Economic Development

Facilitated by: Michael Parks, Brazos Valley Council of Governments
Economic Development

• Context-sensitive, asset-based, placemaking
• Don’t hurt your own
• Youth: transportation is just part of the package
• Aesthetics, first impressions, housing, schools
• Stable, unified political environment; supportive policies
• Data, measure types of capital you have, wealth indicators
• Technique: modified Delphi process
• Rural ripples beyond rural: wider connections and impacts
• Vegetation control, wayfinding, signage
Livability

Facilitated by: Linda DuPriest, LDP Strategies and David Kack, Western Transportation Institute
Livability - Next Steps

• Don’t look through an urban lens when telling a rural story (data, measurements, comparisons)
• Reevaluate rural vs urban funding formulas
• Create a balance between safety, livability, and community when a state highway becomes a main street
• Integrate livability factors into statewide safety plans – leverage safety/livability
• Create resource clearinghouse
Livability - Next Steps

• Replicate rural planning districts (e.g., OH, NC) supported by state and funded by Feds

• Conduct quarterly regional conferences/meeting for peer networking/info exchange/collaborations

• Conduct ongoing public outreach, public relations, information to community (innovative)

• Encourage local communities to support local champions through training, education, and resources
Policy & Coordination

Facilitated by: Doug Shinkle, Amanda Essex and Anne Teigen, National Conference of State Legislatures
Recommendations, Next Steps

• Funding
  – Advocate for an increase in the fuel tax at state, federal levels that can be used for safety program enhancements.
  – More flexibility at the local level to raise transportation revenue and prioritize traffic safety program enhancements (state legislatures).

• Encourage local safety plans to include a wide-range of disciplines and align the plan with state’s strategic highway safety plan
• **Regulatory changes**
  – Consolidate overlapping regulatory administrative processes and requirements.
  – Allow property acquisition to occur prior to NEPA approval.
  – Seek expansion of exemptions regarding historic roads/bridges, whether it be including more roads or increasing the number of years before designation.

• **State Legislation**
  – Seek legislation allowing automated enforcement, including speed cameras and red light cameras, with specific safety outcomes to encourage public buy-in.
  – Seek legislation increasing enforcement penalties, driver licensing requirements.
  – Incentivize increased public outreach and education regarding the dangers of distracted driving.
• Improving depth and accuracy of data collection, as well as availability of that data – provide training and education regarding the importance of this data, particularly when it comes to getting funding

• Encourage FHWA to convene and help fund conversations, information sharing, and in-person meetings involving a diverse, multi-disciplinary gathering of stakeholders (including representatives from public health, law enforcement, EMS, governor’s highway offices, state highway safety offices, elected officials/staffers at all levels, educators, school transportation officials, land use planning, NHTSA, agricultural, tourism, freight, etc.)
Towards Zero Deaths

Facilitated by: Marie Walsh, Louisiana LTAP and Robert Hull, Cambridge Systematics
Toward Zero Deaths Action Items

- Formal Adoption of TZD
- Explicitly Incorporate TZD into Short and Long range plans (transportation, other plans)
- Actively engage safety stakeholders
  - DOTs
  - Law Enforcement
- Join TZD movement
  - Become a participant
  - Download and USE the National Strategy
Transportation Work Force Development

Facilitated by: Steve Albert, Western Transportation Institute
Challenges of Workforce Development Affecting Rural Road Safety

• Rural roadway safety is not included in school/academic for a majority of the workforce
• Supply of operators/truck drivers and staff is dwindling
• We are asking more of our volunteers (i.e. certifications, training)
• Generational changes and differences that effect career paths (dual income families, single parents, etc)
• Lack of licensed engineers with practical experience in academia
Key Factors for Success in Workforce Development affecting Rural Road Safety

• Require hands on training
• Partnerships
• Internships in high school and college
• “Trade” school model in high school (vocational opportunities)
• Training and certifications required
• Qualified/certified/licensed teachers with experience in the field/trade
Opportunities for Collaboration

• Multi-jurisdictional cooperation and training for services - Sharing resources (Noteworthy practices from Umitilla County, OR)