

# Rural Transportation and Economic Wellbeing

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National Association of Development  
Organizations and NADO Research Foundation



# About NADO

- National association for 540 regional development organizations, including emerging network of Rural Transportation Planning Organizations (RTPOs or RPOs)
- Promote public policies that strengthen local governments, communities and economies through the regional strategies, coordination efforts and program expertise of the nation's regional development organizations

# About NADO

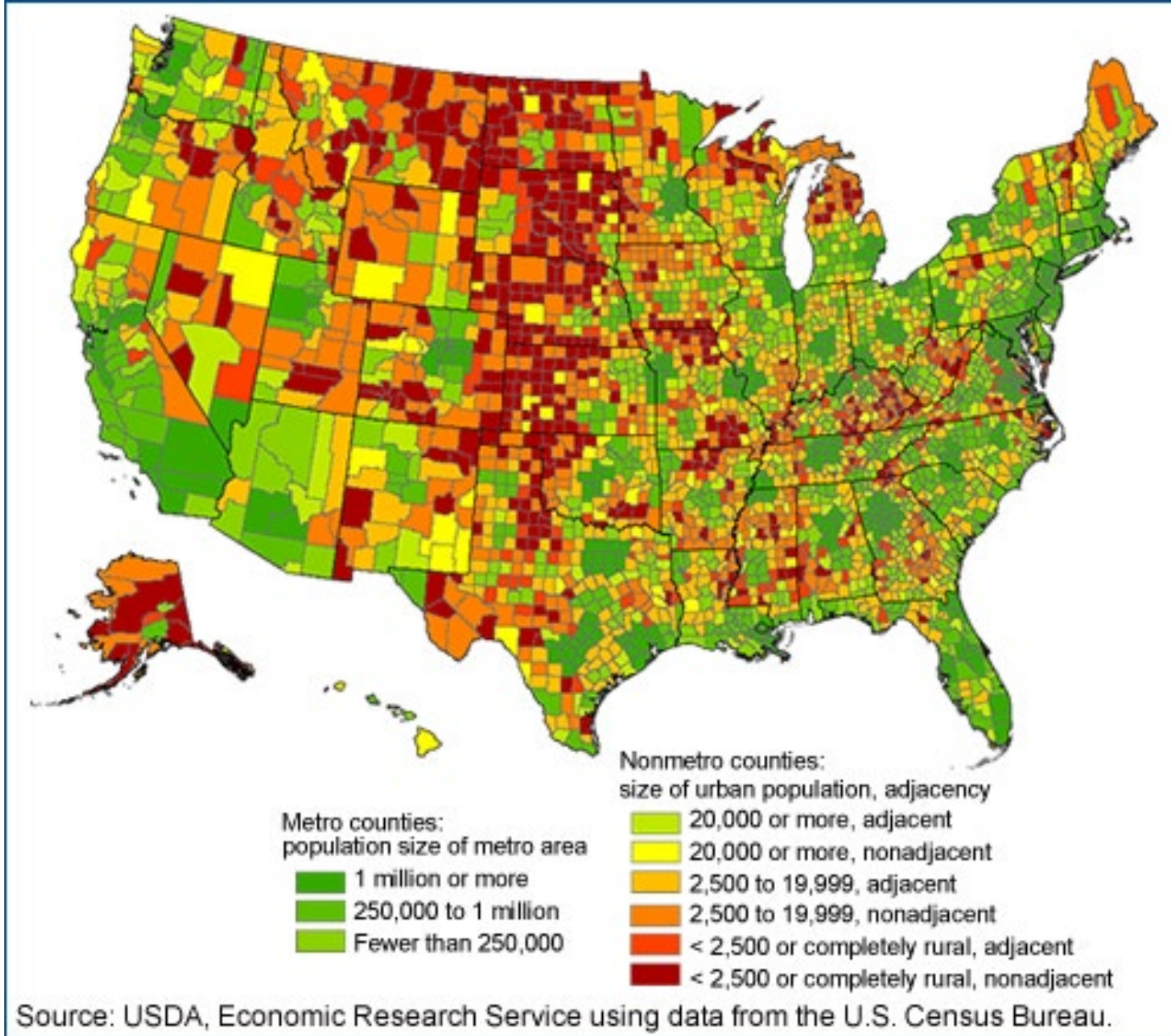
- Through the NADO Research Foundation, develop training and resources related to:
  - Rural/small metro transportation planning, RPO America
  - Small business finance
  - Economic development planning
  - Regional resiliency
  - Developing quality of place

# What is Rural?



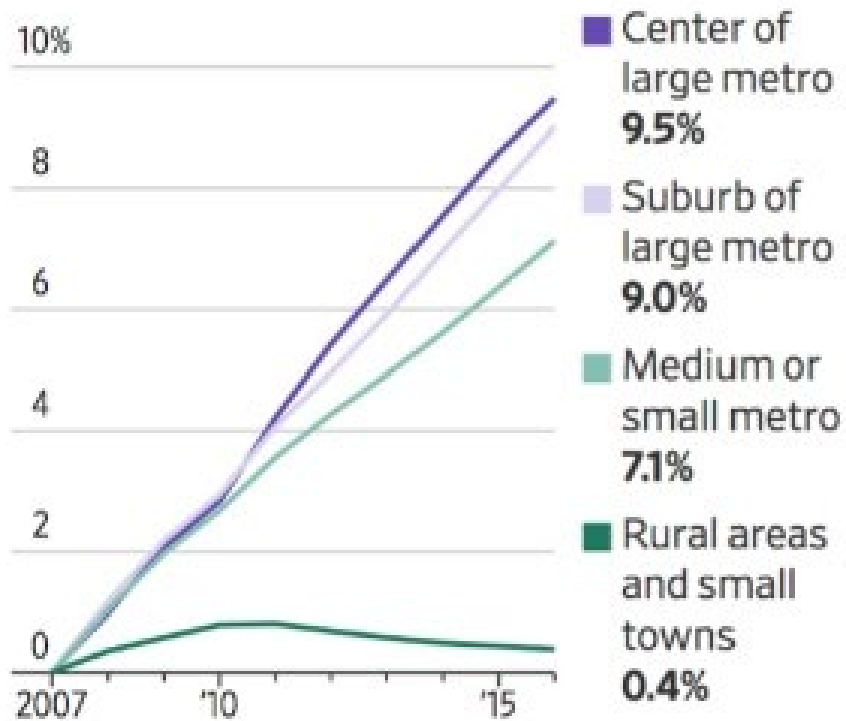


## 2013 Rural-Urban Continuum Codes



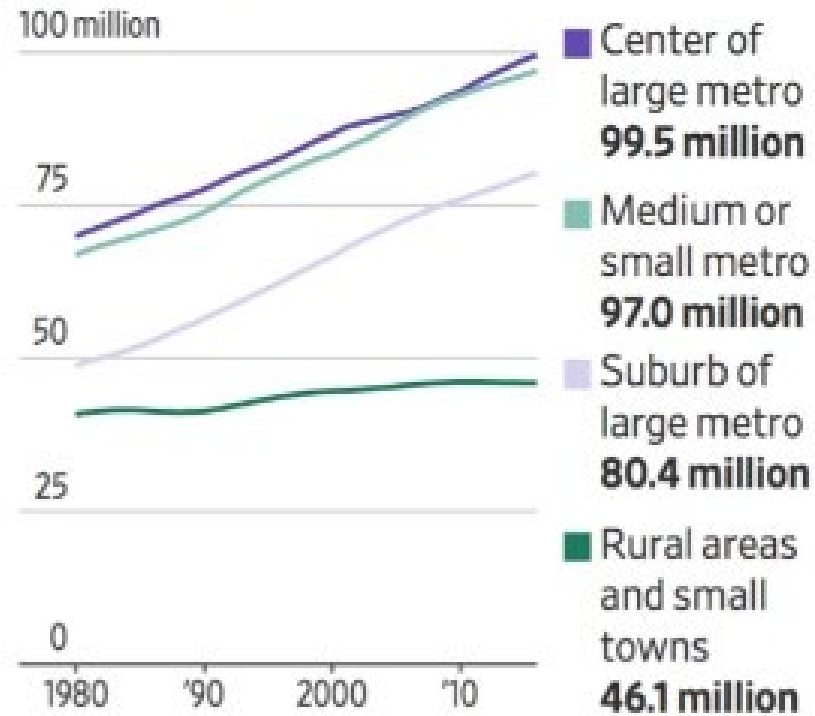
# Changing distribution of America society

Change in population since 2007



Source: Census Bureau

Total U.S. population

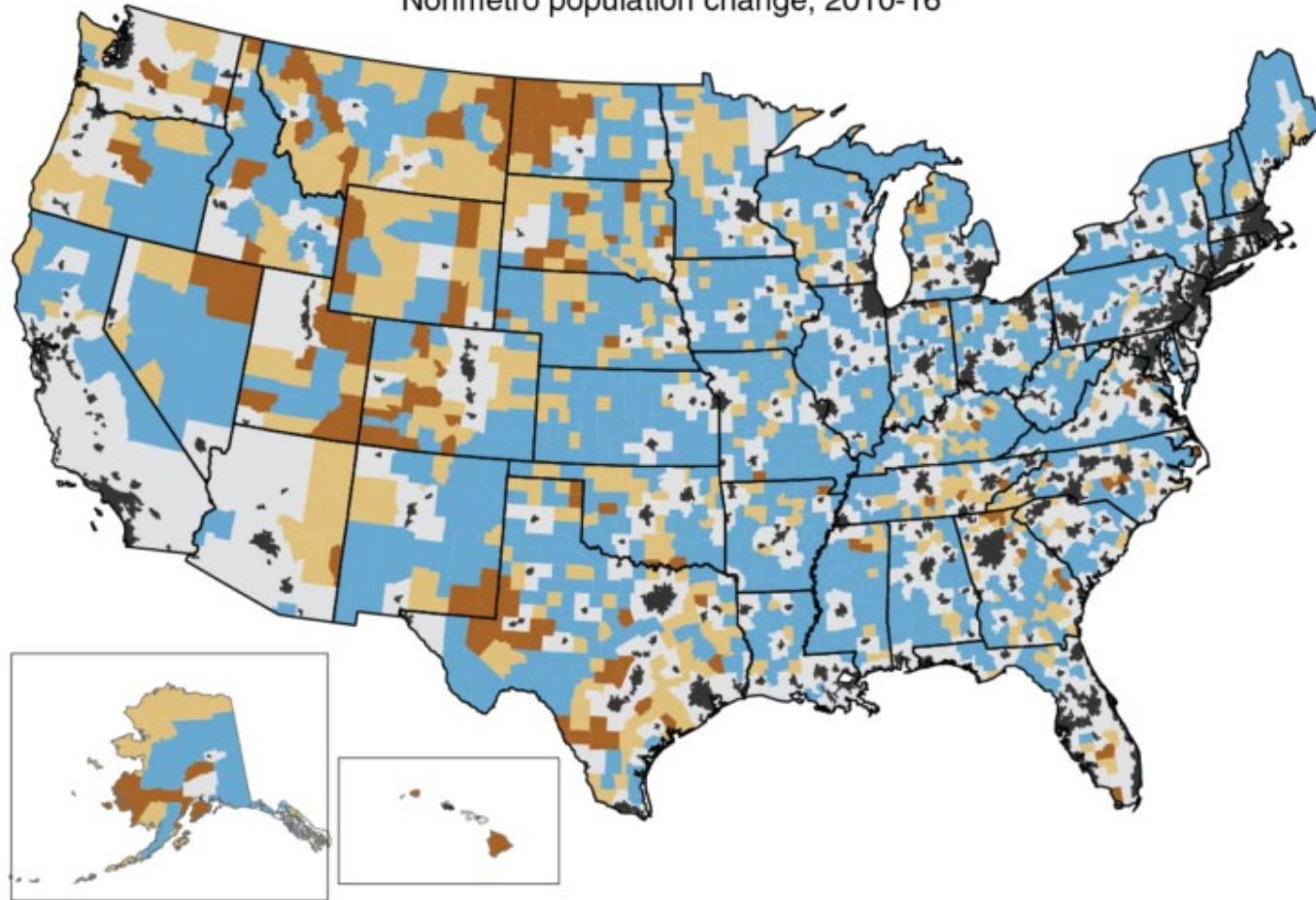


Source: Census Bureau

Slide source: David Beurle, Future IQ

## Population loss now widespread in the Eastern United States

Nonmetro population change, 2010-16



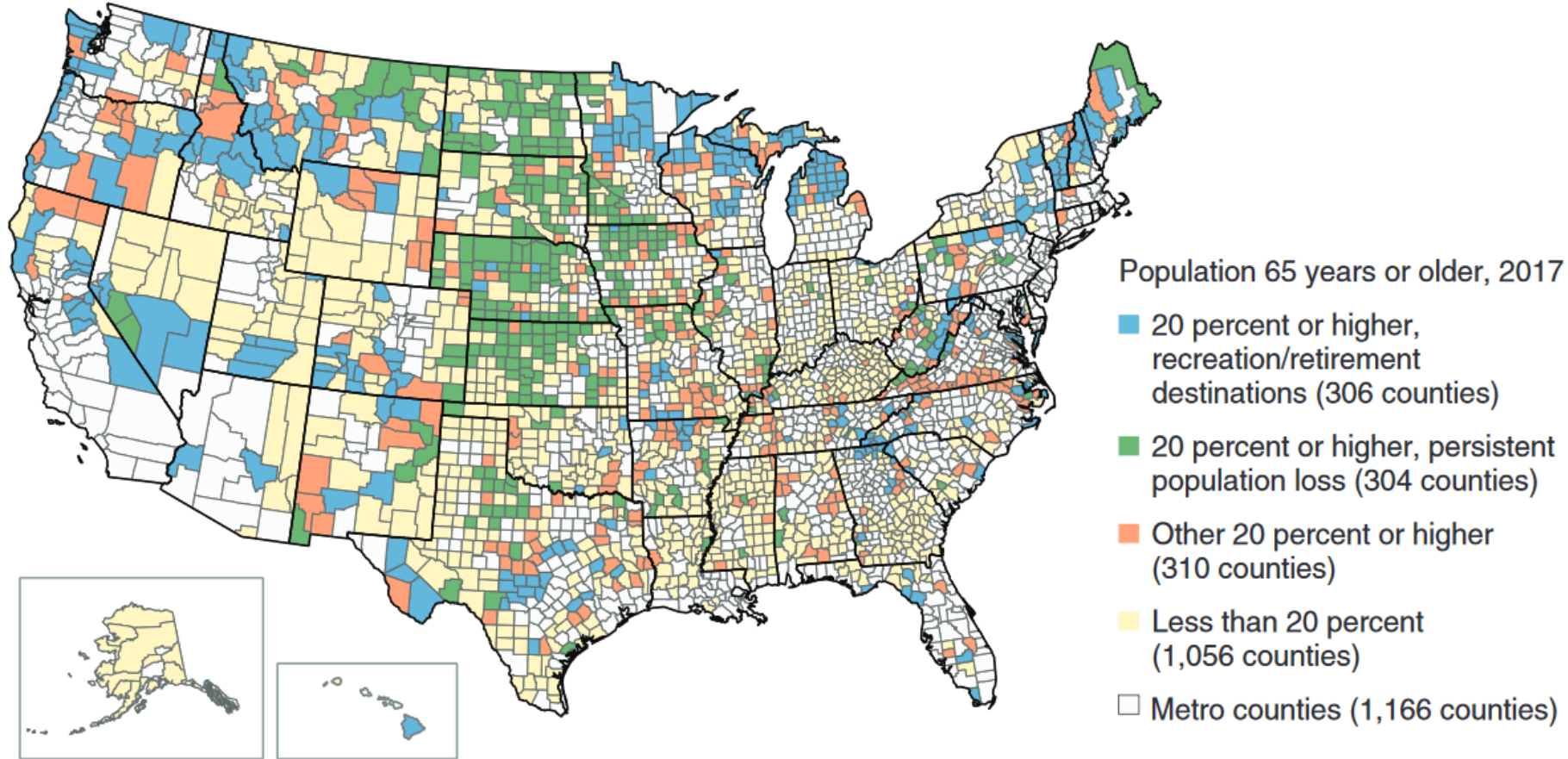
- Population loss (1,351 counties)
- Population growth below 5 percent (487 counties)
- Population growth, 5 percent or higher (138 counties)
- Metro areas (1,166 counties)
- Urbanized areas

Source: USDA, Economic Research Service using data from the U.S. Census Bureau.



# Aging Rural Places

Most older-age counties are in scenic or chronic population-loss areas

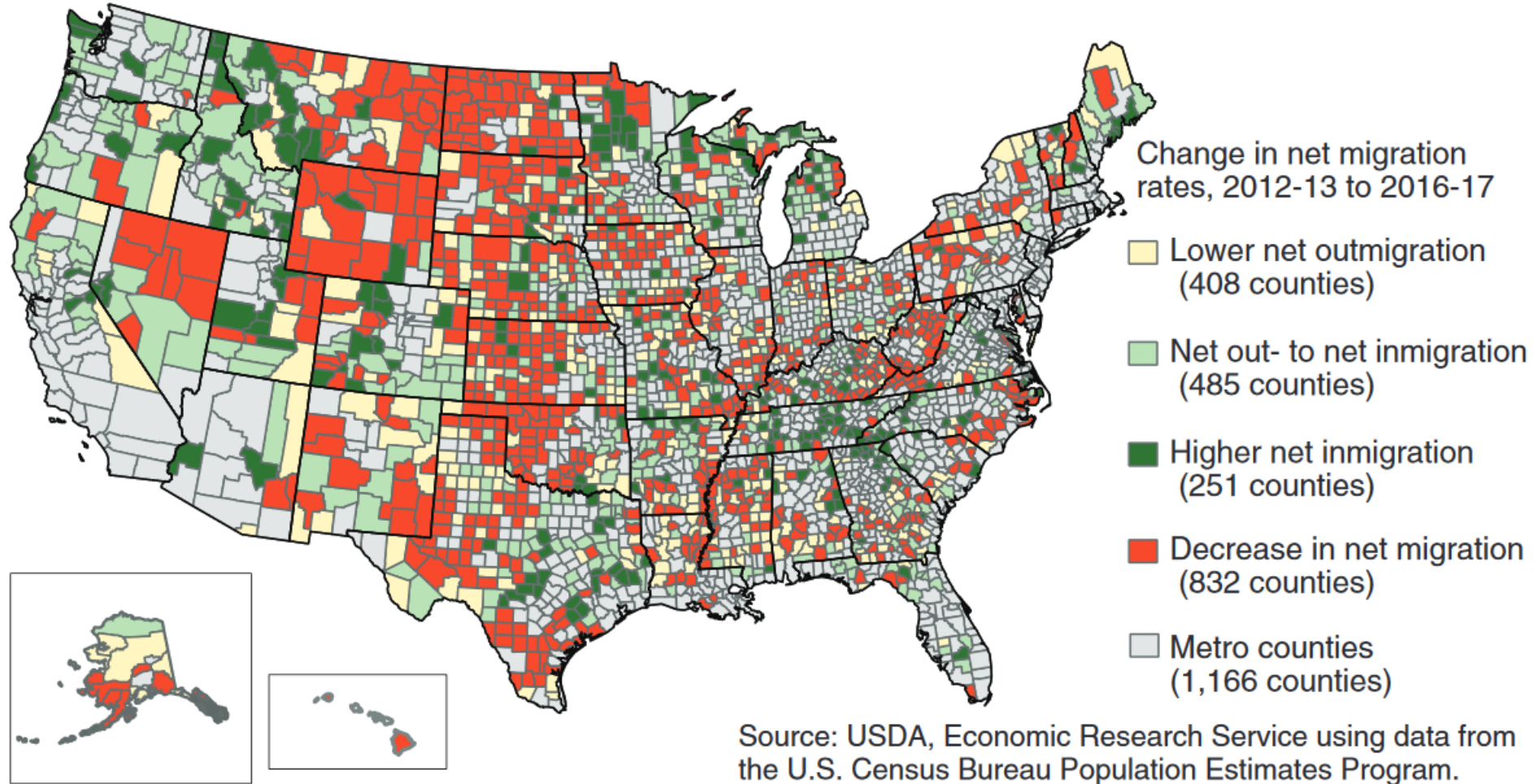


Source: USDA, Economic Research Service using data from the U.S. Census Bureau Population Estimates Program.



# Rural Migration

Improved net migration rates are most common in recreation/retirement destinations

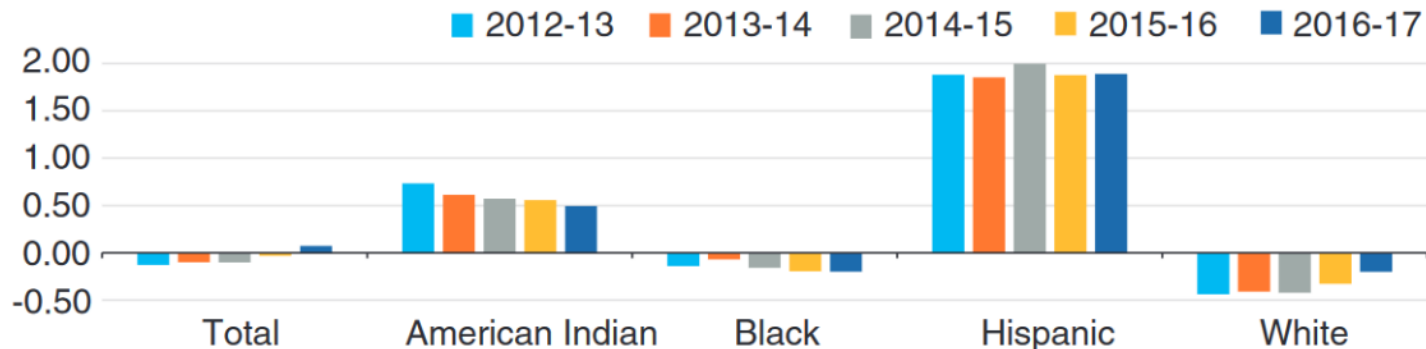


# Increasing Rural Diversity

- Rural minorities are 22% of the population in 2017 (compared to 42% in urban areas), but diversity is increasing. USDA ERS: Rural America At-a-Glance 2018

Improving nonmetro population trends since 2013 are mostly due to lower population loss among non-Hispanic Whites and stable growth among Hispanics

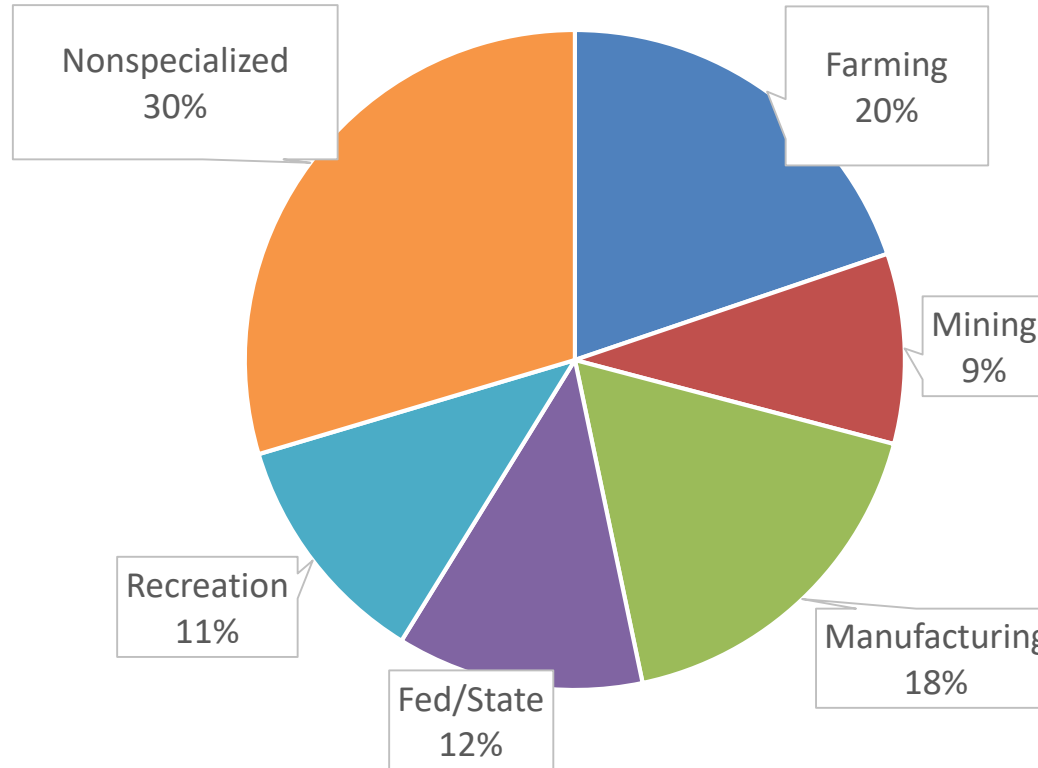
Percent change in nonmetro population



Note: Statistics for Whites, Blacks, and American Indians include only non-Hispanic residents. Residents included in the Hispanic category may be of any race. Groups with relatively few nonmetro residents (Asians, Pacific Islanders, and those reporting multiple races) are not included here.

Source: USDA, Economic Research Service using data from U.S. Census Bureau, Population

# Rural County Economy Types



1976 nonmetro counties (of 3143 total U.S. counties). Each county has one economy type.

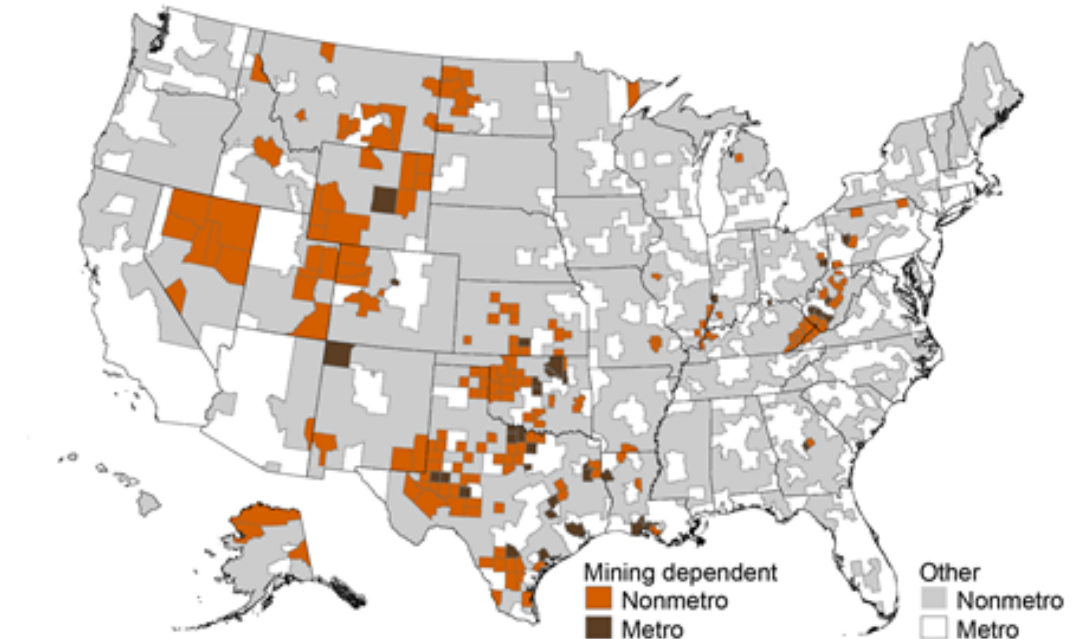
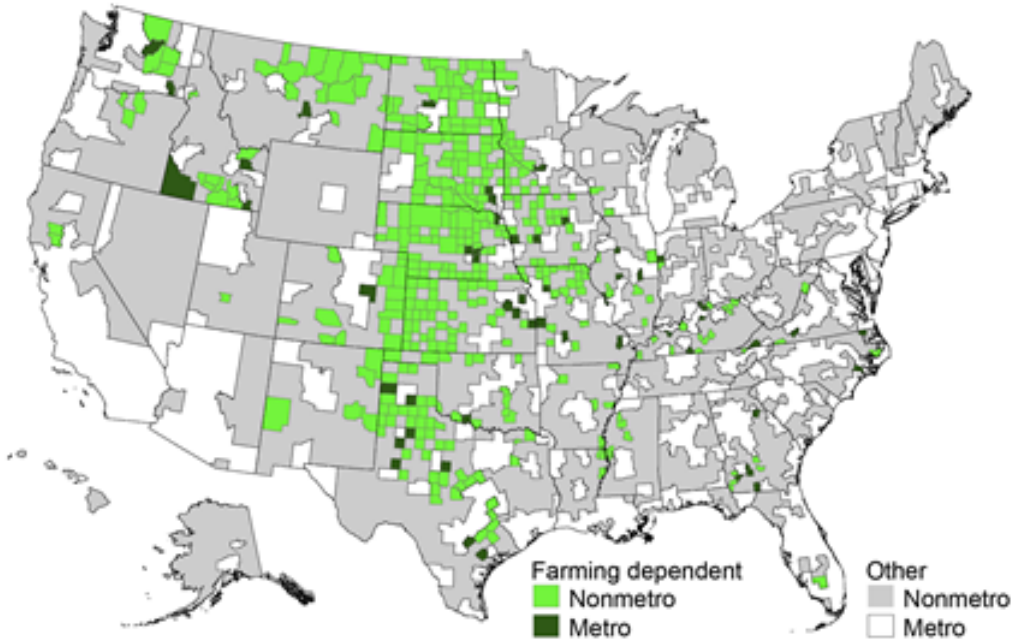
Source: USDA ERS County Typology 2015

# Farming Dependent

# Mining Dependent

Farming-dependent counties, 2015 edition

Mining-dependent counties, 2015 edition



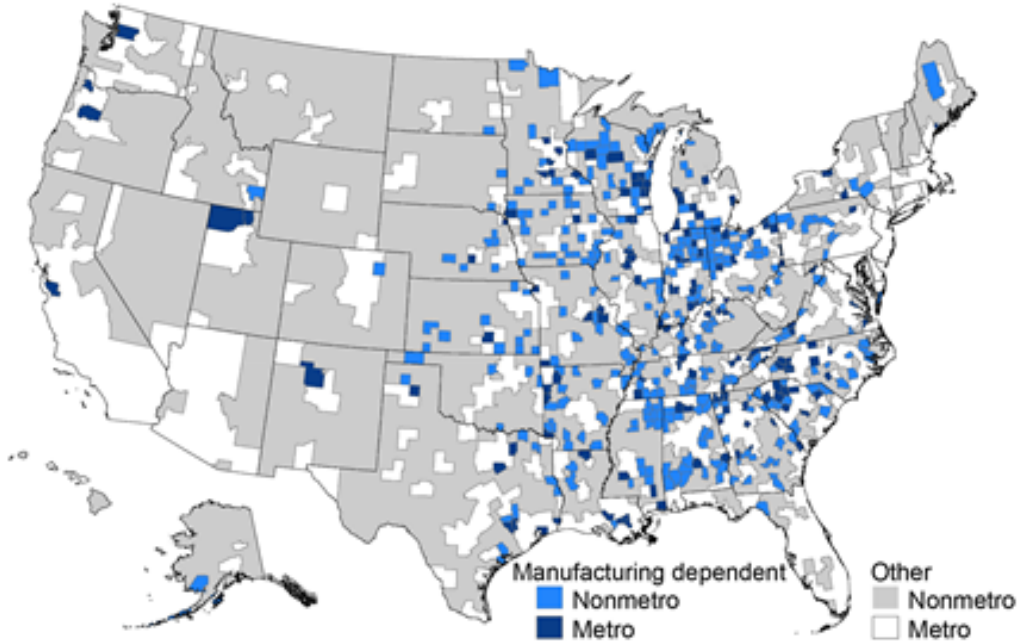
Farming-dependent counties are those where 25 percent or more of the county's average annual labor and proprietors' earnings were derived from farming, or 16 percent or more of jobs were in farming, as measured by 2010-12 Bureau of Economic Analysis, Local Area Personal Income and Employment data. Note that county boundaries are drawn for the farming-dependent counties only. Source: USDA, Economic Research Service using data from Bureau of Economic Analysis.

Mining-dependent counties are those where 13 percent or more of the county's average annual labor and proprietors' earnings were derived from mining, or 8 percent or more of jobs were in mining, as measured by 2010-12 Bureau of Economic Analysis, Local Area Personal Income and Employment data. Note that county boundaries are drawn for the mining-dependent counties only. Map revised May 2017; see errata for details. Source: USDA, Economic Research Service using data from Bureau of Economic Analysis.



# Manufacturing Dependent

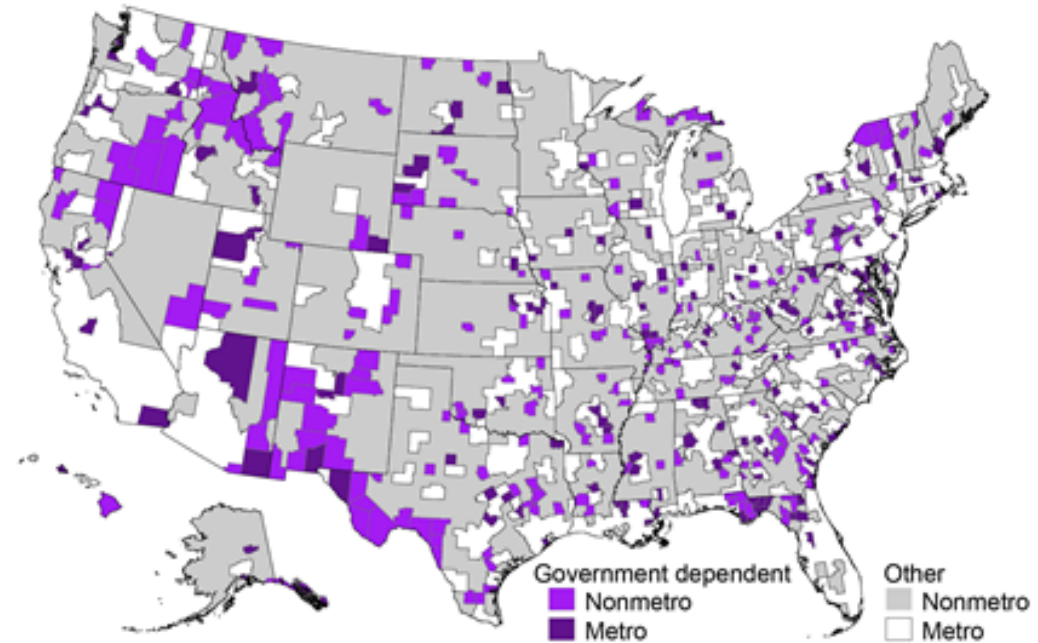
Manufacturing-dependent counties, 2015 edition



Manufacturing-dependent counties are those where 23 percent or more of the county's average annual labor and proprietors' earnings were derived from manufacturing, or 16 percent or more of jobs were in manufacturing, as measured by 2010-12 Bureau of Economic Analysis, Local Area Personal Income and Employment data. Note that county boundaries are drawn for the manufacturing-dependent counties only. Map revised May 2017; see errata for details. Source: USDA, Economic Research Service using data from Bureau of Economic Analysis.

# Fed/State Gov't Dependent

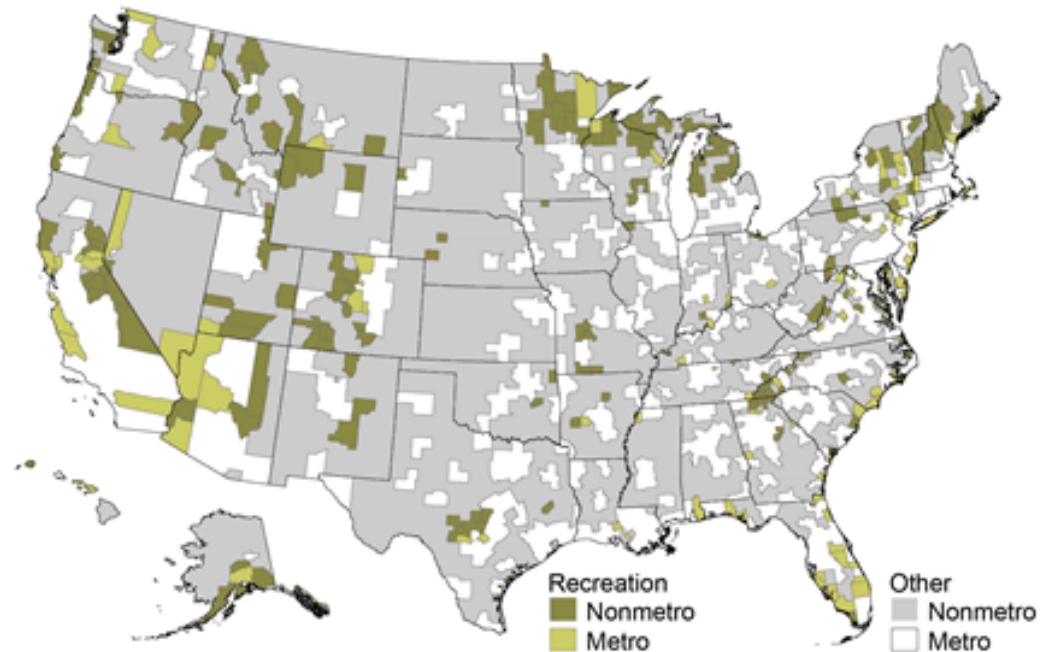
Federal/State government-dependent counties, 2015 edition



Government-dependent counties are those where 14 percent or more of the county's average annual labor and proprietors' earnings were derived from Federal/State government, or 9 percent or more jobs were in Federal/State government as measured by 2010-12 Bureau of Economic Analysis, Local Area Personal Income and Employment data. Note that county boundaries are drawn for the government-dependent counties only. Map revised May 2017; see errata for details. Source: USDA, Economic Research Service using data from Bureau of Economic Analysis.

# Recreation Dependent

Recreation counties, 2015 edition

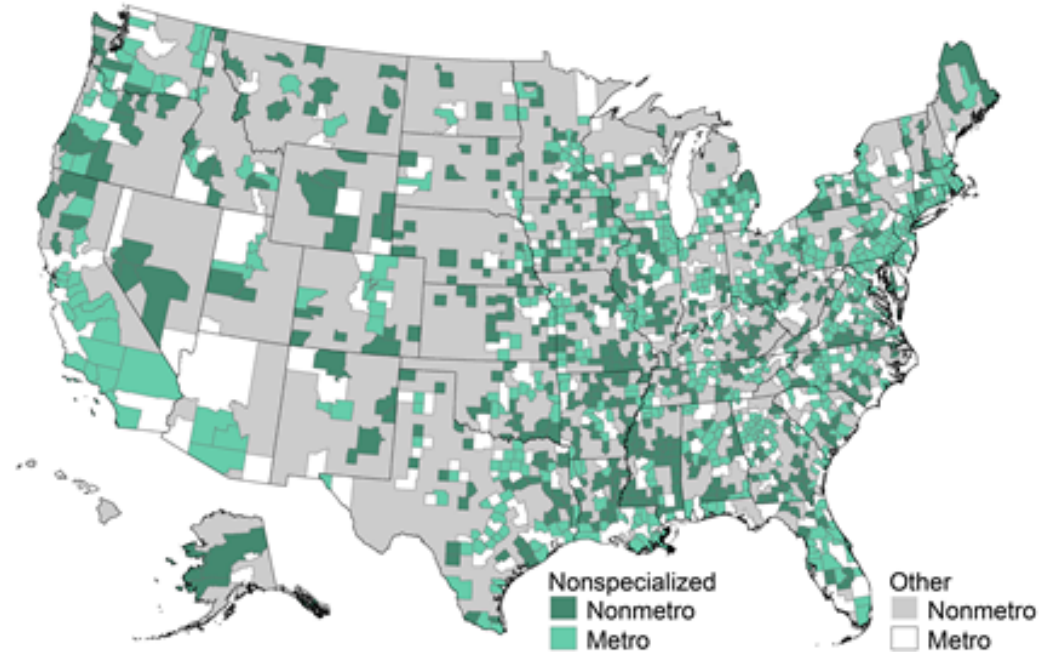


Recreation counties determined by a weighted index of three measures: 1) jobs; 2) earnings in the following: entertainment, recreation, accommodations, eating/drinking places, and real estate; and 3) the share of vacant housing units intended for seasonal/occasional use. Recreation counties are those with a score more than one deviation above the mean. Note that county boundaries are drawn for the recreation counties only. Map revised May 2017; see errata for details.

Source: USDA, Economic Research Service using data from Bureau of Economic Analysis and U.S. Census Bureau.

# Nonspecialized

Nonspecialized counties, 2015 edition

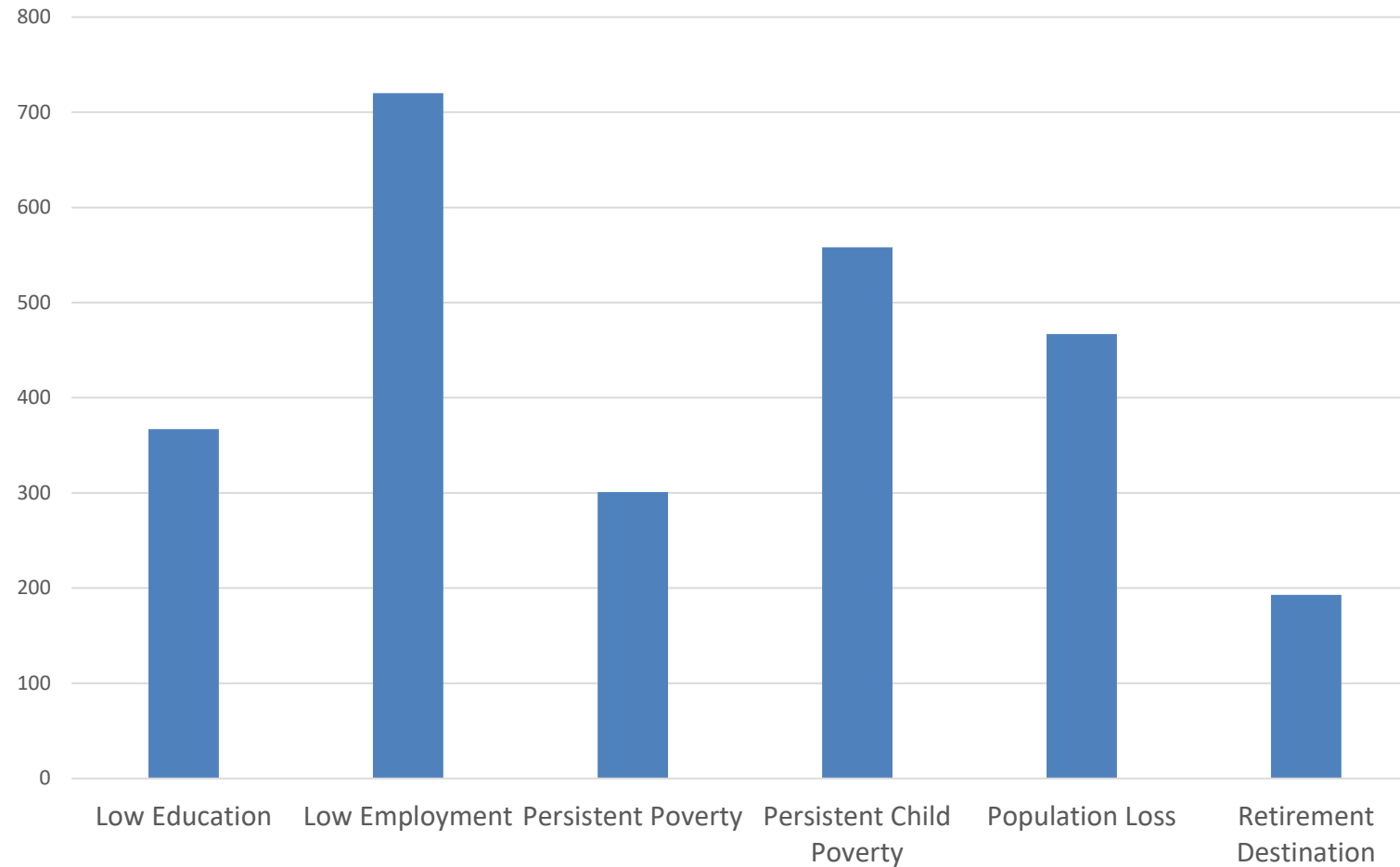


Nonspecialized counties are those that did not meet the economic dependence threshold for any other type, as measured by 2010-12 Bureau of Economic Analysis, Local Area Personal Income and Employment data.

Note that county boundaries are drawn for the nonspecialized counties only.

Source: USDA, Economic Research Service using data from Bureau of Economic Analysis.

# County Policy Types

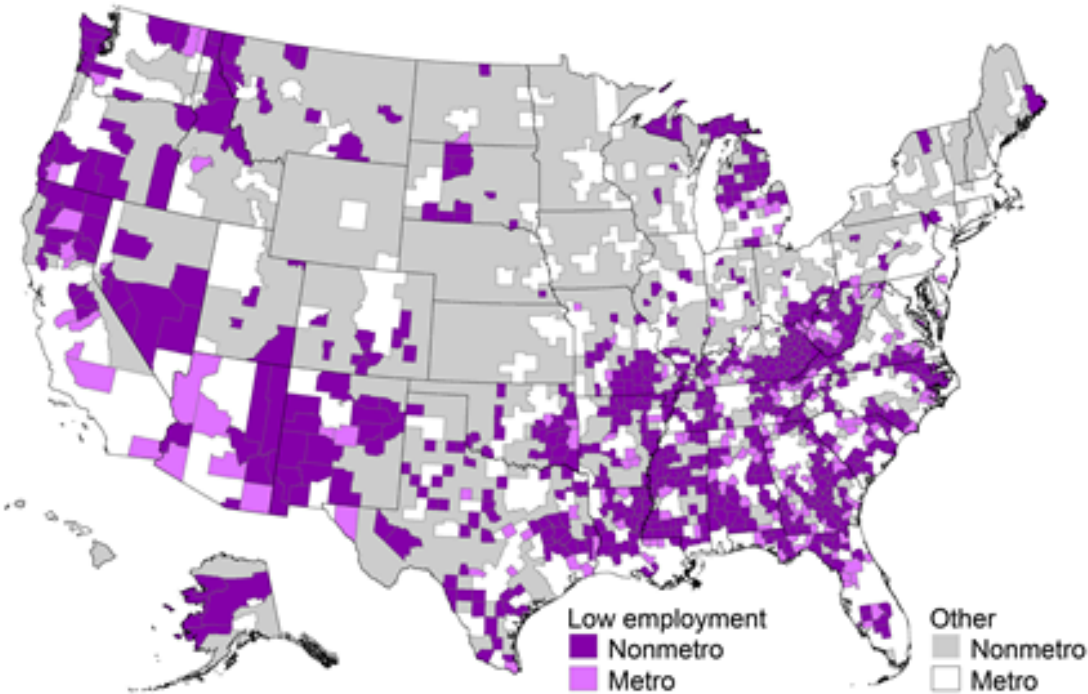


Counties may have more than one policy type or no policy type. Source: USDA ERS County Typology 2015



# Low Employment

Low employment counties, 2015 edition



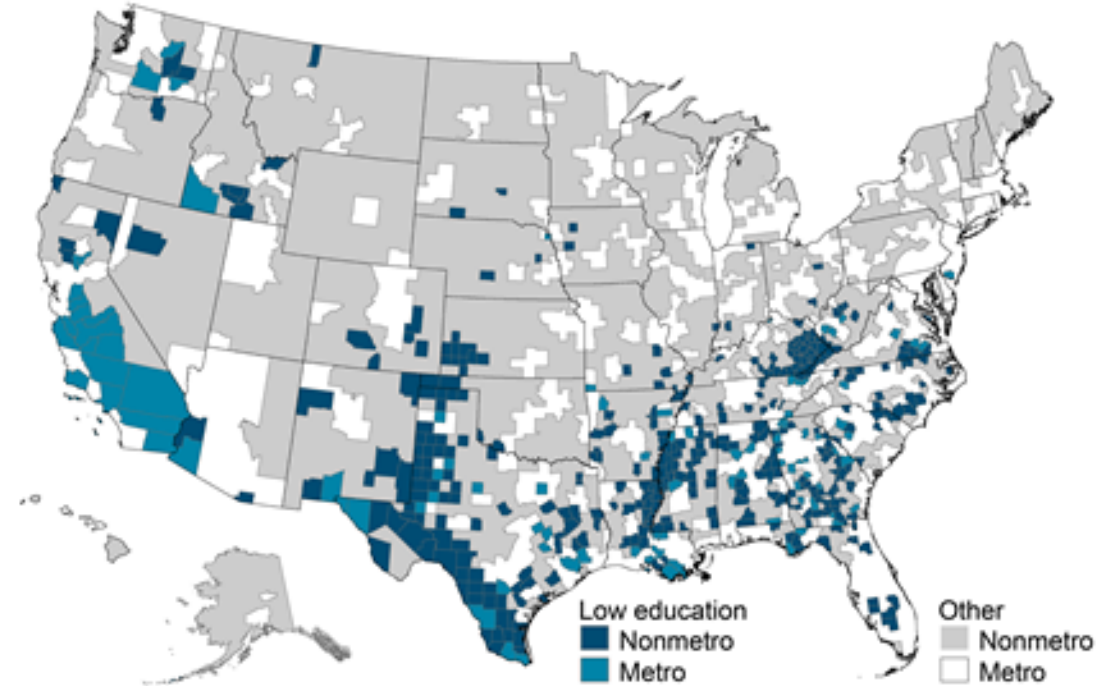
Low employment counties are those where less than 65 percent of county residents age 25-64 were employed, determined by the American Community Survey 5-year average data for 2008-12.

Note that county boundaries are drawn for the low employment counties only.

Source: USDA, Economic Research Service using data from U.S. Census Bureau.

# Low Education

Low education counties, 2015 edition



Low education counties are those where 20 percent or more of county residents age 25-64 did not have a high school diploma or equivalent, determined by the American Community Survey 5-year average data for 2008-12.

Note that county boundaries are drawn for the low education counties only.

Source: USDA, Economic Research Service using data from U.S. Census Bureau.



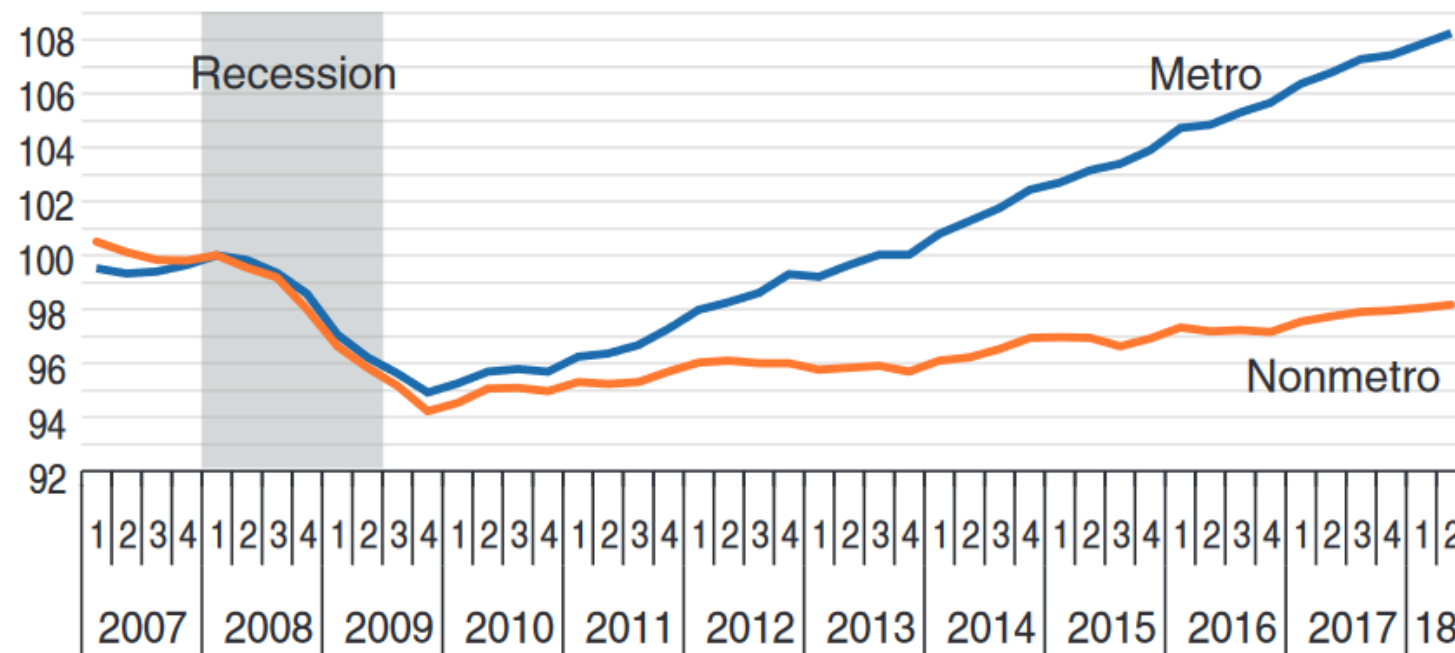
# Rural Unemployment

- Rural unemployment rates have been similar to metro rates, at the national level
  - 2010
    - Rural: 10.3% peak
    - Urban: 9.9% peak
  - 2017
    - Rural: 4.4%
    - Urban: 4.1%
- Source: USDA ERS Rural America At-a-Glance 2018

# Rural Employment

**Nonmetro employment up 2 percentage points since 2013, and is just over one-quarter the rate for metro areas**

Employment index (2008 Q1=100)



Note: LAUS data from 2007 through 2009 were adjusted to account for a 2010 change in the method LAUS uses to apportion employment to counties. National employment totals were also benchmarked to the Current Population Survey's Research Series, which takes account of updated population estimates. Source: USDA, Economic Research Service using data from the Bureau of Labor Statistics, Local Area Unemployment Statistics (LAUS), seasonally adjusted.

Source: USDA ERS Rural America At-a-Glance 2018

# Rural Poverty

- Rural poverty occurs at higher rates than urban poverty
  - Rural: 16.4% in 2017 (down from 30-yr peak of 18.4% in 2013)
  - Urban: 12.9% in 2017
- Rural racial/ethnic minorities had the highest poverty rates
  - 2017: black 32%, Native American 31%, Hispanics 24.5%
  - Poverty among whites was 13.5%, but whites made up 80 percent of the rural poor in 2017.

Source: USDA ERS, Rural America At-a-Glance 2018

# What does this mean for transportation?

Economic wellbeing:

- Some people follow jobs, some jobs follow people
- Important economic activities, but limited tax base
- Freight requires well-maintained infrastructure for reliable movement
  - Through rural places
  - From rural origins
  - To rural destinations
- But, freight movement doesn't capture econ. "rootedness"



# Rural Transportation Priorities

- Regional planning and development organizations (which serve local governments and residents) report their top transportation priorities are:
  - Preservation and maintenance of existing facilities/service
  - Economic development/economic resilience
  - Safety



# Transportation + Economic Resilience

What we heard from practitioners:

- Economic *resilience* should be a goal of transportation investment; ability to withstand economic shocks
- Job creation
- Job retention
- Workforce development/access to opportunity
- Placemaking and rooted economies

# Transportation + Economic Resilience

**Maintenance/preservation is a big part of economic resilience.**

- Risks of deferred, ignored maintenance
- Lack of redundancy
- Risks across modes
- Public and private sector roles
- Transportation vulnerability assessments are economic resilience planning





**Manufacturers' Perspectives on Minnesota's Transportation System:  
A Pilot Study in Southwest and West Central Minnesota**

February 2014

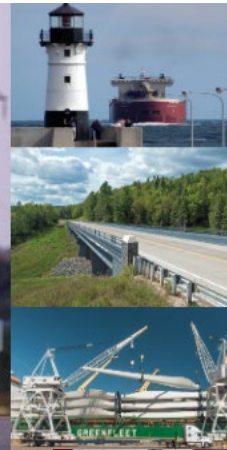
- Minnesota Department of Transportation Freight/Commercial Vehicle Relations
- Hubert H. Humphrey School of Public Affairs
- University of Minnesota Center for Transportation Research



**Manufacturers' Perspectives on Minnesota's Transportation System**

*District 2 / Northwestern Minnesota*

June 2016



**Manufacturers' Perspectives on Minnesota's Transportation System**

*District 1 / Northeastern Minnesota*

June 2017



**Manufacturers' Perspectives on Minnesota's Transportation System**

*District 6 / Southeastern Minnesota*



Summer 2018



# Changing Contexts: Need for Research

- Advanced tech. & transportation
- Telecommunications, remote operations
- Additive manufacturing (3D printing)
- Life sciences and health sciences disruptions (e.g., rapidly decreasing cost of genome sequencing)
- Climate change (production disruptions lead to freight pattern disruptions)

# Connect with NADO

Carrie Kissel, Associate Director

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Visit us online: [www.NADO.org](http://www.NADO.org)

[www.RuralTransportation.org](http://www.RuralTransportation.org) | [www.CEDScentral.com](http://www.CEDScentral.com)

In-person events:

National Regional Transportation Conference, 6/17 – 19, 2019,  
Columbus, OH

NADO Annual Training Conference, 10/19 - 22, 2019, Reno, NV



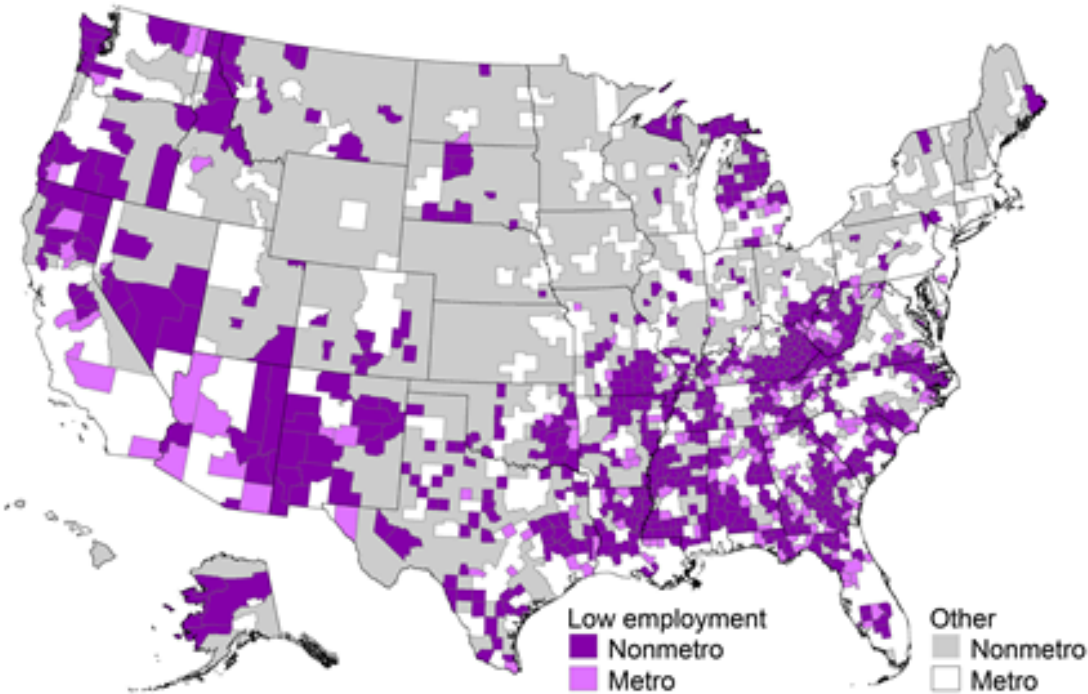
# Rural Social Mobility

- A 2018 study found 6 characteristics that support upward mobility for rural youth:
  - A high expectation that youth will work hard to acquire skills
  - Strong, informal support systems
  - An early focus on career pathways
  - Opportunities to build life skills, regardless of community size
  - Many potential challenges to accessing opportunities, but creative solutions for overcoming them
  - A sense of shared fate and a deep commitment to sustaining the community
- Source: Social Mobility in Rural America: Insights from Communities Whose Young People Are Climbing the Income Ladder



# Low Employment

Low employment counties, 2015 edition



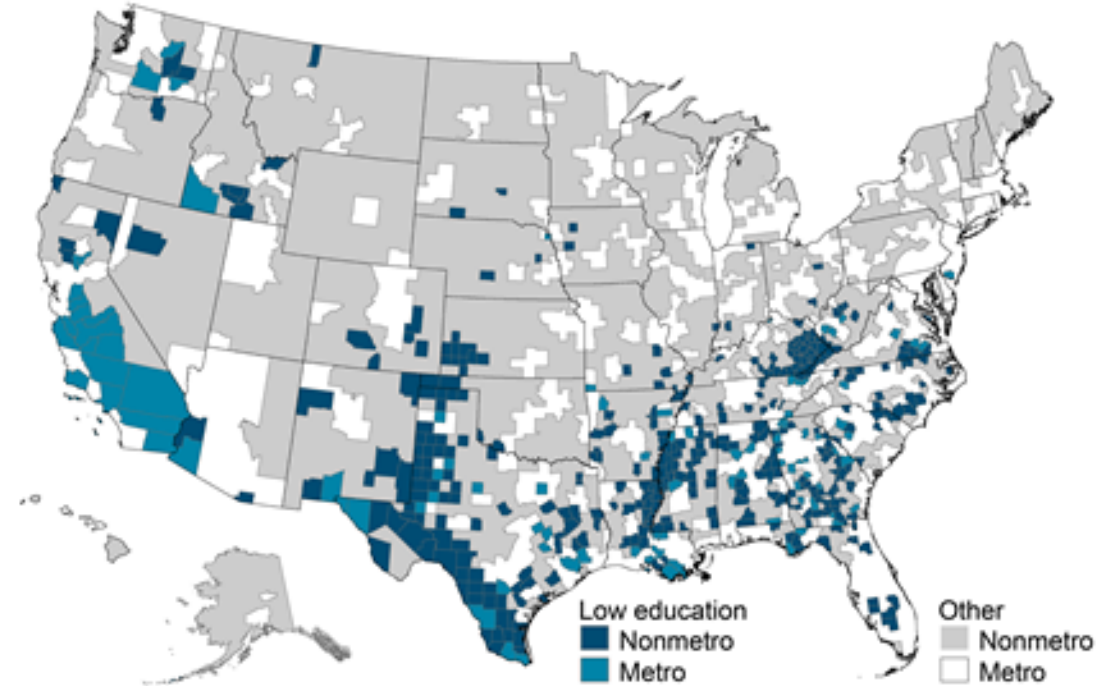
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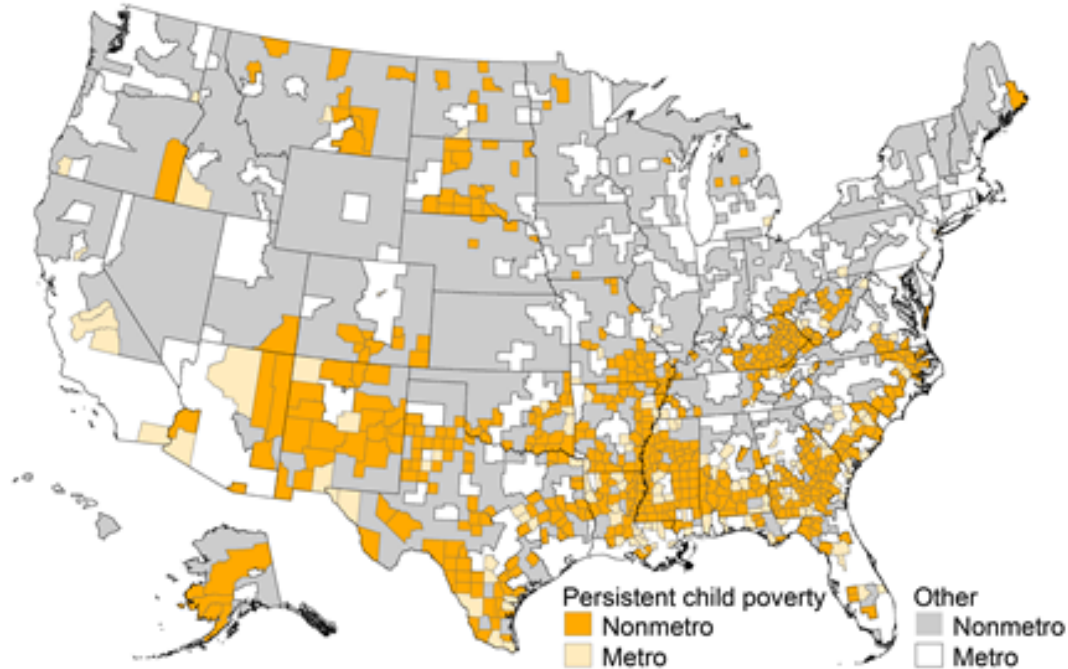
Low education counties are those where 20 percent or more of county residents age 25-64 did not have a high school diploma or equivalent, determined by the American Community Survey 5-year average data for 2008-12.

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Source: USDA, Economic Research Service using data from U.S. Census Bureau.

# Persistent Child Poverty

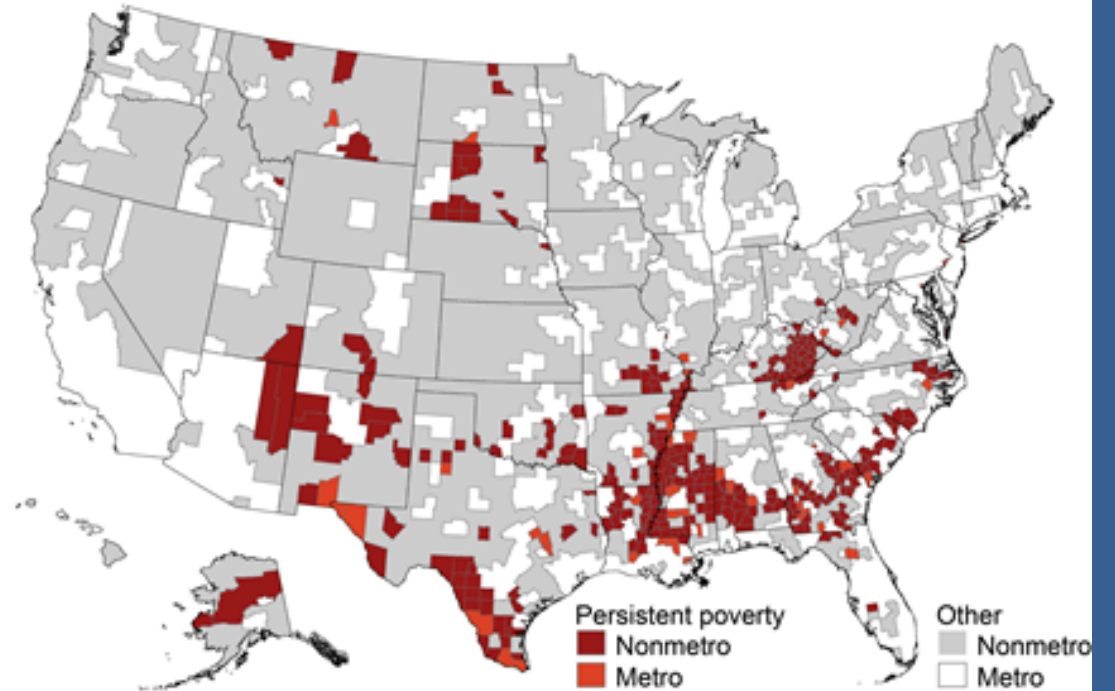
Persistent child poverty counties, 2015 edition



Persistent child poverty counties are those where 20 percent or more of county related children under 18 were poor, measured in the 1980, 1990, 2000 censuses, and the 2007-11 American Community Survey. Note that county boundaries are drawn for the persistent child poverty counties only. Source: USDA, Economic Research Service using data from U.S. Census Bureau.

# Persistent Poverty

Persistent poverty counties, 2015 edition



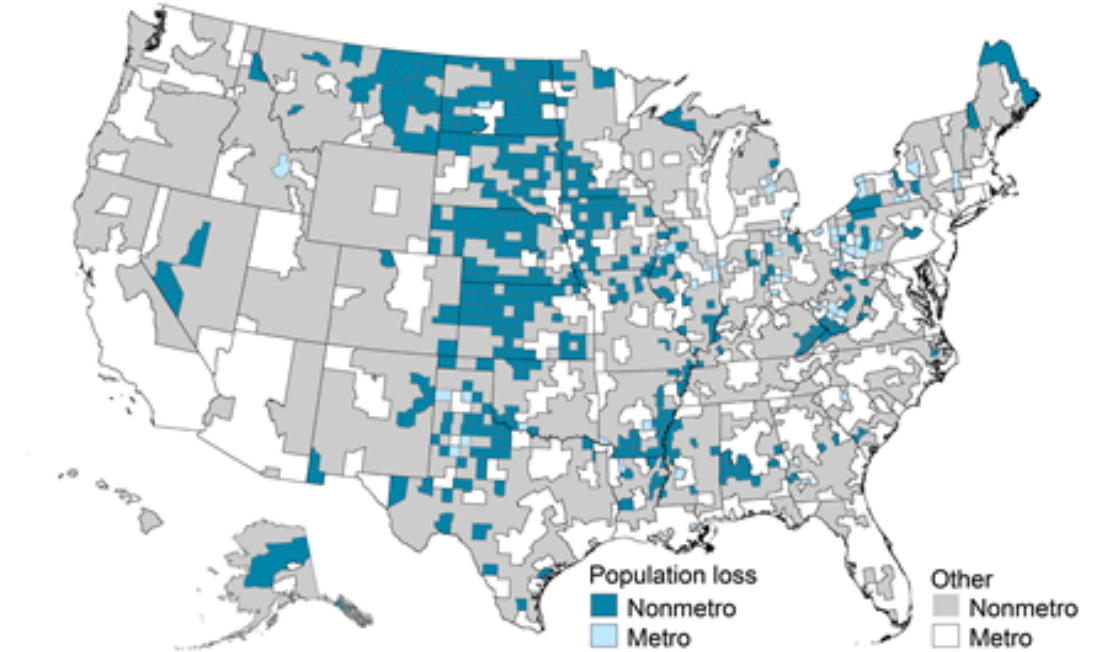
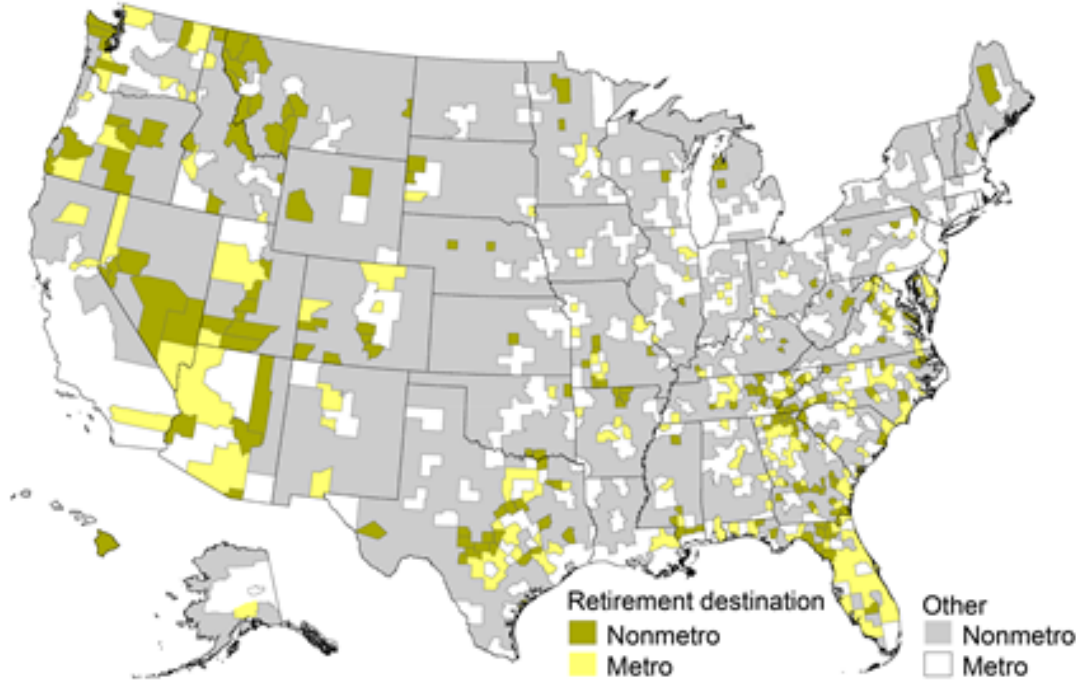
Persistent poverty counties are those where 20 percent or more of county residents were poor, measured by the 1980, 1990, 2000 censuses, and the 2007-11 American Community Survey. Note that county boundaries are drawn for the persistent poverty counties only. Source: USDA, Economic Research Service using data from U.S. Census Bureau.

# Retirement Dest.

# Population Loss

Retirement destination counties, 2015 edition

Population loss counties, 2015 edition

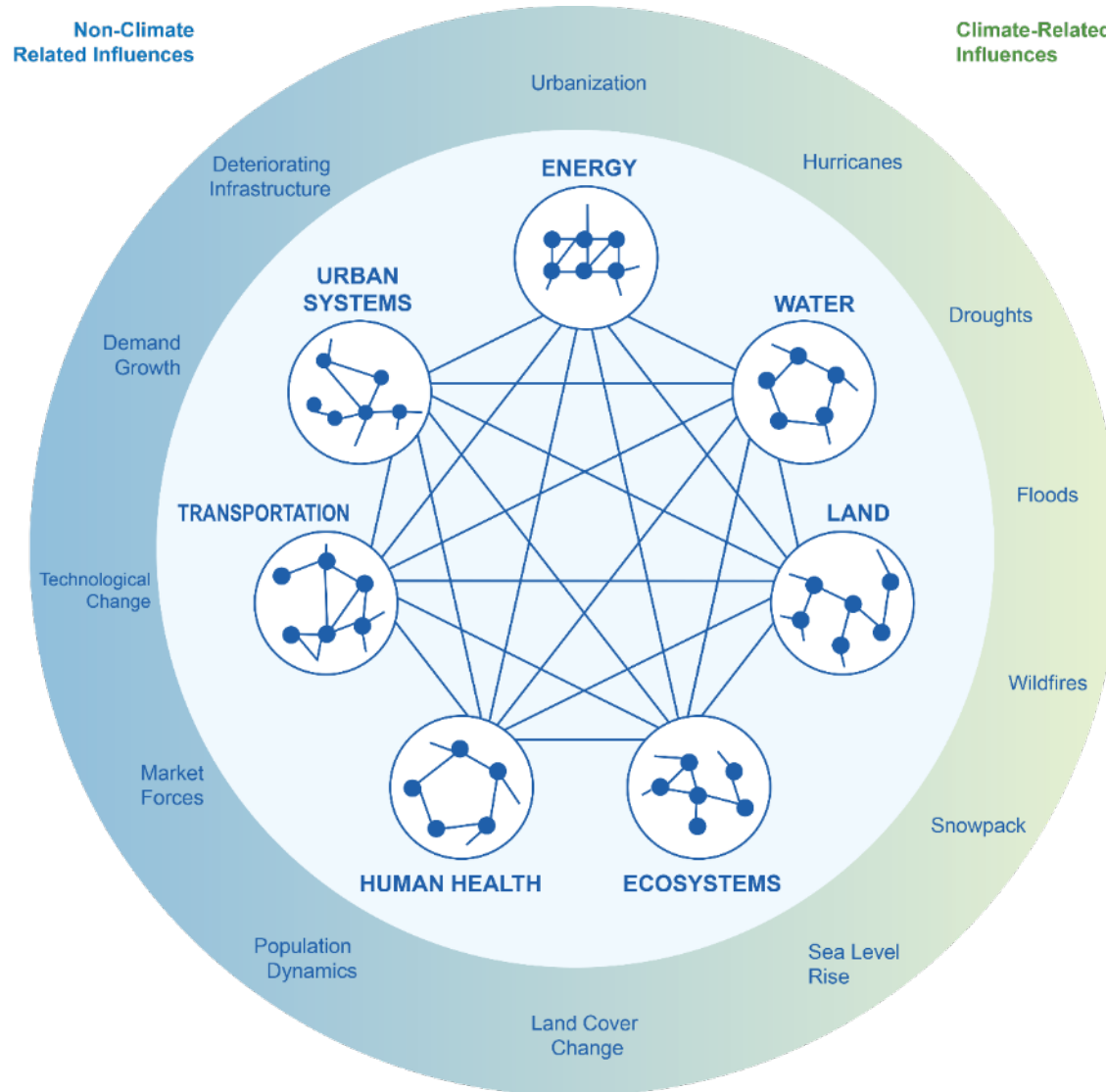


Retirement destination counties are those where the number of residents age 60 and older grew by 15 percent or more between the 2000 and 2010 censuses due to net migration. Note that county boundaries are drawn only for the retirement destination counties. Source: USDA, Economic Research Service using data from U.S. Census Bureau.

Population loss counties are those where the number of county residents declined between the 1990 and 2000 censuses and also between the 2000 and 2010 censuses. Note that county boundaries are drawn only for the population loss counties. Source: USDA, Economic Research Service using data from U.S. Census Bureau.



# Interrelated Climate Impacts



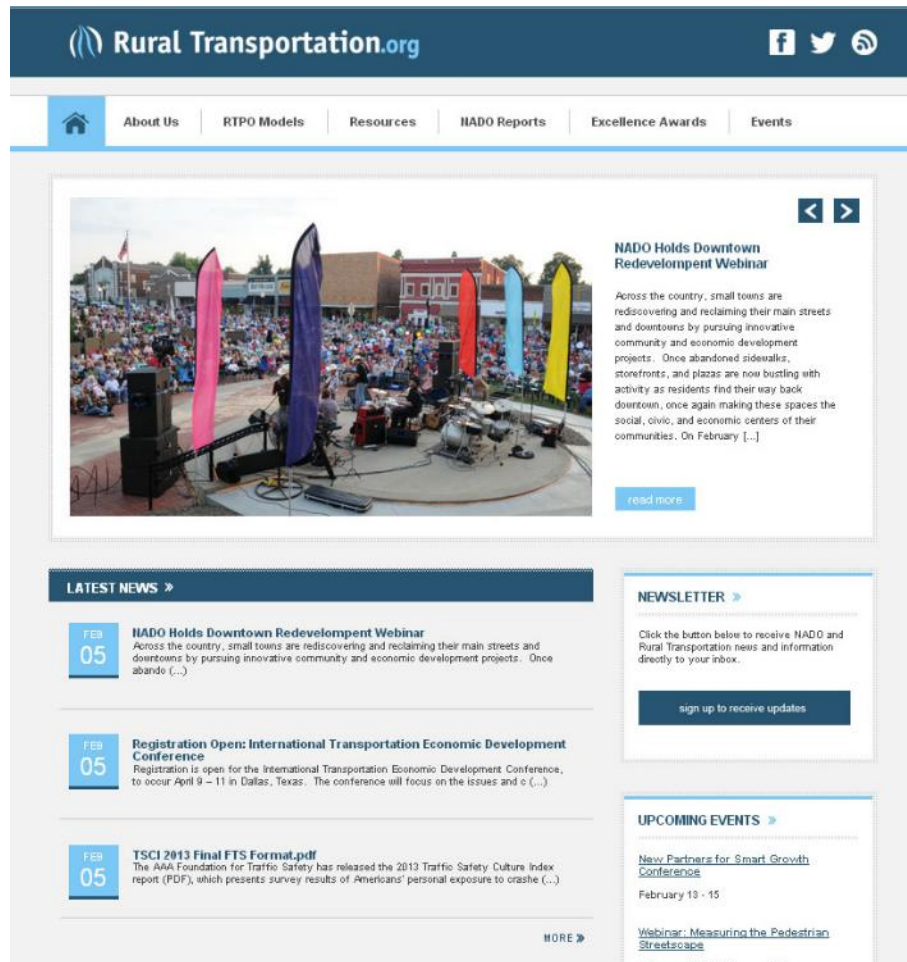
Source: National  
Climate Assessment,  
2018



# Rural Information Resources

- USDA Economic Research Service: [www.ers.usda.gov](http://www.ers.usda.gov)
- The Daily Yonder: [www.dailyyonder.com](http://www.dailyyonder.com)
- The Rural Blog: <http://irjci.blogspot.com>
- Age cohort migration: <https://extension.umn.edu/economic-development/rural-brain-gain-migration>

# Resources for Regional Planning



The screenshot shows the homepage of Rural Transportation.org. The header includes the logo and navigation links: About Us, RTPO Models, Resources, NADO Reports, Excellence Awards, and Events. A featured article titled "NADO Holds Downtown Redevelopment Webinar" is displayed with a photo of a large outdoor gathering. Below this are sections for "LATEST NEWS" with three items, a "NEWSLETTER" sign-up form, and "UPCOMING EVENTS" listing a conference and a webinar.



## Rural Transportation News

Learn about new resources on RTPO planning, NADO awards, safety, health, connected and autonomous vehicles, and more!

[Visit our website](#)

## NADO Research Foundation Releases 2017 Regional Transportation Planning Organizations Peer Exchange Summary

The NADO Research Foundation has released a summary of the [Regional Transportation Planning Organizations Peer Exchange](#) (PDF) that occurred on June 30, 2017 in conjunction with the National Regional Transportation Conference. The document synthesizes discussions that occurred in four smaller groups, which were organized by multi-state region. The summary documents discussion themes around evolving RTPO planning with new practices and recent successful developments; connecting transportation planning and economic resilience; funding and partnerships; opportunities and concerns from transformative innovation; and participants' hopes



# Resources for Regional Planning

## Integrating Economic Resilience in Performance-based Transportation Planning

January 2018



## Planning for Transportation Together:

Collaborating to Address Transportation and Economic Resilience



July 2016



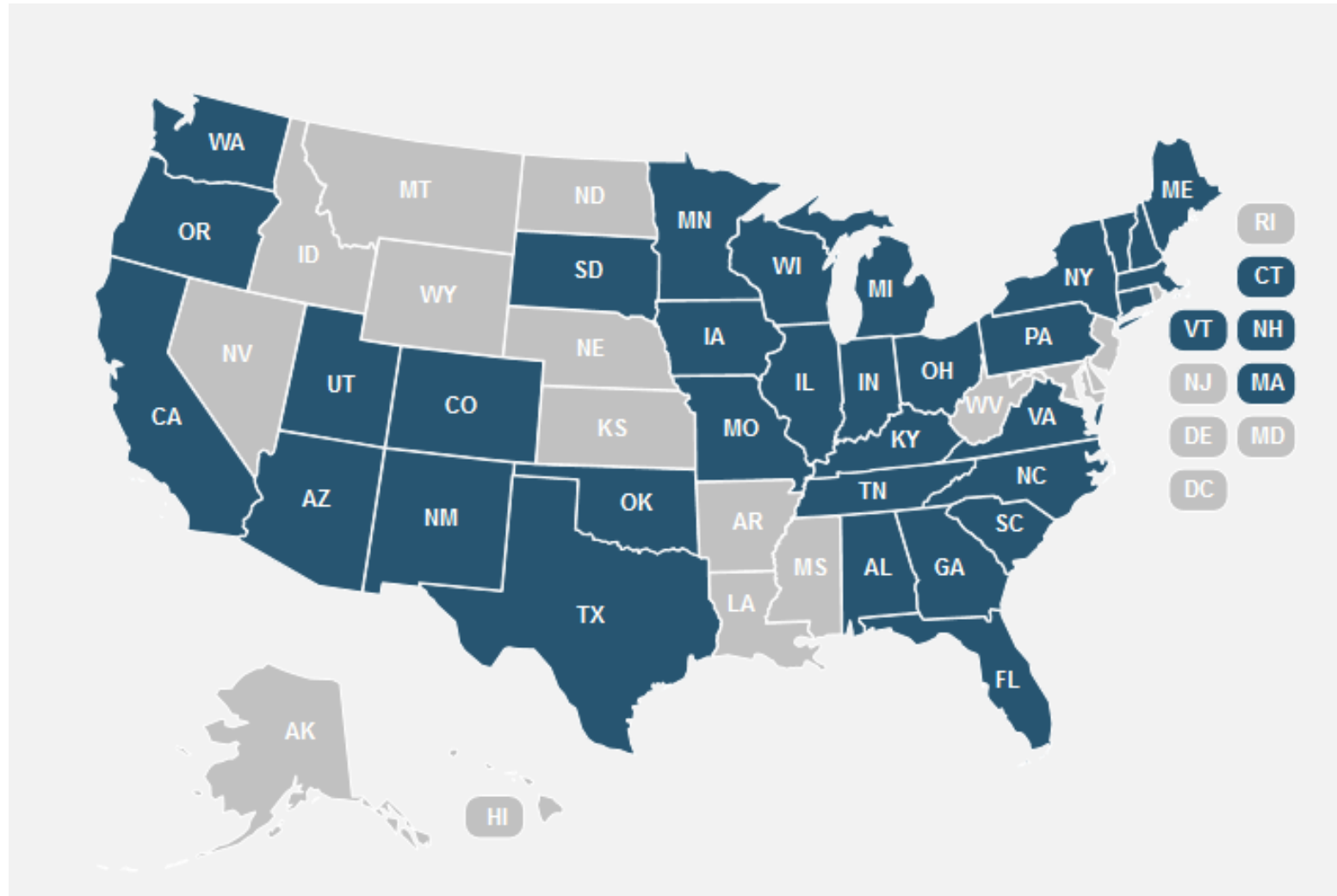
## Regional Rural Transportation Planning:

State Models for Local Consultation, Regional Coordination, and Regional Transportation Planning Organizations

July 2016



# Regional Transportation Planning Models





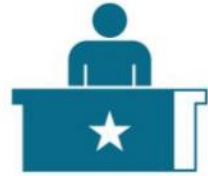
# MAP-21 & FAST Act RTPOs

- Structure: policy committee, fiscal agent
- Basic regional planning, TA duties outlined
- State outreach to local officials separate from public outreach
- States:
  - “Cooperate” with RTPOs on LRTP
  - “Consult” with RTPOs on Interstate, Bridge, NHS, 5310, 5311 projects in STIP
  - “Cooperate” with RTPOs on other projects in STIP for areas with a population under 50,000
  - “Consult” with RTPOs on Strategic Highway Safety Plan

# Typical RTPO Tasks



Public involvement  
87%



Technical assistance  
to local governments  
85%



Facilitate rural local  
official participation  
in statewide planning  
78%



Transportation Enhance-  
ment applications  
77%



Regional TIP or  
priorities for STIP  
71%



Safe Routes to School  
61%



Rural long-range plan  
57%



Bicycle/pedestrian safety  
55%



Human services trans-  
portation planning  
55%



Public transporta-  
tion planning  
52%



GPS data points/GIS  
mapping support  
46%



Data collection  
48%



Land use  
planning  
46%

# Required RTPO Tasks



Public involvement  
87%



Technical assistance  
to local governments  
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Facilitate rural local  
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Human services trans-  
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55%



Public transporta-  
tion planning  
52%



GPS data points/GIS  
mapping support  
46%



Data collection  
48%



Land use  
planning  
46%

## More tasks:

Participate  
in planning/  
policy  
process

Foster  
coordination  
of existing  
plans

Share plans  
with  
neighbors

Other





# Broad Engagement

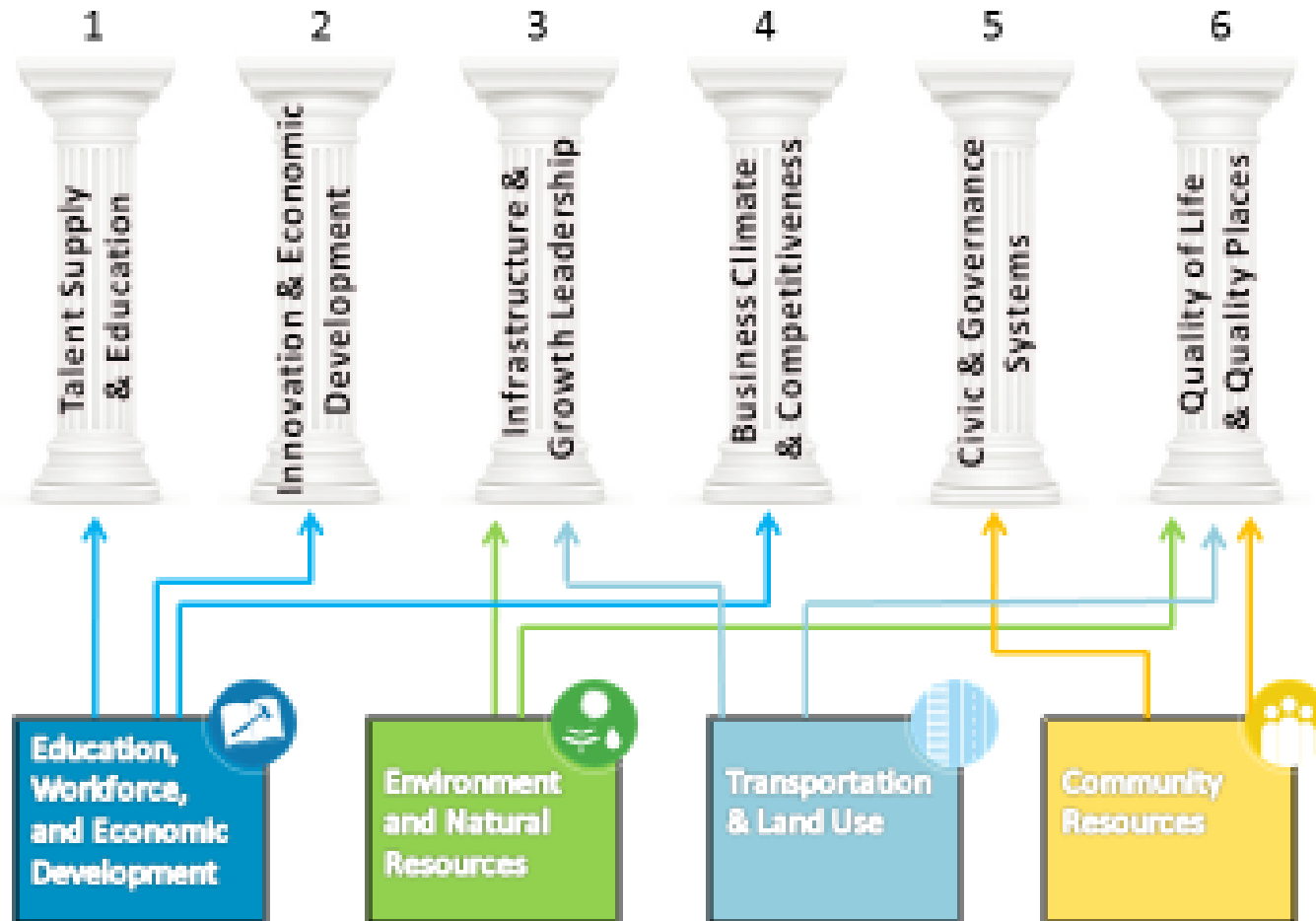


RURAL TRANSPORTATION

Photo courtesy Lower Savannah COG

# Link Existing Planning Processes and Programs

## 6 Pillars of the Future Economy



Slide courtesy Central Florida RPC



# Connect to Implementation



Image courtesy River Valley Regional Commission

# Building Wealth in Your Region

The eight capitals	
The capital	The definition
 <b>Individual</b>	The existing stock of skills, understanding, physical health and mental wellness in a region's people.
 <b>Intellectual</b>	The existing stock of knowledge, resourcefulness, creativity and innovation in a region's people, institutions, organizations and sectors.
 <b>Social</b>	The existing stock of trust, relationships and networks in a region's population.
 <b>Cultural</b>	The existing stock of traditions, customs, ways of doing, and world views in a region's population.
 <b>Natural</b>	The existing stock of natural resources—for example, water, land, air, plants and animals—in a region's places.
 <b>Built</b>	The existing stock of constructed infrastructure—for example, buildings, sewer systems, broadband, roads—in a region's places.
 <b>Political</b>	The existing stock of goodwill, influence and power that people, organizations and institutions in the region can exercise in decision-making.
 <b>Financial</b>	The existing stock of monetary resources available in the region for investment in the region.

# Why Form RTPOs?

- Value propositions for:
  - State DOT
  - Local governments
  - Businesses
  - Residents