

REGIONAL REVIEW

Volume 6, Issue 3

Brooke-Hancock-Jefferson
Metropolitan Planning Commission

Summer 2005 Mucci.

SEVENTH ANNUAL AWARDS LUNCHEON HONORS THREE

Three deserving citizens in the tri-county area were honored at BHJ's seventh annual awards luncheon on June 15 at the Serbian-American Cultural Center in Weirton.



Mayor Paul Phillips

Mayor Paul Phillips of the Village of Beech Bottom, West Virginia, was presented the Public Service Award by Mr. Donnie Hubbard, a member of

council.

When elected in 1992, Mayor Phillips brought a vision of annexation to the community. That dream was realized in 1999, and along with it multiple improvements brought about through the Mayor's tireless efforts.

He is a veteran of World War II and is retired from the United Steelworkers of America where he worked as an International Representative.



Chuck Svokas

Senator Ed Bowman presented Chuck Svokas, Hancock County director of economic development, with the 2005 Volunteer Award.

A life-long resident of Weirton, WV, Mr. Svokas has been actively involved in the community not only through his work, but on a personal level. He is an active member of the Rotary, and received the 1993 Rotarian of the Year Award. In 1992, he was named the Weirton Main Street "Board Member of the Year."

Mr. Svokas served in the military from 1970 through 1973. He was commissioned Second Lieutenant at the United States Marine Corp Officers Candidate School in Quantico, VA. He was a Platoon Commander while at the United States Marine Corp Reserve Center in Warwood, WV and received an honorable discharge as a First Lieutenant.

He is a long-time member of the BHJ Planning Commission having served as an officer and on the Executive Committee. He has volunteered his time to serve on various special committees and offers invaluable insight into the planning activities of the agency.

The Special Recognition Award was presented to Dr. Laura Meeks, president of Jefferson Community College, by Steubenville Mayor Domenick



Dr. Laura Meeks

When Dr. Meeks became JCC's third president in 1999, she brought a wealth of experience and commitment to the area. In fact,

the Gallup Leadership Institute profiled her as a very talented leader and a woman of exceptional vision who could make things work. The profile further described her as a person who builds extraordinary relationships that demonstrate a great deal of generosity and caring on her part.

(Continued on Page 4)

IN THIS ISSUE

BHJ Annual Awards Luncheon	1
From the Executive Director	2
Guest Column: Jim Spain, ODOT District 11 Director	3
Summer Calendar of Events	
Awards Luncheon (cont)	4
Exploring Options	5
Local Dollars: Big Bang for Buck	
Transit Surveys	6
Village of Mingo Junction	7

BHJ METROPOLITAN PLANNING COMMISSION OFFICERS

Danny Greathouse, Chairman
Gary Folden, Vice Chairman
Dave Fortunato, Secretary
Norma Tarr, Treasurer

STAFF

John C. Brown, PhD., AICP
Executive Director
Email: jbrown@bhjmpc.org

Joan E. Beatty, Finance Manager
Email: jbeatty@bhjmpc.org

Mary Moore, Receptionist
Email: mmoore@bhjmpc.org

Greg Nodurft, Engineering Technician
Email: gnodurft@bhjmpc.org

Michael J. Paprocki
Transportation Study Director
Email: mikepap@bhjmpc.org

Shawn Price
Senior Engineering Technician
Email: sprice@bhjmpc.org

Linda Taylor
Office Manager/Rideshare
Email: ltaylor@bhjmpc.org

Barb Zimnox
Community Development Specialist
Email: bzimnox@bhjmpc.org

Publication of this newsletter is made possible with assistance from the Federal Highway Administration, the Ohio and West Virginia Departments of Transportation, the West Virginia Development Office, the Appalachian Regional Commission, the U.S. Economic Development Administration and BHJ member governments.

BHJ Regional Review
124 North 4th Street Second Floor
Steubenville OH 43952-2796
Ohio: (740) 282-3685
WV: (304) 797-9666
Fax: (740) 282-1821
Email: bhjmpc@bhjmpc.org
Website: www.bhjmpc.org

FROM THE EXECUTIVE DIRECTOR

I've been trained as a regional planner and as a public policy maker. While my experiences at Michigan State and the University of Pittsburgh continue to distance themselves from the reality of today, a constant theme has always been a community's policy or action plan takes time and a compassionate community commitment.

For our region, we have a commitment. Unfortunately, due to the drastic loss of reasonably-salaried manufacturing jobs, we've had to react rather than strategically plan and invest. As a result, some of our best laid plans have gone unfulfilled.

I'm not sure we have to create a new community policy or vision for our region when perhaps significant groundwork has already been established. In the words of Yogi Berra, do we really have to have create "deja-vu, all over again?" Take a look at this historical perspective of still regionally pertinent ideas.

December 1992 and May 1994. The City of Steubenville prepared two companion documents called *Ohio Riverfront Development Strategy* and *Strategic Game Plan*. Suggested ideas included a regional port authority with a foreign trade zone, terminal shipping and receiving services and targeted downtown corridors such as University Boulevard and South Street.

June 2000. Over a two-year period, the City of Weirton completed a comprehensive plan which included a Weirton Port, the realignment of Penco Road, the connection of Colliers Way and Three-Springs Drive and creative funding such as tax increment financing.

February 2004. The Brooke-Hancock-Jefferson Metropolitan Planning Commission (BHJ) completed a *Comprehensive Economic Development Strategy*. Based upon a goal to create a diversified base of new, family-wage jobs, a collaborated strategy to attract and expand businesses was adopted. A program in entrepreneurial development and incubator/small business support facilities was adopted.

In sum, significant sweat equity has been committed to our problem at hand. While we may struggle to capture significant private and public investment to support our region vision, we are on course.

John Brown, AICP
jbrown@bhjmpc.org



GETTING SETTLED IN.....ESTABLISHING GOALS FOR ODOT DISTRICT 11

by Jim Spain, District 11 Deputy Director



The first thing I realized in my new role as ODOT's District 11 Deputy Director was, even though we are small geo-

graphically, we have a lot of responsibilities, including six percent of the state's total bridge inventory, approximately 3,266 lane miles of pavement, and 80 municipalities. On average, we invest \$40 million a year in our seven-county region, but we consistently seem to have more needs than available monies. With tighter budgets, growing demands, and this long list of responsibilities, come accountability and the demand for results. In order to assure accountability, one of my first goals in coming here was to develop a strategic plan for District 11. I strongly believe the development of a strategic plan greatly helps to clarify an organization's plans and ensure that key leaders are all on the same page.

In early May 2005 – just one month into my new role, ODOT Director Gordon Proctor and ODOT's executive staff rolled out the department's new business plan and goals for Fiscal Years 2006 and 2007. This was perfect timing for us as well, since we were ready to reestablish District 11's strategic direction. District 11's Strategic Plan will serve as the framework for our district's decisions. It will determine where we are going as an organization over the next two years, how we're going to get there, and how we'll know if we got there or not.

As a district, we wanted to determine what our goals should be locally, based on what we do best and most efficiently. We also looked at what our customers thought of us, using data received from various customer surveys, and areas we've identified as opportunities for improvements through external quality assessments of the products and services we provide. By using that customer, employee and quality feedback and by knowing ODOT's overriding, statewide goals and priorities, District 11 decided to piggyback on some of those areas to best serve our constituents. Therefore, everything we do over the

next two years should have a direct focus on one of the following strategic initiatives:

1. **Transportation Safety:** We will work to reduce the number and severity of crashes.
2. **Customer Focus:** We will determine customer expectations and use the information collected to assist us in meeting those requirements.
3. **Efficient, Reliable Traffic Flow:** We will reduce congestion and improve travel reliability by delivering six of Gov. Taft's Jobs & Progress projects to increase roadway capacity.
4. **System Preservation:** We will sustain manageable and predictable deficiencies in our transportation system conditions within budget.
5. **Resource Management:** We will efficiently manage our resources to execute our core business functions, while maintaining the highest possible levels of quality and productivity.

Under each one of these initiatives are specific goals and action items to help us ensure a successful accomplishment. Using goals-based strategic planning, we started with a focus on ODOT's mission, values and goals. Then as a district, we developed strategies to achieve those goals and performed action planning – who will do what and by when.

I am very confident that with our newly defined direction, and the continued support of our communities and stakeholders, we can, together, keep making great strides and transportation improvements for the citizens of east-central Ohio.

For a complete copy of ODOT District 11's 2006 & 2007 Strategic Business Plan, please contact us at (330) 308-3950 or visit our Web site at: www.dot.state.oh.us/dist11/. It is being produced in-house and should be available by mid-July 2005.

SUMMER CALENDAR

August	No Meetings	
September 5	Labor Day—Office Closed	
September 6	BHJ Executive Committee	Noon
September 21	TAC/Full Commission	10:30/Noon

ANNUAL AWARDS LUNCHEON

Dr. Meeks holds a bachelor's degree in speech from the University of Minnesota, a master's degree in rhetoric and public address, and an education specialist degree from Pittsburg State University, and a doctor of philosophy degree in curriculum and instruction from Kansas State University.

She is a member of the boards of the Jefferson County Chamber of Commerce, Jefferson County United Way, Jefferson County Soil and Conservation, and Family Services Association. She is past president of the Steubenville Kiwanis. Her memberships include the Steubenville Art Association and the NAACP from which she received an award in 2002. In 1997, she was presented with the Woman of Distinction Award by the Ozark Area Girls Scouts. Other awards include Varsity Educator of the Year for Gallup (SRI) and Woman of the Year for the American Association of University Women, Fort Scott.

The keynote speaker for the event was Mr. Ted Arneault, president and chief executive officer of Mountaineer Race Track and Gaming Resort in Chester.

Mr. Arneault's speech focused on the importance of working towards more infrastructure development which he believes to be the key economic development tool. He believes the Ohio Valley must consider itself as one region and work together in order to make improvements, not simply as individual states. He stated, "We don't have



Ted Arneault

Ohio issues or West Virginia issues or even Pennsylvania issues."

Mr. Arneault said he encourages everyone to continue working toward the betterment of the region and to use the area's infrastructure to its fullest. He stressed, also, the importance of education in helping students learn about the newer type of business

and finding opportunities for those workers who have been laid off from their jobs to find new training for new careers.

He is encouraged by the ongoing development in the area, citing the continuous construction of new housing near the Serbian-American Cultural Center and the development of the Findlay Corridor near Pittsburgh as examples. Mr. Arneault said, "I think we've got a lot of work to do. I think it's going to take a lot of thinking outside the box."

The event also included a Power Point presentation by Dr. Brown that highlighted various projects BHJ staff are working on.



Mayor Paul Phillips receiving the Public Service Award from Donnie Hubbard.

Chuck Svokas accepts the Volunteer Award from Senator Ed Bowman.



Mayor Dominic Mucci presented the Special Recognition Award to Dr. Laura Meeks.

'EXPLORING OPTIONS FOR AN ENTREPRENEURIAL REGION'

BY: JOHN BROWN, EXECUTIVE DIRECTOR

Through the generous financial support of WesBanco and the U.S. Economic Development Administration, a diverse group of fifty-five (55) local participants met on March 22nd to consider a rising solution to grass-root business growth. Called "Exploring Options for an Entrepreneurial Region," Dr. Gregg Lichtenstein explained how a region can develop entrepreneurial talent. Representative groups included local entrepreneurs, banks, and universities, small business development centers, elected officials, vocational services and the IBEW.



Dr. Gregg Lichtenstein and
Steubenville Councilman
David Lalich

In the late 1990's Dr. Lichtenstein's approach, the Entrepreneurial League System (ELS), was initiated by West Virginia's Advantage Valley Region, creating national attention and capturing a \$2 Kellogg Grant to sustain local, small business growth.

The fundamental assumptions of ELS are:

- Entrepreneurs are successful to the extent they have the necessary skills.

- Entrepreneurs bring different level of skill to their ventures.
- Entrepreneurial skills can be developed.

The skills to be developed through a local business support system are:

- Technical Skills: Ability to perform the key operations of the business.
- Managerial Skills: Ability to organize and efficiently manage the operations.
- Entrepreneurial Skills: Ability to identify market opportunities and create solutions that capture those opportunities.
- Personal Maturity: Self-awareness, accountability, emotional balance and creativity.

Since the March meeting, a core group of entrepreneurs and interested persons from the three-county region have crafted a preliminary action plan to consider ELS.

In sum, 80% of all businesses are small businesses with less than 10 jobs. Small business is local and typically stays local. ELS is economic diversification. It has a track record of success. A wide spectrum of the business community has shown an interest in ELS.

LOCAL DOLLARS: A BIG BANG FOR THE BUCK

By John C. Brown Executive Director

Thanks to the generous support of federal, state and local sponsors, BHJ over the last eight years has sustained a budgetary balance with inflation. Since 1998, the BHJ budget increased 17.6% when compared to a comparable 18.5% increase in the consumer price index.

More importantly, BHJ has been able to maintain its existing services such as highway planning and expand into essential programs such as the redevelopment of industrial sites and entrepreneurial development.

The key to this success is the support of local communities. Without local support, the region could not capture its fair share of federal and state highway and infrastructure dollars. For transportation planning, \$4 in federal funds is generated from \$1 in local dollars. For water and

sewer infrastructure, \$1 in federal funds is generated from \$1 in local dollars.

BHJ Revenue vs. Consumer Price Index (CPI)

Year	Dollars	BHJ % Change	CPI Index % Change
1998	\$ 490,309		
1999	\$ 470,396	-4.1	2.2
2000	\$ 519,361	10.4	3.4
2001	\$ 514,580	-0.9	2.8
2002	\$ 565,861	10.1	1.6
2003	\$ 589,366	4.2	2.3
2004	\$ 587,628	-0.3	2.7
2005	\$ 576,628	-1.9	3
2006	\$ 560,785	-2.8	NA

TRANSIT SURVEYS

In an effort to better coordinate services between transit providers, Weirton Transit hired the consulting firm of Abrams-Cherwony & Associates from Philadelphia to conduct onboard surveys to determine the needs of residents using the transit system.

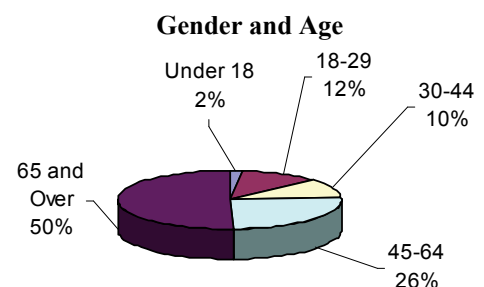
At a kick-off meeting in May, Ed Abrams and Owen O'Neil met with transit providers, city officials and local business owners to explain the process. On/Off Counts and On-Board Rider Surveys were distributed to WTC riders as well as the other carriers. Information regarding trip purpose, riding habits, demographic characteristics to determine transit dependency and suggestions for improvement was compiled and a preliminary report has been submitted to BHJ.

In June, a Non-User Resident Survey was randomly mailed to residents in Brooke and Hancock counties. The goal was for 400 surveys to be returned; however, to date there have been more than 500 responses. Those results are being tabulated, and a report will be submitted to all carriers by the end of July or early August. Public meetings will be held after initial recommendations are determined.

Service	Type	Span	Coverage	Eligibility
Weirton Transit Corporation	FR & DR	M-F 6:00AM – 7:00PM Sat 6:00AM – 2:00PM	O's and D's within City of Weirton	General public with fare
CHANGE, Inc.	FR & DR	M-F 7:30AM-12:30 AM S/S 7:30AM-12:30AM	O's in two counties, D's in and outside	Priority based but open to public with fare when space available
Brooke County Council on Aging	DR	M-F 8:00 AM-4:00PM	O's in Brooke, D's in and outside	55 and up but open to public with fare when space available
Hancock County Senior Center	DR	M-F 8:00 AM-4:00PM	O's in Hancock, D's in and outside	55 and up but open to public with fare when space available
Greater Weirton Senior Center	DR	M-F 8:00 AM-4:00PM	O's in Weirton, D's in and outside	55 and up but open to public with fare when space available

FR is Fixed Route, DR is Demand Response O is Origin & D is Destination

Service	Vehicle Hours	Vehicle Miles	Passenger Trips
Weirton Transit Corporation	6,931	83,705	26,136
CHANGE, Inc.	12,168	111,436	8,112
Brooke County Council on Aging	5,562	60,112	6,760
Hancock County Senior Center	3,265	48,516	3,276
Greater Weirton Senior Center	1,343	10,088	1,300
Total	29,269	313,857	42,584



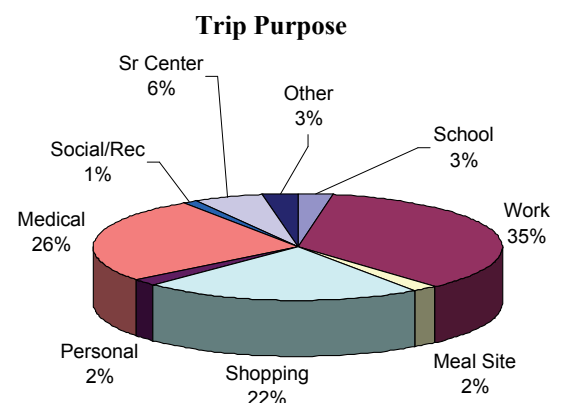
Highlight of Findings:

Common Improvement Suggestions

- More frequent service
- More weekend service
- Later weekday hours – greater flexibility in scheduling medical appointments and ability to attend evening social activities
- Access to retail in neighboring counties – Robinson, Ft. Steuben Mall, etc.
- Service for personal business trips – banking, Courthouse, etc.

Key Findings

- Generators within service area concentrated in Weirton
- Numerous major generators outside two counties
- Overall sparsely populated area with pockets of density along Route 2 corridor
- Long distances between urban centers
- Transit dependent populations exist throughout two-county area



MINGO JUNCTION—THERE'S SO MUCH MORE!



All along the banks of the Ohio River are communities whose histories go back to the earliest days of our country. The Village

of Mingo Junction is no exception. Founded in 1770, Mingo Junction was originally home to the Mingo Indians. Maps from the 1750s show a settlement of Mingo Indians in an area called “Mingo Bottom”, which is present-day Mingo Junction.

On a trip to inspect the lands for locating claims, Colonel George Washington passed through the area in October 1770 from Fort Pitt. He actually surveyed the area from Brown’s Island to Cross Creek in Mingo. As he described in his diary, there was a steady snowfall all day. The area was inhabited by seventy members of the Six Nations as well as an abundance of wild life including geese, ducks and turkeys. On a return trip in November, Washington recognized the commercial possibilities of the river.

He was right. Mingo Junction started to develop as the county entered the industrial age. The river made it a marketable location for heavy metal manufacturing. The coal found in the surrounding mountains was an asset in the production of steel, which Mingo helped to provide to build the country.

Although Mingo became a railroad junction in 1853, was the land place for supplies during the building of the S&I Railroad, was a camp during the Civil War and was considered the leading figure in the county’s history, there was no resemblance of a village until 1869. At that time, there was one small frame house and a railway station. Although the area had been referred to as “Mingo” for a century and a half, “Junction” had to be added once a town was actually established since another post office in the state was using the same name.



Woody Hays

The Village can boast of being the hometown of several notable people. In 1916, 24-year old Bill Batsch broke into the big league when he began playing for the Pittsburgh Pirates. Emil Drzayick, Jr. played baseball for the Cincinnati Reds. Joe Fortunato played for the

Chicago Bears and the Cleveland Browns and Art Strutt played for the Steelers. Clyde Marshall played fullback for Ohio State University in 1948 and may have been Mingo’s first Buckeye football player. And, although not a Mingo native, Woody Hayes began his coaching career at Mingo High School.

There have been prizefighters: Pete Drazich was the South Pacific Heavyweight Champion and John Weldy was the champ of the Atlantic fleet during World War I.

The band, Wild Cherry with Rob Parise, had a number one hit song in 1976. Before Kool there were “Spud” cigarettes. Lloyd “Spud” Hughes invented the first menthol cigarette in the early 1920s. He sold the patent in 1924, and Spud became the fifth largest selling cigarette in the nation by 1932.



The Village has its claim to fame in Hollywood, too. Several movies or scenes were filmed there such as *All the Marbles* starring Peter Falk, *Reckless* with Daryl Hannah, and most notably, *The Deer Hunter* with Robert DeNiro and Meryl Streep.

Take a walk down the streets of this village of 3,631 in population, and you can still see the remnants of the past. At the base of Commercial Street is the watering trough at what was known as Potter Spring. Several buildings are listed on the National Register of Historic Places including Central High School (aka Mingo Junction High School) and a section of Commercial Street between McLister and Highland Avenues, was designated an historic district in 1987.



Watering Trough at Potter Spring

Mingo Junction, Ohio—a small manufacturing community that’s made an impact not only in the region but in the country.



REGIONAL REVIEW

Volume 6, Issue 3

*Brooke-Hancock-Jefferson
Metropolitan Planning Commission*

Summer 2005

Editor: Linda Taylor
Regional Review
BHJ Metropolitan Planning Commission
124 North Fourth Street Second Floor
Steubenville, OH 43952
740-282-3685
www.bhjmpc.org

ADDRESS CORRECTION REQUESTED

Related Web Sites

Appalachian Regional Commission
www.arc.gov

Brooke Pioneer Trail Assoc. Inc
www.brookepioneertrail.org

**Business Development Corporation of the
Northern Panhandle**
www.bhbdc.org

CHANGE, Inc.
www.changeinc.org

City of Steubenville
www.ci.steubenville.oh.us

CommuteInfo
www.commuteinfo.org

Hancock County Convention and Visitors Bureau
www.hancockcvb.com

Jefferson County Chamber of Commerce
www.jeffersoncountychamber.com

Ohio Department of Transportation
www.dot.state.oh.us

Progress Alliance
www.progressalliance.com

State of Ohio Government Information
www.state.oh.us

State of West Virginia Government Info.
www.state.wv.us

State Route 2 & Interstate 68 Authority
www.route2andi68.com

U.S. Census Bureau
www.census.gov

U.S. Department of Transportation
www.dot.gov

Village of Wintersville
www.wintersville.net

Weirton Chamber of Commerce
www.weirtonchamber.com

West Virginia Bureau of Business & Economic Research
www.bber.wvu.edu

West Virginia Department of Transportation
www.wvdot.com

West Virginia Development Office
www.wvdo.org