




# IMAGINE CENTRAL ARKANSAS

Plan Smart. Live Smart.

## PUBLIC OUTREACH SUMMARY APPENDIX B





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# 1. OVERVIEW

*Imagine Central Arkansas* is a two-plus year conversation with those who call the region home. This conversation is essential to creating a meaningful, long-term strategy that has strong public support and is an accurate representation of what the region wants to become over the next 30 years.

The Stakeholder Engagement Plan lays the groundwork for *Imagine Central Arkansas* by developing the capacity for a regional conversation in consultation with Metroplan staff, their consultants and the Regional Planning Advisory Council (RPAC). The Stakeholder Engagement Plan guides the outreach efforts for the duration of the planning process and addresses all of the necessary elements including branding, outreach objectives, tools and techniques and the outreach and communication strategy.

*Imagine Central Arkansas* is comprised of four major outreach phases revolving around major milestones in the planning process. This technical memorandum describes the process and results for the first two phases as described below.

## 1.1 Outreach Objectives

*Imagine Central Arkansas* has five unique objectives, each with its own approach to outreach:

### *Listen*

What do people like and dislike about Central Arkansas? What would he or she like to see Central Arkansas become over the next 30 years?

### *Create Awareness*

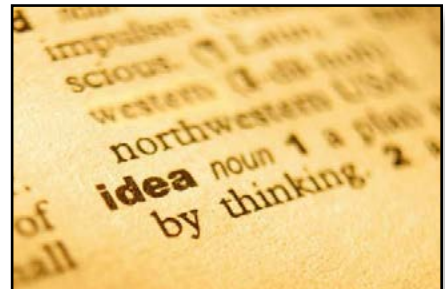
Why should one get involved with *Imagine Central Arkansas*? What are the critical issues facing Central Arkansas and how do they personally affect people?

### *Educate*

Inform citizens and stakeholders with the information they need to make knowledgeable decisions. For example: How do transportation decisions affect growth and vice versa? How can strategic infrastructure investments spur long-term economic competitiveness?

### *Collect Feedback*

Stakeholders can provide specific feedback on preferred growth areas (suburbs vs cities, preserving rural areas) or how residents will get around the region (transit, highways, bicycles, pedestrians) in the future.





### *Prioritize*

Stakeholders are asked to set priorities by making specific choices affecting the future of Central Arkansas through ranking or voting exercises. These choices may include a range of growth and development scenarios or on preferred public infrastructure investment strategies

## 1.2 Four Phases of Outreach

The outreach and engagement strategy for *Imagine Central Arkansas* takes the recommended tools and strategies and uses them to achieve the five outreach objectives: create awareness, listen, educate, collect feedback and prioritize. The framework for this strategy revolves around four major milestones in the planning process:

### *I. Kickoff/Listening/Educating*

In addition to awareness-building, this phase focuses on listening to what Central Arkansas residents and stakeholders have to say, including what they like and do not like, and what they would like to see the region become (or not become). There is also an educational component in which stakeholders learn more about the issues and challenges facing the region.

### *II. Development of Alternative Futures*

During this phase, stakeholders are engaged to provide more specific feedback on what they would like to see the region become over the next 30 years. This information is used to develop alternative transportation and land use scenarios.

### *III. Selecting a Preferred Vision/Future*

In this phase, a series of distinct future scenarios will be derived from the feedback collected during the previous phase. Stakeholders will be asked to indicate preferences for the scenarios based on what is important to them (as informed by input collected in previous phases).

### *IV. Implementation*

In this last phase of outreach, a preferred scenario/vision will be selected. Stakeholders will be shown the results of the vision and what it will take to get there.



## 2. KICKOFF/LISTENING/ EDUCATING PHASE

### 2.1. Outreach Strategies

Long gone are the days when “public involvement” consists of a single meeting or series of meetings held at a single location. By contrast, *Imagine Central Arkansas* endeavors to engage the community through a robust set of tools and techniques. One of the key objectives of the effort is to build an outreach strategy in which the average citizen can fully participate in the Plan without ever having set foot in a public meeting. In other words, an individual has the ability to review, comment, explore, vote, contribute, etc. whether in person, at their computer or via a mobile device.

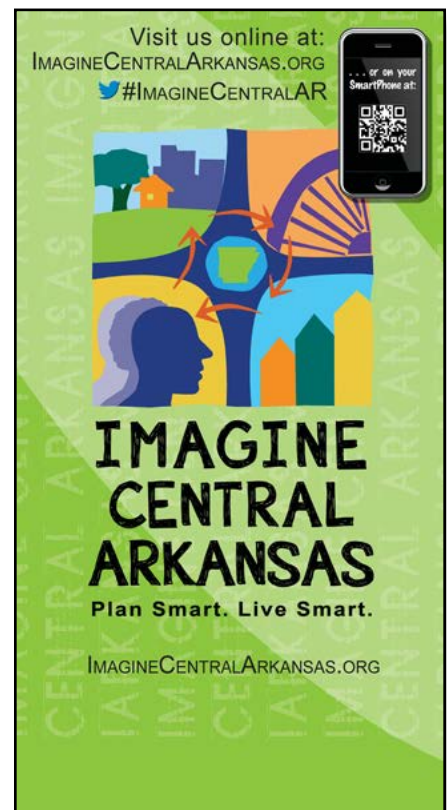
The initial Kickoff/Listening/Educating phase of *Imagine Central Arkansas* makes use of both online and in-person strategies using a range of techniques and technologies. The strategies are aimed at capturing both the web-savvy and technology-challenged, both the fully engaged and the unengaged.

#### 2.1.1 Web

##### [www.imaginecentralarkansas.org](http://www.imaginecentralarkansas.org)

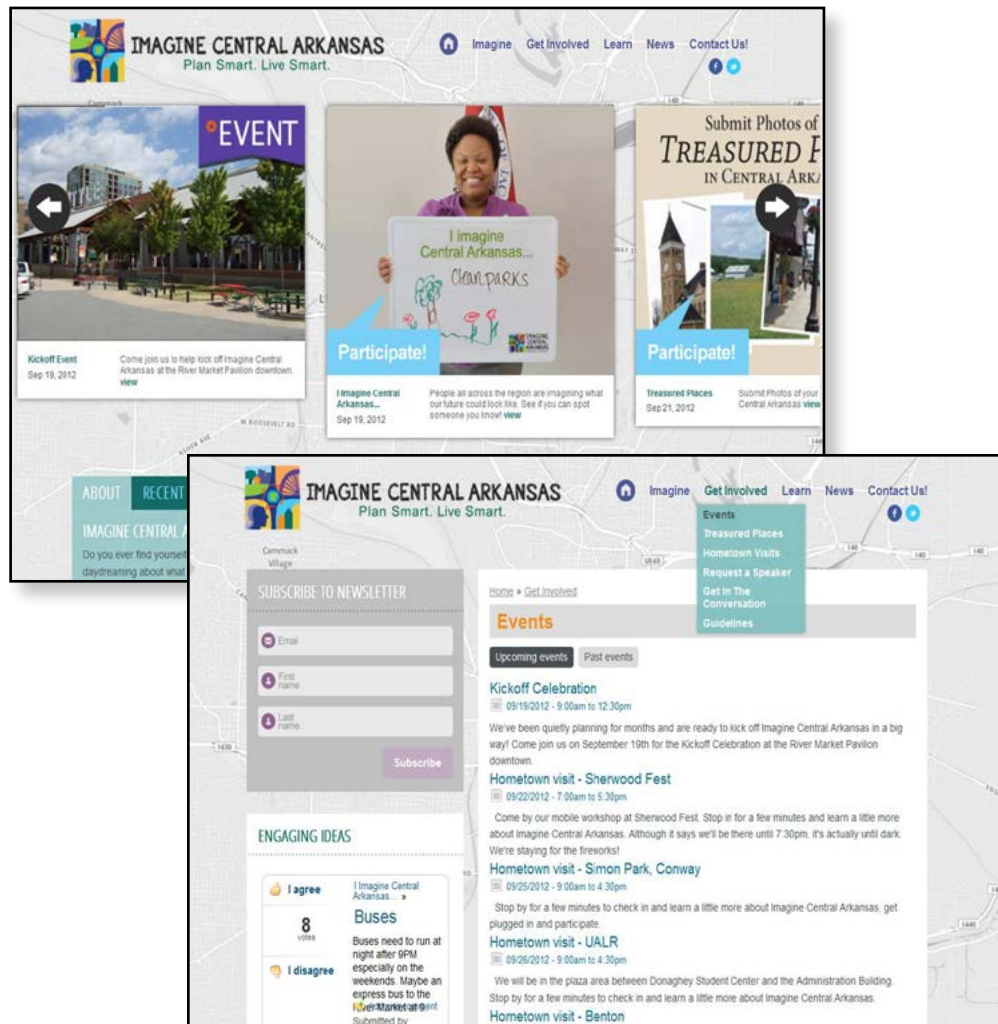
The *Imagine Central Arkansas* website was launched in September 2012. An interactive web presence built on the Engaging Plans platform and designed specifically for community engagement, it forms the backbone of the public engagement process. The website serves as a one-stop-shop for individuals to fully participate in *Imagine Central Arkansas*. Key features of the website include:

- Basic Information about *Imagine Central Arkansas* and how to get involved, key contacts, events, documents, FAQs, etc.
- A responsive design that resizes and restructures the content based on which device and screen-resolution it is viewed from. This allows users on computers, tablets/iPads and mobile phones to get access to the same tools and information without having to post information multiple times.
- Integration with Mailchimp, an e-mail system for managing large groups of followers.
- Full integration with Facebook. In addition to a standalone presence on the web, the website is set up as a Facebook app, directly embedded into the Metroplan Facebook page so users can access all information and engagement features without ever leaving Facebook. This keeps all information and feedback in one



central location and enables people to participate in the same conversations and exercises from different channels.

Additionally, the website serves as a “hub” for interactive experiences custom-designed for each specific outreach phase of *Imagine Central Arkansas*. Two such experiences were developed for the Kickoff/ Listening/Educating phase.



### Treasured Places

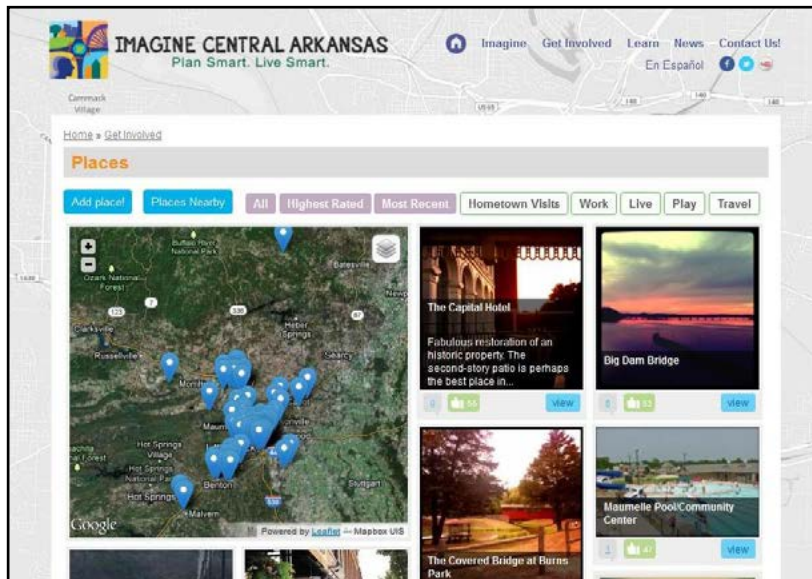
The Treasured Places interactive mapping exercise provides a chance for participants to identify “treasured places” throughout the region, which are defined as places or attributes that have special value and that should be preserved as the region evolves. The activity helps participants recognize central Arkansas’ many assets.

Participants scan an interactive map (street or aerial) of the region and explore treasured places that were added by past participants. They then have the ability to vote (like or dislike) or comment on one of those places, or to identify a new treasured place of their choosing. When adding a new place, participants are prompted to enter: the



## Outreach Summary

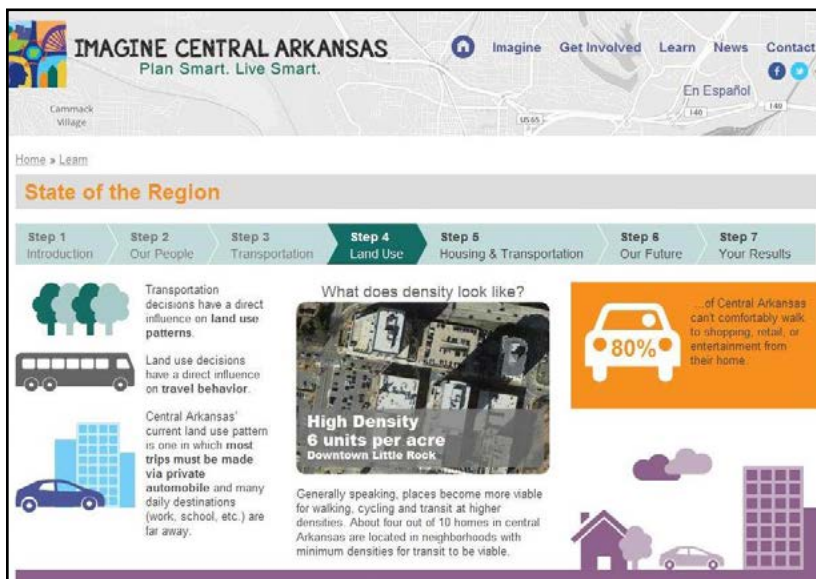
name of the place, the type of place (i.e. a place to visit, work, live, play or travel ) and a description of the place, such as the reason(s) why they “treasure” or like certain places they identified. A photo of the place can optionally be uploaded.



## Know Your Region – Interactive Workbook

An interactive workbook – “Know Your Region” – is hosted on the project website. The workbook is in the form of a multi-step wizard that educates the public about the challenges and opportunities facing central Arkansas. People are given the opportunity to rate several issues at the conclusion of the workbook.

The workbook integrates visualizations (infographics, vignettes, etc), collects feedback, and is tablet-optimized for use at face-to-face events such as the Kickoff Event and Hometown Visits.





## 2.1.2 Email

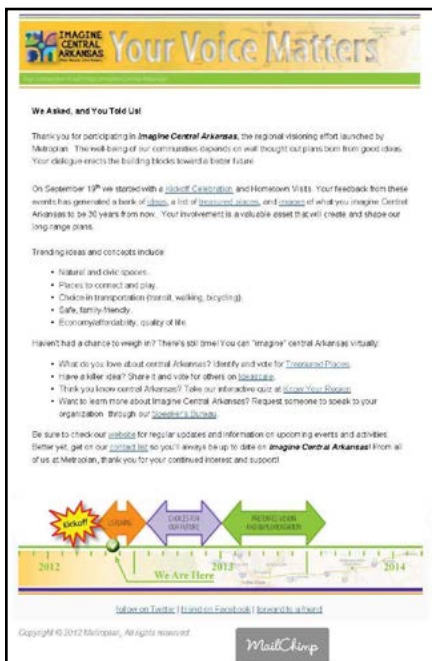
E-mail is used as a major form of communication of information on *Imagine Central Arkansas* events, calls to action and other major milestones. Recipients include existing Metroplan e-mail subscribers and those who opt in on the website and at face-to-face events. The intention is that the e-mail subscriber list will grow as the effort moves forward.

An initial E-blast was sent using MailChimp on September 17, 2012 (titled "*Imagine Central Arkansas Kickoff*") that announced the project, the Kickoff Event, and was intended to drive people to the website and social media. The E-blast focused on growing the subscriber list. During the week of September 11-18, 2012, emails announcing the Kickoff Event were emailed by Metroplan staff to the following groups:

- RPAC and Metroplan Board
- Metroplan Technical Coordinating Committee
- Imagine Central Arkansas Partners
- Arkansas Coalition on Obesity Prevention
- Consultants who are on Metroplan notification lists
- Little Rock Air Force Base (via the public relations liaison)
- Pulaski Technical College
- Little Rock Downtown Partnership (via Sharon Priest)
- CATA Board of Directors
- Coalition of Little Rock Neighborhoods
- Bicycle Advocacy of Central Arkansas
- Chambers of Commerce (Little Rock, North Little Rock, Conway and Sherwood.)
- Argenta Neighborhood
- City Councils (Little Rock, North Little Rock, and Jacksonville councils, and to Jacksonville's city clerk and attorney.)
- City Planning Commissions (Little Rock, North Little Rock, and Jacksonville)

A second E-blast was sent on September 25, 2012 (titled "*Imagine Central Arkansas is coming to your city*") that summarized the Kickoff Event and announced the locations of the Hometown Visits . A third E-blast on October 12, 2012 (titled "Outreach Update") gave an update and was intended to serve as a "big push" for outreach, identifying a number of opportunities for the public to "imagine" central Arkansas virtually, through links to identify and vote for Treasured Places, sharing ideas and voting for others on Ideascale, taking the Know Your Region quiz, and explained how to learn more about *Imagine Central Arkansas* by requesting someone to speak to an organization through the Speaker's Bureau.

A final E-blast for the Kickoff/Listening/Educating phase was sent on November 5, 2012 (titled "Your Voice Matters") and pointed to the feedback from the Kickoff Event and Hometown Visit events, and listed the trending ideas and concepts, which included: natural and



## Outreach Summary

civic spaces, places to connect and play, choice in transportation (transit, walking, bicycling), safe, family-friendly, and economy/affordability, quality of life.

### Email E-Blast

E-Blast Date	Topic	# People Sent To	# of Emails Opened
09-17-2012	"Imagine Central Arkansas Kickoff"	21	16 (76%)
09-25-2012	"Imagine Central Arkansas is coming to your city"	92	46 (53%)
10-12-2012	"Outreach Update"	166	66 (42%)
11-05-2012	"Your Voice Matters"	168	61 (37%)

### 2.1.3 Social Media

Social media was used in the first phase of outreach to create awareness on a continual basis and to act as the forum where a majority of the dialogue surrounding *Imagine Central Arkansas* takes place.

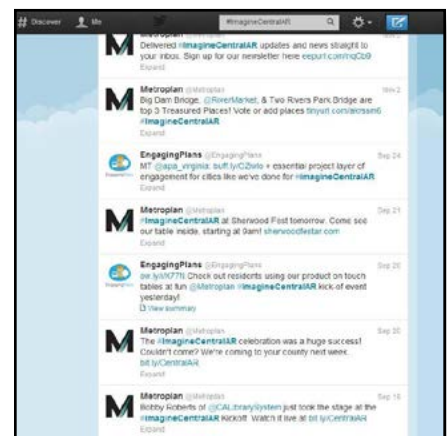
#### Facebook

The Facebook page is integrated with multiple elements including the project website, the Ideascale crowdsourcing/application and the Know Your Region Interactive Workbook, to allow participants to share their results with their friends. Facebook updates announce specific milestones in the process, and direct followers to the website. Facebook is also used to post images from the "I Imagine Central Arkansas" white board activity.



#### Twitter

Tweets are issued under the #ImagineCentralAR hashtag from Metroplan's Twitter account. The hashtag is included on all outreach materials. Regular tweets notify followers about the Kickoff Event, Hometown Visits, Know Your Region interactive workbook and other *Imagine Central Arkansas* events and activities. "Live" tweets are issued from the events themselves.



#### Ideascale

Ideascale is a crowdsourcing tool where users suggest ideas which other users can rate and comment on. In "marketplace" fashion, the best ideas "rise" to the top based on user votes, while unpopular ideas "sink" to the bottom. Ideascale is fully integrated with the website and Facebook page for a seamless user experience.

An initial Ideascale campaign was launched concurrent with the project Kickoff in September 2012. The question asks: "I Imagine

Central Arkansas... Think about central Arkansas in 10, 20, 30 years... what type of place would you like for our region to become? What type of future do you see for your children and grandchildren?"

The Ideascale campaign was announced on Twitter, Facebook, web page, and E-blasts. Notifications to participate in the Ideascale discussions were sent via Facebook, Twitter.



## YouTube

A YouTube video called "Faces of Central Arkansas" was created for the launch of the project. In the four-minute video, residents of central Arkansas describe what makes the region such a great place and what they envision for the future.



## 2.1.4 Face-to-Face

### Kickoff Event

A Kickoff Event was held at the River Market Pavilion in downtown Little Rock from 11 AM to 2 PM on Wednesday, September 19, 2012 to announce *Imagine Central Arkansas* and generate momentum for the project. In addition to engaging on-site participants, the event was intended to create media coverage and to generate a buzz for the "Hometown Visits" the following week.

The event included a band and speakers, including one of *Imagine Central Arkansas'* Champions, Dr. Bobby Roberts, along with the CEO of E-Stem Charter School, John Bacon, and Metroplan's own Jim MacKenzie. The "Faces of Central Arkansas" video was shown and a brief overview of *Imagine Central Arkansas* was presented.

At the welcome table, participants were given a "Kickoff Event Passport" that was intended to serve as an overview map of the activity stations, as well as an incentive for participants to get their passport stamped at all the stations so that the participants were then eligible for a chance to win one of the prize drawings. During the event, the following five interactive stations were set up:

**"I Imagine Central Arkansas...":** A writing exercise using dry erase whiteboards where people wrote what they imagined for the region's



## Outreach Summary

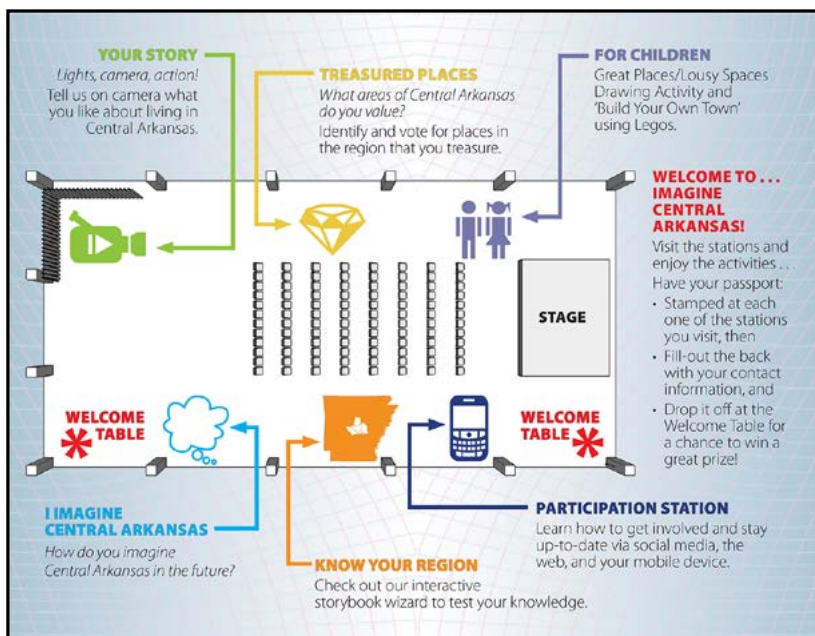
future. Answers were captured by photo on cameras and later displayed on the project website and on Facebook page.

**YourStory:** Participants were recorded on video camera telling what they love about central Arkansas and life in the region. Waiver forms were signed by participants consenting that their participation in YourStory meant that their video may be used on sites including, but not limited to, the project website and Facebook page. Ground rules were given for things such as the length of time that was limited to two minutes, no use of foul language, etc.

**Treasured Places:** The Treasured Places station featured the interactive mapping exercise where people voted for their favorite places around the region. The "Treasured Places" page on the project website was on a projector screen: <http://www.imaginecentralarkansas.org/places>. The participant used touchscreens and Wii remotes to add new places to the "Treasured Places" page hosted on the project website. A low technology option was also available where participants were given numbered dots and were asked to place them on the map in the locations that represent places they "treasure," places they consider assets and would like to see preserved.

**Know Your Region:** Touchtables and Wii remotes were used to lead the participants through the interactive wizard that educated them on the "State of the Region."

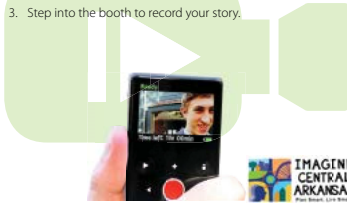
**Participation Station:** The Participation station was intended to launch an Imagine Central Arkansas following. Participants had the chance to sign-up for Ideascale, the email list-serve, to "like" the Facebook page and/or to begin following Imagine Central Arkansas



## YOUR STORY

*Lights, camera, action!*

1. Think about a personal experience that answers the question: "What do you like about living in Central Arkansas?"
2. Videos should be no longer than 3 minutes.
3. Step into the booth to record your story.



## PARTICIPATION STATION

*Mobile Devices*

1. Scan the QR Code to the right with your smart phone and go straight to our project website.
2. Or learn how to download a free QR code scanning app to your smart phone or tablet.
3. Browse the mobile version of the project website: [www.imagineCentralArkansas.org](http://www.imagineCentralArkansas.org)



## I IMAGINE CENTRAL ARKANSAS

*What do you imagine for the future of Central Arkansas?*

1. Write your answer on the whiteboard. A facilitator will take a photo of you with your response.
2. Photos/answers will be uploaded to the project website and the Facebook page (tag yourself).



## KNOW YOUR REGION

*How well do you know your region?*

1. Test your knowledge about the challenges/opportunities the region is facing by checking out the seven-step interactive storybook wizard.
2. Information you provide on the first page will allow the wizard to customize the information about central Arkansas to you!



## PARTICIPATION STATION

*Project Website*

1. Learn about the project website: <http://ImagineCentralArkansas.org>  
Get involved, view basic information, event announcements, recent news, documents, FAQs, and more.
2. Subscribe to our email list-serve and stay up-to-date with news and events.



## TREASURED PLACES

*What areas of Central Arkansas do you value?*

1. Identify the places in the region that you "treasure" using the Low-Technology Option or the Touchtable Technology Option.
2. Provide a brief description on the reason(s) why you "treasure" or like the places you identify.



## FOR CHILDREN

*Drawing and Lego® Activities*

1. Great Places/Lousy Spaces Drawing Activity
  - Great Places – draw a picture of your favorite place in your community.
  - Lousy Spaces – draw a picture of a lousy space in your community and write-down why it's lousy (maybe it's dangerous, hard to get to, there's trash on the ground).
2. 'Build Your Own Town' using Legos - be creative!



## PARTICIPATION STATION

*Social Media*

1. "Like" the Facebook page.  
Go to <http://facebook.com/Metroplan> and look for the Imagine Central Arkansas page tab at the top.
2. Track the hashtag #ImagineCentralAR using your own Twitter account.
3. Learn about Ideascale.  
Go to <http://ImagineCentralArkansas.ideascale.com>



## Outreach Summary

on Twitter. Laptop and tablets were provided, or participants could opt-in via their own mobile device.

**For Children:** Additionally, a “For Children” station was set up with legos for a “Build Your Own Town” exercise, as well as two drawing exercises for children to share what they like and don’t like about their community.

The Kickoff Event also included free popcorn and water bottles. The event was streamed live via UStream and hosted on the project website.

### Hometown Visits

The objective of the Hometown Visits is to take outreach activities to high-visibility places throughout the region that people already frequent such as malls, parks, shopping centers, and schools. Hometown Visits were held in September and October 2012 immediately following the Kickoff Event. The “I Imagine Central Arkansas . . .”, Your Story, Treasured Places, Know Your Region, Participation and For Children stations that were used at the Kickoff Event were also set up on location as activities for the Hometown Visits.

### Hometown Visits

Date and Time	Hometown Visit	Location	Estimated Attendees
September 8, 2012 10AM to 4PM	Conway Ecofest	City of Conway (Faulkner County)	150
September 22, 2012 9AM to dark	Sherwood Fest	City of Sherwood (Pulaski County)	100
September 25, 2012 11AM to 6:30PM	Simon Park in Conway	City of Conway (Faulkner County)	10
September 26, 2012 11AM to 6:30PM	University of Arkansas Little Rock	Campus plaza area between Donaghey Student Center and the Administration Building (Pulaski County)	100
September 27, 2012; 11 AM to 6:30 PM	Saline County Courthouse	City of Benton (Saline County)	20
Sept 27&28, 2012 12PM to 8PM	Big Dam Bridge 100 Expo	Wyndham Hotel in North Little Rock (Pulaski County)	600
September 28, 2012 11AM to 6:30PM	Cabot Community Center	City of Cabot (Lonoke County)	5
September 29, 2012 9AM to 3PM	North Little Rock Family Fun Fest	Dickey–Stephens Park (Pulaski County)	200
September 29, 2012 10AM to 6PM	Park Plaza Mall	(Pulaski County)	50
October 6, 2012 11AM to 8PM	Bryant Fall Fest 2012 in Bishop Park	City of Bryant (Saline County)	20
October 13, 2012 8AM to 6PM	Cabot Fest	City of Cabot (Lonoke County)	15



## Speaker's Bureau

In the first phase of outreach, an introductory presentation on *Imagine Central Arkansas* was developed. The presentation team was on stand-by and spoke at four events.

### Speaker's Bureau Presentations

Date	Audience	Speaker	Estimated # of Attendees
August 1, 2012	Sherwood Rotary Club	Casey Covington	30
September 13, 2012	Jacksonville-Cabot Real Estate Council	Richard Magee	10
November 29, 2012	Arkansas Independent Living Council	Casey Covington and Marsha Guffey	12
December 3, 2012	Cabot Civitan Club	Richard Magee	20

## Stakeholder Interviews

Stakeholder interviews are targeted toward very specific segments of the region. These were used primarily to collect input and enhance the understanding of key issues and trends shaping the region. The *Imagine Central Arkansas* project team interviewed several key stakeholder groups during the second week of December 2012. The groups interviewed were: the Greater Little Rock Chamber of Commerce Transportation Group, health professionals, the Metroplan Technical Coordinating Committee, MetroAlliance Board of Directors, Faulkner County elected officials, the CATA Board of Directors, members of the freight community, and the Arkansas Truckers Association.

The interviews consisted of a roundtable question-and-answer format, each lasting approximately one hour in length. Each group was asked four main questions:

1. What do you consider to be the strengths of the central Arkansas from your perspective?
2. What are significant weaknesses in central Arkansas that need to be addressed?
3. What should be the most important priorities for the region in the next 10-30 years?
4. Are there specific aspirations or goals you think the region should strive for in the next 10-30 years?

Key themes from the discussions were extracted from each interview and were summarized in a memo.



## Stakeholder Interviews

Date	Group	Location	# of Stakeholders
December 11, 2012	Greater Little Rock Chamber of Commerce Transportation Group	Greater Little Rock Chamber of Commerce	4
December 11, 2012	Health Professionals	Metroplan Office	9
December 12, 2012	Metroplan Technical Coordinating Committee	Metroplan Office	10
December 12, 2012	MetroAlliance Board of Directors	Little Rock Club	30
December 12, 2012	Faulkner County Elected Officials	Faulkner County Courthouse	7
December 13, 2012	Central Arkansas Transit Authority Board of Director	Metroplan Office	4
December 13, 2012	Members of the Freight Community	Little Rock Port Authority	10
January 23, 2013	Arkansas Trucking Association	Arkansas Trucking Association Office	3



### 2.1.5 Print Media

Flyers were emailed and posted announcing the Kickoff Event and the Hometown Visits. They included a QR code, website URL address and Twitter hashtag that drove people to the website, and social media.

### 2.1.6 Media Relations

#### Press Releases

Press releases were issued at key milestones during the first phase of outreach. Metroplan's public relations firm coordinated the relevant press channels:

- September 19, 2012  
IMAGINE CENTRAL ARKANSAS GOES LIVE: Kickoff Celebration Set for September 19 at River Market
- October 29, 2012  
CENTRAL ARKANSAS NAME TOP PLACES, BIG IDEAS: Big Dam Bridge, Finishing the River Trail Top the Lists (Outreach Results)



## Media Coverage

Date	Media	Type
September 16, 2012	Tom FM 94.9 (Radio)	Interview with Casey Covington and Jasmine Moore
September 16, 2012	The Edge 100.3 (Radio)	Interview with Casey Covington and Jasmine Moore
September 16, 2012	KSSN 95.7 (Radio)	Interview with Casey Covington and Jasmine Moore
September 16, 2012	The Wolfe 105.1 (Radio)	Interview with Casey Covington and Jasmine Moore
September 18, 2012	KTHV Channel 11 (TV)	Interview with Jim McKenzie
September 18, 2012	KARN News Radio 102.9 (Radio)	Interview with Jim McKenzie
September 19, 2012	KATV Channel 7 Daybreak (TV)	Interview with Jim McKenzie
September 19, 2012	KATV Channel 7 GMA (TV)	Live coverage of Kickoff Event / Interview replay of Jim McKenzie
September 19, 2012	KARK TV Channel 4 (TV)	Coverage of Kickoff Event
September 19, 2012	KUAR UALR Public Radio 89 (Radio)	Coverage of Kickoff Event
September 19, 2012	Sync Vol. 6, issue 22 (??)	Coverage of Kickoff Event
September 24, 2012	Daily Record (newspaper)	Newspaper article
September 24, 2012	UARL website	ICA Kickoff coverage
October 18, 2012	Forum (UALR student paper)	ICA coverage of Hometown visit to UALR
October 29, 2012	KDXE La Que Buena 1380 AM, 101.5 FM (Radio)	Interview with Nelson Galeano
November 1, 2012	KTUV La Pantera 1440 AM (Radio)	Interview with Nelson Galeano
November 1, 2012	Arkansas En Español (Magazine)	Article in Spanish
November 2, 2012	KATV (TV)	Press release mentioned on website
November 7, 2012	LRTV (TV)	Faces of Central Arkansas and Slides with contact info
November 7, 2012	KJBN 1050 AM "Talk of the Town" (Radio)	Interview with Jim McKenzie
November 8, 2012	KOKY 102.1 FM "The Broadway Joe Talk Show"	Interview with Jim McKenzie
November 8, 2012	El Latino (Newspaper)	Article in Spanish
November 8, 2012	KPZK 102.5 FM "The Righteous One" (Radio)	Interview with Jim McKenzie
November 9, 2012	Hola! Arkansas (Newspaper)	Op-ed piece by Jim McKenzie
November 12, 2012	Talk Business (Radio)	ICA highlighted on show by Roby Brock
November 12, 2012	In Arkansas blog	ICA press release on the blog
November 15, 2012	Bryant Chamber of Commerce (Newsletter)	Mentions ICA website and info
November 19, 2012	Arkansas Forestry Association email-blast	Passed on ICA press release
November 26, 2012	Daily Record (Newspaper)	ICA article online
December 4, 2012	NLRTV (TV)	Shows "Faces of Central Arkansas" video

### 2.1.7 Plan Information Network

The Plan Information Network (PIN) serves as a central location for communication and outreach as part of *Imagine Central Arkansas* and beyond. The PIN is a database (name, address, e-mail, phone, representative agency) of individuals with an interest in *Imagine Central Arkansas*.

In the first phase of outreach, the PIN was launched and populated with initial Metroplan contact lists. The PIN builds over time through opt-ins from web, social media, face-to-face events and other outreach activities. It serves as the “social infrastructure” for plan communication.

## 2.2 HUD Related Outreach

As a portion of the Imagine Central Arkansas outreach, a targeted approach was designed to engage Blacks, Hispanics, and individuals living with disabilities. Funding for this outreach was provided by a grant from the U.S. Department of Housing and Urban Development. The Design Group was tasked with developing and implementing a comprehensive integrated communications plan.

### 2.2.1 Paid Media

The Design Group developed, produced and executed the placement of paid media deliverables that included radio, print and outdoor advertising.

#### *Radio*

The Design Group coordinated and implemented a radio advertising campaign to promote public awareness of the Imagine Central Arkansas initiative and subsequent Community Conversations. The Design Group coordinated the placement of a radio media buy for the initial awareness period of September 19 – November 30, 2012.

#### **Black**

- **KHLR-FM** Little Rock 72 x week / Mon-Sun / 6am-7pm  
(R&B /Old School) KHLR aired bonus spots 1:1
  - Total Number of Paid Spots: 237  
Total Out of Pocket Expense: \$2,015.00
  - Total Number of Bonus Spots: 237  
Total Value of Bonus: \$2,015.00
  - Total Value of Buy: \$4,030.00
  - Total Number of Spots to air: 474
- **KOKY-FM** Little Rock 27 x week / Mon-Fri / 6am-6pm  
(Urban Old School) KOKY-FM aired bonus spots 2:1
  - Total Number of Paid Spots: 126  
Total Out of Pocket Expense: \$ 4,284.00
  - Total Number of Bonus Spots: 63  
Total Value of Bonus: \$2,142.00
  - Total Value of Buy: \$6,426.00
  - Total Number of Spots to air: 189

## Outreach Summary

• **KIPR-FM** Little Rock  
23 x week / Mon-Sun / 6am-12p

- (Urban Contemporary) KIPR-FM  
aired bonus spots 2:1
- Total Number of Paid Spots: 105  
Total Out of Pocket Expense: \$5,504.00
- Total Number of Bonus Spots: 56  
Total Value of Bonus: \$2,752.00
- Total Value of Buy: \$8,256.00
- Total Number of Spots to air: 162

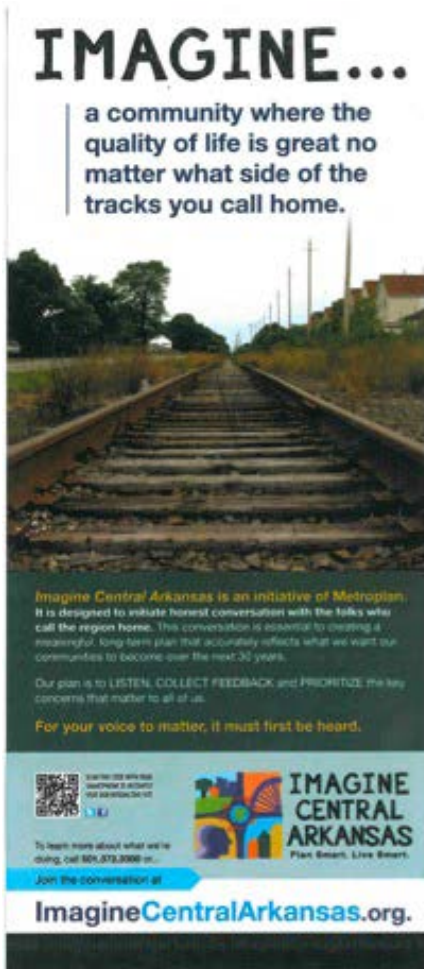
### *Hispanic*

• **KDXE-AM** Little Rock  
50 x week / Mon-Sat / 6am-7p

- (Spanish Language)  
KDXE-AM aired bonus spots 1:1
- Total Number of Paid Spots: 175  
Total Out of Pocket Expense: \$2,231.00
- Total Number of Bonus Spots: 175  
Total Value of Bonus: \$2,231.00
- Total Value of Buy: \$4,462.00
- Total Number of Spots to air: 350

• **KTUV-AM** Little Rock 40 x week / Mon-Sun / 6am-7p

- (Spanish Language)  
KTUV-AM aired bonus spots 1:1
- Total Number of Paid Spots: 140  
Total Out of Pocket Expense: \$2,380.00
- Total Number of Bonus Spots: 140  
Total Value of Bonus: \$2,380.00
- Total Value of Buy: \$4,760.00
- Total Number of Spots to air: 280



### Print Advertising

The Design Group purchased advertising in two key Hispanic-targeted print publications throughout the metro area during initial awareness period (September 19- November 30). Each print unit was designed to educate Hispanic Arkansans about the Imagine Central Arkansas initiative as well as the Community Conversations.

- Hola! Arkansas | Readership 5,000 – 10,000  
November 2012 Half Page Color
- El Latino | Readership 10,000 – 15,000  
November 2012 Half Page Island Color

### Transit Advertising

The Design Group purchased queen panel advertising on buses that travel throughout the Little Rock metro area. The advertisements appeared during September and October 2012. This method of advertising was cost-effective and reached all three niche communities, as ethnic minorities and those with disabilities make up 90 percent of the ridership. Because of sold-out inventory, the king panels initially proposed were unavailable. The Design Group purchased three queen panel placements and negotiated queen panels on two additional buses at no cost. Thus, instead of two king panels, five queen panels were used.

### 2.2.2 Creative Development

Because minorities and those living with disabilities are often less represented in public meetings and having their voice heard, materials were created specifically in mind to attract these populations to participate in Imagine Central Arkansas. A screenshot of the “Faces of Central Arkansas” as well as an example of a promotion card is displayed below.

Other creative materials, included:

- Two 60 second radio units (English)
- Two 60 second radio units (Spanish)
- Three 11x17 posters (one for each target group)
- Three 4x9 promotional cards (one for each target group)
- Development of three audience-specific full color print ads
- King Panel Bus artwork-English
- King Panel Bus artwork-Spanish
- “Faces of Central Arkansas” video



**Faces of Central Arkansas**

### 2.2.3 Public Relations and Earned Media

Public Relations activity was deployed to target Blacks, Hispanics and those living with disabilities in Central Arkansas in an effort to support any general community targeted strategies. These support strategies included press releases, on-air interviews, feature stories and op-eds.

### 2.2.4 Kickoff Event

The Design Group supported Metroplan in preparation of the Imagine Central Arkansas public launch by inviting key Black and Hispanic city and county leaders, community leaders and influencers, along with leaders among those with disabilities. The Design Group also coordinated ethnic media to attend. They included “Arkansas En Espanol,” “Hola! Arkansas” and “El Latino.”

#### *On-air radio interviews*

On-air interviews were scheduled to drive knowledge about Imagine Central Arkansas and why Blacks, Hispanics and those with disabilities should be involved in the long-range planning process for the Central Arkansas region. The interviews also drove residents to the Community Conversations. The Design Group used the approved press release as a tool to communicate the highlights and importance of participation in Imagine Central Arkansas. The interviews aired during October and November on the following radio stations:

- KDXE La Que Buena 1380 AM, 101.5 FM

MAKE YOUR VOICE HEARD.

Join us for one of our upcoming  
Community Conversations.

- Thursday, November 8: Little Rock**  
St. Mark Baptist Church  
(Family Life Center multi-purpose room)  
6:00-7:00 p.m.
- Tuesday, November 13: North Little Rock**  
Full Counsel Metro Church  
(Chapel at 16th & Maple)  
6:00-7:00 p.m.
- Thursday, November 15: Little Rock**  
Southwest Community Center  
7:30-8:30 p.m.
- Sunday, November 18: Little Rock**  
St. Edward Catholic Church  
1:30-2:30 p.m.
- Monday, November 26: Lonoke**  
Lonoke Community Center  
6:00-7:00 p.m.
- Tuesday, November 27: Benton**  
Gene Moss Building at Tyndall Park  
6:00-7:00p.m.
- Thursday, November 29: Conway**  
McGee Center  
6:00-7:00p.m.



To learn more about what we're  
doing, call 501.272.3369 or...

Join the conversation at



IMAGINE  
CENTRAL  
ARKANSAS

Plan Smart. Live Smart.

ImagineCentralArkansas.org.



- KTUV La Pantera 1440 AM
- KJBN 1050 AM "Talk of the Town"
- KOKY 102.1 FM "The Broadway Joe Talk Show"
- KPZK 102.5 FM "The Righteous Ride Home"

### *Op-eds, feature stories and press releases*

The Design Group arranged for newspaper articles about Imagine Central Arkansas and wrote two press releases; one announcing the launch of Imagine Central Arkansas and the second press release to announce the dates of forthcoming Community Conversations. The Design Group also used the approved press release to pitch for features opposite the editorial page (op-ed). The Design Group was successful in gaining earned media through op-eds and feature stories. The feature stories appeared in "El Latino," "Hola! Arkansas" and "Lincoln Echo," as well as arkansasmatters.com. The Design Group produced two op-eds, under the pen of Metroplan Executive Director Jim McKenzie. These appeared in "Hola! Arkansas," "El Latino" and "Heritage Health magazine."

### **2.2.5 Grassroots Outreach**

The Design Group launched several tactics to engage Blacks, Hispanics and those with disabilities in the participation phase of Imagine Central Arkansas. Through Community Conversations, Speakers' Bureaus, Lifestyle Meeting Area canvassing and Hosted Visits, The Design Group assisted Metroplan in reaching nearly 500 individuals.

### *Community Conversations*

Seven Community Conversations were held at churches and neighborhood community centers throughout the targeted communities. Each of the seven Community Conversations were successfully executed as planned during the key engagement period (November). An averaged total of 245 individuals attended the Community Conversations.

Attendees were asked to write their ideas and thoughts related to: Transportation, Housing, Energy/Environment, Health, Economic Development,

#### **Locations visited were:**

- St. Mark Baptist Church
- Southwest Community Center
- St. Edward's Catholic Church
- Full Counsel Metro Church
- The Lonoke Community Center





## Outreach Summary

- Benton's Gene Moss Building
- McGee Center in Conway

**Themes from the community conversations are listed below.**

### Transportation (key ideas)

1. Maintenance of Streets
2. More Bicycle Options (bike lanes, trails connecting cities)
3. Increased bus service (test new routes, lower cost, cultural change)
4. Metro-bus /subway system (more trolleys)
5. Better Pedestrian facilities (cross-walks/fix sidewalks)
6. Wider Roadways, improve Ramps
7. Complete loop around Little Rock (North Belt Freeway)
8. Toll Roads, HOV Lanes
9. Improve safety (lighting)
10. Taxi Cabs
11. Overnight construction on roadways

### Housing (Key Ideas)

1. Revitalize neighborhoods
2. Affordable housing
3. Improved parks and community centers
4. Eco friendly apartments (more apartments/multi-family housing/condos)
5. Neighborhood watch/police enforcement/code enforcement
6. Revitalizing housing projects
7. More opportunities for homeless
8. Infill, build up historic areas, use older buildings
9. Storm shelters for tornado prone areas
10. Daycare/after hours for teens
11. Rehab and senior housing
12. Universal design

### Healthy Lifestyles

1. Aquatic activities/community centers/health clubs
2. Healthy food stores/eliminate food deserts
3. Recreation and upkeep of neighborhood parks (more paths and trails)



4. Mobile grocery (free fruit and vegetables)
5. Educational classes
6. Commercial development/villages that encourage walking
7. Health clinics in neighborhoods/access to healthcare facilities
8. Community gardens
9. Clean air

### **Energy and Environment**

1. Recycling
2. Public transit/less dependence on single user auto
3. Renewable energy sources
4. More energy efficient homes
5. Preserve green areas/watershed protection
6. Enforcement (smoking/noise)
7. Limit sprawl
8. Improved drainage system
9. Underground power
10. Energy efficient cars/electric cars

### **Economic Development**

1. Regional Collaboration/market region
2. Education for workforce training (votech/community colleges)
3. Adult education/retraining
4. Safe/Clean/Good Schools
5. Affordable Colleges
6. Small Business Support



## Outreach Summary

7. Tax breaks for job creators
8. High tech and green jobs
9. State minimum wage/working wage
10. More diversity/increased jobs outside urban core

### *Boys and Girls Club/Family Nights*

In conjunction with the community conversations, seven Boys and Girls Clubs within Little Rock and North Little Rock partnered with Imagine Central Arkansas to host “Family Nights”. The format for the meeting was that parents were asked to respond to questions concerning their respective neighborhoods. Youth also illustrated their vision for the future by drawing their ideal community. Below is a drawing from the Thrasher and Whetstone (Wakefield) clubs.



Prompts for the parent feedback:

- Getting to work would be easier if \_\_\_\_\_.
- Shopping for groceries would be easier \_\_\_\_\_.
- The most dangerous place to walk in my neighborhood is \_\_\_\_\_ because of \_\_\_\_\_.
- I would ride the bus to work if \_\_\_\_\_.
- When the price of gasoline goes up too high, I \_\_\_\_\_.
- My kids would go to the playground/play more outside if \_\_\_\_\_.
- My problem feeding my children healthy food is \_\_\_\_\_.

- If money was not a problem, I would live in this kind of house \_\_\_\_\_ (options were made available like multi-family housing, traditional house, new development, large lot, etc)
- I am having a hard time finding a place of my own to live because of \_\_\_\_\_.
- My landlord needs to do \_\_\_\_\_ to make my place a more decent place to live.
- It is difficult to pay my electric/gas bill because of \_\_\_\_\_
- City services that would help our neighborhood are \_\_\_\_\_
- Are health care providers accessible given your current transportation options? If not, why not?
- The thing my neighborhoods needs most is \_\_\_\_\_
- I am having a hard time finding a job because of \_\_\_\_\_
- I would like to start my own business doing \_\_\_\_\_, but I am having problems because of \_\_\_\_\_.
- It would be good to have \_\_\_\_\_ kind of business in my neighborhood
- When I imagine the future, I see \_\_\_\_\_ happening in our neighborhood





### *Lifestyle Meeting Area canvassing*

The Design Group successfully distributed Imagine Central Arkansas hand cards and posters at more than 450 locations, such as barber shops, beauty shops, restaurants and churches in neighborhoods throughout Central Arkansas that are frequented by Blacks and Latinos. The hand cards and posters were distributed in Little Rock, North Little Rock, Conway, Benton, Bryant, Lonoke, Sherwood, Maumelle and Jacksonville.

### *Speakers' Bureaus/Hosted Visit*

Imagine Central Arkansas conducted two Speakers' Bureaus with the Independent Living Council in November and the Progressive League of College Station in February. Metroplan and The Design Group additionally coordinate a Hosted Visit of influential minority business, community and governmental leaders at the Little Rock Chamber of Commerce in January. The Hosted Visit saw nearly 40 professionals in attendance. There were roughly 20 individuals present at the November Speakers' Bureau who were either living with a disability or work with those living with a disability. At the February Speakers' Bureau, 25 residents of the College Station community attended.

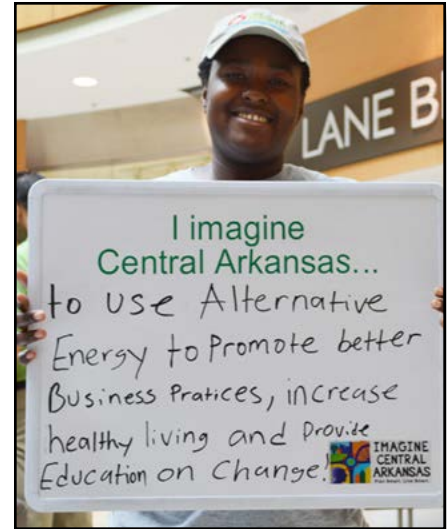


## 2.2 Results

### 2.2.1 Participation Rates

#### Kickoff/Listening/Educating Phase Participation

	# of Participants
Project website (# of hits)	2,987
Hometown Visits (Attendees)	1270
Treasured Places (# of locations identified)	684
Faces of Central Arkansas video (views)	463
I Imagine Central Arkansas (Whiteboards)	236
Kickoff Event (Attendees)	200
E-blast (# people opened)	189
Ideascale (users)	108
YourStory (Videos)	104
Know Your Region (Users)	101
Stakeholder Interviews (Participants)	77
Speakers Bureau (Attendees)	72



#### Web ([www.imaginecentralarkansas.org](http://www.imaginecentralarkansas.org))

In the first phase of outreach, the *Imagine Central Arkansas* website was visited 2,987 times (1,767 were unique visitors). During this time, the largest number of views (673) occurred during the week of September 16-22, 2012, which corresponded with the September 19, 2012 Kickoff Event. The following week, September 23-29, 2012, there were 358 views, which corresponded with the Hometown Visits. Another spike in website traffic occurred during the week of October 28 – November 3, 2012, which corresponded with the October 29, 2012 press release.

483 visits to the website (or 16% of the total) were from mobile devices or tablets. On average, visitors spent about 7 minutes and 48 seconds on the ICA’s website, viewing an average of 3.24 pages per visit. A total of 9,670 pages were viewed. The top landing pages for direct traffic to the website included:

1. [imaginecentralarkansas.org/](http://imaginecentralarkansas.org/) (Home Page)
2. [imaginecentralarkansas.org/state-region](http://imaginecentralarkansas.org/state-region) (State of the Region)
3. [imaginecentralarkansas.org/places](http://imaginecentralarkansas.org/places) (Treasured Places)
4. [imaginecentralarkansas.org/our-mission](http://imaginecentralarkansas.org/our-mission)
5. [imaginecentralarkansas.org/event/kickoff-celebration](http://imaginecentralarkansas.org/event/kickoff-celebration) (Kickoff Event)
6. [imaginecentralarkansas.org/imagine](http://imaginecentralarkansas.org/imagine) (“I Imagine Central Arkansas...”)

7. imaginecentralarkansas.org/get-engaged

Top Traffic Sources to the Website during the Kickoff/Listening/Educating Phase

Source/Medium	Visits
Directly landed on the imaginecentralarkansas.org website	1820
Google search for "Imagine Central Arkansas"	416
Facebook (referral)	132
Twitter (referral)	129
metroplan.org (referral)	82



Project Website Traffic for Kickoff/Listening/Educating Phase

		# of Website Visits	% of Website Visits	Pages / Visit	Avg. Visit Duration	# WebPages Viewed
VISITORS	All Visitors:	2987	100%	3.24	7:48	9,670
	New Visitors	1719	58%	2.87	3:53	4931
	Returning Visitors	1268	42%	3.74	13:07	4739
TRAFFIC SOURCES	Direct Traffic	1820	61%	3.25	7:33	5919
	Referral Traffic	644	21%	2.86	7:28	1845
	Search Traffic	500	17%	3.65	9:22	1824
	Press Releases	23	1%	3.57	3:05	N/A

**1. Natural and Civic Spaces**

People in central Arkansas simply love and are extremely proud of our region’s natural and civic spaces. Whether it’s Pinnacle Mountain, the Big Dam Bridge or any number of our water bodies, the places hold a special place in our hearts. They are what make central Arkansas special and unique.

**2. Places to Connect and Play**

Parks, community centers, downtowns and other civic spaces. Central Arkansans place a high value on these places as venues to connect with their friends, family and others.

**3. Choice in Transportation**

Whether it’s completing the River Trail, expanding bus service, developing a rail system or creating safe walking opportunities, central Arkansans have made it clear: they value and want to see more and better options for transportation. More than just recreational opportunities, people would like to see walking, cycling and transit as a more integral part of their day-to-day lives.

**4. Safe and Family-friendly**

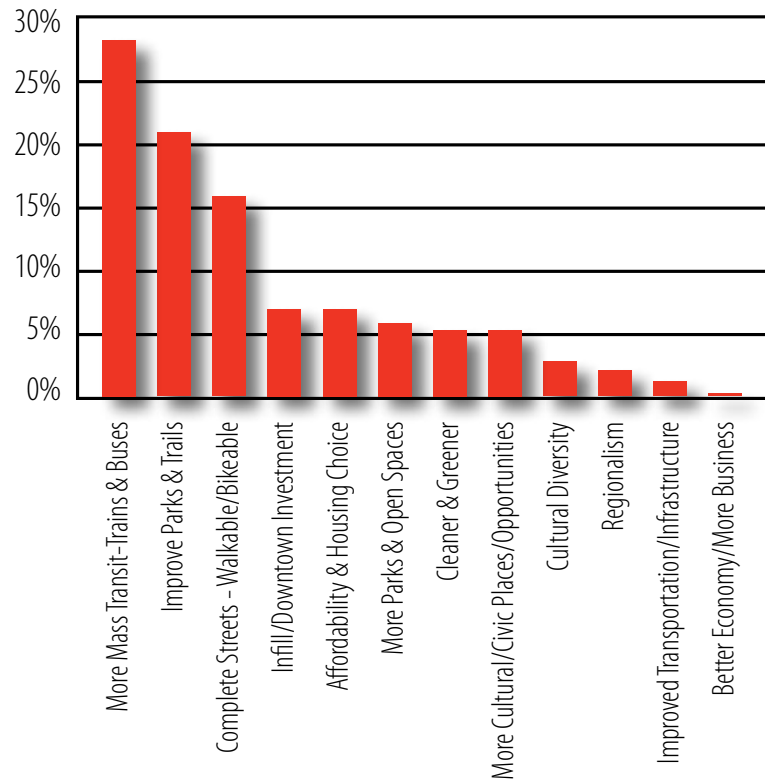
People want central Arkansas to remain safe and family-friendly. This means ample opportunities to select places to live where parents are comfortable letting their children play outside.

**5. Economy and Affordability**

Of course, none of this is possible unless central Arkansas remains an affordable and economically viable place. People want to see central Arkansas continue to grow economically so that their children can find good-paying jobs right here and not move on to other places.



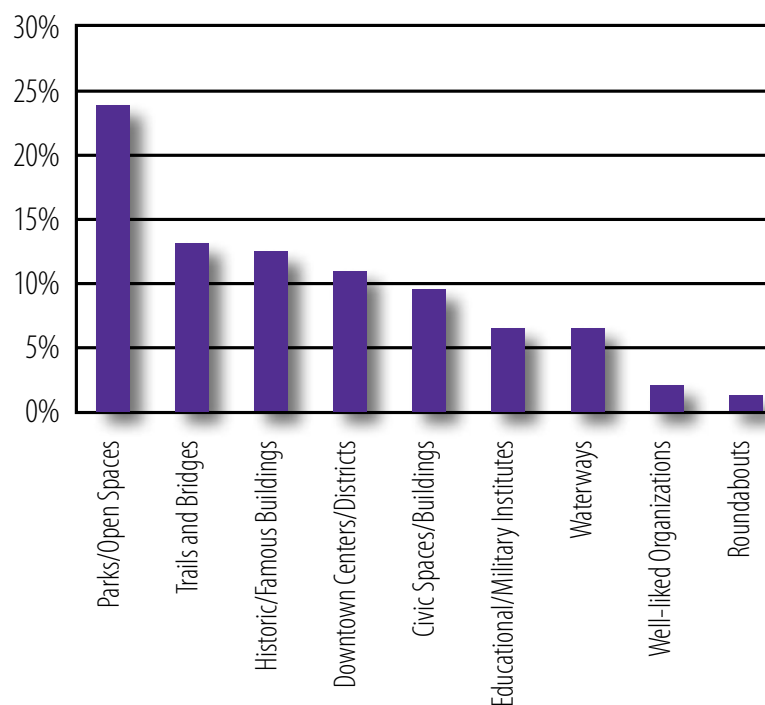
### IDEASCALE Most Votes by Category



### IDEASCALE – Top Ten Ideas

Rank	Idea	Votes
1	More Frequent Bus Services	56
2	Connect Trails	47
3	Complete Streets	46
4	Finish the River Trail	44
5	Walkable Neighborhoods	41
6	Public Transit Conway/Little Rock	39
7	Less Spread Out	33
8	Trains	26
9	Sharrows	20
10	Multi Modal Options	18

### TREASURED PLACES Most Votes by Type of Place

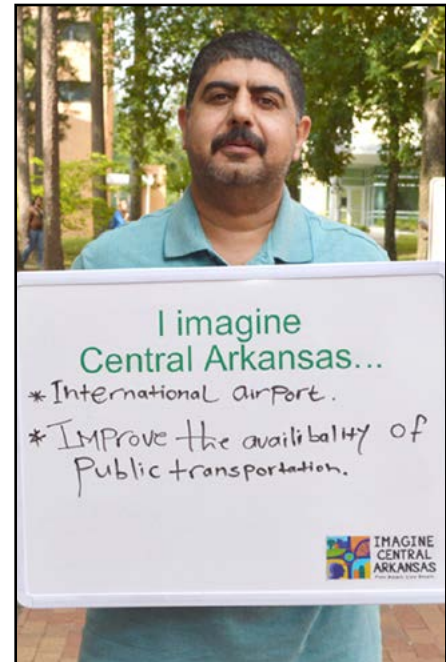
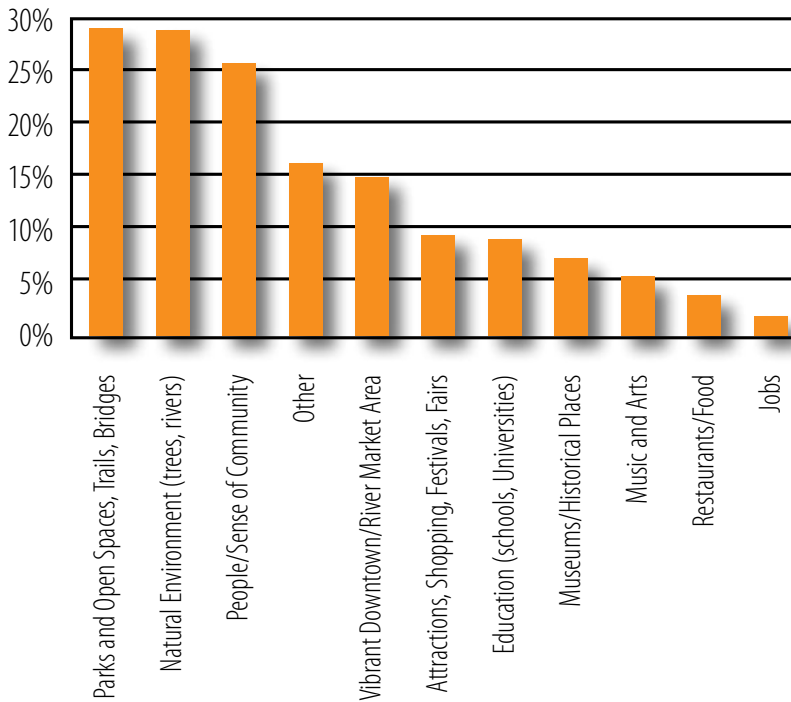


### TREASURED PLACES – Top Ten Places

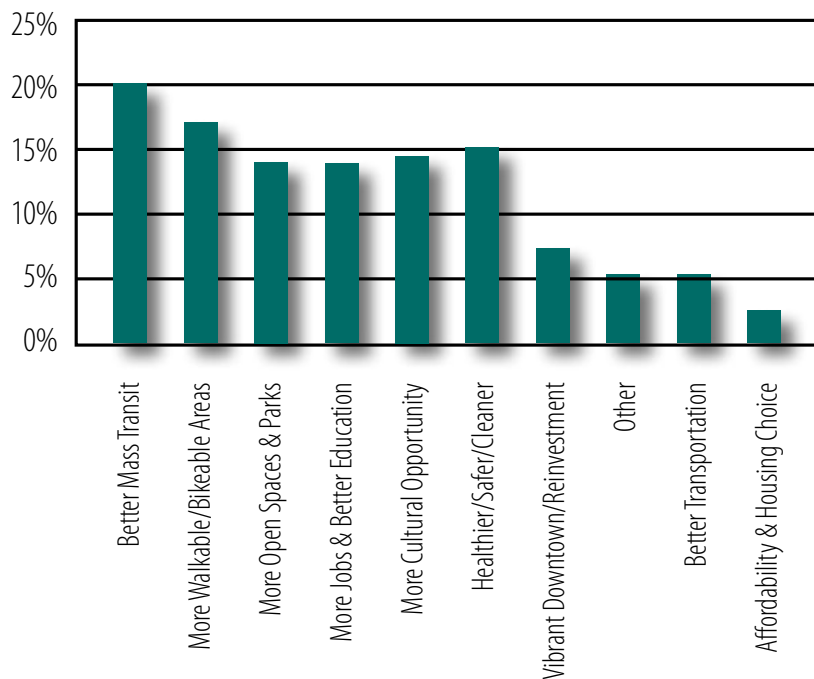
Rank	Place	Votes
1	Capital Hotel	46
2	Big Dam Bridge	42
3	Covered Bridge at Burns Park	41
4	Maumelle Community Center	38
5	Two Rivers Park Bridge	37
6	Little Rock River Market	32
7	Pinnacle Mountain	28
8	Clinton Library	29
9	Hendrix College	26
10	MacArthur Park	26

## YOURSTORY

Percent of Mentions by Category

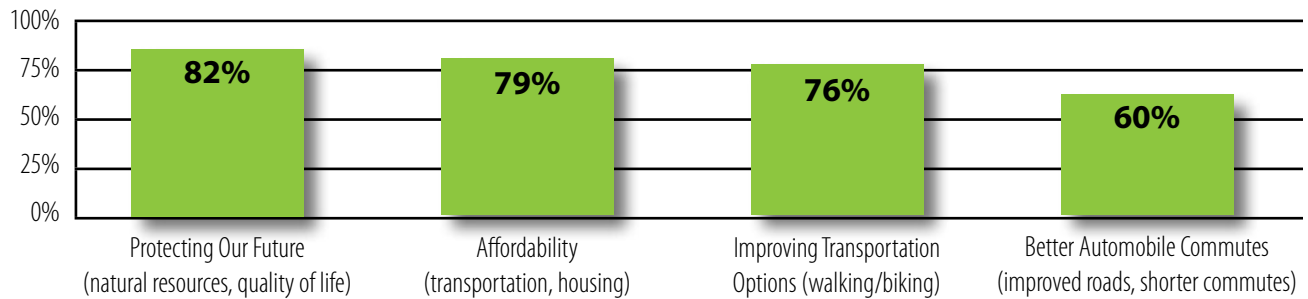


"I IMAGINE CENTRAL ARKANSAS..." Whiteboards  
Percent of Responses by Category



## KNOW YOUR REGION

What Do You Think Are The Most Important Challenges Facing Central Arkansas Over The Next 30 years? (Percentage of responses that said 'Very Important' or 'Important')



trails and bridges (i.e. Big Dam Bridge), and historic and famous buildings (i.e. Little Rock River Market).

Using keyword tagging, the top themes from the “I Imagine Central Arkansas...” writing exercise were placed into 10 broad categories. The top three categories with the most mentions are: better mass transit; more walkable, bikeable areas; and healthier, safer, cleaner areas.

Also using keyword tagging, the top themes from the YourStory videos were placed into 11 categories. The top three categories with the most mentions are: parks and open spaces, trails and bridges; natural environment (trees, rivers); and people, sense of community.

Overall, the following key themes are emerging about what Central Arkansas people value for their future:

## Evaluation Matrix – Effectiveness of Phase 1 Outreach Strategies

Phase 1 Outreach	Effectiveness*			Exposure**	Quality of Interactive Feedback	Cost***	General Comments
	Effective	Less Effective	Not Effective				

Web:

www.imaginecentralarkansas.org	✓			High (250+)	High	\$\$\$\$\$	ICA website was visited 2,987 times (1,767 were unique visitors and 483 mobile visits)
Treasured Places	✓			High (250+)	High	\$\$\$\$\$	The Treasured Places webpage was the 3rd most popular landing page for direct traffic onto the ICA website and resulted in 684 votes for 97 favorite places throughout the region.
Know Your Region - Interactive Workbook		✓		Medium	High	\$\$\$\$\$	The Know Your Region Interactive Workbook was completed by 101 people and the webpage was the 2nd most popular landing page for direct traffic onto the ICA website. Additional publicity for workbook would have increased effectiveness.

Email:

E-blasts		✓		Medium	Low	\$	Four e-blasts were sent to a total of 447 people. 189 people (or 42%) opened the e-blasts, and resulted in 23 referrals to the ICA website.
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Social Media:

Facebook		✓		Medium	Low	\$\$	Metroplan created 92 posts to the Facebook page which resulted in 166 referrals to the ICA website. 34 of the referrals to the website were from the mobile Facebook application.
Twitter		✓		Medium	Low	\$-\$	129 referrals to the ICA website came from followers to the #ImagineCentralAR hashtag. During this time there were 20 tweets by @Metroplan, and 9 tweets from other followers about #ImagineCentralAR.
Ideascale	✓			Medium	Low	\$\$	The Ideascale campaign resulted in 108 users, 42 ideas and 802 votes.
YouTube (Faces of Central Arkansas video)	✓			High (250+)	Low	\$\$	463 views on YouTube and was useful for presentations and at Hometown Visits. Funded by HUD grant.

Face-to-Face:

Kickoff Event		✓		Medium	High	\$\$\$\$	Overall participation was less than desired but most that came were engaged the event generated good press coverage. A smaller but more targeted event may be more effective. Cost of event was very high, both staff time and facility rental.
Hometown Visits: "Unsponsored / Standalone" Hometown Visits			✓	Medium	High	\$\$\$	185 attendees; standalone Hometown Visits that were located at Simon Park in Conway, Saline County Courthouse, Cabot Community Center and Park Plaza Mall were not as effective as the "sponsored/tag along" Hometown Visits. UALR was the exception.
Hometown Visits: "Sponsored / tag-along" Hometown Visits		✓		High (250+)	High	\$\$\$	1085 attendees; tag-along Hometown Visits that were located at the North Little Rock Family Fun Fest, Conway Ecofest, Sherwood Fest, Big Dam Bridge 100 Expo, Bryant Fall Fest, and Cabot Fest. Events varied significantly in their effectiveness and amount of interaction.
"I Imagine Central Arkansas..." (Whiteboards)	✓			High (250+)	High	\$\$	236 whiteboard images; very popular but required significant staff time to manage and process and keyword tag the whiteboard images.

Outreach Summary

Phase 1 Outreach	Effectiveness*			Exposure**	Quality		General Comments
	Effective	Less Effective	Not Effective		Quality of Interactive Feedback	Cost***	
YourStory			✓	Medium	Medium	\$\$	104 videos taped; the tool was only used at the Kickoff Event and required significant staff time to manage and process and keyword tag the recordings.
Speakers Bureau		✓		Low	Medium	\$\$	4 events and 72 attendees. Additional speakers bureau events needed.
Stakeholder Interviews	✓			Low	High	\$\$\$	Very effective with target audiences.

Print:

Flyers			✓	Medium	N/A	\$\$	The flyers were more effectively used when distributed via e-blasts than the hard copies that were posted.
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Press Relations:

Press Releases		✓		High	N/A	\$-\$	
Media Coverage	✓			High	Low	\$	Great TV and radio coverage; referrals to ICA website from KATV.com (27), Inarkansas.com (15) and Arkansasmatter.com (13). ICA band expanded due to radio and TV interviews.

PIN:

Plan Information Network		✓		Medium	Low	\$\$	Approximately 200 people in the PIN
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\*Effective, Less Effective (needs to be modified), Not Effective (would not use again)

\*\*Exposure to ICA generated by strategy (# of people engaged in outreach strategy)

\*\*\*Cost Spent on Strategy (materials and staff labor)

\$= Free to <\$1,000

\$\$= \$1,000 to \$4,999

\$\$\$= \$5,000 to \$9,999

\$\$\$\$= \$10,000 or \$19,999

\$\$\$\$\$= \$20,000+

## 2.3 Effectiveness

Overall, the launch and initial phase of public outreach was successful. However, several opportunities for improvement were evident during the course of the outreach.

### 2.3.1 Kickoff Event

The River Market proved to be a good location for the Kickoff Event, drawing approximately 200 Central Arkansans, both young and old. As always, a greater number of participants is desired. However, those in attendance were engaged and the event was particularly convenient for the E-Stem students to participate. The event resulted in good press coverage.

### 2.3.2 Hometown Visits

The Hometown Visits conducted in September and October 2012 were hit-or-miss, with some highly successful visits generating significant interaction and a diversity of participants (i.e. North Little Rock Family Fun Fest, UALR and Conway Ecofest) and others virtually none (i.e. Cabot Community Center and Saline County Courthouse). While the concept of the Hometown Visits was a good one, the main drawbacks were having large amounts of uniform staff in a public setting that tends to be intimidating, and locating in areas that lack a lot of foot traffic.

Another lesson to learn is that setting up expansive displays and equipment is burdensome and, in most cases, unnecessary. While the electronic touchables technology is interesting and useful, at times it is very quirky to operate, and is difficult to transport, assemble and operate (particularly in outdoor settings).



# 3. DEVELOPMENT OF ALTERNATIVE FUTURES PHASE

The second phase in the outreach process engages citizens and stakeholders to think critically about what they would like central Arkansas to become. Activities to achieve this objective include a scenario planning tool on the web site, discussion via social media and a new round of face-to-face outreach, including a series of hosted visits, standalone kiosks, strategies to increase exposure, increased emphasis on outreach and a refreshed speaker's bureau presentation.

## 3.1. Outreach Strategies

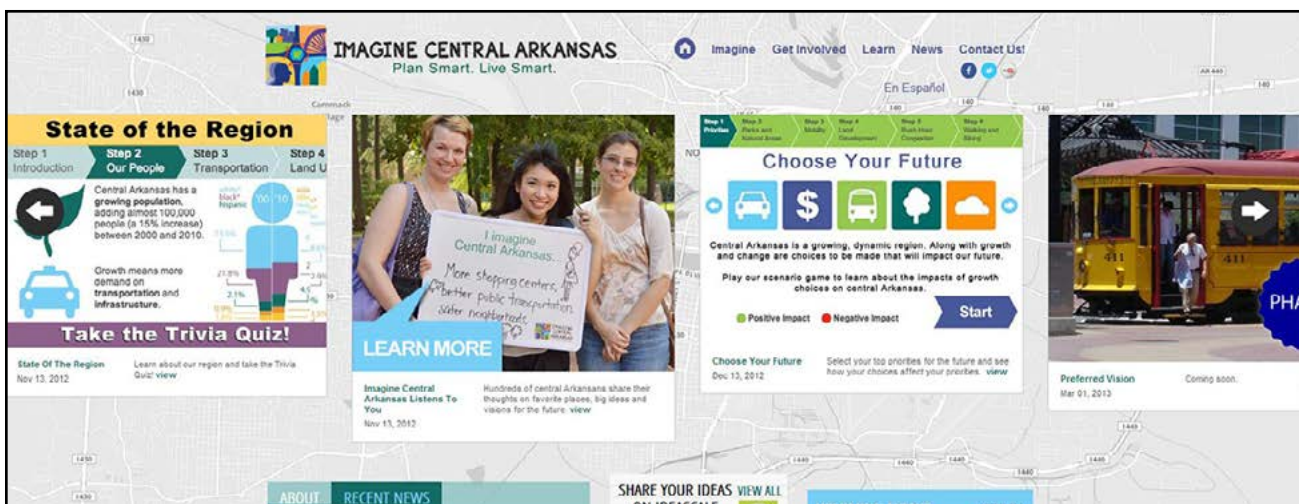
A number of changes were implemented in the second phase of outreach for *Imagine Central Arkansas*. These changes are intended to capitalize upon lessons learned during the first phase and to get the most out of staff and consultant efforts, generating as much involvement from the public and stakeholders as possible.

### 3.1.1 Web

#### *Choose Your Future - Scenario Planning Tool*

The Choose Your Future web-based scenario planning tool was launched in mid-December 2012. The tool is intended to be the focal point of the second phase of outreach. It features an interactive, multi-step wizard in which participants react to a series of future scenarios. Each decision generates an impact – either positive or negative – to the priorities they select from the following:

- More transportation choices (walking, biking, transit)





## Outreach Summary

- Faster commute
- Less government spending
- Parks and natural areas
- Protect the environment (air quality, energy conservation).
- Household transportation costs
- Convenience (shopping, services, work nearby)
- Less regulations

The purpose of the scenario tool is to allow participants the opportunity to learn more about how various choices impact their priorities for the region and the inherent tradeoffs that must be made. In aggregate, the results are used to inform the development of specific regional transportation and development scenarios in subsequent study phases.

The tool is integrated with social media and enabled for use on mobile devices and at Hosted Visits. The results will be posted on the project website at the conclusion of the outreach phase.

### Web Advertisements

Two web advertisement campaigns were launched through the Arkansas Times online website ([www.arktimes.com](http://www.arktimes.com)). The Arkansas Times online receives around 200,000 unique readers a month with a large portion of that going to their regularly updated blogs. From February 5 - 13, 2013, a rotating square ad that was posted that would be seen throughout the site. Rotating square ads are 300x250 pixels and appear at the right hand side in random location above and below the "fold." (The fold in terms of a website refers to the breakpoint above which most screens will load the website. Above





the fold means the ad will display in that initial load, below means the visitor will have to scroll to see the ad.) Between February 14 to March 8, 2013 the ad spot was switched to a fixed ad that would appear on the blog. The fixed ad is the same size, but always appears in the upper right corner of the page.

### Web Advertisement Options

Location	Time Period	Cost
Arkansas Times – rotating ad	February 5-13, 2013	\$222.86
Arkansas Times – fixed ad	February 14 – March 8, 2013	\$750.00

### 3.1.2 Email

An E-blast was sent through MailChimp on December 18, 2012 (titled Choose Your Future) announcing the launch of the second project phase and encouraging participation in Choose Your Future . The E-blast also embedded links to the feedback that was gathered in the first phase of outreach.

A second E-blast was sent on February 22, 2013 (titled “Let’s Start Making the Future of Central Arkansas Better”) encouraging people to take the Choose Your Future tool before February 28, 2013 and to share the tool with friends.

A third E-blast was sent on April 3, 2013 (titled “Thanks for Imagining Central Arkansas”) that explained that because of the participation in the Choose Your Future tool, “we know that your priorities are proximity to conveniences, parks and natural areas, protecting the environment, more transportation choices, and better household transportation costs.”



### Email Blast Results

E-Blast Date	Topic	Quantity Sent	Percentage of Email Opened
12-18-2012	Choose Your Future	348	125 (36%)
02-22-2013	Let’s Start Making The Future of Central Arkansas Better	357	122 (34%)
04-03-2013	Thanks for Imagining Central Arkansas	451	147 (33%)

### 3.1.3 Social Media

#### Facebook

The Facebook page announced the locations of the Hosted Visits and continues to be integrated with the project website, the Ideascale campaign, and the Choose Your Future tool so that participants could



## Outreach Summary

share their results with their friends. Facebook updates announce specific milestones in the process, and direct followers to the website.

### Twitter

Tweets are issued under the #ImagineCentralAR hashtag from Metroplan's Twitter account to announce the Choose Your Future tool and the locations of the Hosted Visits. The hashtag is included on all outreach materials.

### Ideascale

A new Ideascale campaign was launched concurrent with phase two outreach. The Ideascale campaign was announced on Twitter, Facebook, the website and in E-blasts. Users are able to continue responding to the question from the first phase of outreach.

The new Ideascale campaign asks the question: "What do you think are central Arkansas' most important priorities for the future?" A further description on the Ideascale website stated, "The *Imagine Central Arkansas* Choose Your Future game ([www.future.ImagineCentralArkansas.org](http://www.future.ImagineCentralArkansas.org)) identifies several potential priorities for the region, including faster commutes, protecting the environment and less public spending. What are your top priorities for central Arkansas over the next 30 years? Is it one of the priorities already listed or something else? Tell us!"

## 3.1.4 Face-to-Face

### Hosted Visits

*Imagine Central Arkansas* partnered with existing communities and groups to conduct a series of Hosted Visits in December 2012 and January 2013 to engage citizens and other stakeholders in a discussion of choices for the future of the region. As the name implies, the meetings rely on a local "host" (city, non-profit, chamber of commerce, etc.) to make arrangements for the venue and to make personal invitations to participants. The Hosted Visits are operated in the format of an interactive workshop and allowed for multiple forms of interaction (touchtables, keypad polling, etc.) over an extended period of time (an hour to an hour and a half). The focal point of each Hosted Visit was a scenario-building exercise that was based on the Choose Your Future scenario planning tool.

The objective of the Hosted Visits was to broaden awareness of the choices and tradeoffs the region faces and to collect input on an action plan to guide the future in the next 30 years. Specifically, the following technology was used at the visits:

- Touchtables projecting the Choose Your Future online scenario planning tool.





- Keypad polling, in which participants reacted to a series of pre-defined questions.

### Hosted Visits

Date /Time	Hosted Visit	Location	Estimated # of Attendees
December 13, 2012	Little Rock Regional Chamber of Commerce Leadership Class	Mosaic Templars Cultural Center, 501 W 9th St, Little Rock (Pulaski County)	50
January 22, 2013 10 to 11AM	Pat Hays Senior Citizen Center	401 W. Pershing, North Little Rock (Pulaski County)	16
January 22, 2013 1 to 2PM	E-Stem	123 W. 3rd Street, Little Rock (Pulaski County)	33
January 23, 2013 2 to 3:15PM	Conway Chamber of Commerce	900 Oak Street, Conway (Faulkner County)	16
January 24, 2013 10:30 to 11:30AM	Hot Springs Village	150 Ponderosa Way, Hot Springs Village (Saline County)	29
January 24, 2013 5:30 to 7PM	Central Arkansas Library System (CALS) – Main Branch	100 Rock Street, Little Rock (Pulaski County)	13
January 25, 2013 11:30AM to 1PM	African American Leaders (Little Rock Regional Chamber of Commerce)	One Chamber Place, Little Rock (Pulaski County)	35
February 7, 2013 6:30 to 7:30PM	Mayflower High School	10 Lesley King Drive, Mayflower (Faulkner County)	30
February 20, 2013	J.A. Fair High School	13420 David O. Dodd Rd, Little Rock (Pulaski County)	40



### Hometown Visits

Based on lessons learned during the first phase of outreach, Metroplan staff conducted Hometown Visits on an opportunity-driven basis. The Hometown Visits were based on the concept of a small footprint (no more than two or three staff per visit) and efficient use of equipment (no more than one or two tables and associated materials/equipment, so that staff can easily be deployed on a moment's notice).

Content used to engage participants included: the Choose Your Future tool, an overview of *Imagine Central Arkansas*, existing online tools (Ideascale, Treasured Places, Know Your Region) and ways to stay engaged.

In addition, two standalone kiosks were custom-made for use in secured public settings (at Metroplan's office, community centers, malls, etc.) or to take to staff-run Hometown Visits. The kiosks were



## Outreach Summary

iPads enclosed in free-standing hardware and were used by the public to take the Choose Your Future tool.

## Hometown Visits

Date/Time	Hometown Visit	Type
January 16, 2013	Pulaski Tech Welcome Week	Choose Your Future tool using ipads
February 6, 2013	UALR Neighborhood Leadership Training	Presentation given about neighborhoods and ICA
February 21, 2013	Hendrix College	Booth set up at Career and Internship Fair
February 21, 2013	Envision Bryant	Booth set up at Town Hall Meeting

## Speaker's Bureau

During the second phase of outreach, the speaker's bureau standard presentation was updated and used by Metroplan staff and others as appropriate. In addition, the two standalone kiosks were taken by staff to the locations for use by audience members to take the Choose Your Future tool.

## Speaker's Bureau

Date	Audience	Speaker	Estimated # of Attendees
12-15-2012	The Executive Board	Judy Watts	10
01-03-2013	Fifty for the Future	Jim McKenzie	25
02-16-2013	Wright Avenue Neighborhood Association	Casey Covington	12
02-18-2013	Philander Smith	Judy Watts	13
02-19-2013	College Station	Imagine Central Arkansas team	22

### 3.1.5 Print Media

The print media campaign was updated to generate interest and drive more traffic to the website.

## Textizen Campaign

Textizen is an interactive SMS application developed by Code for America. In general, Textizen asks questions on posters/flyers/stickers in public places, and collects feedback via text message. The initial response prompts a second question sent via text, and so forth, ultimately leading to a call to action (visit the website, etc.). The strategy was chosen as a good low-cost strategy for both collecting feedback and increasing exposure, driving traffic to the website.



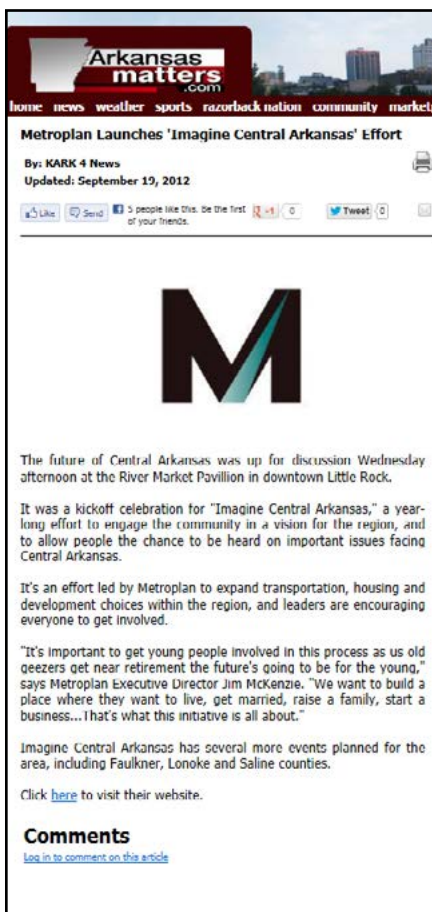
The Textizen campaign included the design and production of two 8.5x11 inch posters. During the week of January 22-25, 2013, approximately 50 Textizen posters were distributed to areas in downtown Little Rock, Conway and to some areas in Benton and Bryant. The posters were pinned to bulletin boards or posted in windows at coffee shops, restaurants, bars, common gatherings at colleges, visitors bureaus, etc. In addition, ads were purchased to display the Textizen questions in CATA buses as well as in the Arkansas Times.

### 3.1.6 Media Relations

#### Press Releases

The following press releases were issued during the second phase of outreach. Metroplan’s public relations firm coordinated the relevant press channels.

- December 19, 2012, “IMAGINE CENTRAL ARKANSAS LAUNCHES NEW PHASE OF COMMUNITY OUTREACH, ‘Choose Your Future’ Gives Residents the Opportunity to Make Decisions About Our Future”
- February 1, 2013, “OVER 500 RESIDENTS IMAGINE CENTRAL ARKANSAS, Online Activity and Hosted Visits Capture Priorities Across the Region”



#### Media Coverage

Date	Media	Type
January 4, 2013	LRTV (TV)	Info about Choose Your Future tool
January 4, 2013	YNPN Newsletter	Info about Choose Your Future tool
January 8, 2013	In Arkansas e-newsletter	Info about Choose Your Future tool
January 8, 2013	Just Communities and Junior League of Arkansas	Info about Choose Your Future tool
January 8, 2013	Greenarjobs Facebook and email	Info about Choose Your Future tool
January 9, 2013	Little Rock Neighborhood Association presidents	Info about Choose Your Future tool
January 10, 2013	Tom FM 94.9 (Radio)	Interview with Jim McKenzie
January 11, 2013	Bowen Law School listserv	Info about Choose Your Future tool
January 18, 2013	Downtown Partnership Alliance newsletter	Announced CALS Hosted Visit for January 24, 2013
January 28, 2013	Keep Little Rock Beautiful website and Facebook	Info about Choose Your Future tool
January 31, 2013	Conway Corp. weather crawl and slide on TV	Info about Choose Your Future tool
January 31, 2013	Hot Springs Village press release	Info about previous Hosted Visit and Choose Your Future tool
February 1, 2013	Maumelle newsletter from Mayor	Info about Choose Your Future tool

February 1, 2013	What Have You Heard blog, facebook and twitter	Info about Choose Your Future tool
February 1, 2013	Jacksonville Chamber of Commerce newsletter	Info about Choose Your Future tool

### 3.1.7 Plan Information Network

The PIN continued to build, with an increased emphasis and focus on personal contact with key community leaders/representatives.

## 3.2 Results

### 3.2.1 Participation Rates

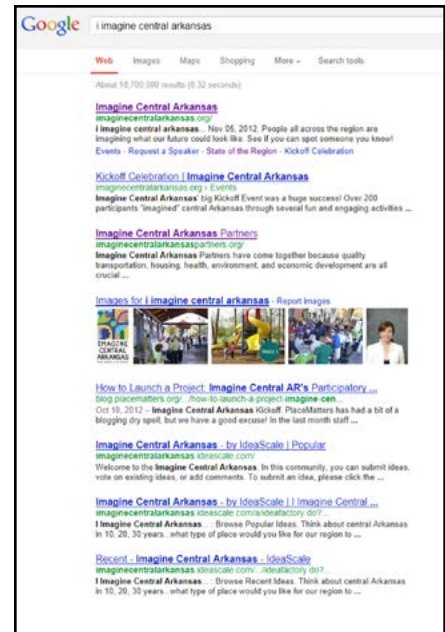
#### Development of Alternative Futures Phase

Participation Rates	Amount
Project website (# of hits)	4,414
Choose Your Future (Responses)	978
E-blast (# people opened)	394
Ideascale (New Votes)	384
Keypad Polling (Votes)	262
Hosted Visits (Attendees)	262
Speakers Bureau (Attendees)	82
Textizen Poster Campaign (Responses)	49
Textizen Bus Ad Campaign (Responses)	12
Textizen Arkansas Times Campaign (Responses)	12

During the second phase of outreach, visitors to the *Imagine Central Arkansas* website grew by 77 percent when compared to the first phase of outreach, attracting 3,130 unique visitors.

In the second phase of outreach, the *Imagine Central Arkansas* website was visited 4,414 times. During this time, the largest number of views (303) occurred during the week of January 20-26, 2013, which corresponded with the Hosted Visits. During February 24 – March 2, 2013, there were 205 views. Another spike in website traffic (155 views) occurred during the week of December 16-22, 2012, which corresponded with the December 19 Press Release that announced the launch of the second project phase and encouraged participation in the Choose Your Future tool.

704 visits to the website (or 16% of the total) were from mobile devices or tablets, which was the same average in the first phase of outreach. On average, visitors spent about 4 minutes and 8 seconds on the ICA's website, down from an average of 7 minutes and 48 seconds during the first phase of outreach. The number of pages per visit dropped to 1.95, down from an average of 3.24 pages per visit in



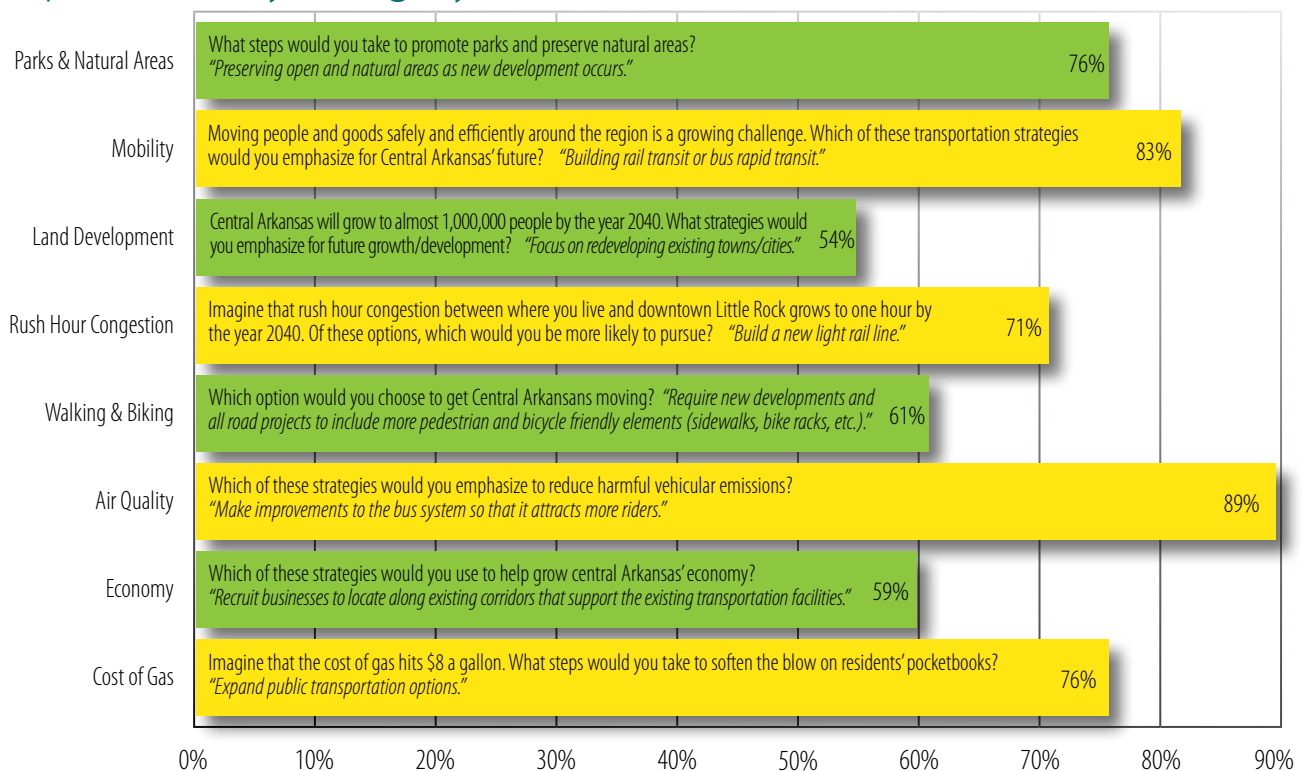
the first phase of outreach. A total of 8,594 pages were viewed. The top landing pages for direct traffic to the website included:

1. imaginecentralarkansas.org/ (Home Page)
2. imaginecentralarkansas.org/state-region (State of the Region)
3. imaginecentralarkansas.org/news (Press Releases)
4. imaginecentralarkansas.org/places (Treasured Places)
5. imaginecentralarkansas.org/imagine ("I Imagine Central Arkansas...")
6. imaginecentralarkansas.org/where-we're-going (Timeline)

### Top Traffic Sources to the Website during the Development of Alternative Future Phases

Source/Medium	Visits
Directly landed on the imaginecentralarkansas.org website	2426
Google search for "Imagine Central Arkansas"	548
Facebook (referral)	216
Twitter (referral)	152
Arkansas Times fixed banner (advertisement referral)	135
future.imaginecentralarkansas.org (Choose Your Future tool referral)	132

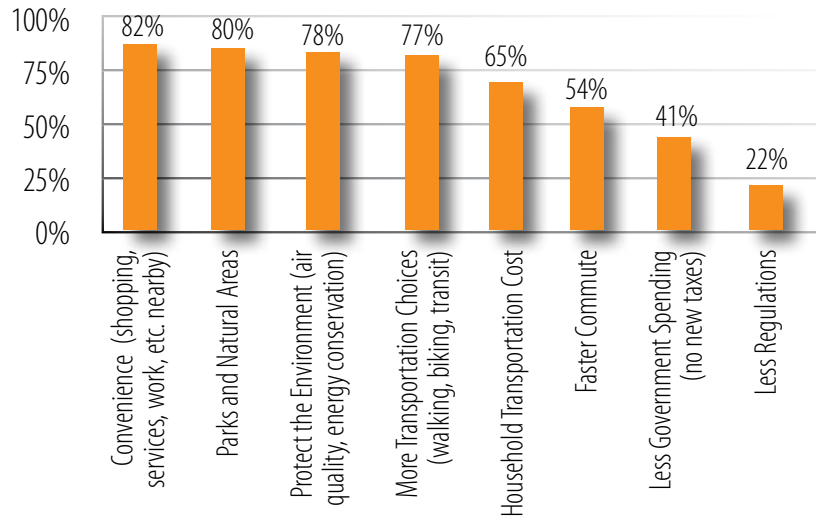
### Top Choices by Category





## Top Priorities

(Number of times selected as a priority divided by total completions)



## Project Website Traffic for Development of Alternatives Futures Phase

		# of Website Visits	% of Website Visits	Pages / Visit	Avg. Visit Duration	# WebPages Viewed
VISITORS	All Visitors:	4414	100%	1.95	4:08	8,594
	New Visitors	3059	69%	1.9	4:04	5827
	Returning Visitors	1355	31%	2.04	4:18	2767
TRAFFIC SOURCES	Direct Traffic	1843	42%	1.81	3:34	3341
	Referral Traffic	1682	38%	2.08	5:22	3491
	Search Traffic	657	15%	2.12	2:57	1394
	Press Releases	232	5%	1.53	2:55	N/A

Poster #1



3.2.2 Information Gathered

*Choose Your Future Tool Results*

The Choose Your Future tool is considered the backbone of this second phase outreach. While Choose Your Future is a very effective educational tool by creating a greater awareness of the numerous tradeoffs that exist when making choices about our future, it serves another purpose. A wealth of information on central Arkansas’ priorities and preferred strategies for our future can be derived from the results. Key findings include:

- Most central Arkansans who completed Choose Your Future prioritize convenience, parks and natural areas, protecting the environment and having transportation choices.
- Overwhelmingly, participants chose alternative modes of transportation, including transit, walking and cycling over road building as strategies for tackling future mobility challenges.
- Premium transit, light rail in particular, remains a popular strategy of choice among central Arkansans.

The results of Choose Your Future will be used in the next phase of Imagine Central Arkansans toward developing a shared recommended Vision for the region.

*Ideascale Results*

Top Ideas from Topical Question: “What do you think should be central Arkansas’ top priorities?”

Rank	Idea	Votes
1	Trains and better public transportation	11
2	Ability to handle winter weather better	5
3	Green Revolving Loan Fund	5
4	Impact fees - Make sprawl cover costs upfront	3

Top Ideas from Topical Question: “I Imagine Central Arkansas with . . .”

Rank	Idea	Votes
1	Complete Streets	55
2	Finish The River Trail	50
3	Connect Trails	47
4	Less Spread Out	42
5	More Frequent Bus Services	31
6	Walkable Neighborhoods	31
7	Trains	30
8	More Parks And Natural Areas	26



Outreach Summary

9	Energy Efficient Homes	25
10	Public Transit Conway/L.R.	22

Poster #2

**How would YOU improve central Arkansas?**

- A. Higher achieving schools
- B. More job opportunities
- C. Easier commutes
- D. Safer neighborhoods
- E. Something else...

Text your top choice A, B, C, D or E to:  
**501-213-1625**

Learn more at <http://ImagineCentralArkansas.org>

**How does this work?**  
 Text your answer to have your response recorded. You'll get a short series of follow-up questions, which we'll send and easy to respond to.  
 Your privacy is important to us. We won't use your phone number again. You can read more on the privacy policy at: <http://www.imaginecentralarkansas.org/privacy>

**Why does this matter?**  
 We want to hear from as many voices as we can during the Imagine Central Arkansas planning process. Your input helps shape the plan, which will describe the future of the region and how we will get there. You can find more ways to get involved at <http://www.imaginecentralarkansas.org>

\*Standard text messaging rates apply.

The photograph shows the poster from the previous block pinned to a wall. To its left is a flyer for the '2014-2015 Environmental Impact Report' from the Center for Environmental and Sustainability Studies at Central College. The flyer features a line graph and text about the report's purpose and the role of the Center for Environmental and Sustainability Studies. The poster is clearly visible and matches the design shown in the previous block.

### Textizen Campaign Results

The first poster posed the following set of questions to text your answer to (501) 213-1582.

POSTER 1	I Imagine Central Arkansas with . . .	# Votes
	A. More frequent and expanded transit service	24
	B. Increased bicycling routes	4
	C. Safer and better maintained roadways	3
	D. Walkable neighborhoods	10

POSTER 1	What is your zip code?	# Responses
	72032 - Conway	9
	72034 - Conway	4
	72202 - Little Rock	3
	72120 - Sherwood	2
	72205 - Little Rock	3
	72206 - Little Rock	4
	NA	3
	72019 - Benton/Bryant	1
	72035 - Conway	1
	72058 - Greenbriar, Linder, McGintytown, Pleasant Valley, Republican, Springhill	1
	72113 - Maumelle, North Little Rock	1
	72116 - North Little Rock	2
	72118 - Blue Hill, Crystal Hill, Jeffery, West Marche, North Little Rock	2
	72201 - Little Rock	1
	72204 - Little Rock	2
	72207 - Carmack Village	2
	72214 - Little Rock	2
	72865 - Maumelle	1
	78256 - San Antonio, TX	1

POSTER 1	Count of Ad Location	Quantity
	Poster	33
	Bus	12

Evaluation Matrix – Effectiveness of Phase 2 Outreach Strategies

Phase 2 Outreach	Effectiveness*			Exposure**	Quality		General Comments
	Effective	Less Effective	Not Effective		Quality of Interactive Feedback	Cost***	

Web:

www.imaginecentralarkansas.org	✓			High	High	\$\$\$\$\$	ICA website was visited 4,414 times (3,130 were unique visitors and 704 mobile visits)
Choose Your Future – Scenario Planning Tool	✓			High	High		The Choose Your Future Scenario Planning Tool was completed by 978 users and resulted in 132 referrals to the ICA website.
Web advertisements		✓		Medium	N/A	\$	Responses to the Arkansas Times online rotating square and fixed banner ads were relatively low. The fixed banner resulted in 135 referrals to the ICA website.

E-mail:

E-blasts		✓		Medium	Low	\$	Two e-blasts were sent to a total of 705 people. 247 people (or 35%) opened the e-blasts, and 79 referrals to the ICA website came from the e-blasts issued by Metroplan. Although the number of referrals to the website is higher, the percent of people that opened the e-blasts was down by 7% from the first phase of outreach.
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Social Media:

Facebook	✓			High	Low	\$	Metroplan created 110 posts to the Facebook page which resulted in 343 referrals to the ICA website. 127 of the referrals to the website were from the mobile Facebook application.
Twitter	✓			Medium	Low	\$-\$	152 referrals to the ICA website came from followers to the #ImagineCentralAR hashtag. During this time there were 15 tweets by @Metroplan, and 8 tweets from other followers about #ImagineCentralAR. @Metroplan currently has 1,012 followers.
Ideascale		✓		Low	Low	\$	The new Ideascale campaign did not have as much participation as the one that began in the Kickoff phase of outreach. Should offer a prize or series of prizes for top finishers on the Ideascale Leaderboard as an incentive for participation.

Face-to-Face:

Hosted Visits	✓			High	High	\$\$\$\$\$	It was not difficult to find "hosts" throughout the region. Participants were very engaged in the multiple forms of interaction (Choose Your Future scenario tool and keypad polling exercises). The Hosted Visits that were set up through Chambers of Commerce were well attended. High cost and effort association with Hosted visits may require limiting future visits.
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Phase 2 Outreach	Effectiveness*			Exposure**	Quality		General Comments
	Effective	Less Effective	Not Effective		Quality of Interactive Feedback	Cost***	
Hometown Visits	✓			High	High	\$\$	The Hometown Visits that were located on college campuses were effective in engaging the students.
Speakers Bureau		✓		Low	Medium	\$\$\$	5 events and 82 attendees; people were not as engaged as they were in the earlier outreach phase. Keypad polling could be an effective tool to incorporate in the future.

Print:

Textizen Campaign (free posters)			✓	Low	Low	\$	The Textizen posters were placed in 47 public locations, and had a rate of 49 responses.
Textizen Campaign (paid bus ads)			✓	Low	Low	\$\$	The Textizen bus ads had a low response rate of 12 responses.
Textizen Campaign (paid Arkansas Times ads)			✓	Low	Low	\$	The Textizen paid Arkansas Times ads had a low response rate of 12 responses.

Press Relations:

Press Releases		✓		Medium	N/A	\$-\$	A spike in website traffic (155 views) occurred during the week of December 16 – 22, 2012, which corresponded with the December 19 Press Release that announced the launch of the second outreach phase. Media coverage was less than with Phase I.
Media Coverage		✓		Medium	Low	\$	Media coverage was not as broad as it was in the Kickoff phase of outreach, but outreach from bloggers, small media outlets grew.

PIN:

Plan Information Network		✓		High	Low	\$\$	PIN grew to 360 people.
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\*Effective, Less Effective(needs to be modified), Not Effective (would not use again)

\*\*Exposure to ICA generated by strategy (# of people engaged in outreach strategy)

\*\*\*Cost Spent on Strategy (materials and staff labor)

\$= Free to <\$1,000

\$\$= \$1,000 to \$4,999

\$\$\$= \$5,000 to \$9,999

\$\$\$\$= \$10,000 or \$19,999

\$\$\$\$\$= \$20,000+

## Evaluation Matrix – Effectiveness of Technology

Technology	Effectiveness*			Exposure**	Quality		General Comments
	Effective	Less Effective	Not Effective		Quality of Interactive Feedback	Cost***	
Website	✓			High	High	\$\$\$\$	
Touchtables			✓	Medium	High	\$\$\$	Equipment, space and staff intensive. Touchtables were difficult to use in outdoor areas and in spaces where the internet connection was not strong.
Kiosks / ipads		✓		Low	Medium	\$\$	Kiosks did not engage that many people to walk up to utilize; the ipads were useful by staff at Hometown Visits (especially college campuses) to interact with the public one-on-one to point to the website or engage them in an online interactive tool.
Keypad polling		✓		High	High	\$\$	Worked well for quickly and instantly getting feedback on several questions from all participants. Questions and responses must be discrete. Does not allow in-depth answers/feedback. Could be useful in future for speakers bureaus.
Textizen (text polling)			✓	Low	Low	\$	Although Textizen is a good, low-cost strategy for both collecting feedback and increasing visibility, the campaign was launched late in the second phase of outreach and distributing the posters is time intensive.

\*Effective, Less Effective (needs to be modified), Not Effective (would not use again)

\*\*Exposure to ICA generated by strategy (# of people engaged in outreach strategy)

\*\*\*Cost Spent on Strategy (materials and staff labor)

\$= Free to <\$1,000

\$\$= \$1,000 to \$4,999

\$\$\$= \$5,000 to \$9,999

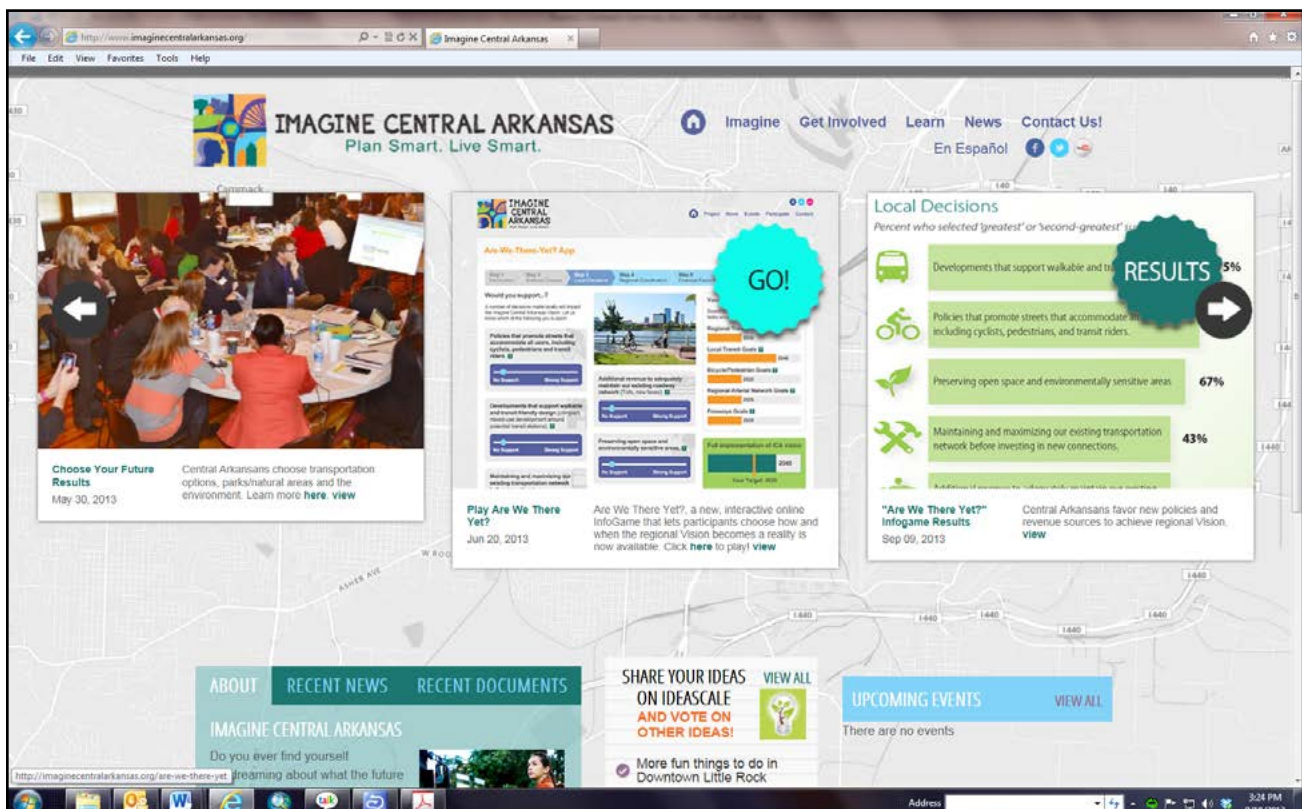
\$\$\$\$= \$10,000 or \$19,999

\$\$\$\$\$= \$20,000+

The second poster posed the following set of questions to text your answer to (501) 213-1625.

POSTER 2	How would you improve central Arkansas?	# Votes
	C. Easier commutes	7
	B. More job opportunities	6
	A. Higher achieving schools	6
	E. Other	6
	D. Safer neighborhoods	3

POSTER 2	What's your idea to improve central Arkansas?	# Responses
	"Art district"	1
	"Better bars and restaurants"	1
	"I would improve by making terrific, safe and accessible parks"	1
	"Lobby for commuter rail around Little Rock and out to Conway , with walkable development on either ends"	1
	"Remove Republican lawmakers!"	2
TOTAL	6	





## Outreach Summary

POSTER 2	What is your zip code?	# Responses
	72034 - Conway	5
	72114 - North Little Rock	3
	72205 - Little Rock	3
	72206 - Little Rock	2
	72207 - Carmack Village	2
	72019 - Benton/Bryant	1
	72023 - Cabot	1
	72058 - Greenbriar, Linder, McGintytown, Pleasant Valley, Republican, Springhill	1
	72117 - North Little Rock including, Baucum, Booker, Galloway, Marche, McAlmont, Rixey	1
	72120 - Sherwood	1
	72173 - Vilonia	2
	72201 - Little Rock	1
	72211 - Little Rock	1
	72212 - Little Rock	1
	72802 - Russellville	1
	80206 - Denver, CO	1
72032 - Conway	1	

POSTER 2	Count of Ad Location	Quantity
	Arkansas Times	12
	Poster	16

## 3.3 Effectiveness

Overall, the second phase of public outreach was successful. However, several opportunities for improvement were evident during the course of the outreach.

### 3.3.1 Web advertisements

The response to the rotating square ad displayed in the Arkansas Times online February 5-13, 2013 was relatively low. Only 16 people clicked on the ad to refer to the *Imagine Central Arkansas* website. The ad spot was then switched to a fixed ad, which is the same size, but always appears in the upper right corner of the page and competes with fewer ads. The results from the February 14 through March 8, 2013 fixed ad campaign showed improved participation, resulting in 135 referrals to the *Imagine Central Arkansas* website.

In general, it may be good to have a longer lead-time of ads that change and shift messaging based on the needs of the planning process but continue to push the brand. Even if people do not click the first time, they are exposed to the basic idea. These ads in

connection with blog posts, social media and other channels help to expand the background exposure different people have to the planning process and Metroplan in general.

### 3.3.2 Print Media/Textizen Campaign

Print media did not result in as much broad exposure. Although Textizen is a good, low-cost strategy for both collecting feedback and increasing visibility, the campaign was launched late in the second phase of outreach (mid-late January). The Textizen posters were placed in 47 public locations, and had a response rate of 49 responses.

### 3.3.3 Plan Information Network

During the second phase of outreach, the number of email addresses for mass communication grew to a total of approximately 360 people, but more effort is needed to make personal contact with key community leaders and representatives. The PIN will grow larger if these leaders and representatives can then tap into their own communities when a call to action is issued (Hosted Visit, Hometown Visit, web initiative, etc.).

## 4.0 PREFERRED VISION

Building on the first two rounds of community outreach during Phase 1 of Imagine Central Arkansas, the third round of outreach engaged the community on achievement of the Preferred Vision. Activities include a new interactive Infogame on the web site, discussion via social media, press relations, hometown visits and refreshed speaker's bureau presentation. The overall objective of this round of outreach is to gauge public reaction to time frames for implementation of the Regional Vision elements, to the external trends that will influence central Arkansas and to their sentiment toward the internal decisions necessary for achievement of the Vision Plan (including preferred policy decisions, regional collaboration and potential revenue sources).

### 4.1 Outreach Strategies

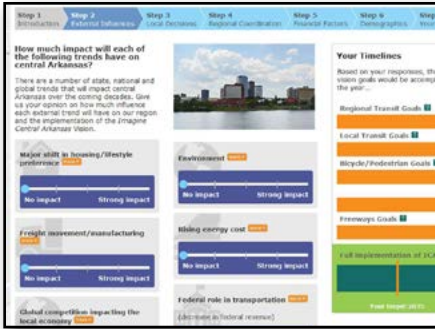
One of the basic premises of Imagine Central Arkansas' overall outreach strategy is that progressive rounds of outreach will employ less of the labor-intensive face-to-face engagement strategies while simultaneously increasing the more cost-effective online and other "virtual" engagement strategies by leveraging contacts gleaned from past rounds of outreach.

#### 4.1.1 Web

##### *Are We There Yet? Interactive InfoGame*

"Are We There Yet?," an interactive online activity or "InfoGame" was launched in mid-June 2013. The tool is intended to be the focal point of the third phase of public outreach for Imagine Central Arkansas. It features an interactive, multistep wizard in which residents of central Arkansas choose from a range of options that will impact how and when a shared recommended Vision for the region is achieved. The Imagine Central Arkansas Vision includes investments in a robust local transit network, a regional transit system, walking and cycling and improving our freeway and road network.

The purpose of "Are We There Yet?" is to inform central Arkansans about conditions affecting the future and to obtain important feedback regarding emerging trends, policy directions and funding options for the region over the next three decades. Participants first set goals for the region's future, including choosing a target year between 2020 and 2050 in which they would like to see the Imagine Central Arkansas Vision become a reality. The target implementation year is displayed as the participants make choices on the following pages about major trends, policy options, and funding options to meet the Vision goals. On each page, the tool moves the implementation year forward or backward for each element of the



Vision goals, based upon choices that are made by the participant. This allows participants to understand the impact of their decisions, thus, the earlier they want implementation of the Vision to occur, the more decisions have to be made.

As an added incentive to increase the participation number, participants who completed the "Are We There Yet?" between June 21 and July 19, 2013 were eligible for a chance to win an iPad mini. The tool is integrated with social media and enabled for use on mobile devices and at Hosted Visits. The results were posted on the project website in early September and will be updated as the project moves forward.

### Web Advertisements

One web advertisement campaign was launched through the Arkansas Times online website ([www.arktimes.com](http://www.arktimes.com)). The Arkansas Times online receives around 200,000 unique readers a month with a large portion of that going to their regularly updated blogs. For three weeks, from June 26 through July 17, 2013, a fixed ad was posted that would be seen on the blog page. Fixed ads are 300x250 pixels and appear in the upper right corner of the page. The cost of the ad was \$750.

Two versions of the fixed ad were shown:

- The first version read: "Are We There Yet?" - Participate in an online Infogame and help Central Arkansas incorporate transit, bicycling and pedestrian options!
- The second version read: "Win an iPad mini" - Participate in an online Infogame and help Central Arkansas incorporate transit, bicycling and pedestrian options!



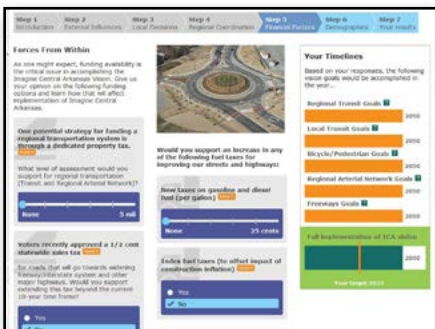
### Website News/Blog Updates

The "News" section of the website was updated periodically to keep followers up to date on Imagine Central Arkansas.

Date	Topic
06-06-13	Next Round of Community Outreach Coming Soon
06-18-13	Tinkerfest 2013
06-20-13	Imagine Central Arkansas Launches New Phase of Community Outreach
07-04-13	Are We There Yet? Engages Central Arkansas
07-29-13	And the iPad Mini Winner is...
09-09-13	Central Arkansas favor new policies and revenue sources to achieve regional Vision

### 4.1.2 Email

A first E-blast was sent through MailChimp on May 28, 2013 (titled "Upcoming Imagine Central Arkansas Opportunities") that thanked



## Outreach Summary

everyone who has contributed thoughts, ideas, and input thus far, and that directed people to see the detailed results from the Choose Your Future tool on the website. In addition, the E-blast reminded people that in June there will be another online activity to find out how residents' priorities line up with an implementation timeline and that over the summer their feedback can be collected.

An second E-blast was on June 20, 2013 (titled "Imagine With Us and Win an iPad Mini") announcing the launch of the third phase of outreach and encouraging participation in "Are We There Yet?". The E-blast explained that "Are We There Yet?" puts you in the driver's seat to determine how and when the regional vision for transit, bicycles, pedestrians, and roads is achieved and that participants who complete the tool will have the option to enter a drawing for an iPad mini. The E-blast included embedded links and highlighted a number of opportunities to connect with Imagine Central Arkansas during summer, including: Hometown Visits at festivals, special events, expos and other community gatherings, guest speaking engagements, and ImagineCentralArkansas.org, online 24 hours a day, seven days a week.

A E-blast was sent on July 15, 2013 with a reminder that there were only five more days to provide feedback on when and how should the vision of the region become a reality via the "Are We There Yet?" online tool and to register to win an iPad mini.

An E-blast was sent on August 2, 2013 (titled "Imagine Central Arkansas Summer Updates") that congratulated the winner of the iPad mini drawing, and encouraged people to still participate in "Are We There Yet?". The E-blast also mentioned that in October the draft of the long-range plan for central Arkansas will ready for public view and comment on.

An E-blast was sent on September 19, 2013 (titled "Survey reveals favor in sales tax for building regional transit") that summarized the key findings from over 500 participants that have completed "Are We There Yet?". Among the key findings, many said they would be willing to support new taxes for transportation if the outcome produces more choices in transportation.



## Email Blast Results

Date	Topic	Quantity Sent	Percent of Email Opened
May 28, 2013	Upcoming Imagine Central Arkansas Opportunities	441	154 (35%)
June 20, 2013	Imagine With Us and Win an iPad Mini	511	169 (33%)
July 15, 2013	Only 5 more days to win an iPad Mini	513	137 (27%)



August 2, 2013	Imagine Central Arkansas Summer Updates	598	209 (35%)
September 19, 2013	Survey reveals favor in sales tax for building regional transit	601	154 (26%)

### 4.1.3 Social Media

#### Facebook

The Facebook page is used to announce the locations of the Hometown Visits and continues to be integrated with the project website and the “Are We There Yet?” tool so that participants could share their results with their friends. Facebook updates announce specific milestones in the process, and direct followers to the website.

#### Twitter

Tweets are issued under the #ImagineCentralAR hashtag from Metroplan’s Twitter account to announce the “Are We There Yet?” interactive Infogame and the locations of the Hometown Visits. The hashtag is included on all outreach materials.

#### Online Community Engagement

In an effort to increase the level of virtual engagement, research was conducted to identify existing online communities in central Arkansas through which to conduct “virtual” outreach. Emails were sent out to 41 targeted groups and organizations by the members of RPAC Social Committee. The email mentioned a few simple things the recipient could do to help members of their organization or follow bloggers get involved in shaping the future of the region, such as:



1. Familiarize yourself with Are We There Yet here: <http://imaginecentralarkansas.org/are-we-there-yet>
2. If you or your organization is on Twitter, here are some tweets you can copy and paste or make up your own:
  - a. Are we there yet? Tell @Metroplan how u want to get to the future with this interactive game #imagineCentralAR <http://bit.ly/16EYCWj>
  - b. Hey Central Arkansas, tell @Metroplan what policies & trends u want to tackle over the nxt 30 yrs #imagineCentralAR <http://bit.ly/16EYCWj>
3. If you or your organization is on Facebook, share the link to Are We There Yet and post an accompanying message to encourage others to play the game.
  - a. Link: <http://imaginecentralarkansas.org/are-we-there-yet>
  - b. Sample messages

## Outreach Summary

- Check out this online interactive game from Metroplan. It's a great way to learn about policies and trends affecting the region and weigh in on your priorities for the future of Central AR.
  - Set goals for Central Arkansas and try to achieve them in this interactive online game that lets you play planner and give real feedback on your priorities to Metroplan.
4. If you have a newsletter or discussion forum, use the attached press release to tell your audience about Are We There Yet. Here are some relevant links to help you craft your message:
    - a. Metroplan: <http://www.metroplan.org>
    - b. Imagine Central Arkansas: <http://www.imagineCentralAR.org>
    - c. Are We There Yet: <http://imaginecentralarkansas.org/are-we-there-yet>



### 4.1.4 Face-to-Face

#### Hometown Visits

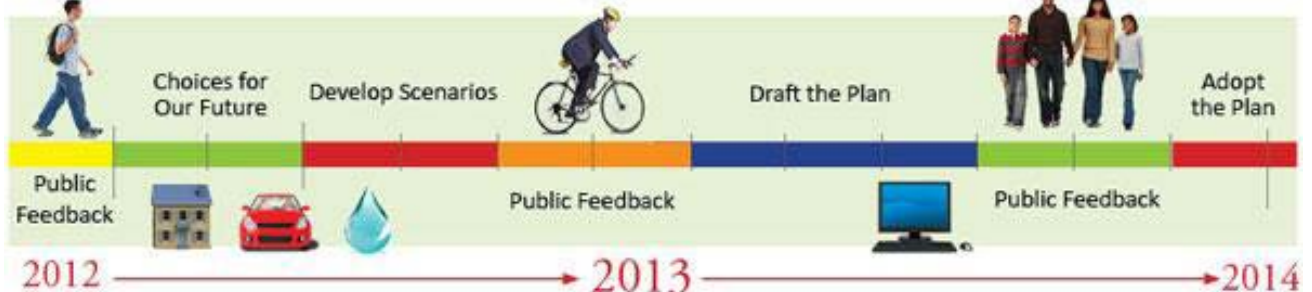
Metroplan staff conducted Hometown Visits on an opportunity driven basis. Again, the Hometown Visits were based on the concept of a small footprint (no more than two or three staff per visit) and efficient use of equipment (no more than one or two tables and associated materials/equipment, so that staff can easily deployed on a moment's notice). Content used to engage participants included: the "Are We There Yet?" tool, an overview of Imagine Central Arkansas, the project website and ways to stay engaged.



#### Hometown Visits

Date	Hometown Visit Location	Type
June 15, 2013	Tinkerfest 2013	"Are We There Yet?" tool and youth outreach
July 12, 2013	Pulaski Tech Network For Success	"Are We There yet?" tool outreach
August 28, 2013	Pulaski Tech	"Are We There yet?" tool outreach
August 29, 2013	Pulaski Tech	"Are We There yet?" tool outreach

#### Timeline: Imagine Central Arkansas



### Speaker's Bureau

During the third phase of outreach, the speaker's bureau standard presentation was updated and used by Metroplan staff and others as appropriate. Presentations were given on an as-needed basis. In addition, the two standalone kiosks were taken by staff to the locations for use by audience members to take the "Are We There Yet?" tool.

### Speakers Bureau

Date	Audience	Speaker	Estimated # of Attendees
June 11, 2013	Benton Planning Commission meeting	Casey Covington and Judy Watts	10
July 11, 2013	Little Rock Civitan Club	Judy Watts	25

### Stakeholder Interviews

Stakeholder interviews are targeted toward very specific segments of the region. In order to enhance its understanding of key issues and trends shaping the region, the Imagine Central Arkansas project team interviewed several key stakeholder groups within the region during the last week of June 2013. The groups interviewed were: the Metroplan Technical Coordinating Committee, Conway Chamber of Commerce, Saline County elected officials, Greater Little Rock Chamber of Commerce Transportation Group, Jacksonville Chamber of Commerce, Central Arkansas Transit Authority Board of Directors, City of Cabot elected officials and the Community Development Institute.

The interviews consisted of a roundtable question-and-answer format, each lasting approximately one hour in length. A brief overview of the Imagine Central Arkansas planning process to date and the Regional Vision was given to the stakeholders. Staff explained how the Regional Vision includes investments in a robust local transit network, a regional transit system, walking and cycling and improving our freeway and road network. Achievement of the regional Vision is impacted by a number of external trends, local decisions and other actions. Each group was presented with a handout overviewing four key items for discussion, and asked for their reactions:

1. Major trends impacting Central Arkansas: There are a number of state, national and global trends that will impact central Arkansas over the coming decades.



## Project Website Traffic for the Preferred Vision Phase

		# of Website Visits	% of Website Visits	Pages / Visit	Avg. Visit Duration	# WebPages Viewed
VISITORS	All Visitors:	4,787	100%	2.04	2:49	9,742
	New Visitors	3228	67%	1.88	2:05	6079
	Returning Visitors	1559	33%	2.35	4:18	2767
	Direct Traffic	1609	34%	2.06	3:34	3341
	Referral Traffic	2010	42%	2.04	3:17	4095
	Search Traffic	614	13%	2.38	2:33	1460
	Press Releases	554	11%	1.56	1:31	867

- Local decisions: A number of decisions made locally will critically impact the implementation of the Imagine Central Arkansas Vision.
- Regional coordination: Coordination and collaboration among the many governmental agencies in central Arkansas could have a positive impact on the delivery of regional transportation.
- Funding: Funding availability is a critical issue in accomplishing the Imagine Central Arkansas Vision. There are several funding options that could affect implementation of Imagine Central Arkansas.

Key themes from the discussions were extracted from each interview and were summarized in a memo.

## Stakeholder Interviews

Date	Group	Location	# Stakeholders
June 26, 2013	Metroplan Technical Coordinating Committee	Metroplan Office	8
June 26, 2013	Conway Chamber of Commerce	Conway Chamber of Commerce	5
June 26, 2013	Saline County elected officials	Saline County Courthouse	9
June 27, 2013	Greater Little Rock Chamber of Commerce Transportation Group	Greater Little Rock Chamber of Commerce	4

**Step 1** Introduction | **Step 2** External Influences | **Step 3** Local Decisions | **Step 4** Regional Coordination | **Step 5** Financial Factors | **Step 6** Demographics | **Step 7** Your results

**How much do you support each of the following local decisions for Central Arkansas?**

A number of decisions made locally will critically impact the implementation of the Imagine Central Arkansas Vision, such as the following issues. Give us your level of support for each of these local policies.

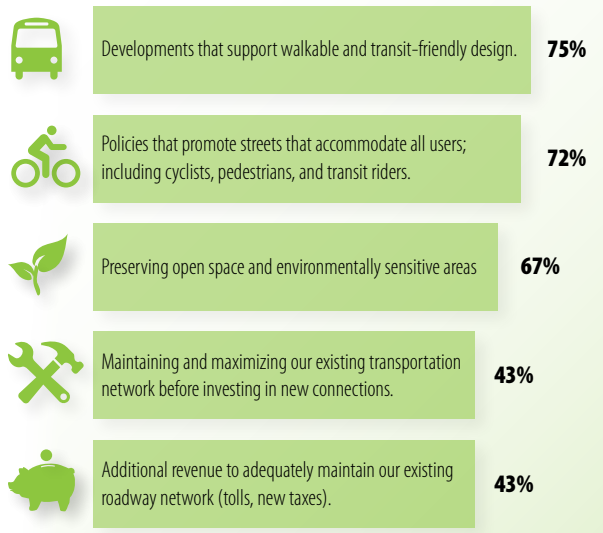
**Your Timelines**

Based on your responses, the following vision goals would be accomplished in the year...

**Regional Transit Goals** 2050

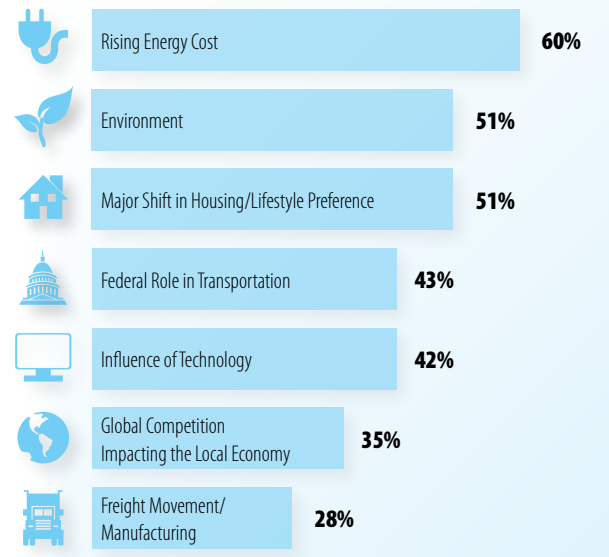
### Local Decisions

Percent who selected 'greatest' or 'second-greatest' support.



### External Trends

Percent of participants who selected 'greatest' or 'second-greatest' impact.



June 27, 2013	Jacksonville Chamber of Commerce	Jacksonville Chamber of Commerce	7
June 28, 2013	Central Arkansas Transit Authority Board of Directors	Metroplan Office	4
June 28, 2013	City of Cabot elected officials	City of Cabot Public Works office	4
July 31, 2013	Community Development Institute (CDI)	Community Development Institute	12

### 4.1.5 Media Relations

#### Press Releases

The following press releases were issued during the second phase of outreach. Metroplan’s public relations firm coordinated the relevant press channels.

- June 20, 2013 “IMAGINE CENTRAL ARKANSAS LAUNCHES NEW PHASE OF COMMUNITY OUTREACH - ‘Are We There Yet?’ Lets Residents Choose How to Achieve Regional Vision and Win an iPad”
- July 15, 2013 “CENTRAL ARKANSANS CHOOSE HOW AND WHEN TO ACHIEVE REGIONAL VISION BY PLAYING ‘ARE WE THERE YET?’ - Last Week to Register to Win an iPad Mini”
- September 12, 2013 “ARE WE THERE YET? LETS RESIDENTS DECIDE HOW, WHEN TO ACHIEVE VISION - Many Central Arkansans Favor Policies, Taxes That Support Transit, Walking and Cycling”

## Media Coverage

Date	Media	Type
July 1, 2013	CATA website	Info abInfo about "Are We There Yet?"
July 1, 2013	Jbar Cycling Blog	
July 5, 2013	InArkansas	
July 12, 2013	YNPN newsletter	
July 13, 2013	Hot Springs Village News & Announcements	

### 4.1.6 Plan Information Network

The PIN continued to build, with an increased emphasis and focus on personal contact with key community leaders/representatives.

## 4.2 Results

### 4.2.1 Participation Rates

#### Preferred Vision Phase

Participation Rates	Amount
Project website (# of hits)	4,787
Are We There Yet (Responses)	525
E-blast (# people opened)	823
Stakeholder Interviews (Attendees)	53
Speakers Bureau (Attendees)	35

During the third phase of outreach, visitors to the Imagine Central Arkansas website grew by seven percent when compared to the second phase of outreach, attracting 3,337 unique visitors.

In the third phase of outreach, the Imagine Central Arkansas website was visited 4,787 times. During this time, the largest number of views (613) occurred during the week of July 7-13, 2013, which corresponded with the incentive to participate in the "Are We There Yet?" tool in order to be eligible to win a mini ipad in the July 15, 2013 drawing. Another spike in website traffic (528 views) occurred during the week of June 23-29, 2013, which corresponded with the June 20 Press Release that announced the launch of the third project phase and encouraged participation in the Are We There Yet? tool.

887 visits to the website (or 19% of the total) were from mobile devices or tablets, which is slightly above the average in the second phase of outreach. On average, visitors spent about 2 minutes and 49 seconds on the ICA's website, down from an average of 4 minutes and 8 seconds during the second phase of outreach. The number of pages per visit increased slightly to 2.04, up from an average of 1.95

pages per visit in the second phase of outreach. A total of 9,742 pages were viewed. The top landing pages for direct traffic to the website included:

1. [imaginecentralarkansas.org/](http://imaginecentralarkansas.org/) (Home Page)
2. [imaginecentralarkansas.org/are-we-there-yet](http://imaginecentralarkansas.org/are-we-there-yet) (Are We There Yet?)
3. [imaginecentralarkansas.org/vision-maps](http://imaginecentralarkansas.org/vision-maps) (Vision Maps)
4. [imaginecentralarkansas.org/news/choose-your-future-results-central-arkansans-choose-transportation-options-parksnatural-areas](http://imaginecentralarkansas.org/news/choose-your-future-results-central-arkansans-choose-transportation-options-parksnatural-areas) (News)
5. [imaginecentralarkansas.org/tinkerfest-2013](http://imaginecentralarkansas.org/tinkerfest-2013) (Tinkerfest Hometown Visit)
6. [imaginecentralarkansas.org/state-region](http://imaginecentralarkansas.org/state-region) (State of the Region)



## Top Traffic Sources to the Website during the Preferred Vision Phase

Source/Medium	Visits
Directly landed on the <a href="http://imaginecentralarkansas.org">imaginecentralarkansas.org</a> website	1609
Google search for "Imagine Central Arkansas"	553
Facebook (referral)	320
Metroplan.org (referral)	303
Arkansas Times fixed banner (advertisement referral)	278
Mobile site for Facebook (referral)	206
Imagine Central Arkansas (email)	200

## 4.2.2 Information Gathered

### *Are We There Yet? Results: Central Arkansans Choose How and When to Achieve Regional Vision*

The online activity reached central Arkansans through a variety of means, including e-Blasts, social media, Arkansas Times online ads and at hometown visits throughout the region. To date, over 525 people have taken part in “Are We There Yet?”.

#### *External Trends:*

Participants were first presented with seven state, national and global external trends that will impact central Arkansas over the coming decades. Using slider bars, they were asked to rate how much of an impact they thought a given trend would have. There were five options, ranging from “No Impact” to “Strong Impact.” In summary:

- 61% of participants rated rising energy cost as having a significant impact on the region by placing the slider bar on the highest

("Strong Impact") or next-highest position. Due to longer than average commutes, increases in gas prices are likely sensitive to many central Arkansas families.

- 51% of participants rated environmental factors, including dwindling natural resources and energy sources, climate change and degrading air quality, as having a significant regional impact, suggesting that central Arkansans may be forced to rethink business as usual.
- 51% of participants rated major shifts in housing/lifestyle preference as having a significant impact on the region in the coming decades. Aging baby boomers and new "millennials" are showing a preference for smaller homes/lots and more multi-family housing options sited in close-in locations with plenty of activities nearby, getting away from large homes/lots, maintenance and long commutes. They are also showing a preference towards having a range of transportation choices, including walking, cycling and transit.

The percentages shown in the table below represent the percentage of participants that placed the slider bar on the highest ("Strong Impact") or next-highest position for a given trend.

### *Local Decisions:*

A number of decisions made locally will critically impact the implementation of the Imagine Central Arkansas Vision. Participants were presented with five local policies and were asked to identify their level of support for each of the policies. Again using slider bars, they were asked to rate how much of support they would have for the policies. There were five options, ranging from "No Support" to "Strong Support."

About 70 percent of participants placed the slider bar on the highest ("Strong Support") or next-highest position for the following policies:

- Developments that support walkable and transit friendly design;
- Policies that promote streets that accommodate all users, including cyclists, pedestrians and transit riders, and
- Preserving open space and environmentally sensitive areas.

The table below shows how all five local policy decisions were rated by participants. The percentages shown in the table represent the percentage of participants that placed the slider bar on the highest ("Strong Support") or next-highest position for a given policy.

### *Regional Coordination:*

Coordination and collaboration among the many governmental agencies in central Arkansas could have a positive impact on the delivery of regional transportation. Participants were asked to identify their level of support on two regional actions. In summary:

- 56% of participants indicated that they would support the formation of a Regional Mobility Authority (RMA) for the purpose of building and maintaining a regional transportation system by placing the slider bar on the highest ("Strong Support") or next-highest position.

### Evaluation Matrix – Effectiveness of Technology

Phase 3 Outreach	Effectiveness*			Exposure**	Quality	Cost***	General Comments
	Effective	Less Effective	Not Effective		Quality of Interactive Feedback		
Website	✓			High	High	\$\$\$\$	

\*Effective, Less Effective (needs to be modified), Not Effective (would not use again)

\*\*Exposure to ICA generated by strategy (# of people engaged in outreach strategy)

\*\*\*Cost Spent on Strategy (materials and staff labor)

\$= Free to <\$1,000

\$\$= \$1,000 to \$4,999

\$\$\$= \$5,000 to \$9,999

\$\$\$\$= \$10,000 or \$19,999

\$\$\$\$\$= \$20,000+

- 52% of participants indicated that they would support informal collaboration through voluntary collaboration among local governments.



### Financial Factors:

Funding availability is a critical issue in accomplishing the Imagine Central Arkansas Vision. Participants were presented with seven alternative funding options, including property tax, sales tax, fuel tax, to help implement the Imagine Central Arkansas Vision and were asked to identify their level of support for each option.

Generally speaking, new funding sources received a favorable reaction. In summary:

- 80% of participants indicated that they would support a dedicated property tax to fund a regional transportation system (i.e. regional transit or Regional Arterial Network). Participants could choose between one and five mills of assessment. The average millage rate chosen by participants is 2.7 mills. Residents of Faulkner and Lonoke Counties indicated the most support (an average of 3.9 mills each), and residents of Saline County indicated the least support (an average of 2.4 mills).
- 70% of participants support extending the half-cent statewide sales tax beyond the current 10-year time frame for roads, such as for widening freeway/interstate system and other major highways.
- 66% of participants support a half-cent sales tax increase for establishing or expanding local transit service and bicycle and pedestrian facilities. Residents of Faulkner and Pulaski Counties identified the highest level of support (71 percent each), and residents of Saline County identified the least level of support (42 percent).
- 74% of participants support an increase in sales tax to build a regional transit system by either a half-cent (37 percent) or a full cent (37 percent). Residents of Faulkner County identified the highest level of support (82 percent favor either a half-cent or full cent), and residents of Saline County identified the least level of support (64 percent).
- 62% of participants favored a sales tax increase to improve and complete local and regional arterial streets (44 percent favored a half-cent and 18 percent favored a full cent).
- 66% of participants favored new taxes on gasoline and diesel fuel (based on per gallon sales). Participants could choose between five and twenty-five cents of additional fuel tax. The average fuel tax rate increased identified by participants is 8.7 cents. Residents of Pulaski County identified the highest level of support (72 percent favored some degree of fuel tax increase), and residents Faulkner and Lonoke Counties identified the least level of support (57 percent).
- 47% of participants favored the placement of an index on fuel taxes in order to offset the impact of construction cost inflation.

Given all the input from the selections provided by participants on external trends, local policies, regional coordination and funding options, the table below outlines the average year for implementing the goals of the Imagine Central Arkansas Vision:



Vision Element	Goal Year
Regional Transit Goals	2028
Local Transit Goals	2028
Bicycle/Pedestrian Goals	2028
Regional Arterial Network Goals	2034
Freeway Goals	2040

### 4.3 Effectiveness

#### Evaluation Matrix – Effectiveness of Phase 3 Outreach Strategies

Phase 3 Outreach	Effectiveness*			Exposure**	Quality		General Comments
	Effective	Less Effective	Not Effective		Quality of Interactive Feedback	Cost***	

**Web:**

www.imaginecentralarkansas.org	✓			High	High	\$\$\$\$\$	ICA website was visited 4,787 times (3,337 were unique visitors and 887 mobile visits)
“Are We There Yet?” Interactive Infogame	✓			High	High		The “Are We There Yet?” Interactive Infogame was completed by 525 users and resulted in 120 referrals to the ICA website.
Web advertisements		✓		Medium	N/A	\$\$	The Arkansas Times online fixed banner resulted in 278 referrals to the ICA website.

**E-mail:**

E-blasts		✓		Medium	Low	\$	Four e-blasts were sent to a total of 2,063 people. 669 people (or 32%) opened the e-blasts, and 199 referrals to the ICA website came from the e-blasts issued by Metroplan. Although the number of referrals to the website is higher, the percent of people that opened the e-blasts was down by 3% from the second phase of outreach.
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**Social Media:**

Facebook	✓			High	Low	\$\$	Metroplan created posts to the Facebook page which resulted in 320 referrals to the ICA website. An additional 206 referrals to the website were from the mobile Facebook application.
Twitter		✓		Medium	Low	\$\$-	24 referrals to the ICA website came from followers to the #ImagineCentralAR hashtag. During this time there were 50 tweets by @Metroplan, and 6 tweets from other followers about #ImagineCentralAR. @Metroplan currently has 1,125 followers.

**Face-to-Face:**

Hometown Visits	✓			Low	High	\$\$	The Hometown Visits at Tinkerfest was effective in engaging youth.
Speakers Bureau		✓		Low	Medium	\$\$\$	2 events and 35 attendees; people were not as engaged as they were in the earlier outreach phases. An online recording of the presentation could be an effective tool to incorporate in the last phase of outreach.

**Press Relations:**

Press Releases	✓			Medium	N/A	\$\$-	A spike in website traffic (528 views) occurred during the week of June 23-29, 2013, which corresponded with the June 20 Press Release that announced the launch of the third outreach phase and the “Are We There Yet?” Interactive Infogame.
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Phase 3 Outreach	Effectiveness*			Exposure**	Quality		General Comments
	Effective	Less Effective	Not Effective		Quality of Interactive Feedback	Cost***	
Media Coverage		✓		Medium	Low	\$	Media coverage was less than in earlier outreach phases. The CAT.org website resulted in 66 referrals to the ICA website and InArkansas resulted in 35 referrals to the ICA website.

PIN:

Plan Information Network		✓		High	Low	\$\$	PIN grew to 601 people.
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\*Effective, Less Effective (needs to be modified), Not Effective (would not use again)

\*\*Exposure to ICA generated by strategy (# of people engaged in outreach strategy)

\*\*\*Cost Spent on Strategy (materials and staff labor)

\$= Free to <\$1,000

\$\$= \$1,000 to \$4,999

\$\$\$= \$5,000 to \$9,999

\$\$\$\$= \$10,000 or \$19,999

\$\$\$\$\$= \$20,000+

# Summary of Imagine Central Arkansas Outreach

October - November, 2014

For the past two months, staff has taken *Imagine Central Arkansas* to people in our region. They have visited Boys & Girls' Clubs, neighborhood groups, Rotarians and Civitans, city staff and a Latino worship center. Interaction included everything from coloring to conversations - lots of conversations.

Virtually all of the comments received written (email, comment forms, sticky notes) and orally have been supportive of Imagine Central Arkansas. They were especially glowing in their remarks with regard to the **depth of information** that is presented, and to the plan's **visual layout** and graphics.

**Common themes have emerged from this outreach and engagement.** They are:

- The **Livability Index** has generated much interest and approval from the public. Both the concept of metrics and the website presentation were favorably noted.
- The **sustainability elements**, especially the sections on Healthy and Safe Neighborhoods and energy efficiency, are a welcome addition to the plan.
- **Public transportation** continues to be at the forefront of public comment. The need for improvement and expansion to existing bus service along with the desire for premium transit in the form of BRT or light rail has been cited at every venue.
- **Implementation** of *Imagine Central Arkansas* has generated some concern. Staff frequently responded to questions, such as, "This sounds great, but will it actually happen? How interested are the cities in making this happen?"
- **Technology and access to technology** was noted at several venues as necessary to advance the goals of education/economy and to alleviate social isolation.

**Regarding project-specific comments and questions:**

- Only one comment addressed the removal of the **North Belt Freeway**: "Good. That should have been taken off the books."
- One commenter pointed out that the description of the trolley's success seems too effusive, as if to suggest that the trolley alone is responsible for downtown LR-NLR revitalization. The commenter added that she likes the trolley and uses it occasionally.
- Comments, oral and written, have been favorable regarding the policy of **building out freeways to six lanes**, and meeting additional demand through an aggressive improvement of the Regional Arterial Network and through a robust public transit system.

Several comments expressed appreciation for Metroplan's efforts to include the perspectives of diverse populations throughout the region. At the Boys & Girls Clubs, for example, people noted that not only did we ask their opinions in 2012, we returned in 2014 - as promised - to ask, "Did we get it right?"

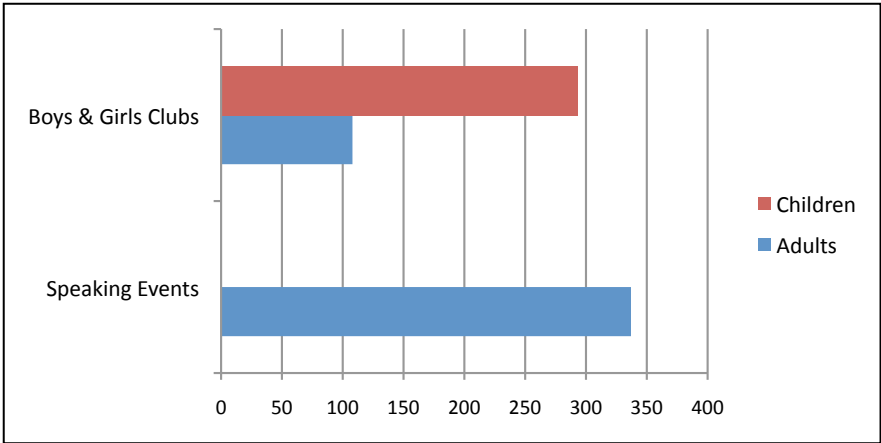


(See back page for more information.)

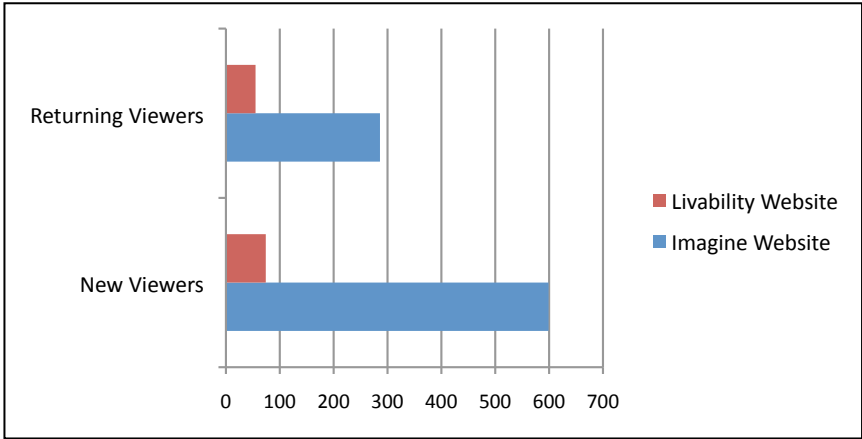


# Summary of Imagine Central Arkansas Outreach

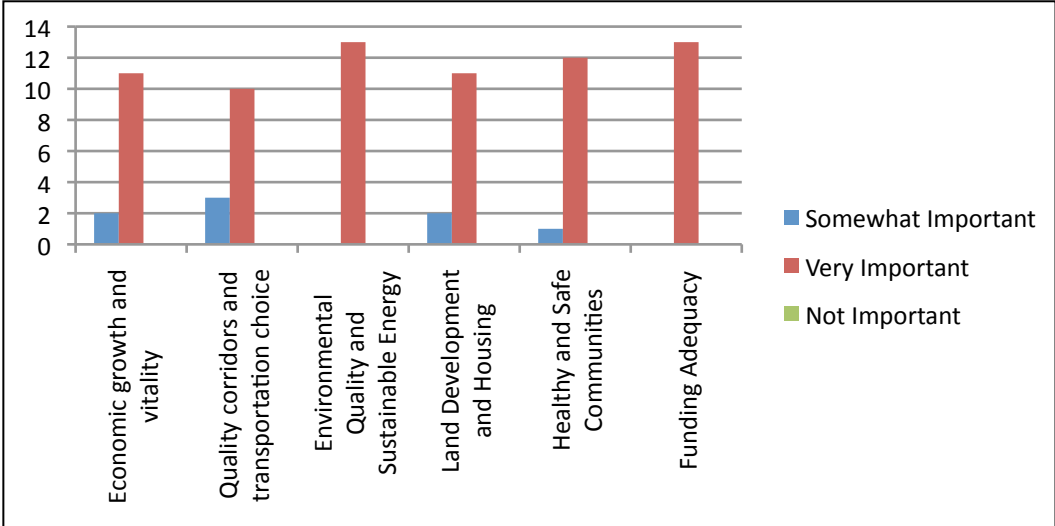
## Number of Attendees



## Number of Website Visitors



## Comments about Goals from St. Edwards Outreach



Outreach Summary



General Outreach (Continued)

Date	Type	Comments	Goal or Element	Action Taken
30-Sep	Email	<b>AHTD - Plan Document</b>		
		<p>We are particularly concerned for decisions adopting the Imagine Central Arkansas Goals, which affect our neighborhoods so powerfully. Has the Board scheduled consideration of adoption of that Plan yet? We welcome as much advance notice as possible, so our members may plan to notify their neighbors, and to attend that important meeting.</p> <p>One troubling aspect of the Nov. 13 public hearing on proposed policies of the Imagine Plan was learning this Board does issue waivers on its own policies. We were gratified to learn the policy is to limit our highways to six lanes. We were displeased to learn eight lanes were allowed, by a waiver, along I-630, from University Ave. west to the Baptist Hospital exit. Neighborhoods east of University Ave. along I-630 fear the next waiver may bring another flood of construction into their areas, damaging the fabric of living, and adding to the flood of commuters we see today. Alternatives are desired, not more lanes of pavement.</p>		Noted
21-Oct	Website			
		<p>Fuel tax doesn't work if vehicles reduce need faster than expectations. May need to consider toll. what about the possible train between LR and Memphis? LR and Dallas ? It appears that planes are reducing direct routes to/from LR. St Louis Route is gone.</p>		Noted
23-Oct	Website			
		<p>I see nothing to suggest exploiting certain necessary features.</p> <p>On any map we see a river with no buildings. We know there is a river trail used for recreation on both sides of this river.</p> <p>Before any development occurred rain drained into gullies, into creeks, into the river.</p> <p>Now storm water gathers into the same drainage ways. There is a flood plain associated with major rainfall events and therefore an area unsuitable for building for any developed area. These drainways must be monitored to keep them free of major obstructions.</p> <p>At the same time citizens like to have walking paths free from buildings. Walking beside a moving stream is always a plus.</p> <p>The need to have access to water discharge routes, derogatively referred to as drainage ditches, can be combined to with the desire to have paths and trails beside what can be called intermittent creeks.</p> <p>There could be access routes to survey and clear our storm drainage system which double as walking, bicycling paths for citizens. These would be clear of buildings and away from streets with cars. The design would allow for flooding during rain events when pedestrians would not be walking anyway.</p>		Noted
10-Nov	Website			
		Like It		Noted

## Outreach Summary

### General Outreach

Date	Type	Comments	Goal or Element	Action Taken
30-Sep	Email	<b>AHTD - Plan Document</b>		
		Editorial - Stay consistent with organizational titles		Corrected
		Editorial - Update names for RPAC (Add Paul Sims and Antonio Johnson)		Corrected
		Editorial - Stacy consistent with last names		Corrected
		Editorial - Add Paul Sims to TC		Corrected
		Editorial - Add Antonio Johnson to TC Alt		Corrected
		Editorial - Stay consistent with organizational titles		Corrected
		Editorial - Make Figure 3-2 Clearer		Corrected
		Chapters 2 and 3 - Check Citations		Corrected
		Chapter 7 Page 96 - Add SCAT cost to maintain system to CATA		Addition
		Chapter 7 Page 101 - Check Percentages calculations		Reviewed
30-Sep	Hand Copy	<b>AHTD - Comments on Revenue Memo</b>		
		Numerous Editorial Comments		Corrected
		Table 4/5 - Base Year Revenue Estimates Correct Numbers		Corrected
		Growth Rates (P13) Inflation Discussion		Corrected
		Table 10 Check Revenue		Corrected
		Editorial - Stay consistent with last names		Corrected
12-Dec	In Person	<b>AHTD - Project Definitions</b>		
		Request Change to Project Descriptions - Project 41 - request change to Operational Improvements		Changed
2-Nov	Email			
		I am not sure if this is the proper way for me to respond to the new plan, but I wanted to send a few comments. I found it an interesting document and it held my interest with really good graphics and a great layout. I appreciated the historical information and learned quite a bit that I did not know. I think it is very well done. I had not really considered that it takes a well-established and more comprehensive bus system to support a light rail system, though it certainly makes good sense. The plan seems reasonable to me and I appreciated the summary of needed funding and possible funding sources. My only quibbles or questions are minor ones. The one thing that stood out to me was the little section on the trolley, which states it is an outstanding success. Maybe that is true, though it makes me wonder since I have read stories about it having few riders. I understand it was built more for visitors, and I have ridden it a couple times and taken several photos of it, but the section seems to state that the trolley by itself created all the investment in downtown redevelopment. I don't know if the redevelopment would have happened without the trolley, but I am just cautious, thinking that correlation does not imply causation. Metroplan obviously has more information than I have and cannot put it all in a relatively small space, but I just question the conclusion. I also noticed a couple minor grammatical errors that your staff likely has already recognized. In the Transit section, on page 19, the 3d line down, the word regions needs an apostrophe to be region's. Also, under the Transit Phased Vision section, second sentence, the verb is missing something. Maybe the word "be" is omitted. Thanks for all the hard work to put the plan together. I am glad someone is taking on that kind of project because that kind of study is the first step in progress.		Reviewed

Outreach: Boys & Girls Clubs

Date	Location	Attendees	Comments	Type	Action Taken
3-Nov	Wetherington	15 adults, about 40 children			
			Rekindle interest in space exploration. Bring a planetarium back to central Arkansas.	Specific Concern	Noted
			We should have technology in our schools.	Specific Concern	Reviewed
			More facilities that educate after school - fun/learning activities.	Specific Concern	Reviewed
			Mass transit. Build a better public transit infrastructure. Rail systems, including commuter rail.	Specific Concern	Covered
			Be more aggressive with eco-friendly products and services. Push harder to go green.	Specific Concern	Noted
			<b>Still need more WiFi areas throughout central Arkansas.</b>	Specific Concern	Reviewed
			More fairs, one in spring and one in fall.	Specific Concern	Noted
			Offer financial assistance/grants to homeowners to do upgrades and repairs.	Specific Concern	Noted
			Offer ways to correct credit scores without costing an arm and a leg.	Specific Concern	Noted
			Affordable housing programs for both rental and owned. More focus on income than on credit score. Still need more affordable housing, rent/own.	Specific Concern	Covered
			Still need sidewalks in urban neighborhoods.	Specific Concern	Covered
			Need more lights in urban neighborhoods at night.	Specific Concern	Covered
			More neighborhood parks.	Specific Concern	Covered
			Pay more taxes.	Specific Concern	Noted
			Save lots of money and when you reach \$1000, give it to the community.	Specific Concern	Noted
			More money so people can do what they want to do.	General Concern	Noted
5-Nov	Mitchell	16 adults, 55+ children			
			Work more with school system regarding transportation issues, especially after school.	General Concern	Covered
			Push a "bike" initiative for needy families who can benefit from this development.	Specific Concern	Covered
			Improve traffic lights systems. Some lights change so fast that you end up sitting for a long time.	Specific Concern	Covered



Outreach Summary

Outreach: Boys & Girls Clubs (Continued)

Date	Location	Attendees	Comments	Type	Action Taken
5-Nov	Penick	23 adults, 58 children	Comments		
			More public transportation.	General Concern	Covered
			Carbon emissions: Try to use some of the suggestions already submitted by geo engineers to reduce carbon emissions. Spread it by word of mouth.	Specific Concern	Covered
			More sidewalks.	General Concern	Covered
			Invest in older community centers before constructing new ones.	Specific Concern	Noted
			Build centers or sports facility that is open and available (free!) to children in the community. Conway has one.	Specific Concern	Noted
6-Nov	Hamilton	9 adults, 25+ children	Comments		
10-Nov	Whetstone	24 adults, 60 children	Comments		
			More job training opportunities	Specific Concern	Covered
			More rail-grade separations	Specific Concern	Covered
			Better schools.	Specific Concern	Covered
			Bike routes in cities that follow drainage culverts, streams, whatever, to connect destinations.	Specific Concern	Noted
			Different routes for big commercial trucks	Specific Concern	Noted
			Solar panels in new houses	Specific Concern	Covered
			Create more housing for homeless and veterans	General Concern	Noted
			Affordable housing plans for those who actually try.	Specific Concern	Covered
			More places for children to play.	Specific Concern	Covered
			More community centers and Boys & Girls Clubs for the kids. More assistance with childcare.	Specific Concern	Noted
			Buy and repair empty houses to improve neighborhood safety and appearance.	Specific Concern	Noted
			More funds for after-school care programs.	Specific Concern	Noted
12-Nov	Thrasher	13 adults, 40+ children			
14-Nov	Rose City	8 adults, about 15 children			

Outreach Meetings

Date	Event Type	Place	Attendees	Comments	Type	Action Taken
1-Oct	Table	Hendrix	30-35	Comments were favorable in regard to ICA discussion of environment.	General Supportive	Noted
2-Oct	Speaker	Argenta Boosters	21	Noted that Argenta residents have been participants in previous outreach efforts, and that they are pleased to have this kind of outreach from planners/electeds.	General Supportive	Noted
				Questions regarding the use of the Livability Index	General Inquiry	Covered
6-Oct	Speaker	NLR Riverside Rotary	10	Questions and comments revolved around specific transportation projects, including: status of Maumelle interchange project, and Northbelt.	Specific Concern	Covered
				Regarding Northbelt: "Good. That project needed to be taken off the books."	Specific Supportive	Noted
7-Oct	Speaker	Pettaway Neighborhood Association - "National Night Out" Committee	18	Several people noted with approval ICA's inclusion of safe neighborhoods and affordability/energy efficiency	General Supportive	Covered
				Questions regarding how Livability Index works, and if its metrics will be applied to populations other than white middle class	General Inquiry	Noted
9-Oct	Speaker	Pettaway Neighborhood Association	5	Many comments concerned with improving bus transit: (1) better accommodations for elderly/disabled; (2) more stops; (3) longer hours of operations; and (4) expanded weekend schedule.	Specific Concern	Covered
				Expressed desire for more sidewalks and curb-cuts to accommodate elderly/disabled residents.	Specific Concern	Covered
				Most liked the introduction of bike lanes in the community. However, it was noted that the lanes were not well used. It was suggested that education in regard to usage and safety should be included.	Specific Concern	Covered
				Participants noted that the community has become increasingly safer and has had far fewer incidents of violent crime. However, despite this, residents stated that the community is still perceived by outsiders as a high crime area.	General Concern	Noted
				Increasingly long commutes are a source of traffic jams and high fuel prices.	General Concern	Covered
				Growing fuel costs taking up a larger portion of household budgets	General Concern	Covered
				Lane expansions on I-630 and I-30 could mean additional loss of housing stock.	Specific Concern	Covered
13-14-Oct	Table	Pulaski Technical College	30-35	"Better coverage by the bus and night service"	Specific Concern	Covered
				"Cleaner streets"	Specific Concern	Covered
				More jobs for people who want the experience for better jobs"	Specific Concern	Covered
				Majority of comment were concerned with improving bus transit: (1) frequency of service; and (2) extending/adding routes to other cities, such as Conway, Benton, Jacksonville and Cabot.	Specific Concern	Covered
				Hope was expressed that better neighborhood planning/development will lead to greater harmony among central AR residents	General Supportive	Covered

## Outreach Summary

### Outreach Meetings (Continued)

Date	Event Type	Place	Attendees	Comments	Type	Action Taken
14-Oct	Speaker	Maumelle Rotary	12	Generally supportive of plan.	General Supportive	Noted
				Project specific questions regarding projects pertaining to Maumelle Blvd.	Specific Inquiry	Covered
21-Oct	Speaker	Sierra Club	42	Favorable comments regarding Livability Index. Questions regarding how it works.	General Inquiry	Noted
				Request for more information on "Complete Streets" concept.	Specific Inquiry	Covered
				Comment that politics will play a role in ICA implementation. Exhorted fellow club members to vote.	General Concern	Covered
				Re funding: priorities must change in order to pay for preferred projects, such as bikeways, parks, transit.	General Concern	Covered
22-Oct	Speakers Bureau	PTC Cultural Geography class	18	Students discussed potential impacts of technological innovations	General Concern	Reviewed
				Region's current infrastructure is inadequate to deal with drainage - and will likely get worse as climate continues to change.	General Concern	Noted
				Questions regarding likelihood of new funding sources becoming available.	General Inquiry	Noted
				Comment that money is already available but designated to things that favorably affect more affluent people.	General Concern	Noted
26-Oct	Latino outreach	St. Edward's Catholic Church	50+	Where do you expect to spend money within the region? What are the priorities for transportation spending	Specific Inquiry	Covered
				Parks are important. What can we do to make them safer?	Specific Concern	Covered
				What are the plans for reducing congestion in Maumelle?	Specific Concern	Covered
				Are there plans to widen Maumell Blvd? It can take as long as an hour to commute.	Specific Concern	Covered
				To have better schools and more safety on the school [grounds]. More scholarships for Hispanic people.	Specific Concern	Noted
				Improve the heavy traffic between 430 and 40 interstates.	Specific Concern	Covered
				[regarding parks] more security, better restrooms	Specific Concern	Noted
				More security in parks. Fumigate for insects (mosquitoes)	Specific Concern	Noted
				Better parks	General Concern	Covered
				More attention to the parks	General Concern	Covered
				Better transportation	General Concern	Noted
				Make it easier for children of lower income families to participate in public school sports.	Specific Concern	Noted
				Thank you for taking us into consideration. I like the review.	General Supportive	Noted
				Thank you for considering our needs for this important plan.	General Supportive	Noted
				Environmental quality, sustainable energy, healthy and safe	General	Covered

Outreach Meetings (Continued)

Date	Event Type	Place	Attendees	Comments	Type	Action Taken
30-Oct	Speakers Bureau	Civitans Club, LR	22	Are there plans for connecting the hospitals in LR with rail transit? The commenter also asked for a clarification regarding the role of buses in a rail-oriented future: "It seems like bus transit is looking backwards, and rail transit is looking forward."	General Inquiry	Covered
				What are the specific projects that we should expect in the next five, ten, twenty years? How does that work?	General Inquiry	Noted
				Noted that the architectural detailing on the I-630/I-430 interchange has received praise from people outside the region. Commenter followed up by added that he likes the attention to aesthetics generally. Others in attendance agreed with that point.	General Supportive	Noted
				Does the plan include specific projects for improving Kanis?	Specific Inquiry	Covered
				How do cities and counties participate in the plan?	Specific Inquiry	Covered
				Question regarding the status of Northbelt Freeway?	Specific Inquiry	Removed
8-Nov	Meeting	Coalition of Little Rock Neighborhoods		Several project-specific questions regarding the proposed I-30 project, especially as it related to the established policy of widening freeways to six lanes, and meeting additional demand through the RAN and transit.	General Inquiry	Noted
				Supportive of plan in general.	General Supportive	Noted
				Transit improvements are greatly needed. CATA should have a dedicated funding source.	General Concern	Covered
				Have specific plans been developed to advance light rail?	Specific Inquiry	Covered
13-Nov	Speakers Bureau	LR City Green Team	9	Generally supportive of environmental efforts.	General Supportive	Noted
13-Nov	Public Meeting	12th Street Neighborhood	60+	Will the proposed expansion to I-630 have a negative impact on the revitalization of the 12th Street corridor?	Specific	Noted
				Why has emphasis been placed on the Jump Start communities? Adjacent neighborhoods feel neglected.	Specific Inquiry	Covered
				Regarding proposed lane expansions along -30 and I-630: (1) What impact will this have on downtown areas? (2) Did Metroplan endorse the expansion? (3) Doesn't the proposed expansion contradict Metroplan's strategy of building out to six lanes and addressing additional demand through improvements to the Regional Arterial Network and public transit? (4)What can be done to block the proposed expansion?	Specific Concern	Covered
				Have plans been made to assure that African American business owners in the community will be allowed to participate in newly developed commercial areas?	Specific Concern	Covered
				Has Metroplan staff been in communication with land bank and city planning to address vacant properties and empty lots?	General Inquiry	Noted
				How will progress be measured, and what is the frequency with which it will be measured?	Specific Inquiry	Covered
				Does the plan include a discussion of the information highway?	Specific Concern	Reviewed
				"Hold to 6 lanes! Never more!"	General Concern	Covered
				"Why build out 630 when we have other forms of transportation?"	General Concern	Covered
				"For the Jump Start overlay, please include both sides of Lewis, as the alley is a better demarcation than the frontage. In other words, extend the Jump Start on Lewis to the alley to include both sides of Lewis Street in the plans. Also, find an alternative to designating 8th Street as the access road to proposed urban commercial development.	Specific Concern	Noted
				Save and rehabilitate housing.	General Concern	Noted

## Outreach Summary

### Outreach Meetings (Continued)

Date	Event Type	Place	Attendees	Comments	Type	Action Taken
4-Dec	Public Meeting	Conway	30+	Emphasis on: pedestrian/bike friendly; environmentally conscious; infill development & green space; mixed-use development/mixed zoning	General Concern	Noted
				Could a bike share system supplement local buses to support premium bintercity transport i.e. light rail and intercity express buses?	Specific Inquiry	Noted
				more places to ride a bike - making roads bike firendly - neighborhoods with grocery stores, shops, pubs, where friends gather	Specific Concern	Noted
				I would like for you to consider infrastructure related to oil & gas development. Pipelines, compressor stations, etc are a huge fiber in this fabric. We cannot create healthy, sustainable, safe communities if there's an oil & gas pipeline running through the neighborhood. Also, continue your efforts to engage marginalized populations. :-)	Specific Concern	Noted
				More emphasis on non-automotive infrastructure. Make the car a "part" of the transportation system, not the primary one. Make being able to walk & bike anywhere in a city possible.	General Concern	Noted
				Community gardens (organic) - The food in our food pantries (for housing, financial hardship) lack nutrition, are filled with chemicals, additives, etc. How about creating more community gardens throughout the city that allow more people - including those who live in apartments access to affordable (or free) chemical-free, gmo-free produce?	Specific Concern	Noted
				Emphasize community gardens and farmers markets to promote healthy living	Specific Concern	Noted
				Home ownersip; Bicycle rider instructions; Completed multi-modal transportation network	General Concern	Noted

# CENTRAL ARKANSAS 2050 PUBLIC OUTREACH ADDENDUM

Because *Central Arkansas 2050* was a minor update, outreach was fairly limited. The underlying Vision, Goals, and Objectives remained intact from *Imagine Central Arkansas*; therefore, the extensive outreach described in Appendix B remains relevant. However, staff did conduct several joint meetings with the Regional Planning Advisory and Technical Coordinating Committees to discuss the plan over the course of 2018.

In addition to the RPAC and TCC, Metroplan formed an ad hoc bicycle and pedestrian committee to strengthen these elements in the plan. Members from across the region included a multi-disciplinary team of planning, economic development, parks and tourism, engineering, and health professionals and advocates. The group met several times throughout the year to recommend new regional bike routes and planning considerations to the RPAC and TCC.

Throughout the plan update, Metroplan cooperated with the Arkansas Department of Transportation (ArDOT) and Rock Region METRO to provide a complete picture of transportation in Central Arkansas. These organizations provided valuable data and feedback to improve plan elements.

## Social Media Outreach

The broader public also had a chance to weigh in on the plan. A press release was issued Sunday, November 4<sup>th</sup>, 2018 announcing a public comment period, which ran through December 7<sup>th</sup>, 2018. The following is a summary of Metroplan efforts to engage the public through social media.

Metroplan used Facebook and Twitter to promote the plan during the public comment period. Twenty posts, containing excerpts from the plan, were crafted for each medium. The two most popular posts showed population trends in Central Arkansas and the financially constrained project list.

In all, 16,824 users saw the posts, 1,542 opened the posts, 53 “reacted,” 34 posts were shared, and 10 participants offered informal comments. Commenters expressed desire for a regional light rail system, or other region-wide transit, particularly out of Conway.

On November 26<sup>th</sup> the plan earned media time on KATV Channel 7. Enthralled by a graphic for zero vehicle households the station reached out to Metroplan for an interview, which aired during the 10:00 P.M. broadcast.

## Official Public Comments

Outreach yielded a couple of thoughtful comments from the public. Below is the transcript of the emails received by Metroplan staff.

### Jason L. said...

I read through the document and I think we are heading the right way. We need a sustainable region. We need to preserve our natural areas. We need to keep our creeks and rivers clean and protect our water quality.

We need better transportation options. We need more bus routes. There’s no excuse for not connecting Conway with a bus. Bikeshares already in Conway and bikeshares coming to Little Rock and North Little Rock will make riding the bus a viable option. We just need to make sure bike facilities are created in those cities.

The SW trail is going to be huge for the region, but we also need to make sure all the communities along the trail are safely connected.

### Metroplan Response (January 25<sup>th</sup>, 2019):

Jason,

We appreciate the support and enthusiasm you express for planning in Central Arkansas. You offer valid planning related concerns that Metroplan's Long Range Transportation Plan attempts to approach. Active engagement by citizens in local governance on issues like these can help Central Arkansas move towards sustainability. Thank you for your comments.

### John L. said...

These are my comments for *Central Arkansas 2050* in my role as a citizen of Central Arkansas.

- 1) Thank you: I refer to Imagine Central Arkansas (and other Metroplan documents) regularly. It is a trove of useful information. I realize that compiling this document is a federal requirement, but it doesn't have to be done so well. Thank you for the efforts of the dedicated staff of Metroplan to improve our region.
- 2) The Size: I don't know what federal requirements are for this document, but the size of it can be a disincentive for citizen engagement. In addition to the whole document, is there a way to create smaller documents, literally cut and pasted from this major document, but that focus on specific issues such as "Bicycles in Central Arkansas", "Pedestrians in Central Arkansas", "Transportation Equity in Central Arkansas", etc.?
- 3) Figure 3-3: I really like the timeline. I think it can help to understand where we are and where we could go to see where we have been.
- 4) Figure 4-1: Silly nit-picky thing, but I don't understand what the different colors of the different counties are supposed to represent in this figure. Probably nothing, but it's a bit distracting from the percent growth that you're trying to show. Unless there's a strategy I'm not aware of (like the same color corresponds to the same county throughout the document or something, I might consider removing the color or making the degree of shading or shade correspond to the percent growth.
- 5) Table 4-2: It would be nice to know how these numbers relate to national numbers or comparable communities. In general, the document tends to compare within the Metroplan zone but doesn't do as much about comparing the Metroplan counties nationally or with other communities. Your Central Arkansas Livability Index does a better job at this, but it seems like these comparisons would be easily and intuitively made within the main 2050 document as well.
- 6) On page 128, under "Sharing Transportation", in the first paragraph, "central" should be capitalized. How's that for proofreading?
- 7) Street Typologies: I'll be the first to admit that I did not read and review every page of this document, but if the street typologies including bicycle and pedestrian modes that we discussed in committee were in the document, I didn't see them. I think they were a good addition.
- 8) I also didn't see the bicycle regional plan. Again, I may have missed it.
- 9) Enforcement: As you know, the I-30 Project did not follow the 6-lane maximum in the previous long range planning document. You all would know better than I, but it is worth considering how this can be more of a regional practitioner's document as well as an aspirational document.

10) Restructuring RPAC: There is a public perception that ArDOT and other stakeholders take public comment out of requirement, then do whatever they want (regardless of the content of public comment) afterwards. The I-30 Project did not help to dissuade that perception. Right or wrong, there is a public distrust that the restructuring of RPAC into smaller committees is a move to further weaken public involvement in regional planning. If there is a motivation to address these perceptions, is *Central Arkansas 2050* an appropriate venue to do that?

11) As you may know, Central Arkansas was ranked the 14<sup>th</sup> most dangerous place to walk in the country (i.e. risk of car vs. pedestrian collisions). Pedestrian safety should be featured more in this document.

12) As you may know, when ArDOT polled almost 900 Arkansans about why they don't bike more in their Arkansas Bicycle and Pedestrian Transportation Plan, the four top reasons (by far) were different ways of saying a fear of car vs. bike collisions (Appendix A). Bicycle safety should be featured more in this document (and more cross-references to the ArDOT's Bike-Ped plan when appropriate... these two document cover some of the same territory).

[http://arkansashighways.com/Trans\\_Plan\\_Policy/biking/Arkansas%20Bike-Ped%20Plan%20-%20FINAL%20-03312017.pdf](http://arkansashighways.com/Trans_Plan_Policy/biking/Arkansas%20Bike-Ped%20Plan%20-%20FINAL%20-03312017.pdf)

### Metroplan Response (January 3<sup>rd</sup>, 2019):

John,

We appreciate your comments on the Long Range Plan.

To address a few points:

1. Thank you for the praise. I also agree that we have a document that may be too large to be very accessible to the public. Staff has discussed this very issue and will look to condense the narrative in our major plan update. We have discussed the possibility of creating spin off documents for different elements of the plan like we do with Metro Trends.
2. The Regional Bike plan is represented by a map on page 94. Staff discussed including description of the routes in the text, but this was ultimately nixed. Our map provides routes that can be used to guide local decision makers. They may want to tweak the routes in their own plan.
3. I did add a few considerations in the Bicycle and Pedestrian Planning section, as well as a discussion of planning initiatives that our intended audience should be aware of. These are simply meant to inform local planning initiatives and influence policy decisions with leaders who have direct control over implementation efforts.
4. Enforcement of policy is a great point. One way Metroplan has done this is through Jump Start where the projects incorporate policy through new zoning and infrastructure. Mostly, Metroplan defers to local jurisdiction to enforce policy.