



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

## Virtual Peer Exchange #3: Developing Shared Transportation and Economic Development Visions, Goals, and Strategies

September 26, 2018 • 12:30-3:00 p.m. ET

**12:30 p.m. Welcome and Overview of Today's Peer Exchange**

The hosts of this virtual peer exchange will welcome participants, provide an overview of the peer exchange series and today's event, and review housekeeping items and technical instructions. This peer exchange will explore best practices for collaborating on four specific aspects of the transportation and economic development planning processes—the vision, goals and strategies, project-level work, and performance measurement. The agenda will explore each of those elements in turn, interspersed with discussion and activities.

- Carrie Kissel, Associate Director, NADO Research Foundation
- Megan McConville, Consultant, NADO Research Foundation
- Scott Allen, Transportation Specialist, FHWA Office of Planning, Environment, and Realty

- 12:50 p.m. VISION: Developing a Common Vision to Unite Planning Efforts**  
 Planning initiatives typically begin with a process to gather input from the public, stakeholders, and regional or state leaders on a strategic vision. Who is involved in that visioning process, its scope, and how it is coordinated with other plans sets the direction for collaborative transportation and economic development efforts. Participants will hear about one MPO’s work to develop a Common Community Vision that unites local plans in Southern Georgia, and how the vision is being applied to long range transportation and economic development planning.
- Corey Hull, Transportation and Environmental Director, Valdosta-Lowndes Metropolitan Planning Organization/Southern Georgia Regional Commission, Valdosta, GA
- 1:10 p.m. GOALS AND STRATEGIES: Working Together to Identify Mutually Beneficial Actions**  
 The visioning effort shapes the goals—desired outcomes—and strategies—measurable action statements—that implement plans. Goals and strategies may reflect outcomes for the transportation system itself as well as outcomes that require transportation to be achieved, such as economic goals. They can be developed collaboratively, related across plans, and implemented using the capacity and resources of various partners. This session will highlight how economic development and transportation practitioners worked together to identify transportation strategies that support the goals of DevelopMN, the statewide economic development plan for rural Minnesota.
- Ryan Zemek, Economic Development Director, Headwaters Regional Development Commission, Bemidji, MN
- 1:30 p.m. Plan Alignment Exercise Review and Discussion**  
 Participants will share the results of their Plan Alignment Exercise and “workshop” visions, goals, and strategies that coordinate across plans and support thoughtful infrastructure investment and economic prosperity.
- 1:50 p.m. BREAK**
- 1:55 p.m. PROJECT IMPLEMENTATION: Taking Actions that Strengthen Transportation Infrastructure and the Economy**  
 The process of selecting and implementing projects is where the rubber hits the road—where the opportunity lies to take concrete actions that have a tangible impact on the transportation system and the regional or state economy. There are various project types that tie together transportation and economic development, including those that support particular industry sectors and invest in significant locations. This presentation will feature a regional planning council’s work to strengthen the regional food sector and revitalize small town main streets in western New York State, many of which are state highways.
- David Zorn, Executive Director, Genesee/Finger Lakes Regional Planning Council, Rochester, NY

- 2:15 p.m.**      **PERFORMANCE MEASUREMENT: Measuring Infrastructure’s Support for Economic Vitality**  
Performance measures indicate what changes are expected to result from the implementation of strategies. Since investment in infrastructure can improve regional prosperity, measures in transportation and economic development plans can be created collaboratively, related across plans, and tracked using shared data. Attendees will learn about WSDOT’s new Economic Vitality Performance Framework, which is being shaped with economic development partners to evaluate how the agency’s investments support its economic vitality policy goal.
- Anjali Bhatt, Performance Framework Planning Implementation Branch Manager, Washington State Department of Transportation, Olympia, WA
- 2:35 p.m.**      **Pair & Share: Your Experience Observing and Measuring Outcomes**  
Participants will be matched with a partner and use the “chat” function to discuss their experience observing the outcomes of their planning efforts and tracking changes over time.
- 2:45 p.m.**      **Final Discussion, Wrap-Up, and Preview of Virtual Peer Exchange #4**
- Carrie Kissel, Associate Director, NADO Research Foundation
  - Megan McConville, Consultant, NADO Research Foundation
- 3:00 p.m.**      **Peer Exchange Concludes**