

# Regional Planning Advisory Council

Thursday, May 30, 2013

## Minutes

### RPAC Members Attending:

Becky Adams	Health & Aging
Sam Chaffin	City of Benton
Kelly Coughlin	City of Sherwood
Charles Cummings	Freight & Trucking
Gary DalPorto	Federal Highway Administration (FHWA)
Julianne Dunn	The Clinton School
Tom Easterly	Saline County
Lawrence Finn	Pulaski County
Coreen Frasier	Bicycle Advocacy of Central Arkansas (BACA)
Sybil Hampton	City of Little Rock
Bob Hardin	City of North Little Rock
Paul Hastings	City of Little Rock
Todd Larson	City of North Little Rock
Matthew Long	Central Arkansas Transit Authority (CATA)
Tim Ragsdale	Disabilities Community
Dan Roda	City of Little Rock
Kim Romano	Arkansas State Highway & Transportation Dept. (AHTD)
Doris Smith	Mainstream
Patrick Stair	Sierra Club
Jack Stowe	City of Maumelle
Mary Louis Williams	Pulaski county

### Staff and Consultants Attending:

Casey Covington	CARTS Planning Director
Nelson Galeano	Transportation Engineer
Lindsay Puckett	Gresham Smith & Partners (GS&P)
Jeff Runder	
Allen Skaggs	
Kevin Tilbury	GS&P
Judy Watts	Outreach Coordinator
Iris Woods	Administrative Assistant

#### 1. Call to Order

RPAC Chairman Charles Cummings called the meeting to order at 12:01 p.m.

#### 2. Minutes of Previous Meeting

The Council considered the Minutes of April 26<sup>th</sup>.

#### MOTION by

“To accept the Minutes of April 26, 2013, as prepared.”

**PASSED**

### 3. Round 3 (and 4) Revised Outreach Strategy

The Round 3 outreach strategy plan was revised based on the direction provided by the RPAC at its April meeting. GS&P consultant Kevin Tilbury reviewed the timeline for Imagine Central Arkansas and outlined proposed engagement for Round 3.

Mr. Tilbury summarized the outreach plan, which included:

- online/virtual strategies;
- more face-to-face strategies; and
- interacting with leaders and decision-makers.

Mr. Tilbury explained that hosted visits and speaker's bureau will be used, and asked RPAC members to help to schedule other visits. He emphasized that, per RPAC guidance, the June outreach will include both online and face-to-face. Additionally, the consultant team plans to conduct regional forums, up to a half-day for elected officials and business leaders in order to start the discussion on regional collaboration.

The chairman asked for input from Council members. Following is a summary of the discussion.

Mr. Patrick Stair felt that the plan is well-rounded.

Mr. Tom Easterly suggested meeting with the Saline County judge. Mr. Sam Chaffin agreed and added that it will be a challenge to get elected officials together in a regional forum. He suggested that in order to engage elected officials, it may be necessary to conduct one-on-one meetings.

Mr. Todd Larson noted that we had successful participation at Pulaski Technical College.

Ms. Coreen Frasier emphasized that Imagine Central Arkansas is a regional vision and that all need to come to the meeting.

Mr. Lawrence Finn asked if there has been a presentation at the board meeting. CARTS Planning Director Casey Covington explained that an update is given each month.

Dr. Sybil Hampton stated that it is important to continually update, enlist, and advocate the plan update. We should not assume that people will know what to do when they hear the plan. Dr. Hampton then requested an educational component. Mr. Tilbury suggested that an example from another region might be used.

Ms. Kelly Coughlin offered an idea for public outreach by suggesting that Metroplan be an exhibitor at the City League Municipal convention, June 19 through 21 in Hot Springs.

After additional discussion, Mr. Cummings asked for a motion.

**MOTION** by Dr. Hampton, second by Ms. Becky Adams

"To approve the plan for Round 3 Outreach, as presented and discussed."

**PASSED**

Mr. Tilbury asked for volunteers for the social media committee.

#### 4. Round 3 Outreach Tool

The centerpiece of Round 3 will be an online tool tentatively called, “How Fast Can We Get There?” Mr. Tilbury explained that the tool will take into account trends, and external and internal factors that may play into implementation. Among major trends outlined:

- expected decrease in federal transportation revenue;
- a shift in demographics and market preferences; and
- the growing influence of technology on transportation.

Also mentioned were freight movement, education, the economy, and environment. Internal factors that may impact the future were also cited; they included: local policy, regional collaboration, and the perennial issue of revenue.

Mr. Tilbury pointed out the discrepancy between cost versus revenue, with a rough estimate that it would take \$12 or \$13 billion dollars to fund ideas from *Imagine Central Arkansas*. The conventional revenue sources currently are 4.8 billion dollars; there is a funding gap. We will not be able to meet all of our goals with conventional funding sources.

Mr. Tilbury went on to display screen grabs of the online tool for round 3 of outreach. Mr. Cummings asked what the tool is going to tell us. Mr. Tilbury explained that the purpose of the tool is to gather data that will provide the “temperature of the region” as far as looking at new revenue sources, regional collaboration, local decisions like complete street policies.

Mr. Stair noted that the language for the tool is confusing and someone could answer that an item will have significant impact but it does not mean that the participant would support said item. Conversation about appropriate wording of tool continues.

Following is a summary of the discussion.

Dr. Hampton commented that we have a lot of people ill informed about the process but likes that the tool will show how much people know about the issue to make the best kind of choices as voters.

Mr. Dan Roda liked the new tool. He commented that the last tool (Choose Your Future) was a little disappointing, in that it did not provide meaningful data, but that this one shows more promise.

Mr. Cummings agreed with Dr. Hampton about adding disclaimer at the end. Ms. Julianne Dunn agreed that a disclaimer should be added; she also mentioned that we have to capture their info and ask what exactly people will support. Some RPAC members want to use the tool to ask specifically what items/measures are supported by Central Arkansans.

Mr. Larson commented that the title of the tool needs to be changed. Others agreed, and after some discussion, the Council decided by acclamation to rename the online tool “**Are We There Yet?**”

Mr. Tilbury displayed the project timeline, indicating where rest of 2013 is heading with the planning process.

**5. Vision, Goals and Objectives**

The vision statement and goals were developed for METRO 2020 by the first advisory council, in 1993. Objectives were added to the goals during the update that resulted in METRO 2025.

As part of *Imagine Central Arkansas* these need to be reviewed and perhaps updated. Mr. Cummings asked for at least four volunteers to serve on subcommittee to look at vision, goals, and objectives for Imagine Central Arkansas. Information will be sent out after the meeting.

**6. Schedule through summer**

The next meeting is set for 11:30 a.m., Monday, June 17<sup>th</sup>.

**7. Adjourn**

With no further business brought forward, the Council adjourned at 1:16 p.m.