

SUMMARY OF OUTREACH RESULTS



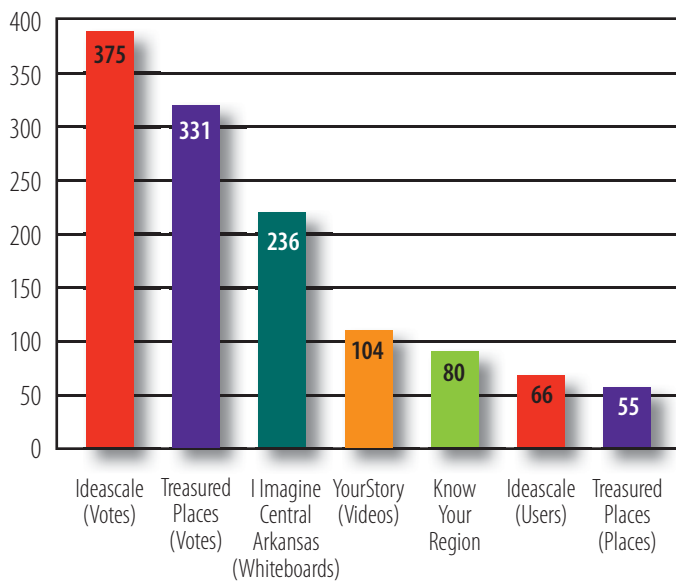
During the first round of public outreach for Imagine Central Arkansas, a number of tools, both in person and online, were used to listen to what participants had to say:

- **“I Imagine Central Arkansas...”**: A writing exercise where people told us what they imagined for our region’s future.
- **YourStory**: People were recorded on video telling us what they love about central Arkansas.
- **Treasured Places**: An interactive mapping exercise where people identified and voted for their favorite places around the region.
- **Ideascale**: A “marketplace” of ideas where people float ideas for the future of the region and others vote on them.
- **State of the Region**: An interactive workbook on the challenges facing central Arkansas. People were given the opportunity to rate the issues at the conclusion of the workbook.

What follows is a brief summary of these tools. The findings will be synthesized into value statements about our region, which will inform subsequent phases of Imagine Central Arkansas.

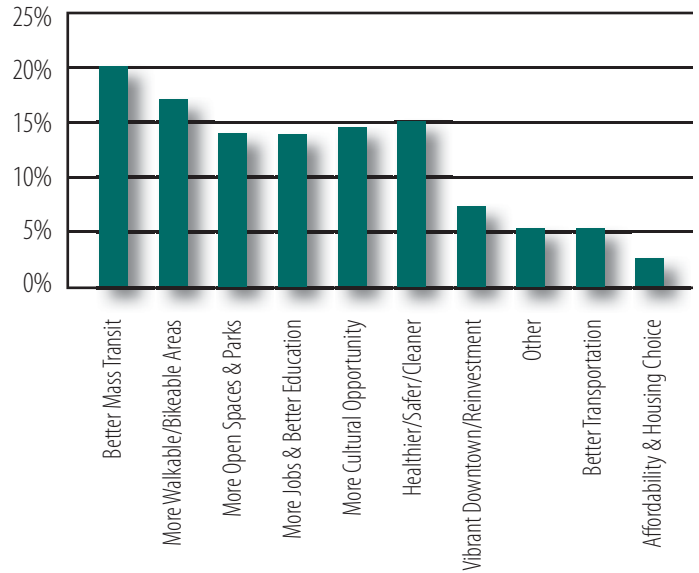
Summary of Participants

Participation



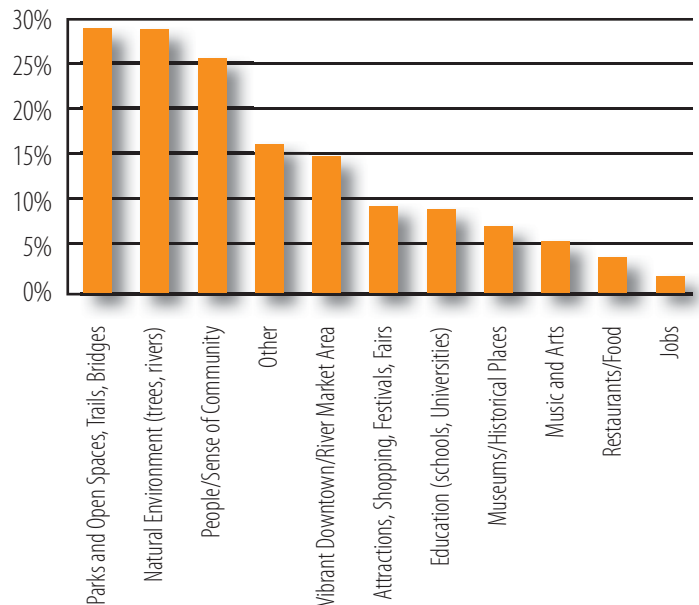
“I Imagine Central Arkansas...”

Percent of Responses by Category



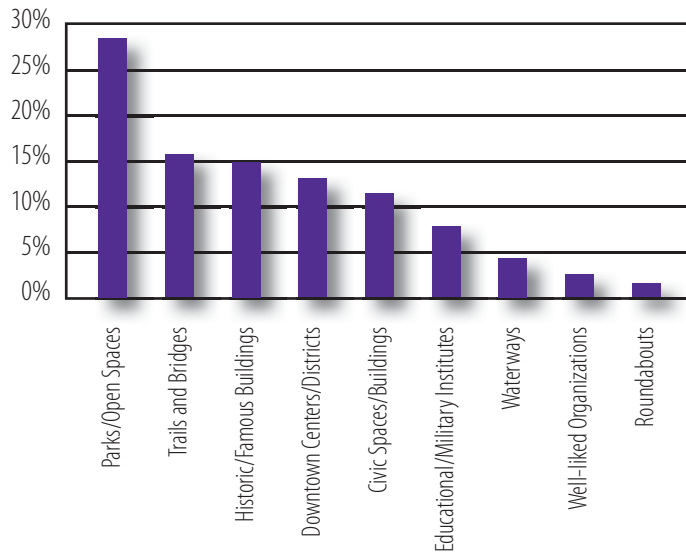
YourStory

Percent of Mentions by Category



Treasured Places

Most Votes by Type of Place

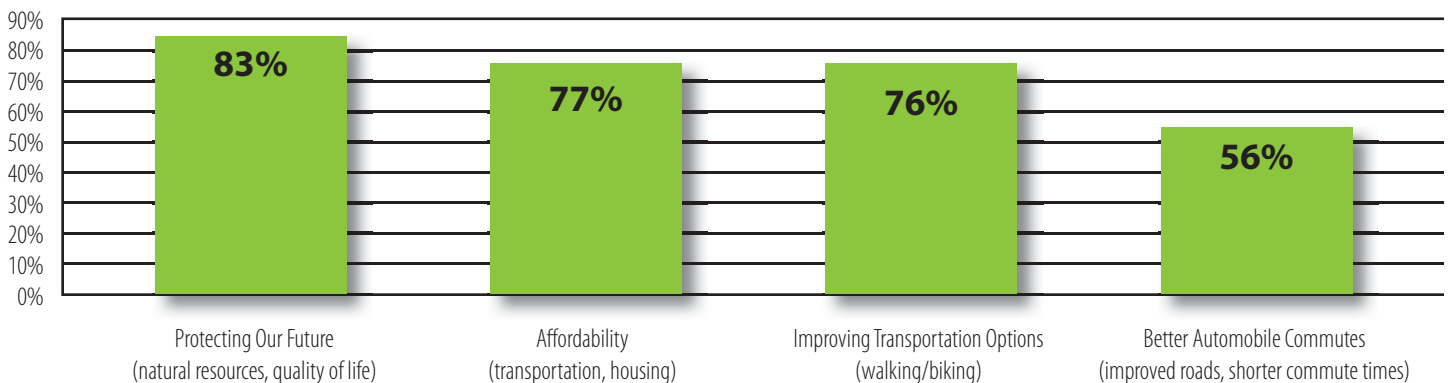


Treasured Places – Top Ten Places

Rank	Place	Votes
1	Big Dam Bridge	22
2	Little Rock River Market	19
3	Two Rivers Park Bridge	18
4	Pinnacle Mountain	16
5	Big Rock Quarry Cliffs	13
6	Argenta Farmers Market	12
7	The Old Mill	11
8	River Trail	11
9	Clinton Presidential Park Bridge	11
10	Hendrix College	11

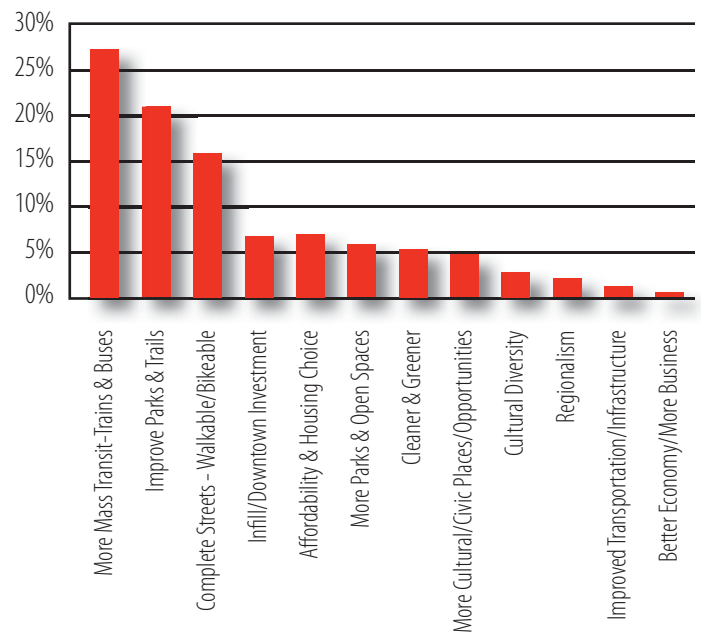
State of the Region

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



Ideascale

Most Votes by Category



Ideascale – Top Ten Ideas

Rank	Idea	Votes
1	Finish The River Trail	29
2	Connectors	27
3	Complete Streets Policy	27
4	Trains	20
5	Less Spread-Out	19
6	Buses	19
7	Public Transportation to Metro	16
8	More Parks & Natural Areas	15
9	More Frequent CATA Bus Service	13
10	Cheaper Transportation Options	12