Arkansas State Highway and Transportation Department



Arkansas Good Roads Transportation Council

Tuesday, December 3, 2013

Recent Voter Approved Programs

November 2011

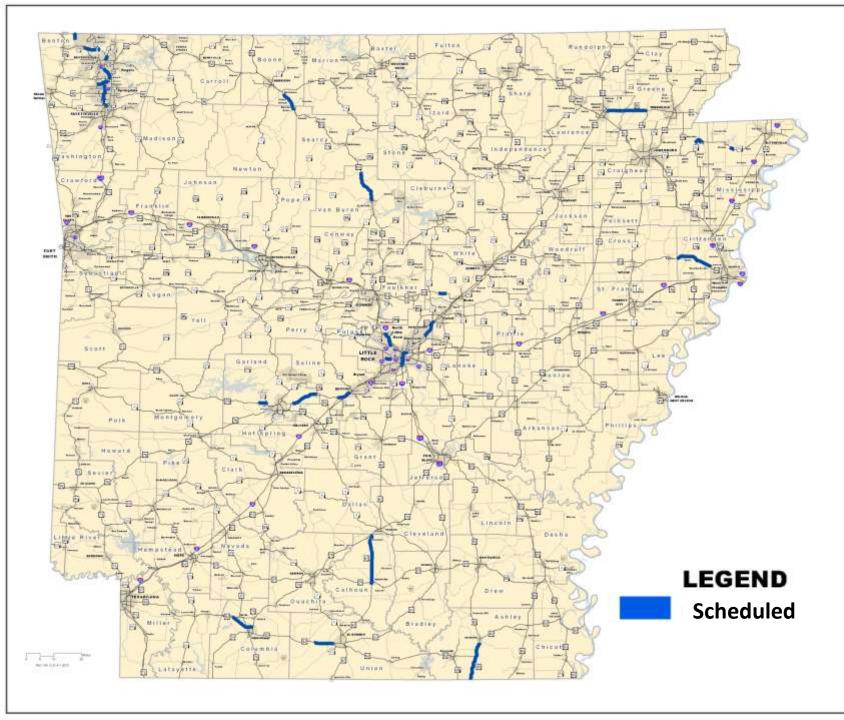


November 2012



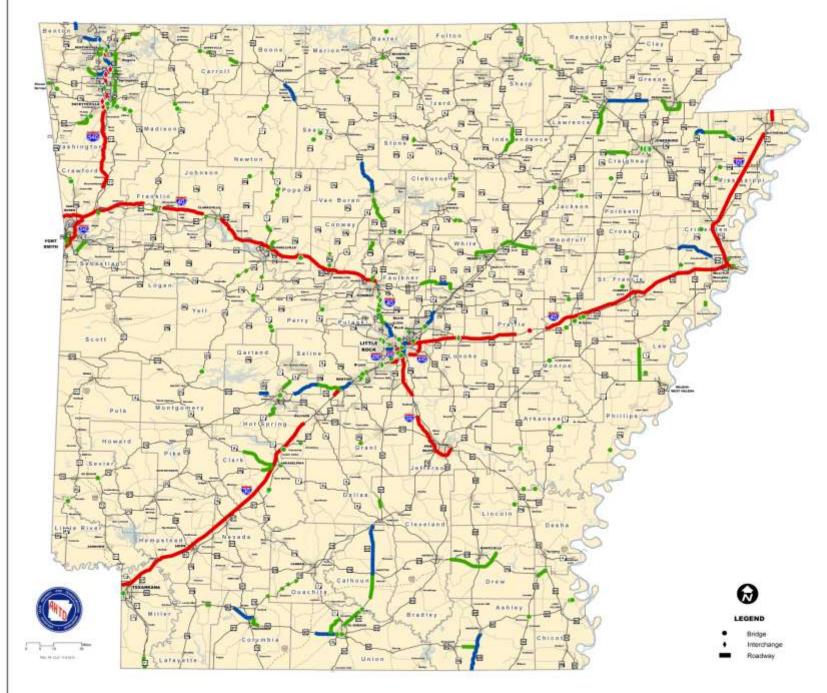








Statewide Interstate Connecting Transportation **Rehabilitation Arkansas Improvement** Program Program **Program**





A COMMUNICATIONS AND MARKETING PLAN



prepared by

THE AHTD PUBLIC INFORMATION OFFICE

April 2013



CHECK TRAVEL CONDITIONS AT



Travel Smart. Travel Safe.



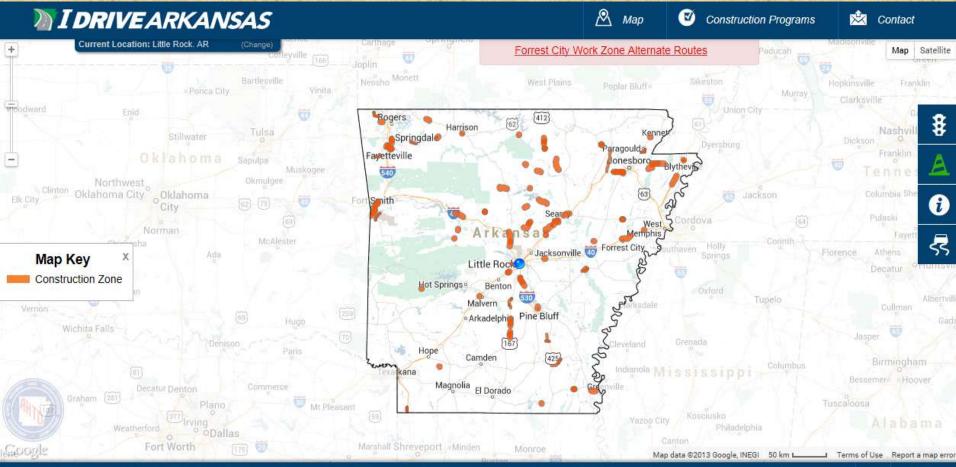
ARKANSAS STATE HIGHWAY AND TRANSPORTATION DEPT.



Construction Zone Locations
Live Traffic Conditions
Weather Radar
Live Traffic Cameras (Coming Soon)

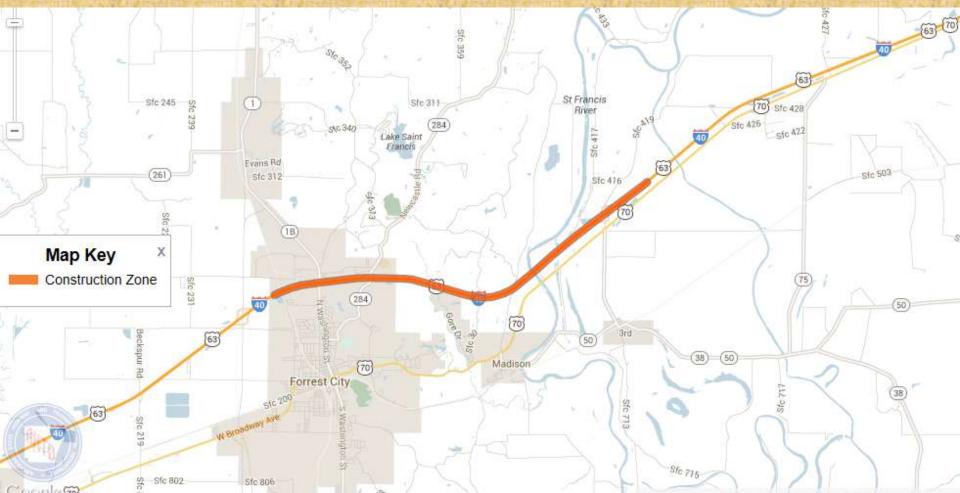






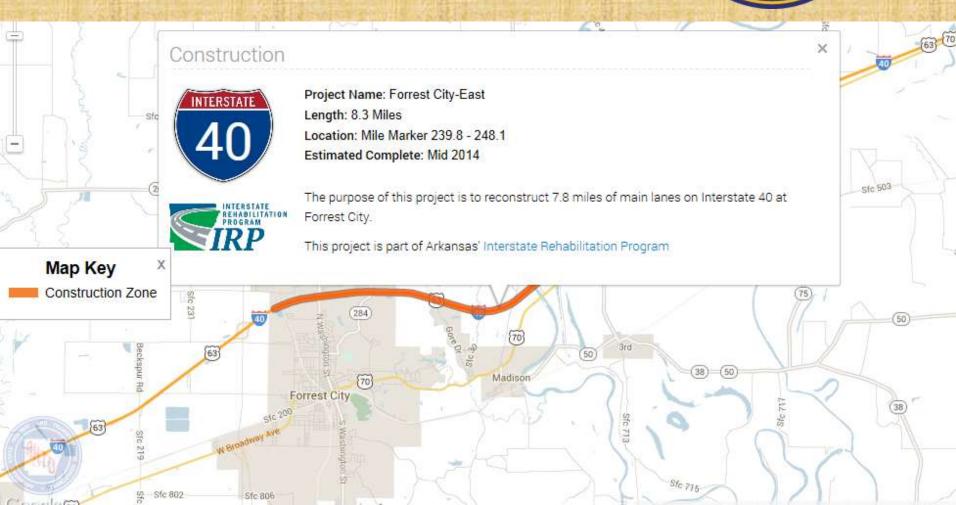












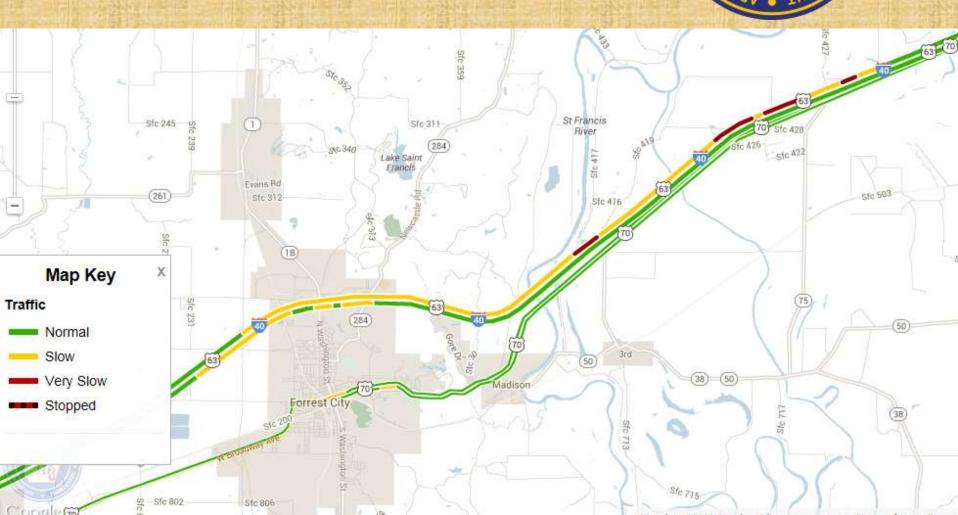
ARKANSAS.COM

















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ARKANSAS STATE HIGHWAY AND TRANSPORTATION DEPT.

Needs vs. Revenue



180 miles



450 miles

Needs vs. Revenue







Total = 630 miles 3.8%

National Survey: American Manufacturers

70 %

American infrastructure is in fair or poor shape and needs a great deal or quite a bit of improvement



National Survey: American Manufacturers



National Survey: American Manufacturers

65 %

Do not believe that infrastructure is positioned to respond to the competitive demands of a growing economy over the next 10 to 15 years

National Survey: Americans Value Good Roads

78 %

Driving a motor vehicle is "Very" or "Extremely" important to conducting daily lives



National Survey: Americans Value Good Roads

88 %

Transportation infrastructure is important to maintaining a strong economy



National Survey: Americans Value Good Roads

83 %

Transportation network is important to ensuring national defense and emergency response



Average Monthly Household Expenditures

Electricity/Gas \$159.34 Telephone \$161.25

TV/Internet \$123.93

Roads \$46.33





ArkansasHighways.com Litter Hotline 866-811-1222







