

# EXECUTIVE DIRECTOR'S UPDATE

From Brian O. Martin, AICP  
mvrpc.org



**MIAMI VALLEY**

Regional Planning Commission

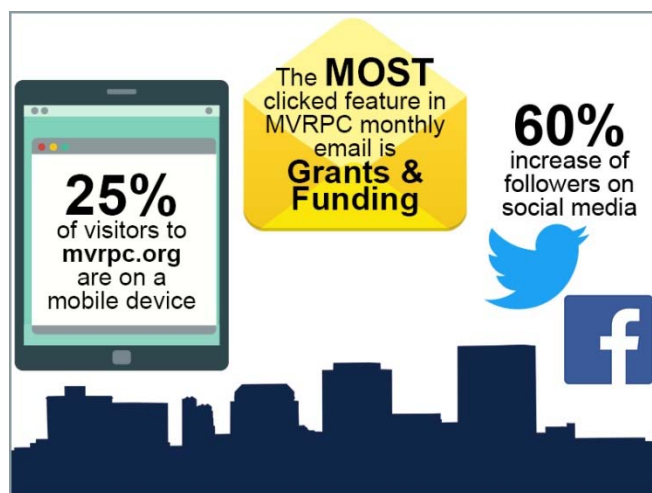
Shaping Our Region's Future Together

**March 2, 2017**

## **Web Usage: Social Media and Executive Director's Update Statistics**

MVRPC has added and updated several digital products to help keep the public informed. In 2014, [mvrpc.org](http://mvrpc.org) was updated to make it easier to find information and compatible with all devices. Roughly 1500 visitors access [mvrpc.org](http://mvrpc.org) each month with 25% of them visiting from a mobile device.

The electronic version of the Executive Director's Update is a new online resource that informs interested subscribers on MVRPC activities and regional happenings. Board and TAC members receive



a paper copy during meetings and an emailed version with live links is distributed to them along with local elected officials, and others who request this publication. If you are a subscriber but haven't been receiving this email please check your spam filter or visit [mvrpc.org](http://mvrpc.org) and subscribe. Look for the green bar that reads "Stay Connected". The most popular feature in the monthly email is the information regarding grants and funding opportunities available. The email has been very successful; the open rate is 15 percentage points higher than the average open rate for government agencies. To help explain some MVRPC initiatives, a video blog was created. The video blogs are featured on the homepage of the website. Recent

videos include registration information for the International Trails Symposium and the record year of funding for the Region.

The most successful expansion of MVRPC's digital platform is an elevated presence on social media. MVRPC's social media accounts have grown by 60% more followers allowing more opportunity to distribute information quickly to the Region. Please be sure to "LIKE" us on Facebook and "Follow" us on Twitter.

## **Meet your MVRPC staff member**

### **Brad Daniel – Coordinator of Short Range Programs**

Brad Daniel is a true Dayton native. Growing up in Trotwood, he attended Chaminade Julianne High School in Downtown Dayton. His passion for building led him to pursue a Bachelor's in Architecture from Miami University. He received his Master's in Public Administration from the University of Dayton. He has been a great asset for local Dayton knowledge to the agency. He started in 2007 as a Regional Planner and recently received a promotion to Coordinator of Short Range Programs.

Brad is responsible for member development and funding assistance. He enjoys working with all our communities to help build a better community for the generations to come. He coordinates the agency's recently released *Benefits of MVRPC Membership Report* which features Return on Investment (ROI) information for local government members that pay dues based upon their population. Other responsibilities include assisting with the Transportation Review Advisory Council (TRAC) solicitation, Priority Development and Advocacy Committee (PDAC) solicitation, Transportation Improvement Program (TIP) maintenance, Congestion Mitigation and Air Quality (CMAQ) analysis as well as local project surveys.



He is proud of his hometown and is helping build a better community for his 3 children. In his free time, he enjoys spending time with family and friends. Brad also enjoys the outdoors and a variety of sports including soccer, basketball, baseball and fishing. Most weekends in the summer, he can be found at a number of state and local parks camping with his family.

## Grants & Funding Resources

Each month, MVRPC highlights several grant funding opportunities available at: <http://www.mvrpc.org/our-vision/planning-services/grant-and-funding-opportunities>, where you will find a description, contact information and program links found in GrantFinder, a grant seeking tool leased by MVRPC and a key first step in attracting funding. If you need assistance with your grant pursuit or need further grant research, contact Lynn Zuch, Research Associate, at 937.223.6323 or [lzuch@mvrpc.org](mailto:lzuch@mvrpc.org).

This month we are featuring information on:

- Ohio Development Services Agency's Community Development Block Grant (CDBG) – Deadline: June 16, 2017. Please note there is training on April 12, 2017 (PY 2017 and PY 2018 grantees expected to attend). For a list of eligible program grantees go to: <https://soh.sp.ohio.gov/sites/OCDHelp/Shared%20Documents/PY%202017%20CDP%20Allocation%20Program%20Grantees.pdf>.
  - Note: There are proposed changes to Ohio's Community Development Allocation Program Starting this program year. To learn more go to: <https://soh.sp.ohio.gov/sites/OCDHelp/Shared%20Documents/PY%202017%20CDP%20NOFA.pdf>
- Ohio Development Services Agency's Community Housing Impact and Preservation (CHIP) Program – Deadline: May 5, 2017. For a list of eligible jurisdictions go to: <https://soh.sp.ohio.gov/sites/OCDHelp/Shared%20Documents/PY2017CHIPNOFA.pdf>

## Upcoming MVRPC Meetings:

03/10/17	8:30 a.m.	Miami Valley Storm Water Program Seminar-Goodwill Easter Seals-660 S. Main
03/16/17	9:30 a.m.	Technical Advisory Committee – 10 N. Ludlow St. – Suite 700
03/23/17	9:00 a.m.	Using Trees to Improve Vacant Lot Mgmt. Best Practices-10 N. Ludlow-Suite 700
04/06/17	8:30 a.m.	Executive Committee
	9:00 a.m.	Board of Directors – 1515 S. Main St.