



City of Jonesboro  
City of Brookland  
City of Bay  
City of Bono  
Craighead County  
Jonesboro Economical Transportation System  
Arkansas State Highway and Transportation Department  
Federal Highway Administration  
Federal Transit Administration

**August 9, 2017**

**RE: Citizen Advisory Committee Meeting of August 16, 2017**

Dear Committee Members:

The agenda for the upcoming meeting of the Jonesboro Metropolitan Planning Organization (MPO) Citizen Advisory Committee is attached. The meeting will be held **at 3:00 p.m., on Wednesday, August 16<sup>th</sup>, 2017 in the Conference Room of the NEA United Way (407 Union Street).**

As always, all stakeholders to the regional transportation planning process are welcome to attend this meeting. Those in attendance are encouraged to speak on any matter related to transportation planning whether it is on the current agenda or not. Please call the MPO staff office at (870) 933-4623 if you have questions or comments.

Sincerely,

Erica Tait  
MPO Director



**MPO CITIZEN ADVISORY COMMITTEE MEETING AGENDA**  
**NEA United Way**  
**August 16, 2017, 3:00 p.m.**

*Members of the audience will be provided an opportunity to speak at the conclusion of the meeting, or as otherwise specified by the MPO Director. It is requested that presentations be limited to three minutes, and that members of the audience identify themselves, give their address, and state their point as briefly as possible when addressing the Committee.*

*Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services are requested to contact the Metropolitan Planning Organization office (Tel # (870) 933-4623) 48 hours in advance of the meeting so that appropriate arrangements can be made.*

- 1. Committee Chair to Call the Meeting to Order**
- 2. Welcome and Introductions**
- 3. Approval of Minutes from 7.12.17 Meeting**
- 4. Staff Updates**
  - A. Active Transportation Plan (ATP) Development
  - B. Technical Memorandum from Aggie Road Walk Audit
    - a) Aggie Road Pop Up Event
    - b) Safety Lights
- 5. Old Business**
  - A. ASU Strategic Plan Recommendations Update
    - a) MPO Logo Development
    - b) MPO Proposed Core Values
- 6. New Business**
  - A. MPO Public Meetings/Advertising
    - a) Community Event Calendars/Promotion
    - b) MPO Video Recommendations
- 7. Public Comments**
- 8. Adjournment**

**Contact Lists (Emails, Faxes, and Postal Mail Addresses):** Please update your information and give us the addresses of those you would like to be on the MPO mailing list.

Citizen Advisory Committee (CAC) Meeting Minutes

Date July 12, 2017

Location Third Floor Conference Room  
Jonesboro Municipal Center  
300 S. Church Street  
Jonesboro, AR 72401

Time 3:00 p.m.

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Opening Rick Cheshier called the Citizen Advisory Committee (CAC) meeting to order at 3:00 p.m. on July 12, 2017 in the third floor conference room of the Jonesboro Municipal Center.

Roll Call Those in attendance are listed below.

Citizen Advisory Committee Members

Rick Cheshier  
Frank Plucinski  
Harold Carter  
Dewaine Beisner  
Billy Holland  
John Sloan  
Bethany Noto  
Angy Abaunza

Staff

Erica Tait  
Cecelie Cochran

**Introductions**

Those in attendance introduced themselves.

**Minutes**

Dewaine Beisner made the motion to approve the minutes from the meeting on June 8, 2017; Frank Plucinski seconded the motion. The minutes were approved unanimously.

**Staff Updates**ASU Strategic Plan Recommendations Update**A. ASU Summary Review/Prioritization Exercise**

Erica supplied committee members with a copy of the summary containing marketing/branding recommendations from the ASU Strategic Plan, which was presented to MPO staff by students from the ASU College of Business. She asked members to review the summary, and stated that the next step for the committee will be to help the MPO develop a Strategic Marketing Plan. Erica reminded the committee that the TPC has approved the adoption of the new name "Northeast Arkansas Regional Transportation Planning Commission" and the tagline "Transportation for Life" for the MPO. She reiterated that the purpose of the MPO name change was to help the public distinguish the role and responsibilities of the MPO within the local transportation planning process. Erica announced that the MPO is currently consulting with Steven Trotter of Nectar Marketing to develop potential logo designs. In the meantime, Erica asked members to provide feedback regarding new color and acronym suggestions for the promotional marketing of the MPO brand. John Sloan suggested that the MPO utilize the acronym "NEAR TranPlan" as an alternative reference to its newly adopted name of "Northeast Arkansas Regional Transportation Planning Commission." He also proposed that MPO staff research widely acceptable color selections that are sensitive to the needs of those members of the public who are colorblind. Angy Abaunza suggested that the MPO include various combinations of the color green in the new logo design due to its association with outdoor transportation and recreation. Bethany Noto proposed that the color gray be used as well due to its neutrality. Dewaine Beisner agreed, and made the motion to recommend to the TPC that the MPO incorporate various shades of the colors green and gray in the

development of the new MPO logo design. The motion was seconded by Angy Abaunza. The motion was approved unanimously.

Erica asked the committee to review the Core Values recommended to the MPO in the ASU Strategic Plan, and provide feedback regarding the potential inclusion/adoption of those values to the MPO brand. Committee members implied that a statement of values might help clarify the purpose and functions of the MPO to the public. The committee agreed that the MPO should recommend to the TPC that the following Core Values be adopted for the MPO: “Improving functionality of multimodal transportation systems in order to provide safe and economic transportation for citizens of the areas we serve,” “Developing positive community relationships through citizen participation and involvement,” and “Conducting all our activities and carrying out all our processes with the highest ethics, integrity and moral values.” Erica stated that she will make necessary revisions to the wording of the selected Core Values, and submit them to the committee for review before presenting them to the TPC for approval/adoption.

Erica displayed to members the new changes in the design of the MPO website. She explained that the website has been updated to include more visual aids, descriptions and depictions of MPO plans, and helpful links to public news/engagement opportunities. Erica also pointed out that the amount of text on the MPO website has been drastically reduced to help minimize confusion and enhance navigation. She asked the committee to explore the new layout of the MPO website, and provide feedback on its current contents. Rick Cheshier suggested that the MPO consider web streaming options for various committee meetings in the future due to the popularity of its present usage. The committee expressed positive comments and feedback related to the website changes.

## **New Business**

### MPO Survey

Erica again urged committee members to visit the MPO website, and complete the General Transportation Survey. She also asked the committee to copy/share the link to the survey with their friends and constituents. Rick Cheshier inquired about the number of responses the MPO has currently collected from the survey. Erica responded by revealing that the survey has generated around 300 responses so far.

### MPO Social Media/Public Meetings

Erica asked committee members to submit any community event calendars to MPO staff at the upcoming CAC meeting on August 16, 2017. She stated that this will help increase and streamline public engagement opportunities for MPO staff. Erica also informed members that MPO staff is seeking CAC participation in being featured in a short video introduction regarding the need and relevance of the new MPO marketing/branding changes. She requested that the committee begin developing ideas and statements that can be used as potential content for the video. Erica asked members to be prepared to discuss their ideas at the next meeting.

## **Public Comments**

Dewaine Beisner inquired about the purpose of the MAPC and its relation to the MPO in the transportation planning process. John Sloan responded by stating that the objective of the MAPC is to express and uphold existing zoning laws and ordinances set by City through the Planning and Zoning Department. Erica stated that the MPO is tasked with developing and maintaining comprehensive transportation plans for the area. She clarified that the MPO can only make recommendations as to transportation related development within the region, and has no authority over any of the local jurisdictions it currently services.

## **Adjournment**

Billy Holland made the motion to adjourn the meeting; the motion was seconded by Frank Plucinski. The meeting adjourned at 4:07 pm.