



**Why did Jonesboro develop the Quality of Life and Connectivity Master Plan in 2018?**

It is well documented that bike and pedestrian networks act as catalysts within cities improving citizen's quality of life and connectivity between neighborhoods, major employers, public institutions and parks.

This Bike/Pedestrian Project will help to transform Jonesboro into a destination and desirable city for its citizens, improving health and financial wellbeing.

- Increasing recreational opportunities
- Affordable transit access
- Improving health
- Increasing property values



**Bike / Running trails are reshaping other areas of our great state.**

Arkansas has several examples of thriving bicycle networks including:

- Little Rock's Arkansas River Trail
- North West Arkansas' Razorback Greenway
- The connection over the Harahan Bridge between West Memphis and Memphis.

There is great effort under way to create regional connections for cyclists ... **Jonesboro is positioned to benefit from these.**

Jonesboro has become the state's fifth largest city. (pop. 71,151) As a result of rapid growth, the Jonesboro community has expressed a strong interest in creating a more connected and healthier environment. Several City parks and attractions such as Craighead Forest Park, Joe Mack Park and Northside Park, would benefit from improved pedestrian connectivity.

**Economic Benefits**

- With an increasing number of locals and tourists taking advantage of its network of natural-surface trails and shared-use paved paths, bicycling provided \$137 million in economic benefits to Northwest Arkansas in 2017.
  - Walton Family Foundation's Studies Highlight Economic Impact, Trail Usage and Regional Standing
- Real Estate comments during the interview process:
  - 73% believed that a home adjacent to a trail would be easier to sell
  - 55% agreed that the home would sell for more than a comparable home from a different neighborhood
  - 82% of real estate agents used the trail as a selling point
  - 100% believed trails are an amenity to the community around it

**Economic Benefits**

- The Red flyover could be an iconic travel destination location for biking/running enthusiasts.
  - It could also bring visitors in who may be considering A-State as well as alums who haven't been back to Jonesboro in a while.
  - It could become a feature of a race like the Big Dam Bridge in LR
- Other businesses could building adjacent to the trail and create new opportunities for entertainment and commerce.



### Recruitment and Retention of Talent

- Jonesboro has an extremely low unemployment rate, which makes recruiting a challenge.
  - Need a community that can attract families for our K-12 schools.
  - Need to be able to attract students to Arkansas State University.
- Hytrol has over 1200 employees and we are always looking to add quality team members to the Hytrol family
  - We can't quantify the amount of missed candidates
- It isn't just about recruitment, but retention.
  - Unfortunately, Hytrol and others have stories where we hire someone from St. Louis or Dallas and they stayed just long enough to be trained.



### Connecting People Safely

- If you have been to Craighead Forest Park lately and you know what it looked like before the upgrading of the trails, you can easily relate the impact of trails on the physical activity.
  - With our community growing and our plans to continue to grow, Craighead cannot be the only trails for our city.
- "Memphis discovered a 6,000% increase in average daily cyclist after bike lane installation at one particular intersection."
  - Nicholas Oylar, Memphis Bikeway and Pedestrian Manager



### Opportunities for Entertainment / Health

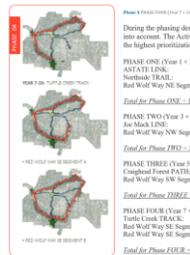
- "...every \$1 investment in trails for physical activity led to \$2.94 in direct medical benefit"
  - A cost-benefit analysis of physical activity using bike/pedestrian trails, Univ. of Illinois
- "Northwest Arkansas has become home to nearly a dozen annual trails events and races that bring regional and national participants, contributing to the tourism economy."
  - [www.bikenwa.org](http://www.bikenwa.org), [www.visitbetonville.com](http://www.visitbetonville.com), [www.rogerscyclingfestival.com](http://www.rogerscyclingfestival.com), [www.fayetteville-ar.com](http://www.fayetteville-ar.com)



### Connectivity Plan Moving Forward



Phase 1: Phase 1 (Year 1-2)  
Phase 2: Phase 2 (Year 3-4)  
Phase 3: Phase 3 (Year 5-6)



Phase 4: Phase 4 (Year 7-10)

During the phasing design process, logistics as well as priority scoring for all corridors were taken into account. The Active Travel Priority Scoring data results showed that the Downtown Hub had the highest prioritization score. The Downtown Hub is an important aspect of the plan.

PHASE ONE (Year 1 + 2)	
ASTATE LINK	\$6,471,218
Northside TRAIL	\$2,130,450
Red Wolf Way NE Segment	\$7,105,893
<b>Total for Phase ONE - \$15,707,561</b>	
PHASE TWO (Year 3 + 4)	
Joe Mack LINK	\$2,986,375
Red Wolf Way NW Segment	\$3,552,847
<b>Total for Phase TWO - \$6,539,222</b>	
PHASE THREE (Year 5 + 6)	
Craighead Forest PATH	\$8,575,875
Red Wolf Way SW Segment	\$7,105,893
<b>Total for Phase THREE - \$15,681,768</b>	
PHASE FOUR (Year 7 + 10)	
Little Creek TRACK	\$954,250
Red Wolf Way SE Segment A	\$3,552,846
Red Wolf Way SE Segment B	\$3,552,846
<b>Total for Phase FOUR - \$8,060,942</b>	
<b>TOTAL PROJECT COST:</b>	<b>\$44,976,780</b>

