

WHEREAS, rapid technological advancement, industrialization and urbanization of past decades have produced a maldistribution of people and opportunities in the State of Wisconsin, and

WHEREAS, the urban centers have been overburdened with congestion, poverty, inadequate housing and fiscal problems, while rural areas have been shrinking in population, economic opportunity, tax base, and vital community services, and

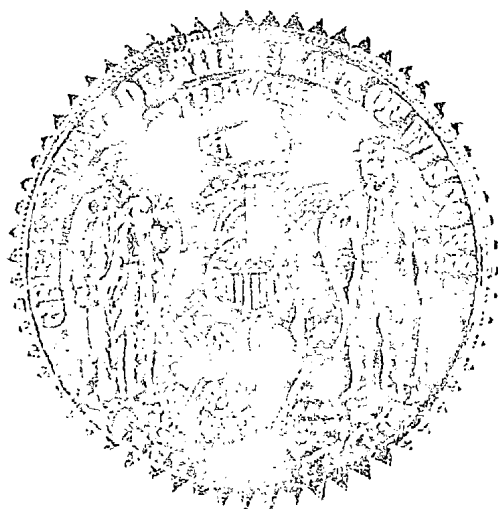
WHEREAS, the maldistribution of people and opportunities has increased problems in both rural and urban areas, and action programs are needed to produce balanced economic and social growth throughout the State,

NOW, THEREFORE, I, WARREN P. KNOWLES, Governor of the State of Wisconsin, do hereby order and direct that:

- I. The Executive Cabinets and Councils of Wisconsin State Government directly and continually participate in formulating a balanced statewide development plan by establishing goals and policies, studying issues and alternatives, planning and budgeting state programs to meet development objectives, and preparing specific proposals and alternatives for 1971 legislative consideration.
- II. The University of Wisconsin and the Wisconsin State Universities extend academic support for formulating a balanced statewide development plan by providing expert ongoing advice and counsel, informational and educational programs, research and background materials, and recommendations for action programs.
- III. A comprehensive program of federal assistance and participation for a balanced statewide development plan be developed by the Cabinets and Councils of Wisconsin State Government with assistance from higher education institutions and local governments.
- IV. A MISSION 70 Steering Group be established to stimulate and coordinate studies, recommendations, and action programs for balanced statewide development among the Executive Cabinets and Councils of Wisconsin State Government, to arrange and coordinate research and program development support from the University of Wisconsin and Wisconsin State University System, to encourage and coordinate MISSION 70 studies with the activities of organized citizens' committees, and to establish and coordinate communications with various federal agencies which can provide technical and financial assistance for the MISSION 70 program.

- V. A Statewide MISSION 70 Advisory Council be established to organize and conduct regional conferences throughout the State and to otherwise provide the MISSION 70 Steering Group with community-based recommendations and action programs which can be incorporated into the state development program organized by the Steering Group.
- VI. The Secretary of the Department of Local Affairs and Development, Charles M. Hill, Sr., serve as chairman of both the MISSION 70 Steering Group and the Statewide MISSION 70 Advisory Council.
- VII. Members of the MISSION 70 Steering Group shall include representatives of the Governor's Office, Executive Cabinets, Interagency State Planning Council, State USDA Committee for Rural Development, higher education institutions, and other appropriate agencies.
- VIII. Members of the Statewide MISSION 70 Advisory Council shall include representatives of the League of Wisconsin Municipalities, County Boards Association, State Chamber of Commerce, Regional Planning Commissions, and other appropriate local public and private organizations.
- IX. Members of the MISSION 70 Steering Group and the Statewide MISSION 70 Advisory Council should consider a broad variety of issues and alternatives, such as modernizing government structures; improving management tools for governing urban areas; encouraging regional efforts to solve areawide problems; reversing the drain of resources from rural areas; improving mass transit systems; consolidating service areas; intensifying pollution abatement measures; increasing the housing supply; and finding new ways of rehabilitating and renewing core areas of urban centers.
- X. Necessary staff services be provided by the Interagency State Planning Council, the Bureau of State Planning in the Department of Administration, the Department of Local Affairs and Development, and other state agencies.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this twenty-seventh day of May in the year of our Lord one thousand nine hundred and seventy.



[Handwritten Signature]
GOVERNOR