



Join the conversation  
#moving-rural-america

# Working NATIONAL ^SUMMIT ON TRANSPORTATION IN RURAL AMERICA

## MOVING RURAL AMERICA

Advancing **SAFE** Transportation  
Systems to Enhance Economic  
Development and Quality of Life



**3.1 MILLION MILES**  
Rural roads comprise 80%  
of national road miles  
(FHWA, 2001).

**DID YOU KNOW?**  
Over 18,000 people die on  
RURAL roads every year  
(NHTSA, 2014).

Hosted by:



National Center for  
Rural Road Safety

## ADVANCE the change

September 7-9, 2016 | Denver, CO

**LEARN MORE** [www.ruralsafetycenter.org/news-events/moving-rural-america-summit/](http://www.ruralsafetycenter.org/news-events/moving-rural-america-summit/)

# Why is rural transportation important to you even if you don't live in rural America? **GOOD QUESTION.**

Do you vacation in America's beautiful forests, beaches and parks? Recreate in your own community? Have access to food and goods in your city or town?



**80%**

of cities and communities are served exclusively by **trucks** for delivery of **agricultural** products (USDA, 2010).



**Transportation moves rural America.** Rural communities need safe, viable roads and multi-modal systems to move people from place to place, and to move goods and services to markets, often across long distances. Without reliable and well-maintained transportation networks through rural areas visitors cannot enjoy iconic travel and recreation opportunities, and businesses cannot ensure coast-to-coast delivery of goods.

A safe, efficient and advanced transportation system is a foundational building block – an essential bridge that enables tourism, technology development, agriculture, commerce and other key elements of prosperous rural communities and a vibrant national economy.

## What is at stake?

Over 18,000 people die on RURAL American roads every year (NHTSA, 2014). That is over half of all traffic fatalities! But it doesn't just affect rural communities - It affects EVERYONE.

## Everyone Suffers

- ✓ **FAMILIES**
- ✓ **COMMUNITIES**
- ✓ **EMPLOYERS**
- ✓ **ECONOMIES**

---

**DID YOU KNOW?** Rural fatalities account for 54% of ALL traffic fatalities, but less than 20% of America lives in rural areas (NHTSA, 2014). Let's find a SOLUTION and drive the future of rural America.



Join the conversation  
#moving-rural-america

# Working NATIONAL ^SUMMIT ON TRANSPORTATION IN RURAL AMERICA

## So why a working summit?

**First**, we want a solution. We know that if we make it a goal for the Summit to produce a white paper outlining solutions to the serious issues surrounding rural transportation - we have something to help us move forward; and **secondly**, this Summit will provide an opportunity for organizations and individuals with various concerns and interests to collaborate in a manner that will advance the deployment of a safe, efficient, seamless and financially sustainable rural transportation network.

## Where do we start?

**We already have by inviting people like you to join this working Summit . . .** people from diverse groups with different needs and perspectives and TOGETHER we form solutions! We can advance the change - now. By doing so, we will save lives, as well as millions of dollars and jobs (and futures) each year.

which leads us to YOU

## Why you?

**Because your experience and perspective is important.** This Summit aims to be all-inclusive with key leaders and grassroots stakeholders. We are bringing together the right people to advance the change in rural transportation.

So if you . . . **build/maintain** roads • set **policy** and provide **funding** at the county, state, or federal level • are part of a **tribal** government • have **economic interests** [including tourism, tribal governments, chambers of commerce, freight] • are in **public safety** [including EMS, fire and rescue, law enforcement, hospitals] • are a **general user** [including commuters, schools, motorcycles/ATVs, transit, bike/pedestrians, aging or older residents] - **We need you!**



## DID YOU KNOW?

Tourists spent 15 billion dollars in gateway communities surrounding National Parks in 2014 (NPS, 2015).



# ADVANCE the change

## What the Summit is going to look like

### Day 1 - Wednesday, 9/7

[Noon - 5:30 pm]

Registration  
Opening Session (Agency Perspective)  
Overview of Rural Challenges  
Evening Reception

### Day 2 - Thursday, 9/8

[7:30 am - 4:30 pm]

Breakfast/Speaker  
5 Concurrent **Silo** Sessions\*  
Lunch/Silo Discussion bullets  
5 Concurrent **Cross Group** Sessions\*\*

### Day 3 - Friday, 9/9

[7:30 am - Noon]

Breakfast  
Overview of Outcomes  
Next Steps  
Closing Keynote

**\*SILO Sessions** will be organized based on interests and/or expertise and attendees will self-select for topic areas. Discussion will be led by a facilitator with each Silo Group having a unique set of goals/objectives or questions to guide discussion. Participants should come prepared to provide input and be part of the solution.

#### 5 Concurrent Silo Sessions:

Commerce/Freight	First Responders
Design, Construction, Operations & Maintenance	Planning & Safety Culture Tourism

**\*\*CROSS GROUP Sessions** will include representative(s) from each of the morning's Silo Groups. Discussion will be focused on topics that cut across jurisdictions, user groups, etc. These groups will be led by facilitators and discussion will build upon the results of the silo sessions. This will be an outcome based session with participants finding common ground, identifying initiatives and creating a road map for future successes.

#### 5 Concurrent Cross Group Sessions:

Economic Development	Towards Zero Deaths
Livability	Transportation Work Force Development
Policy & Coordination	

## Let's come together

to move rural America by advancing SAFE transportation systems to enhance economic development and quality of life.

September 7-9, 2016  
Denver, CO

### DID YOU KNOW?

5 to 7 more Native American People are dying in traffic related crashes than everyone else (WTSC).



**MOVING RURAL AMERICA**

**Thank you to the following organizations who have partnered with the National Center for Rural Road Safety in the planning of this event:**

Federal Highway Administration  
National Association of Counties  
National Association of County Engineers  
National Association of Development Organizations  
National Highway Traffic Safety Administration

Transportation Safety Advancement Group, ITS America  
Western Transportation Institute, Montana State University

**ADVANCE** the change



Sign-up for Summit updates: [admin@meetingsnorthwest.com](mailto:admin@meetingsnorthwest.com)