



## CHAPTER 4. PUBLIC INVOLVEMENT AND INPUT

The NWARPC has established a proactive public involvement process in the planning of regional transportation projects through the Public Participation Plan (PPP). The PPP was adopted in 2007, with an update approved in September 2014 and October 2020, as part of the 2045 MTP update. The full document can be viewed [at this link](#).

The PPP sets out the process by which the MTP, and other documents, will accomplish public outreach throughout the development process. The PPP outlines procedures that are designed to promote and encourage public participation and involvement in the transportation planning process.

The MTP update officially began in the fall 2018, however, public engagement and involvement began in fall 2017 with the first of a series of educational public events. Events, newspaper articles, surveys, legal notices, flyers, and other forms of public notification and involvement continued up to the adoption of the NWARPC 2045 MTP in March 2021.

The year 2020 brought a halt to all in-person public meetings, events, etc., due to the corona virus and COVID-19 pandemic and health emergency. NWARPC continued to notify the public of virtual public engagement meetings and events.

A transit development plan update was held in tandem with the MTP update. Numerous public events were held that helped gather public opinions and input.

The TAC was actively involved in the many community outreach events that took place during the development of the MTP. The TAC met in advance of input sessions to understand what information would be shared, attended the public input sessions to hear the issues and concerns of the citizens first hand and, finally, met after the events to make technical recommendations, which reflected the input of the meeting participants. All TAC recommendations were forwarded to the RPC/Policy Committee for formal approval or adoption.

Community involvement, input, and engagement is necessary as a way to gauge public sentiment and to mold and inform the development of MTP goals and recommendations.

*"We urgently need to plan a mass transit system to avoid the problems plaguing other cities on the coast, such as traffic, sprawl inhibiting fiscally solvent growth, and lower quality of life."*

*"Highway 112 needs to be widened to 4/5 lanes from Fayetteville to Bentonville as soon as humanly possible."*

*"It is time to look towards the future and design our communities for car ownership to be optional."*

*"Better include multiple modes of transportation in the road planning process."*

*"A major concern is elderly and disabled who are unable to drive having a way to get around in the area."*

– Public Comments

## PERFORMANCE MEASURES

Successful measures of the effectiveness of the PPP requires tracking outreach activities and establishing initial baseline measurements. Reasonable effort will be made to regularly measure and evaluate NWARPC efforts to engage the public.

The following performance measures are intended as a starting place to develop performance measures that are appropriate for a wide variety of projects, including long-range transportation plans and transportation improvement programs.

The first performance measure, Measuring Participation Opportunities and Participants, is designed to track *what* opportunities were available and *who* was involved in public participation efforts. The second performance measure, Measuring Public Exposure to Transportation Issues, attempts to measure *how* the public learns of transportation issues and public participation opportunities. Measuring Public Sentiment is the third performance measure and is intended to link public transportation sentiments to fulfillment of MTP goals.

### A. PERFORMANCE MEASURE – MEASURING PARTICIPATION OPPORTUNITIES AND PARTICIPANTS

**TARGET #1** – To hold as many events as possible throughout the MPA.

➤ **METRIC** – Number and type of public involvement events held.

Note: Due to the coronavirus pandemic, in-person events were discontinued indefinitely in March 2020.

DATE	EVENT/TECHNIQUE	NUMBER
March 2018	Origin/Destination Survey	1,080 surveys
October 2018-August 2019	Mobility Speaker Series (6 sessions)	463 people
April 2019	Connect NWA-TDP Public Involvement Events (10 Events*)	
Spring/Summer/Fall 2019	Connect NWA-TDP Surveys (paper and online)	1,299 surveys
October 2019	2045 MTP Open Houses (2)	100 people
Fall 2019	2019 NWA Regional Transportation Survey (paper and online)	835 surveys
October 2019-July 2020	2045 MTP Survey (paper and online)	378 surveys
October 2020-July 2020	Social media outreach	1,797 people

\*Due to the nature of these events, such as farmer's markets, Cinco de Mayo, First Friday, and the Marshallese Festival, there was no way to quantify the number of people attending.

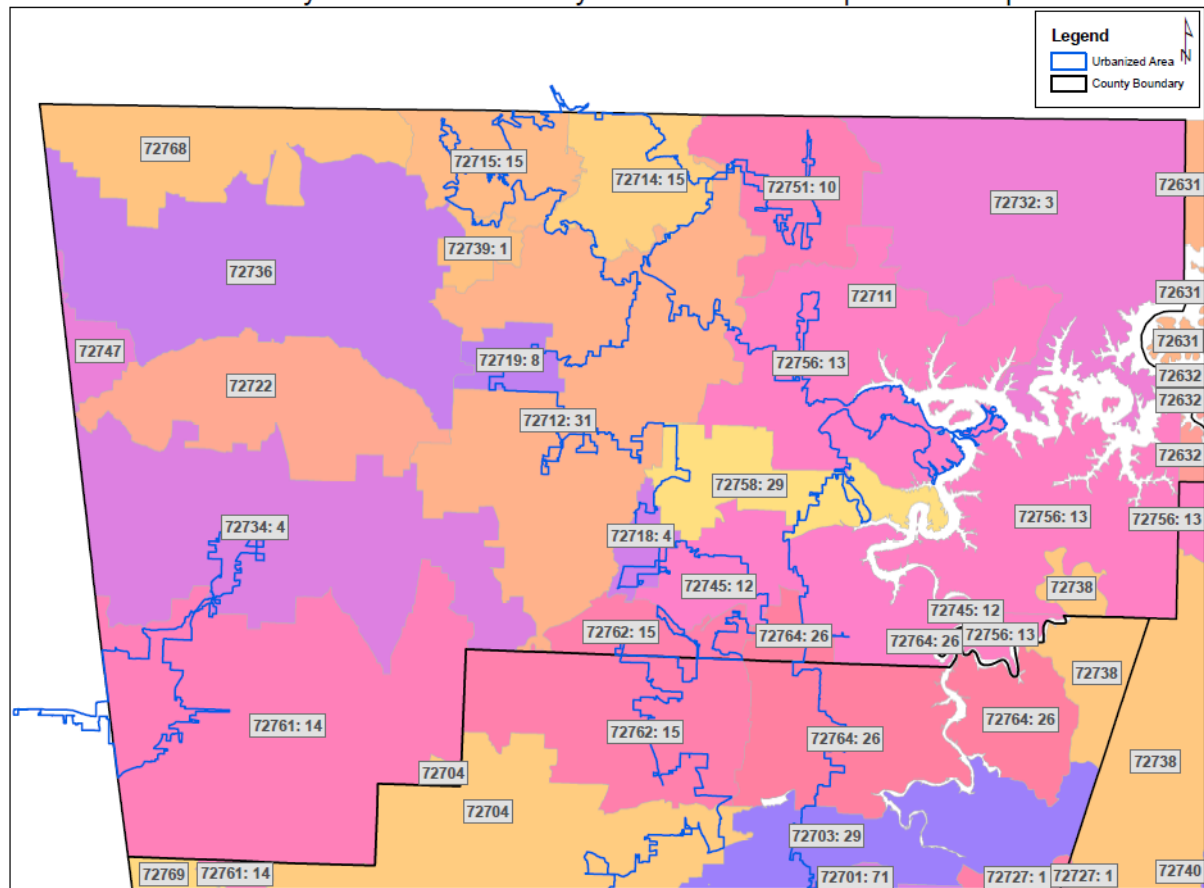
**TARGET #2** – To reach all the zip codes in the MPA.

- **METRIC** – Attendance at physical public meetings by zip code.

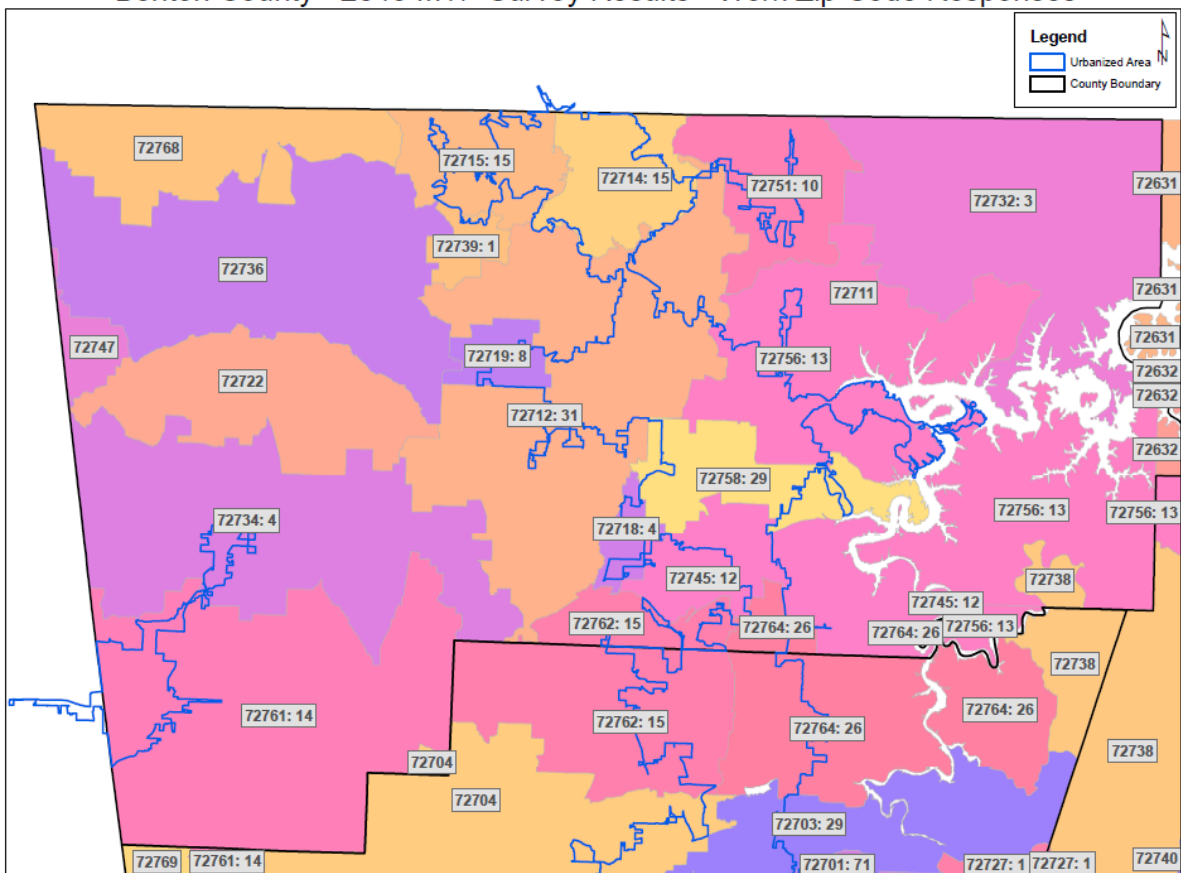
This metric was modified for inclusion in the MTP. Completed 2045 MTP surveys were used as opposed to attendance at meetings (due to the coronavirus pandemic).

HOME ZIP	NUMBER	WORK ZIP	NUMBER
72701	71	72701	83
72702	39	72702	2
72703	29	72703	25
		72704	5
		72705	1
72712	31	72712	82
		72713	2
72714	15	72714	3
72715	15	72715	5
		72716	2
72718	4	72718	3
72719	8	72719	1
72727	1		
72728	3		
72730	4	72730	2
72732	3		
72734	4	72734	2
72739	1		
		72740	2
72744	1		
72745	12	72745	9
72751	10	72751	3
72752	2	72752	1
72753	6	72754	1
72756	13	72756	24
72758	29	72758	15
		72760	1
72761	14	72761	7
72762	15	72762	13
72764	26	72764	36
72773	1	72773	1
72774	4	72774	2
		73756	1
		71712	2
		72626	3
		72671	2

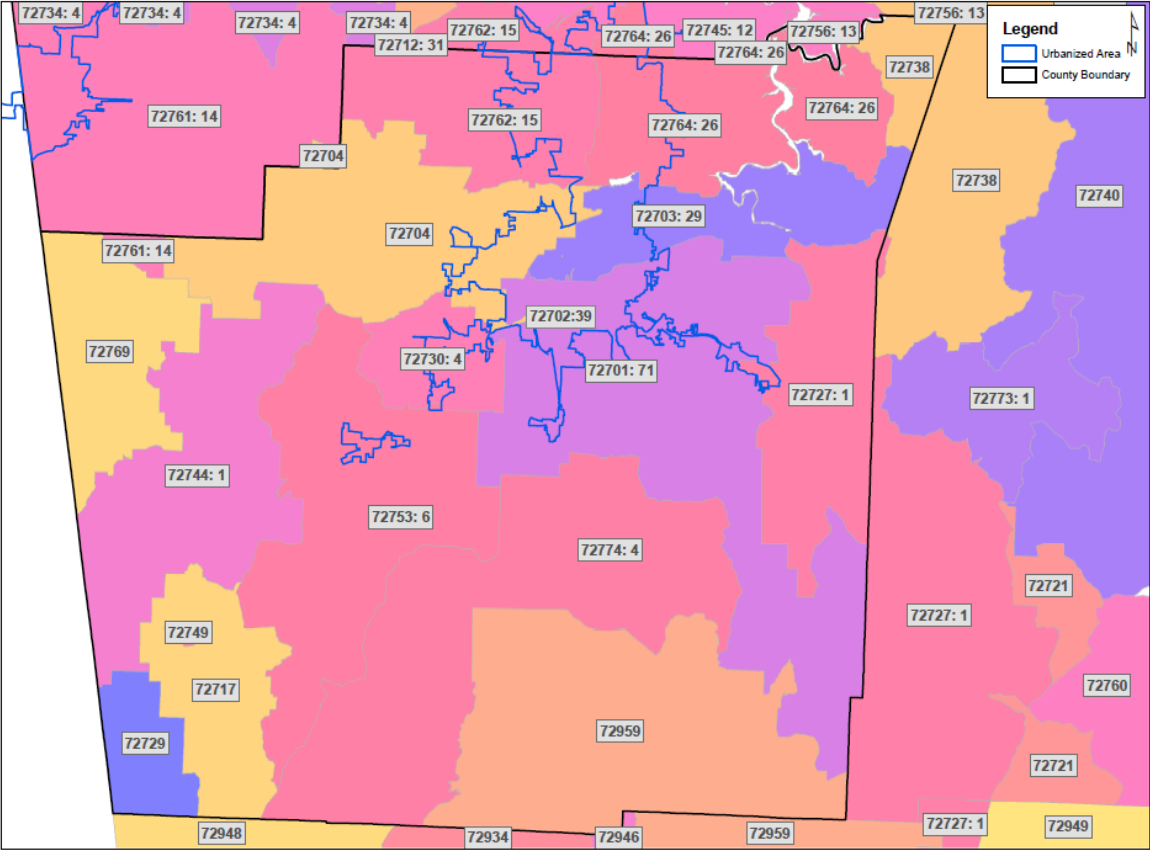
Benton County - 2045 MTP Survey Results - Home Zip Code Responses



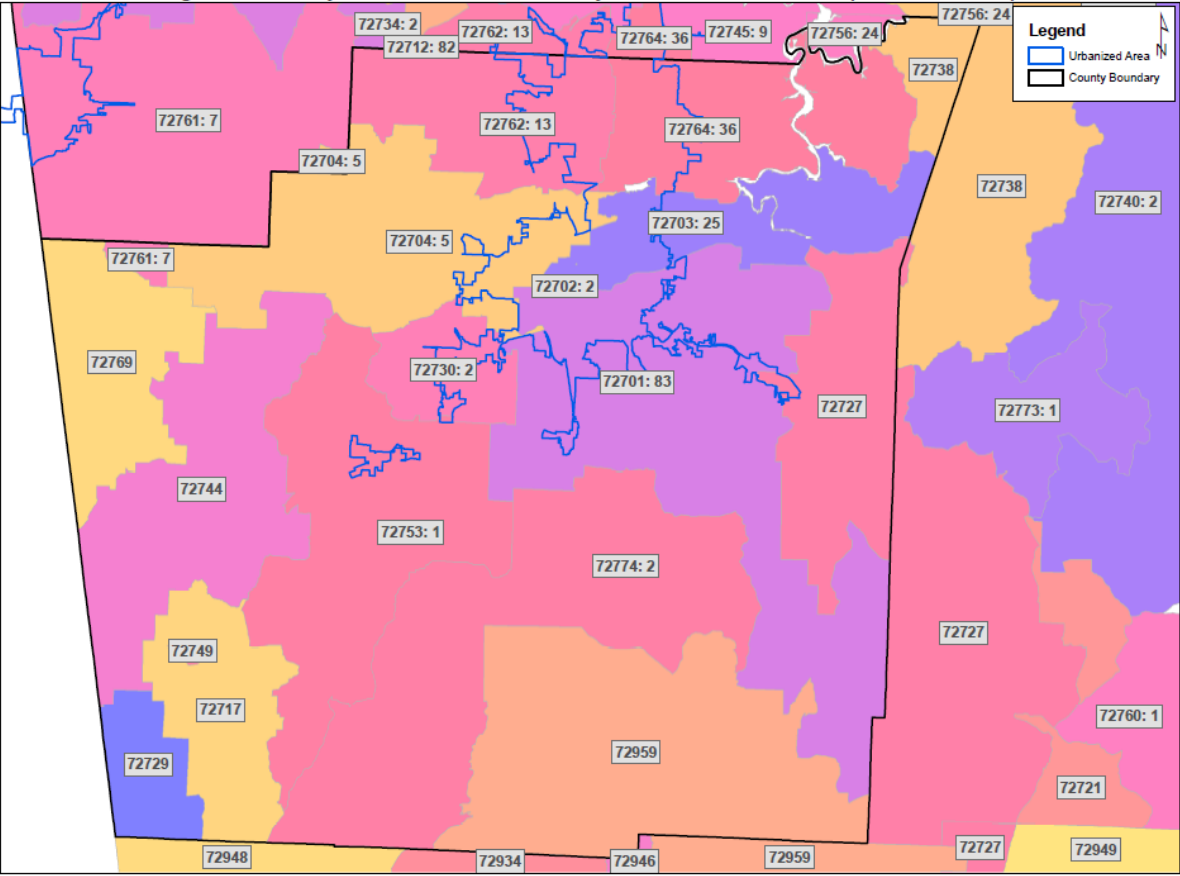
Benton County - 2045 MTP Survey Results - Work Zip Code Responses



Washington County - 2045 MTP Survey Results - Home Zip Code Responses



Washington County - 2045 MTP Survey Results - Work Zip Code Responses





Many of the survey respondents lived and worked within zip codes that were at least partially in the Urbanized Area; however, since individual addresses were not recorded, it is impossible to calculate exactly how many. What is evident in the above maps, is that very few people from outlying zip codes (rural) filled out a survey. This could mean that the issues in the MTP, due to their metropolitan nature, are of no interest to people living in the rural areas of the MPA.

**TARGET #3** – To increase public input by minority populations in the MPA.

➤ **METRIC** – Surveys and/or other public meetings attendance by race and gender.

SURVEY	WHITE	HISPANIC/ LATINO	HAWAIIAN/ PACIFIC ISLANDER	BLACK/ AFRICAN AMERICAN	ASIAN	AMERICAN INDIAN/ ALASKA NATIVE	OTHER
CONNECT NWA-TDP	67%	13%	6%	3%	5%	3%	2%

Gender information was not collected on the Connect NWA-TDP survey. Race nor gender information was collected on the 2045 MTP survey. However, one can surmise from the race statistics above that the majority of people completing the survey were white. This correlates with the race percentages of the population in NWA. Clearly, the MPO has work to do in engaging minority populations.

### B. PERFORMANCE MEASURE - MEASURING PUBLIC EXPOSURE TO TRANSPORTATION ISSUES

**TARGET #1** – To involve all types of media in spreading the word about transportation issues and to encourage participation in meetings and events.

➤ **METRIC** – Number and Type of Media Exposure

DATE	MEDIA	NUMBER
Fall 2018- March 2021	Legal and Public Notices	86 notices
Fall 2019- January 2021	Newspaper Articles	65+ articles
Fall 2019- January 2021	Facebook	1,797 people
Fall 2018- January 2021	Radio/TV interviews	Approximately 15-20

### C. PERFORMANCE MEASURE – MEASURING PUBLIC SENTIMENT TOWARD TRANSPORTATION ISSUES -

**TARGET #1** – To identify specific sentiments that are important to area citizens and identify which MTP goals are indicative of these sentiments.

➤ **METRIC** – Number of people answering survey questions that point to fulfillment of goals in the MTP.

**MTP Goal I: Increase transportation safety for all modes of travel by providing safe and secure travel for all modes of transportation, including walking, bicycling, transit and vehicular.**

2045 MTP Survey –

- 55% rated the roadways in the region as Fair
- 50% rated the safety of roadways in the region as Fair
- 77% said improving road safety was a needed transportation improvement
- 70% said building multi-use trails was a needed transportation improvement

**MTP Goal II. Maintain the existing and planned transportation system through ongoing maintenance, rehabilitation, reconstruction, and/or preservation by identifying and protecting corridors needed for future highway, transit, freight, or other transportation system requirements.**

2045 MTP Survey –

- 53% said completing a 4 and 5 lane regional grid network was important
- Maintaining existing roads and highways was the third highest category that respondents were willing to spend money on

**MTP Goal III: Maximize the capacity and reliability of existing facilities on regionally significant routes and minimize the need for new roadways.**

2045 MTP Survey –

- 38% rated their commute reliability as Good, 38% rated it as Fair, and 19% rated it as Poor
- 49% said No to adding lanes to I-49
- 65% said Yes to improving interchanges on I-49
- 52% said Yes to adding overpasses to I-49

**MTP Goal IV: Increase transportation mobility and accessibility for both persons and freight, thus promoting economic vitality in the region.**

2045 MTP Survey –

- 207 respondents (out of 367) said they would spend money on improving airport and freight facilities
- 78% said Yes to expanding the fixed-route bus system

**MTP Goal V: Provide a transportation system that protects and enhances the environment, promotes energy conservation and improves the quality of life.**

2045 MTP Survey –

- 51% rated the availability of multi-use trails in the region a Good, with 30% rating it Fair
- 77% rated the availability of transit in the region as Poor, only 4% rated it as Good
- 78% said Yes to expanding the fixed-route bus system
- 81% said Yes to building sidewalks
- 64% rated an increase in gas tax as an Acceptable strategy to improve transportation in the region.
- 82% rated implementing a designated funding source for public transportation as Acceptable



## PUBLIC INVOLVEMENT AND THE 2045 MTP PROCESS

NWARPC used a number of techniques to educate and gain public input throughout the MTP process. The following are detailed in this section:

- I. The Growing Mobility in a Growing Region educational speaker series focusing on how NWA can grow and expand transportation modes.
- II. expand transportation modes.
- III. The 2045 Metropolitan Transportation Plan Survey.
- IV. The 2019 NWA Regional Transportation Survey.
- V. The Public Outreach Activities in Connect NWA – 10-year Transit Development Plan, including the Origin/Destination Survey.
- VI. The NWARPC 2045 MTP update process.

### I. GROWING MOBILITY IN A GROWING REGION – AN EDUCATIONAL SERIES

NWARPC staff worked with the Ozark Regional Transit Authority (ORT) and Razorback Transit agencies to develop a ten-month, four-part speaker series titled "Growing Mobility in a Growing Region". The educational series consisted of four public events – three speaker lectures and one panel discussion with peer transit agencies. The four-part series featured nationally known speakers with an emphasis on how Northwest Arkansas can grow and expand transportation modes to improve mobility for NWA residents. KUAF radio personality Kyle Kellam's hosted each event and interviewed the speakers as well as NWARPC staff.

- The **first** speaker in the series was Jarrett Walker, author of *Human Transit: How Clearer Thinking about Public Transit Can Enrich Our Communities and Our Lives* and the blog *Human Transit* <http://humantransit.org/>. Mr. Walker spoke on Monday, November 13, 2017 from 6:30 to 8:00 pm at Record event space in Bentonville. The lecture was attended by 67 people.
- Mr. Walker met individually with Razorback Transit and ORT to understand the transit systems prior to his evening lecture.
- Mr. Walker conducted a workshop on Tuesday, November 14, 2017. The workshop focused on a hands-on exercise on transit routes design where the participants had the opportunity to design and plan transit routes in a fictional city based on a series of given conditions and scenarios. The workshop was attended by 43 participants from local government and other local organizations.
- The **second** speaker in the series was Jeff Speck, author of *Walkable City: How Downtown Can Save America, One Step at a Time*. This event took place on January 31, 2018 at the Fayetteville Town Center. Over 180 people attended.
- Mr. Speck met with a smaller group on February 1, 2018 (33 people attended) at Fayetteville City Hall where he gave a short lecture and answered questions.
- The **third** event featured Joe Milazzo, Executive Director Regional Transportation Alliance Raleigh-Durham, and Mark Fisher, Chief Policy Officer, Indy Chamber, Indianapolis. They both spoke with an emphasis toward the business case for transit. The event occurred on Thursday, April 18, 2018, from 4:30 pm to 6:30 pm, at the NWA Board of Realtors in Lowell, and was attended by over 80 people.
- The **fourth** event, titled "Our Next-Door Neighbors' Transit Initiatives" occurred August 8, 2018 at the Jones Center in Springdale, from 4:30 pm – 6:30 pm. Representatives from Kansas City Area Transportation Authority, Mid-America Regional Council (KC, MO), Tulsa Transit, and EMBARK Transit (OK City, OK) joined in a panel discussion of their respective transit stories. 60 people attended the event.

### II. THE 2045 METROPOLITAN TRANSPORTATION PLAN SURVEY

As part of the MTP public involvement and input process a 2045 Metropolitan Transportation Plan opinion survey was made available between October 2019 and July 2020 with links to the online version from the NWARPC website, the NWARPC Facebook page, and also by providing the link through emails, media, and newspaper articles. A paper copy of the survey was also available in English and Spanish at public involvement events. A total of 378 surveys were received in English. (A survey summary is available [at this link](#)).





## 2045 Metropolitan Transportation Plan Public Opinion Survey

The Northwest Arkansas Regional Planning Commission (NWARPC), the Metropolitan Planning Organization (MPO) for Northwest Arkansas and a portion of McDonald County, MO, is currently updating its Metropolitan Transportation Plan (MTP). The 2045 MTP will serve as the 5-year regional transportation plan and provide a long range, comprehensive look at the region's transportation needs and implementation strategies.

Your opinion is very important in the development of the MTP. Since transportation affects everyone in the region, feedback from citizens is needed. Please take a moment to answer the following questions and share your suggestions about transportation. Please mark your answers and return this survey no later than July 31, 2020. You can also complete the survey online at <https://www.surveymonkey.com/r/NWA2045MTP>

### 1. How would you rate the following?

	Good	Fair	Poor	Neutral/Unsure
Commute time to work (length of time)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability of commute (same length of time every day)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic signals and signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The availability of roadways in the region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The safety of roadways in the region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of transit in the region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of multi-use trails in the region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of sidewalks in the region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 2. Do you think the following transportation improvements need to be made in the region?

	Yes	No	Neutral/Unsure
Adding lanes to I-49	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adding interchanges to I-49	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving interchanges to I-49	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adding overpasses to I-49	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Completing a 4 and 5 lane regional road network	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving road safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expanding the fixed-route bus system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building multi-use trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building sidewalks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing bicycle amenities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planning/developing a commuter rail system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Developing rideshare programs (vehicle/bicycle/scooter)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using technology to improve congestion (changeable highway message signs, signal coordination)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 3. How would you rate the following strategies to improve transportation in the region?

	Acceptable	Unacceptable	Neutral/Unsure
Increase gas tax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increase sales tax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Implement a designated funding source for public transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintain the Status quo (no change to current conditions)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 4. You have \$100.00 to spend on transportation in the region. How would you spend it for the following strategies to improve transportation in the region?

- \$\_\_\_\_\_ Add new lanes to existing roads or highways
- \$\_\_\_\_\_ Build new roads
- \$\_\_\_\_\_ Maintain existing roads and highways
- \$\_\_\_\_\_ Build/improve bicycle and pedestrian facilities
- \$\_\_\_\_\_ Expand/improve bus service
- \$\_\_\_\_\_ Build/implement passenger rail (light rail, commuter rail, hi-speed rail) service
- \$\_\_\_\_\_ Improve airport and freight (truck/train) facilities
- \$\_\_\_\_\_ Total (needs to total \$100)

### Please tell us about yourself:

Where do you live? \_\_\_\_\_ How old are you? \_\_\_\_\_

\_\_\_\_\_ Benton County \_\_\_\_\_ 10-20

\_\_\_\_\_ Washington County \_\_\_\_\_ 21-45

\_\_\_\_\_ McDonald County \_\_\_\_\_ 46-55

\_\_\_\_\_ Other \_\_\_\_\_ 56-65

\_\_\_\_\_ Over 65

Zip code where you live? \_\_\_\_\_ Approximately how many miles do you live from I-49? \_\_\_\_\_

Zip code where you work? \_\_\_\_\_ Under 5

\_\_\_\_\_ 5-10

\_\_\_\_\_ 11-20

\_\_\_\_\_ 21-30

Do you use a bicycle or walk to commute to work or for other types of trips? \_\_\_\_\_ Yes \_\_\_\_\_ No

Do you use public transportation to commute to work or for other types of trips? \_\_\_\_\_ Yes \_\_\_\_\_ No

If your answer is Yes, how often? \_\_\_\_\_ Daily

\_\_\_\_\_ 2-3 times a week

\_\_\_\_\_ Once a week

\_\_\_\_\_ Several times a month

\_\_\_\_\_ Other

Do you have regular access to a motor vehicle for work and other types of trips? \_\_\_\_\_ Yes \_\_\_\_\_ No

### How did you hear about the 2045 MTP public input process?

- ☐ TV
- ☐ Radio
- ☐ Newspaper
- ☐ Flyer on a bus
- ☐ NWARPC Website
- ☐ Another website
- ☐ Email blast
- ☐ Social Media:
- ☐ Other:

### Comments:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The following graphics illustrate the number of survey respondents and how they answered survey questions.

### Q1: HOW WOULD YOU RATE THE FOLLOWING?

	GOOD	FAIR	POOR	NEUTRAL/UNSURE	TOTAL	WEIGHTED AVERAGE
Commute time to work (length of time)	33.60% 126	41.87% 157	18.13% 68	6.40% 24	375	1.97
Reliability of commute (same length of time every day)	37.60% 141	37.60% 141	19.20% 72	5.60% 21	375	1.93
Traffic signals and signage	33.42% 125	46.26% 173	18.45% 69	1.87% 7	374	1.89
The availability of roadways in the region	34.49% 129	43.05% 161	20.32% 76	2.14% 8	374	1.90
The safety of roadways in the region	23.53% 88	50.27% 188	24.87% 93	1.34% 5	374	2.04
Availability of transit in the region	4.28% 16	10.16% 38	76.74% 287	8.82% 33	374	2.90
Availability of multi-use trails in the region	50.81% 189	29.84% 111	12.37% 46	6.99% 26	372	1.76
Availability of sidewalks in the region	17.43% 65	42.63% 159	34.85% 130	5.09% 19	373	2.28

**Q2: DO YOU THINK THE FOLLOWING TRANSPORTATION IMPROVEMENTS NEED TO BE MADE IN THE REGION?**

	YES	NO	NEUTRAL/UNSURE	TOTAL	WEIGHTED AVERAGE
Adding lanes to I-49	34.23% 127	49.33% 183	16.44% 61	371	1.59
Adding interchanges to I-49	36.44% 133	41.10% 150	22.47% 82	365	1.53
Improving interchanges to I-49	65.22% 240	19.84% 73	14.95% 55	368	1.23
Adding overpasses to I-49	52.20% 190	24.73% 90	23.08% 84	364	1.32
Completing a 4 and 5 lane regional grid network	53.04% 192	23.76% 86	23.20% 84	362	1.31
Improving road safety	76.96% 284	11.65% 43	11.38% 42	369	1.13
Expanding the fixed-route bus system	78.17% 290	8.89% 33	12.94% 48	371	1.10
Building multi-use trails	69.54% 258	17.25% 64	13.21% 49	371	1.20
Building sidewalks	80.81% 299	10.27% 38	8.92% 33	370	1.11
Providing bicycle amenities	67.57% 250	16.22% 60	16.22% 60	370	1.19
Planning/developing a commuter rail system	67.39% 250	20.22% 75	12.40% 46	371	1.23
Developing rideshare programs (vehicle/bicycle/scooter)	54.18% 201	21.56% 80	24.26% 90	371	1.28
Using technology to improve congestion (Changeable highway message signs, signal coordination, etc.)	84.32% 312	4.86% 18	10.81% 40	370	1.05

**Q3: HOW WOULD YOU RATE THE FOLLOWING STRATEGIES TO IMPROVE TRANSPORTATION IN THE REGION?**

	ACCEPTABLE	UNACCEPTABLE	NEUTRAL/UNSURE	TOTAL	WEIGHTED AVERAGE
Increase gas tax	64.15% 238	25.34% 94	10.51% 39	371	1.46
Increase sales tax	32.53% 121	50.54% 188	16.94% 63	372	1.84
Implement a designated funding source for public transportation	82.34% 303	4.35% 16	13.32% 49	368	1.31
Maintain the Status quo (no change to current progress)	9.70% 35	75.35% 272	14.96% 54	361	2.05

**Q4: YOU HAVE \$100 TO SPEND ON TRANSPORTATION IN THE REGION. HOW MUCH WOULD YOU SPEND FOR EACH OF THE FOLLOWING CATEGORIES?**

ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Add new lanes to existing roads or highways	17	4,331	254
Build new roads	19	4,820	258
Maintain existing roads and highways	22	6,629	299
Build/improve bicycle and pedestrian facilities	16	4,275	269
Expand/improve bus service	23	6,901	294
Build/implement passenger rails (light rail, commuter rail, high-speed rail) service	29	8,406	289
Improve airport and freight (truck/train) facilities	6	1,338	207
Total Respondents: 367			

**Q5: SHARE ANY OTHER COMMENTS YOU HAVE**

181 written comments were received, in English. No surveys were received in Spanish. A complete list of all written comments can be found at:

[https://www.nwarpc.org/wp-content/uploads/2020/12/Data\\_Q5\\_Comments\\_201001.pdf](https://www.nwarpc.org/wp-content/uploads/2020/12/Data_Q5_Comments_201001.pdf)

**Q6: WHERE DO YOU LIVE?**

ANSWER CHOICES	RESPONSES
Benton County	44.77% 167
Washington County	53.08% 198
McDonald County, MO	0.54% 2
Other (please specify)	1.61% 6
TOTAL	373

**Q7: HOW OLD ARE YOU?**

ANSWER CHOICES	RESPONSES
10-20	0.54% 2
21-45	53.62% 200
46-55	15.82% 59
56-65	17.96% 67
Over 65	12.06% 45
TOTAL	373

**Q8: ZIP CODE WHERE YOU LIVE?**

**Q9: ZIP CODE WHERE YOU WORK? MULTIPLE ZIP CODES CAN BE ENTERED.**

Information on questions 8 and 9 can be found under:

- A. PERFORMANCE MEASURE – MEASURING PARTICIPATION OPPORTUNITIES AND PARTICIPANTS
  - TARGET #2 – To reach all the zip codes in the MPA.
  - METRIC – Attendance at physical public meetings (through completed surveys) by zip code.

**Q10: APPROXIMATELY HOW MANY MILES DO YOU LIVE FROM I-49?**

ANSWER CHOICES	RESPONSES	
Under 5	55.56%	205
5-10	30.62%	113
11-20	9.76%	36
21-30	4.07%	15
TOTAL		369

**Q11: DO YOU USE A BICYCLE OR WALK TO COMMUTE TO WORK OR FOR OTHER TYPES OF TRIPS?**

ANSWER CHOICES	RESPONSES	
Yes	32.44%	121
No	67.56%	252
TOTAL		373

**Q12: IF YOUR ANSWER TO THE PREVIOUS QUESTIONS WAS YES, HOW OFTEN?**

ANSWER CHOICES	RESPONSES	
Daily	19.15%	27
2-3 times a week	23.40%	33
Once a week	14.18%	20
Several times a month	18.44%	26
Other (please specify)	24.82%	35
TOTAL		141

**Q13: DO YOU USE PUBLIC TRANSPORTATION TO COMMUTE TO WORK OR FOR OTHER TYPES OF TRIPS?**

ANSWER CHOICES	RESPONSES	
Yes	12.16%	45
No	87.84%	325
TOTAL		370

**Q14: IF YOUR ANSWER TO THE PREVIOUS QUESTION WAS YES, HOW OFTEN?**

ANSWER CHOICES	RESPONSES	
Daily	10.29%	7
2-3 times a week	13.24%	9
Once a week	11.76%	8
Several times a month	14.71%	10
Other (please specify)	50.00%	34
TOTAL		68

**Q15: DO YOU HAVE REGULAR ACCESS TO A MOTOR VEHICLE FOR WORK AND OTHER TYPES OF TRIPS?**

ANSWER CHOICES	RESPONSES	
Yes	97.30%	361
No	2.70%	10
TOTAL		371

**Q16: HOW DID YOU HEAR ABOUT THIS NWARPC 2045 MTP PUBLIC INPUT SURVEY OR EVENT?**

ANSWER CHOICES	RESPONSES	
TV	0.81%	3
Radio	0.27%	1
Newspaper	2.96%	11
NWARPC Website	3.77%	14
Another website	3.50%	13
Email	28.03%	104
Social Media	46.36%	172
Other (please specify)	14.29%	53
TOTAL		371

**QUESTION 5 COMMENTS – CONVEYING SENTIMENT (the larger the size, the more often a word was used):**

much know money WAY public free options solution highway begin car fixed bus routes  
 Also expanding real schools Please see poor help I-49 vehicle routes TRIP  
 transit system mile build Keeping system consider public transportation  
 especially NWA service many ride stop faster lanes city also park  
 buses think area come people go need train  
 roads rail system transportation sidewalks traffic community  
 bike now Fayetteville will improve I49 expanding turning  
 transit Making work maintain live first planning improvement use regional time  
 Fayetteville Bentonville public transit us provide future town passenger rail commute running  
 congestion north-south family commute times trails connect travel put bike trails west  
 bike lanes Major share



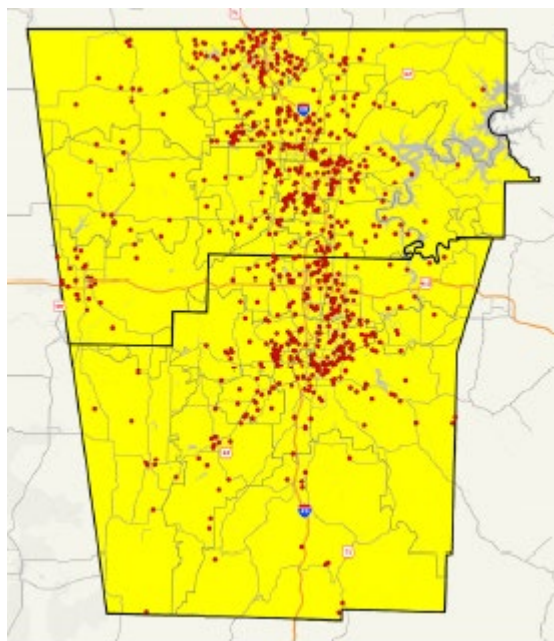
### III. 2019 NWA REGIONAL TRANSPORTATION SURVEY

During September 2019, ETC Institute administered a regional transportation survey for the NWARPC. The purpose of the survey was to gather input from residents to better understand the level of satisfaction with the region's transportation system and attitudes toward prioritizing transportation improvements.

A five-page survey was mailed to a random sample of households in the MPA. Residents were given the option of returning the survey by mail or completing it online. Emails and phone calls were made to encourage households to participate. The *2019 NWA REGIONAL TRANSPORTATION SURVEY – FINAL FINDINGS REPORT* can be found [at this link](#).

The final results of the survey were presented to the RPC/Policy Committee on December 6, 2019 (TV interview after meeting):

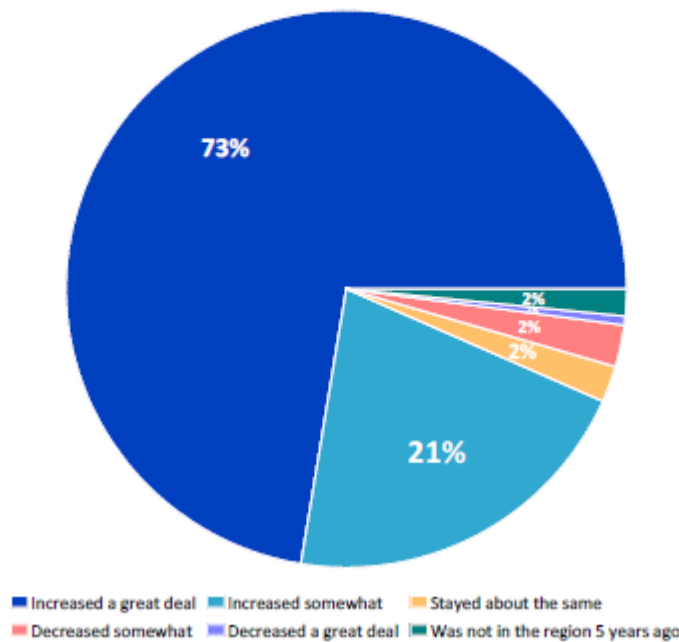
- The purpose of the survey was to gather input from residents to better understand the level of satisfaction with the region's transportation system and attitudes toward prioritizing transportation improvements.
- The survey was conducted during September 2019 and was a scientifically based random sample survey of 835 households with a confidence level of 95%.
- Mail vs Email – 835 total surveys (370 by mail and 465 by email/online).
- 365 surveys completed in Washington County.
- 469 completed in Benton County.
- To better understand how well the regional transportation system functions in different parts of the MPA, the home address of each respondent to the survey was geocoded. The map below shows the location of the respondents:



- Key Overall Findings in the Report:
  - Residents were MOST satisfied with
    - Availability of off-street paths/trails (60%)
    - Flow of traffic on streets during nonpeak times (53%)
  - Residents were LEAST satisfied with
    - Flow of traffic on streets during peak times (77%)
    - Availability of public transit options (73%)
    - Ease of travel using public transit (70%)

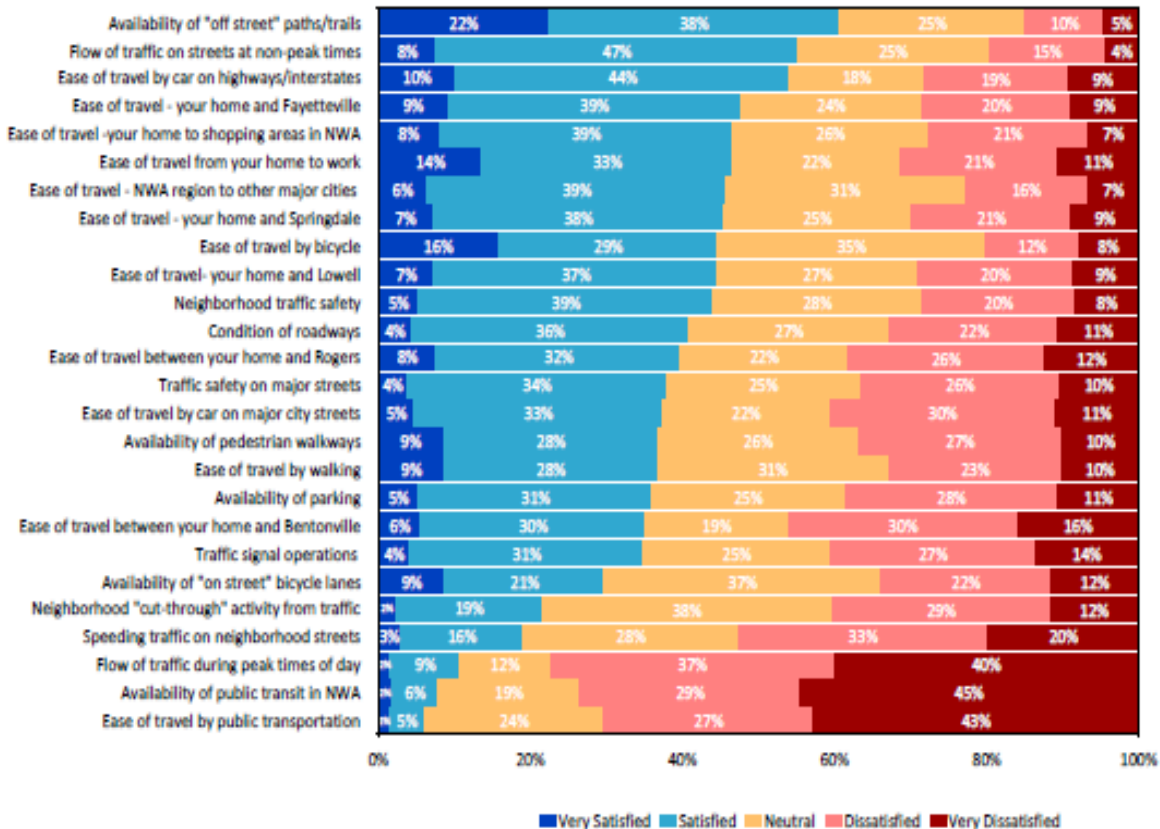
## Q1. Compared to five years ago, would you say that traffic congestion in the Northwest Arkansas (NWA) region area has...

by percentage of respondents (without "don't know")



## Q2. How satisfied are you with following aspects of transportation in the Northwest Arkansas region?

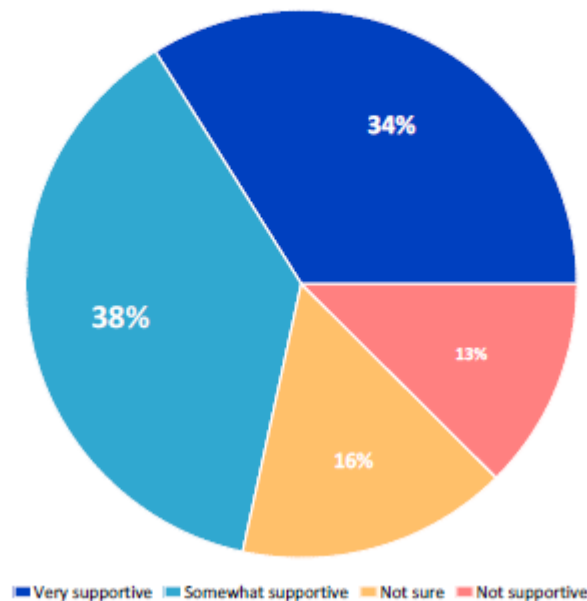
by percentage of respondents (without "don't know")



- Based on survey responses, in order to raise the overall satisfaction ratings regarding NWA transportation, the survey analysis recommends as **top priorities** attending to the following issues:
  - Relieve traffic congestion
  - Traffic flow on streets during peak times
  - Affordability of air flights in the region
  - Availability of public transit in NWA
  - Number of destinations served by public transportation
  - Maintain existing roads and highways
  - Provide travel choices other than automobiles
- Funding
  - High levels of importance placed on funding transit
  - Support for increasing the level of funding for public transportation
  - Support for increasing level of funding for road and highway improvements

**Q22a. How supportive would you be of paying an increase in taxes to support expanded public transportation services in Benton and Washington Counties?**

by percentage of respondents who think there is a needed to expand public transportation services



**IV. PUBLIC OUTREACH ACTIVITIES: IN THE CONNECT NWA – 10-YEAR TRANSIT DEVELOPMENT PLAN, INCLUDING THE ORIGIN/DESTINATION SURVEY**

*Connect Northwest Arkansas* (NWA) is a 10-Year Transit Development Plan (TDP) that will serve as a “Blueprint” for improving and expanding transit in the NWA region. Connect NWA establishes a shared understanding of what successful transit looks like, how to design effective service and ultimately how to implement it regional and locally. The complete Connect NWA-TDP can be viewed [at this link](#).

Chapter 1: Public Engagement, is an in-depth explanation and analysis of the extensive public engagement process used in development of the TDP. Briefly, online engagement, a public survey (in English, Spanish and Marshallese) and in-person meetings were the core elements used to gain insight into the transportation needs and desires within the NWA community. The engagement process involved two main phases. The first phase consisted of nine public engagement events along with a public survey. TV media attended several of these events. The second phase involved public engagement events (TV media attended), along with a survey, that gathered input on the scenarios and recommendations that were produced using the results of the first phase of public engagement, coupled with a technical analysis. The public comments made at the second public engagement events were incorporated into the

final TDP in the form of changes in some of the recommended routes (this phase of engagement is discussed in further detail in Chapter 4). Dates, event locations, survey results, stakeholder involvement, educational tools used, and other information is shown and summarized in Chapter 1.

TABLE 1.2: PAPER SURVEYS RECEIVED FROM FIRST PHASE EVENTS

EVENT	SURVEYS RECEIVED	% OF TOTAL EVENT SURVEYS
University of Arkansas Baseball Game	52	7%
Northwest Arkansas Community College	75	9%
Springdale Walmart	40	5%
Promenade Shopping Center	13	2%
University of Arkansas	177	22%
First Friday Bentonville	130	16%
Hogeye Marathon & Expo	30	4%
Fayetteville Farmers Market	43	5%
Marshallese Festival	82	10%
Cinco De Mayo	83	10%
*Other	83	10%
<b>Total Surveys from Events</b>	<b>808</b>	<b>100%</b>

\*Other surveys reflect those that were conducted while riding buses or surveys that were used without an event code.

### Public Survey Results for NWARPC 10-Year TDP



A Steering Committee was established to help guide the TDP update process, assist NWARPC staff and the consultants, and to report updates and other information to their respective cities and organizations. The Committee consists of:

- four city staff members
- a staff member from ORT and a staff member from Razorback Transit
- one member representing human service agencies
- one member representing a philanthropic foundation
- one member representing the engineering community
- one member representing the housing/real estate industry
- A NWARPC staff member

The Steering Committee met in person three times throughout the process. Numerous memos were sent to members keeping them updated on the progress of the plan. The coronavirus pandemic health emergency in early spring 2020 halted all in-person meetings.

In August 2020, NWARPC and ATG consultants decided that due to the continuing health emergency, the final presentations of the draft *Connect NWA-TDP* would proceed virtually, with the consultants giving the presentation from their home base in Austin, Texas. The schedule of these virtual presentations was:

- Springdale – 5:30 pm, Monday, August 17, 2020
- Rogers – 4:40 pm, August 25, 2020
- Bentonville – 6:00 pm, Tuesday, September 8, 2020
- Fayetteville – 4:30 pm, Friday, September 25, 2020

Virtual presentations were also made at the October 22, 2020 ORT Board Meeting, where the plan was adopted unanimously by the Board; the TAC October 15, 2020 meeting; and the RPC/Policy Committee October 28, 2020 meeting where the plan was adopted unanimously (Resolution #2020-06).

### ORIGIN/DESTINATION TRANSIT SURVEY

The O/D Survey was Phase I of the TDP update. ETC Consultants performed the work. For the complete O/D Survey Report [see this link](#).

The Northwest Arkansas Regional Planning Commission (NWARPC) System Wide Origin and Destination Survey was conducted in March 2018. The survey was completed for regional transit riders in the Northwest Arkansas area on both Ozark Regional Transit (ORT) and Razorback Transit (Razorback) systems. The Survey served several objectives, including:

- The compilation of statistically accurate information about transit customers' use of transit services for planning purposes.
- Enhancing the NWARPC four-step travel demand forecasting model.
- Providing the understanding of differences in trip characteristics and ridership profiles from previous survey efforts.
- Assisting regional transit agencies in meeting Title VI Civil Rights Requirements and enhance Title VI programs.

### Full Survey Summary and Key Findings

ETC conducted the Survey collection between March 5 and March 14, 2018. The magnitude of the Survey will allow NWARPC planners to better understand the needs and travel patterns of many specialized populations.

- The surveyors boarded ORT and Razorback Transit buses between March 5 – March 15, 2018 on weekdays only and completed the survey successfully. Over this time period the ETC staff conducted the collection with randomly selected boarding riders and asked them to participate in the survey. ETC staff was able to begin the interview process with 1,158 riders, only 37 riders were not able to complete the interview. The 1,121 records collected were then reviewed by ETC staff at the home office to determine if the one-way trip information provided was plausible using: origin address, destination address, boarding and alighting locations, and transfer routes used either prior to or after the current route. Of the 1,121 records collected, only 41 of these records were purged due to illogical data, which left sample size of 1,080.

### SOME IMPORTANT FINDINGS FROM THE ANALYSIS OF THE REGIONS' RIDERS ARE THE FOLLOWING (USING LINKED WEIGHT FACTOR):

- ❖ Walking is the dominant access (83%) and egress (88%) mode for all riders.
- ❖ Ninety-two percent (92%) of riders use only one route to complete their one-way trip.
- ❖ Seventy-nine percent (79%) of all riders are between the age of 19 to 34.
- ❖ Twenty-four percent (24%) of riders reported not having a household vehicle with the majority (71%) of zero household vehicles coming from the ORT system.
- ❖ More than half (56%) of riders reported being employed (full & part-time).
- ❖ Eighty percent (80%) of riders possess a valid driver's license.



### Sampling Plan Summary

To ensure that the distribution of completed surveys mirrored the actual distribution of riders, ETC developed a sampling plan to collect passenger origin and destination survey data with approximately 1,000 of the system's riders during the weekdays based on February 6 and 8, 2018 ridership. The Table below shows the overall Sampling Plan Rates, Goals, Records Completed, and Percentage of Goal Obtained.

SYSTEM	SAMPLING RATE	GOAL	COMPLETED	% COLLECTED
Ozark Regional Transit	8% of Daily Ridership	103	132	128%
Razorback Transit	8% of Daily Ridership	887	976	110%
<b>Totals</b>	<b>8% of Daily Ridership</b>	<b>990</b>	<b>1,108</b>	<b>112%</b>

### Survey Weighting and Expansion Summary

Weighting and expansion are used to make the sample collected representative of the population ridership. Based on the low ridership volumes for ORT routes and the route/trip type of Razorback, the expansion was simply expanding the surveys at the route and time of day level.

### Data Quality Assurance and Processing Summary

Overall quality assurance/quality control (QA/QC) process was implemented throughout the actual Survey administration and after its completion with proven post-processing quality check techniques. The establishment of specific sampling goals and procedures for managing the goals ensured that a representative sample was obtained from each route. Also, the use of the latest geocoding/survey review tools used by ETC's Transit Review Team contributed to the high-quality results that were achieved.

### Areas of improvement for future on-board surveys

Leading into the data collection discussions were held as to how to best capture the high percentage of known short trips occurring on Razorback. It was determined that bringing in experienced interviewers to collect the data, rather than local staff. Using this plan, the collection occurred without any meaningful issues. No changes were identified during the project; and, therefore, no improvements are necessary based on current technology and methodology.

## V. NWARPC 2045 MTP UPDATE

The NWARPC 2045 Metropolitan Transportation Plan (MTP), in order to meet federal guidelines, is required to be updated every five years. The following is a summary of update process.

- July 2019, staff began discussions concerning the MTP outline.
- July 2019, staff began discussions concerning the MTP Vision and Goals.
- August 2019, staff continued discussion of the Vision and Goals.
- August 2019, staff continued working on the MTP outline and began updates to the 2045 MTP materials for the public input meeting.
- Prepare and continue to develop MTP public participation. (On-going throughout the MTP development process.)
  - In July 2019, staff began discussions with ATG, the consultant responsible for the TDP update, on conducting a joint public input event in fall 2019. This event translated into the Public Forum to kick off the 2045 MTP process.
  - In August 2019, staff continued working on the MTP outline and began updates to the 2045 MTP materials for the public input meeting. Staff finalized the MTP public open house events:
    - Wednesday, October 16, 2019 at the Rogers Public Library, 4:00 pm – 7:00 pm
    - Thursday, October 17 at the Fayetteville Town Center, 4:00 pm – 7:00 pm
  - In September 2019, staff finalized some of the materials that would be used at the 2045 MTP public open houses. Display materials include posters and maps and an updated opinion survey that will be available in paper and online.

- In October 2019, staff from NWARPC, Ozark Regional Transit, Razorback Transit and ATG Consultants presented information, posters, and handouts about the 2045 MTP update process and the recommendations for transit routes as part of the Connect NWA future local transit system. Paper 2045 MTP opinion surveys were available for participants to complete at the open house. Tablets were provided so participants could take the survey online. Additionally, they could take the survey on their smart phone. Paper surveys with three questions were also available for opinions on the individual transit routes presented as part of Connect NWA. A summary is available [at this link](#).
- ❖ Public Participation
  - Over 100 people participated in the Open House events.
  - The NWARPC follows the requirements as set forth in the NWARPC Public Participation Plan (PPP), a document that has been approved by the RPC/Policy Committee, ARDOT, and FHWA and FTA
    - Legal Notices were published in the NWA Democrat Gazette, La Prensa Libre (Spanish), McDonald County Press
    - Display Ads were published in the Sunday, October 13, 2019 edition of the NWA Democrat Gazette, and the Thursday, October 10, 2019 edition La Prensa Libre (Spanish)
    - Email Blast – 3 to 4 reminders
    - Newspaper articles (NWDG) detailed both plans and the open houses
    - TV news interviews (2)
    - Notice was posted on NWARPC website and other websites (transit agencies, cities, public libraries)
    - Social Media – information was pushed out on Face Book
    - Flyers in English and Spanish were posted on transit buses for the week prior to the open house events
    - Letters were sent to area human service agencies and Spanish-speaking churches
    - Word of mouth – announcements made in all NWARPC meetings for the month prior to events
- The following POLICIES were presented to the TAC and RPC/Policy Committees at their virtual May 2020 meetings:
  - Access Management – Currently have a tri-party agreement between Fayetteville, ARDOT, and NWARPC for the first section of Hwy 112 in Fayetteville. On January 23, 2019, the RPC/Policy Committee adopted Resolution #2019-02, to Adopt the Hwy 112 Access Management Plan Regional Vision and to Support and Advocate the Adoption of Access Management Plan Agreements for Hwy 112 in Benton and Washington Counties.
  - Complete Streets Policy.
  - Connectivity of major corridors.
  - Congestion Management Process (required by FAST Act).
    - Coordination with ARDOT and Metroplan (Little Rock) on congestion performance measures in large urban areas (Transportation Management Areas over 200K population). In May 2020, NWARPC agreed to coordinate with ARDOT and Metroplan – this will involve an update to the NWARPC 2015 CMP Report, using third party data.
  - Performance Measures and Targets (required by FAST Act).
  - Updated TSMO/ITS plans, in partnership with ARDOT (required by FAST Act).
    - Minute Order 2020 041 authorized ARDOT to enter into any necessary agreements with NWARPC to partner on a regional TSMO plan and ITS architecture update for Northwest Arkansas, utilizing the same consulting firm that will develop the statewide TSMP plan.
  - Housing Study – Incorporate Policy Recommendations.
    - Consider the relationship between housing and transportation cost.
    - Consider a regional compact.
- The proposed Vision, Goals, and System Performance Measures were presented to the TAC and RPC/Policy Committee at their virtual June 2020 meetings.
- The Constrained and Unconstrained Project lists were presented virtually to the public and the TAC on November 19, 2020 and to the RPC/Policy Committee on December 2, 2020.
- The NARTS FFY 2021-2024 Transportation Improvement Program (TIP) was approved by the RPC/Policy Committee on December 2, 2020.
- Staff met with McDonald County Commissioners and MoDOT officials (virtually) in Pineville, MO to discuss and take comment on MoDOT projects included in the MTP.

- The draft MTP Chapters were presented to the TAC and public virtually on December 17, 2020.
- Adoption Timeline:
  - January 21, 2021 – TAC virtual meeting – Review Draft MTP and recommend to RPC/Policy Committee.
  - January 27, 2021 – RPC/Policy Committee virtual meeting – Virtual Public Hearing/Open House to review draft MTP and accept public comments.
  - January 28 through February 28, 2021 – Virtual Public Comment Period.
  - March 18, 2021 – TAC virtual meeting – Review draft MTP, hear any significant public comments.
  - March 24, 2021 – RPC/Policy Committee virtual meeting – Review draft MTP, hear any significant public comments, approve NWARPC 2045 MTP.



## PUBLIC INVOLVEMENT AND ENGAGEMENT

A number of public relations tools were used to communicate with the public, provide information on the progress of the MTP, and generate public input into the MTP in an effort to develop consensus and direction. The following tools focus on notifications and communications:

- Legal Notification
- Newspaper articles, photos, and TV/radio interviews
- Website – Interactive online map, survey, and email comments
- Social media/Facebook
- Email broadcasting
- Community events, activities, and meetings
- Interactive public input forums
- Flyers on transit buses
- Interagency consultation process

In addition to reaching out to the public at-large, the existing professional knowledge base was maximized by taking advantage of local staff and elected officials throughout the development process.

MTP updates were provided to the TAC and the RPC/Policy Committee throughout the process, and member comments were integrated into the document.

**LEGAL NOTIFICATION** – Legal notification, per the PPP, was provided to the Northwest Arkansas Democrat Gazette (NWADG), the La Prensa Libre and McDonald County Press newspapers. The following table reflects the dates of all published legal notifications (beginning in fall 2018).

**LEGAL AND PUBLIC NOTICES**

[DG=DEMOCRATE GAZETTE; LAP=LA PRENSA; MCD=MCDONALD COUNTY PRESS]

DATE	DG	LAP	MCD	DATE	DG	LAP	MCD	DATE	DG	LAP	MCD
9.13.18	X	X		10.9.19	X			7.19.20	X		
10.11.18	X	X		10.10.19		X	X	7.23.20		X	
11.28.18	X			10.13.19	X			8.27.20		X	X
12.20.18	X	X		11.27.19	X			9.6.20	X		
1.5.19	X			12.19.19	X	X		9.13.20	X		
1.10.19		X		1.2.20	X	X	X	9.17.20		X	X
1.28.19	X			3.1.20	X			10.4.20	X		
2.7.19	X	X	X	3.12.20	X	X	X	10.8.20		X	X
2.20.19	X			3.29.20	X			10.11.20	X		
3.7.19	X			4.2.20		X	X	10.15.20		X	X
3.14.19		X	X	4.12.20	X			11.1.20	X		
3.21.19	X	X		4.16.20		X	X	12.6.20	X		
4.11.19		X	X	4.19.20	X						
4.28.19	X			4.23.20		X	X				
5.9.19	X	X		5.10.20	X			1.10.21	X		
6.13.19		X	X	5.14.20		X	X	1.14.21		X	X
6.20.19	X			7.2.20		X		1.17.21	X		
7.11.19	X	X	X	7.5.20	X			3.7.21	X		
8.14.19	X			7.7.20	X			3.11.21		X	X
10.3.19	X	X		7.11.20		X		3.14.21	X		

**PUBLIC OPEN HOUSES**

The public forums/open houses were advertised in a variety of ways. The NWARPC website and calendar listed each forum. Other agencies, including ORT and Razorback Transit, hosted information on the open houses. The NWARPC Facebook page posted information and links to additional information. A press release was sent out ahead of each meeting to both the English and Spanish speaking newspapers, along with email notifications to State press; State and local governmental agencies; State legislators and U.S. Senators; and current and previous public input participants. Flyers were posted in Spanish and English on local buses. Display ads in the Democrat Gazette and the La Prensa Libre were also used to announce public open houses for the MTP and the TDP.



FIGURE 1.2: FIRST PHASE ENGAGEMENT EVENTS

<b>02</b> Tuesday <b>April</b>	U of A Razorbacks vs. Little Rock Trojans 1255 S Razorback Rd, Fayetteville, AR <b>Baum-Walker Stadium</b> 5:30pm	
<b>03</b> Wednesday <b>April</b>	NWACC 1 College Dr, Bentonville, AR <b>Burns Hall</b> 8am - 2pm	Walmart 2004 S Pleasant St, Springdale, AR 3pm - 6pm
<b>04</b> Thursday <b>April</b>	Promenade Shopping Center 2203 Promenade Blvd. Rogers, AR <b>Near KAY Jewelers</b> 3pm - 6pm	U of A Campus Garland Ave, Fayetteville, AR <b>Union Station</b> 1pm - 5pm
<b>05</b> Friday <b>April</b>	First Friday Bentonville 100 N Main St, Bentonville, AR <b>Bentonville Square</b> 11am - 8pm	Hogeye Expo 922 E. Emma Ave. Springdale, AR <b>Jones Center</b> 12pm - 7pm
<b>06</b> Saturday <b>April</b>	Fayetteville Farmers Market 101 W Mountain St, Fayetteville, AR <b>Fayetteville Square</b> 7:30am - 1pm	Hogeye Marathon 106 W. Emma St, Springdale, AR <b>Shiloh Square</b> 7am - 2pm



## ¡Estás invitado! a nuestro Public Open House

**Connect Northwest Arkansas:** Por favor, venga a aprender acerca de las recomendaciones propuestas por Connect NWA. Connect NWA ha desarrollado nuevas alineaciones de rutas y oportunidades para mejoras en la prestación de servicios que mejorarán la conectividad, ahorrarán tiempo a las personas y proporcionarán una base para el tránsito en los años venideros. Venga a ver los beneficios que cada comunidad local y la región en su conjunto podrían lograr a través de Connect NWA.

**The 2045 MTP:** Actualización al actual MTP de la NWA 2040 como plan de transporte regional de 5 años. El plan proporciona un largo alcance, integral examinar las necesidades de transporte de la región y las estrategias de carreteras, tránsito e instalaciones para bicicletas y peatones. La casa abierta destacará las recomendaciones del plan actual, la red arterial, la red de tránsito, el Programa de Mejoramiento del Transporte FFY 2019-2022, y la red regional de bicicletas y peatones, así como otras pantallas.



**Miércoles, Oct 16**

Rogers Public Library  
711 S Dixieland Rd, Rogers  
-OR-

**Jueves, Oct. 17**

Fayetteville Town Center  
15 West Mountain St, Fayetteville

**- 4pm hasta 7pm -**

Para obtener más información, llame  
(479) 751-7125 o correo electrónico  
[cscott-silkwood@nwarpc.org](mailto:cscott-silkwood@nwarpc.org) or visit:  
[http://nwarpc.org/transportation/  
metropolitan-transportation-plan/](http://nwarpc.org/transportation/metropolitan-transportation-plan/)



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## You're Invited! to our Public Open House

**Connect Northwest Arkansas:** Please come learn about Connect NWA's proposed recommendations. Connect NWA has developed new route alignments and opportunities for service delivery enhancements that will improve connectivity, save people time and provide a foundation for transit for years to come. Come see the benefits that each local community and the region as a whole could achieve through Connect NWA.

**The 2045 MTP:** Update to the current 2040 NWA MTP as the 5-year regional transportation plan. The plan provides a long range, comprehensive look at the region's transportation needs and implementation strategies for highways, transit, and bicycle and pedestrian facilities. The open house will highlight the current plan's recommendations, the arterial network, transit network, the FFY 2019-2022 Transportation Improvement Program, and the regional bicycle and pedestrian network, as well as other displays.



**Wednesday, Oct 16**

Rogers Public Library  
711 S Dixieland Rd, Rogers

-OR-

**Thursday, Oct. 17**

Fayetteville Town Center  
15 West Mountain St, Fayetteville

**- 4pm to 7pm -**

For more information call (479) 751-7125  
or email [cscott-silkwood@nwarpc.org](mailto:cscott-silkwood@nwarpc.org)  
or visit:

[http://nwarpc.org/transportation/  
metropolitan-transportation-plan/](http://nwarpc.org/transportation/metropolitan-transportation-plan/)



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### NEWSPAPER ARTICLES AND FACEBOOK

The public involvement effort was greatly aided by the numerous articles and photos in the NWADG pertaining to many of the activities that NWARPC was involved in through the MTP and TDP development process. For example, many articles or photos concerned highway/roadway projects; trails; bicycle and pedestrian plans; transit; population, and housing. Over 65 articles/photos were printed over the course of the MTP public involvement period. Other methods of informing the public included TV and radio interviews, as well as presentations to UA students, philanthropic organizations, local government officials, and citizens. Social media (Facebook) reached a total of 1,797 people – 60.4% women, 39.6% men; majority of people 65+ in age (June 2020 FB boost – reached 1,298 people/39 clicks; July 2020 FB boost reached 499 people/7 clicks).

### SAMPLE NEWSPAPER ARTICLES

DATE	NEWSPAPER ARTICLES (DEMOCRAT GAZETTE)
1.5.19	Highway 265 opens with improvements
1.5.19	Highway funding top priority
1.10.19	Safe Streets
1.18.19	Highway 112 access management plan
1.20.19	TDP study kicks off
3.31.19	Public asked to help form transit plan – 9 public input events scheduled
6.21.19	Regional planners look to divvy up money for transportation
7.26.19	NWA validates need for robust transit system
9.10.19	Region to receive money for trails
10.13.19	MTP kick off public open houses – Transportation plans focus of sessions
10.17.19	Planners hear suggestions from residents – Committee starting work on 2045 MTP
3.6.20	Area growth topic of meeting
3.13.20	Planners consider how to fit one million residents into NWA – Housing in area cities
5.28.20	NWARPC to take meetings, public input online
6.14.20	Planners look at transportation needs in 2045 MTP update
6.25.20	Transportation plan for 2045 will look at the big picture
10.22.20	ORT Board approves Connect NWA-TDP
12.3.20	Highway 112 tops list in TIP and MTP
12.16.20	Residents get say on Hwy 112 plans

DATE	OTHER EDUCATIONAL/INPUT OPPORTUNITIES
2.12.18	Staff was a guest lecturer on regional transportation issues at UA (85 attendees)
2.22.18	Kick Off meeting for the Origin/Destination Survey
3.27.18	Staff participated in the ARDOT Hwy 102/62 Corridor Study public involvement meeting
3.28.18	Staff participated in the ARDOT Hwy 412 Corridor Study Public Officials and Technical Group meeting
7.5.18	FFY 2019-2022 TIP public forum
7.18.18	NWARPC submitted, and received, a BUILD grant for the I-49 Connector
7.25.18	RPC/Policy Committee receives preliminary Hwy 72 Corridor Study report from ARDOT
Nov 2018	NWARPC hosts NACTO training/5 Es training for local city staff, engineers and consulting firms (80 attendees)
2.22.19	Kick Off meeting for the Transit Development Plan
2.12.19	Staff participated in the ARDOT Hwy 102/62 proposed improvement plan for Public Officials and Public Input meeting
Spring 2019	Local mayors visit Austin, TX, where they tour and ride the transit system see firsthand how a successful transit system operates
5.15.19	RPC/Policy Committee receives final Hwy 72 Corridor Study report from ARDOT
7.25.19	Meeting with TDP Steering Cmte, ORT Board, and consultant concerning the final report of the O/D Survey (35 attendees)
10.17.19	Staff radio and television interview concerning the MTP and TDP public forums; Flyers in Spanish and English posted on buses
Oct 2019	Staff accompanies local elected officials on a bicycle tour of the Netherlands to learn about safe bicycling for transportation (15 attendees)
3.12.20	Staff was a guest lecturer on the MTP and TDP updates processes (75 attendees)
4.15.20	Staff was interviewed about the TDP and MTP by KNWA, a local TV station reaching all of NWA Arkansas
6.22.20	Staff participated in the ARDOT W. N/S Connector Public Open House
8.28.20	Newspaper article concerning TDP, including a link to TDP on NWARPC web site
August 2020	Staff and consultants gave a presentation to the Springdale and Rogers City Council concerning the final draft TDP
Sept 2020	Staff and consultants gave a presentation to the Bentonville and Fayetteville City Council concerning the final draft TDP
10.22.20	Staff and consultants gave a presentation to the ORT Board of Directors concerning the draft TDP
10.28.20	Virtual Public Forum concerning the draft FFY 2021-2024 TIP (25 attendees)
12.14.20	Staff attended a public official(s) meeting held virtually by ARDOT concerning Hwy 112 design
12.17.20	TAC virtual meeting, open to public, to review draft MTP chapters



**PUBLIC NOTICE OF:**  
**INTENT TO HOLD A VIRTUAL TECHNICAL ADVISORY COMMITTEE MEETING; HOLD A FINAL VIRTUAL PUBLIC OPEN HOUSE CONCERNING THE NWARPC 2045 METROPOLITAN TRANSPORTATION PLAN DURING A VIRTUAL NWARPC/POLICY COMMITTEE MEETING; INVITE PUBLIC COMMENT FOR A 30 DAY PERIOD.**

The Northwest Arkansas Regional Planning Commission (NWARPC) is giving Notice of Intent to conclude the process of updating the NWA regional Metropolitan Transportation Plan (MTP), titled NWARPC 2045 MTP. The Draft MTP will be available for public inspection on Thursday, January 21, 2021 online at <https://www.nwarpc.org/2045-metropolitan-transportation-plan/>. **VIRTUAL TAC MEETING:** The NWARPC Technical Advisory Committee (TAC) will hold a virtual meeting on Thursday, January 21, 2021 at 10:30 AM. The purpose of the meeting will be to review and discuss the Draft MTP, among other items. **VIRTUAL PUBLIC OPEN HOUSE:** NWARPC is inviting the public to view and comment on the Draft MTP by attending a virtual Open House to be held during the NWARPC/Policy Committee virtual meeting on Wednesday, January 27, 2021 beginning at 1:30 pm. **HOW TO ATTEND THE OPEN HOUSE OR MEETING:** Information on how to attend the virtual Open House and TAC and NWARPC/Policy Committee meetings will be available on the NWARPC web site, <https://www.nwarpc.org/> or email [cscott-silkwood@nwarpc.org](mailto:cscott-silkwood@nwarpc.org). Members of the public are encouraged to join the Open House and voice comments. **PUBLIC COMMENT:** Even though the NWARPC office is closed for in-person meetings and events, NWARPC remains committed to providing opportunities for public comment. The public may offer comments on the Draft MTP during the 30-day public comment period running from January 28, 2021 through February 28, 2021. The public is encouraged to visit the NWARPC web site, <https://www.nwarpc.org/2045-metropolitan-transportation-plan/> to view the document and written comments can be sent to <https://www.nwarpc.org/contact/>. Comments can also be written and mailed to 1311 Clayton, Springdale, AR 72762. **SERVE ON A COMMITTEE:** NWARPC invites members of the public to participate in non-elected committees. Please call 479-751-7125 for more information on committees and how to participate.

**NWARPC DISCLAIMER:** This notice is in accordance with the 2040 Northwest Arkansas MTP, the Federal Transportation Act (FAST Act) in cooperation with local agencies, ARDOT, MoDOT, FHWA, and FTA. Documents are funded in part through grant(s) from the FHWA, FTA, and/or the U.S. Department of Transportation. The views and opinions of the NWARPC expressed herein do not necessarily state or reflect those of the U.S. Department of Transportation. **TRANSPORTATION IMPROVEMENT PROGRAM (TIP) PUBLIC PARTICIPATION PROCESS FOR PROGRAM OF PROJECTS (POP):** The public participation procedures outlined in the NWARPC Public Participation Plan (PPP) with respect to TIP development serve as the public participation process required for the development of transit projects as per FTA Circular 9030.1E. **NWARPC NOTICE OF NONDISCRIMINATION POLICY:** The NWARPC complies with all civil rights provisions of federal statutes and related authorities that prohibit discrimination in programs and activities receiving federal financial assistance. Therefore, the NWARPC does not discriminate on the basis of race, sex, color, age, national origin, religion or disability, in the admission, access to and treatment in NWARPC's programs and activities, as well as the NWARPC's hiring or employment practices. Complaints of alleged discrimination and inquiries regarding the NWARPC's nondiscrimination policies may be directed to Celia Scott-Silkwood, ACP, Regional Planner – EEO/DBE (ADA/504/Title VI Coordinator), 1311 Clayton, Springdale, AR 72762, (479) 751-7125, (Voice/TTY 7-1-1 or 1-800-285-1131; Para llamadas en español, marque el 800-858-1842; para llamadas en inglés, marque el 711 o directamente al 800-285-1131) or the following email address: [cscott-silkwood@nwarpc.org](mailto:cscott-silkwood@nwarpc.org). This notice is available from the ADA/504/Title VI Coordinator in large print, on audiotape and in Braille. If information is needed in another language, contact Celia Scott-Silkwood. Si necesita información en otro idioma, comuníquese Celia Scott-Silkwood, 479-751-7125, cuando menos 48 horas antes de la junta. Language assistance is available free of charge to all persons. Aviso de Disponible idioma servicio a las personas LEP: Ayuda con el idioma esta disponible de forma gratuita a todas las personas.

## INTERAGENCY CONSULTATION PROCESS

The NWARPC 2020 Public Participation Plan includes policies and activities to further enhance public participation in the transportation planning process. Several of these policies and activities have been discussed. The table below discussed the Interagency Consultation Process, in relation to development of the NWARPC 2045 MTP.

#### 4) INTERAGENCY CONSULTATION PROCESS

IN THE DEVELOPMENT OF THE MTP AND TIP, THE NWARPC WILL (TO THE MAXIMUM EXTENT PRACTICABLE) CONSULT WITH AGENCIES AND OFFICIALS RESPONSIBLE FOR OTHER PLANNING ACTIVITIES WITHIN THE MPA, OR COORDINATE ITS PLANNING PROCESS WITH SUCH PLANNING ACTIVITIES. THE GENERAL PROCESS FOR THIS CONSULT IS OUTLINED AS FOLLOWS:

**a) Notify federal, state and local agencies and officials of upcoming MTP and TIP updates and request any plans/studies/documents that might be pertinent to the MTP or TIP update.**

- NWARPC notified government and local organizations regarding the upcoming MTP and TIP and requested information through email and phone calls.
- NWARPC also posted information on updates to the TIP and MTP documents on its website at: <https://nwarpc.org>
- NWARPC staff notified organizations through email and verbally during virtual meetings that the draft MTP was available for review and comment during the 30-day comment period.
- NWARPC obtained the master street plans from multiple cities; trail count and cost information; proposed street and trail improvements for bond projects; Beaver Lake Shoreline Management Plan from the Corps of Engineers; conservation ordinance summary from City of Fayetteville; Beaver Watershed Management Plan from Beaver Watershed Alliance; studies from the Walton Family Foundation; Strategic Land Protection Plan from NWA Land Trust; and updated Heritage Trail Plan from Heritage Trail Partners.

**b) Compare the MTP and TIP to the Long-range Statewide Transportation Plan.**

- The draft 2045 MTP and the TIP are compatible with the ARDOT Long-range Statewide Transportation Plan.

**c) Compare the MTP to state conservation plans or maps, if available, and compare transportation plans to inventories of natural or historic resources, if available.**

- NWARPC compared the transportation plans to inventories of natural and historic resources in its GIS system. Also, a model run was done to produce high priority conservation areas base on the NWA Open Space Plan.
- When comparing the draft 2045 MTP to the State Bicycle and Pedestrian Plan and Accommodation Policy, the plans do not match the goals of NWA in regard to the facility types for active transportation. The Strategic Land Protection Plan from the NWA Land Trust is significantly different than the priority properties from the NWA Open Space Plan.

**d) Incorporate information from federal, state and local agencies and officials as appropriate in the draft MTP and TIP and request comments, suggestions, changes, etc., and**

**e) Incorporate information into the final MTP and TIP.**

- Information that was deemed appropriate was incorporated into several chapters in the draft MTP.

**NWARPC will have full discretion on the timeframe for the above process.**

The draft MTP was discussed and information requested via phone calls and emails. Additionally, the draft MTP was presented/discussed at several committee meetings. The table below shows organizations that were contacted via phone calls and emails, as well as committee meeting dates.

PHONE CALLS	EMAILS	MEETING ANNOUNCEMENTS
HTP	WFF 10.2.20_regarding studies	Technical Advisory Committee: 10.15.20, 11.19.20, 12.17.20 and 12.21.21
IRWP	HTP 10.2.20_regarding items to include	Active Transportation Cmte: 11.19.20 and 12.21.21
NWALT	Goddard Geographics 10.5.20_trail info	Multi-basin meetings: 11.20.20 and 2.19.21
BWA	UA 10.9.20_regarding 2045 transportation, bike share, trail counts	Open Space meetings: 1.26.21 and 2.23.2021
BikeNWA	OS Coalition 10.21.20_general notification and request of information	Heritage Trail Partners meeting: 12.15.20
NWA TRAILBLAZERS	Ozark Land Trust 11.10.20_general notification and request of information	
	ACT 11.13.20_request for information	
	IRWP 11.13.20_request for information	
	HTP 1.28.20_general information	
	Multi-basin 11.20.20_general information	
	PRNMP 12.30.20_general information	
	PeopleforBikes 12.30.20_general information	
	City of Rogers 1.8.21_trail counts	
	Tom McClure 1.12.21_photos	

## SUMMARY

- ❖ It's estimated that approximately 2,600+ individuals attended the outreach activities, while over 1,000 people were reached through social media. Input was gathered throughout the region and regardless of where the outreach took place, many comments addressed transportation issues for the entire region, in addition to those community-specific concerns.
- ❖ While many informational items were posted on the NWARPC MTP web page, the first Draft MTP chapters began being posted online in mid-January 2021. The TAC and RPC/Policy Committee were invited to review and comment on the draft chapters.
- ❖ Community outreach and input continued throughout the entire MTP development process, culminating in a virtual Final Public Open House held virtually on January 27, 2021. The purpose of this session was to present the Draft MTP through posters, maps, and interaction with staff, and receive comments from the public.
- ❖ A 30-day public comment period ran from January 28, 2021 through February 28, 2021. The TAC met virtually on March 18, 2021 and recommended adoption of the Draft NWARPC 2045 MTP to the RPC/ Policy Committee who met virtually on March 24, 2021 and adopted the MTP.
- ❖ Notices for the meetings were published through advertisement with the local newspapers and press releases were developed and distributed to all local media outlets, which attracted great interest for the plan. In addition, email notification was given to government agencies, special interest groups, local officials, business leaders, NWARPC committees, news media, and other interested citizens. Social media and website posts also provided meeting notices.



## CONCLUSION

Northwest Arkansas was able to meet the challenge of involving the community during the development of the MTP through input sessions in the community as well as regular media attention to engage citizens in the development of a long-range transportation plan. NWARPC has taken effective action in engaging the public in this process and the end result reflects the opinions of those who took the time and effort to provide input.

Involving the public in the decision-making process was an essential part in developing public consensus in the MTP. The public was invited to provide information, offer alternatives, present their interests and opinions, and react to the recommended MTP. This allowed important community concerns and technical issues to be identified and addressed. By using techniques outlined in the Public Participation Plan, NWARPC was able to engage the citizens of this region to participate in the development of a transportation blueprint for this region for future generations.

Even as the public indicates its preference for certain types of transportation modes and improvements, the fact remains that as the projected costs and anticipated revenues for the projects in the MTP were analyzed and updated, it became apparent that there were not enough anticipated resources to complete all of the listed improvements. To determine what would be “cost feasible” to build, the projects were evaluated by the TAC from a technical and financial perspective to determine the most crucial regional transportation needs. The RPC/ Policy Committee was informed of the project lists as recommended by the TAC and gave its approval to include these in the final MTP. Due to the fact that transportation needs are significantly greater than expected revenues, the issue of adequate funding and alternative funding will remain an issue for the region.

Many of the area’s citizenry highly support expanded transit, especially bus transit. In regards to transit projects, anticipated revenues determine the level of service. These revenues will only maintain the existing service. Without a dedicated funding source, transit service is at risk within the area. With dedicated funds, transit service will not only be preserved but may be expanded to adequately serve the entire region.

- “I’m happy with the progress on the Bella Vista Bypass. I can see headway every day!”
- “...cars are not the future, as we see in every successful and growing city.”
- “Spend less on interstate; spend more on connecting road improvements that link commercial areas with residential areas.”
- “...get more involved with land-use patterns and growth management policy across all municipalities and county government.”
- “Transit will never be cheaper to develop than now.”
- “We MUST look to maintaining the road network we have and investing heavily in alternative transportation modes. Please invest in mass transit, biking and walking infrastructure...”
- “These are the priorities as I see them: 1. Finish the 412 Bypass from the west side to the east side of Springdale. 2. A real highway to XNA. For bike paths: 1. Extend the Razorback trail to the state line of Missouri. 2. Safer east/west trails. 3. A tax on any bike sold over \$500.00.”
- “Some of the bike infrastructure is being overbuilt.”
- “Implementation of cameras on traffic signals would be a huge benefit.”
- “Put the rail down the center of I-49, eliminating the need to purchase R/W.”
- “Maintenance of existing roadways, expanding sidepath/trail system and connectivity, creating a better grid system are my personal priorities for transportation in our region.”
- “We need to prepare for our region’s population to double by 2045.”

## PUBLIC COMMENT REPORT

### PUBLIC COMMENT REPORT, MARCH 2021

#### ❖ PUBLIC PARTICIPATION PLAN (PPP)

The NWARPC 2045 MTP was developed using the procedures outlined in Chapter X. of the Public Participation Plan, and it requires that a Public Comment Report, following the Final Public Comment Period, be delivered to the Technical Advisory Committee and the NWARPC/Policy Committee when there are substantial comments.

#### ❖ DRAFT NWARPC 2045 METROPOLITAN TRANSPORTATION PLAN (MTP) ADOPTION TIME LINE

The Draft MTP was presented virtually to the Technical Advisory Committee (TAC) and the public on December 17, 2020.

A legal notice was published in the Democrat Gazette on January 10, 2021 announcing the Final Public Forum/Open House, the Public Comment Period and how to comment, and the TAC and NWARPC/Policy Committee meetings where the Draft MTP would be discussed. The same legal notice was published in the La Prensa Libre and the McDonald County, MO Press on January 14, 2021. A Display Ad was published on January 17, 2021 in the Democrat Gazette containing the same information. Flyers were placed on public transit buses announcing the Draft MTP virtual Final Public Forum/Open House and the Public Comment Period, and how to comment. Emails were sent to all interested parties, and a notice was posted on social media and the NWARPC web site.

The TAC met virtually on January 21, 2021 and recommended the Draft MTP to the NWARPC/Policy Committee for consideration at its next meeting.

A Final Public Forum/Open House was held virtually during the NWARPC/Policy Committee on January 27, 2021. The NWARPC/Policy Committee approved the Draft MTP to go a Public Comment Period.

A 30-day Public Comment Period was held from January 28, 2021 through February 28, 2021. A Public Comment Report was developed and supplied to the TAC and NWARPC/Policy Committee. ARDOT and MoDOT also provided comments. Appropriate comments and suggestions were incorporated into the Draft MTP.

A Legal Notice was published in the Arkansas Democrat Gazette on March 7 and March 14, 2021 announcing virtual TAC and NWARPC/Policy Committee meetings in which each committee would vote on approval of the Draft NWARPC 2045 Metropolitan Transportation Plan. A legal notice containing the same information was published on March 11, 2021 in the La Prensa Libre and the McDonald County, MO Press.

For purposes of this report:

- The dates of the comments and the comments themselves are shown.
- **Red text** shows NWARPC responses to comments (when appropriate).
- **Red text with yellow highlights** shows NWARPC intent to address the comments within the MTP.

DATE	COMMENTS
<b>1.14.21</b> <b>Via email</b>	First: Any movement or plans you could make toward a connected public transit system for all of Northwest Arkansas including the airport would be much appreciated. The two main ways this could be accomplished appear to be: 1. Bus Rapid Transit, probably along old US Highway 71 connecting several downtowns, probably using a special bus lane and quick passenger entry and exit. 2. Commuter rail. Second: Why can't we get passenger rail from Little Rock through Alma and then up to NWA? Our family would travel to Little Rock and Kansas City for vacations if we could get there by train. I think many others feel the same way. If America were connected by trains, we would vacation here instead of in Mexico and Europe as we usually do.
<b>2.2.21</b> <b>Via email</b>	Chapter 1 INTRODUCTION ❖ OVERVIEW OF TRANSPORTATION LEGISLATION <b>This overview is intended to highlight the federal transportation legislation, a further discussion of public transit can be found in Chapter 11, Public Transportation.</b>

	<ul style="list-style-type: none"> <li>After the discussion of the MAP-21 Bill and its National Goals and Planning Factors, we need to discuss the transit relevance of the State enabling legislation permitting the establishment of Regional Transit Authorities (Public Transit System Act 14-334-101) and the local Ordinances (Fayetteville Ordinance No. 4418, etc.) in acted to designate Ozark Regional Transit (ORT) as the NWA Regional Transit Authority. We should also discuss some of the administrative actions ORT has taken and will take to evolve ORT into the Ozark Regional Transit Authority (ORTA).</li> </ul> <p>❖ <b>METROPOLITAN PLANNING ORGANIZATION (MPO)</b></p> <ul style="list-style-type: none"> <li>Expand paragraph eight (which starts with “In the years since...” by adding reference to the recent NWA Regional Transportation Survey findings that those who expressed an opinion on their overall level of satisfaction, <b>77% were dissatisfied with the flow of traffic at peak times and 74% were dissatisfied with the availability of Public Transit (Survey Q2). In addition, we should add that the survey findings identified the “Flow of traffic on streets during peak times of day” and the “Availability of public transit” as the top two transportation issues</b> that the respondents felt that community leaders should emphasize over the next ten years (Survey Q3).</li> <li>After the narrative about the NWARPC’s role as the Region’s MTO add some additional narrative about the staff support the NWARPC is currently providing ORT and how the NWARPC support will change as ORT evolves into the ORTA. We should also discuss the timing of the ORTA evolution and its relationship with the updated 10 YR TDP (Connect Northwest Arkansas) implementation schedule. <b>The discussion in Chapter 1 is high-level; a better place to put this discussion would be in Chapter 11 – maybe within the ORT section; or at the end of the chapter.</b></li> </ul> <p>❖ <b>2045 METROPOLITAN TRANSPORTATION PLAN RECOMMENDATIONS</b></p> <ol style="list-style-type: none"> <li>Adhere to Cross-Section Guidelines <ul style="list-style-type: none"> <li>Add a second bullet that adds a new recommendation to <b>adhere to the recently adopted 10YR TDP (Connect Northwest Arkansas) Bus Stop Standards, Street Cross-Sections and the guidelines for the application of transit Mobility Hubs.</b></li> </ul> </li> <li>Update the 2015 Congestion Management Process <b>The CMP is in the early stages of being updated. We will update the Tasks are identified in the new scope of work.</b> <ul style="list-style-type: none"> <li>Add transit alternatives (Fixed Route Bus, Bus Rapid Transit, Light Rail, and Commuter Rail) and Land Use Planning (Infill Development, Downtown Development, Transit Oriented Development, etc.) to the list of common mitigation categories identified in Task 6</li> <li>Add an activity to Task 7 that involves the use of forecasted Annual Average Daily Traffic counts for region Freeway and Arterial Street sections and street section capacity standards to calculate milestone dates when Program and Implementation Strategies needed to be initiated,</li> </ul> </li> <li>Begin a regional discussion on self-driving cars, and the impact this technology may have on transportation infrastructure in the future. <ul style="list-style-type: none"> <li>Regarding the sentence above, <b>add Electric Vehicles (passenger car and transit) to the regional discussion.</b></li> <li>Regarding the second bullet, link the start and completion of the envisioning activity, of the role of transit, to the <b>implementation schedule of the recently adopted 10YR Transit Development Plan (Connect Northwest Arkansas).</b></li> </ul> </li> <li>Explore funding options for bus and fixed guideway service, <ul style="list-style-type: none"> <li>Add a second bullet that calls for the addition of a Transit Planner position to the NWARPC or ORTA organization to develop transit funding sources, implement the recommendations of the NWARPC “Alternative Analysis Study”, coordinate the land use planning efforts of member jurisdictions to make the Region transit ready and coordinate the efforts of member jurisdictions in implementing Transit Oriented Design practices. <b>Unable to add this type of “position” into the MTP – it is a staffing issue that the RPC/Policy Committee would have to approve.</b></li> <li>Add a third bullet that calls for ORTA to engage with <b>major employers in the Region to explore opportunities to partner in the funding of commuter transit services.</b></li> </ul> </li> </ol>
<p><b>2.2.21</b> <b>Via</b> <b>email</b></p>	<p><b>Chapter 2 VISION, GOALS, AND 2045 MTP FRAMEWORK</b> The TAC and RPC/Policy Committee were presented with the Vision and the Goals and Objectives at their June 2020 meetings. The consensus at both meetings was that the Vision and Goals were appropriate and adequate.</p> <p>❖ <b>2045 MTP Vision</b></p> <ul style="list-style-type: none"> <li>Incorporate the following two terms in the vision statement; sustainable and environmental justice. <b>Chapter 5 includes the Environmental Justice discussion.</b></li> <li>Incorporate in the vision statement the concept of the need to make a paradigm shift from the past emphases on resolving road congestion issues through road construction to the increasing application of transportation alternatives and land use planning techniques.</li> </ul> <p>❖ <b>2045 MTP Framework</b></p> <ul style="list-style-type: none"> <li>The Goals as presented in the MTP mirror the national and state DOT goals, and as such, will not be changed substantially from what is in the MTP at this time.</li> <li>The performance measures used in the MTP are set by state DOTs – and the information is provided by them. <b>NWARPC does not have the capacity to add to these at this time, since these measures must be quantified and reported on.</b></li> </ul>

	<ul style="list-style-type: none"> <li>• The NWARPC adopts all these PMs by resolutions, and these are the PMs that are given to us by the DOTs.</li> <li>• However, the following highlighted text will be inserted.</li> </ul> <p><b>MTP GOAL I:</b> No changes requested.  <b>OBJECTIVE 1-5:</b> No changes requested.  <b>Goal I Performance Measures:</b></p> <ul style="list-style-type: none"> <li>• Add improve transit employee safety.</li> <li>• Add improve response time to emergency dispatch calls (both vehicular and transit).</li> </ul> <p><b>MTP GOAL II:</b> No changes requested.  <b>OBJECTIVE 1-5:</b> No changes requested.  <b>Goal II Performance Measures:</b></p> <ul style="list-style-type: none"> <li>• Add increase transit equipment preventative maintenance.</li> <li>• Add improve response time to address transit equipment complaints.</li> </ul> <p><b>MTP Goal III:</b></p> <ul style="list-style-type: none"> <li>• Insert “road and transit” between the words “existing” and “facilities”.</li> </ul> <p><b>OBJECTIVE:</b> No changes requested.  <b>SUBOBJECTIVE 1 through 4:</b> No changes requested.</p> <ul style="list-style-type: none"> <li>• Add the following <b>SUBOBJECTIVE 5:</b> Expand the CMP to incorporate the application of transportation alternatives and land use planning techniques to address road congestion issues. NWARPC will look at this suggestion when working on the CMP scope of work.</li> </ul> <p><b>OBJECTIVE:</b> No changes requested.  <b>SUBOBJECTIVE 1 through 4:</b> No changes requested.  <b>OBJECTIVE:</b> No changes requested.  <b>SUBOBJECTIVE 1 through 4:</b> No changes requested.</p> <p><b>Goal III Performance Measures:</b></p> <ul style="list-style-type: none"> <li>• Add decrease the vehicle time spent in congestion.</li> <li>• Add decrease the cost of congestion,</li> <li>• Add increase the internal connectivity of adjoin properties along key corridors.</li> <li>• Add increase transit funding.</li> <li>• Add increase sidewalk availability.</li> <li>• Add increase trail availability.</li> <li>• Add increase residential and commercial infill development activity.</li> <li>• Add increase population within the Downtowns.</li> <li>• Add increase population within 5 miles of the I-49 Corridor.</li> <li>• Add increase population within a ½ mile of the 71B Corridor.</li> <li>• Add increase population within a ½ mile of the Razorback Greenway,</li> <li>• Add increase population within a ½ mile of the A&amp;M RR ROW.</li> </ul> <p><b>MTP GOAL IV:</b> No changes requested.  <b>OBJECTIVE:</b> No changes requested.  <b>SUBOBJECTIVE 1-5:</b> No changes requested.</p> <p><b>OBJECTIVE – Enhance commerce. Revise objective to read; Enhance intercity commerce and passenger service within the region and mega region.</b></p> <p><b>SUBOBJECTIVE 1-3:</b> No changes requested.</p> <ul style="list-style-type: none"> <li>• Add the following <b>SUBOBJECTIVE 4:</b> Begin a regional discussion on connecting the Northwest Arkansas Metropolitan Area to High-Speed Rail network serving our Mega Region and the Nation. The discussion needs to begin with the state – since it’s obvious the the cost is prohibitive to</li> </ul> <p><b>MTP Goal IV Performance Measures:</b></p> <ul style="list-style-type: none"> <li>• Add increase transit routes.</li> <li>• Add increase transit stops.</li> <li>• Add improve on time (start and arrival) performance of transit.</li> <li>• Add maintain transit service availability.</li> <li>• Add increase Percent of jobs served by transit within ¼ mile.</li> <li>• Add increase the number of member jurisdiction Master Street Plans that incorporate Transit infrastructure elements (Transit Stops, Mobility Hubs, Stations, etc.).</li> </ul> <p><b>MTP GOAL V:</b> No changes requested.  <b>OBJECTIVE:</b> No changes requested.  <b>SUBOBJECTIVE 1-3:</b> No changes requested.  <b>OBJECTIVE:</b> No changes requested.  <b>SUBOBJECTIVE 1-3:</b> No changes requested</p> <ul style="list-style-type: none"> <li>• Add the following <b>SUBOBJECTIVE 4:</b> Encourage transit agencies to plan and efficiently implement the timely transition of their transit fleet to Electric Vehicles.</li> </ul> <p><b>MTP Goal V Performance Measures:</b></p> <ul style="list-style-type: none"> <li>• Add Decrease the number of commuters traveling by automobile,</li> </ul>
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	<ul style="list-style-type: none"><li>• Add Increase the number of commuters traveling by public transit.</li><li>• Add Increase the number of commuters traveling by active transportation.</li><li>• Add increase the percent of electric transit vehicles.</li><li>• Add decrease the amount of Green House Gas (GHG) emissions.</li></ul>																																																																																																
2.9.21 Via email	<p><b>Chapter 3 POPULATION AND LAND USE</b></p> <p>❖ Add the following section on Transit Readiness and its Metrics:</p> <ul style="list-style-type: none"><li>• Accomplishing Transit Readiness in the NWA Region needs to be a formal land use planning effort by the NWARPC, ORTA, Fayetteville, Springdale, Rogers and Bentonville to plan and implement urban development strategies that integrate transit and land use planning in an effort to encourage transit supportive development and the establishment of land use patterns, urban densities and a multi model transportation network in concert with, and in anticipation of, future transit services and infrastructure.</li><li>• Transit Readiness is important because the over-reliance on automobiles for transportation has a detrimental effect not only on household costs, but also on the environment. Increasing access to alternative forms of transportation, including transit, can reduce commuting costs for residents and improve air quality by reducing the number of vehicle miles traveled. Included in Chapter 3, Summary of Changing Demographics.</li><li>• The MTP has presented recommendations that will further the Transit Readiness of the Metropolitan Region in Chapter 2. The table below illustrates potential Transit Readiness Metrics for the Region (REG), Fayetteville (FAY), Springdale (SPR), Rogers (ROG) and Bentonville (BEN). Addressed in TDP page 11-15 ATG calculated it by city.</li></ul> <table><tr><th colspan="2">Regional Transit Readiness</th><th colspan="4">REG</th></tr><tr><td>% Pop within 5 miles of the I-49 Corridor.</td><td></td><td colspan="4">XX%</td></tr><tr><td>% Jobs within 5 miles of the I-49 Corridor.</td><td></td><td colspan="4">XX%</td></tr><tr><td>% Pop within the Downtowns.</td><td></td><td colspan="4">XX%</td></tr><tr><td>% Jobs within the Downtowns.</td><td></td><td colspan="4">XX%</td></tr><tr><td>% Pop within ½ mile of the A&amp;M RR ROW.</td><td></td><td colspan="4">XX%</td></tr><tr><td>% Jobs within ½ mile of the A&amp;M RR ROW.</td><td></td><td colspan="4">XX%</td></tr><tr><td>% Pop within ½ mile of the Razorback Greenway.</td><td></td><td>XX%</td><td></td><td></td><td></td></tr><tr><td>% Jobs within ½ mile of the Razorback Greenway.</td><td></td><td>XX%</td><td></td><td></td><td></td></tr><tr><td colspan="2"><b>Local Transit Readiness</b></td><td><b>FAY</b></td><td><b>SPR</b></td><td><b>ROG</b></td><td><b>BEN</b></td></tr><tr><td>% Pop within ½ mile of existing transit routes.</td><td>XX%</td><td>XX%</td><td>XX%</td><td>XX%</td><td></td></tr><tr><td>% Jobs within ½ mile of existing transit route.</td><td>XX%</td><td>XX%</td><td>XX%</td><td>XX%</td><td></td></tr><tr><td>% Pop within ½ mile of Reg/Neigh Centers.</td><td>XX%</td><td>XX%</td><td>XX%</td><td>XX%</td><td></td></tr><tr><td>% Jobs within ½ mile of Reg/Neigh Centers.</td><td>XX%</td><td>XX%</td><td>XX%</td><td>XX%</td><td></td></tr><tr><td>% Pop within ½ mile of existing Trails.</td><td>XX%</td><td>XX%</td><td>XX%</td><td>XX%</td><td></td></tr><tr><td>% Jobs within ½ mile of existing Trails,</td><td>XX%</td><td>XX%</td><td>XX%</td><td>XX%</td><td></td></tr></table> <p><b>2020 TABLE of Regional and Local Transit Readiness Metric Values</b></p> <p><b>Table Note to NWARPC:</b> The metrics presented in the table above need to be formalized between the NWARPC, ORTA and the four City Planning Organizations. We can create a baseline year using 2020 Census Data and update the table values every five years. The NWARPC, ORTA and the four City Planning Organizations can use the changes in the metric values to help guide policy and program efforts to improve the metric values and trends.</p>	Regional Transit Readiness		REG				% Pop within 5 miles of the I-49 Corridor.		XX%				% Jobs within 5 miles of the I-49 Corridor.		XX%				% Pop within the Downtowns.		XX%				% Jobs within the Downtowns.		XX%				% Pop within ½ mile of the A&M RR ROW.		XX%				% Jobs within ½ mile of the A&M RR ROW.		XX%				% Pop within ½ mile of the Razorback Greenway.		XX%				% Jobs within ½ mile of the Razorback Greenway.		XX%				<b>Local Transit Readiness</b>		<b>FAY</b>	<b>SPR</b>	<b>ROG</b>	<b>BEN</b>	% Pop within ½ mile of existing transit routes.	XX%	XX%	XX%	XX%		% Jobs within ½ mile of existing transit route.	XX%	XX%	XX%	XX%		% Pop within ½ mile of Reg/Neigh Centers.	XX%	XX%	XX%	XX%		% Jobs within ½ mile of Reg/Neigh Centers.	XX%	XX%	XX%	XX%		% Pop within ½ mile of existing Trails.	XX%	XX%	XX%	XX%		% Jobs within ½ mile of existing Trails,	XX%	XX%	XX%	XX%	
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2.9.21 Via email	<p><b>Chapter 6 ENVIRONMENT</b></p> <p>❖ <b>Introductory Section on page 6-1:</b> Add a comment regarding the issue of managing Greenhouse Gas Emissions (GHG) for various activities occurring in the Metropolitan Region and the member Cities of Fayetteville, Springdale, Rogers and Bentonville. We should comment on the leadership of the City of Fayetteville regarding this issue through the adoption of an Energy Action Plan on January in 2018. Their Energy Action Plan is structured around one overarching goal of reducing Greenhouse Gas Emissions (GHG) for critical activities occurring in Fayetteville. The plan outlines strategies, goals and actions in the critical activities of transportation, energy supply, buildings and waste. The Plan states that transportation activities account for 27% of Fayetteville’s Green House Gas emissions between the 2010 and 2016 inventory years, The adopted Plan includes the following transportation related goals:</p> <ol style="list-style-type: none"><li>1. Reduce total housing and transportation costs to 45% of area median income. This is addressed in Chapter 1 and Chapter 3.</li><li>2. Reduce per capita vehicle miles traveled to 2010 levels by 2030.</li><li>3. Achieve 25% bike/walk/transit mode share by 2030. NWARPC updated the Travel Demand Model to calculate mode share by jurisdictions and this is discussed in Chapter 8.</li></ol> <ul style="list-style-type: none"><li>• Add a comment regarding the need for Springdale, Rogers, Bentonville and the NWARPC develop a similar Energy Action Plan and adopt the same three transportation related goals. There are no plans to</li></ul>																																																																																																





	<p>% Pop within ½ mile of existing Trails. % Jobs within ½ mile of existing Trails,</p> <p>These will serve as an indicator of the accessibility (within the pedestrian- shed) to transit and active transportation. <b>See comment above.</b></p> <p>Page 8-22 Capacity <b>The CMP program is in the process of being updated. The Connect NWA vision addresses transit as an alternative by making transit compete with automobiles.</b></p> <ul style="list-style-type: none"> <li>Need to also reference that transit can play a role in addressing road capacity issues as an alternative to roadway widening.</li> </ul> <p>Page 8-28</p> <ul style="list-style-type: none"> <li>In the table that identifies PERFORMANCE MANAGEMENT AND SYSTEM MEASURES we need to add the additional metrics that I added under selected Goal Performance Measures in my Chapter 2 comments. <b>See the NWARPC comment on performance measures in Chapter 2.</b></li> </ul> <p>Pages 9-29 to 8-32</p> <ul style="list-style-type: none"> <li>Under Safety we need to add a discussion of fatalities and injuries for transit compared to other modes of transportation and add fatality and serious injury data to the appropriate tables and graphs to show multimodal comparative statistics. <b>The transit safety measures are on Page 8-39 and they are specific PMs adopted for transit only, by resolutions. The transit agencies adopted transit safety plans, the NWARPC adopted these on Jan 27, 2021.</b></li> </ul> <p>Page 8-35</p> <ul style="list-style-type: none"> <li>Under Transit Asset Management we need to add a discussion on the benefits and need to adopt and integrate Electric Vehicle Technology into the management of our Region’s transit fleets. <b>NWARPC does not tell the transit agencies what fleet vehicles to buy, and the transit agencies don’t have any plans at the moment to replace their fleet with Electric Vehicle Technology. ORT just bought a brand-new fleet (\$3.6M federal) and it cannot replace them until their useful life is over.</b></li> </ul>
<b>2.23.21</b> <b>Via</b> <b>email</b>	<p><b>Chapter 9 TRANSPORTATION PROJECTS AND FUNDING</b></p> <p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>In Arkansas, only about 2% of the more than a billion-dollar annual State and Federal transportation project funding is allocated to transit related projects. Therefore, we need to add a statement recognizing the significant disproportionate application of State and Federal funding for transit related projects in light of the safety, environmental, economic and sustainability benefits public transit has over roadway development projects. Consequently, we need to recognize that we cannot fix our growing transportation congestion problem by emphasizing the funding of roadway construction projects over transit projects.</li> </ul> <p><b>Connect NWA recommends a dedicated funding source for transit. In the MTP NWARPC can only show projects based on anticipated funding.</b></p>
<b>2.23.21</b> <b>Via</b> <b>email</b>	<p><b>Chapter 11 PUBLIC TRANSPORTATION</b></p> <p><b>OZARK REGIONAL TRANSIT AUTHORITY (ORTA) Page 11-2</b></p> <ul style="list-style-type: none"> <li>Add a discussion of the ORTA “enabling legislation”; the State “Public Transit System Act” and the “Interlocal Agreement for the Creation of a Public Transit System to be known as Ozark Transit Authority”. Additionally, we need to comment on the critical reorganizational activities ORT needs to accomplish to successfully transition into the ORTA. An ORTA that can plan, operate and manage an integrated (Bus and Rail) Transit System for the NWA Metropolitan Region. We also need to address the desired timing of administrative activities like expanding its Mission Statement, making changes in its governance policies, identifying needed staffing changes to acquire needed expertise (i.e., Transit Planner, etc.). Finally, we need to consider recommending that ORT conduct a study of other Regional Transit Authority’s to build a complete understanding of a model organizational structure that they can use to guide their transformation in to a true Regional Transit Authority.</li> </ul> <p><b>NWARPC will add some type of discussion of the enabling legislation in Chapter 9</b></p>