


# EAST-WEST CONNECTOR STUDY


## Virtual Open House #1 Summary

### Who participated?


  
602 Total Open House Responses

  
121 Online Tool Sign-ins

  
89 Completed Surveys

  
Sherwood (65%)  
Jacksonville (12%)  
Little Rock (6%)  
Other local jurisdictions (17%)

### Why are they traveling?

  
25% Live in the area

  
22% Travel through the area

  
20% Shop in the area

  
33% Work, visit, or own a business in the area



### Which study objectives are the most important?

- 1) Congestion Reduction, Mobility, and System Reliability
- 2) Safety and Security
- 3) Infrastructure Condition
- 4) Economic Competitiveness
- 5) Multimodal Transportation System
- 6) Environmental Sustainability



### Which type of roadway do travelers prefer?

54% Through-traffic

38% Connections to local destinations

8% Other, Both, Safe, Neighborhood Friendly



### Which Land Uses would benefit the most?

25% Commercial

23% Residential

18% Multifamily & Park/Open Space

13% Institutional

11% Other

10% Industrial



### Travel Experiences

90% Congestion is an issue at some point in the day

10% Congestion is not an issue