

## SWWRPC Wins 2019 APA Planning Excellence Award: Plan features Grant, Green, Iowa, Lafayette and Richland County

**Platteville, Wisconsin, October 10, 2019** – The underlying success of the region comes from ongoing and robust engagement with the communities in planning what they want their future to be. That is exactly what takes place during the yearlong effort to create the Comprehensive Economic Development Strategy document that was recently published by the Southwestern Wisconsin Regional Planning Commission. The plan just took top honors from the American Planning Association’s Wisconsin chapter and was led SWWRPC staff with input from the region’s economic development leaders and Prosperity Southwest Wisconsin.

The 2019 Planning Excellence award was presented at the APA’s annual conference in Eau Claire on October 3. The judges reviewing the plans noted “This plan has a strong evaluation framework with clear objectives, priorities, and action steps, several of which have already been implemented.”

The document studies the region in detail, looking at assets and potential for enhancement. The top goals in the most recent report include 1) Attract and retain a diverse population and workforce; 2) Cultivate social, intellectual and financial capital and 3) Advance the built infrastructure. Equally important to the success of the region are the goals of ongoing development of youth, non-profit, business and government leaders as well as “right-sizing” governmental entities to better match community needs. The 70 page document is a culmination of dozens of meetings gathering the thoughts of countless community members and screened against best practices and current trends to create this customized vision for the future. The report is available at no charge from the Planning Commission’s website:

<https://www.swwrpc.org/services/economic-development/Comprehensive-Economic-Development-Strategy>

The Southwestern Wisconsin Regional Planning Commission provides intergovernmental planning and coordination of community development planning, economic development, and transportation across Grant, Green, Iowa, Lafayette, and Richland counties. In response to local and regional goals, the Commission and its Staff work to enhance fiscal and physical resources and to balance local and regional development, preservation, conservation, and social priorities. For more information visit [www.SWWRPC.org](http://www.SWWRPC.org) or call 608-342-1636.

Photo Caption: *SWWRPC Associate Planner Kristina Tranel accepts the award from American Planning Association’s Wisconsin Chapter President Jason Valerius.*