

MEETING NOTES

Iowa Advisory Council on Automated Transportation (ATC) Economic Development Subcommittee Meeting

Thursday, February 6, 2020

10-11 am

Action Items:

- Tom Banta – confirm availability to support the CAT Challenge and Community College tactics
- Rick and Adam – further discuss and coordinate together and between their respective agencies on the CAT challenge
- All subcommittee members – review desired outcomes, tactics, and workplan for Economic Development; volunteers needed to support various tactics
- Economic Development subcommittee – partner with Infrastructure Readiness subcommittee to determine how much funding is needed for CAT challenge

1. Welcome and introductions – Jacob Heiden, UI National Advanced Driving Simulator
 - Rick Peterson (Economic Development Subcommittee Chair) – Iowa Economic Development Authority
 - Liesl Seabert – Iowa Economic Development Authority
 - Tom Banta – Iowa City Area Development Group
 - Mark Buschkamp – Iowa Falls Area Development
 - Shannon Landauer – Carroll Iowa Development Corporation
 - Mickey Shields – Iowa League of Cities
 - Brian Waller – Technology Association of Iowa
 - Renee Jerman, Donna Matulac, Adam Shell – Iowa DOT
 - Peter Rafferty – Gannett Fleming
 - Jacob Heiden – UI National Advanced Driving Simulator
2. Chair Update – Rick Peterson, Economic Development Subcommittee Chair
 - a) ATC met on 12/4/2019
 - i. Lego League presentation
 - ii. No feature presenter
 - iii. Adam Shell presented on CAT challenge
 - iv. Peter Rafferty update on Vision Plan
 - b) Looking Ahead
 - i. Economic Development (EcDev) subcommittee will need to be involved in forming the CAT Challenge
3. Governor's Empower Rural Iowa Initiative – Liesl Seabert, Iowa Economic Development Authority

- a) 2019 Empower Rural Iowa (ERI) Recommendations - https://www.iowaeconomicdevelopment.com/userdocs/news/2019eri_recommendations.pdf
- b) Overview of Rural Revitalization
- c) April 29- May 1st – Annual Rural Summit - <https://iowardc.org/summit/>
- d) ERI Initiative Overview
 - i. Executive Order created ERI in July 2018 (same month the ATC started)
 - ii. Empower Rural Iowa Act – created 3 task forces set on developing recommendations (linked above) including broadband, workforce, housing
 - 1. Investing in Rural Iowa
 - 2. Growing Rural Iowa
 - 3. Connecting Rural Iowa
 - iii. Connect
 - 1. Requesting \$10 million for 2 years, received \$5 million – all has been awarded
 - 2. Rural Innovation Grants
 - a. Still in rulemaking, hoping to get out soon
 - b. Matching grant for supporting out-of-the-box solutions
 - i. Examples – making a bus a hot spot, updating sidewalks for curb appeal
 - ii. Fit under the umbrella of ERI recommendations
 - c. Focus
 - i. Encourage why funding is necessary for broadband program
 - ii. See where strengths and weakness lie
 - iii. Currently as written, 15% of project costs can be provided in the grant
 - iv. Grow
 - 1. Matching grant program focused on developing rural leaders
 - 2. Encourage implementation of community vision plans by funding a rural set-aside in quality-of-life programs
 - 3. Support Existing leadership programs and provide resources for development of new programs
 - 4. Continue support for Rural Innovation Grants
 - v. Invest
 - 1. Streamline eligibility and application processes for state administered programs impacting abandoned or derelict buildings
 - 2. Increase funding, rural set-asides and flexibility for programs with demand to support quality, transformations projects in rural communities
 - 3. Continue “small cities set-aside” in the Workforce Housing Tax Credit program and continue support for Rural Innovation Grants and Rural Housing Grants
 - vi. Discussion
 - 1. Peter question on the DOT RISE grant and impact of it; Liesel responded they have a committee to broaden program

2. Adam inquiry on getting an ATC rep involvement on ERI
 - a. Rick responded mobility issues lines up with Empower Rural Iowa; would there be interest from Liesl or another to be on ATC?
 - b. Liesl commented the possibility of overlapping someone from ATC on ERI Task Force. All task force decisions are made by governor, and there won't be turnover until summer.

4. Open Brainstorming session: CAT Challenge – All subcommittee members
 - a) Adam provided background/update on CAT Challenge
 - i. Competitive grant challenge supported by State DOTs and already occurring around the nation to support connect and automated transportation research, innovation, and pilot opportunities
 - ii. CAT Challenge cascades directly from ATC strategy; it is central to Infrastructure Readiness subcommittee but extends into two other focus areas (EcDev and Policy & Legislation)
 - iii. Various programs exist and include a variety of approaches – none are the same
 1. [Georgia DOT Smart Vehicle Tech Challenge](#)
 2. [Michigan DOT Mobility Challenge](#)
 3. [Minnesota DOT CAV Challenge](#)
 - iv. Several other states are considering similar competitive grant programs to support collaboration, research, innovation, and testing.
 - b) Discussion
 - i. Rick conversation on how to have the conversation
 1. What is the shape of the program
 2. What might the mechanics look like
 - ii. Adam comments on revenue/funding
 1. EcDev leading administratively and IR leading on what is needed to support this
 2. ERI rural innovation grant program around \$300,000
 3. Desire to have CAT challenge in the millions of dollars
 4. What resources?
 - a. From the DOT's perspective, the reality is budgets are fixed so if aiming to do this, taking from another pot of funds to support this – unsure if that is an option at this point
 - b. DOT and IEDA upper management will likely need to look at this first with their existing budgets, from their consider looking at requesting funds from other means, such as the legislature
 - c. Rick and Adam to keep in touch; Adam will have discussion with other DOT staff on other grant programs the DOT administers
 - iii. Rick comments geared toward Brian Waller regarding NewBoCo and related area
 1. Brian was gone so couldn't respond.
 2. Rick comments on feeling this needs to be considered as a P3 to secure funding
 - iv. Peter comment on Local Motors and Olli shuttle – question if they can do some testing that would be considered under CAT Challenge at no cost.

1. Adam comment that other agencies are doing this for events and conferences but it does come at a cost and it's believed to be a few to several thousand dollars for a demo
 2. ITS Heartland annual meeting is in late April in Des Moines, IA and the planning committee was working to secure a slow-speed shuttle company like Local Motors. If they are present at the conference, it could be opportunity to invite the ATC members see a slow speed shuttle demo
- v. Peter inquiry on comment by Adam on IDEA/DOT agency funding – How viable is legislation funding to support this
 1. Adam commented and clarified legislation might not be an option for a couple years without a director at DOT and lack of details on challenge.
 2. Rick recommended discussing this topic further with Adam and others
 - a. Adam confirmed and commented on discussing this further with other DOT staff that administer grant programs such as the Revitalize Iowa Sound Economy (RISE) grant program
5. ATC Vision and Workplan: Next Steps – Peter Rafferty, Gannett Fleming (15 minutes)
 - a) Subcommittees will be working on work plans with specific tactics to achieve desired outcomes
 - b) Subcommittees will identify who is tasked with what responsibilities
 - c) Tom Banta will check on supporting the CAT Challenge and Community College tactics
6. Information and key upcoming dates – Jacob Heiden, UI National Advanced Driving Simulator
 - Iowa ATC Meeting: Wednesday, March 11th, 1-3pm, Iowa League of Cities
 - ATC considering moving from 4 meetings per year to 3 meetings per year.

ATC SUBCOMMITTEE MEETING

Economic
Development
February 6, 2020

Automated drive

Destination: 50° 43' 50.34" N - 6° 10' 55.294" E
Arrival: 08:55 pm - Distance 783 miles

TCP/IP: 192.56.327.684.1

SYNC: **enabled** | Sensors: **active** | Cameras: **active**

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WELCOME AND INTRODUCTIONS

Jacob Heiden



UPDATE ON THE ATC MEETING HELD DECEMBER 4, 2019

Rick Peterson



GOVERNOR'S EMPOWER RURAL IOWA INITIATIVE

Liesl Seabert, Iowa
Economic Development
Authority





GOVERNOR'S
EMPOWER RURAL IOWA
INITIATIVE

2020 Task Force Recommendations & Center of Rural Revitalization

ATC Economic Development Subcommittee
February 6, 2020

Office of Rural Revitalization

- The Office of Rural Revitalization, housed within the Iowa Economic Development Authority (IEDA), is responsible for the day-to-day operations of the Empower Rural Iowa (ERI) initiative, implementing ERI task force recommendations, acting as a liaison to rural communities and helping small communities access programs that support rural areas.

Governor's Empower Rural Iowa Initiative

- Created by executive order - July 2018
- Partnership with the Iowa Rural Development Council
 - Co-chaired by Lt. Governor Adam Gregg and IRDC Chair Sandy Ehrig
- The Empower Rural Iowa Act created three task forces
 - develop recommendations

Governor's Empower Rural Iowa Initiative

- Investing in Rural Iowa
 - Addressing rural housing shortage and dilapidated buildings in community centers
- Growing Rural Iowa
 - Addressing leadership and community development
- Connecting Rural Iowa
 - Addressing the issue of financing broadband connectivity

Connect Task Force

- Optimize the existing broadband grant program by providing additional funding and a higher state match for projects that provide higher levels of speed and service.
- Continue to improve and update the maps of broadband connectivity in the state of Iowa.
- Continue support for the Rural Innovation Grants created during the last legislative session.

Grow Task Force

- Create a matching grant program focused on developing rural leaders by engaging communities in professional visioning processes.
- Encourage implementation of community vision plans by funding a rural set-aside in quality of life programs, such as Enhance Iowa and Iowa Great Places.
- Support existing leadership programs and provide resources for development of new rural leadership programs.
- Continue support for Rural Innovation Grants created during the last legislative session.

Invest Task Force

- Streamline eligibility and application processes for state-administered programs impacting abandoned or derelict buildings.
- Increase funding, rural set-asides and flexibility for programs with abundant demand to support quality, transformational projects in rural communities:
 - Increase funding for the Iowa Department of Natural Resources Derelict Buildings Grant program.
 - Provide an additional rural set-aside in the Community Catalyst grant program and provide additional funding.
 - Increase the \$1 million cap on Main Street Challenge Grants.
 - Expand the Iowa Department of Transportation's RISE Grant authority to support rural housing projects.
 - Reform the Nuisance Property and Abandoned Building Remediation Loan Program by modernizing interest rates and using a portion of the funds to provide loan guarantees rather than loans.
- Continue the “small cities set-aside” in the Workforce Housing Tax Credit program and continue support for Rural Innovation Grants and Rural Housing Assessment Grants, created during the last legislative session.



Thank You!

OPEN BRAINSTORMING SESSION: CAT CHALLENGE

All Subcommittee
Members





CAT CHALLENGE PILOT PROGRAM OPPORTUNITY

Iowa Advisory Council on Automated
Transportation

February 6, 2020

FROM AT STRATEGY TO CAT CHALLENGE PILOT PROGRAM

Strategic (purpose, vision, mission, goals)

“advance HAV technologies”
“create an AV-ready driving environment”
“enable the advancement of AT systems”
“function as a catalyst for AT systems”
“promote testing and deployment”
“remove barriers”

Programmatic (objectives, outcomes)

Infrastructure Readiness:
Accelerate Infrastructure Readiness

Policy & Legislation:
Advise on Legislation
Community Readiness

Economic Development:
Foster Business Growth

Tactical

Implement Iowa
CAT Challenge
Pilot Program

COMPETITIVE GRANT CHALLENGE PROGRAM EXAMPLES

Existing Programs

- [Georgia DOT Smart Vehicle Tech Challenge](#)
- [Michigan DOT Mobility Challenge](#)
- [Minnesota DOT CAV Challenge](#)

Interested States

- Connecticut, Missouri, Ohio, Pennsylvania, Texas, and Washington



SHOULD IOWA PURSUE A CAT CHALLENGE PILOT PROGRAM?

Opportunities

- Support research, innovation, and pilot opportunities
- Consider MIDOT and MNDOT approaches and apply any lessons learned
- Economic (business growth)
- Coordination and partnerships
 - [Empower Rural Iowa Initiative](#)
 - [Future Ready Iowa](#)
 - Regional and national (MAASTO/AASHTO)

Challenge

- Dedicated Funding Source(s)





DISCUSSION



ATC VISION AND WORK PLAN: NEXT STEPS

Peter Rafferty, Gannett Fleming

IOWA'S AT VISION

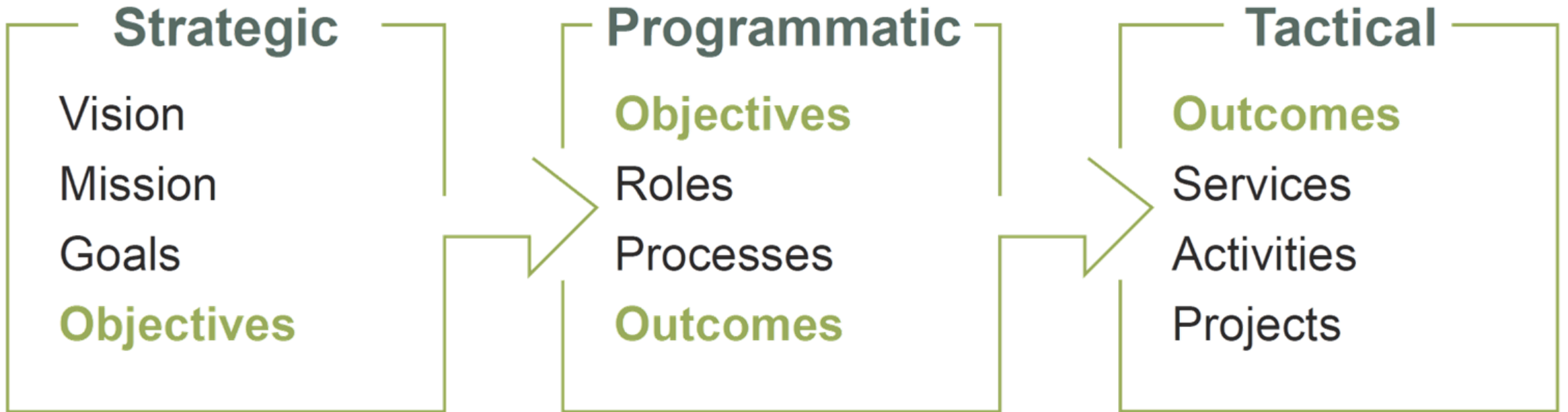
January 2020

Six Sections:

1. Summary
2. Overview & Approach
3. Strategic Foundation
4. Programmatic Approach
5. Tactical Initiatives
6. Summary & Next Steps



THREE-PRONG PLANNING FRAMEWORK



SIX OBJECTIVE AREAS

1



Infrastructure Readiness

- Digital
- Energy
- Electrification
- Planning
- Land Use
- Freight
- Security
- Institutional
- Workforce

Associated Subcommittee

2



Policy & Legislation

- Administration
- Liability
- Insurance
- Finance
- Privacy
- Land Use Planning

Associated Subcommittee

3



Economic Development

- Workforce Development
- Employment
- Entrepreneurship
- Freight
- Commerce
- Efficiency
- Reliability
- Industry
- Manufacturing

Associated Subcommittee

4



Public Safety & Enforcement

- Regulations
- First Responder Safety
- Operator Responsibilities
- Safe Deployment
- Vulnerable Road Users

Associated Subcommittee

5

Communication, Outreach, & Education (crosscutting)

6

Research, Development, Testing, & Evaluation (crosscutting)

ATC DESIRED OUTCOMES

Economic Development

- A. Outreach to Business** - The ATC and Iowa corporations will engage in ongoing dialogue and mutual efforts toward advancing AT and achieving its benefits for the Iowa economy.
- B. Foster Business Growth** - The ATC will be a resource for existing and potential Iowa companies seeking to grow their AT-related business.
- C. Improve Freight Movement** - The ATC will foster learning and awareness of automated freight movement technology, encouraging AT-enabled advances in freight and logistics.
- D. Workforce Development** - The ATC will engage with and promote workforce development for Iowa businesses in AT-related areas of need, in collaboration with educational institutions.

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ATC TACTICS IDENTIFIED

Economic Development

In Priority Order:

- 1. Implement Pilot Program** – develop and implement the *Iowa CAT Challenge*
(also with Infrastructure Readiness and Policy & Legislation)
- 2. Engage with Iowa Businesses** – dialogue on removing barriers and advancing AT
- 3. Assess Platooning Corridors** – road attributes, risks, screening, and designation
(may also relate to broader Infrastructure Readiness tactic)
- 4. Initiate Platooning Study** – assess benefits, opportunities, barriers, and other issues
- 5. Engage with Iowa Community Colleges** – workforce development, education, and training initiatives

ATC WORK PLANS

For Each Objective Area

Five Sections:

1. Tactical Priorities
2. Roles and Responsibilities
3. Resourcing
4. Scenario Planning
5. Timelines



ATC WORK PLANS

Economic Development

	Deliverables <i>(what)</i>	Lead(s) <i>(who)</i>	Resources <i>(how)</i>	Scenarios <i>(options)</i>	Timeline <i>(when)</i>
CAT Challenge					
Business Engagement					
Assess Platoon Corridors					
Platooning Study					
Community Colleges					

INFORMATION AND KEY UPCOMING DATES

Next ATC Meeting

- Wednesday, March 11th, 1-3pm
- Iowa League of Cities (subcommittee member attendance option via Skype call-in)



THANK YOU