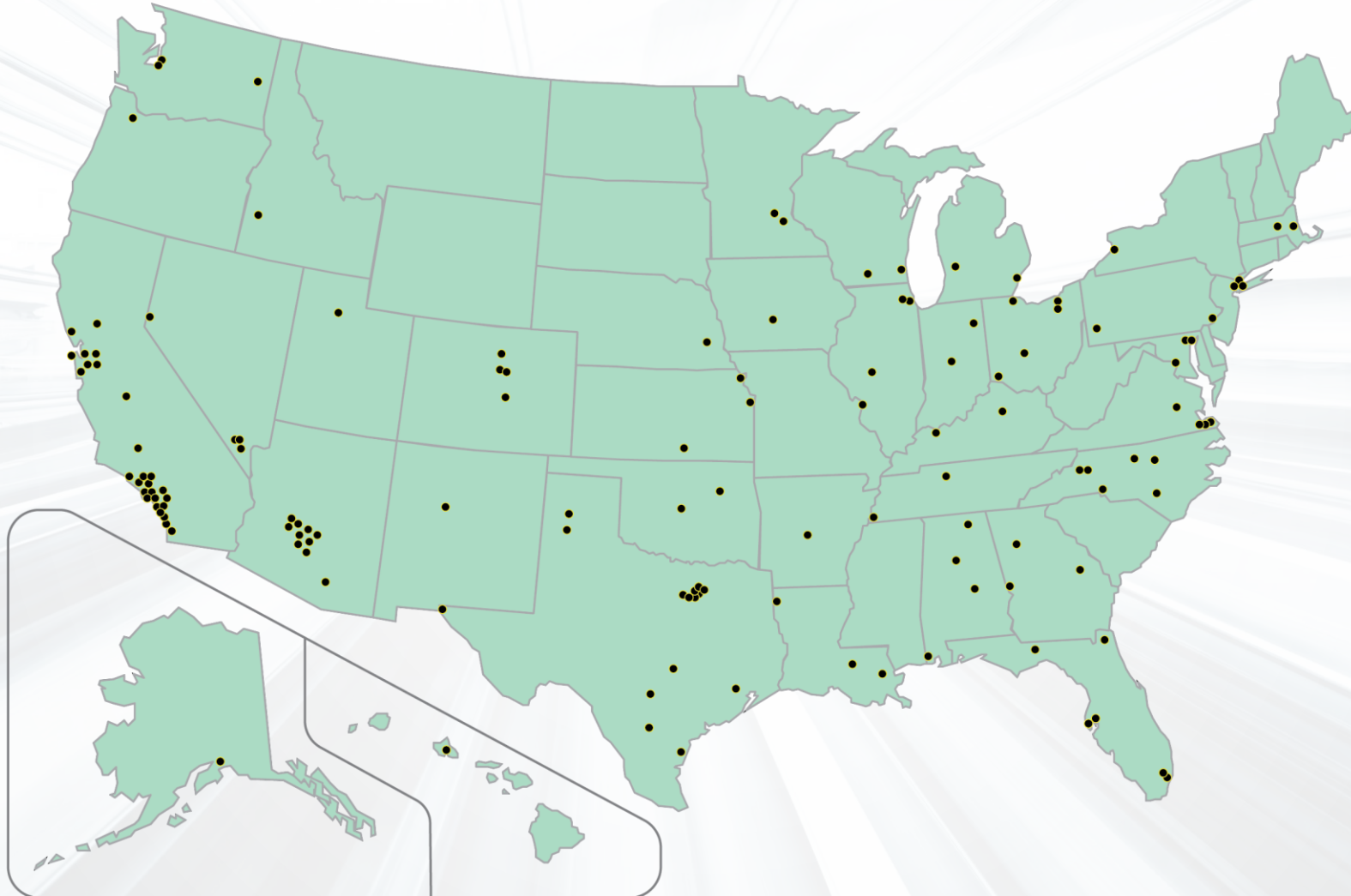
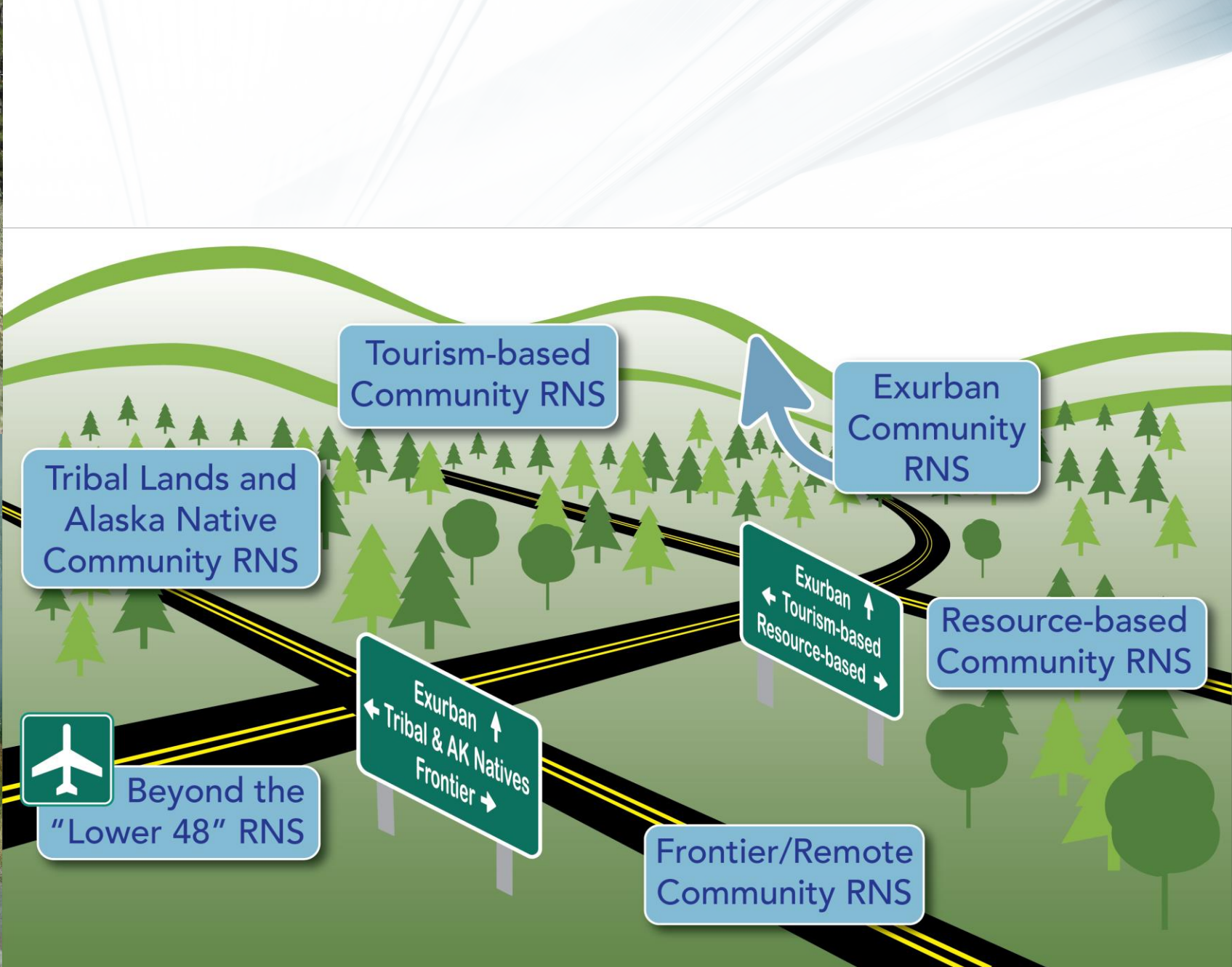


# Rural Matters





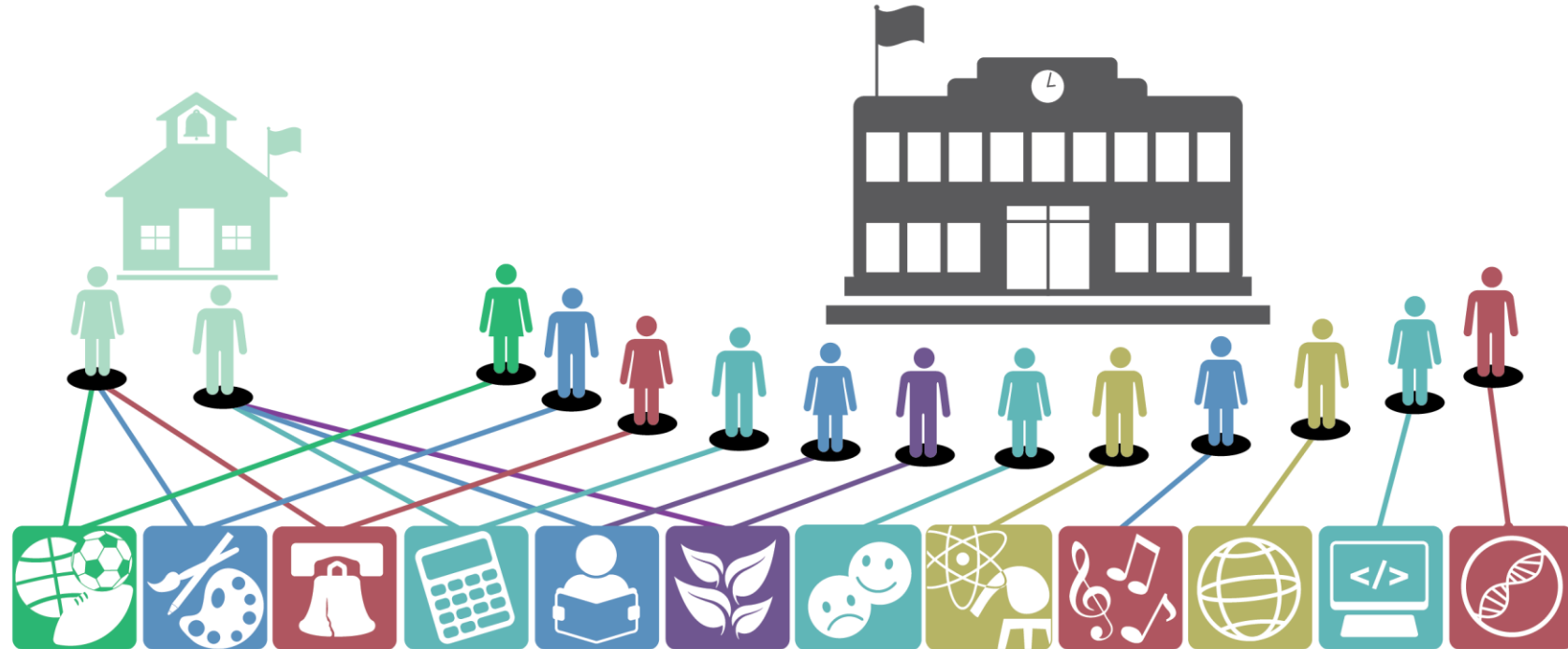
# Rural Workforce

*“Peer exchange is so important. We would be hard-pressed to survive without interaction with our peers (and crying on each other’s shoulders from time to time). Informally, we have each other on speed dial and email and conversations as needed.”*

- Rural transit agency manager

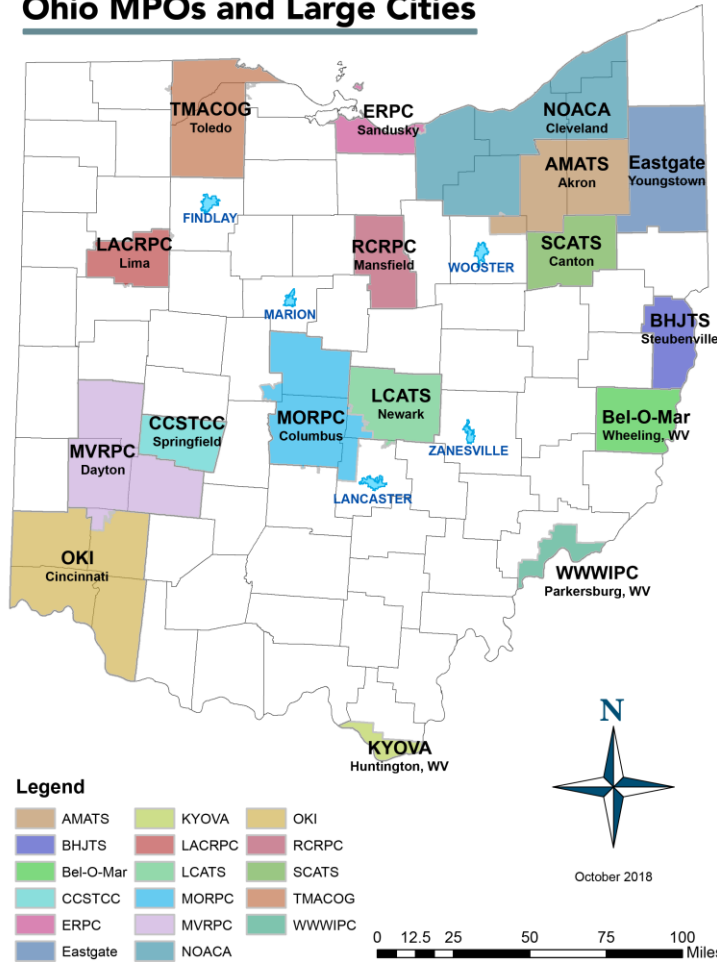
Rural Environment

Urban Environment

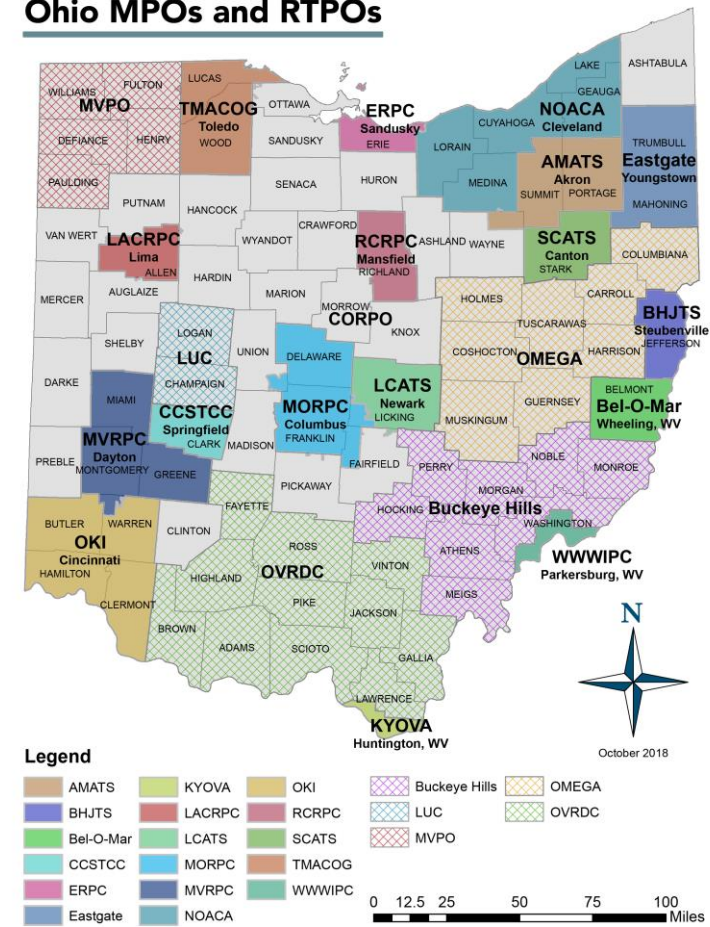




### Ohio MPOs and Large Cities



### Ohio MPOs and RTPOs



Participatory  
Decision Making

Professional Capacity  
Building

Better Integration  
of Rural into  
Transportation Planning

# COATS

- Professional networking forum
- Data standards
- Interoperability challenges

Multiple Jurisdictions

Resource-Strapped

- Leveraged funding
- Proof of Concept
- ROI

New Technologies

Large geographic areas

- Training needs identification
- Professional capacity building

- Design for scaling up
- Bring in future partners early

# Roadmap for Rural Corridor Deployments

## Project Implementation Guidance

- Integrate research and proof of concept into rural deployments
- Design projects to be scalable
- Provide forum for peer networking
- Provide professional capacity building opportunities
- Integrate workforce development into all project tasks
- Provide long-term commitment to regional efforts



*Western States Rural Transportation Consortium: OSS*



DECEMBER 2016

# Small Town *and* Rural Multimodal Networks



U.S. Department of Transportation  
Federal Highway Administration



# University Partnership Playbook



**Leverage public resources for the public good**



*“Creating a project where two entities can work together and both benefit is a complete WIN-WIN for everyone... You have most certainly created future transit advocates! Isn’t that one of the best types of sustainability for public transit?”*

- Julia Castillo, Heart of Iowa Regional Transit Agency





# Questions?

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## Empowering the New Mobility Workforce

Educating, Training, and Inspiring Future Transportation Professionals



Edited by Tyler Reeb, Ph.D.