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E-Newsletter

October 2011

Safe Routes to School

Safe Routes to School (SRTS) programs are an opportunity to make walking and bicycling to school safer for children in grades K - 8, and to increase the number of children who choose to walk and bicycle to and from school. In many cases, SRTS programs can enhance the health and well-being of children, ease traffic congestion near schools at pick up and drop off times, and improve community members' overall quality of life.



Communities have the opportunity to apply for SRTS planning and implementation grants every even-numbered year. Application materials for the SRTS program will be made available in early 2012, with a tentative application deadline of April 2012.

The Bay-Lake Regional Planning Commission can assist you with writing these grant applications and performing the SRTS planning in your community. We would encourage you to contact our office if you are interested in pursuing a grant to complete one or more SRTS plans for your community or school district. We will assist school districts located wholly or partially in our eight county region with applications for SRTS planning grants in this next funding cycle at no charge.

For additional information on SRTS, please contact Jeff Agee-Aguayo or Brandon Robinson at the Bay-Lake Regional Planning Commission.

An Economic Development District & Metropolitan Planning Organization serving Northeast Wisconsin for over 35 years.

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Wisconsin Lake Michigan Water Trail Update

The final report for the Wisconsin Lake Michigan Water Trail is wrapping up and the Wisconsin DNR, Bay-Lake Regional Planning Commission, and the National Park Service have been planning the start of the next phase of this project. The next phase of establishing the Wisconsin Lake Michigan Water Trail focuses on marketing and development of the defined route. A complete inventory with maps was produced as part of the first phase, and phase two will develop that information

into user-friendly brochures, fold-out maps, a website, mobile applications, and promotional materials. Phase two will likely get under way in early 2012, with the results made public around summer 2013.

Phase two work will also focus on getting national recognition for the water trail by getting it designated as a National Recreation Trail. This designation would make the Wisconsin water trail part of the "Lake Michigan Water Trail," which will eventually circle Lake Michigan in all four states.

For additional information, please contact Angela Pierce at the Bay-Lake Regional Planning Commission.

Global Trade Strategy Update

The Steering Committee is continuing to work on creating a Global Trade Strategy for small to medium sized companies located within Northeast Wisconsin. With assistance from staff at the consulting firm of Newmark Knight Frank, background information has been gathered from the Green Bay



Port, airports, and rail providers on their capabilities to handle larger volumes of goods being exported outside of the region. In addition, firms that offer technical assistance, such as freight forwarders, were asked whether or not area employers were thinking about expanding their markets overseas, and what types of barriers are in place that may inhibit or limit them from exporting their products.

After a thorough business analysis, it was determined that companies doing business in food production, agriculture implement manufacturing, aerospace products, and chemical processing would be the focus of the business survey, since they had the greatest opportunity to expand their products overseas. A survey will be sent out in early November to these companies asking for their views on global trade and the services and infrastructure in place that could assist them in reaching new markets. Survey results from the businesses will be available by early December. Collectively, all the data and information generated through these three surveys will serve as the basis for drafting the strategies.



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ANNOUNCEMENTS

Nov. 9, 2011
Lake Michigan Stakeholders Annual Meeting. Green Bay Wildlife Sanctuary

Nov. 4, 2011
WCMP Grant Applications Due. [Click here for more information.](#)

Dec. 7, 2011
New North, Inc. Annual Summit. Radisson Hotel and Conference Center, Green Bay

Dec. 9, 2011
Commission Meeting, Green Bay

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Current information on the study is located [Commission's website](#).

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Economic Development Administration

2011 marks the 45th year of public service for the U.S. Economic Development Administration (EDA). The agency's mission is to lead the federal economic development agenda by promoting competitiveness and preparing American regions for growth and success in the worldwide economy. EDA is an agency within the U.S. Department of Commerce that provides funding for distressed communities throughout the United States to foster job creation, collaboration, and innovation. The Bay-Lake Regional Planning Commission has been an EDA partner since 1975 when it was designated as an Economic Development District.



EDA provides a wide range of technical assistance and planning for public works and infrastructure projects in regions experiencing adverse economic changes that may occur suddenly or over time. This technical assistance and planning can include strategy development, infrastructure construction, and revolving loan fund capitalization.

Dennis Foldenauer serves as the project manager for Wisconsin and works out of EDA's Regional Office in Chicago. He collaborates with the district staff to identify fundable projects, and guides grant applications through the review and approval process. For more information on EDA's funding priorities, please visit their website at: www.eda.gov.

If your community or organization is seeking funding for a project that may fit EDA's funding scope, contact Richard Heath at the Commission.

2010 Aerial Imagery Available for Free Download



The first statewide dataset of aerial imagery has been completed and is available for free download. The imagery can be acquired through www.wisconsinview.org. WisconsinView is led by the UW-Madison Environmental Remote Sensing Center in partnership with the State Cartographer's Office. The project is part of a planned nationwide program funded by the U.S. Geological Survey called [AmericaView](#).

AmericaView seeks to eliminate barriers to data access and utilization through a cooperative network of scientists and practitioners by providing remotely sensed data and requisite knowledge. Its mission is strongly focus on remote sensing education, data utilization, and applied research.

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