, MACC, Michigan Department of Environmental Quality
  - Water Quality Features: Wetland, Sedimentation Basin
  - Purpose: Create increased flood storage, reduce sedimentation and allow for increased habitat for school educational activities

• **City of Zeeland Street Maintenance Facility Bioretention Municipal Demonstration Site (2008)**
  - Project Partners and Funding: City of Zeeland, MACC, Michigan Department of Environmental Quality
  - Water Quality Features: Raingarden
  - Purpose: Storm water retention and infiltration as well as a comparison to adjacent storm water detention pond

• **City of Zeeland Paw Paw Bridge Park Terraced Bioswale Demonstration Site (2008)**
  - Project Partners and Funding: City of Zeeland, MACC, Michigan Department of Environmental Quality
  - Water Quality Features: Terraced Bioswale
  - Purpose: Treat storm water run-off from road via bioswale, increase infiltration and prevent erosion
New stormwater regulations directed at townships soon became another focus of the Macatawa Watershed Project. After careful consideration of the many details involved, the members of the Stormwater Committee agreed that an areawide approach (vs. individual townships) made the most sense. The MACC hired a well-qualified stormwater specialist who helped the committee members understand the complexities of these new regulations and developed the activities and related documentation which was submitted to the MDEQ for approval and in 2009 all six permittees (i.e., City of Holland, City of Zeeland, Ottawa County Drain Commission, Allegan County Drain Commission, Ottawa County Road Commission and Allegan County Road Commission) were awarded their Stormwater Certificates of Coverage.

Storm drains are part of the storm sewer system which carries water from rainfall and snowmelt directly from neighborhoods to the local rivers, lakes, streams and wetlands. This water becomes polluted when it picks up things like grass clippings, leaves, pesticides, motor oil, trash and pet waste and flushes them into storm drains. Stormwater is not treated by wastewater treatment facilities and, therefore, it is a direct route for pollutants to enter Lake Macatawa.

The MACC provides community volunteers with all the supplies to paint stenciled messages near the storm drains to remind residents to keep pollutants off the streets, driveways and sidewalks and out of the storm drains.

A Septic Priority Inventory Project (35) became one of the several approaches undertaken by the members of the Stormwater Committee to address the impacts of stormwater on the overall health of the Macatawa Watershed. Focus became directed at studies of area septic systems in the Macatawa watershed. Maps were developed, utilizing the MACC’s Geographic Information System, to show parcels without sewer service, hydrologic soil groups, septic system high risk parcels, parcels in areas within 30 meters of watercourses, and identification of parcels in high risk areas and with specific soil groups. The primary goal of this project became to locate and identify private septic systems, to encourage proper maintenance of the systems and to educate homeowners on the importance of proper maintenance of their systems.

Understandably, there is still concern that the goal of a 70% reduction of phosphorus has not been reached (as of 2009), but the MDEQ and the community have come to appreciate the extensive efforts that have gone into that goal. The EPA/MDEQ representatives have indicated that an extension of another ten years is reasonable for such a significant task. It took many decades to harm the water quality and it is understandable to expect that it will take more than one decade to improve the water quality. Much has been accomplished; there is much yet to do.

This section of the history of the MACC has highlighted three land use/environment initiatives currently underway including the (1) brownfield site assessment initiative, (2) the Macatawa Watershed Project, and (3) the Stormwater Committee. Each of these initiatives is very comprehensive and, with the attention of the many individuals involved, it is expected that the land use and the environment of the MACC area will be greatly improved and sustained. Next, attention to the third area of concern expressed by the founders of the MACC, (i.e., housing/quality of life), will be described.
HOUSING/QUALITY OF LIFE

The community leaders that founded the MACC in the late 1980's organized their early subcommittees into three categories: (1) transportation, (2) land use/environment, and (3) housing/quality of life. As briefly explained at the beginning of this historical review, those same categories (with a few modifications to accurately reflect the evolution that took place) are being utilized once again. Transportation is such a broad category that the high priority of it has remained stable, although greatly expanded, throughout these twenty years. While land use and environmental issues have remained as significant areawide concerns, they have primarily taken the focus of the Brownfield, Watershed, and Stormwater initiatives. After multiple initiatives were addressed related to both land use and housing issues, it was the decision of the MACC Policy Committee that those issues were better addressed by entities other than the MACC. That does still leave quality of life as a category to cover a wide range of topics, a sampling of which is offered herein. Those described below include Weed and Seed, Macatawa FreeNet, community access television interconnect, Geographic Information System (GIS), strategic planning initiatives, and the joint purchase of the MACC office building.

About the same time that the MACC/MPO was formed in the early 1990’s, a disturbing new reality for the area had become gangs and their related crime. Law enforcement agencies in the area, already long-recognized for their collaboration, became aware of a new program initiated by the US Justice Department and identified as "Weed and Seed". Quickly, a coalition of city and county law enforcement agencies, led by Bob DeVries and Blaine Koops of the Holland Police Department, composed a preliminary proposal which was submitted to the Justice Department, on behalf of the MACC Policy Committee representing the Macatawa Area. With the positive review of the federal authorities, a much more comprehensive proposal (it was 28 pounds of documents that were shipped to the Justice Department!!) was eventually submitted and approved. On September 20, 1994, a press conference was held to inform the community that the Justice Department awarded $670,000 to the MACC to coordinate a coalition of weeders (law enforcement) and seeders (social service organizations) to rid neighborhoods of crime and to reseed those areas with services recognized as necessary to sustain the reclaimed areas.

It is challenging to briefly explain the very wide scope of the Weed and Seed Program, but the most obvious means might be to quantify the funding that was involved over the next four years. As already mentioned, the initial federal grant of $670,000 was very important to an enthusiastic launching of this endeavor. The second year, the amount was increased to $750,000 and it was again increased to $790,000 in the third year. Local business leaders and other members of the community also gave generously with both their finances and time in this concerted effort to reclaim the comfortable and secure image of the area as low in crime.

The significant funding provided by the federal authorities (i.e., $2.5 million in the first three years) was accompanied by a theory that following such a strong initial influx of that support, it would be sustained by local responsibility for the initiative. Strategic planning took place throughout those early years to enable that theory to become a reality for this area. Understandably perhaps, such a transition was still resisted by some. In the fourth year, the federal funding did still amount to $250,000 as the program was transitioned into a locally-supported initiative with the City of Holland and Holland Charter Township sharing the administration.
Another areawide concern that came to the MACC in its early days (approximately 1993-94) was the concept of a FreeNet, described by some as an "electronic backyard fence". Rich Vander Broek, especially in his role as MACC Chair, repeatedly shared his belief that the Macatawa Area could, and should, be a leader in utilizing the newly emerging Internet to dramatically increase the communication capabilities of our community. With the help of other forward-thinking individuals, the FreeNet was launched, including access at the Herrick District Library for those without home computers.

Over the following few years, this technology was greatly enhanced as the Internet became much more widely understood and appreciated. Related initiatives included Community Access Television (CATV) and MacMedia, and Geographic Information Systems (GIS). The MACC was involved in each of these endeavors, primarily, in an attempt to serve as a forum for discussion of shared opportunities and potentially shared funding, from both public and private sources.

As an example of shared funding, when the Macatawa Area FreeNet was first incorporated in 1995, it did so with $40,000 of corporate contributions and a grant of $17,000 from the Community Foundation.

The Holland Area GIS Users Group drew many interested participants. The Herman Miller Corporation provided $50,000 to the MACC in support of an approach for areawide land use planning. Building upon the very early, and yet significant, accomplishments of the 2010 Convention Land Use/Environment Committee new technology soon took the form of a Geographic Information System for the MACC. Since this new technology was also recognized by other entities as very timely and pertinent, significant efforts were undertaken to coordinate such activities.

Other technologies that were becoming widely accepted and utilized included cellular telephones and cable television and each presented challenges for funding and regulation. With the help of legal advisors, the MACC developed a model ordinance that could be utilized in considering cell phone towers and related issues.

In 1998, the MACC also helped to negotiate an agreement between competing cable television providers (at the time Continental Cablevision and CTEC Cable) to participate in a one year demonstration project to provide community access television broadcasts to the entire Macatawa Area. Other important partners in this unusual arrangement included the Holland Board of Public Works (through the use of their fiber optic network for one year),
Ottawa County Commission, Holland Community Hospital (for their “Today’s Health” and other public educational initiatives), and the City of Holland (through the use of the resources of Holland Community Access TV). This unique arrangement became known as the Interconnect.

Over the next several years, many conversations and presentations took place at the MACC Policy Committee meetings and at council/board meetings of local units of government about potential shared funding for the Interconnect in order to continue the structure of making community access coverage of local governmental meetings and other programming available to the cable subscribers throughout the area.

Since the 2010 Convention, other strategic planning initiatives have been brought to the MACC by private interests (e.g., Future Search and the West Michigan Strategic Alliance). Of course, in addition, internal strategic short-term and long-term planning has been an integral component of the MACC’s operations. For the purpose of this historic review, both Future Search and the West Michigan Strategic Alliance will be very briefly explained.

As early as 1993, plans for a Future Search retreat were underway. In May of 1994, a consultant had been hired and 68 representatives of the Macatawa Area participated in a three-day retreat in Big Rapids. By the end of the retreat, subcommittees were formed to address the following issues which were seen by the group as pertinent:

- Land use/transportation
- Lifelong learning
- Residential life
- Health care
- Personal safety
- Environment
- Social services
- Economic development

A second Future Search was held in May of 1995 at Christ Memorial Church and the MACC’s Future Search Conference was featured in the December 1995 issue of “Journal for Quality and Participation” (36) and in a book entitled Designing and Managing Search Conferences: A Powerful Approach to Learning and Planning in Turbulent Environments, Ronald Purser and Merelyn Emery, Loyola University.

In 1998, a report (37) was presented to the Macatawa Area Coordinating Council Business Advisory Committee which documented accomplishments from the Future Search. A second report (38) detailed the community accomplishments from the 2010 Convention.

In the late 1990’s a small group of community leaders from around the West Michigan region began meeting to discuss the effects of globalization, rapid population growth and urbanization on the region’s quality of life. As a result, the West Michigan Strategic Alliance (WMSA) was established in 2000, with Jim Brooks as the Founding Chair, with the mission to be a catalyst for regional collaboration. Since that time, WMSA has brought together thousands of people to work toward the shared vision of West Michigan as a best place to live, learn, work and play. WMSA’s work became focused on six Priorities for Regional Collaboration (39) as follows:

- Create a Regional Mindset
- Foster a Prosperous Economy
• Strengthen Community Through Diversity
• Ensure a Sustainable Environment
• Revitalize Our Urban Centers
• Develop a Tri-plex Growth Strategy

As already stated, only a very brief explanation of these multi-faceted planning initiatives (i.e., Future Search and West Michigan Strategic Alliance) have been offered as part of this history of the MACC. For additional information, the noted references are offered for the convenience of the reader. Another good source of information is the WMSA website: www.wm-alliance.org

Under direction of the MACC Policy Committee, the intentions of the leaders of the 2010 Convention regarding housing issues have not been thoroughly addressed by the MACC. However, when the MACC purchased a building located at 301 Douglas Avenue for their offices, the many details that were successfully addressed by the multiple partners might be one of the best examples of cooperation on areawide issues. Ultimately, this site is owned by all of the units of government that comprise the MACC Policy Committee. This has been viewed by the members of that committee as a solid long-term investment. If the MACC were ever to be disbanded and the property sold, the proceeds would be divided among the member units of government according to the proportions, based on population, that are used for membership dues and other financial sharing. This building has proven to be an excellent resource for housing the MACC employees and also serves as the site for numerous committee meetings. While this was a significant long-term investment, a healthy balance in reserved funds was maintained.

This section of the history of the MACC has included descriptions of several housing/quality of life initiatives that have been addressed during the first twenty years of the organization including the Weed and Seed Program, FreeNet, Geographic Information Systems, model ordinance for cell phone towers, Interconnect, Future Search conferences, West Michigan Strategic Alliance, and the purchase of the MACC office building at 301 Douglas Avenue.

Other interesting and challenging initiatives that were brought to the MACC by other organizations related to quality of life included areawide funding for Fourth of July fireworks, mowing of medians which was formerly a project of Holland Area Beautiful, visits by Korean delegations doing advanced study at Michigan State University, presentations by David Rusk, a noted expert on housing issues, and hosting the 2010 Census complete Count Committee.
And still another unique example of the MACC’s role in addressing areawide issues was the redirecting of funding from the Michigan Department of Transportation to the Muskegon Area Transit Authority to fund the purchase of compressed natural gas vehicles for employee shuttles to bring employees from the Muskegon area to industries in the Holland/Zeeland area.

The MACC has, indeed, developed into a valid forum for discussion and action on a wide variety of areawide quality of life issues.

And now to look ahead at what might lie in store for the MACC during the next twenty years, the last section of this history will make a few educated projections for the future.
PROJECTIONS FOR FUTURE

One of the touch-stones of the MACC has been to continually increase the value of the MACC to the community. That focus is expected to be sustained throughout the life of this organization. Through the many opportunities for members of the public to be involved with various committees, the wide variety of communication tools that comprise the Public Participation Plan of the organization, and the ongoing forums for discussion that the MACC hosts, it is very likely to live up to that goal.

As new opportunities are presented, it is also anticipated that there will be reasoned expansion of programs, facilities and equipment, and expert staff to carry out the business of the organization. The MACC cannot, and has not, accepted the responsibility for all initiatives that have been considered.

The most important aspects of both the history and the future of the MACC are the members of the MACC Policy Committee and the partnerships that provide the leadership and direction of the organization. The members of the MACC Policy Committee truly represent the interests of the overall Holland/Zeeland area.

So much of the work of the MACC is very long-term, as it should be. It is expected that many (if not all) of the current projects that are underway by the MACC will be fully incorporated into the community in the future, although it is likely that the final outcomes will be at least somewhat different from the initial plans. To be consistent with the organization of this history, examples of such outcomes are presented under the headings of (1) transportation, (2) land use/environment and, (3) housing/quality of life.

A good example of a transportation project that will eventually be built, but in a modified version, is the US 31 bypass (M-231). Parts of the multi-faceted plan that was unanimously approved by the MACC Policy Committee in 1999 have been implemented, but only in part, primarily due to budget constraints. While it is different than originally expected, it is significant never-the-less. The strategic planning that resulted in the plan, as well as the adaptations that have been incorporated since, serve as an excellent example of cooperation on areawide concerns. The value that the MACC Policy Committee brings to this type of project is invaluable to the community. The members of the Policy Committee make all final decisions for the organization, with advice from a wide variety of subcommittees. This organizational arrangement works very well to represent the interests of the residents of the Holland/Zeeland area.

In the area of land use/environment, future potential actions might include the development of a watershed/stormwater utility or authority to sustain the complex issues related to improving the water quality of Lake Macatawa and its tributaries. New regulations for handling storm water in the townships will, eventually, be incorporated but the MACC has provided an invaluable forum for discussion and administration of programs to fulfill specific goals.

The Holland/Zeeland area is consistently recognized as having a high quality of life. The future, no doubt, holds challenges to sustain that reality. As the overall economy of the area has been hard-hit over the past few years, it has become increasingly clear that the City of Holland faces funding needs that are disproportionate for the overall area. As the largest city in the immediate area, it has, historically, been the center for most of the social services needs. While conversations have been held at the MACC Policy Committee on many occasions, and with at least a few instances where areawide...
funding was adopted, perhaps the future holds new opportunities for shared funding for many of the needs of the area.

As the second twenty years of the MACC begin, there are some calls for consolidation of governments and school districts as a perceived method of costs savings. A much more effective, and likely, outcome could be just the types of cooperation that are encouraged by the MACC for neighboring governments to address areawide concerns. An award-winning DVD, entitled “Better Together” illustrates many successful examples of local areawide collaboration (40). The MACC’s mission statement has been reaffirmed on many occasions. Of course, it should be continually examined but with a strong track record of maintaining focus on that purpose for the first twenty years, it is reasonable to expect it to be sustained for at least another twenty years.

Several years ago, the MACC Policy Committee hosted a meeting which included acknowledgement of those who had, by then, served as Chair of the MACC. At that meeting, Ann Query, one of the MACC’s Past Chairs offered an analogy of a meal as her perspective of the history and the future of the MACC. Here is her “menu”:

- 2010 Report as appetizer
- Three original committees as side dishes
- Evolution of staff, Future Search, and current full slate of projects as full plate
- Commitment to areawide planning as dessert

As stated at the beginning of this document, the writing of the history of the first twenty years of the MACC has been a most enjoyable adventure. Thanks to the sustained involvement of the MACC Policy Committee members, the many committee volunteers, the state and federal partners, and the qualified staff, the MACC is a very unique and effective component of the Macatawa Area. It will be another pleasure to watch the future of this area as it utilizes the forum for discussion that the MACC provides as it meets its mission to:

Encourage cooperation among neighboring governments on areawide concerns.
APPENDICES

1. Glossary of frequently used terms
2. “Holland Sentinel – In History”, November 11, 2010
3. 2010 – Holland 2010, A Strategic Plan for the City of Holland, October 1988
4. Macatawa Area Intergovernmental Planning Council Guidelines
5. Macatawa Community Coordinating Council Minutes, October 10, 1989
8. Meeting invitation – Macatawa Area Coordinating Council, May 11, 1992
9. Agenda – Macatawa Area Coordinating Council, September 11, 1992
10. Holland/Zeeland MPO 1994 Transportation Improvement Program (TIP), May 10, 1993
11. Macatawa Area Coordinating Council (MACC) Expendable Trust Fund Balance Sheet, May 11, 1993
12. Bylaws of Macatawa Area Coordinating Council (Draft), July 1992
15. “M-40 to be resurfaced within next year”, Holland Sentinel, October 12, 2004
16. M-40 Projects Allegan County, Michigan Department of Transportation map, Road/Bridge Projects 1987 – 2005
18. “Riley Street Corridor Study”, September 16, 2002
20. “Tulip City Airport: Where business takes off and jobs stay grounded”, Report from the Area Airport Authority Exploratory Committee, October 2005
22. Invitation to 25th Anniversary of the Amtrak Pere Marquette, August 5, 2009
23. Announcement of Public Input Meetings to discuss the regional Non-Motorized Plan
26. MACC Funding History: All Programs 1994 - 2010
27. Brownfield Property Inventory Macatawa Area, Michigan
28. Brownfield – Phase I & II Site Assessments – maps
29. Contributors to the Macatawa Watershed Project, October 1999
32. Previous Recipients of the Watershed Stakeholder of the Year Award
33. Holland Sentinel editorial: “Murky Lake Mac, We’re all to blame”
34. Watershed Educational materials - Macatawa Watershed Project brochure, lawn care brochure, three children’s books, award-winning DVD “Into the Watershed”
35. Macatawa Watershed – Septic System High Risk Parcels map, April 2009
39. West Michigan Strategic Alliance materials
40. “Better Together”, award-winning DVD about collaborations successfully implemented by MACC members
GLOSSARY OF FREQUENTLY USED ACRONYMS

Air Quality Conformity Analysis – The process of measuring an area’s air quality to determine if it meets the National Ambient Air Quality Standards (NAAQS).

ARRA American Recovery and Reinvestment Act for federal transportation stimulus funds

BMP – Best Management Practices. Methods or techniques found to be most effective and practical means in achieving an objective (e.g., preventing or minimizing pollution) while making optimum use of resources.

CATV – Community Access Television which evolved into MacMedia

COGIC – Church of God in Christ, Inc. – A Christian denomination, historically African-American, which is also a nonprofit social services provider located in nearly 60 countries, with an overall membership of over five million (as of 2007). The congregation discussed in this document is located in Muskegon Heights and provides assistance in housing, employment, and child care services.

CREP – Conservation Reserve Enhancement Program Voluntary land retirement program that helps agricultural producers protect environmentally-sensitive land, decrease erosion, restore wildlife habitat, and safeguard ground and surface water


FHWA – Federal Highway Administration.

GIS – Geographic Information System. A geospatial information system that integrates, stores, edits, analyzes, shares, and displays geographical information for informing decision-making

GVSU – Grand Valley State University. Chartered by the Michigan legislature in 1960 in response to the need for a public, four-year college in the state’s second largest metropolitan region

HPP - High Priority Projects - Designated federal funding for specific projects identified in SAFETEA-LU

IDEP Illicit Discharge Elimination Plan used in stormwater management planning

ISTEA Intermodal Surface Transportation Efficiency Act, 1991 federal legislation

KOMA – Kent/Ottawa/Muskegon/Allegan Counties. An informal planning alliance that discussed mutual interests.

LOS Level of Service used in transportation planning
**LRP** – Long Range (Transportation) Plan. A 20-25 year plan outlining proposed transportation projects in a geographic area. Projects are listed for a time period generally controlled by need and available resources.

**MAB** – Metropolitan Area Boundary

**MACC** – Macatawa Area Coordinating Council. A voluntary organization of representatives of local units of government and related interests with a mission to encourage cooperation among neighboring governments on areawide issues.

**Mac Media** – Nonprofit communications resource providing video production services and community access television to the greater Holland MI area

**MacTV** – Community or public access television with community-initiated or produced programming

**MAX** – Macatawa Area Express. A transit service that provides fixed route and door-to-door bus service in the City of Holland, the City of Zeeland, and Holland Charter Township.

**MDEQ** – Michigan Department of Environmental Quality.

**MDOT** – Michigan Department of Transportation. Its primary functions include the construction, improvement, and maintenance of the state highway system and the administration of all other state transportation programs.

**MIS** – Major Investment Study. A formalized process used to examine which alternative transportation strategy or mix of strategies will best work to solve a transportation problem within a corridor. A MIS considers a broad range of land use, environmental, social and transportation impacts.

**MPO** – Metropolitan Planning Organization. The regional organization of representatives of local units of government and transportation agencies responsible, along with the state, for transportation planning in a defined urban area. The organization prepares long-range transportation plans and a transportation improvement program for the defined area.

**MSA** – Metropolitan Statistical Area. Geographic region with a relatively high population density at its core and close economic ties throughout the area, defined by the U.S. Office of Management and Budget and used by U.S. Census Bureau and other U.S. government agencies for statistical purposes only.

**QAPP** – Quality Assurance Project Plan

**PEP** - Public Education Plan

**SAFETEA – LU** 2005 legislation guaranteed funding for surface transportation

**SLRP** – State Long Range (Transportation) Plan. A compilation of MPO Long Range Plans, integrated with a long range plan for the Michigan Department of Transportation into a statewide long range transportation plan.
**SPUI** Single Point Urban Interchange with a single traffic signal at the center of the interchange which controls all left turns. Drivers make opposing left turns at the same time under the protection of this signal.

**SWPPI** Stormwater Pollution Prevention Initiative

**TIP** – Transportation Improvement Program. A prioritized list of federally funded and regionally significant non-federally funded major road and transit service improvements proposed by various communities, transit agencies, and the Michigan Department of Transportation.

**TMDL** – Total Maximum Daily Load. A calculation of maximum amount of a pollutant that a waterbody can receive and still meet water quality standards.

**UWP** – Unified Work Program. An annual program of work and related budget prepared by the MPO and submitted to state and federal transportation planning authorities.

**U.S. EPA** – United States Environmental Protection Agency

**WESTRAIN** A coalition of members along the Pere Marquette rail line (Grand Rapids, Holland, Bangor, St. Joseph/Benton Harbor, and New Buffalo) in Michigan that promotes passenger rail between West Michigan and Chicago

**WMSA** – West Michigan Strategic Alliance A catalyst for regional collaboration, fostering partnerships that identify and take action on critical issues focused on sustainability and quality of life.

**WM SPI** – West Michigan Strategic Planning Initiative, evolved into the West Michigan Strategic Alliance

**WMSRDC** – West Michigan Shoreline Regional Development Commission

**ZPS** - Zeeland Public Schools.
CONTRIBUTORS TO THE MACATAWA WATERSHED PROJECT

October 1999

The following individuals and groups had contributed cash and/or inkind services during the first two years of the implementation phase of the Macatawa Watershed Project:

- Allegan County Drain Commission
- Allegan County GIS Department
- John and Melanie Aves
- Beverage America, Inc.
- Blue Cross Blue Shield of Michigan
- Bosgraaf Enterprises
- Dell Engineering
- Robert and Karen Den Herder
- Donnelly Corporation
- Eldean Shipyard
- Elhart Pontiac GMC Jeep, Inc.
- Frey Foundation
- Haworth Inc.
- The George and Lucile Heeringa Foundation
- H.J. Heinz Co.
- Herman Miller Corporation
- Holland Area Beautiful
- Holland Board of Public Works
- Holland Country Club
- Holland Home Builders Association
- Hope College Department of Environmental Science
- Macatawa Bay Yacht Club
- Mead Johnson Nutritional
- Michigan Department of Environmental Quality
- MDEQ Land and Water Management Division
- Michigan Groundwater Stewardship Program
- Michigan State University Extension Service
- Jack Miller
- Natural Resources Conservation Service
- The Louis and Helen Padnos Foundation
- Parke-Davis Inc.
- Ottawa County Drain Commission
- Ottawa County GIS Department
- Slikkers Foundation
- Uniform Color Company
- U.S. Army Corps of Engineers
- U.S. Environmental Protection Agency
- Zeeland Public Schools
- Zeeland Wastewater Fund