



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

Virtual Peer Exchange #5: How Transportation Technologies are Meeting Mobility and Economic Development Needs in Rural America

April 10, 2019 • 12:30 p.m.-3:00 p.m. ET

Time	Topic	Notes: Questions for Speakers, Ideas to Try, Items to Investigate
12:30 p.m.	<p>Welcome and Overview of Today's Peer Exchange</p> <p>The hosts of the 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 training will highlight stories of how rural and small urban areas are harnessing cutting-edge transportation technologies to improve mobility, streamline and strengthen traditional transit service, and invigorate their economies. Participants will hear from local and regional leaders who are testing transportation technologies on the ground, and will engage in interactive exercises that will help them explore how they can capitalize on these innovations where they live.</p> <ul style="list-style-type: none">• Carrie Kissel, Associate Director, NADO Research Foundation	

	<ul style="list-style-type: none"> • Megan McConville, Consultant, NADO Research Foundation • Scott Allen, Transportation Specialist, FHWA Office of Planning, Environment, and Realty 	
12:45 p.m.	<p>Deploying Ridesharing Services to Improve Mobility</p> <p>This section will highlight two case studies of how ridesharing technologies are being used to address unmet transportation needs. Presenters will share their experiences developing their own ridesharing software, recruiting volunteer drivers, building partnerships with social service providers, rethinking their own staffing and case management, and piloting programs with established ridesharing companies.</p> <ul style="list-style-type: none"> • Sam Purington, Executive Director, Volunteer Transportation Center, Watertown, NY • Shannen Kelch, Senior Human Services Specialist, Northern Kentucky Area Development District, Florence, KY 	
1:15 p.m.	<p>Pair & Share: Learnings from Your SWOT Exercise</p> <p>Participants will share the results of their SWOT Exercise with a partner, discussing the key strengths, weaknesses, opportunities, and threats they uncovered and taking notes in a Google Doc.</p>	
1:30 p.m.	<p>Leveraging Transportation Technology to Enhance Transit Service and Operations</p> <p>More transit agencies are beginning to integrate flexible, on-demand, and app-based models into their service, in order to increase coverage, meet demand, and streamline their operations. Participants will hear from a technology provider working with agencies across the country to test and implement microtransit solutions about what's working, what the company has learned, and how they approach agency partnerships.</p> <ul style="list-style-type: none"> • Dustin Peyton, Business Development Associate, TransLoc, Durham, NC 	
1:45 p.m.	BREAK	

<p>1:50 p.m.</p>	<p>The Nuts and Bolts of Facilitating Transportation Technology Adoption in Your Region</p> <p>So what does all of this mean for you? In this session, experts will provide practical tips and important considerations for promoting the adoption and deployment of transportation technologies in your region through your planning, policymaking, investment decisions, partnerships, and the other work you do. They will hone in on the regional development organization and local agency role in creating a fertile environment for these innovations, and help you walk away with some ideas for next steps.</p> <ul style="list-style-type: none"> • Hendrik Opstelten, Mobility Innovation Program Analyst, Federal Transit Administration Office of Mobility Innovation, Washington, DC • Josh Seidemann, Vice President of Policy, NTCA–The Rural Broadband Association, Washington, DC 	
<p>2:20 p.m.</p>	<p>Peer Coaching: Capitalizing on Strengths and Addressing Weaknesses</p> <p>Returning to our Google Doc, participants will suggest actions for leveraging the strengths and opportunities and mitigating the weaknesses and threats identified by their peers through their SWOT Exercises.</p>	
<p>2:35 p.m.</p>	<p>Tapping into the Economic Development Potential of the Transportation Technology Sector</p> <p>Transportation technologies can transform the way people and goods move—but their development, manufacturing, and testing can also transform the economies of the places they are made. We will hear the story of one region’s experience with the drone industry and how the regional development organization supported its growth.</p> <ul style="list-style-type: none"> • Jessica Metta, Deputy Director, Mid-Columbia Economic Development District, The Dalles, OR 	
<p>2:50 p.m.</p>	<p>Final Discussion, Wrap-Up, and What’s Next?</p> <ul style="list-style-type: none"> • Carrie Kissel, Associate Director, NADO Research Foundation 	

	<ul style="list-style-type: none">Megan McConville, Consultant, NADO Research Foundation	
3:00 p.m.	Peer Exchange Concludes	

