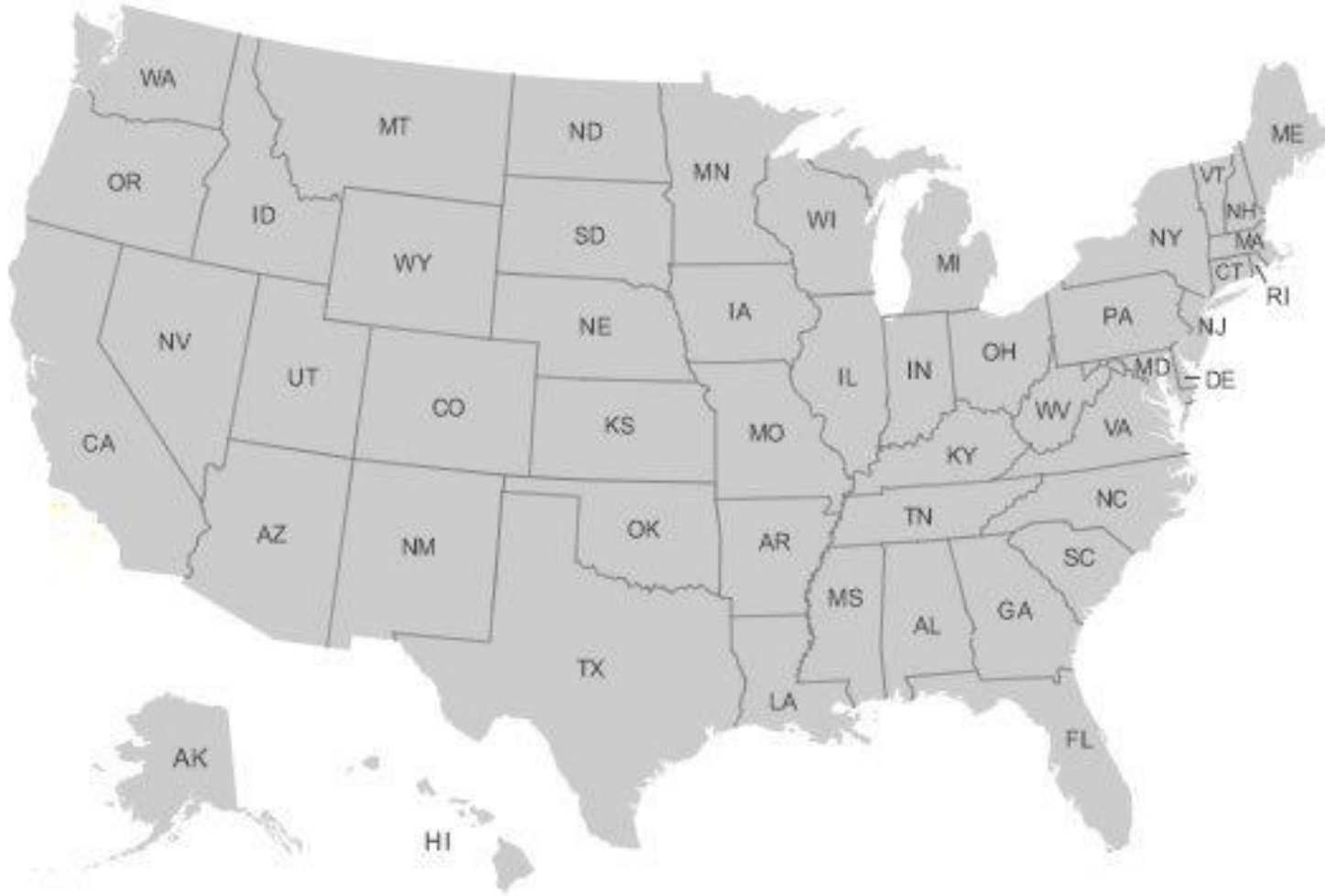


Welcome! While we're waiting to begin...



- In the chat box, enter your **organization and location** (make sure you're chatting to Entire Audience).
- Select the Highlighter under Drawing Tools on the left side of your GoToTraining menu and **click your location on this map**.



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



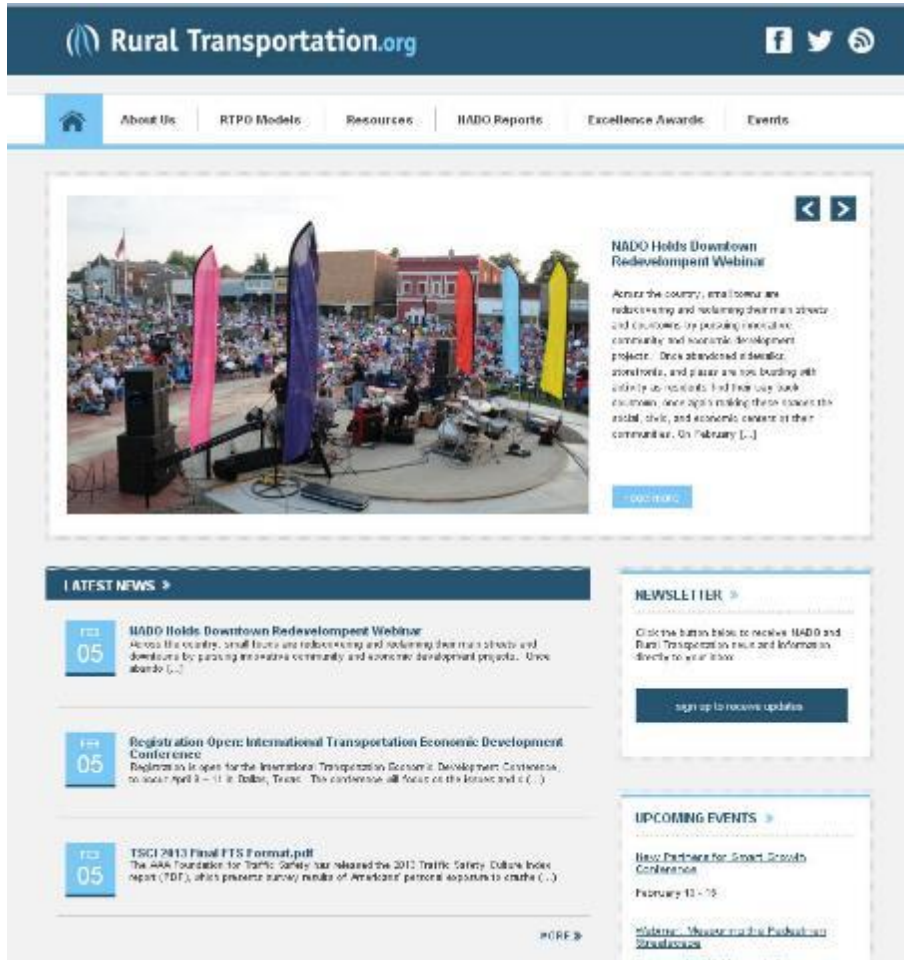
About NADO

- National association for 540 regional development organizations, including emerging network of Rural Transportation Planning Organizations (RTPOs or RPOs)
- Promote public policies that strengthen local governments, communities and economies through the regional strategies, coordination efforts and program expertise of the nation's regional development organizations

About NADO

- Through the NADO Research Foundation, develop training and resources related to:
 - Rural/small metro transportation planning, RPO America
 - Small business finance
 - Economic development planning
 - Regional resiliency
 - Developing quality of place

Resources for Regional Planning



The screenshot shows the homepage of RuralTransportation.org. The header includes the logo and navigation links for About Us, RTPD Models, Resources, NADO Reports, Excellence Awards, and Events. A main featured article titled "NADO Holds Downtown Redevelopment Webinar" is displayed with a photo of a public event. Below this are sections for "LATEST NEWS" with three items, a "NEWSLETTER" sign-up form, and "UPCOMING EVENTS" listing a "New Partners for Smart Growth Conference" and a "Midwest Transportation Publication Showcase".





This page features the NADO and RPOAMERICA logos at the top. The main heading is "Rural Transportation News". Below it is a sub-heading "Learn about new resources on RTPD planning, NADO awards, safety, health, connected and autonomous vehicles, and more!" followed by a "Visit our website" button. The main content area is titled "NADO Research Foundation Releases 2017 Regional Transportation Planning Organizations Peer Exchange Summary". The text describes the release of a summary document from a peer exchange event held on June 30, 2017, at the National Regional Transportation Conference. A thumbnail image shows a group of people walking on a path. The text concludes with themes of evolving RTPD planning, connecting transportation planning and economic resilience, and participants' hopes.

Resources for Regional Planning

Integrating Economic Resilience in Performance-based Transportation Planning


January 2018



Planning for Transportation Together:
Collaborating to Address Transportation and Economic Resilience





NADO
RESEARCH FOUNDATION

July 2016



July 2016

Regional Rural Transportation Planning:
State Models for Local Consultation, Regional Coordination, and Regional Transportation Planning Organizations



NADO
RESEARCH FOUNDATION

Extending the Research

- Virtual Peer Exchange series on transportation and economic development
- Articles on transportation and economic development resources on RuralTransportation.org
- Presentations and sessions for RDOs and other audiences
- National Regional Transportation Conference, June 17 – 19, Columbus, OH (*and National CEDS Forum June 18 – 20*)

Welcome!



ON THE ROAD TO PROSPERITY

A large steel truss bridge spans a deep valley. The bridge is a long, multi-arched structure with a complex lattice of steel beams. The valley below is filled with dense, dark green trees, and a thick layer of white mist or fog hangs in the air, partially obscuring the lower parts of the bridge and the valley floor. The sky above is a mix of blue and white, with scattered clouds. The overall scene is one of a rural, mountainous landscape.

Today's Topic: How
Transportation Technologies are
Meeting Mobility and Economic
Development Needs in Rural
America

Learning Objectives for Today

1. Understand how transportation technologies are being applied in rural and small urban areas.
2. Identify your region's/organization's Strengths, Weaknesses, Opportunities, and Threats (SWOTs) related to readiness to deploy transportation technologies.
3. Identify three actions your organization could take to leverage Strengths and Opportunities and mitigate Weaknesses and Threats.

What is different about this virtual peer exchange?



We need your ideas! Get ready to join the discussion via Chat, hand-raising, and the “whiteboard.”

Housekeeping and Technology

- Connect via computer & Chrome if possible
- If connecting by phone, use the Audio PIN provided
- Mute when not talking
- Use a headset to cut background noise
- “Chat” away! Or raise your hand to speak
- Materials available through GoToTraining
- Evaluations at the end
- Recording for NADO’s internal use
- Problems during the session: call GoToTraining Technical Support, (877) 582-7011

Introducing Today's Presenters



Scott Allen,
Transportation
Specialist, FHWA
Office of
Planning,
Environment, and
Realty



Sam Purington,
Executive Director,
Volunteer
Transportation
Center, Watertown,
NY



Shannen Kelch,
Senior Human
Services Specialist,
Northern Kentucky
Area Development
District, Florence, KY



Dustin Peyton,
Business
Development
Associate,
TransLoc, Durham,
NC



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



Framing Remarks for Today's Peer Exchange

- **Guiding Principles of Today's Activities**
- **Economic Development in Transportation – Renewed Focus**
- **USDOT Priority Areas for 2019-2022**

Framing Remarks for Today's Peer Exchange

- **Be open, be frank, be honest**
- **Don't worry about taking notes, stay engaged**
- **All questions are welcomed**

Renewed Focus

- **New Planning Factor** - *Enhance Travel and Tourism*
 - [23 CFR 450.206\(a\)10](#) (Statewide and nonmetropolitan)
 - [23 CFR 450.306\(b\)10](#) (Metropolitan)
- **New Discretionary Grants**
 - **Infrastructure for Rebuilding America (INFRA)**
 - Replaced FASTLANE
 - Projects need to align with national and regional economic vitality goals and leverage non-federal revenue.
 - **Better Utilizing Investments to Leverage Development (BUILD)**
 - Replaced TIGER
 - Increased focus on leveraging non-federal revenue, partnerships, and innovation

USDOT Priority Areas

- **Safety** – Reduce transportation-related serious injuries and fatalities.
- **Infrastructure** – Pursue transportation investments that ensure mobility and accessibility, and stimulates economic growth, productivity, and competitiveness for American workers and businesses.
- **Innovation** – Lead in the development and deployment of practices and technologies to improve safety and the performance of the Nation's transportation system.
- **Accountability** – Serve the Nation with reduced regulatory burden and greater efficiency, effectiveness, and accountability.



**Volunteer
Transportation
Center, Inc.**

www.VolunteerTransportationCenter.org



WHERE IS THE VTC?

- Jefferson County/Lewis County
Operations

24685 Route 37

Watertown, NY 13601

(315) 788-0422

- St. Lawrence County Operations

PO Box 515, 6587 US Hwy 11

Canton, NY 13617

(315) 714-2034



VTC HISTORY

- 1990's the Volunteer Center of Jefferson County was incorporated as a traditional volunteer center under the guidance of the United Way of NNY.
- Shortly after there was a request from OFA to establish a transportation program. Volunteers were recruited to driver their own cars and were reimbursed for miles driven.
- Focus moved to transportation solely and in January 1996 the name of the organization was changed to the Volunteer Transportation Center, Inc. (VTC).

VTC MISSION & VISION

Mission: Provide transportation to health, wellness and critical needs destinations utilizing volunteers and mobility management for anyone who has barriers to transportation

Vision: We envision a community where transportation is available to everyone.

TWO BRANCHES OF SERVICE

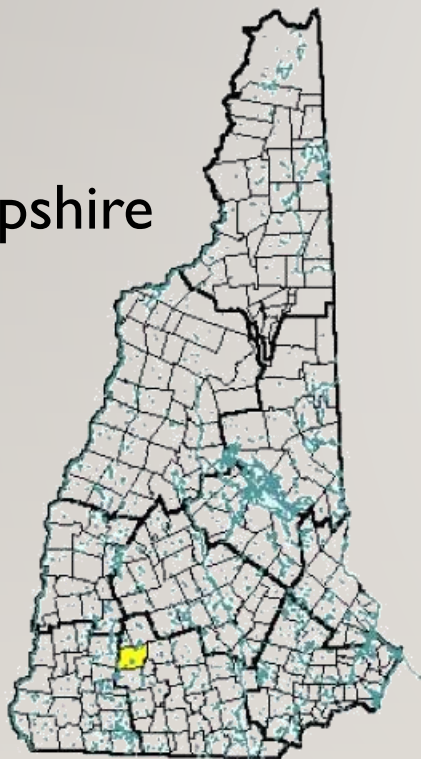
- **Charitable** – seniors, persons with disabilities— anyone with a barrier to transportation
- Client calls the office and schedules a trip for a medical appointment or trip to a food source.
- Staff find a driver and coordinate the transportation.
- Driver submits a voucher for mileage reimbursement (\$0.445/mile)
- **Contract** – Medicaid and other insurances; partner organizations, OFA, DSS
- Client calls the regional call center and schedules a trip for a medical appointment or trip to a food source.
- VTC downloads the trip data from the regional call center.
- Staff find a driver and coordinate the transportation.
- Driver submits a voucher for mileage reimbursement (\$0.58/mile)

TIMELINE

- 1990- established Volunteer Center of Jefferson County with assistance of United Way of NNY
- 1992- created a focus on transportation
- 1996- registered at the Volunteer Transportation Center, Inc.
- 2006- Established a contract with Jefferson County DSS
- 2012- Expanded to Lewis County, adding Lewis County DSS & charitable
- 2013- Expanded to St. Lawrence County, Medicaid only
- 2015- Began charitable transportation in St. Lawrence County
- 2016- Started offering Medicaid service to Boonville, NY residents
- 2017- Added 4 wheelchair accessible vehicles in Jefferson County; began service in NH
- 2018- Started offering Medicaid service in Genesee County; began processing the billing for Family Drive/Self Drive clients in Jefferson County

VTC SERVICE MAP

New Hampshire



JEFFERSON COUNTY

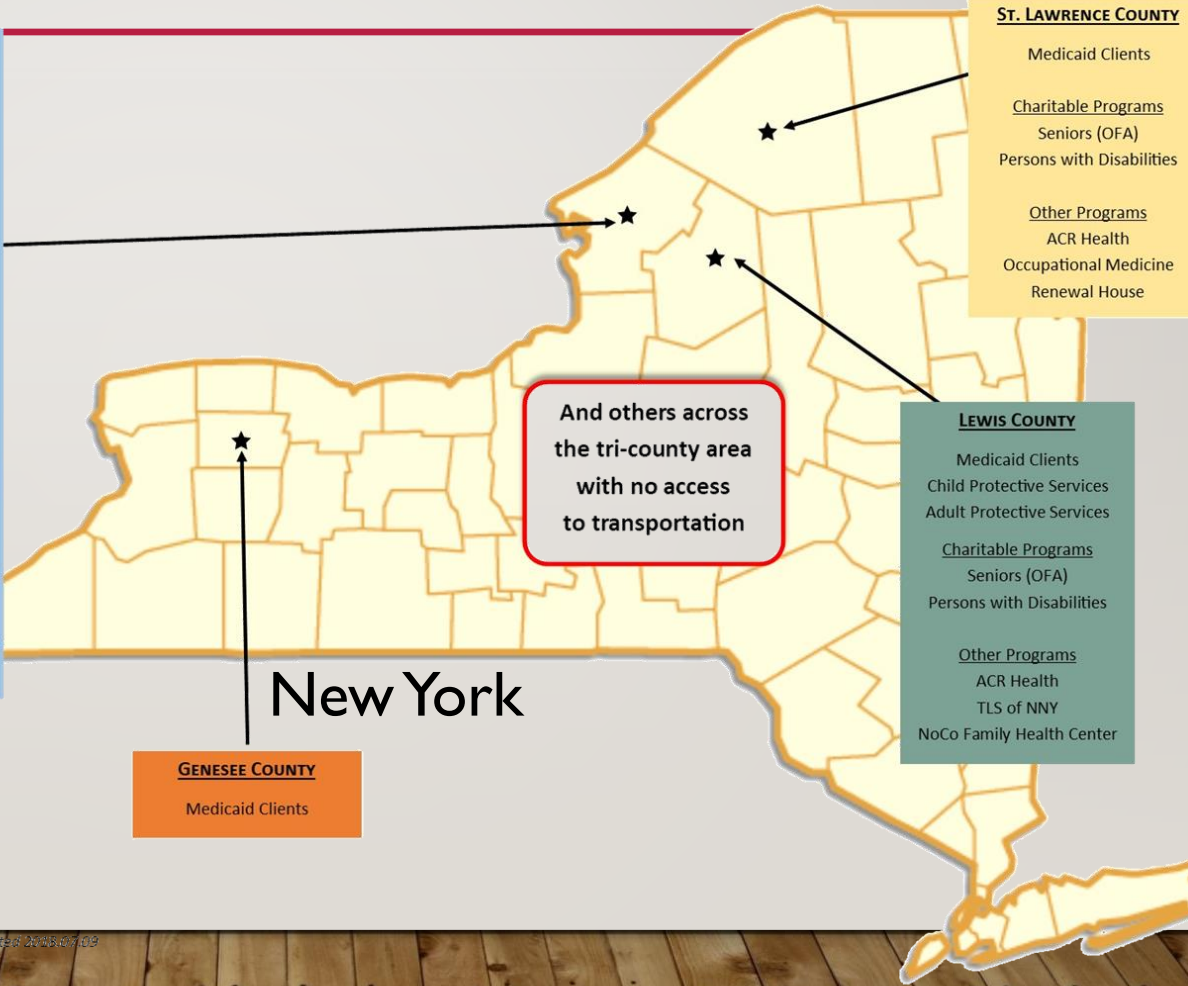
- Medicaid Clients
- Child Protective Services
- Adult Protective Services

Charitable Programs

- ACS/EFMP
- Seniors (OFA)
- Persons with Disabilities
- Project Wings (Blind)

Other Programs

- ACR Health
- CHJC
- CREDO
- Hospital of Jefferson County
- House of the Good Shepherd
- JCC
- JRC
- NoCo Family Health Center
- NRCIL
- The ARC of Oneida-Lewis
- TLS of NNY
- YMCA of Watertown NY



New York

Volunteer Transportation Center, Inc.

The Volunteer Transportation Center, Inc., is *striving to provide essential transportation for North Country residents who have no other transportation alternatives.*

Quick Facts

Years in Operation	29 years		
Employees	Employees	28 Full-Time	1 Part-Time
Counties Served	<i>Jefferson County Lewis County St. Lawrence County Genesee County</i>		
Total Miles 2018	5,749,065		
Total Trips 2018	158,065 trips		
Total Volunteer Hours	253,389 hours <u>provided by 350 volunteers</u>		

Charitable Facts (27,170 trips for 777,123 miles)

	Jefferson County	Lewis County	St. Lawrence County
Trips Per year	15,334	3,757	8,079
Miles Per Year	414,558	110,959	251,606
Average Trip Length	27.4 miles one-way	25 miles one-way	40.7 miles one-way

WHO CAN USE VTC?

- The VTC improves health and wellness for the community by ensuring those with no other means of transportation are able to keep medical and dental appointments, receive life sustaining treatments such as chemo therapy and renal dialysis, and go grocery shopping at least once a month.

QUESTIONS?

sam@volunteertransportation.org

(315) 286-4510



CREATIVE TRANSPORTATION SOLUTIONS FOR OLDER ADULTS AND PEOPLE WITH DISABILITIES

Solving Problems of Unmet Needs with Innovation
when Resources are Scarce

By: Shannen Kelch



2015

Primary provider closed their doors...

- 24 hour notice
- Limited access to data
- Limited provider options

Do what we do best...



CATALYST FOR AN UNMET NEED

“THOSE WHO CANNOT REMEMBER THE PAST ARE CONDEMNED TO REPEAT IT.”
-GEORGE SANTAYANA



2018

IT HAPPENED AGAIN!

LESSONS LEARNED

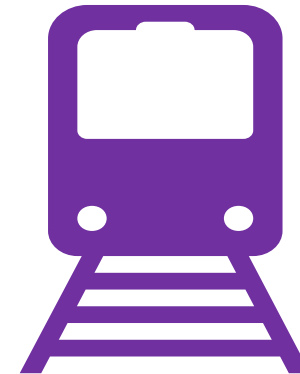
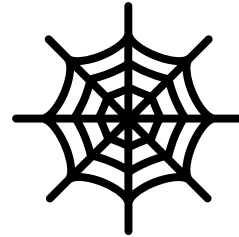
Knowledge of data

Develop an in-house infrastructure for communication

Need multiple providers willing to step up
Willingness to enhanced partnerships & be innovative
Expansion of ideas & resources BUT...

BRAINSTORMING

How do we get people where they need to go?



OUTSIDE THE BOX THINKING:



THINK OUTSIDE THE BOX

Image by: 123RF

Asking questions...

Would our in-home service providers be willing to collaborate?

- Liability issues?
- Aides drive their own cars?
- Scheduling issues?



Provider calls with an offer.

WHAT IF?



They created a corporate Lyft account and acted as the scheduler for those seniors who were able to use a rideshare service?

- Do we have seniors who could use this type service?
- What would the risk be to them as a provider?
- Complications of this not being their first priority?

LOGISTICS

Collaborating Details

- Set parameters of service area (1 county & 1 state)
- Number of seniors to pilot (10 clients)
- Reimbursement (flat rate vs actual cost)
- Criteria eligibility to use this service
 - Mobility Issues (no wheelchairs, scooters)
 - Mental Capabilities (locate a vehicle, call for return trip)
- Communication methods
 - Scheduling
 - Problems/Questions
 - Missed Trips
- Is this a primary option?



RESULTS



FUTURE PLANS

3 counties
(plus travel over state line)



Service for all 8 counties.

18 clients/18% of rides → increase by 50%

Expand options to include Transportation Navigators who will assist seniors for additional assistance. (Volunteers or Paid Staff)

QUESTIONS & CONTACT INFO

Questions???

Shannen Kelch

- Human Services Specialist
- Shannen.kelch@nkadd.org



Irene Clark

- Mobility Manager
- Irene.clark@nkadd.org



David Sarker

- President, Helping Hands NKY
- David@hhnky.com



TransLōc[®] and



| FORD **SMART MOBILITY**

MICROTRANSIT PILOT PROGRAM

DUSTIN PEYTON

TransLōc[®]

and

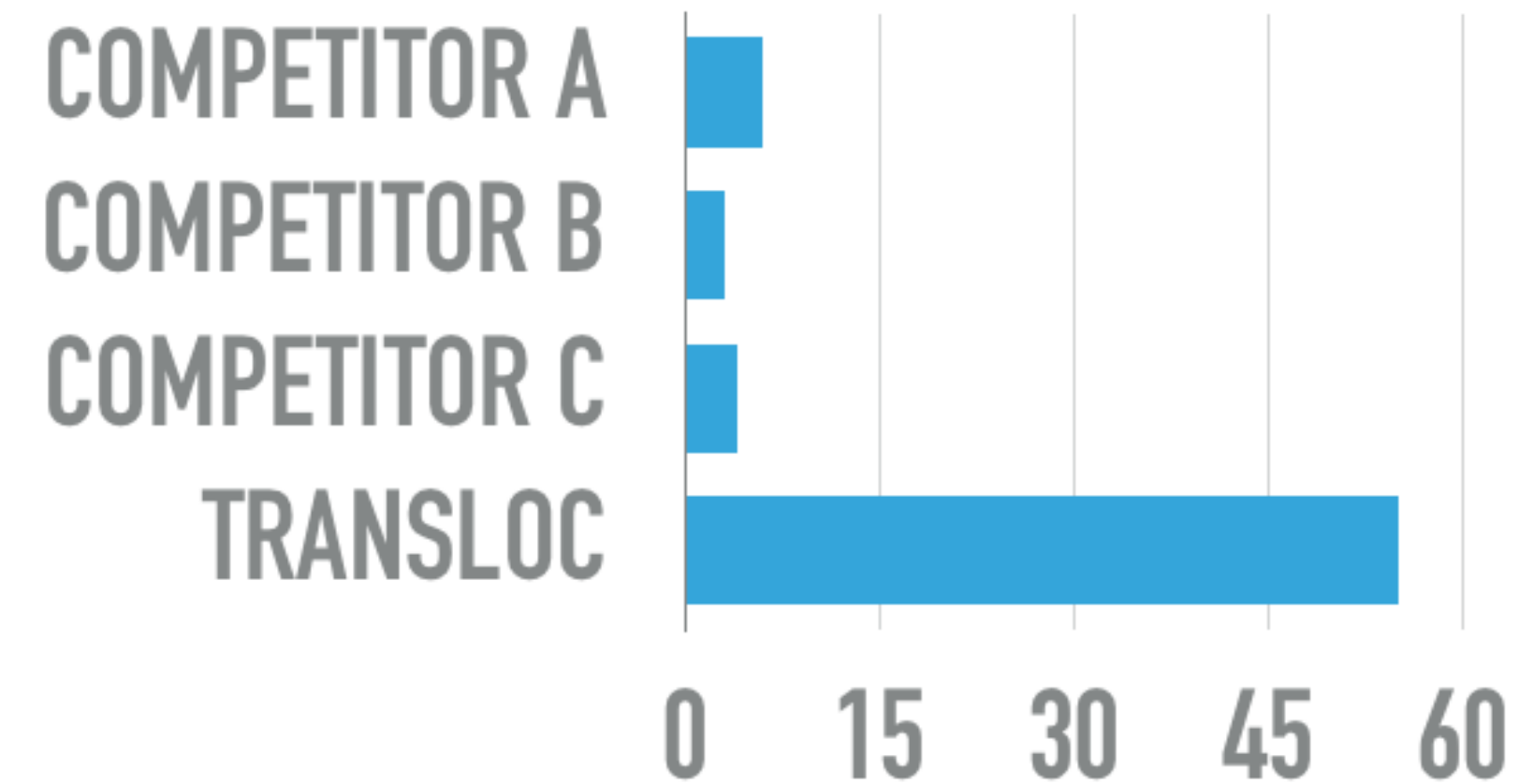
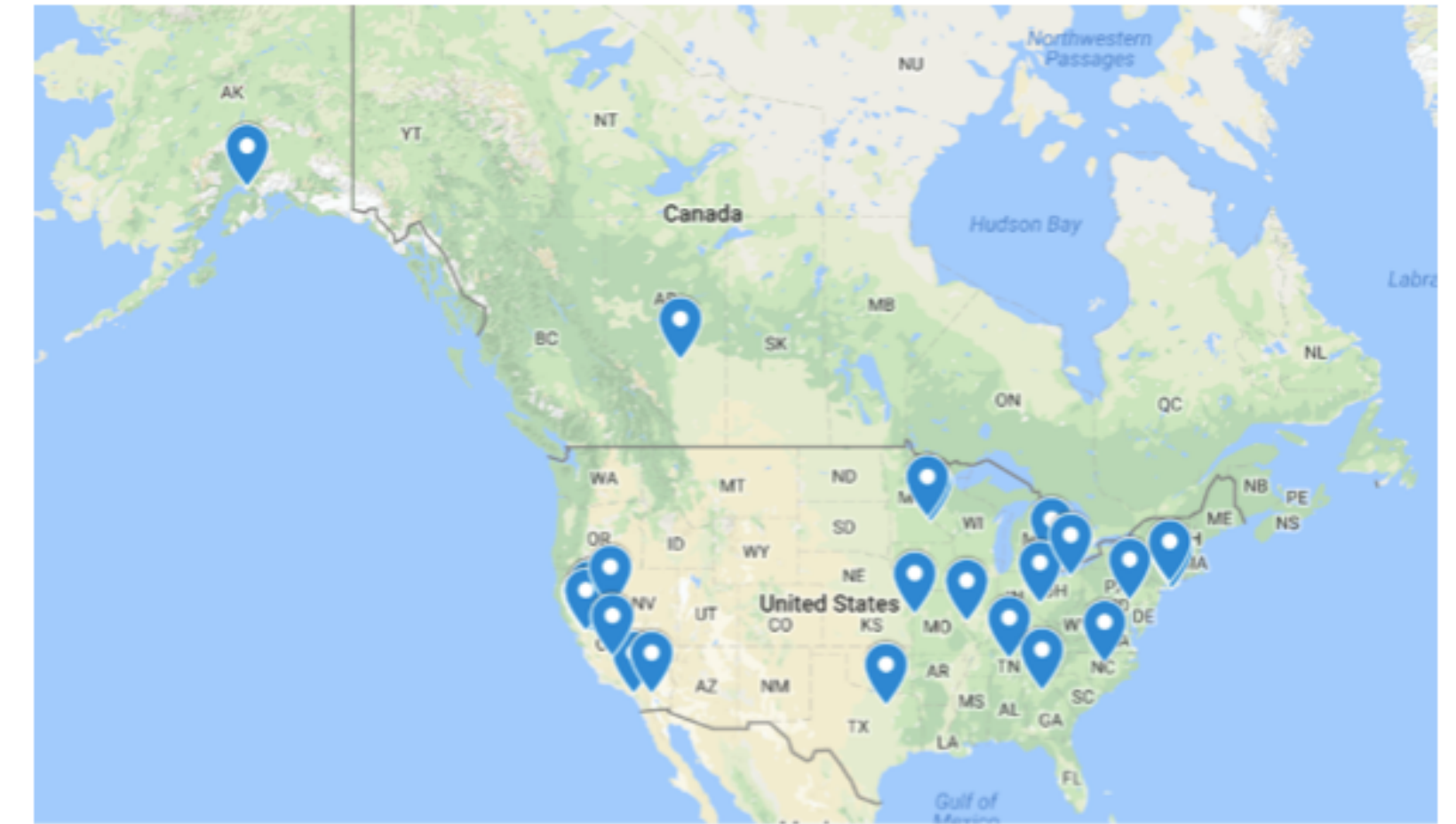


| FORD **SMART MOBILITY**

- 1. WHO IS TRANSLOC?**
- 2. MICROTRANSIT 101**
- 3. USE-CASES**
- 4. PARTNER PROGRAM**
- 5. HOW DO YOU GET STARTED**

TransLoc[®] and | FORD SMART MOBILITY

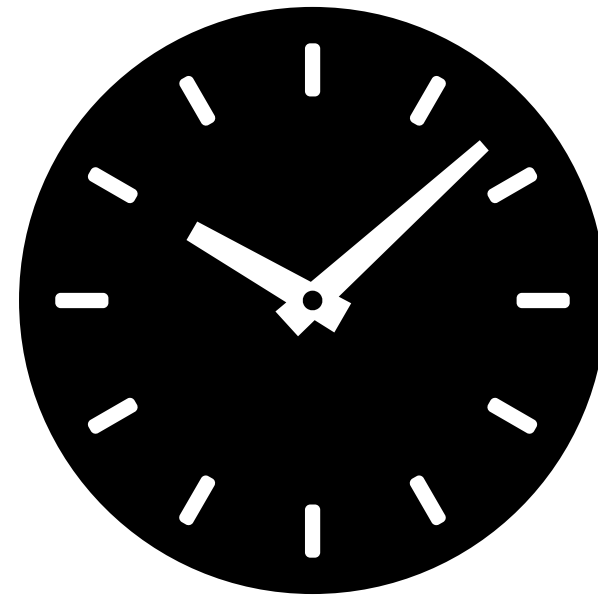
- Founded in **2004**. Creators of the 1st mobile app to show real-time bus movement
- Relevant pilot partners: Estuary Transit (CT), **City of Wilson (NC)**, Centre Area TA (PA)
- Lead industry with **55+** microtransit partners
- **Acquired in January 2018** by Ford Smart Mobility, a division of Ford Motor Company for our progress and Innovations in Microtransit



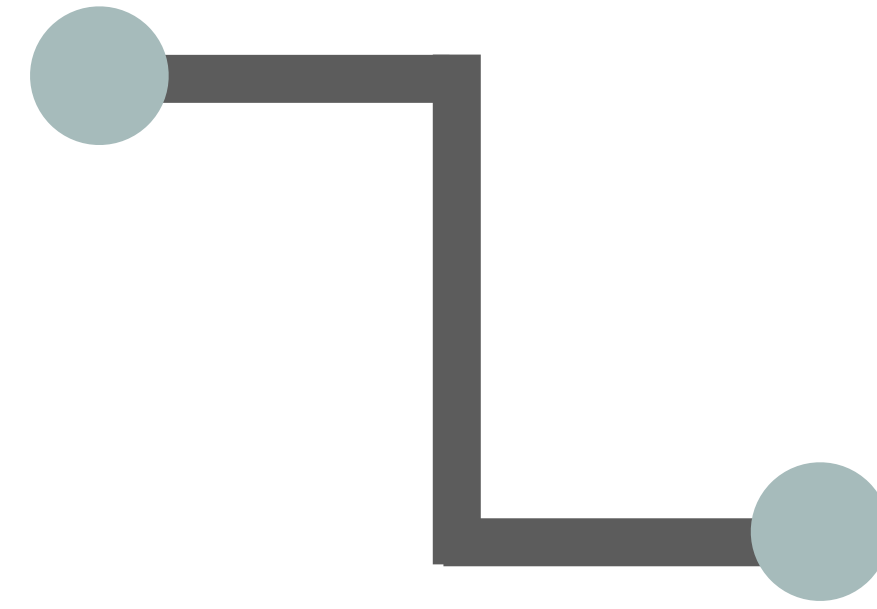
WHAT IS MICROTRANSIT?

An on-demand transportation mode that leverages dynamic modeling, smaller vehicles, and innovative technology to augment and complement traditional fixed-route transit services.

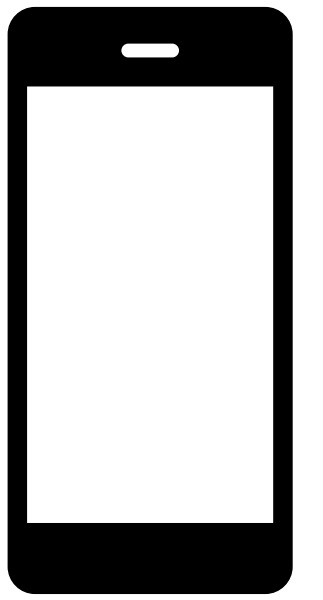
RIDESHARING



On Demand

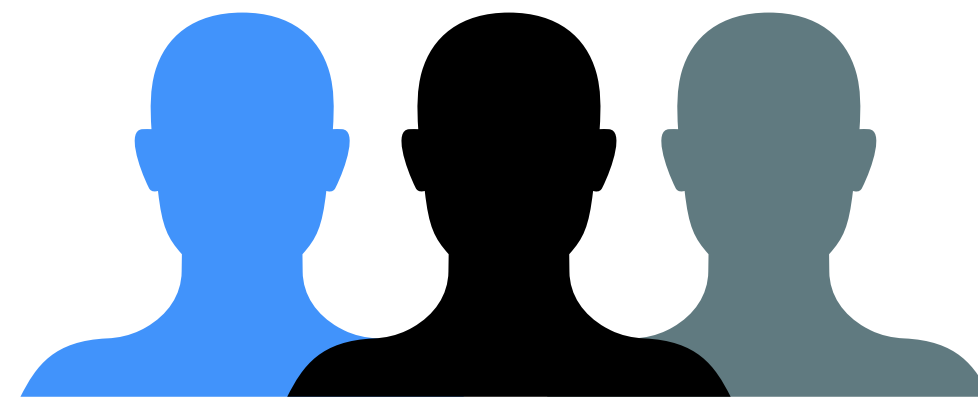


Curb to Curb



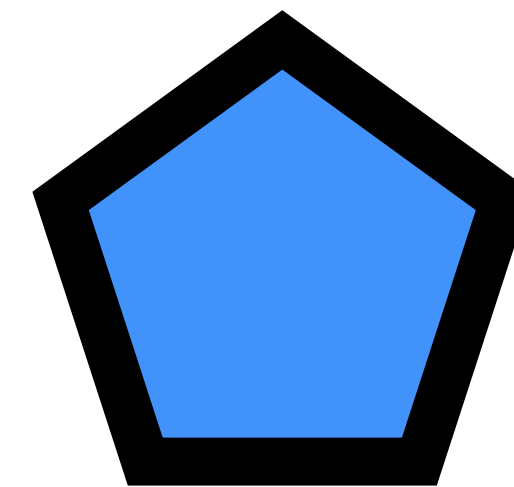
Tech

MICROTRANSIT

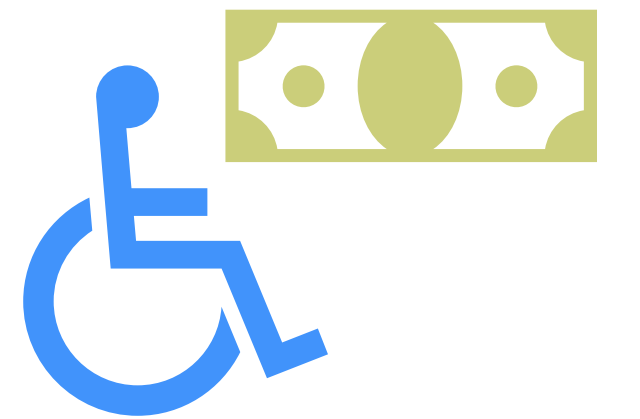


Ride Grouping

+



Zone Based

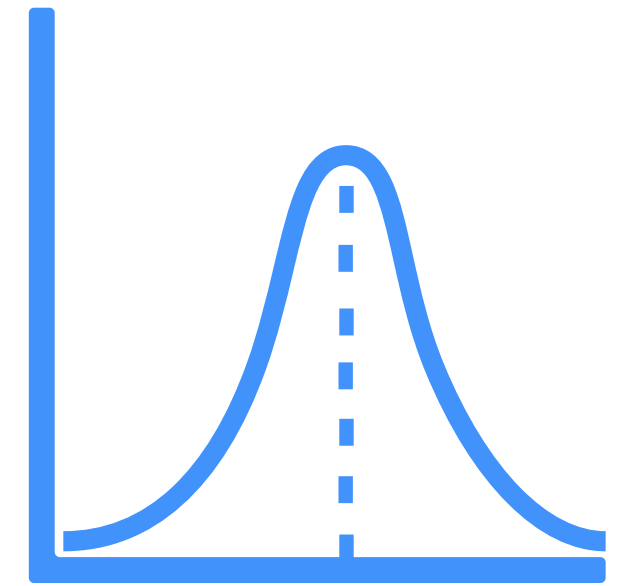
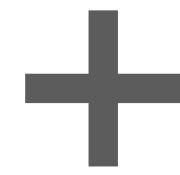


Equitable



AGENCY-OWNED MICROTRANSIT

Flexible on demand services owned and operated by the transit agencies themselves



Agency

TransLoc

USES FOR MICROTRANSIT?

Common Use Cases

- Dial-A-Ride Replacement
- Fixed Route Replacement
- First Mile/Last Mile
- Employment Access Service
- Expanding Service Hours
- Serving Under/Unserved Areas

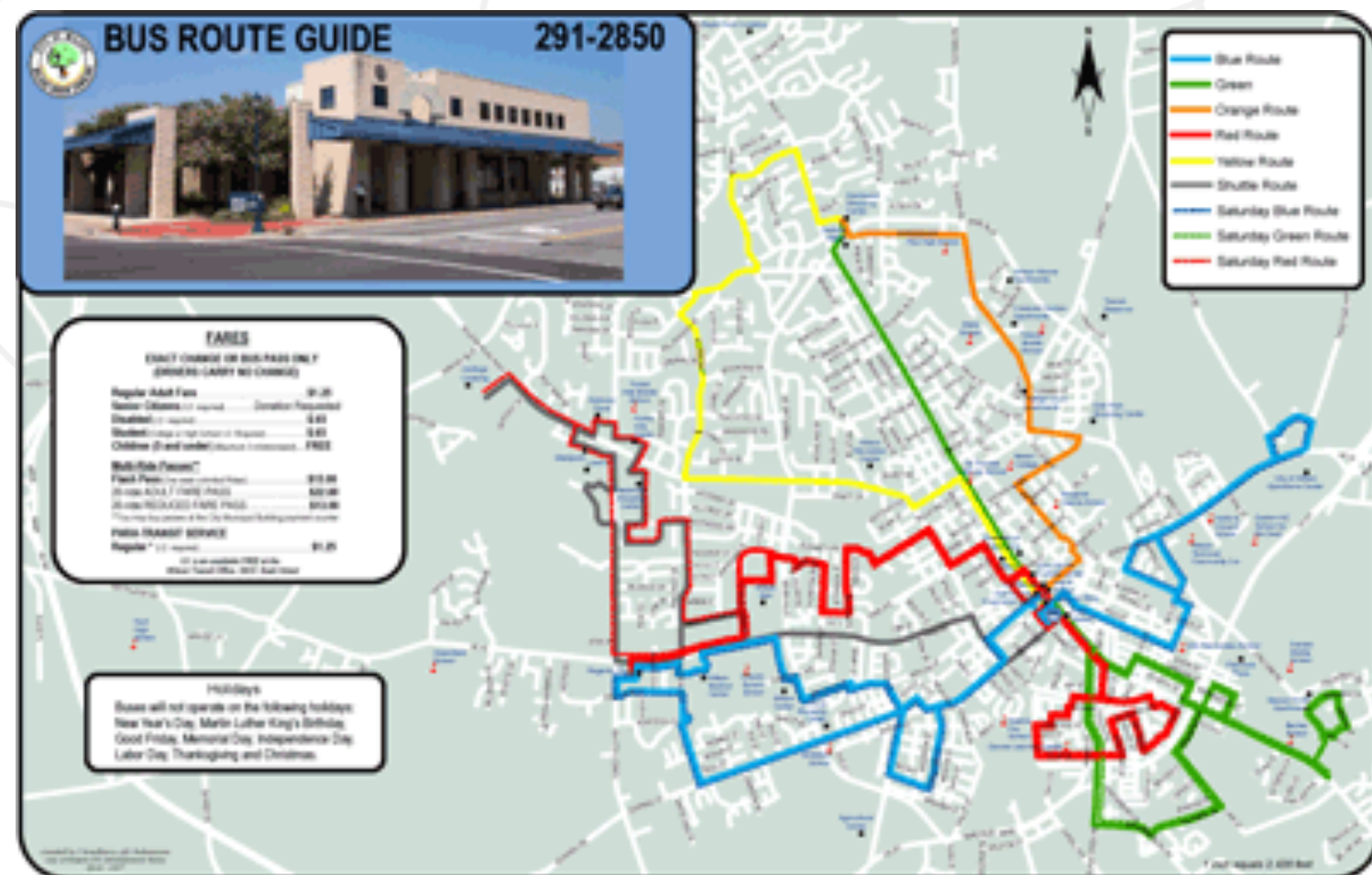
Agencies Piloting

- SacRT, Metrolink, The COMET
- Wilson, NC + Rabbitransit
- St. Louis, DCTA, Anchorage
- KCATA, TANK
- RTC Washoe, Norwalk Transit District
- Tri-Delta, Gwinnett, SacRT #2

ROUTE REPLACEMENT – CITY OF WILSON

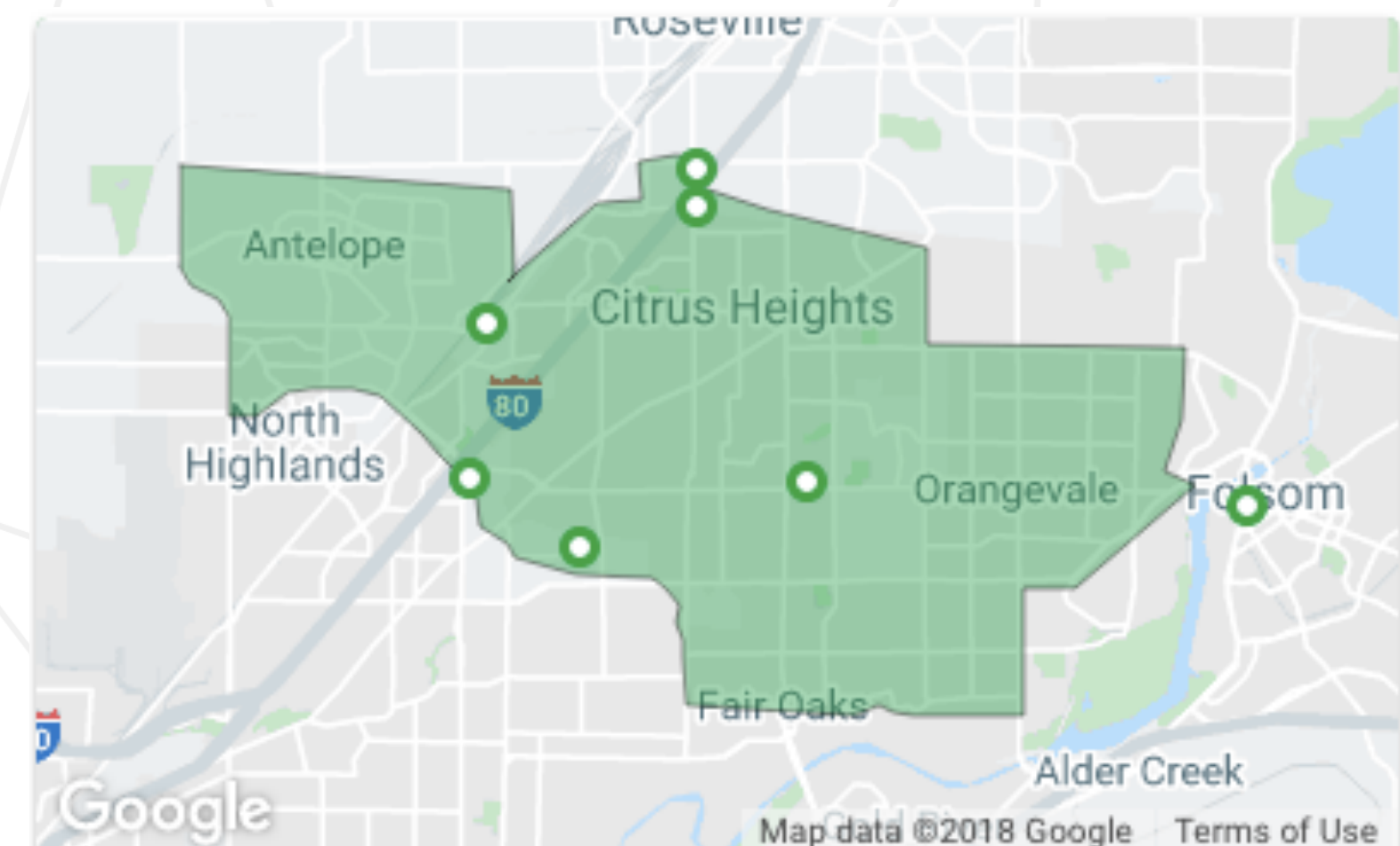
Challenge

- City is 35 total sq miles
- 5 underperforming routes
- Lack of coverage/frequency
- End to end, 1+ hour travel time



Solution

- Replace F/R with Demand Response
- Increase coverage/frequency
- Order curb to curb, on-demand + in-advance
- Trip time <15 Minutes
- Increase access to employment/health services



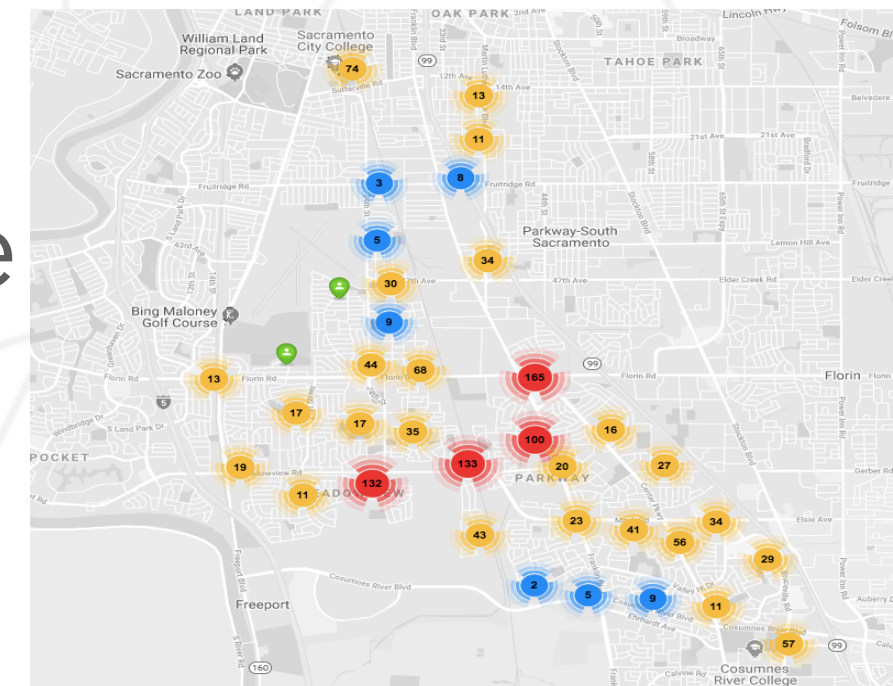


Replaced outdated dial-a-ride:

- OnDemand, same day booking (app or phone)
- 4x's ridership than before
- Earned \$20 million from City of Sac to expand Microtransit (upwards to 45 MT vehicles)

Expansion to Franklin (South Sacramento):

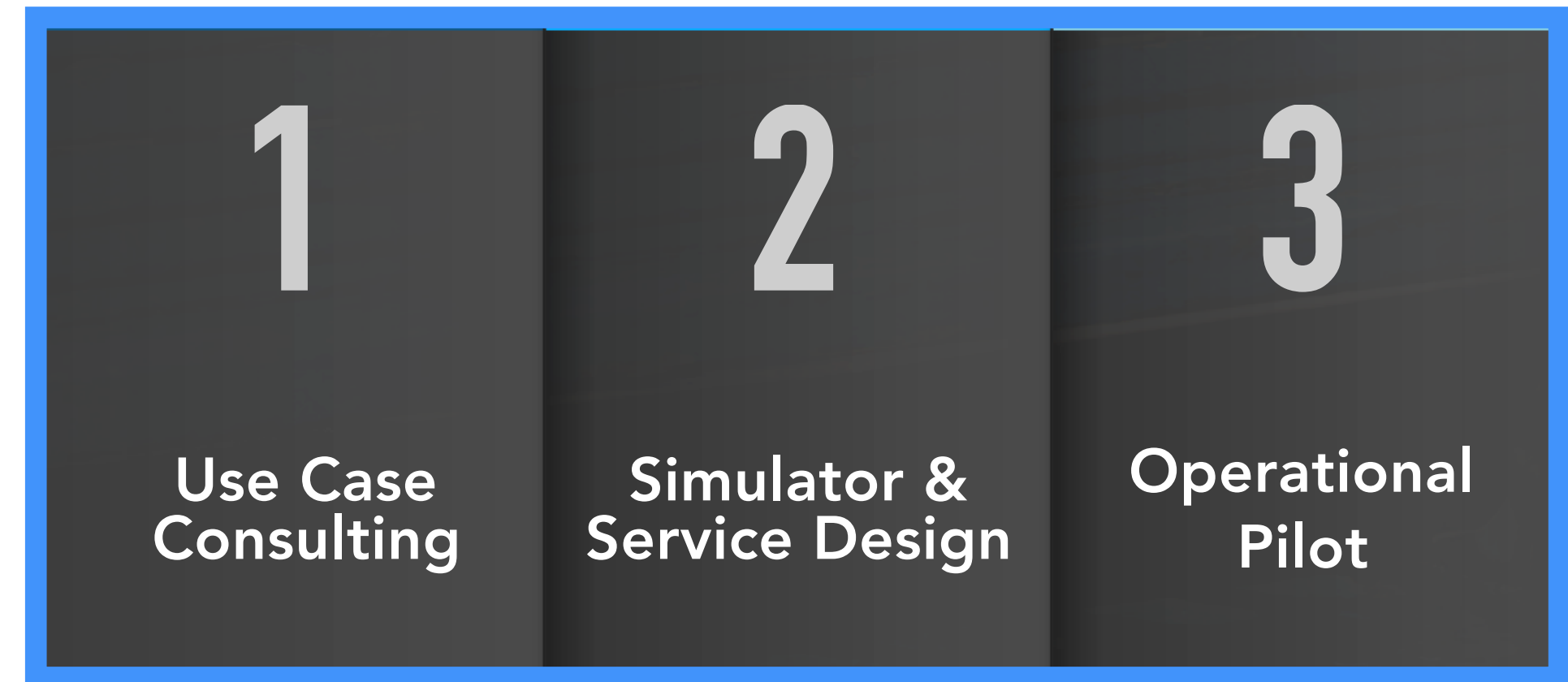
- Lower socioeconomic status residences
- Underserved not suitable for fixed-route
- 20%+ of riders connect to fixed-route



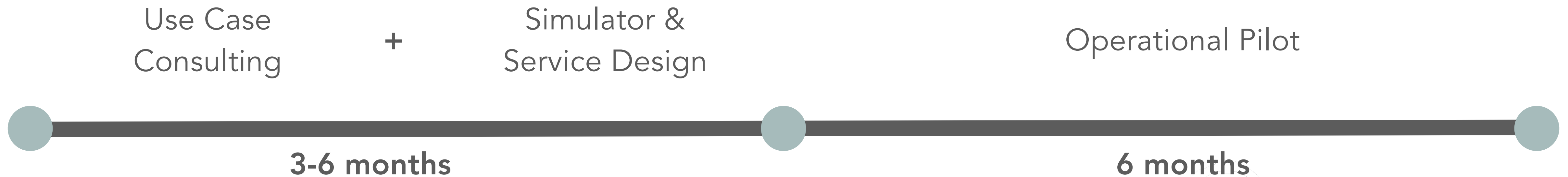
“Public transportation is changing as we know it and SacRT is at the leading edge with Microtransit technology. The convenience factor that SmaRT Ride provides is tremendous and it's one more example of the new leadership in action at SacRT.”

~SacRT Board Chair Patrick Kennedy (Mass Transit)

PUBLIC-PRIVATE PARTNERSHIP



9-12 months



FREQUENTLY ASKED QUESTIONS ABOUT GETTING STARTED

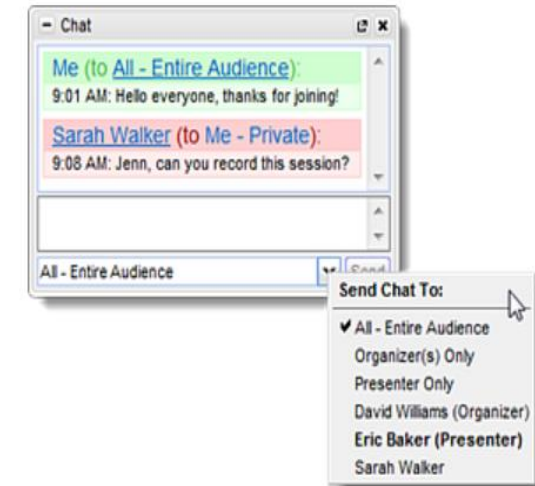
- Do we need to have a specific use case?
- What data do we need to have in advance?
- What goals and metrics do we need?
- How about funding and vehicles?

Time for Your Questions and Comments!

If you have a question for our presenter, you can:

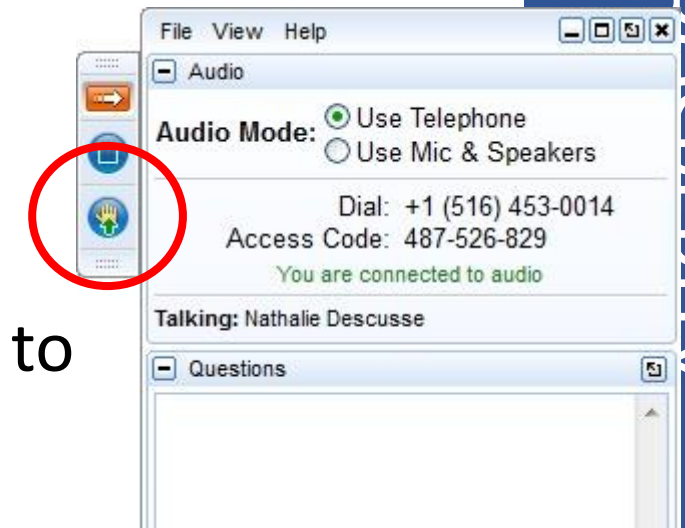
Enter it into the Chat box:

- Below the Chat window, use the drop-down menu to select the recipient of the message: All - Entire Audience OR Organizers only (Megan & Carrie)
- Type your message in the text field, then click Send.



Raise your “hand”:

- Click the hand icon on the left side of your GoToTraining menu
- When the organizer calls on you, you will be able to your question aloud.

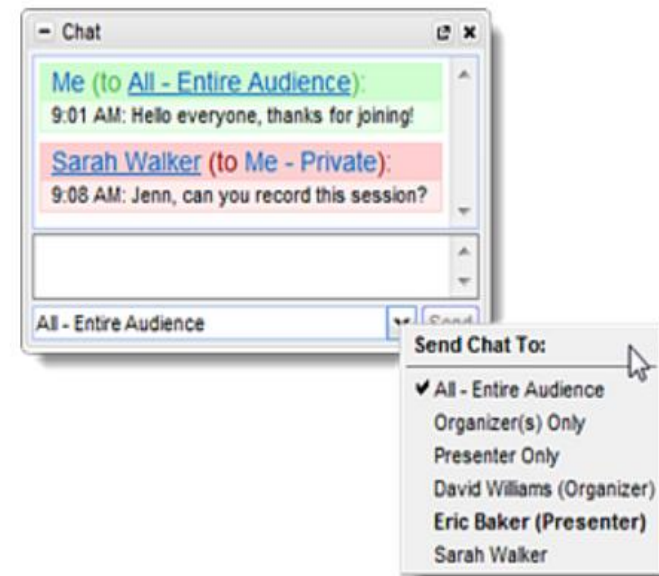


Pair & Share Instructions

We've matched each of you with a partner. Use the Chat Privately function to share key findings from your SWOT Exercises. To Chat Privately:

- Below the Chat window, use the drop-down menu to select the recipient of the message, your partner. (Make sure you are NOT chatting to "All – Entire Audience.")
- Type your message in the text field, then click Send.
- If you don't have a partner, or if your partner is not responding, chat the Organizers.

As you chat, enter the Strengths, Weaknesses, Opportunities, & Threats you share in the Google Doc.

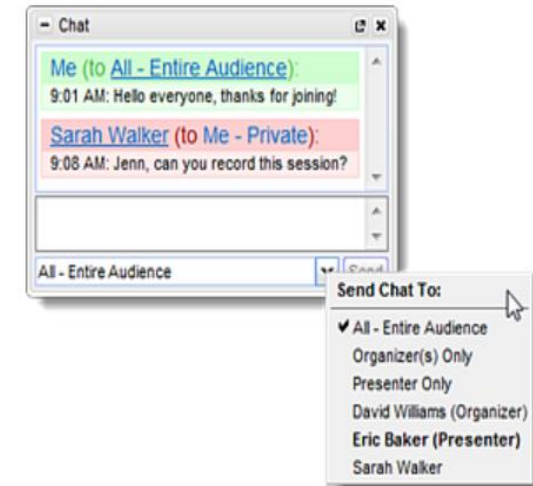


Time for Your Questions and Comments!

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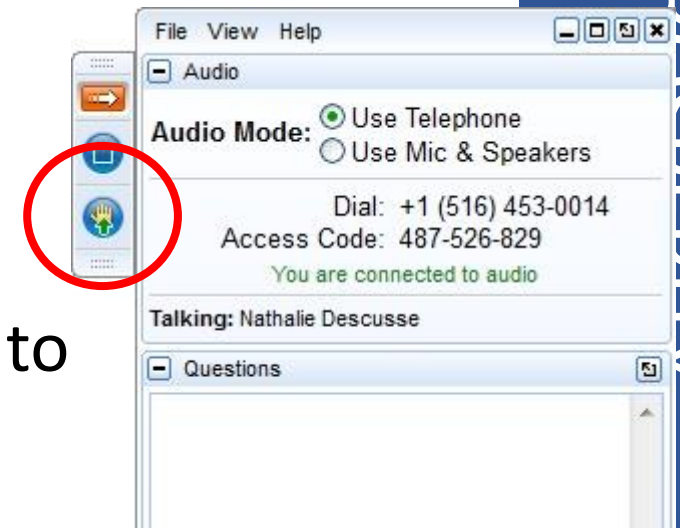
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BREAK

ON THE ROAD TO PROSPERITY

Introducing Today's Presenters



Hendrik Opstelten,
Mobility Innovation
Program Analyst,
Federal Transit
Administration
Office of Mobility
Innovation,
Washington, DC



Joshua Seidemann,
Vice President of
Policy, NTCA–The
Rural Broadband
Association,
Washington, DC



Jessica Metta, Deputy
Director, Mid-Columbia
Economic
Development District,
The Dalles, OR

FTA

FEDERAL TRANSIT ADMINISTRATION

Technology, Partnerships and Systems Advancing Complete Trips for All

*How Transportation Technologies are Meeting Mobility and Economic
Development Needs in Rural America*

Rik Opstelten, FTA Office of Mobility Innovation

April 10, 2019



U.S. Department of Transportation
Federal Transit Administration

Mobility on Demand (MOD) Vision

MOD is a **vision** for an integrated network of **safe**, **carefree**, and **reliable** transportation options that are **available to ALL**



The Complete Trip



FTA Approach to Mobility Innovation

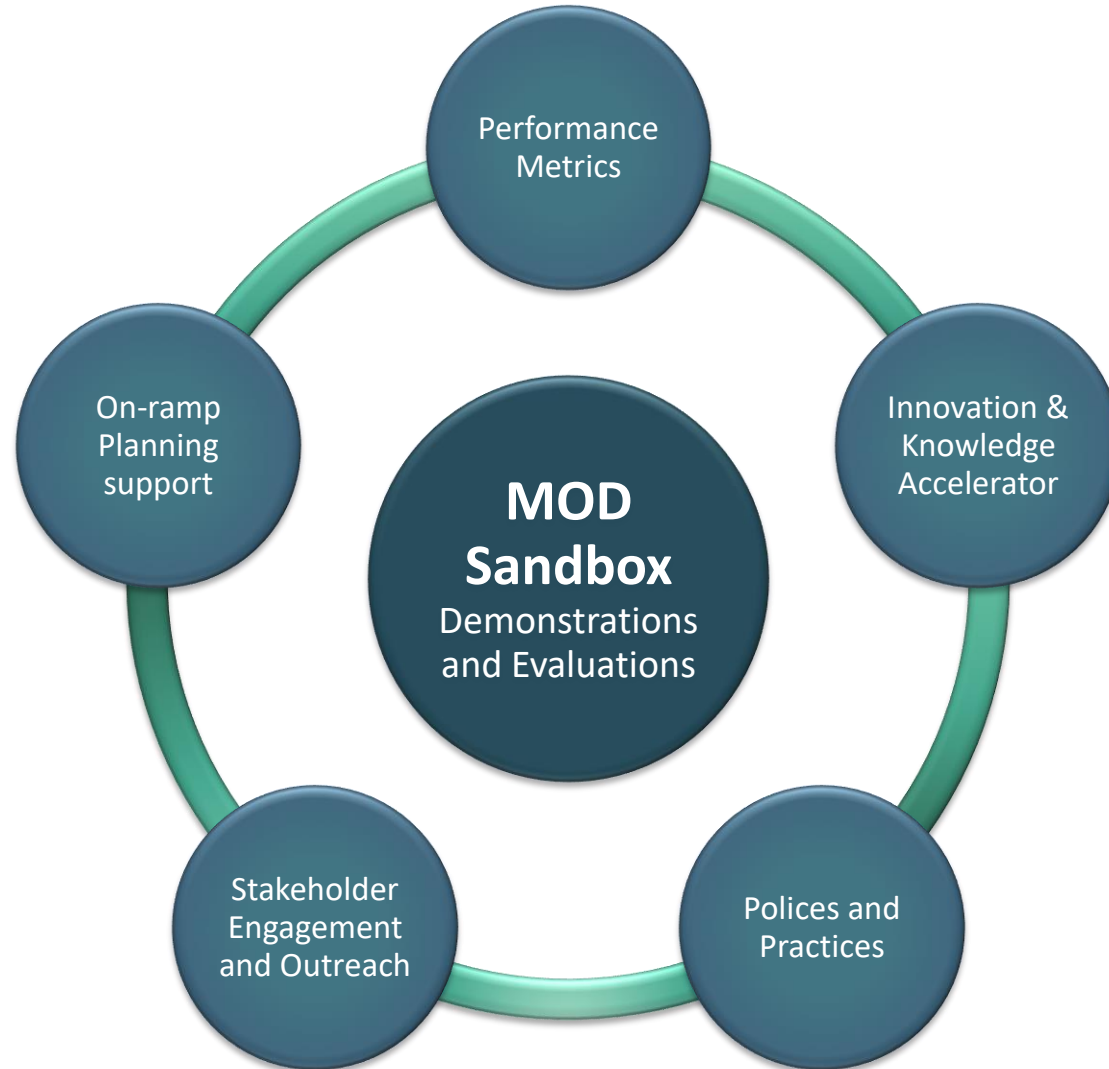
Explore emerging technology solutions and new business approaches



Enable public transportation industry to adopt innovative mobility partnerships and solutions

Facilitate widespread deployment of proven mobility solutions and partnerships

FTA MOD Program Activities



Spreading the Benefits of Mobility on Demand

MOBILITY SERVICES FOR ALL AMERICANS

MSAA Background

> 80 Federal programs fund transportation services for the transportation disadvantaged

- < 2004: FTA and DHHS Coordinating Council
- 2004: Transportation Coordinating Council on Access and Mobility (CCAM) established
- 2005: MSAA Launched by FTA/ITS-JPO
- 2006 – 2014: Foundational Research
- 2015: **Current** Round of Deployment Planning Grantees
- MSAA Program Sunsetting, Travel Management Coordination Centers (TMCCs) Flourish under other Programs

MSAA's Goal: Use Service Coordination and Technology Integration to

- Increase mobility and transportation usability
- More efficiently use Federal transportation funding resources

Intended Outcomes

- Enhance **customer experience**
- Improve **effectiveness** and **efficiency** of services
- Produce **sustainable institutional model(s)** enhanced by information technology
- **Data sharing** by addressing institutional barriers
- Utilization of **Intelligent Transportation Systems**

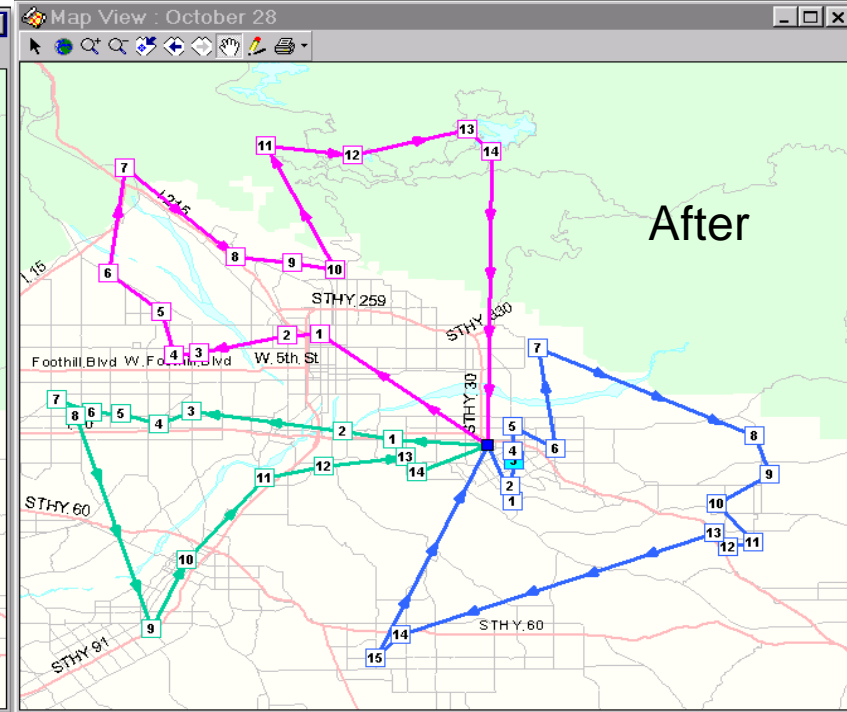
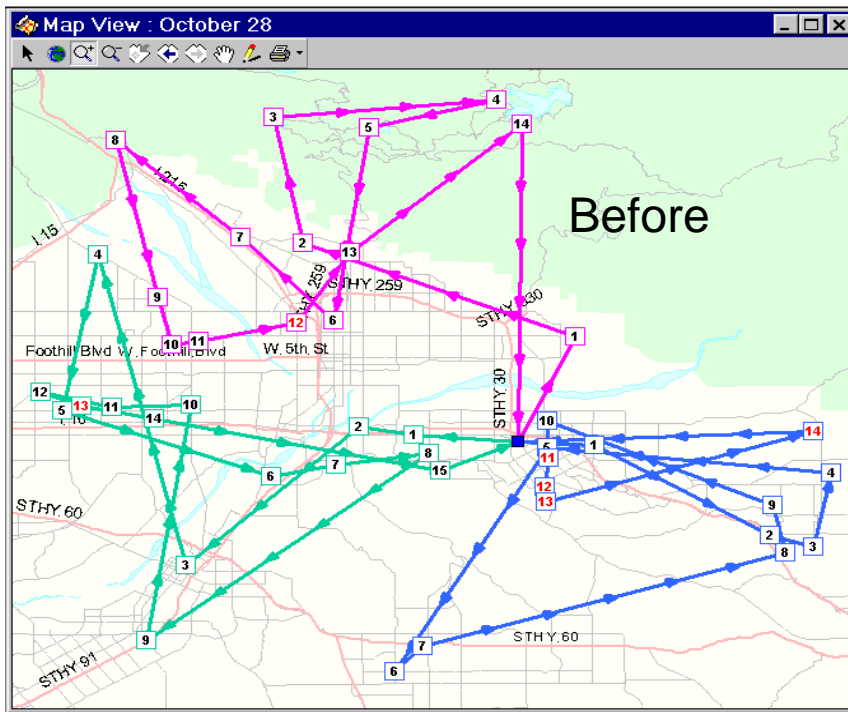
Advance the State-of-the-Art in

- Comprehensive traveler support
- Interoperable and coordinated transportation service operations and management
- Streamlined program management requirements

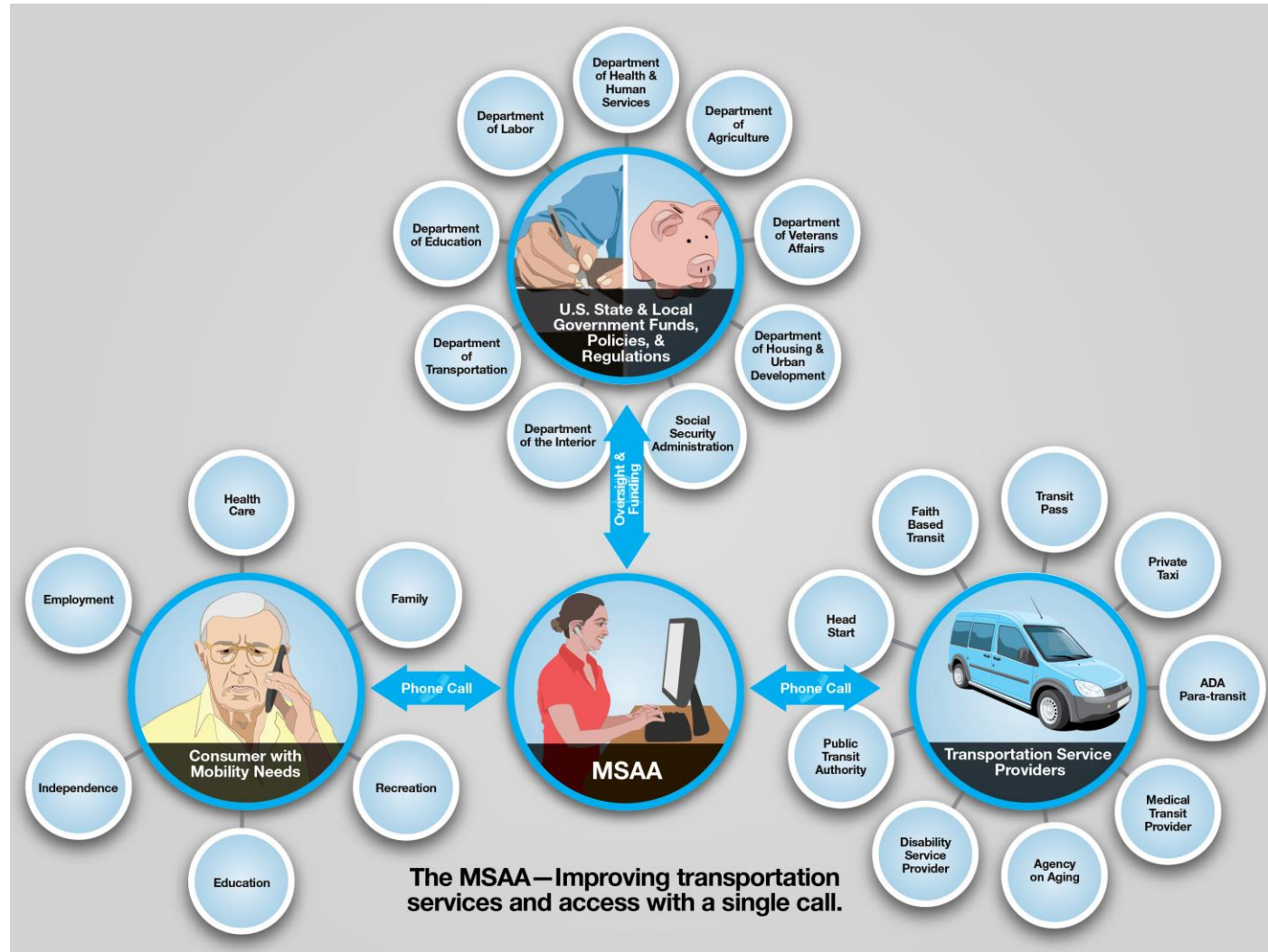
Data Sharing and Exchange Within HST

System interoperability by leveraging existing proprietary solutions

Intelligent Transportation Systems (ITS)



How It Works



Who Benefits?

Customer	Provider	Human Service Program
<ul style="list-style-type: none">• Simplified Access• Trip Planning• Information	<ul style="list-style-type: none">• Operational Efficiency• More Service (rides) with Same costs & Resources	<ul style="list-style-type: none">• Streamlined program management, billing, and accounting

Deployment Planning Projects

Overcome **technical and institutional** barriers to promote **system interoperability**

- Involve at least two human service transportation programs and providers
- Establish operational **data sharing and coordination** between **multiple technology platforms**
- Demonstrate functional common fleet information platform

2015 MSAA Deployment Sites

Northwest Metro Denver Coordination System – Via Mobility Services

San Luis Obispo County TMCC - United Cerebral Palsy of San Luis Obispo/Ride-On Transportation

Simply Get There Trip Triage Design – Atlanta Regional Commission

Travel Management Coordination Center of Southern Wisconsin - Greater Wisconsin Agency on Aging Resources, Inc.

MSAA Program Outputs

Developer Resources/Digital Toolbox for a TMCC or Mobility Management System

- Resources for Planning and Development
- Resources for Design and Procurement
- Resources for Implementation, Testing, and Full Deployment



https://www.its.dot.gov/research_archives/msaa/developers_resources.htm

MSAA Supports Mobility on Demand

- Facilitating Inclusion of Human Service Transportation Resources
- Providing Options to Different Market Segments
- Connecting with HST Destinations
- Promoting Equity
- Encouraging Inclusiveness

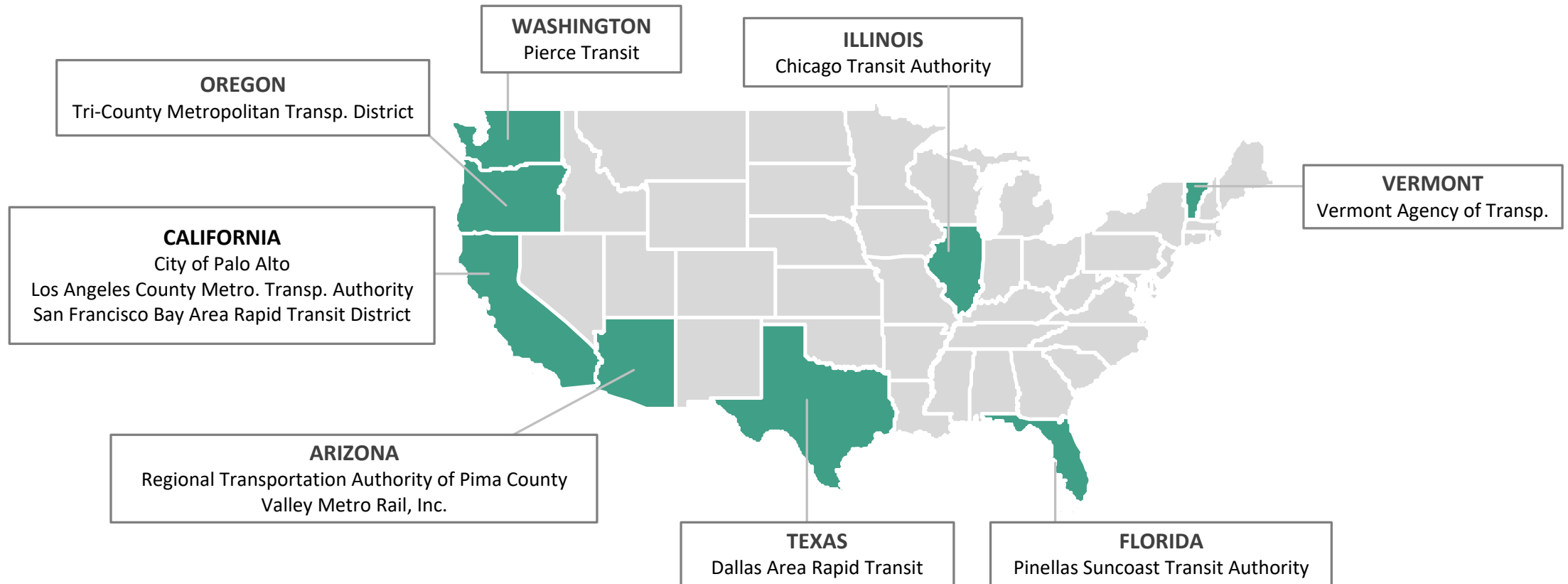


Review and Initial Findings

2016 MOD SANDBOX

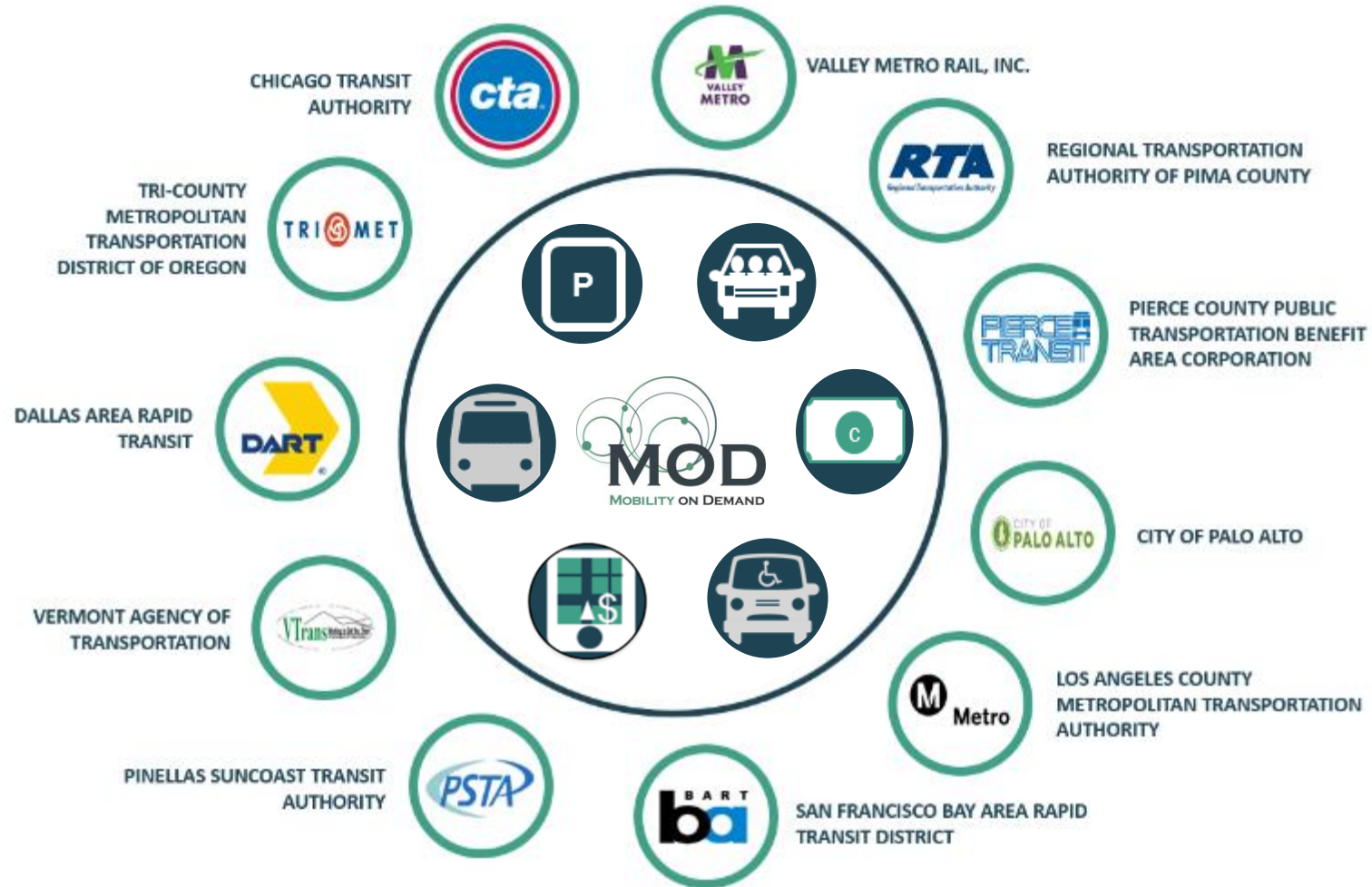
2016 MOD Sandbox Projects

Results coming soon - “out of the box”



11 Projects: \$7,931,080

2016 Sandbox Projects At a Glance



Use Cases from the MOD Sandbox



Trip Planning/Payment Integration

Consolidates options for travelers to plan, book and pay for trips, often through mobile app



First/Last Mile

Bridges gaps in the traditional transportation network by providing trips to and from transit connections



Supplemental/Extended Service

Augments the traditional transportation network when transit service is insufficient or not available



Flexible Pricing /Incentives

Strategies to influence traveler choice on when or how to travel using incentives or games



Innovative Paratransit Services

Technologies and tools to enable more flexibility to plan, request, and pay for paratransit trips, greatly reducing booking and response times, and costs



Parking Utilization

Strategies to help manage parking supply to optimize utilization and access to transit for more individuals

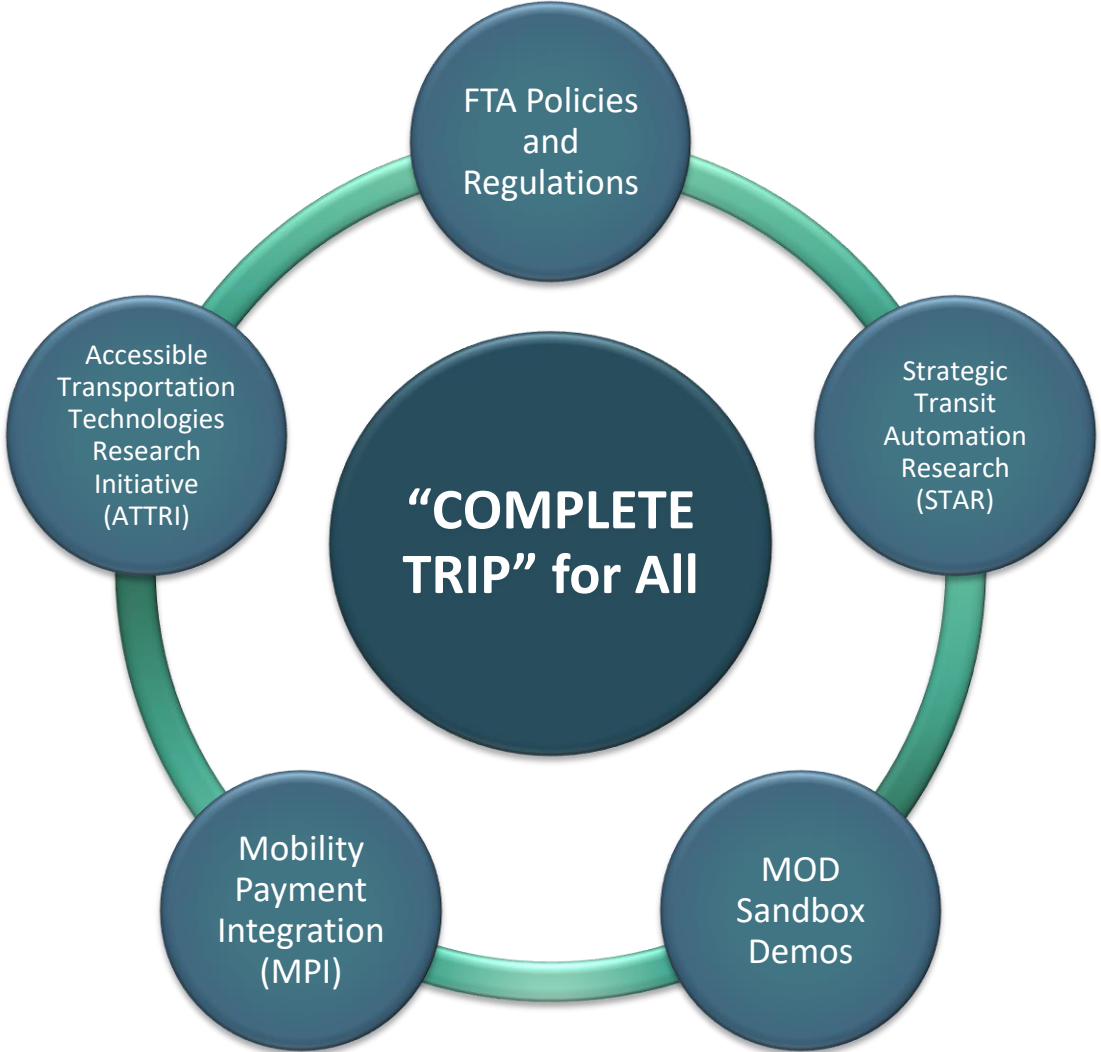
Overview Findings

- **Public-Private Partnerships** can yield success
- **Inclusive planning** is key to success
- MOD has potential to **Complete Trips in all communities.**
Approaches vary based on context.
- **Data and Information** are needed to understand MOD impacts, make operational changes. Challenges exist around privacy, proprietary protections, and accuracy.
- Business models must be **sustainable** for all project partners, throughout the pilot, and beyond.
- **Flexibility** is key to success, risk management

Advancing Complete Trips for All

PREVIEWING OF INTEGRATED MOBILITY INNOVATION

Integrated Mobility Innovation



IMI Notice of Funding Opportunity (NOFO) Goals

- **Explore** new business approaches and emerging technology solutions that support transformational mobility services
- **Enable** communities to adopt innovative mobility solutions that enhance transportation efficiency and effectiveness
- **Facilitate** the widespread deployment of proven mobility solutions that foster expanded personal mobility



IMI Demonstration Program NOFO

- ***What it will do:*** fund mobility innovations in three areas – (a) mobility on demand; (b) transit automation; and (c) mobility payment integration; all with accessibility in mind
- ***Who can apply:*** providers of public transportation, public agencies, state/local government, tribal entities
- ***How do proponents apply:*** applicants may apply for any one or combination of the 3 categories shown above and described on the following slide
- ***How much funding is available:*** \$15M total

Transformative \$15M Investment

Mobility on Demand Sandbox (\$8M)

- Build on the first round of Mobility on Demand Sandbox projects
- Better connect travelers to overall transportation network
- Explore new MOD accessibility models
- Examine data sharing and data collection methods allowing better understanding of impacts of transportation (economic, societal, personal)

Strategic Transit Automation Research (\$5M)

- Automated Shuttles Demonstrations
- Automated Driver Assistance Demonstrations

Mobility Payment Integration (\$2M)

- Leverage retail models of payment for public transportation systems
- Integrate regional payment practices (single regional payment platforms)



*All progress occurs because
people dare to be different.*

Lucky Numbers 40, 54, 33, 19, 29, 21

Autonomous Transportation in Rural America

NADO Virtual Peer Exchange



Joshua Seidemann, VP Policy – April 10, 2019



NTCA THE RURAL BROADBAND ASSOCIATION®





COVERS
MORE
THAN **37%**
OF THE U.S.
LANDMASS

70%
CAN ACCESS
SPEEDS ABOVE
25 MBPS

23%
CAN ACCESS
SPEEDS OF
1 GBPS OR HIGHER

850
PROVIDERS

10
SUBSCRIBERS
PER/SQ. MILE

61
SRC SHOWCASE
AWARDS

The logo for Smart Rural Community, featuring a green power button symbol with the text 'SMART RURAL COMMUNITY' inside.

160
GIG CERTIFIED
PROVIDERS

IN

31
STATES



Smart agriculture

U.S. farms - \$245B gross output, purchased \$225B inputs (2015)

\$141.5B exports (projected 2019)

Variable rate seeding, reduce costs \$5.00/acre

\$12.50/acre smart ag savings for cotton

Variable rate for no-till applications, \$36-\$88/acre (The Ohio State University)

Rural manufacturing

14% of all rural non-farm jobs

2.5M rural manufacturing jobs support \$158M earnings (2015)

IoT manufacturing extending producer, consumer relationships

Demanding higher skilled workforce

Traffic safety

Role of autonomous vehicles in tight, urban settings vs. “wide open” spaces

Traffic safety – rural miles driven = 30%, but rural traffic fatalities = 50%

Logistics, including agriculture and manufacturing

Access to services and aging in place

Wireless needs wires

5G uses significant bandwidth with high, very short-haul frequencies; requires deep fiber deployment to support

Requires extensive fiber backhaul

Rural FTTP often less expensive, lower operational costs

Rural 5G will require commitment to fiber, access to spectrum by providers willing to serve rural

Rural use-case is unique

Similar to other investigations, rural presents different but equally compelling needs

Agriculture, manufacturing, access to transportation

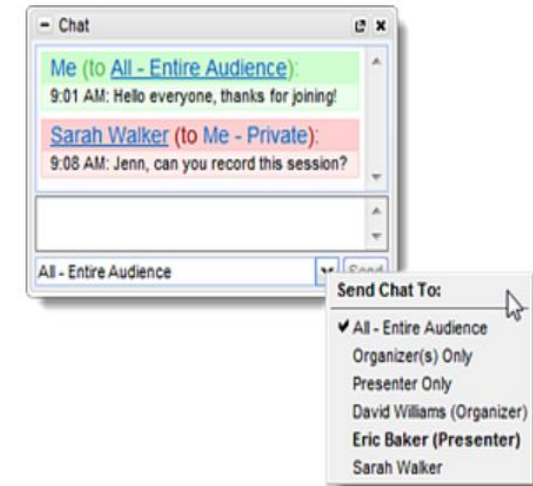
Rural economy and National economy intertwined; impact of rural economic activity on urban economy

Time for Your Questions and Comments!

If you have a question for our presenter, you can:

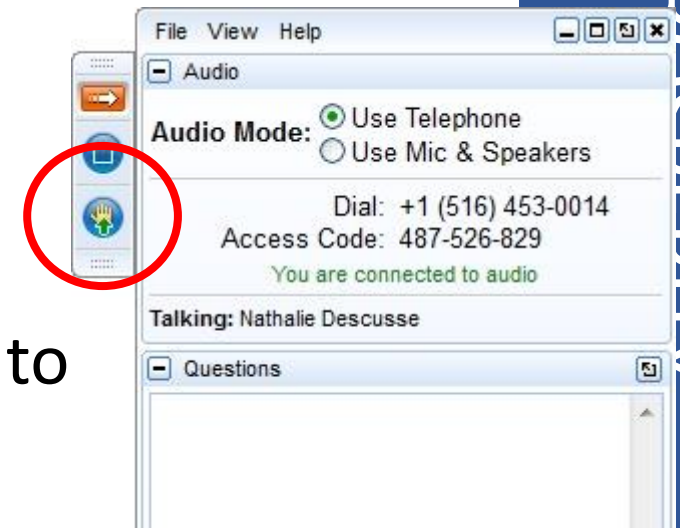
Enter it into the Chat box:

- Below the Chat window, use the drop-down menu to select the recipient of the message: All - Entire Audience OR Organizers only (Megan & Carrie)
- Type your message in the text field, then click Send.



Raise your “hand”:

- Click the hand icon on the left side of your GoToTraining menu
- When the organizer calls on you, you will be able to your question aloud.



SWOT Exercise Peer Coaching

- We will return to our Google Doc where you will see everyone's Opportunities, Strengths, Weaknesses, and Threats. In the second column are spaces for Actions—either to leverage Opportunities and Strengths, or to mitigate Weaknesses and Threats. What could an RDO, state, or local agency do?
- Put on your Peer Coach hats and suggest as many actions as you can, either from your own experience or today's discussion. If an action has already been filled in, you can add another one. **Use your creativity and be bold!**
- The completed chart will be shared after the peer exchange.

Video Interview

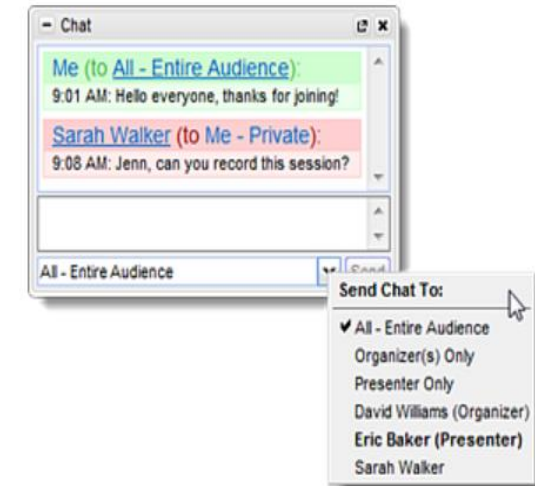
- Jessica Metta, Deputy Director, Mid-Columbia Economic Development District and Executive Director, Gorge Technology Alliance

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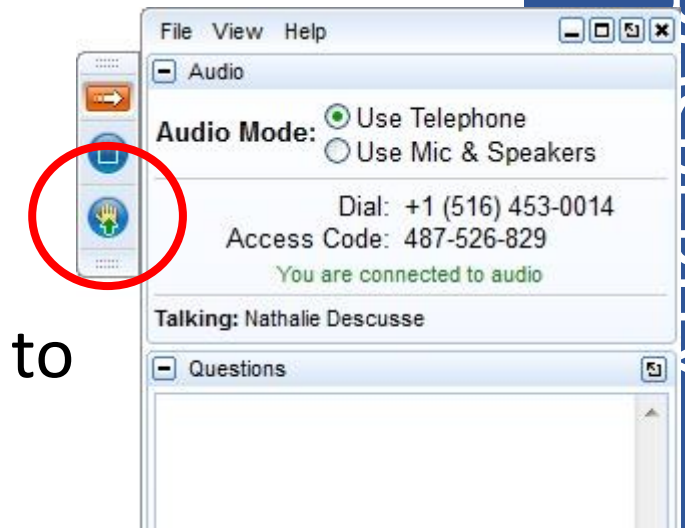
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Thank you!

- Materials will be posted to RuralTransportation.org and shared via email
- Participant list
- Evaluation
- Upcoming events: National Regional Transportation Conference and National CEDS Forum, June 17-20, Columbus, Ohio
- Questions or suggestions? Contact megan.e.mcconville@gmail.com or ckissel@nado.org