



**County Road Association**  
OF MICHIGAN

# Will work for local funding \$\$



**Tuesday, December 6, 2022\*** | **Noon – 3:15 p.m.**  
Comfort Inn & Suites and Conference Center | 2424 S. Mission St., Mt. Pleasant



As the 2015 Transportation Funding Package declines in “buying power” no new MTF \$\$ is in sight. While there are some more federal for primary roads, the road funding picture is again grim.

Local dollars – mostly from townships – are the second-largest source of revenue for funding county roads. County road agency policy set aside up to 50% funding for local projects – the rest must come from a local source.

Townships aren't *required* to contribute to road funding but to see real road improvement in townships, raising local \$\$ is on the table.

This session covers funding tools townships can use to pay for road projects, the best ways to communicate road needs and avoiding political “traps.”

## Take-aways from this CRA workshop include:

- Preparing for a township or countywide road millage;
- Considering township bonding or special assessment districts;
- Communicating road needs simply and persuasively;
- Reviewing do's and don'ts in a road funding campaign.

**Audience:** This session is for Managing Directors, Engineer-Managers, Finance and Human Resources leaders, Road Commissioners, County Commissioners and other administrators!

*\* This session coincides with the 2022 Legislative Symposium in the morning.*

**Ticket Pricing:** 8<sup>th</sup> Annual Legal Issues Symposium and **Will work for local funding \$\$**

(includes breakfast and lunch): **\$169**

**Will work for local funding \$\$ only** (includes lunch): **\$95**

**Register online!** [micountyroads.org/DecemberEvent](https://micountyroads.org/DecemberEvent)

CRA hotel room block available through Comfort Inn & Suites for **\$85/night**. For more info, call **989.772.4000**.

**For more information contact:**

**Shelby Eva** | [seva@micountyroads.org](mailto:seva@micountyroads.org) | 101 S. Washington Square, Ste. 200 | Lansing, MI 48933 | 517.482.1189



# Will work for local funding \$\$



**Tuesday, December 6, 2022\*** | **Noon – 3:15 p.m.**  
Comfort Inn & Suites and Conference Center | 2424 S. Mission St., Mt. Pleasant

## AGENDA:

12 Noon

### Welcome

**Larry Brown, PE**, CRA President and Allegan County Road Commissioner

### LUNCH

*Workshop Moderator*

**Mark Christensen**, CRA Vice President and Education Committee Chair

12:20 - 1:15 p.m.

### So your locals want a road millage!

While the county road agency can neither authorize nor advocate for a road millage, you can be helpful. In fact, the road agency is uniquely positioned to answer questions from citizens. Will it win the first time at bat? Should it mention specific roads to be fixed? Learn from a trio of road agencies that have worked on successful county-wide and township millages.

**Sheryl Siddall, PE**, Managing Director, Washtenaw County Road Commission

**Angela Kline, PE**, Managing Director, Jackson County Department of Transportation

1:15 - 2 p.m.

### Bonding and Special Assessment Districts for local roads

There are two other funding tools available to improve local and primary roads: Bonding and Special Assessment Districts (SAD). SADs work well for subdivisions or a smaller set of roads where landowners agree to pay. Bonding, which requires the County Commission's permission, can finance a single large item (bridge) up to a series of roads over several years.

**Rob Thall**, attorney at law, Bauckham, Sparks, Thall, Seeber & Kaufman, PC

**Karl Hansen, PE**, Engineer-Manager, Wexford County Road Commission

**Bradley Lamberg, PE**, Managing Director, Barry County Road Commission

2 - 2:15 p.m.

### BREAK

2:15 - 3 p.m.

### Communicate road funding just right: Not too much, not too little

Hoping to fly in a millage, bond or SAD "under the radar screen?" Forget it! You must talk about the campaign at every opportunity, and in simple terms. Get local leaders by your side. The best way to kill a new funding initiative is to avoid talking about it or overcomplicating it.

**Russ Inman**, Design Engineer, Midland County Road Commission

**Emily Kizer**, Communication Manager, Washtenaw County Road Commission

3 - 3:15 p.m.

### Prepare for political pitfalls: The "do's" and "don'ts" of a road funding initiative

Once a local road funding initiative launches, be prepared! The public and local leaders will have lots of input, ranging from honest asks to allegations of inflating costs and more. You can't shut down the questions, but you can anticipate common complaints and pro-actively address them.

**Ed Noyola**, CRA Deputy Director & Legislative Liaison

3:15 p.m.

### ADJOURN - SAFE TRAVELS HOME!

\* This session coincides with the 2022 Legislative Symposium in the morning.