



# County Road Association OF MICHIGAN

101 S. WASHINGTON SQUARE, STE. 200  
LANSING, MI 48933

**FOR IMMEDIATE RELEASE:**  
April 9, 2025

**CONTACT:** Betty McNerney  
517.482.1189  
[bmcnерney@micountyroads.org](mailto:bmcnерney@micountyroads.org)

## Ottawa County Road Commission honored with two statewide IMPRESS Awards!

LANSING, MI – The Ottawa County Road Commission (OCRC) was honored with two statewide IMPRESS Awards at the 2025 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 three categories: Communications, Operations and Collaboration.



This year, Ottawa County received IMPRESS Awards in:

- **COMMUNICATIONS** for its “*Comprehensive Public Education Campaign for the Road Millage Renewal Proposal,*” which effectively informed and engaged the community and local officials.

- **OPERATIONS** for its *“Proactive Utility Marker Initiative,”* developed in collaboration with utility permit holders to reduce damage during roadside maintenance.

“Ottawa’s innovative public education and proactive maintenance initiatives underscore their commitment to community engagement and operational excellence,” said Denise Donohue, CRA CEO. “Their projects exemplify how thoughtful communication and strategic planning can lead to improved road safety and efficiency.”

The Public Education Campaign built strong support for millage renewal, while the Utility Marker Initiative has enhanced safety and reduced equipment damage during maintenance operations.

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 issues both internally for their agencies and externally for their communities.

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.

###

*Pictured above from left: Ken Hildenbrand, OCRC superintendent and Alex Doty, OCRC communications administrator.*