

Made to Move Grant Program Application

Application Summary

Application #: (for reviewer to complete)

Project Name: Bicycle Network Bridges and the Master Complete Streets Plan

Location (city, state): Little Rock, AR

Lead Applicant: City of Little Rock (City)

Project Partners: UAMS, Metroplan, Rock Region Metro, BACA, America Walks, and studioMAIN

Letters of Commitment Attached (Yes/No)

Short Project Opportunity Description (100 words or less)

#MadetoMove would link disconnected bicycle facilities with wayfinding signage and sharrows (BikeNetworkBridges) and provide technical and financial assistance to replace our car-centric Master Street Plan (CurrentPlan) with a Master Complete Streets Plan (NewPlan). NewPlan creation would be led by consultant with active transportation expertise we lack. It would provide Complete Streets typologies to developers building new streets and the City as we resurface and reconstruct streets. Consultant would perform multimodal demand and quality of service, land use, equity, and safety analyses, informing improvements to our Master Bicycle Plan, creation of a Master Pedestrian Plan, and project prioritization for network connectivity.

Impact Statement: How will this funding opportunity impact active transportation (short term and long-term) in your community? (100 words or less)

We have high recreation but low transportation ridership primarily due to fear of vehicular collision and lack of on-street bicycle facilities.(1-3)¹²³ The pace and per-project impact of active transportation infrastructure is low under CurrentPlan.

Short Term

BikeNetworkBridges will immediately improve connections between origins and destinations, improve network visibility and navigability, promote ridership, building momentum for change. NewPlan revisions will accelerate Complete Streets implementation and prioritize projects to maximize mode shifts to pedestrian, bicycle, and transit transportation.

Long Term

NewPlan will indefinitely plan for and legitimize active transportation, increasing safety, public health, workforce recruitment/retention, business investment, and transportation equity and sustainability.

Key Words: Please describe the proposed project opportunity with five key words

Master Street Plan, Complete Streets, Bicycle Network connectivity, wayfinding, Master Bicycle and Pedestrian Plans

Section 1. The Team

Teams must have representation from health, local planning and engineering, and include elected officials. Teams may have additional members from areas such as administration, economic development, housing, transit, healthcare, parks and recreation, schools (including universities and colleges), major employers and advocacy organizations. Teams *must designate a team lead who has full authority to submit this application and enter into contracts.*

Please complete the following for each team member and attach a letter of commitment for each, on agency letterhead (*See template*). Please add *extra tables* for supplemental team members; four representatives is the minimum requirement and teams are encouraged to include additional members.

Team Lead / Administration Representative*

Name: John Landosky, Ph.D.

Title/Agency: Bicycle and Pedestrian (BikePed) Coordinator / City of Little Rock Public Works

Email: jlandosky@littlerock.gov

Phone: 501-371-4430

Health Representative

Name: Leesa Freasier, M.Ed.

Title/Agency: SPAN Physical Activity Coordinator / University of Arkansas for Medical Sciences

Email: LFreasier@uams.edu

Local Planning Representative

Name: Ozlem Polat

Title/Agency: Planner / City of Little Rock Planning and Development Department

Email: opolat@littlerock.gov

Local Engineering Representative

Name: Jon Honeywell, P.E.

Title/Agency: Director / City of Little Rock Public Works Department

Email: JHoneywell@littlerock.gov

Local Planning and Engineering Representative

Name: Casey Covington, P.E., AICP

Title/Agency: Deputy Director / Metroplan (Metropolitan Planning Organization)

Email: ccovington@metroplan.org

Elected Representative

Name: Capi Peck

Title/Agency: Ward 4 Director / City of Little Rock Board of Directors

Email: capi222@sbcglobal.net

Elected Representative 2

Name: Tippi McCullough

Title/Agency: 33rd District Representative / Arkansas House of Representatives

Email: tippi.mccullough@arkansashouse.org

Little Rock Mayor Scott Mobility Subcommittee Representative

Name: Brett Budolfson, PLA
Title/Agency: Project Manager / McClelland Engineering
Email: bbudolfson@gmail.com

Little Rock Mayor Scott Equity Subcommittee Representative

Name: Jodi Morris, MA
Title/Agency: Executive Director / Bicycle Advocacy of Central Arkansas
Email: bacaexecutivedirector@gmail.com

Transit Representative

Name: Alexander DePriest
Title/Agency: Transit Planner / Rock Region Metro
Email: ADePriest@rrmetro.org

Advocacy Organization Representative 1

Name: Crystal Bowne, MPH
Title/Agency: Program Manager / America Walks
Email: cbowne@americawalks.org

Advocacy Organization Representative 2

Name: Mason Ellis, AIA
Title/Agency: Representative / studioMAIN and Bicycle Friendly Community Committee
Email: masonellis@gmail.com

* John Landosky has the full authority to submit this application, but any contracts with the City of Little Rock will go through the City Manager's office.

City Manager

Name: Bruce T. Moore
Title/Agency: City Manager / City of Little Rock
Email: citymanager@littlerock.gov
Phone: 501-371-4510

Section 2: The Policy Landscape and Local Context

1) Please tell us about your community, including size, location, and demographics (not limited to percentage of age, ethnicity, average income, etc.) (300 words max)

Demographic information is gathered to ensure that Blue Zones, LLC understands the needs of a selected community when developing a program for such a community

Throughout application, numbers in parentheses refer to endnotes. Reader can reference or ignore

Demographics: Little Rock is the capital of Arkansas and located in its geographic center. Little Rock is the largest city in Arkansas spatially (119.2 sq.mi.) and by population (197,881). *Age structure:* 6.5% <5 years old, 23.9% <18 y.o., 62% <65 years old, and 13.2% 65+ years old and trending older.(4)⁴ Residents are 46.2% white, 41.6% African-American, 6.8% Hispanic/Latino and 5.4% other.(5)⁵

Income: Little Rock median per capita income is \$32,719 and household income is \$48,463; 17.8% of residents fall below the poverty line.(5) Transportation costs are unaffordable (>15% of household income) throughout city.(6)⁶

Transportation Options: Average household owns 1.65 cars, but many have no cars and limited transportation options.(7-8)⁷⁸ Little Rock has a walk score of 32/100, a transit score of 19/100, and a bike score of 28/100.(9)⁹ People for Bikes rates Little Rock's overall bikeability as 1.7/5.(10)¹⁰ All Rock Region Metro buses have bike racks for "last mile". UALR has bikeshare and City will have bikeshare in 2019.

Transportation Safety: Little Rock is the nation's 19th most dangerous metro area to walk and dangerous to bike.(11-13)¹¹¹²¹³ According to ARBikePedPlan survey, fear of being struck by a vehicle is the most significant barrier to active transportation.(3)

Health: Nationally, Arkansas has the highest high school obesity, the 3rd most inactivity, the 7th highest adult obesity, 9th most diabetes, and the 3rd most hypertension.(14)¹⁴

Land Use and Transportation: Regionally, much of our workforce lives outside Little Rock and continues to settle outside the City,¹⁵ incentivized by neighboring community's Complete Streets investments¹⁶ and subsidized by interstate expansion.(15-17)¹⁷ This self-feeding pattern is gutting our tax base and, combined with intra-City sprawl, is contributing to financial difficulties and causing unsustainable transportation; our region's 38.9 miles/person/day is one of the highest VMTs nationally.(18-19)¹⁸¹⁹

2) Please describe your community's policy and planning efforts around active transportation. What plans are in place or anticipated? What policies are in place or anticipated? Please address both transportation and land use in your response. (300 words max) Please include links to existing documents, plans, or practices that confirm the focus on policy and systems level change.

Examples include:

- Community vision statement or document
- Comprehensive Plan; downtown or other Master Plan; Growth Plan; Parks, Open Space and Recreation Plan; Sustainability

Policy

City's **Complete Streets Resolution (Resolution)**: Requests Master Street Plan revisions to reflect Complete Streets principles (https://www.littlerock.gov/media/5652/completestreetsresolution_13675.pdf).

City's **2020 Sustainability Roadmap**: Includes Accessible Alternative Transportation and Complete Streets two of seventeen goals (<https://www.littlerock.gov/media/3935/2020-sustainability-roadmap-32918.pdf>).

City **Board of Directors "Must Do" Policies**: Improve livability, quality of life, and pedestrian safety (<https://www.littlerock.gov/board-of-directors/board-policy-statements/>).

City's **Land Use Plan**: sidewalk improvements in 17/30 districts and Complete Streets in 11/30 districts (https://www.littlerock.gov/userfiles/editor/docs/planning/Statics_Specialreports/FUTURE%20LUP%20NARATIVE_final.pdf).

City's **Complete Streets Ordinance (Ordinance)**: Nationally recognized. Mandates new and resurfaced streets accommodate bikes and pedestrians unless one of five exceptions is met (<https://www.littlerock.gov/for-residents/bikeped-little-rock/complete-streets-policy-among-best-of-2015/>, https://www.littlerock.gov/media/1374/complete_streets_ordinance_21029.pdf).

Planning

City's **Master Street Plan (CurrentPlan)**: City's adopted, definitive transportation policy and planning document. Presents a car-centric transportation philosophy and typologies with limited active transportation considerations. Obstructs Complete Streets implementation (<https://www.littlerock.gov/media/3889/master-street-plan-3-26-2018.pdf>).

City's **Master Bike Plan (CurrentBikePlan)**: Within CurrentPlan. Includes proposed network developed by advocates. Lacks density, directness, and separated bike lanes. Not always realistic/actionable. #MadetoMove funding would replace within NewPlan (*anticipated*).

City's **New Master Street Plan (NewPlan)**: *Anticipated* with #MadetoMove funding; would repeal and replace CurrentPlan with Master Street Plan promoting active transportation.

City's **Master Pedestrian Plan**: *Anticipated* with #MadetoMove funding.

City's **Master Trail Plan (TrailPlan)**: Proposes a shared-use trail network throughout Little Rock from which stand-alone projects can be opportunistically selected and developed (<https://www.littlerock.gov/media/1753/master-trail-plan-document-final.pdf>).

Metroplan's **Central Arkansas 2050 (CA2050)**: Our Long-Range Metropolitan Transportation Plan. Proposes regional bikeway network, discusses transportation vs. land use, and includes goals to increase

active transportation, development density, physical activity, transportation equity, and health. However, a visioning document rather than an implementation plan and non-binding (<https://www.littlerock.gov/media/5601/centralarkansas2050.pdf>).

Rock Region Metro's **Move Central Arkansas (MoveCA)**: Aspirational plan to improve transit network including a service vs. land use analysis (<https://rrmetro.org/wp-content/uploads/2016/01/MCANovember2014StateoftheSystemReport.pdf>, <https://rrmetro.org/wp-content/uploads/2017/07/Move-Central-Arkansas-Final-Lower-Res.pdf>).

ArDOT's **Arkansas Bicycle and Pedestrian Transportation Plan (ARBikePedPlan)**: Makes case for local BikePed investment, proposes action plans for implementation, and contains useful summary of community outreach (http://arkansashighways.com/Trans_Plan_Policy/biking/Arkansas%20Bike-Ped%20Plan%20-%20FINAL%20-03312017.pdf).

3) Please describe how your community recognizes social, economic, and/or racial equity as priorities in its active transportation efforts. (300 words max)

Please include links to plans, documented practices and procedures that establish equity as a strong contributing factor to transportation funding and implementation decisions.

Examples include:

- Project selection criteria;
- Designated staff; and
- Plan and policy language

Improved transportation equity is particularly important given our aging population and zero-car households.(20)²⁰ African-Americans are also 3x more likely to be hit walking or biking than whites.(21)²¹ Active transportation and equity efforts are growing but largely separate. The #MadetoMove opportunity comes just when equity efforts are beginning to coalesce around specific initiatives and we have consensus to revise CurrentPlan. The #MadetoMove process could engage equity push in NewPlan development and make NewPlan a tool to advance transportation equity.

Policy: Resolution and Ordinance discuss transportation equity as motivation for Complete Streets.(22)²²

Plan: CA2050 considers transportation equity for our aging population, millennials seeking transportation alternatives, and economic/racial equity.(23)²³ TIP considers environmental justice and 12th Street Jump Start Project was selected considering equity.(24)²⁴

Citizen-Led Decision-Making: Transportation equity requires understanding and responding to community-articulated needs. Citizens state transportation needs in CA2050, ARBikePedPlan, MoveCA, Neighborhood Action Plans, Infrastructure Requests, CurrentBikePlan, and TrailPlan (https://www.littlerock.gov/media/5635/ica_publicoutreachsummary.pdf, <https://rrmetro.org/wp-content/uploads/2016/01/MCAFebruary2015StakeholderInterviewReport.pdf>, e.g. https://www.littlerock.gov/media/3251/wright-avenue_nap_2016.pdf, https://www.littlerock.gov/media/2575/new_infrastructure_request_form_fillable.pdf).(22) Citizens have an oversight role in TIP processes and in seven intentionally diverse City Commissions with missions relevant to transportation equity (http://metroplan.org/sites/default/files/media/TIP/TIP_2019-2022.pdf pg.6, <https://www.littlerock.gov/city-administration/city-boards-and-commissions/>).

Leadership: Newly-elected Mayor Scott ran on mobility and inclusion/equity platforms. After taking office, he formed transition teams based on these priorities; their work is summarized in the Scott Script (<https://www.littlerock.gov/media/5415/scott-script-v9.pdf>).

Staff: Mayor Scott will create an Office of Diversity, Equity, and Inclusion including six staff led by a Chief Equity Officer.(25)²⁵ The City's BikePed Coordinator increases transportation equity through grantsmanship/infrastructure projects like the Central High Corridor and bikeshare (<https://www.littlerock.gov/media/1863/little-rock-southwest-trail-proposal-jan-6-2017.pdf> pg. 4).(26-27)^{26,27}

Project Selection: Projects are proposed by citizens (Infrastructure Requests), prioritized by staff, but ultimately made by Ward Directors. Any Director intentions to address transportation equity must be

anecdotal because CurrentPlan, CA2050, and other local policies/plans have no holistic, quantitative equity analysis. NewPlan would include an equity analysis that would facilitate equity-based project prioritization.

4) Please describe your community’s demonstrated intent and ability to advance project and policy outcomes aligned with this grant opportunity. Examples include: (300 words max)

- **Staff dedicated to active transportation, sustainability, or equity;**
- **Partnerships focused on health and equity that are already formed or underway (committee, task force, etc.); and**
- **Existing grants, upcoming funding opportunities (Including Capital Improvement Program, Transportation Improvement Program, or other local, state or federal funding source).**

Leadership is on-board²⁸ and **policy** is in place.⁽²⁸⁻²⁹⁾²⁹ **City Board** requested Complete Streets CurrentPlan revisions in Resolution, passed Ordinance, and endorsed scope of work herein twice.⁽²⁹⁻³²⁾³⁰³¹³² **Community organizations** have submitted support letters. The assembled **#MadetoMove Team** represents committed local stakeholders vital to proposed outcomes.⁽³⁴⁾³³ The City’s **recent BikePed accomplishments** demonstrate intention and ability.⁽³⁵⁾³⁴

Staff: City has a **BikePed Coordinator**, two **Sustainability Officers**, a **Planning Department**, and **Traffic and Civil Engineering Divisions** who will all better accommodate active transportation with NewPlan guidance. **Public Works Operations** will install BicycleNetworkBridges. The Mayor proposes a new **Office of Diversity, Equity, and Inclusion** with six staff lead by a **Chief Equity Officer**; this office should engage in transportation equity.⁽²⁵⁾ Also note NewPlan development will be facilitated locally but led by a contracted **outside firm**.

Partnerships: **SPAN** will assist in public engagement/meetings, walk audits, and technical writing. **Metroplan** will share data. **studioMAIN** may assist with design and public outreach.⁽³⁵⁾³⁵ The **BFCC**, a City-appointed citizen advisory committee, will review/advise the new Bike Plan.⁽³⁶⁾³⁶ The **TrailPlan Working Group**, City staff and volunteers making trail projects shovel-ready, will refine the TrailPlan before NewPlan inclusion/adoption. The **Sustainability Commission** could have Complete Streets oversight role defined in NewPlan. **Pop Up in the Rock** could feature key NewPlan demonstration projects.

Funding: NewPlan will include an **implementation plan** and **funding sources** but doesn’t require external funding for implementation.⁽³⁷⁾³⁷ NewPlan Complete Streets elements will inform how **developers** build new streets and City maintains streets. In 2020, residents will vote on renewal of **Capital Improvement** tax, which has provided City ~\$20M annually to maintain and upgrade our transportation network.⁽³⁸⁻³⁹⁾³⁸³⁹ Annually we seek **TIP** projects through **ArDOT’s annual TAP and RTP federal grant programs**. We will continue to seek funding from DOT’s direct **Federal Lands Access Program (FLAP)**,⁴⁰ **AARP’s Livable Communities Program**⁴¹ and other opportunities.⁽⁴⁰⁻⁴¹⁾

Section 3. Taking the Temperature

Please answer the following questions about achievements, partners, and volunteer opportunities that are relevant to your community. Do not expand on answers which are not relevant to your community; e.g. if the private sector has not yet actively engaged on this topic (question c) simply state this.

a. Within the past five years, have achievements in active transportation been demonstrated in your community? (100 words max)

We passed a nationally recognized⁽⁴²⁾⁴² Complete Streets Ordinance,⁽⁴³⁾⁴³ hired a full-time BikePed Coordinator, earned LAB Bike Friendly Community (Bronze),⁽⁴⁴⁾⁴⁴ created TrailPlan,⁽⁴⁵⁾⁴⁵ were awarded five grants totaling \$1.8M for BikePed projects, completed nine major BikePed infrastructure projects including three Arkansas River Trail (ART) and Broadway Bridge improvements,⁽⁴⁶⁻⁴⁸⁾⁴⁶⁴⁷⁴⁸ installed seven bike lane miles, launched UALR bikeshare (VeoRide), selected City bikeshare for 2019 launch (Gotcha), began construction of 63-mile shared-use trail,⁽⁴⁹⁾⁴⁹ administering DOT STEP program,⁽⁵⁰⁾⁵⁰ sent two delegations to Germany to observe active transportation solutions, trained seven new LCIs, launched successful evidenced-based Friendly Driver Program,⁽⁵¹⁾⁵¹ and became second state to pass Idaho Stop.⁽⁵²⁾⁵²

b. Has the school system embraced sustainability, health, and/or active transportation as priorities and is this demonstrated through investments in and placement of neighborhood schools, curricula, extra-curricular, or volunteer activities? (100 words max)

LRSD supports student health through nutrition and physical activity. Several schools have ADE Fresh Fruits and Vegetables Grant and AHA Jump Rope for Heart Program. LRSD has an ADE Joint Use Agreement to share gym with the community after hours and weekends. Eight schools collaborate with UA Little Rock in the obesity intervention program Love Your School.^{(53)⁵³} Many schools have water bottle filling stations. HAA is active within LRSD.^{(54-55)⁵⁴⁵⁵} BikePed Little Rock, BACA, and RBfK,⁵⁶ created and launched a bicycle safety after school program, administered bike rodeos, and assisted with the Ride to School Day and walk to school program.^{(56-57)⁵⁷}

c. Has the private sector (major employers, developers or businesses) demonstrated support for community health, sustainability and/or active transportation? (100 words max)

Arkansas Blue Cross Blue Shield supports community health through Blue and You grants and the Blue and You Fitness Challenge.(58-59)⁵⁸⁵⁹ Some support health and active transportation through **HAA**.(60-61)⁶⁰⁶¹ Several have hosted the City's **Friendly Driver Program**.(51) However, unlike Northwest Arkansas,⁶² paltry private sector support for active transportation, and opposition from some developers, is a challenge for Complete Streets implementation and Little Rock's long-term economic growth.(62-63)⁶³ Sustainability is a larger private focus in Little Rock.(64)⁶⁴ UA Little Rock, Port Authority, and many others have **sustainability initiatives**.(65-66)⁶⁵⁶⁶ Many support the City's annual **Sustainability Summit** at which recognizes **businesses leading in sustainability**.(67)⁶⁷

d. Have nonprofits, community service or other non-governmental organizations actively engaged in community health, sustainability and/or active transportation? (100 words max)

Healthy Active Arkansas (HAA) and **SPAN/UAMS** effectively link health to active transportation.(68)⁶⁸ The USBR/Hub Community Task Force is creating a US Bike Route (USBR) through Arkansas and using the process to leverage BikePed connectivity in cities/towns along route (including Little Rock).(69)⁶⁹ **Bicycle Advocacy of Central Arkansas (BACA)** advocates for bicycle transportation and **Recycle Bikes for Kids (RBfK)** contributes to transportation equity by providing free bikes.(70-71)⁷⁰⁷¹ **Arkansas' University Center on Disabilities** advocates for disabled and pedestrian accessibility.(72)⁷² Sustainability support is much greater, represented by Keep Little Rock Beautiful, Audubon Arkansas, Sierra Club-Arkansas, Arkansas Citizens' Climate League, Plastic-Free LR, and Nature Conservancy-Arkansas.(73-78)⁷³⁷⁴⁷⁵⁷⁶⁷⁷⁷⁸

e. Has the health community formally recognized the public health benefits of active transportation? Do they actively advocate for and support pro-walking and biking policies and environmental changes? (100 words max)

Our health community recognizes the connection between active transportation and public health. Coalition-building and technical support are provided by **Healthy Active Arkansas (HAA)** and its parent **Arkansas Center for Health Improvement**.^{(79)⁷⁹} **HAA** has a built environment committee encouraging physical activity, especially active transportation.^{(80-81)⁸⁰⁸¹} The **University of Arkansas for Medical Sciences (UAMS)** is involved in **HAA** and administers the **CDC State Physical Activity and Nutrition (SPAN) Program** which has an active transportation focus,⁸² and the **Arkansas Department of Health (ADH)** is engaged through involvement in ARBikePedPlan and creation of a series of community outreach videos promoting active transportation.^{(82-84)⁸³⁸⁴}

f. Are there strong volunteer supports that are being, *or could be*, employed to further the active transportation efforts in your community? (100 words max)

In addition to the **BFCC** and **TrailPlan Working Group**,⁸⁵ **Pop Up in the Rock** volunteers creates an annual demonstration project featuring active transportation.⁽⁸⁵⁻⁸⁶⁾⁸⁶ Annual **BikePed Count** is conducted by volunteers.⁽⁸⁷⁾⁸⁷ **BACA**, **RBfK**, and **Friends of the Southwest Trail** function through donated labor.⁽⁸⁸⁻⁸⁹⁾⁸⁸⁸⁹ Extremely active, award-winning **Central Arkansas Trail Alliance** constructs trails for transportation and recreation.⁽⁹⁰⁻⁹¹⁾⁹⁰⁹¹ The **Major Taylor Cycling Club** reads and promotes bicycling in our school system. Volunteer labor supports the **17 annual bike races/tours** held within the City and the **Little Rock Marathon**.⁽⁹²⁾⁹² Support for **sustainability** is strong; we could more effectively connect that ethos to active transportation.⁽⁸⁸⁾

g. Please describe the public engagement strategies being implemented in connection to active transportation efforts in your community. (100 words max)

BikePed Coordinator does public engagement through its webpage,⁹³ Facebook page,⁹⁴ and event booths.(93-94) Community volunteers in the **BFCC** and **TrailPlan Working Group** meet monthly to advance active transportation.(95)⁹⁵ **BACA** also does public engagement⁹⁶ Facebook,⁹⁷ bicycle safety education, and event booths and hired its first Executive Director in April to strengthen advocacy/outreach.(96-97) The City developed and launched the highly successful⁹⁸ **Friendly Driver Program** to improve driver behavior around bikes and pedestrians.(98-99)⁹⁹ Our newly-elected mayor organized mobility and quality of life transition teams emphasizing active transportation.(100-101)¹⁰⁰¹⁰¹ **ADH** created outreach videos.(102)¹⁰² #MadetoMove funding would support a year-long community discussion focused on active transportation.(103)¹⁰³

h. Please describe the level of support for active transportation received from your local elected officials and note if any are champions. (100 words max)

The **City Board** and Mayor support active transportation via policy statements, budgets, resolutions, Resolution, and Ordinance.⁽²⁹⁾ **Mayor Scott**, a former ArDOT Commissioner, ran on platforms emphasizing active transportation, quality of life, and equity/inclusion,¹⁰⁴ organized citizen-led transition team around these platforms; these teams just released a report on their findings.⁽¹⁰⁴⁻¹⁰⁵⁾¹⁰⁵ **Metroplan** promotes active transportation through Ditch the Keys outreach May-September and CA2050.⁽¹⁰⁶⁾¹⁰⁶ **Arkansas House** Representative Tippi McCullough is a local bicycle safety champion.⁽¹⁰⁷⁻¹⁰⁸⁾¹⁰⁷¹⁰⁸ **Governor Asa Hutchinson** is a bicycle champion, creating the Governor's Advisory Council on Cycling,¹⁰⁹ supporting the Idaho stop law,¹¹⁰ and declaring Arkansas the "Cycling Hub of the South".⁽¹⁰⁹⁻¹¹⁰⁾

Section 4. Project Opportunities

In this section, we would like you to describe *up to three* opportunities to advance active transportation in your community. Feel free to describe one or two. These should be examples that your team feels reflects the needs of your community and have potential to become model projects that might inspire comprehensive capital projects.

1. Potential projects that advance active transportation in our community are listed below. Please keep in mind the set project budget (\$90,000), and timeline (10 months) as you consider potential projects. Note that you will be receiving \$10,000 for planning and your community demonstration day as outlined in Phase 1 of the Application Guide.

- a. Bicycle Network Bridges and the Master Complete Streets Plan
- b. _____
- c. _____

2. For each project, please describe the desired impact in the community. This can be a variety of influences, including improving access, network connectivity, diversity in representation across active modes, improved safety, etc. (300 words max)

Urgency within City: NewPlan development processes will build momentum.

Changed Car Culture: BicycleNetworkBridges, NewPlan public outreach, surveys, and news coverage, and ultimately Complete Streets will legitimize active transportation.

Improved Access: Will improve access throughout City immediately (BicycleNetworkBridges) and over time (Complete Streets), prioritized by multimodal demand and quality of service analyses.

BicycleNetworkBridges will maximize early impacts, encourage active transportation mode shifts, and generate momentum.

Bicycle Network Connectivity: BicycleNetworkBridges will immediately connect piecemeal facilities, better linking origins to destinations, and increase network navigability, visibility, and use. NewPlan will propose an improved, dense, direct, and realistic bicycle network implemented over time.(111)¹¹¹

Elevate Pedestrians: NewPlan would create our first Master Pedestrian Plan. Implementation would be prioritized by demand, safety, equity, and quality of service analyses.

Improved Safety: Active transportation is locally unsafe.(114) #MadetoMove would improve safety immediately by increased visibility and legitimacy of bicycle transportation via bike network bridges and over time by establishing active transportation-friendly design standards and prioritizing projects to address safety. It would also include a DOT safety strategy of systematically evaluating all four-lane roads for road diet suitability.(112-113)¹¹²¹¹³

Improved Transportation Equity: Transportation is unaffordable and safety risk is unequally distributed.(114-115)¹¹⁴¹¹⁵ NewPlan would include an equity analysis allowing equity-based project prioritization.

Improved Health: Our health statistics are perennially among the country's worst.(114) Health professionals agree built environments welcoming active transportation promote physical activity and associated health benefits.(116)¹¹⁶ BikeNetworkBridges (and ultimately Complete Streets) would encourage a mode shift to active transportation and improve health.

Workforce Recruitment/Retention and Economic Investment: Millennials want active transportation choices; our community ignores this at our own economic peril. #MadetoMove funding would help to make ours a community of choice for employees and thereby attract employers and economic investment.

Increased Sustainability: Active transportation requires fewer fossil fuels and causes less pollution. #MadetoMove funding would reduce transportation emissions.

3. Please describe any policies, plans, processes or awards that will support these projects and ensure long-term sustainability of this investment. (300 words max)

While we have many City **policies** supporting active transportation, our **plans** are either inadequate, non-existent, incongruent with Complete Streets, or lack the detail/scope to be implementation documents and are not adopted to dictate City decisions.(114) In short, **we have the will but not the way** to implement Complete Streets.

CurrentPlan is the definitive **policy and plan** for our transportation network, determining how developers construct new streets and how the City resurfaces/reconstructs streets. The **Ordinance** mandates Complete Streets, but until it leverages CurrentPlan changes, implementation will stagnate, presumably why **Resolution** requested its revision.(114) Short-term financial difficulty makes \$200K investment in NewPlan politically untenable, but continued implementation of late 20th century streets would be our long-term economic ruin, continuing our workforce residential exodus.

In 2018, the City requested \$200K from Metroplan's TAP and subsequently \$150K from ArDOT's TAP for the scope of work discussed herein. Securing TAP funding for planning over construction projects is challenging locally; in total **we were awarded \$50K from Metroplan's TAP**. With that funding alone (+20% match), we would be forced to dramatically scale back **CurrentPlan** changes. NewPlan would focus on CurrentBikePlan revisions. Proposed changes critical to Complete Streets implementation, including land use, multi-modal demand, equity, and quality of service analyses wouldn't be performed. Street typologies wouldn't change. An implementation plan and funding strategies wouldn't be identified, reducing the pace of implementation.

BikeNetworkBridges will connect key existing CurrentBikePlan facilities, increasing ridership and creating momentum. NewPlan will direct Complete Streets implementation indefinitely.

Once NewPlan is completed, the City Board must adopt it. While this could be a hurdle, the Board supported CurrentPlan revisions to reflect Complete Streets in Resolution and twice in resolutions supporting 2018 TAP applications.(85) The need for NewPlan changes to be adopted by the Board, however, will help ensure the **long-term sustainability** of NewPlan elements.

Section 5. Evaluation

1. The goal of this award is to advance active community environments. Please describe your desired shorter-term outcomes and longer-term impacts, including the process and outcome evaluation indicators you have selected for demonstrating success. (300 words max)

We want specific, aggressive, achievable goals. Will revisit proposed bars with Consultant and #MadetoMove.

Short-Term

BikeNetworkBridges: ≥5 connections, ≥5 miles, ≥150 sharrows markings, ≥10% increase in Network Completeness, prioritized by Consultant.

Wayfinding Signage: ≥30 on-street (e.g. MUTCD D1-2c) and along ART (to better utilize as transportation spine).(47)

Consultant: Capable of all scope tasks, chosen before #MadetoMove Phase 1 begins, and reviews existing plans/data to find ≥\$25K existing value.

Local Stakeholders Contribute: ≥\$25K in services (combined).

Public Participation: ≥5 outreach events, relevant organizations engaged, ≥70% Public Participation sub-tasks completed, outreach summary included.

Inreach: Relevant staff, electeds, and commissions engaged ≥2x.

Analyses: Multimodal demand and quality of service, safety, and equity analyses all included.

Systematic Four-Lane Road Evaluation Included(117)

Typologies: Design Standards reflect Complete Streets, vulnerable road user protections reflect traffic speeds/volumes, and context-dependent Design Alternatives included.

Bike Plan Improved: 50% improvement in five FHWA Connectivity Analyses in NewPlan.(111)

Pedestrian Plan Included

NewPlan Incorporates TrailPlan

Prioritization: NewPlan prioritizes projects based on Analyses and defines how prioritization will be weighed with public demand/input and street condition.

Transparency: Articulates transparent processes of project and typology selection.

Implementation Plan Included

Internal/External Funding Sources Identified

NewPlan Adopted

Long-Term(117)¹¹⁷

Bike Network: (Quantity Pace) Increase from 1.4 to 2.1 bike lane miles/year within five years (Connectivity Pace). Five Connectivity Analyses improve $\geq 25\%$ faster than current.(111) (Quality Increase) First buffered/protected bike lane installed within five years.

Road Diet: ≥ 2 diets in five years.

Safety: Lower BikePed crash numbers and severity per trip in Complete Streets corridors and overall.

Mode Shift: More and higher proportion of bike, pedestrian, and transit trips taken.(118)¹¹⁸

Equity: $\geq 20\%$ increase in equity impacts of infrastructure projects as measured by analysis metrics. 10% reduction in disparity of BikePed risk between races.

Physical Inactivity falls from 28% to 25% in ten years.(119)¹¹⁹

Sustainability: $\geq 10\%$ reduction in VMT.

#MadetoMove Endnotes

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- ⁴ <https://www.littlerock.gov/media/5601/centralarkansas2050.pdf>, Table 4-4, pg. 38
- ⁵ <https://www.census.gov/quickfacts/fact/table/littlerockcityarkansas/PST045218>
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- ²⁰ <https://www.littlerock.gov/media/5601/centralarkansas2050.pdf>, pg. 38 and Fig. 4-22, pg. 56
- ²¹ https://www.littlerock.gov/media/1376/metroplan_2015ped-bikecrashanalysis.pdf, Figs. 8 & 9
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- ²⁴ http://metroplan.org/sites/default/files/media/transportationStudies/ActionPlan_12th%20Street_Little%20Rock.pdf
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- ²⁶ <https://www.littlerock.gov/for-residents/bikeped-little-rock/why-bikeped/equity/>
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