

2019
**RURAL ACTION
CAUCUS SUMMIT**



RURAL
ACTION
CAUCUS

Bridging the Economic Divide



OCTOBER 10-12, 2019 | ESSEX COUNTY/LAKE PLACID, NEW YORK

On behalf of NACo's Rural Action Caucus, I would like to thank you for joining us in beautiful Essex County, New York for the 2019 Rural Action Caucus Summit: Bridging the Economic Divide. Throughout our time together, we will examine the necessity for complete and accurate data to properly determine federal investment in counties across the country. With a focus on the intersection between the 2020 Census and the Federal Communication Commission's national broadband maps, we will begin to develop a comprehensive report to help address any data inadequacies that exist. I look forward to a productive, engaging and enlightening summit, and thank you for being a part of it!

In Service,



Hon. Robert Post
County Commissioner
Banner County, Nebraska
Chair, Rural Action Caucus



2019 RAC SUMMIT AGENDA

Data-driven decisions – at all levels of government – are essential to addressing the breadth and depth of issues facing any community. Consequently, complete and accurate data is the keystone of truly effective public policy. The 2019 “Bridging the Economic Divide” Summit will focus on the intersection of 2020 Census data and the Federal Communication Commission’s national broadband maps. Collectively, this data will set the pace for federal investments in our nation’s critical infrastructure systems over the next decade.

THURSDAY, OCTOBER 10

10:00 AM – 2:00 PM OPTIONAL **Cascade Mountain Small Group Hike**

The trailhead up Cascade Mountain is just steps away from the hotel. However, hikers will ascend at moderate grades, weaving between large rocks and ending on a bald peak overlooking the mountain range. In total, hikers will travel 2.4 miles, ascending 1,940 feet from base to peak. Hiking shoes and athletic clothing are suggested. Additionally, hikers should prepare for milder temperatures at the 4,098 feet summit. Meet in the hotel lobby at 10:00.a.m.

1:00 PM – 3:00 PM INVITATION ONLY: **Rural Impact County Challenge (RICC) Cohort Meeting**

Sky Room

The National Association of Counties (NACo) and County Health Rankings & Roadmaps announced another team of rural county members focused on affordable housing to improve health and equity. This group will host their first in-person meeting to kick off this year’s cohort.

3:00 PM – 4:00 PM **RAC Leadership Meeting**

High Peaks Room

The RAC chair will be hosting a planning meeting with RAC vice chairs to set the stage for the year ahead.

5:00 PM – 7:00 PM **Welcome Reception**

Adirondak Room

FRIDAY, OCTOBER 11

8:00 AM – 9:00 AM Networking Breakfast

Sky Room

9:00 AM – 10:30 AM Making the 2020 Census Count

Sky Room

The majority of “hard-to-count” counties (79 percent) are rural. Unfortunately, undercounting critical communities could result in decreased federal assistance for rural counties. This session will examine the challenges and opportunities to ensuring complete and accurate counts in rural counties.



Hon. Lena Fowler, Supervisor, Coconino County, Arizona



Dr. Warren A. Brown, Director, Program on Applied Demographics, Cornell University

10:30 AM – 12:00 PM Breakout Session #1 (Census)

Sky Room

The first of two breakout sessions, this peer-led exercise will allow participants to share county-specific experiences with Census counts. Each group will be led by a RAC Vice Chair to help identify challenges and opportunities for Census data collection to include in the year-end report.

1. **Tribal Outreach:** Challenges and opportunities for engaging tribal populations during the 2020 Census
2. **County Special Populations:** Nuances to engaging special populations such as migrant/seasonal workers and college students
3. **Distrust/Misinformation:** Challenges to addressing apathy and reluctance to Census participation in the face of misinformation
4. **Census-Reliant Program Funding:** The plethora of federal programs reliant upon accurate Census data
5. **Implications of High-Tech Data Collection:** Proposed changes to the 2020 Census and the challenges and opportunities to digital census data collection
6. **Complete Count Committees:** Various approaches to complete count committees

12:00 PM – 1:00 PM Networking Lunch

Olympic Room 1/2



Hon. Shaun Gilliland, Chairman, Essex County Board of Supervisors

1:00 PM – 2:30 PM Mapping a Path Forward

Sky Room

Access to affordable high-speed internet has been widely recognized as essential to one's ability to compete in today's economy. Inaccurate data is severely limiting our ability to identify and allocate broadband resources to best leverage economic opportunities. This session will look at how counties can leverage mapping data to increase economic competitiveness.



Chris Ritzo, Program Management & Community Lead, Measurement Labs



Alex Kelley, Future of Work Program Manager, Center on Rural Innovation



Dr. Theresa Pardo, Director, Center for Technology in Government, University of Albany



Cynthia Hyde, Supervisor, Town of Thurman, New York

2:30PM – 4:00 PM Breakout Session #2 (Broadband)

Sky Room

During this breakout session, each group will be joined by a representative from a RAC Partner Organization for a moderated discussion on the challenges and opportunities to connectivity and economic competitiveness.

1. **Justice and Public Safety:** This importance of broadband in providing for the safety and welfare of a community
2. **Transportation/Infrastructure:** The role of broadband in long-term transportation and infrastructure planning as well as the future of transportation
3. **Health and Human Services:** The role of high-speed internet in providing critical health and human services in rural communities
4. **Education/Workforce Development:** The importance of broadband for job training and skill development
5. **Future of Work/Emerging Sectors:** How high-speed internet can assist rural economies in transition
6. **Economic Development:** The impact broadband has on substantive economic development including tourism and arts and culture

6:00 PM – 9:00 PM Reception/Dinner

*Lake Placid
Club Golf House*



Guest Speaker: Justin Olsen, Gold Medalist, Bobsled, 2010 Vancouver Olympics

SATURDAY, OCTOBER 12

8:00 AM – 9:00 AM **Networking Breakfast**

Sky Room



Guest Speaker: Lauren Lyons, Space Exploration Technologies (SpaceX)

9:00 AM – 12:00 PM **Plenary Workshop (BRIDGING THE ECONOMIC DIVIDE REPORT)**

Sky Room

Our discussions throughout the course of this summit will serve as a foundation for this plenary workshop, which will bring together both narratives as we reconstruct our conversations and begin assembling a comprehensive report on bridging the economic divide. This session will consist of lightning-round presentations from RAC vice chairs recapping the breakout sessions from the day before.

12:00 PM **Adjourn**

1:00 PM – 4:00 PM **OPTIONAL Olympic Complex Tour**

Participants will be provided a boxed lunch as we take a guided behind-the-scenes tour of the Lake Placid Olympic Center. Tour will include a visit to the Herb Brooks Arena – home of the famous “Miracle on Ice” victory over the Soviet Union in 1980.

Inquire at the reg desk to sign up if you haven't already. Meet in the hotel lobby for transportation as soon as the day's programming ends.

2019 RAC SPEAKER BIOS

DR. WARREN A. BROWN



Dr. Brown is Director of the Program on Applied Demographics (PAD), Senior Research Associate in the Cornell Institute for Social and Economic Research (CISER) and Research Director of the Cornell Federal Statistical Research Data Center. His public service has involved various roles working with federal statistical agencies. Warren currently is on the Board of the Association of Public Data Users (APDU). He previously served as a member of the National Academy of Sciences Standing Committee for Reengineering Census Operations, and on the Steering Committee for the American Community Survey Data Users Group. Warren's research interests include methods of population projection; migration analysis; and integration of administrative records and survey data.

HON. LENA FOWLER



For 10 years, Fowler has served as the supervisor of District 5, the northernmost region of the county that includes Tuba City, Page, Kaibeto, Fredonia, LeChee and the Grand Canyon North Rim. Supervisor Fowler made history in August 2011 when she became the first Diné chairwoman of the board. She has since been re-elected Chair of the Coconino County Board of Supervisors for 2019-2020. In 2018, the Governing Institute selected Supervisor Fowler as one of 25 female elected leaders to join the Women in Government Leadership Program. Additionally, Supervisor Fowler currently serves as Vice Chair for NACo's Rural Action Caucus.

DR. THERESA PARDO



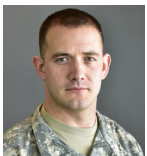
Dr. Theresa A. Pardo serves as director of the Center for Technology in Government (CTG) at the University at Albany. CTG works closely with multi-sector and multi-disciplinary teams from the U.S. and around the world to carry out applied research and problem-solving projects focused on the intersections of policy, management and technology in the governmental context. Pardo serves as Open New York adviser to New York State Governor Andrew M. Cuomo, and was recently appointed expert advisor to the Open Data 500 Project. She serves as international advisor to the E-Government Committee for the China Information Association and is president of the Digital Government Society, a global multi-disciplinary organization of scholars and practitioners interested in the development and impacts of digital government.

CHRIS RITZO



Chris Ritzo is the Program Management & Community Lead for Measurement Lab, where he supports researchers, policy makers, advocacy groups and individuals interested in M-Lab's open Internet measurement data. Chris is a librarian and technologist whose research examines technology's impact on and use within communities, particularly within public institutions such as schools and libraries. His work is grounded in experiences within the maker movement, community organizations, grassroots media, cooperatives and community access television. Chris holds Master's degrees in information science and communication from the University of Illinois.

JUSTIN OLSEN



Justin Bradley Olsen is an American bobsledder who has competed since 2008. He won two medals at the 2009 FIBT World Championships in Lake Placid, New York with a gold in the four-man and a bronze in the mixed team events. Olsen's best event bobsleigh World Cup finish was second on three occasions in 2008-09. Olsen won a gold medal at the 2010 Vancouver Olympics in the four-man bobsled with driver Steve Holcomb.

ALEX KELLEY



Alex serves on the Center on Rural Innovation's data and mapping team, building tools that allow a range of stakeholders to surface insights and opportunities across sectors in rural America. In addition, he leads the implementation of a range of Future of Work related programs on the ground in CORI's pilot "innovation hub" location of Springfield, VT. Alex holds a BA from Wesleyan University.

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