



**County Road Association
OF MICHIGAN**

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**Muskegon County Road Commission
honored with statewide IMPRESS Award!**

LANSING, MI – The Muskegon County Road Commission (MCRC) was honored with a statewide IMPRESS Award at the 2026 County Road Association (CRA) of Michigan Highway Conference held in late March in Lansing. IMPRESS Awards recognize county road agencies that demonstrate innovation on noteworthy projects in the categories of communication, operations and collaboration.



*Pictured from left:
Commissioner Jack
Kennedy, Finance
Director Laurita
Humphrey, and
Managing Director Ken
Hulka.*

This year, MCRC received an IMPRESS Award in communication for its *“Winter Operations and Safety Education Series.”* The initiative took a proactive approach to public outreach, helping residents better understand snow removal priorities, what to expect during winter storms and how to drive safely in challenging conditions.

“Muskegon County’s Winter Operations and Safety Education Series is a great example of how clear, proactive communication can make a real difference for both safety and public understanding,” said Denise Donohue, CRA CEO. *“By explaining how winter operations work and what residents can expect, they helped reduce confusion during severe weather and built greater trust with the communities they serve.”*

An independent panel of communications and operations experts from several of Michigan's 83 county road agencies judged all IMPRESS Awards submissions. Award recipients were honored for projects that solved time constraints, labor costs, communication barriers and fostered collaboration.

The 83 members of the County Road Association of Michigan represent the unified voice for a safe and efficient county transportation infrastructure system in Michigan, including appropriate stewardship of the public's right-of-way in rural and urban Michigan. Collectively, Michigan's county road agencies manage 75% of all roads in the state, including 90,500 miles of roads and 5,900 bridges. County road agencies also maintain the state's highway system in 63 counties. Michigan has the nation's fourth-largest local road system.

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