



National  
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Rural  
Road  
Safety

Est. Dec. 2014



## **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



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## 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



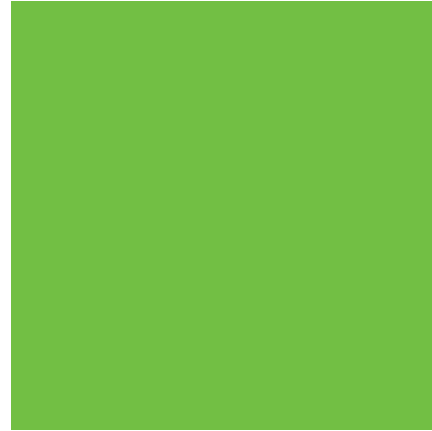
# Livability - Next Steps

- 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



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## **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.)



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## **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



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## **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)