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## **Fall 2017 Transportation Summit “Living in the Middle of Everywhere”**

1. **Date:** Wednesday October 18<sup>th</sup>, 2017
2. **Time:** 9 am – 2:30 pm (including beverages, morning snacks and a lunch).
3. **Location:** Northeast Iowa Community College (NICC) - Wilder Business Center
4. **Target audiences for conference:**
  - Chambers of commerce/Economic development/Tourism
  - Non-profits/Service providers
  - Daycares/Schools/Education
  - Public transportation
  - Employers/Workforce development
  - Non-motorized transportation
5. **Conference themes:**

**“Living in the Middle of Everywhere”**

  - Recognition & discussion of regional transportation needs & coordination
  - Improvements to transportation to support a higher quality of life for region’s residents
  - Improvements to transportation to make region’s economy more productive
6. **Introductory speaker:**
  - **Wendy Mihm-Herold, Ph.D., Vice President of Business and Community Solutions, NICC.**
7. **Conference keynote speakers:**
  - **Jeremy Miller, Transit Programs Administrators / Statewide Mobility Coordinator, Iowa Department of Transportation Office of Public Transit.**

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- **Ben Winchester, Rural Sociologist / Research Fellow at the University of Minnesota Extension's Center for Community Vitality.**

8. Conference best practice speakers:

- Non-Motorized Transportation:

- **Jessica Wegner, Community Health Nurse-Fayette County Gundersen Palmer Hospital & Clinics.** West Union community walk initiatives and city incentives for walkability improvements.
- **Chad Bird, Decorah City Administrator.** Decorah biking initiatives, such as bike route maps (Sharrow Map), engaging students to design bike racks for downtown business, safety & signage improvements, and complete street practices.
- **Mallory Marlatt, Project Coordinator, Scenic Byways & Turkey River Recreational Corridor, Northeast Iowa RC&D.** Work on connecting communities, and creating recreation and tourism opportunities with the regional Turkey River Recreational Corridor.

- Education and Transportation:

- **April Bril, Safe Routes to School Associate, Upper Explorerland Regional Planning Commission.** Successfully creating alternative school transportation choices by initiating Safe Routes to School routes in communities around the region.

- Public Transportation:

- **Sam Castro, Mobility Manager, EARL Regional Transit.** Discuss regional transit services for different groups, school and non-profit partnerships, and transit community outreach projects.

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- **Workforce / Economic Development and Transportation:**

- **Ryan Murphy, Iowa Workforce Development, Labor Market Information.** Provide insight on laborshed and census commuting findings for the region.
- **Axel Gumbel, Public Affairs/Communications Specialist, Mayo Clinic, and Craig Jacobson, President LeRoy Economic Development Authority (EDA).** Discuss the creation of the LeRoy City Lines bus service by the LeRoy Economic Development Authority in LeRoy, MN. The new city bus line creates work and shopping connections to the Rochester area, and has partnered with Mayo Clinic to create employee incentives for transit usership.
- **Peter Fletcher, Regional Planner, Mississippi River Regional Planning Commission.** Discuss the creation and expansion of the Scenic Mississippi Regional Transit (S.M.R.T.) commuter bus route in western Wisconsin.

- **Alternative Transportation / Future of Transportation:**

- **Andy Johnson, Director Winneshiek Energy District.** Describe several transportation-related energy district projects, including work on the development of “Ridecircles,” a local rideshare program to provide car sharing options in Winneshiek County, and an initiative to promote and build the framework for the use of electric cars in the region.

9. **Conference schedule:**

9:00 – 9:30 am – Registration. Informal networking and exhibitor tables. Photo opportunities. Beverages and light snacks provided.

9:30 – 9:35 am – Introductions by conference organizers / partners. Purpose of summit and review of summit agenda.

9:35 – 9:45 am – Speaker: Wendy Mihm-Herold, Ph.D., Vice President of Business and Community Solutions, NICC. Welcome to NICC and brief overview of transportation considerations for the region.



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9:45 – 10:45 am – Keynote Speaker: Ben Winchester, Rural Sociologist, Research Fellow at the University of Minnesota Extension's Center for Community Vitality.

10:45 – 11:00 am – Coffee / Restroom Break

11:00 – 11:45 – Keynote Speaker: Jeremy Johnson-Miller, Transit Programs Administrator, Statewide Mobility Coordinator, Iowa Department of Transportation Office of Public Transit.

11:45 – 12:15 – Lunch (catered by NICC)

12:15 – 1:30 - “Transportation Detours” – Brief 5 - 10 minute best practice presentations by stakeholders from different fields, providing information on existing transportation initiatives positively impacting workforce, economic development and quality of life for residents in the region.

1:30 – 2:15 pm – “Recalculating Sessions” – Three, 15-minute brainstorming sessions. Attendees will break into small groups based on conference topics, and will engage with best practice speakers in discussing how to build on, scale or replicate transportation initiatives in the region.

2:15 – 2:30 pm – Conference goodbyes and exhibitor tables.