



On the Road to Prosperity: Fostering Collaborative Transportation and Economic Development Planning

Virtual Peer Exchange #2: Engaging Economic Development and Business Stakeholders in Transportation Planning

July 11, 2018 • 1:00 – 3:30 p.m. ET

DRAFT AGENDA

- 1:00 p.m. Welcome and Overview of the Peer Exchange Series**
- Carrie Kissel, Associate Director, NADO Research Foundation
 - Megan McConville, Consultant, NADO Research Foundation
 - Scott Allen, Transportation Specialist, FHWA Office of Planning, Environment, and Realty
- 1:15 p.m. A Chamber Perspective on Transportation: Driving Infrastructure Investments to Grow the Tourism Economy**
- The session will kick off with the story of the Big Sky Chamber of Commerce, which has taken a leadership role in understanding, addressing, and securing funding for transportation needs in its rural, unincorporated community. Participants will hear about the Chamber's perspective on transportation issues, its work to engage its members and the community, and its recent success obtaining a \$10.3 million TIGER grant.
- Candace Carr Strauss, CEO, Big Sky Chamber of Commerce, Big Sky, MT
- 1:40 p.m. Breakout Discussions: Stakeholder Identification and Mapping**
- Participants will break into the small groups they will be working with throughout the afternoon to introduce themselves, share the results of the stakeholder brainstorming exercise they completed before the peer exchange, and map where stakeholders fit into the decision-making process.

- 2:05 p.m. Video Panel: Business and Economic Development Engagement Success Stories**
Participants will join an interactive Q&A session with state and regional leaders who have created new relationships with business and economic development stakeholders, improved planning and decision making by drawing on a wider range of perspectives, and found new ways of doing business that leverage the unique strengths of the public and private sectors.
- Donna Koren, Market Research Director, Minnesota Department of Transportation, St. Paul, MN
 - Ashley Hall, Manager, Capital Region Collaborative, Richmond Regional Planning District Commission, Richmond, VA (invited)
- 2:30 p.m. BREAK**
- 2:35 p.m. Sharing What's Working: 5x5 Participant Presentations**
Three peer exchange participants will have 5 minutes and 5 PowerPoint slides to showcase their engagement efforts, the challenges they experienced and how they overcame them, and the ultimate results.
- 2:55 p.m. Breakout Discussions: Value Propositions**
Working in their small groups, participants will brainstorm the “value propositions” of key economic development stakeholders in the transportation planning process and use those to identify an initial outreach approach.
- 3:20 p.m. Final Questions, Wrap-Up, and Preview of Virtual Peer Exchange #3**
- Carrie Kissel, Associate Director, NADO Research Foundation
 - Megan McConville, Consultant, NADO Research Foundation
- 3:30 p.m. Peer Exchange Concludes**