



## **PUBLIC INVOLVEMENT PLAN**

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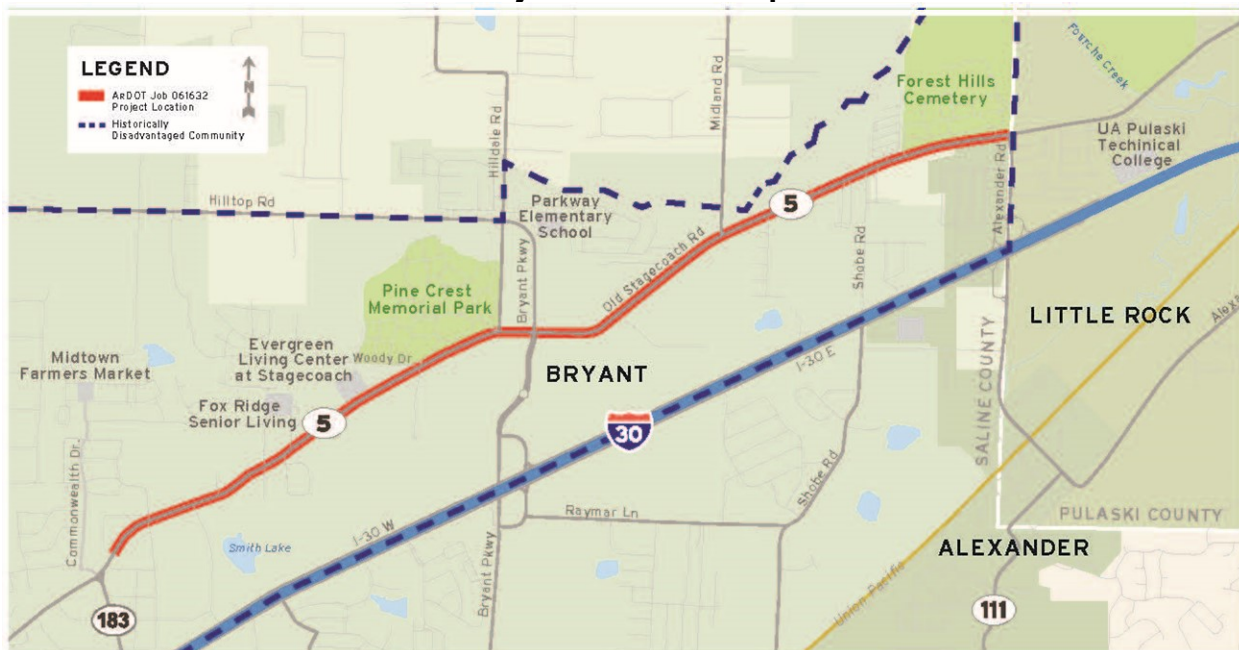
Old Stagecoach Road (Highway 5) Project  
Job 061632  
Saline County, Arkansas



## INTRODUCTION

The purpose of this plan is to document the public involvement for improvements to the Old Stagecoach Road (Highway 5) (Project) in Saline County, Arkansas. The Project closes the gap in a multi-modal transportation corridor heavily relied upon by a historically disadvantaged community in the City of Bryant. Refer to the project location map below for the project limits.

**Project Location Map**



Consistent with OMB's Interim Guidance for the Justice40 Initiative, the Project is located in a Historically Disadvantaged Community due to certain qualifying census tracts data (<https://usdot.maps.arcgis.com/apps/dashboards/d6f90dfcc8b44525b04c7ce748a3674a>).

## PROJECT OVERVIEW/BACKGROUND

Due to age, rapid growth in the region, and design inadequacies, the existing Old Stagecoach Road (Highway 5) transportation corridor poses substantial challenges to safely and efficiently moving residents from Saline County into Little Rock—one of the region's largest job-creation centers. The Project is needed to relieve traffic congestion and enhance safety for all users. The *Highway 5 Corridor Improvement Study Executive Summary (2017)* concluded that this project will provide improved travel conditions for both automobiles and pedestrians and will also provide an alternate route to I-30. A Rebuilding American Infrastructure with Sustainability and Equity (RAISE) grant application will also be submitted for this Project. If successful, the additional funds would allow ARDOT to develop it using the Complete Streets model. A Complete Streets model would provide additional benefits including, but not limited to: improving mobility and community connectivity, bolstering climate resiliency, environmental sustainability, advancing partnership and collaboration between the Cities of Bryant and Little Rock, and Americans with Disabilities Act compliant multi-use trails and sidewalks.

Public involvement for this project began in December 2010 with a public involvement meeting in Bryant, AR with ninety-nine attendees. This was followed by a second meeting in December 2012 also held in Bryant, AR with ninety-three attendees.

Public involvement activities resumed in Spring 2021 with initial outreach to elected and public officials in the project area.

A virtual public officials meeting and a virtual public involvement meeting was held on July 8, 2021, due to the COVID-19 pandemic to ensure public input could be collected while ensuring the safety of participants. The virtual public involvement meeting was hosted in English (<https://vpiph02-job-061632-hwy-83-pul-co-line-widening-brya-2d002-ardot.hub.arcgis.com/>) and Spanish (<https://vpiph02-job-061632-hwy-83-to-pulaski-co-line-hwy-5--07edf-ardot.hub.arcgis.com/>). The public could also view the general project location exhibit, the project design exhibit, and an interactive project web map.

To publicize the meeting, 206 direct mailers went out to a vast stakeholder list including elected and public officials, local residents and minority ministers. Advertisements were printed in *The Arkansas Democrat-Gazette* on Sunday, June 27 and Sunday, July 4 and in *The Saline Courier* on Wednesday, June 30.

PSAs advertising the meeting ran on local radio stations KOKY 102.1 and La Zeta 106.3 the week of the public meeting. Meeting information was placed on the local Chamber of Commerce online calendars. ARDOT placed information on the main website and on their Twitter account beginning Friday, July 2, and kept this information up and available throughout the public comment period. Information was also placed on the City of Bryant Facebook site and other community calendars.

The Project website, [www.ardot.gov/OldStageCoach](http://www.ardot.gov/OldStageCoach), includes additional public involvement information, including contact information and will include future public involvement meeting details.

## **PUBLIC INVOLVEMENT PLAN GOALS**

This Public Involvement Plan (PIP) was developed in accordance with the *ARDOT Public Involvement Handbook* (2020), 23 Code of Federal Regulations §771.111 and the Department's latest Virtual Public Involvement guidance. The purpose of the PIP is to document and outline the public involvement and outreach efforts that will be used to encourage stakeholder participation and solicit stakeholder feedback from both public and private stakeholders through traditional and innovative means during the development of the proposed project.

The PIP accomplishes the following:

- Provide multiple options of public involvement to provide information and encourage feedback
  - Utilize a variety of tools to communicate to the public including traditional public meetings, social media, publications, a project website, and other methods as detailed in this plan
- Document the public involvement and outreach efforts that will be performed for the project
  - Create a database for cataloging public and agency comments and responses to those comments

- Document each meeting/hearing
- Provide opportunities for participation by minority, low-income, non-English speaking, elderly, and disabled stakeholders, as well as other groups traditionally not involved in project development processes
  - Provide early and continuous opportunities for the public to be involved and identify social, economic, and environmental impacts

ARDOT has identified the location of protected populations in the initial and refined study areas (see Project Area Population Demographics) and has identified and incorporated strategies to engage these populations. Throughout the study, ARDOT will continue to identify barriers to these populations' participation in transportation decision-making, identify strategies that may overcome those hurdles, and implement those strategies.

### PROJECT AREA POPULATION DEMOGRAPHICS

From reporting block groups, approximately 27,849 people live within the total area in both Pulaski and Saline Counties. The project team analyzed demographics that would inform outreach strategies, specifically those of education (**Table 1**), income (**Table 2**), minority populations (**Table 3**), and Limited English Proficiency (**Table 4**). This demographic data will determine specific outreach strategies and allow the project team to effectively engage the project area population.

**Table 1. Education**

<b>Education</b>	<b>Percent of Population</b>
Less than high school graduate	6%
High school graduate (or equivalent)	28%
Some college or associate's degree	35%
Bachelor's degree	18%
Graduate or professional degree	13%
<b>2019 Study Area Population: 6,805</b>	

**Table 2. Income**

<b>Census Tract (CT)</b>	<b>Average Percent of Population Below Poverty Line</b>
CT 105.10	7%
CT 105.09	4%
CT 104.04	7%
CT 101.03	10%
CT 42.20	1%
CT 41.04	1%
<b>2022 DHHS Poverty Threshold for Family of Four: \$27,750</b>	

**Table 3. Minority**

Location	Percent of Population
Block Group 2, CT 41.04	55%
Block Group 2, CT 42.20	64%
Block Group 3, CT 42.20	62%
<b>2019 Study Area Population: 3,698</b>	

**Table 4. Limited English Proficiency**

Limited English Proficiency	Percent of Population
Block Group 1	4%
Block Group 2	10%
Block Group 3	8%
<b>2019 Study Area Population: 9,225</b>	

ARDOT will be responsible for coordinating public involvement efforts relating to the National Environmental Policy Act (NEPA). These responsibilities will include stakeholder engagement and preparing for a public involvement meeting in 2023 and a public hearing in 2024 both virtually and in person. Public involvement efforts will be led by the Public Involvement Manager (contact information below).

Public Involvement Contact
<b>Karla Sims, MS</b> Lead Public Involvement Specialist Environmental Division Office: 501-569-2949 Email: <a href="mailto:karla.sims@ardot.gov">karla.sims@ardot.gov</a>

The following details the public involvement activities and deliverables to be performed for this project.

### **ROLES & RESPONSIBILITIES**

- ARDOT Public Involvement will handle all development, coordination, and execution of each deliverable.

### **PUBLIC INVOLVEMENT**

Multiple outreach and communications strategies will be implemented to engage a local stakeholders in public input opportunities and provide information about the project.

### **Methods of Public Involvement**

ARDOT will plan and execute the following public engagement activities.

**Stakeholder Mailing List** will be developed and maintained. This list will be used for distributing meeting announcements and Project information. The list includes contact information as available for the following (but is not limited to): elected officials, agency and public officials, minority ministers, major employers, chambers of commerce, advocacy and civic groups, local technical college, neighborhood and homeowner

associations, and adjacent property owners. The mailing list is to be updated prior to each public involvement event. Community Resource List (**Table 5**) will be included in stakeholder database.

**Table 5: Community Resources**

<b>Name of Facility</b>	<b>Type of Facility</b>	<b>Address</b>
Arkansas Heart Hospital: Encore Medical Center	Medical Center	1901 Encore Way, Bryant, AR 72019
New Life Church Saline County	Place of Worship	4305 AR-5, Bryant, AR 72022
Friends in Christ Lutheran Church	Place of Worship	4305 AR-5, Bryant, AR 72022
North Bryant Baptist Church	Place of Worship	2710 N Prickett Rd, Bryant, AR 72022
Collegeville Elementary School	School	4818 AR-5, Bryant, AR 72022
Southern Trace Rehabilitation Center	Elderly Care Facility	22515 I-30 Frontage Rd, Bryant, AR 72022
Bryant MFD	Fire	312 Roya Ln, Bryant, AR 72022
Bryant Police Department	Police	312 Roya Ln, Bryant, AR 72022
Indian Springs Baptist Church	Place of Worship	23581 I-30, Bryant, AR 72022
Crossroads Cumberland Presbyterian Church	Place of Worship	3600 Market Pl Ave, Bryant, AR 72022
Courtyard Cottages Sr. Living Community	Elderly Care Facility	601 Courtyard Cottage Cir, Bryant, AR 72022
Farmers Market	Market	251 A St, Bryant, AR 72022
Arkansas Juvenile Assessment and Treatment Center	Detention Center	1501 Woody Drive, Bryant
Alexander Youth Services	Detention Center	1501 Woody Drive, Bryant
Bible Baptist Church	Place of Worship	1722 Hilltop Rd, Bryant
Fox Ridge Luxury Senior Living	Elderly Care Facility	4216 Foxridge Drive, Bryant, AR 72022
Evergreen Living Center at Stagecoach	Elderly Care Facility	6907 AR-5, Bryant, AR 72022
Collegeville Nazarene Church	Place of Worship	124 Hilldale Rd, Alexander, AR 72002
Raymar Fields	Recreational Field/Arena	1701 Raymar Rd, Bryant, AR 72022
Collegeville Cemetery	Cemetery	7710 AR-5, Alexander, AR 72002
New Beginnings Christian Church	Place of Worship	7706 AR-5, Bryant, AR 72019
Parkway Elementary School	School	1800-1898 Daley Rd,

Name of Facility	Type of Facility	Address
		Alexander, AR 72002
Collegetville RFD	Fire	1307 Dunn Cr, Alexander, AR, 72002
Central Arkansas Church of Christ	Place of Worship	8220 AR-5, Alexander, AR 72002
Zeal Church	Place of Worship	8420 AR-5 n, Alexander, AR 72002
Midland Soccer Complex	Recreational Field/Arena	3865 Midland Rd, Alexander, AR 72002
Alexander Police Department	Police	15605 Alexander Rd, Alexander, AR, 72002
UA-Pulaski Technical College	School (College)	13000 I-30, Little Rock, AR 72210
UAPTC Culinary Arts and Hospitality Management Institute	School (College)	13000 I-30 Frontage Rd, Little Rock, AR 72210

**Elected and Public Officials list** will be developed and maintained throughout the life of the project. Elected and public officials will be notified via invitations or letters prior to any public involvement activity, including a public meeting and hearing.

**Minority Ministers list** will be developed and maintained throughout the life of the project. Minority ministers in the project area will be notified via mail or email prior to the public meeting and hearing.

**Adjacent Property Owners list** will be developed at the start of the project and updated prior to the public meeting and hearing. Addresses will be provided by the county assessor's office. Notification letters will be developed prior to the public meeting and hearing and will be distributed via mail.

**Display Advertisements** are to be published in local newspapers twice (two weeks prior to the public meeting and hearing and again one week prior to the public meeting and hearing).

**Legal Advertisements** to be published in the local newspaper 30 days prior to a public hearing to inform citizens that they can review the environmental document at ARDOT District Office prior to the public hearing.

Newspapers will include:

- *The Arkansas Democrat-Gazette*
- *The Saline Courier*

**Meeting Notification Flyers** will be developed to post on the Virtual Public Involvement (VPI) website as well as to distribute to anyone inquiring about the public meeting or hearing. These flyers will be distributed electronically via the stakeholders list, as well as to the community resources to print and hang at their locations to reach their audiences. These will be produced in both English and Spanish and mailed using Arkansas Mailing Services Corp.

**Radio Public Service Announcement (PSA)** is a radio advertisement to reach a targeted audience whose attention may not be captured by the printed media. Radio PSAs will be developed prior to the public meeting and hearing. Radio stations will include:

- 92.3 FM KIPR (Power 92 Jams)
- 102.1 FM KOKY
- La Zeta 106.3

**Community Calendars** Team will identify community organizations (radio stations, chambers, etc.) that have free community calendars and distribute meeting information to them.

**Presentations and Briefings** Team will provide presentations/briefings to elected officials, local boards, stakeholder groups, and interested organizations upon request. The project website will include a link to a request form. Any requests received will be discussed and the best person to deliver the presentation will be determined.

### **Advisory Committee Meetings**

Hold up to 3 Advisory Committee Meetings including reserving meeting locations, coordinate logistics of venue and attend meetings. Invitees can include elected officials, agency representatives, business leaders and others as agreed upon by the Department.

- ARDOT will also schedule, prepare materials, present project information, attend and staff each meeting and develop a summary for each meeting.

### **Public Meeting**

Conduct one public meeting in accordance with procedures outlined in the *ARDOT Public Involvement Handbook (2020)* and *ARDOT Virtual PI Guidance*.

- Develop Virtual PI Plan (use ARDOT template)
- Develop publication schedule
- Develop and distribute invitations
- Publish display ads (English and Spanish)
- Develop content for the ARDOT Website (English and Spanish)
- Develop and run PSAs
- Develop social media content and schedule (English and Spanish)
- Notify community calendars of event
- Organize meeting logistics and provide staff at the hearing (if in person)
- Develop materials for the event – exhibits will include a minimum of project location map, typical sections and “how to get involved” information
- Develop a written synopsis of comments received for inclusion in the



environmental document as an appendix

### **Public Hearing**

Conduct one location/design public hearing in accordance with procedures outlined in the *ARDOT Public Involvement Handbook (2020)* and *ARDOT Virtual PI Guidance*.

- Develop Virtual PI Plan (use ARDOT template)
- Develop publication schedule
- Publish Legal Ad
- Develop and distribute invitations
- Publish display ads (English and Spanish)
- Develop content for the ARDOT Website (English and Spanish)
- Develop and run PSAs
- Develop social media content and schedule (English and Spanish)
- Notify community calendars of event
- Organize meeting logistics and provide staff at the public meeting and hearing
- Develop materials for the events – exhibits will include a minimum of project location map, typical sections and “how to get involved” information
- Develop a written synopsis of comments received for inclusion in the environmental document as an appendix

- **Virtual PI (VPI)**

Prepare and develop all text and material for the virtual public involvement website for one (1) public meeting and one (1) public hearing. All material will be developed in English and Spanish. All material will be posted online five days prior to the public meeting or hearing.

- **Project Website**

Prepare and develop website content in English and Spanish for one (1) public meeting and one (1) public hearing.

- **Press Releases** will be sent to a media list ahead of the public meeting and public hearing.

- **Script & PPT Presentation**

Prepare and develop a script and presentation in English and Spanish for one (1) public meeting and one (1) public hearing, including recording the narration in English and Spanish for each meeting.

- **Social Media**

Prepare and develop up to 5 social media posts and graphics for each public meeting and public hearing. Posts will be developed in English and Spanish.

- **Comment Form**

Prepare and develop a comment form for one (1) public involvement meeting (1) public officials meeting and one (1) public hearing. Comment forms will be developed in English and Spanish. Comment form will be developed for both online and print.