




# IMAGINE CENTRAL ARKANSAS

Plan Smart. Live Smart.

## OUTREACH SUMMARY TECHNICAL MEMO

*March 2013*





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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.

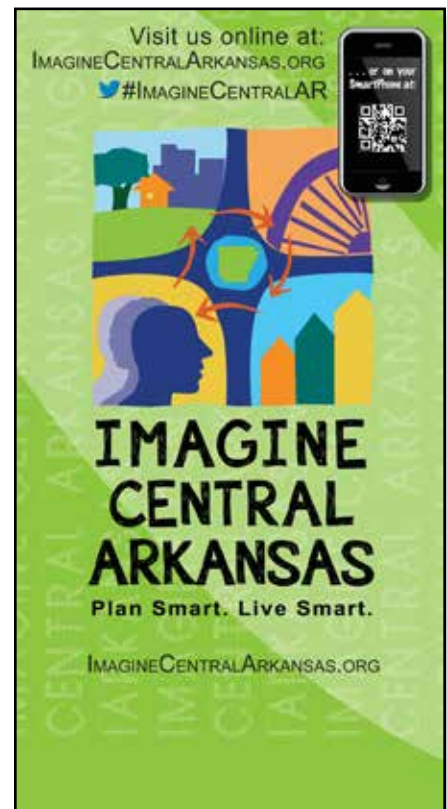
The initial Kickoff/Listening/Educating phase of *Imagine Central Arkansas* makes use of both online and in-person strategies using a range of techniques and technologies. The strategies are aimed at capturing both the web-savvy and technology-challenged, both the fully engaged and the unengaged.

#### 2.1.1 Web

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

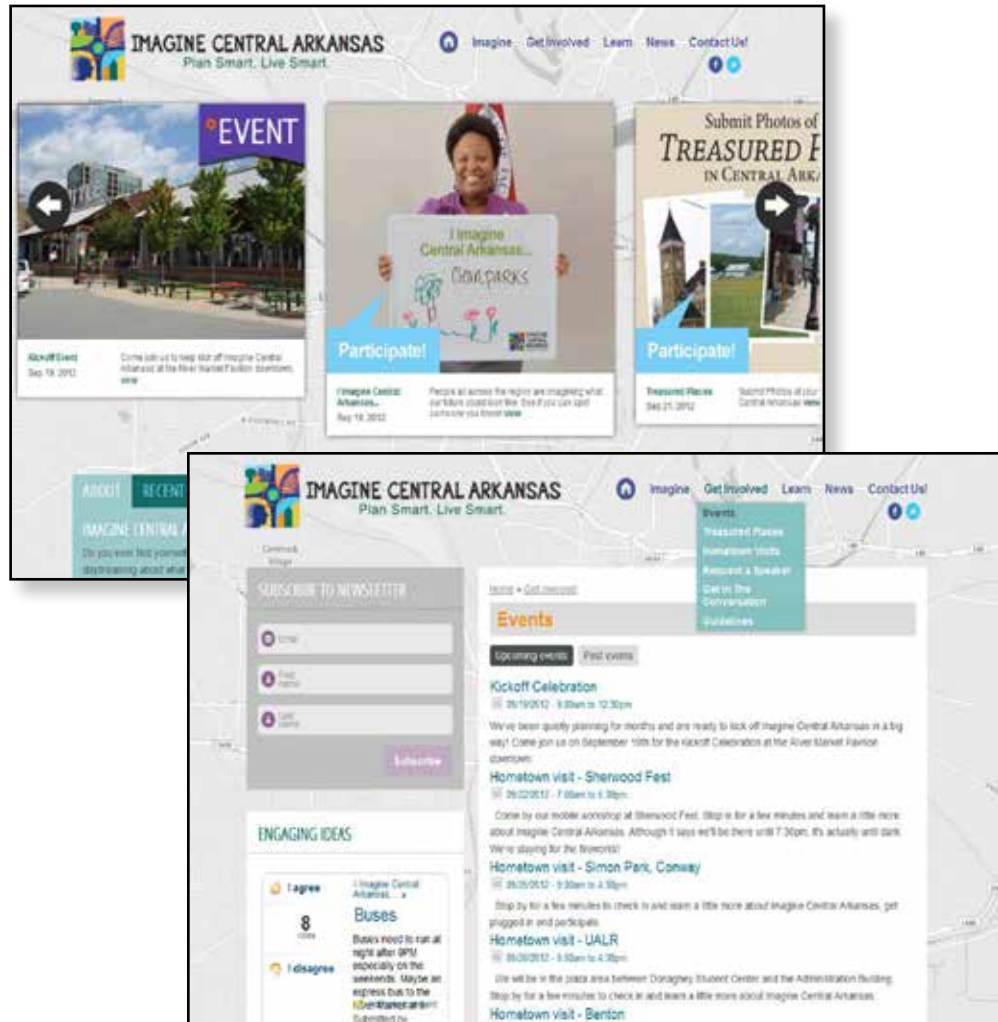
The *Imagine Central Arkansas* website was launched in September 2012. An interactive web presence built on the Engaging Plans platform and designed specifically for community engagement, it forms the backbone of the public engagement process. The website serves as a one-stop-shop for individuals to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

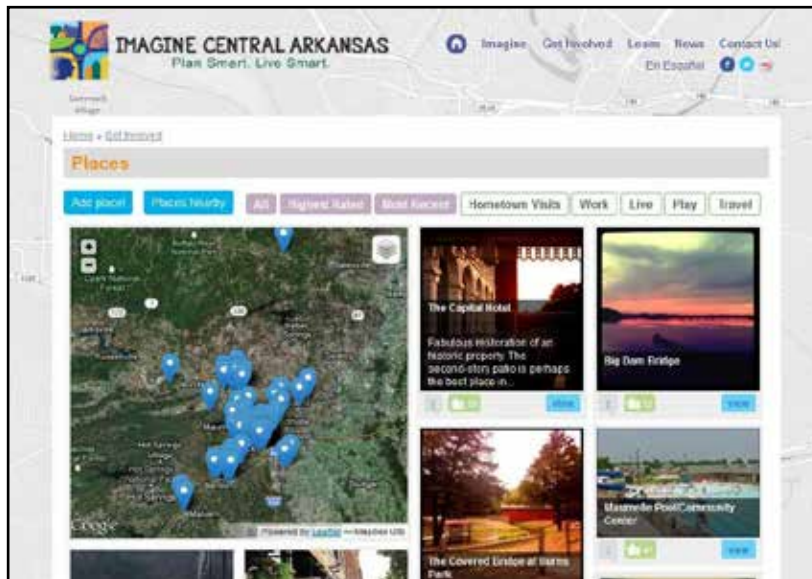
The Treasured Places interactive mapping exercise provides a chance for participants to identify “treasured places” throughout the region, which are defined as places or attributes that have special value and that should be preserved as the region evolves. The activity helps participants recognize central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

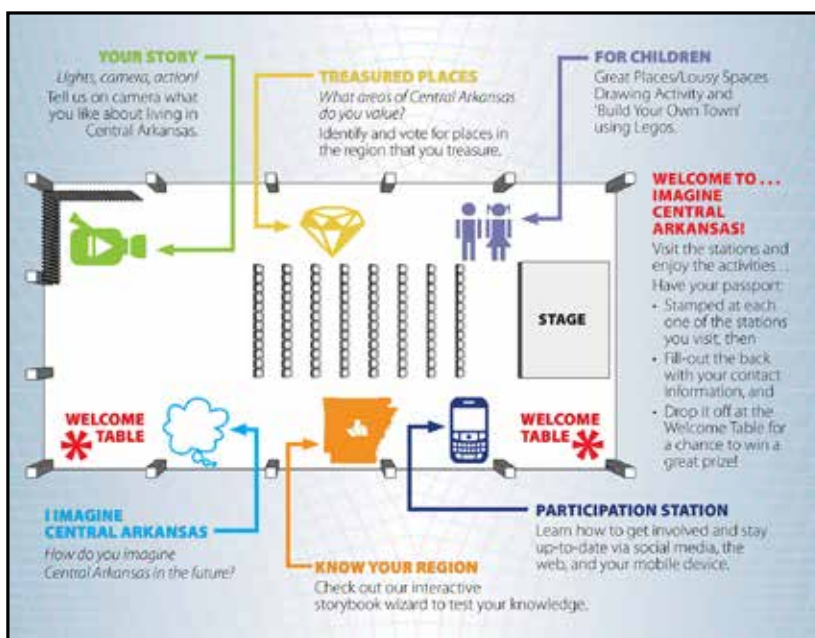
future. Answers were captured by photo on cameras and later displayed on the project website and on Facebook page.

**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."

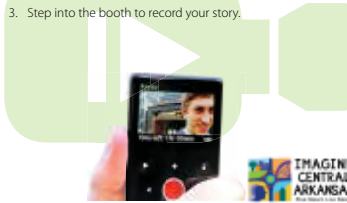
**Participation Station:** The Participation station was intended to launch an Imagine Central Arkansas following. Participants had the chance to sign-up for Ideascale, the email list-serve, to "like" the Facebook page and/or to begin following Imagine Central Arkansas



## 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 ARKANSANS 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 Results

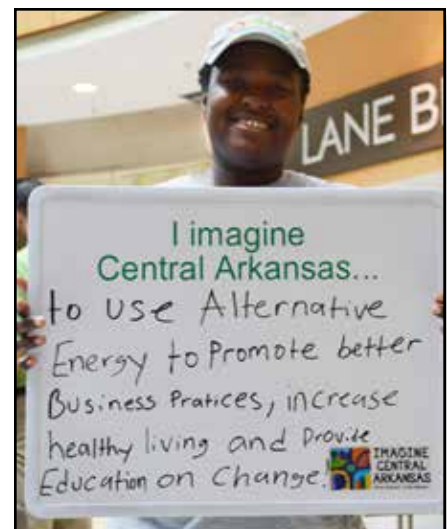
### 2.2.1 Participation Rates

#### 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/ (Home Page)
2. imaginecentralarkansas.org/state-region (State of the Region)
3. imaginecentralarkansas.org/places (Treasured Places)
4. imaginecentralarkansas.org/our-mission
5. imaginecentralarkansas.org/event/kickoff-celebration (Kickoff Event)
6. 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

### 2.2.2 Information Gathered

During the first phase of outreach, key themes were extracted from the outreach tools using methods such as keyword tagging. The most popular results from the Know Your Region tool were tallied by the number of responses that noted challenges facing Central Arkansas over the next 30 years as “important” or “very important.” At the top of

the list is “protecting our future (natural resources, quality of life)” and “affordability of transportation and housing”.

The ideas from the “Ideascale” campaign were placed into 12 broad categories based on all the ideas that had at least a vote count of zero. The top three categories with the most vote counts are: more mass transit trains and buses; improve parks and trails; and complete streets/walkable and bikeable streets. For example, ideas categorized under the “more mass transit trains and buses” category include ideas such as “more frequent bus services, public transit between Conway and Little Rock, and multi-modal options.”

The top places identified in the Treasured Places mapping exercise were placed into eight broad categories. The categories receiving the most votes include: parks and open spaces (i.e. Pinnacle Mountain), 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.



### **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.

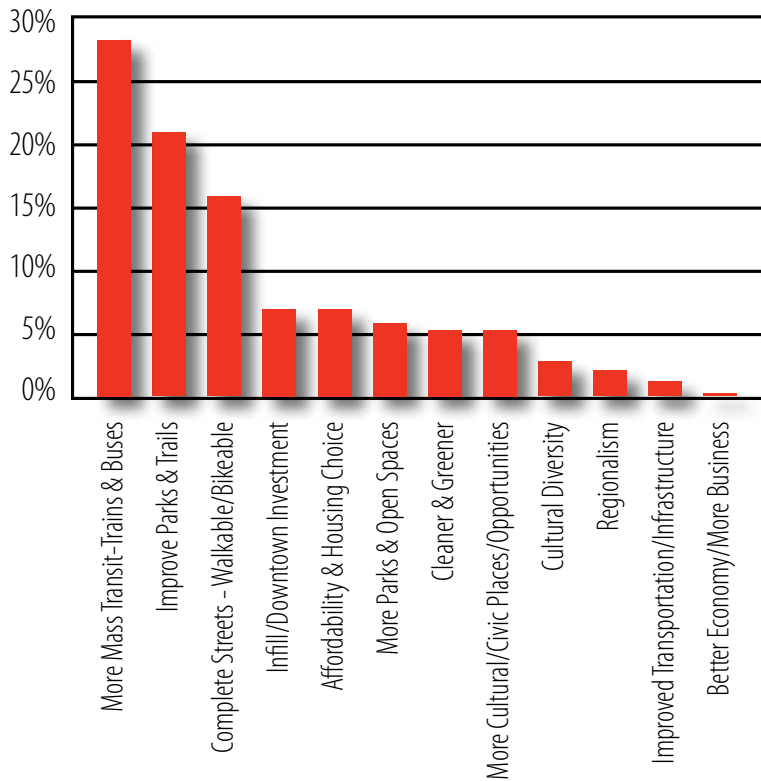
### **4. Safe and Family-friendly**

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.

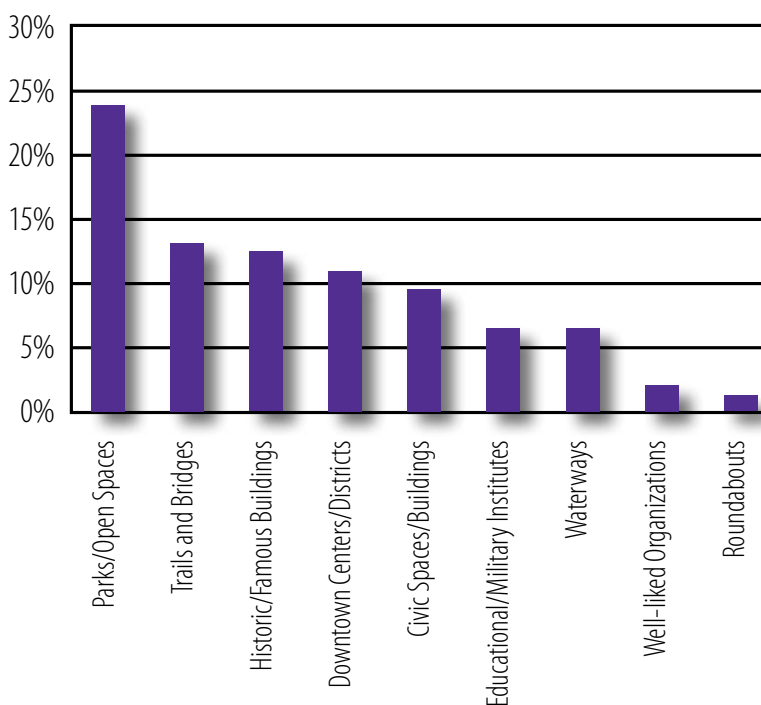
### IDEASCALE Most Votes by Category



### 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

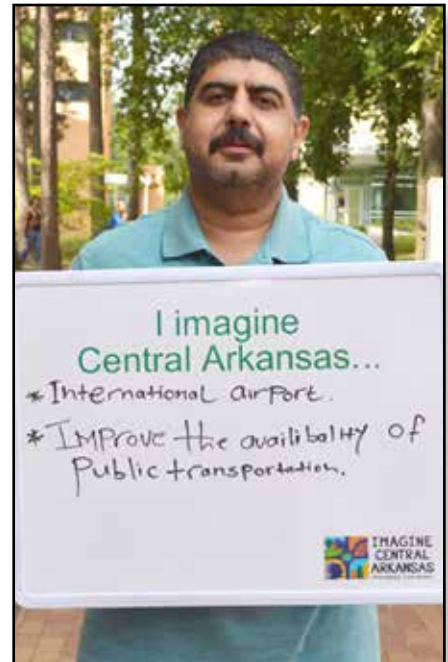
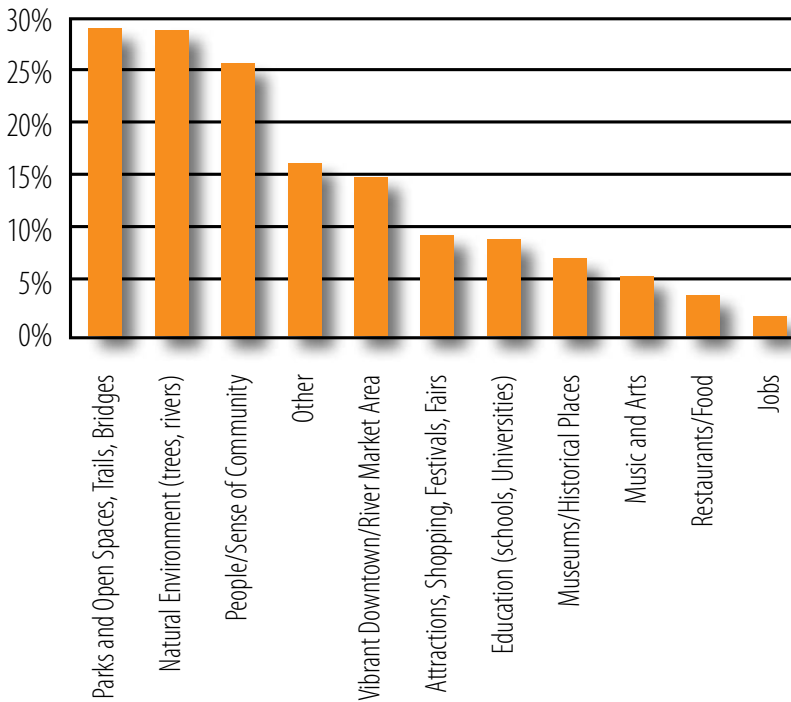


### TREASURED PLACES – Top Ten Places

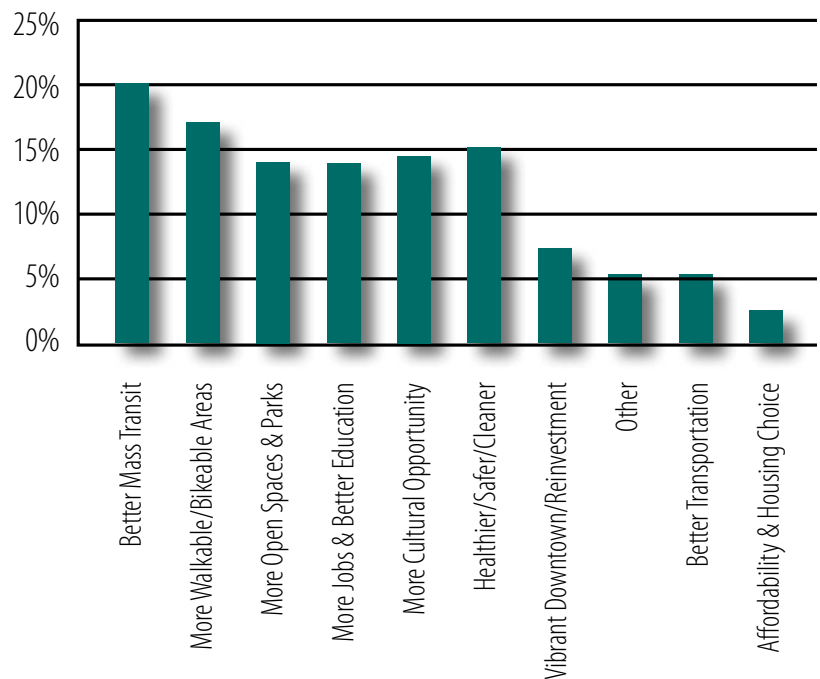
Rank	Place	Votes
1	Capital Hotel	46
2	Big Dam Bridge	42
3	Covered Bridge at Burns Park	41
4	Maumelle Community Center	38
5	Two Rivers Park Bridge	37
6	Little Rock River Market	32
7	Pinnacle Mountain	28
8	Clinton Library	29
9	Hendrix College	26
10	MacArthur Park	26

## YOURSTORY

Percent of Mentions by Category

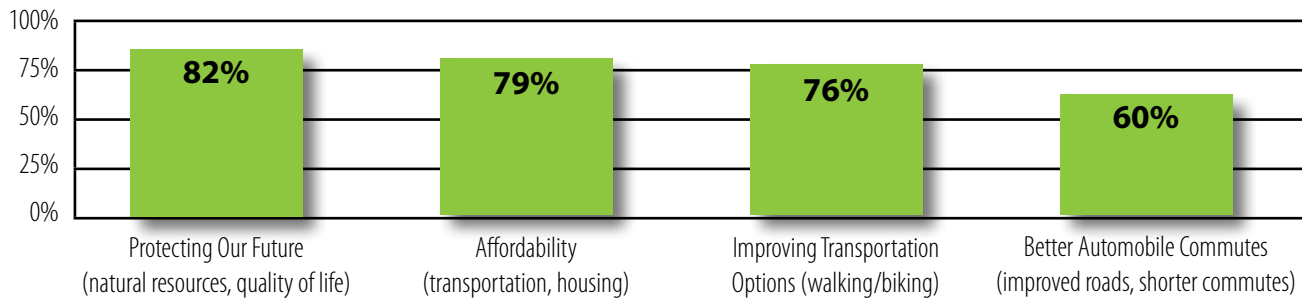


"I IMAGINE CENTRAL ARKANSAS..." Whiteboards  
Percent of Responses by Category



## 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')



## 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 touchtables 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).



## 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.

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+

# 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

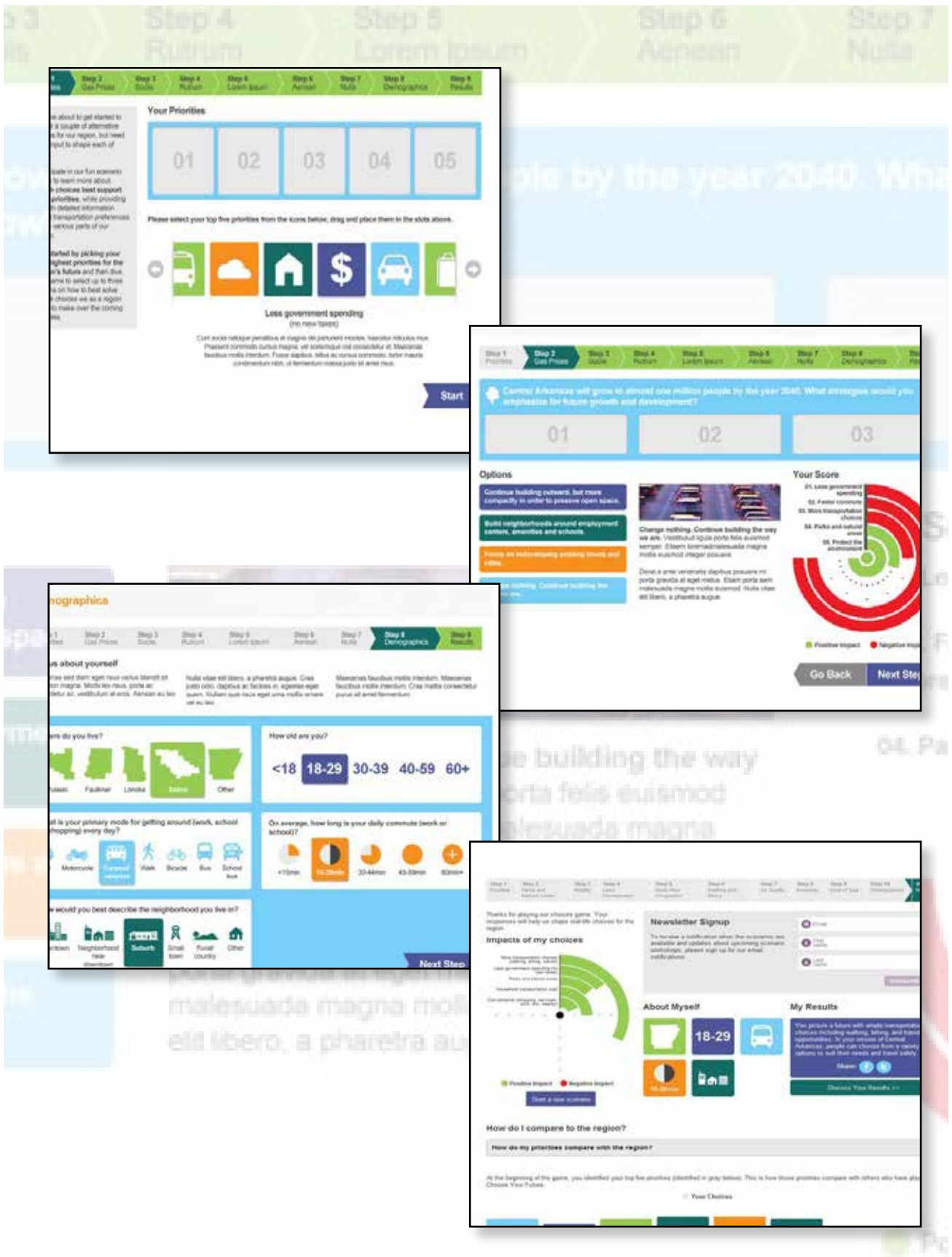
A number of changes were implemented in the second phase of outreach for *Imagine Central Arkansas*. These changes are intended to capitalize upon lessons learned during the first phase and to get the most out of staff and consultant efforts, generating as much involvement from the public and stakeholders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





## Outreach Summary

- More transportation choices (walking, biking, transit)
- 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 “dedicate five to ten minutes today to think about transportation, environment, and other issues affecting Central Arkansas” by taking the Choose Your Future tool before February 28, 2013 and to share the tool with friends.



### 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%)
03-XX-2013	TBD		



### 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 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	Mosiac 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 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 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 listserve	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
Ideascale (New Votes)	384
E-blast (# people opened)	247
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/](http://imaginecentralarkansas.org/) (Home Page)
2. [imaginecentralarkansas.org/state-region](http://imaginecentralarkansas.org/state-region) (State of the Region)





3. [imaginecentralarkansas.org/news](http://imaginecentralarkansas.org/news) (Press Releases)
4. [imaginecentralarkansas.org/places](http://imaginecentralarkansas.org/places) (Treasured Places)
5. [imaginecentralarkansas.org/imagine](http://imaginecentralarkansas.org/imagine) ("I Imagine Central Arkansas...")
6. [imaginecentralarkansas.org/where-we're-going](http://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

### 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



### 3.2.2 Information Gathered

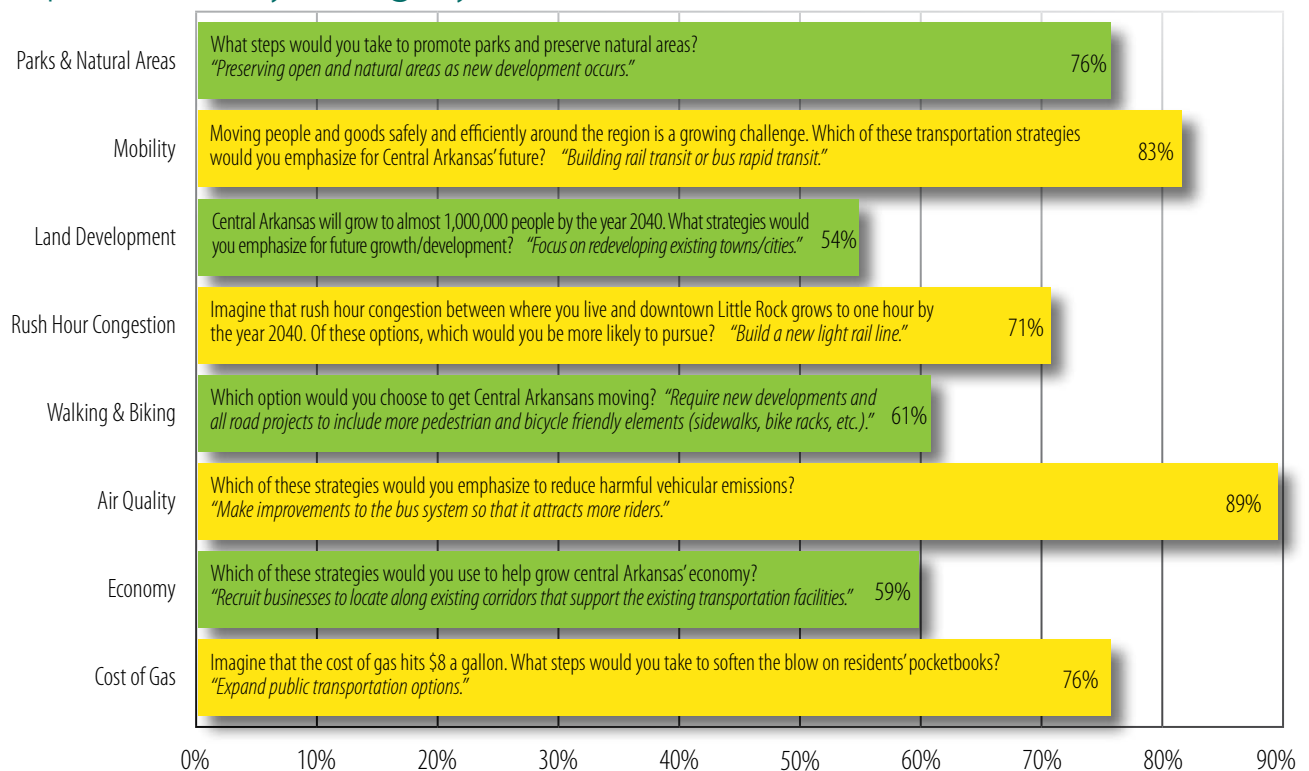
#### Choose Your Future Tool Results

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 Arkansans' 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.

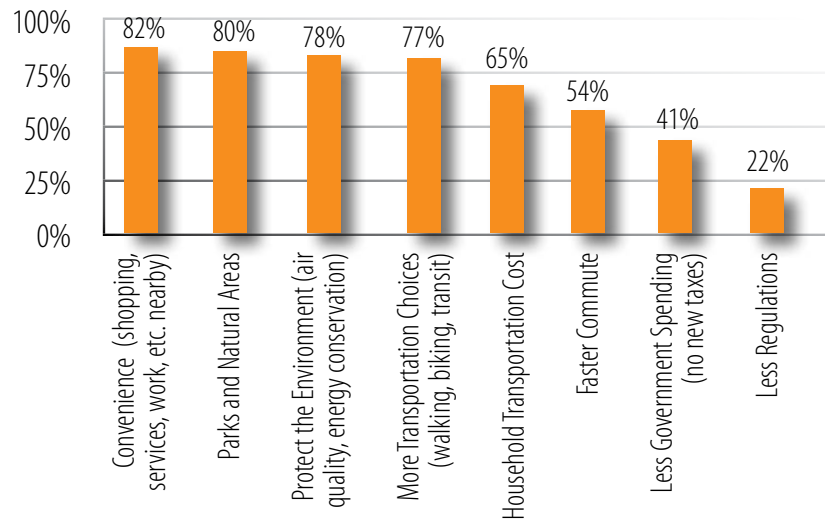
The results of Choose Your Future will be used in the next phase of Imagine Central Arkansans toward developing a shared recommended Vision for the region.

#### Top Choices by Category



## Top Priorities

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



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

### 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

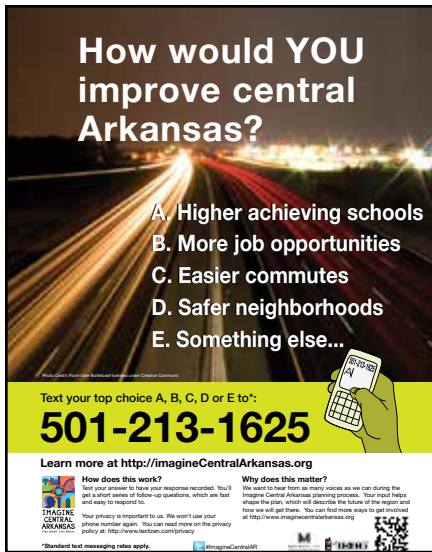
POSTER 1	What is your zip code?	# Responses
	72032 - Conway	9
	72034 - Conway	4
	72202 - Little Rock	3
	72120 - Sherwood	2
	72205 - Little Rock	3
	72206 - Little Rock	4
	NA	3
	72019 - Benton/Bryant	1
	72035 - Conway	1
	72058 - Greenbriar, Linder, McGintytown, Pleasant Valley, Republican, Springhill	1
	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

Poster #1



Poster #2



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



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.).

### Evaluation Matrix – Effectiveness of Phase 2 Outreach Strategies

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

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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Outreach Summary

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:

Tiextizen 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+

# APPENDIX A – PRESS RELEASES

## **Appendix A Press Releases**

September 19, 2012 Imagine Central Arkansas Goes Live: Kickoff Celebration Set for September 19 at River Market

LITTLE ROCK, ARK. – September 19, 2012 – Central Arkansans are encouraged to converge at the River Market Pavilion in downtown Little Rock at 11 a.m. Wednesday, September 19 to “imagine” the future of the region. The Imagine Central Arkansas Kickoff Celebration marks the official launch of a more than year-long effort to engage residents, businesses and other stakeholders on a vision for the four-county region that includes Faulkner, Lonoke, Pulaski and Saline Counties. The event will include a band and speakers, but more importantly, it will give participants the opportunity to be heard on important issues facing central Arkansas, identify what they love about living here and to cast their own vision for what they would like to see Central Arkansas become. Central Arkansans will participate at the event through five interactive stations which will allow their vision for the future to be heard.

Imagine Central Arkansas is the name used to identify the planning effort led by Metroplan, the metropolitan planning organization, to expand transportation, housing and development choices within the region and to set priorities for transportation investments in Central Arkansas. Individuals, local businesses, corporations, nonprofits, the state and local governments, colleges and universities, and special interest groups who share a common passion for and interest in preserving our region’s rich culture, history and resources while providing transportation choices that contribute to quality growth and economic development are involved in the process. Imagine Central Arkansas strives to be all-inclusive so that each and every voice has an opportunity to be heard.

The visioning process is broken down into five distinct objectives:

- Listening to what Central Arkansans have to say about the region, including: what they like and dislike, and most importantly, the future changes they would like to see in Central Arkansas.
- Creating awareness about how residents and other stakeholders can get involved in Imagine Central Arkansas and have a voice in the future.
- Educating citizens and stakeholders so that they can make informed decisions about the future.
- Collecting feedback through many venues and technologies.
- Prioritizing issues across the region, whether it’s investing limited infrastructure dollars, preserving natural resources or providing more options.

For those who are unable to attend the Kickoff Celebration, a series of “Hometown Visits” are scheduled for September and October across central Arkansas. For detailed information on the Hometown Visits go to [www.ImagineCentralArkansas.org](http://www.ImagineCentralArkansas.org).

Imagine Central Arkansas will culminate in a new metropolitan transportation and development plan by late 2013. Future public events are planned for November of this year and Spring 2013. Residents can learn more about Imagine Central Arkansas and participate at any time by going to [www.ImagineCentralArkansas.org](http://www.ImagineCentralArkansas.org), [facebook.com/Metroplan](https://www.facebook.com/Metroplan) or via twitter @Metroplan, #ImagineCentralAR.

October 29, 2012 CENTRAL ARKANSASANS NAME TOP PLACES, BIG IDEAS: Big Dam Bridge, Finishing the River Trail Top the Lists (Outreach Results)

LITTLE ROCK, ARK. – October 29, 2012 – Central Arkansans love their parks, bridges and open spaces and want to see more transportation options, including transit, walking

and bicycling, in our region's future. Those are some of the key findings to date of Imagine Central Arkansas, the regional visioning effort launched by Metroplan last month. Using an interactive online mapping tool named Treasured Places, residents can identify their favorite places to live, work, play and travel throughout the region, and others can vote on their favorites. The top five places to date include:

1. Big Dam Bridge
2. Little Rock River Market
3. Two Rivers Park Bridge
4. Pinnacle Mountain
5. The Covered Bridge at Burns Park

Using another tool named Ideascale, central Arkansas brainstorm on ideas for the future, others vote on them, and in true democratic fashion, the best ideas rise to the top. The ideas with the most votes to date include:

1. Finishing the river trail.
2. Adopting a "Complete Streets" policy for the region.
3. Building bicycle trails connecting to popular destinations.
4. Building on less green space in the future.
5. Creating a system of trains to connect places throughout the region.

Imagine Central Arkansas officially kicked off with a celebration on September 19th, followed by a number of "Hometown Visits" at festivals, campuses, public spaces and other venues throughout the region. At each of these events, central Arkansans were given the opportunity to "imagine" our region's future through several different activities. Residents can also participate "virtually" at [www.ImagineCentralArkansas.org](http://www.ImagineCentralArkansas.org).

Imagine Central Arkansas is the name used to identify the planning effort led by Metroplan, the metropolitan planning organization, to expand transportation, housing and development choices within the four-county region that includes Faulkner, Lonoke, Pulaski and Saline Counties, and to set priorities for transportation investments in Central Arkansas. Individuals, local businesses, corporations, nonprofits, the state and local governments, colleges and universities, and special interest groups who share a common passion for and interest in preserving our region's rich culture, history and resources while providing transportation choices that contribute to quality growth and economic development are involved in the process. Imagine Central Arkansas strives to be all-inclusive so that each and every voice has an opportunity to be heard.

Imagine Central Arkansas will culminate in a new metropolitan transportation and development plan by late 2013. Future public events are planned for November of this year and Spring 2013. Residents can learn more about Imagine Central Arkansas and participate at any time by going to [www.ImagineCentralArkansas.org](http://www.ImagineCentralArkansas.org), [facebook.com/Metroplan](https://www.facebook.com/Metroplan) or via twitter @Metroplan, #ImagineCentralAR.

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"

LITTLE ROCK, ARK. – December 19, 2012 – Following up a very successful kickoff, Imagine Central Arkansas is pleased to announce the launch of a new phase of outreach highlighted by an interactive online game. Choose Your Future presents residents of central Arkansas with the opportunity to make decisions about our region's future while seeing the impacts of their choices in real-time.

Players are presented with various courses of action revolving around regional issues such as traffic congestion, preservation of parks and open space and economic

development; how they react to these scenarios determines the results. You can play Choose Your Future at <http://future.imaginecentralarkansas.org/>.

In addition to Choose Your Future, there will be a number of opportunities to connect with Imagine Central Arkansas in the new year, including:

Hosted Visits: fun, interactive workshops;

Hometown Visits at shopping centers, community centers and other public locations, and Guest speaking engagements.

More information on the Hosted Visits and Hometown Visits is coming soon. Groups or organizations can request a guest speaker from Imagine Central Arkansas at any time through our Speaker's Bureau .

Imagine Central Arkansas is the name used to identify the planning effort led by Metroplan, the metropolitan planning organization, to expand transportation, housing and development choices within the four-county region that includes Faulkner, Lonoke, Pulaski and Saline Counties, and to set priorities for transportation investments in Central Arkansas. Individuals, local businesses, corporations, nonprofits, the state and local governments, colleges and universities, and special interest groups who share a common passion for and interest in preserving our region's rich culture, history and resources while providing transportation choices that contribute to quality growth and economic development are involved in the process. Imagine Central Arkansas strives to be all-inclusive so that each and every voice has an opportunity to be heard.

Imagine Central Arkansas will culminate in a new metropolitan transportation and development plan by late 2013. Residents can learn more about Imagine Central Arkansas and participate at any time by going to [www.ImagineCentralArkansas.org](http://www.ImagineCentralArkansas.org), [facebook.com/Metroplan](https://www.facebook.com/Metroplan) or via twitter @Metroplan, #ImagineCentralAR.

February 1, 2013 - "OVER 500 RESIDENTS IMAGINE CENTRAL ARKANSAS Online Activity and Hosted Visits Capture Priorities Across the Region"

LITTLE ROCK, ARK. – February 1, 2013 – Since the beginning of 2013, over 500 Central Arkansans have identified their priorities for the future and region through Imagine Central Arkansas, the regional visioning effort launched by Metroplan in mid-September. By completing the "Choose Your Future" online activity, users were allowed to select five priorities ranging from faster commute, less government spending, more transportation choices, parks and natural areas, protecting the environment, household transportation cost, convenience, and less regulations. Then users were presented with choices to be made that will impact the future as the region grows.

As part of the launch of "Choose Your Future," Metroplan facilitated a series of interactive workshops with Leadership Greater Little Rock, Hays Senior Citizen Center, Estem Charter High School, Conway Chamber, Hot Springs Village, Central Arkansas Library System, and Greater Little Rock Chamber. Though priorities varied, the majority of citizens felt the following choices would make Central Arkansas a more desirable place to live:

Better coordination of transportation with housing, retail and commercial

Building a high-capacity rail system

Better networks for walking and cycling

"Choose Your Future" is available for anyone to take online at

[future.imaginecentralarkansas.org](http://future.imaginecentralarkansas.org). Residents are encouraged to use the tool through the end of February. Afterward, results from the online tool will be tallied to create various long-range scenarios that will be presented and voted on for Central Arkansas in early spring.

Imagine Central Arkansas officially kicked off with a celebration on September 19th, followed by a number of "Hometown Visits" at festivals, campuses, public spaces and



other venues throughout the region. At each of these events, central Arkansans were given the opportunity to “imagine” our region’s future through several activities. Residents can also participate “virtually” at [imaginecentralarkansas.org](http://imaginecentralarkansas.org) in the initial info gathering process through November 16th. Prizes will be awarded to individuals who participate online (details available soon at [imagineCentralArkansas.org](http://imagineCentralArkansas.org)).

Imagine Central Arkansas is the name used to identify the planning effort led by Metroplan, the metropolitan planning organization, to expand transportation, housing and development choices within the four-county region that includes Faulkner, Lonoke, Pulaski and Saline counties, and to set priorities for transportation investments in central Arkansas. Individuals, local businesses, corporations, nonprofits, the state and local governments, colleges and universities, and special interest groups who share a common passion for and interest in preserving our region’s rich culture, history and resources while providing transportation choices that contribute to quality growth and economic development are involved in the process. Imagine Central Arkansas strives to be all-inclusive so that each and every voice has an opportunity to be heard. Imagine Central Arkansas will culminate in a new metropolitan transportation and development plan by late 2013. Future public events are planned for November of this year and throughout 2013. Residents can learn more about Imagine Central Arkansas and participate at any time by going to [www.ImagineCentralArkansas.org](http://www.ImagineCentralArkansas.org), [facebook.com/Metroplan](https://www.facebook.com/Metroplan) or via twitter @Metroplan, #ImagineCentralAR.

# APPENDIX B – KEYPAD POLLING RESULTS

### Keypad polling results from Hosted Visits

1. If you could travel to any time period in American history which one would you choose? (multiple choice)

	Responses	Percent Response
Founding of USA 1700's	6	7.89%
Founding of USA 1700's	6	7.89%
The Wild West 1830's	6	7.89%
Boomers/Suburban life 1950's	15	19.74%
Civil Rights 1960's	4	5.26%
Exploring the Future in 2043	22	28.95%
Nowhere, I like 2013	17	22.37%
Totals	76	100.00%

2. Are you familiar with scenario planning?

	Responses	Percent Response
No	34	61.82%
Yes	21	38.8%

3. Do you think of Central Arkansas as a cohesive region with an identity?

	Responses	Percent Response
Not yet, but moving in that direction	35	47.30%
No	26	35.14%
Yes	13	17.57%

4. What are 3 key things to making Central Arkansas a more desirable place for you to live?

	Responses	Percent Response
Better coordination of transportation with housing, retail, and commercial development	89	25.95%
Managing and maintaining the existing transportation system	75	21.87%
More money for road-building	56	16.33%
Building a high-capacity rail system	54	15.74%
Better networks for walking and cycling	52	15.16%
Something else not on this list	17	4.96%

5. What are the top 2 key strengths of the region?

	Responses	Percent Response
Active Parks and Recreation	216	15.67%
Business Presence	173	12.55%
Transportation Connectivity	49	3.56%

6. What are the top 2 key weaknesses of the region?

	Responses	Percent Response
Transportation Connectivity	310	21.77%
Primary Education	271	19.03%
Business Presence	227	15.94%
Links to the Rest of the World (via airport)	203	14.26%
Workforce Availability	186	13.06%
Demographic Diversity	180	12.64%
Other	28	1.97%
Natural Resources	10	0.70%
Active parks and recreation	9	0.63%

7. Have your perceptions or ideas about improving Central Arkansas changed?

	Responses	Percent Response
Somewhat	32	40.51%
No	31	39.24%
Yes	16	20.25%

8. How difficult was it to reach consensus in your group?

	Responses	Percent Response
Not at all difficult	46	57.50%
A little difficult	25	31.25%
Very difficult	5	6.25%
Difficult	2	2.50%
Somewhat difficult	2	2.50%

9. If you were to do the exercise on your own, how different would your choices be?

	Responses	Percent Response
Not at all different	18	30.51%
A little different	18	30.51%
Somewhat different	12	20.34%
Different	9	15.25%
Very different	2	3.39%

10. Pick your top 3 priorities.

	Responses	Percent Response
Convenience (shopping, services, work nearby)	494	26.17%
More transportation choices (walking, biking,...)	415	21.98%
Household transportation costs	341	18.06%
Parks and natural areas	240	12.71%

## Outreach Summary

Less government spending (no new taxes)	180	9.53%
Faster commute	165	8.74%
Less regulation	53	2.81%
Totals	1888	100.00%

11. How likely are you to share *Imagine Central Arkansas* with others?

	Responses	Percent Response
Definitely	24	42.11%
Probably	23	40.35%
Not sure	6	10.53%
Probably Not	4	7.02%