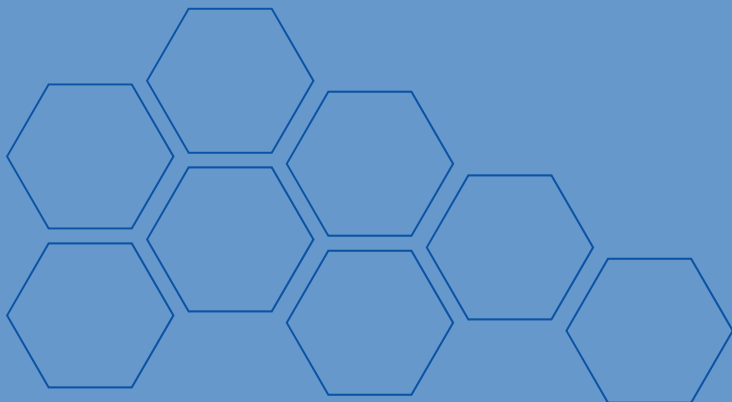
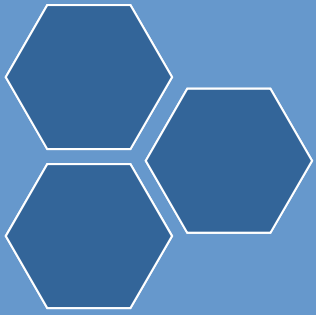


# Maintaining Relevance Through Partnerships

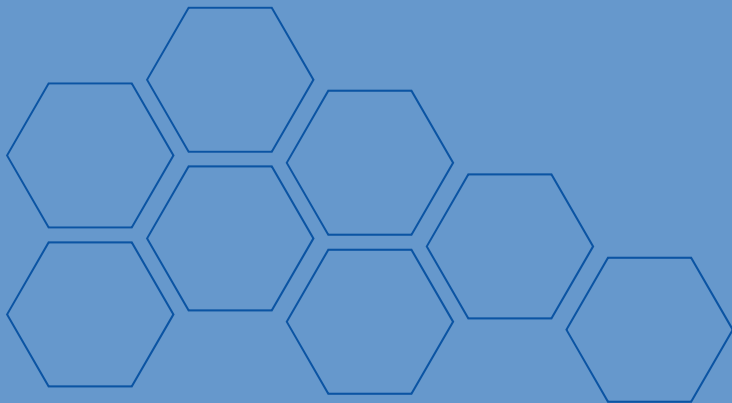
“What have you done for me lately?”

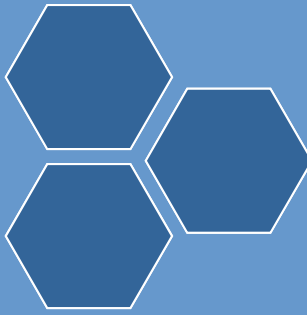




## Past Strategies to Add Value

- Trained professionals
- Information broker
- Money Buddha
- Trainer
- Road Warriors

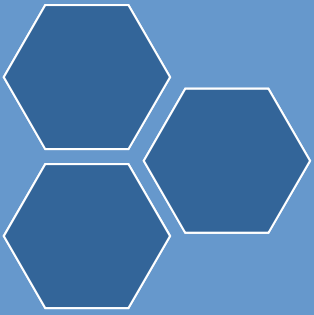




# Climate Change – Our Stock Erodes

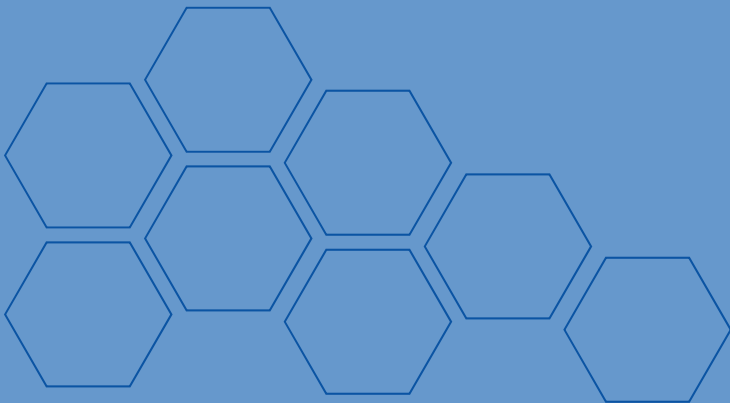
- Information is everywhere
- Training comes from a variety of entities
- Grant information is ubiquitous
- Contacting federal agencies is easier
- Money is scarcer
- People feel more empowered
- Private consultants abound

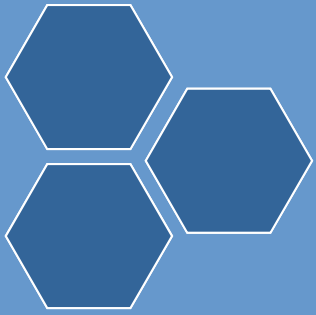




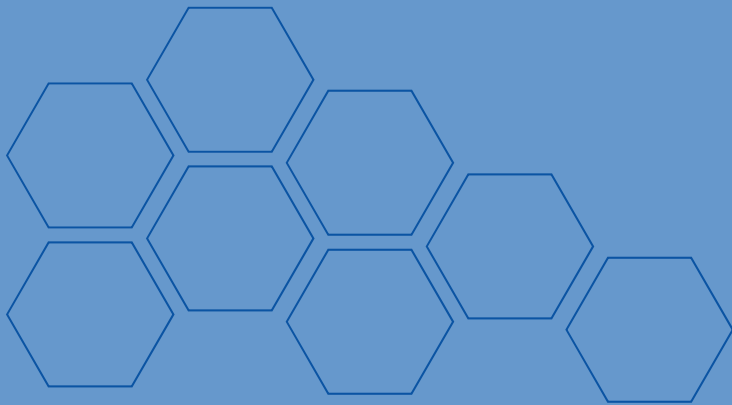
## EDDs Must Evolve

- New expectations
- New roles
- New services & more surgical approach
- New requirements on local government
- Less money
- Increased flexibility





# XII METHODS TO ACHIEVE RELEVANCE

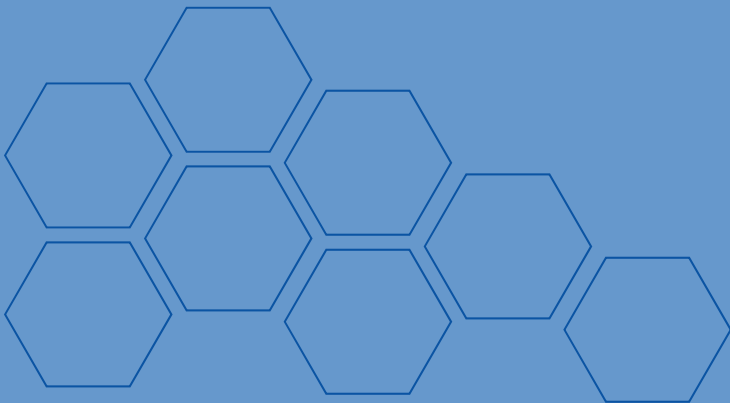




## ONE. Provide Key elements to projects.

*Example: Traffic counters and trail counters.*

*Example: Access Washington packet.*

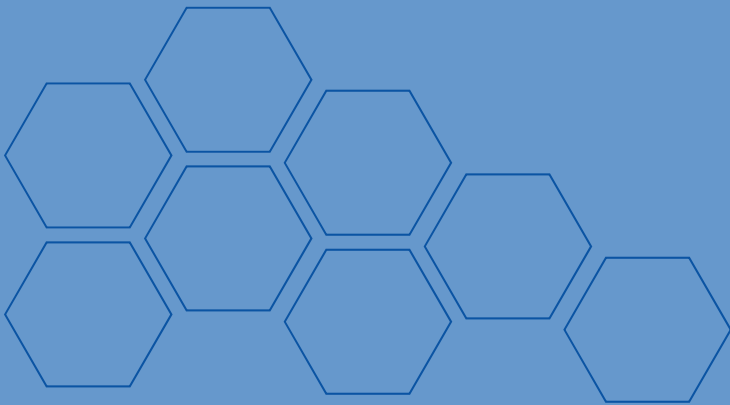




## TWO. Extend trust and be trustworthy.

*Example: Western Iowa Advantage SPOC.*

*Example: Western Iowa Growth Fund.*

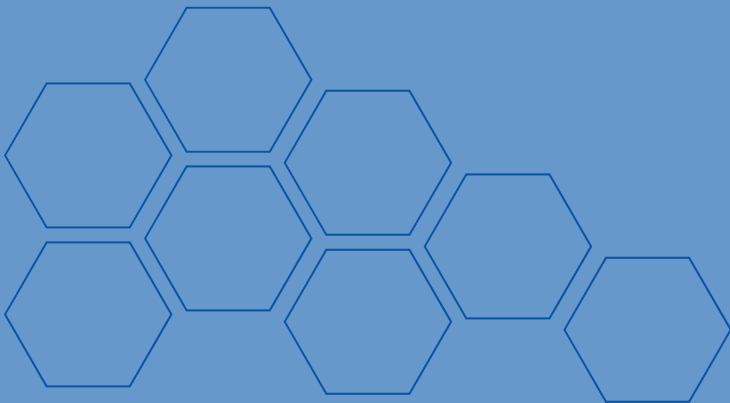




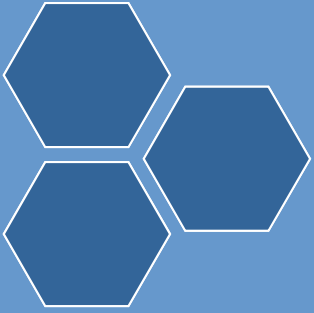
## THREE. Deliver in established timelines.

*Example: IARC LIHTC & HPRP Inspections.*

*Example: Lead-based paint inspections.*



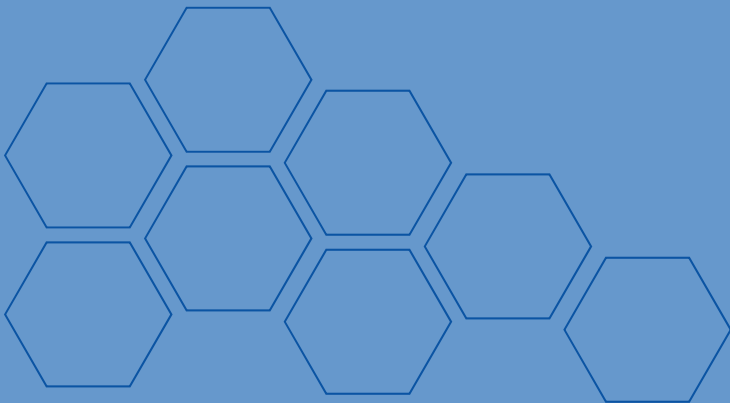




## FOUR. Do your part, do it well.

*Example: US30 Corridor study.*

*Example: Loan servicing for development corporations.*

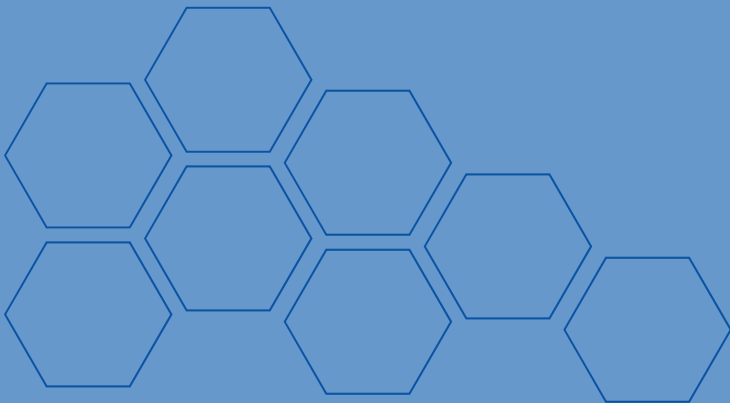


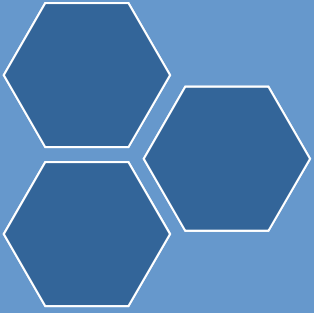


## **FIVE. Provide needed and otherwise unavailable information.**

*Example: Retro-reflectivity project.*

*Example: WIAD's Laborshed & Benefits Studies.*

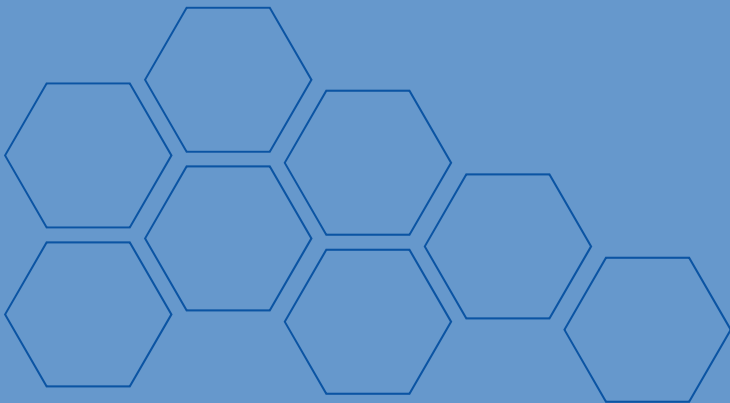




## SIX. Be visible.

*Example: IARC's disaster recovery.*

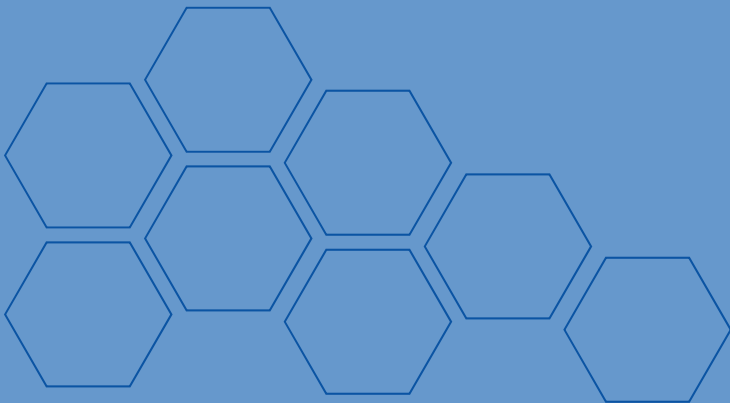
*Example: Branding (vehicles, maps, plans, press releases, etc.)*

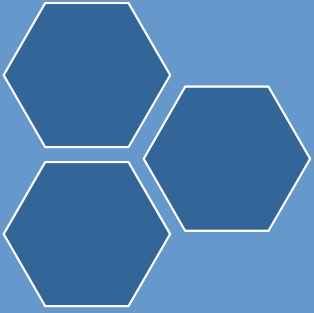




## **SEVEN. Provide elected officials the credit.**

*Example: Every grant every written.*

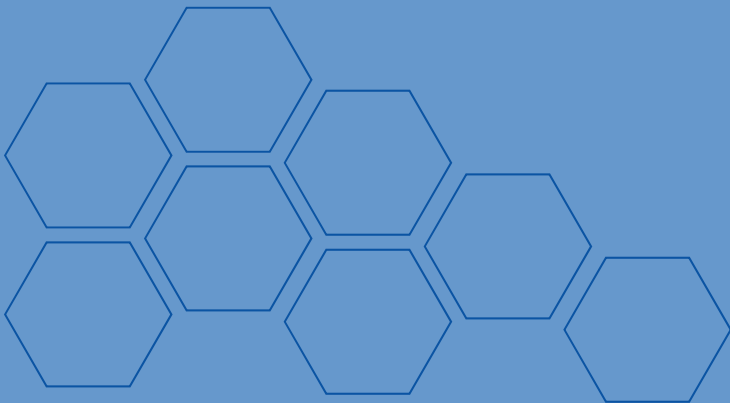


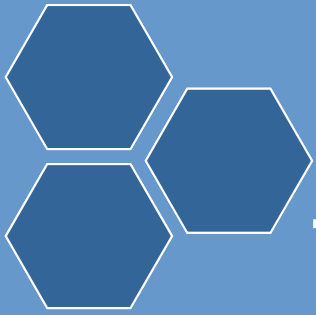


## EIGHT. Engage the leaders.

*Example: IARC Department Director meetings.*

*Example: Council visits.*

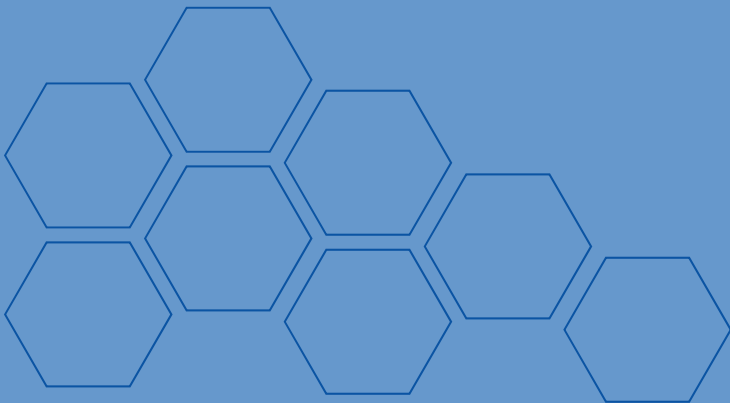


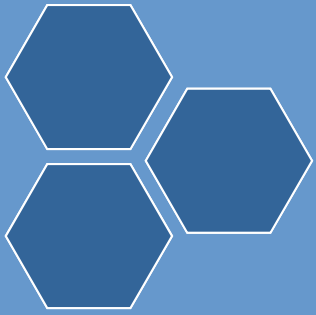


## **NINE. Remain non-partisan and open to new partnerships.**

*Example: Iowa Waste Exchange.*

*Example: Re-drawing workforce regions in Iowa.*

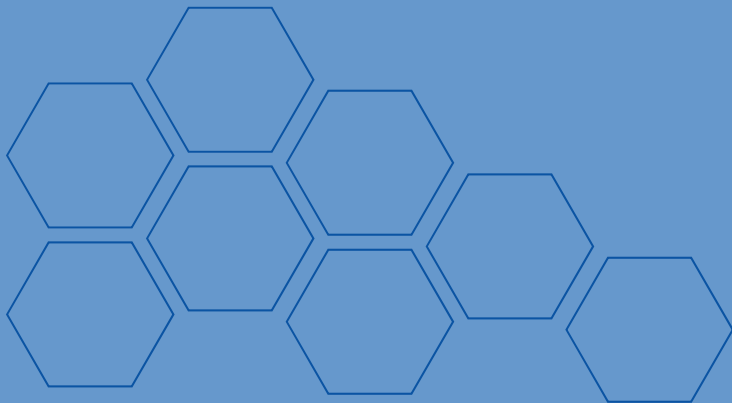


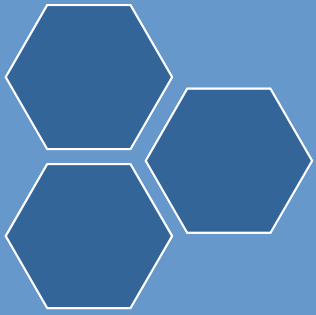


## TEN. Be pro-growth.

*Example: Highway corridor advocacy.*

*Example: Site selector initiative.*

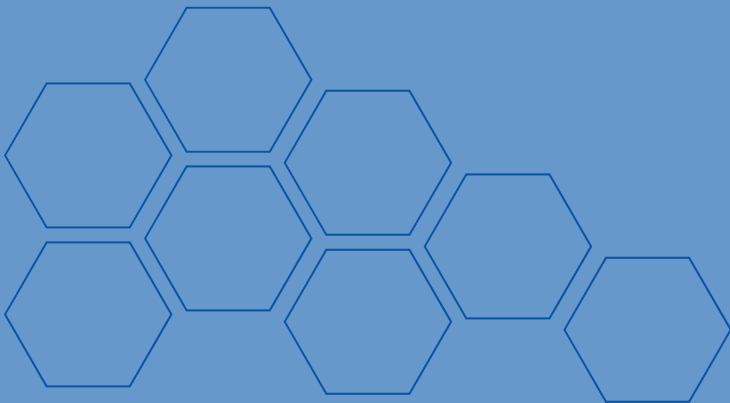




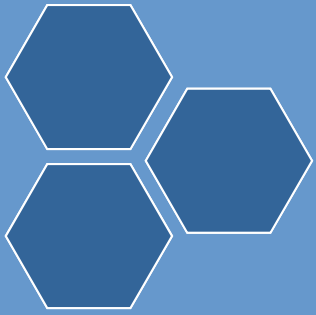
## ELEVEN. Provide solutions.

*Example: COG establishes primary lending pool for NSP.*

*Example: Rural worker commuter routes (SEIRPC, SWIPCO, JobJet)*



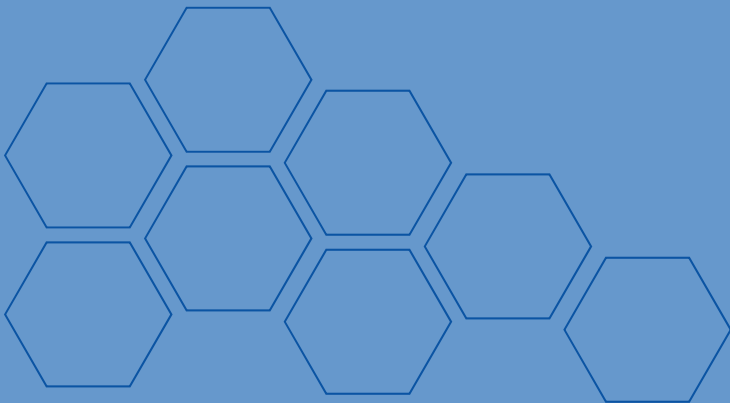


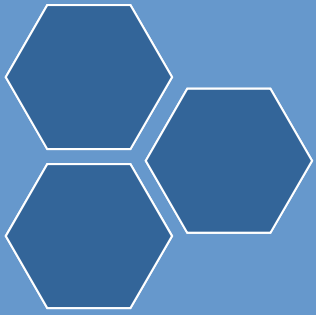


## TWELVE. Make each action matter.

*Example: IARC takes on Connect Iowa.*

*Example: Individualized hazard mitigation plans.*





## Takeaways

- Be open to any and all partnerships.
- Build your reputation over time – it is a constant effort.
- Quality needs to permeate every action.
- Say “yes” as much as possible.
- Stay on top of trends.
- Things change. Get over it.

