

Commission Quarterly

Near-MISS Portal

The West Michigan Shoreline Regional Development Commission (WMSRDC) is pleased to announce the launch of a new public portal that provides access to data collected through the Missed Incident Safety Survey (Near-MISS). The Near-MISS survey was developed as a community-driven tool to identify locations of concern and document witnessed near-miss incidents throughout Lake, Mason, Muskegon, Newaygo, Oceana, and northwest Ottawa counties. By capturing these observations directly from residents and

travelers, the survey enhances traditional crash data and supports a more comprehensive understanding of the region's transportation safety network. To ensure transparency and encourage data-informed decision-making, WMSRDC has created the Near-MISS Survey Submission Viewer. This interactive platform displays survey submissions in real time, offering valuable insights that can help guide local and regional transportation planning efforts. The portal is intentionally

designed for ease of use, allowing individuals to quickly filter information, explore reports within their communities, and identify areas where traffic safety concerns persist. WMSRDC looks forward to continued community participation and collaboration as we work together to improve roadway safety across West Michigan.



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Commission Operations: Welcome, Amanda Schaab!



Amanda Schaab, Communication and Office Manager

In March, WMSRDC welcomed Amanda Schaab as a Communications and Office Manager. Amanda was born and raised in Muskegon. She attended Grand Valley State University and graduated in 2023 with a Bachelor's degree in Marketing. In her free time, Amanda enjoys reading, going to the beach, playing card games, and spending time with family and friends. As a Communications and Office Manager, Amanda is responsible for creating newsletters, managing the social media accounts, updating WMSRDC's new website, and handling administrative tasks. She is excited to bring more awareness to who WMSRDC is and what we do. We are excited to welcome Amanda to the team!

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Special Projects: Coordinating Regional Agriculture Investments

The West Michigan Agri-Cluster Coalition recently hosted its third meeting to coordinate regional strategies for addressing challenges across the region’s agricultural industry. Identified in the 2025 West Michigan Agriculture Cluster Impact Analysis, constraints in labor, infrastructure, and regulatory landscapes drive the Coalition’s work to foster cooperation and coordination to advance West Michigan’s agricultural cluster.



Agricultural activity in the Fremont area

At February’s meeting at the Fremont Area Community Foundation, the Coalition introduced the 2026 Agri-Cluster Resource Roadmap, a guide to upcoming local, state, and federal grant opportunities, as well as free and low-cost technical assistance programs and entrepreneur accelerators. This resource is designed to coordinate action across the Coalition to compete for larger and more complex grants, share match requirements and compliance burdens, and present the region as a cohesive agri-business cluster.

The Coalition’s next steps include developing priority project briefs based on the recommendations of the 2025 Analysis, which include workforce development, new market opportunities, infrastructure investments, and regulatory streamlining. These briefs will be ready to activate quickly as funding opportunities emerge, and templates will be made available to all members and stakeholders. By proactively setting shared priorities, the Coalition aims to align grant strategies with market-driven outcomes, with the ultimate goal of long-term resilience for West Michigan’s agriculture cluster.

Special Projects: AOC Delisting Celebration

SAVE THE DATE!
Muskegon Lake
AOC Delisting Celebration



SUN, FUN, AND A LAKE RESTORED!
August 15, 2026 | 10am to 2pm | Grand Trunk Pavilion

Join us for a fun, family-friendly day celebrating Muskegon Lake! Enjoy a run/walk, kids activities, food trucks, and tours of the S.S. Milwaukee Clipper, plus kayaking and a fishing derby.



Scan to learn more!

New website coming in Spring 2026.

Environmental: A Resilient List of West Michigan Projects

The National Fish and Wildlife Foundation (NFWF) National Coastal Resilience Fund (NCRF) funds a pipeline process for planning, designing, and implementation of nature-based solutions to enhance protection for coastal communities from the impacts of storms, floods, and other natural hazards while improving habitats for fish and wildlife. Currently WMSRDC is wrapping up awarded funds for the planning phase of this process.

Through county level meetings, WMSRDC collaborated with community members, stakeholders, and the competitively selected environmental consulting firm, Environmental Consulting & Technology, Inc. (ETC), to

develop a comprehensive list of nature-based projects along coastal Lake Michigan and its associated drowned river mouth systems in WMSRDC's service area. Utilizing an unbiased, data driven matrix system, ETC prioritized the project list and is developing project overview documents for the top ten projects.

While a handful of the top projects are being proposed to flow through the next phase of engineering and design under NFWF



Undersized road stream crossing on Mena Creek, one of the top priority projects for aquatic connectivity; picture credit Trout Unlimited

NCRF pipeline, all recognized projects will continue to work thought any necessary development and community preparedness to be submitted under future years of the NCRF pipeline or through other funding programs.

Environmental: Continued Education and Project Planning in Coastal West Michigan



Hidden Cove Park: a coastal waterway in Muskegon County

Under the Michigan Coastal Management Program, WMSRDC is collaborating with EGLE's Water Resources Division for additional environmental resiliency education and project

planning focused on Lake Michigan coastal communities.

Led by the EGLE, WMSRDC will host Coastal Leadership Academy Nature-Based Solutions workshops to increase knowledge of the site-specific coastal hazards.

Each training will be followed by customized community engagements to identify priority areas for the development of detailed plans, engineering, and designs for nature-based solutions to mitigate hazards and target

habitat restoration and land conservation.

The two-hour workshops will take place on:

- **Wednesday, April 22nd** at Oceana County Community Services Building from 1-3
- **Thursday, April 23rd** at Lakeshore Resource Network from 9-11
- **Thursday, April 23rd** at WMSRDC office from 1-3

If you have environmental restoration project ideas, but are unable to attend a local workshop, you can always share ideas directly with Fallon Chabala.

Transportation: Breath Easier This Summer

The West Michigan Clean Air Coalition (WMCAC) is ready to kick off the 2026 season on May 25! Thanks to an incredible wave of support from local partners, our educational display calendar is nearly full from June through August. When the display isn't at a host location, look for us at public community events throughout Muskegon County! Follow us on Facebook for real-time updates.

2026 Display Schedule

We owe a huge thank you to our hosts for helping us spread the word across Muskegon and Northern Ottawa counties. Visit us at these locations:

- June 1 – June 15:** Fruitland Township Hall
- June 15 – June 29:** Baker College of Muskegon (Two Locations)
- June 29 – July 6:** Fruitport Public Library
- July 6 – July 13:** Muskegon Lakeshore Chamber of Commerce
- July 20 – Aug 3:** Loutit District Library
- Aug 10 – Aug 17:** Ottawa County Road Commission
- Aug 24 – Aug 31:** Laketon Township Hall

Swing by for Free Gear!

Transportation: MPO Update

Commission staff, along with the WestPlan MPO Technical and Policy Committees, continue to administer and modify the FY2026-2029 TIP. The most recent change was Amendment 6 which was approved by the MPO Technical and Policy Committees at their meetings in March of 2026. Once approved at the local level, amendment details are updated in JobNet and submitted to MDOT and FHWA for final approval.

The TIP is the MPO short range project planning document and houses all the federally funded projects that are set to be constructed during the FY2026-2029 timeframe. The TIP document is continually updated by MPO staff, through modifications and amendments to existing programmed projects as well as the addition of newly funded projects that are required to be listed in the document. Details of this amendment can be found in the Transportation section of the WMSRDC website.

DO YOUR SHARE FOR CLEANER AIR!

WHAT IS A CLEAN AIR ACTION DAY?

Air quality meteorologists at the Michigan Department of Environment, Great Lakes, and Energy call a Clean Air Action Day when they expect

GROUND-LEVEL OZONE



or

FINE PARTICULATE MATTER (PM 2.5)



to reach or exceed the Unhealthy for Sensitive Groups (USG) range on the air quality index (AQI).

SCAN TO LEARN MORE ABOUT THE AQI



WHAT DOES THIS MEAN TO THE PUBLIC?

When air quality deteriorates to this point, sensitive groups such as:

- Children
- The elderly
- Those with heart and lung disease
- And those who are healthy but active outdoors

might experience negative health impacts. The environment is negatively impacted on Action Days as well. See below to learn more.

Each display features helpful tips on how you can voluntarily reduce emissions, plus free swag like tire gauges, coloring books, frisbees, and stickers. Stop by any of these locations this summer to learn how we can keep West Michigan's air cleaner together!



I-96 Entrance ramp in Nunica

Transportation: MPO Update

As part of its Regional Transportation Program, WMSRDC continues to administer the planning efforts for the West Michigan Pike Scenic Byway. Staff hosted the most recent West Michigan Pike meeting on February 10, 2026, during which committee bylaws were approved and officers were elected.

WMSRDC coordinates public and committee meetings, serves as the committee’s fiduciary agency, and develops plans based on input from both the public and committee members. Upcoming committee work includes forming a signage subcommittee and updating the corridor management plan for the Pike.



M-120 in Muskegon County

The West Michigan Pike was designated a Michigan Scenic Byway in July 2016. The route follows several State Trunklines, including US 31 from Michigan’s southern border to US 10 near Ludington. Spanning 184 miles through Berrien, Van Buren, Allegan, Ottawa, Muskegon, Oceana, and Mason Counties, the byway highlights tourism and regional history. Originally developed between 1911 and 1922, the Pike was created to promote travel and tourism in West Michigan.

GIS: Regional Infrastructure Coordinating Council (RICH) Update



The Michigan Infrastructure Council is funding Regional Infrastructure Coordinating Hubs pilot projects across the state.

The West Michigan Shoreline Regional Development Commission (WMSRDC) has contracted with GEOACE, LLC, a geospatial consulting firm in central Ohio, to lead a GIS Feasibility Study for the five-county region. This study is the first phase of a two-year pilot project aimed at improving and coordinating regional geospatial capabilities related to infrastructure. Key objectives

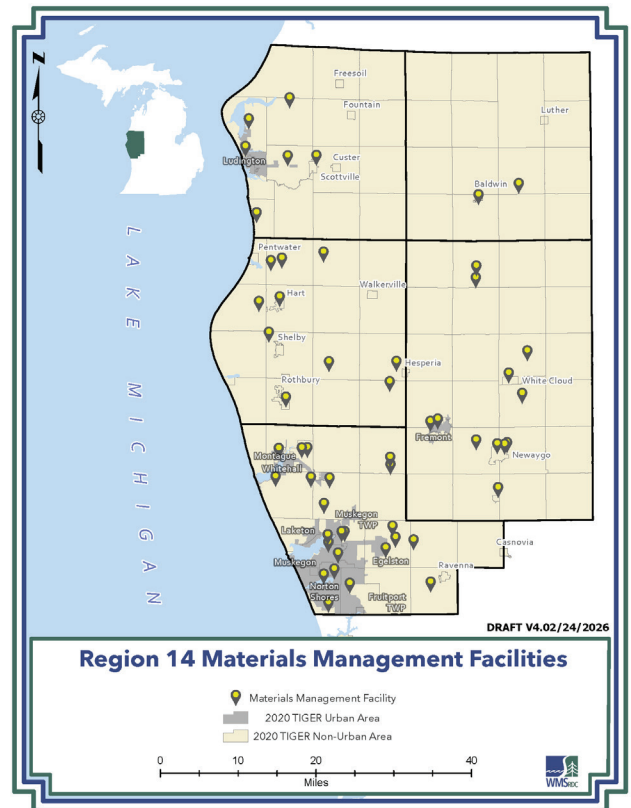
include aligning with statewide GIS initiatives, identifying collaboration opportunities with local governments and agencies, assessing regional needs across different asset types and ownerships, and enhancing WMSRDC’s current GIS. The study will also produce a practical roadmap for developing a regional GIS. To support this work, GEOACE created a GIS Readiness Survey

distributed to agencies across the region. The survey gathers information on existing GIS capacity, staffing, workflows, data management, and coordination needs. Survey findings will directly inform the final feasibility report and recommended next steps. Completion of the study is anticipated by the end of August.

Local Government Services: MMP Update

In case you haven't heard, the counties of Lake, Mason, Muskegon, Newaygo, and Oceana are collaborating to develop a regional Materials Management Plan (MMP), with assistance from the West Michigan Shoreline Regional Development Commission. Each county in Michigan is required to develop a single or multicounty MMP by July 2027, per updates to Part 115 Statute by the Michigan legislature. This process is a new planning effort that signifies a major shift away from simply planning for solid waste disposal capacity, towards managing waste in ways that reduce landfilling and encourage the capture value of materials within waste streams.

Development of the plan is overseen by a 21-member planning committee, the Materials Management Planning Committee (MMPC). For over a year, the group has met monthly to develop a shared awareness of materials management and develop regional goals and objectives. At its February meeting, the MMPC agreed to adjust its regular meeting schedule from monthly to bi-monthly beginning in April. Meetings are scheduled for the first Monday of every other month beginning at 10:00 AM, with the location rotating between the counties in the region. Check the MMPC website to confirm meetings and to find additional information regarding materials management and the MMPC, wmsrdc.org/program/materials-management-planning/.



The MMP will include an inventory of materials management facilities and infrastructure, such as transfer stations, drop off sites, and other opportunities for waste diversion.

Local Government Services: Muskegon Heights Recreation Plan

We are excited to announce that WMSRD will be assisting the City of Muskegon Heights with updating its Recreation Plan. The project will begin this spring and is expected to end later this year. This is a unique opportunity where we can leverage DNR Spark Grant funding from the State of Michigan and provide this service at no cost to the community! We look forward to engaging with residents and preparing a plan that will allow the city to apply for recreation grants for five years following completion.



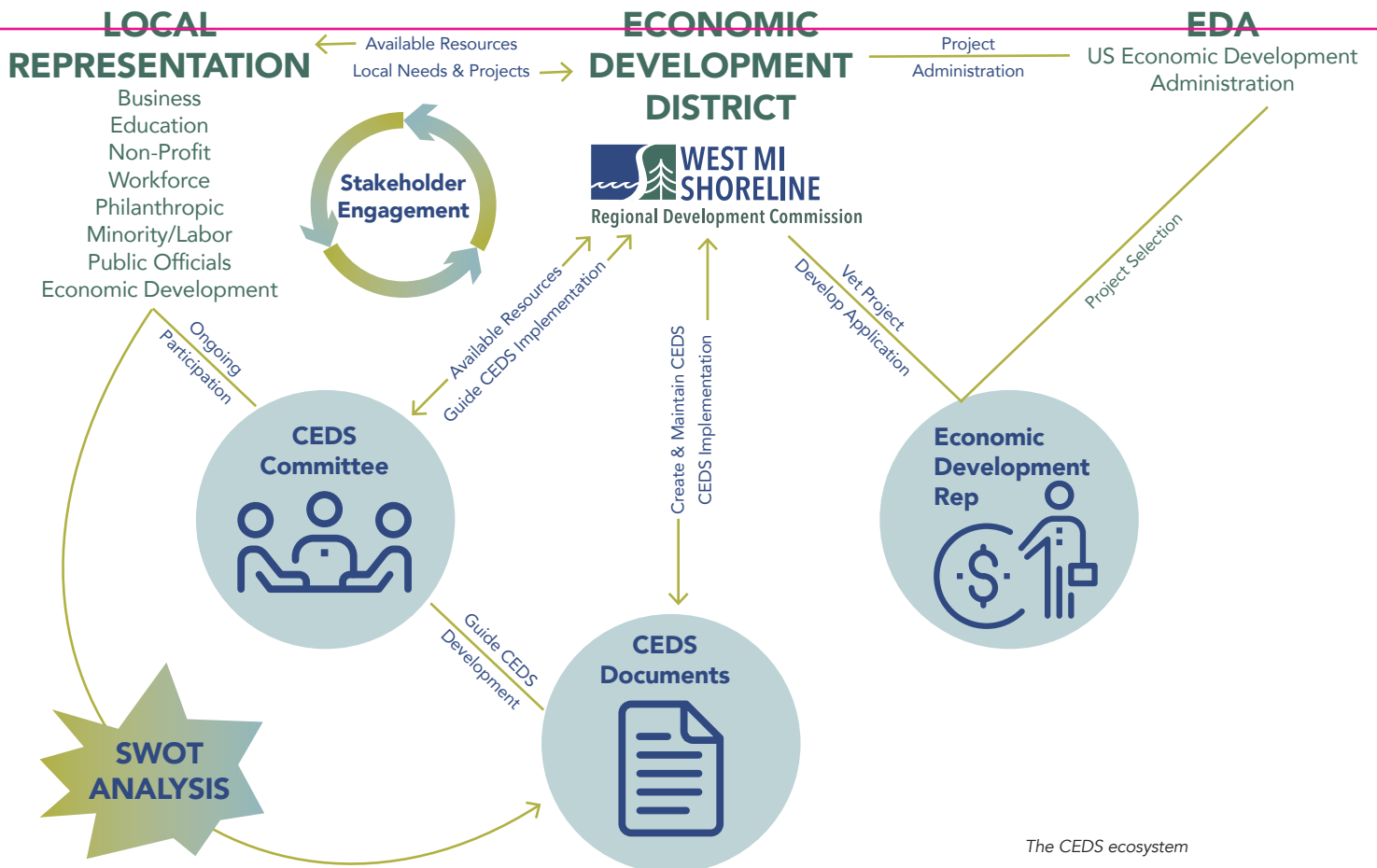
Boardwalk at Johnny O. Harris Memorial Park,

Economic Development Update: CEDS Strategy Committee Update

WMSRDC maintains a Comprehensive Economic Development Strategy (CEDS) to ensure counties and communities in Lake, Mason, Muskegon, Newaygo, and Oceana remain eligible for grants and assistance through the U.S. Department of Commerce, Economic Development Administration (EDA). The CEDS process, provides a framework for visioning, regional coordination, and connecting stakeholders with resources. EDA grants are currently available on a rolling basis.

The CEDS Strategy Committee meets quarterly to oversee the CEDS process. In 2026, meetings will focus on EDA's investment priorities. To be awarded, an application for EDA assistance must align with one or more of the following priorities: Critical Infrastructure, Workforce, Innovation and Entrepreneurship, Economic Recovery Resilience, and Manufacturing. These can be further explored at www.eda.gov/funding/investment-priorities. The CEDS Strategy Committee will learn more about

these priorities and become better prepared to apply to EDA when an opportunity arises. Meetings are held virtually and are scheduled for the following dates at 10:00 AM: April 24 (Critical Infrastructure & Economic Resilience), July 31 (Workforce & Manufacturing), and October 30 (Innovation & Entrepreneurship). Please send an email to info@wmsrdc.org if you are interested in joining any of these virtual meetings!



The CEDS ecosystem



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