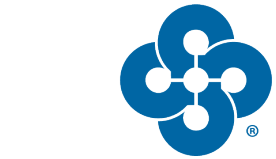

JATSO
PROFESSIONAL PLANNING SERVICES
ACTIVE TRANSPORTATION / BICYCLE AND
PEDESTRIAN TRANSPORTATION PLAN UPDATES
HOUSE OF SPEED
SPEED DEALER
JOPLIN
CLUB 609
Crafton Tull
LANESHIFT



Crafton Tull



LANESHIFT

April 25, 2025

Joplin Planning, Development, and Neighborhood Services
602 S. Main Street
Joplin, Missouri 64801

RE: REQUESTS FOR PROPOSALS #2026-RFP-12: PROFESSIONAL PLANNING SERVICES TO PREPARE JATSO'S ACTIVE TRANSPORTATION AND BICYCLE & PEDESTRIAN TRANSPORTATION PLAN UPDATES

Dear Selection Committee,

Crafton Tull and Laneshift are pleased to submit our proposal for the JATSO Active Transportation and Bicycle & Pedestrian Plan updates. With 62 years of service and a team of more than 300 professionals, Crafton Tull brings deep multidisciplinary expertise and a strong commitment to the communities we serve. In 2025, Laneshift joined Crafton Tull, strengthening our active transportation planning capabilities with specialized expertise in bicycle and pedestrian networks, safety, and meaningful public engagement.

Our team has led and supported active transportation and mobility plans for municipalities and communities of various sizes throughout the region. Crafton Tull recently completed an active transportation plan for Cole and Callaway Counties, Jefferson City, Holts Summit, St. Martins, Wardsville, and Taos through the Capital Area Metropolitan Planning Organization (CAMPO). Laneshift assisted Crafton Tull with public engagement for the planning process even before joining Crafton Tull. We believe this working relationship will be an asset to the team and demonstrates our ability to successfully execute a plan similar to JATSO's needs. Laneshift was also an important part of the Joplin Connected active transportation plan in 2022. Laneshift supported the planning process by leading public engagement efforts. This familiarity will be invaluable to this project.

We understand that each community requires a tailored approach shaped by its scale, character, and transportation needs. The Crafton Tull Planning Team based in Little Rock will lead this effort with support from Laneshift, which is based in Rogers, Arkansas. Our team is supported by our in-house civil engineers, landscape architects, environmental scientists, and surveyors. This integrated structure allows us to move seamlessly from planning to implementation with practical solutions.

We recognize that successful active transportation planning goes beyond identifying routes on a map. Safe, connected infrastructure must be supported by coordinated land use strategies, thoughtful design standards, and community buy-in. Our approach focuses on building a network that strengthens regional connections while improving local access. We will refine recommendations through data-driven analysis and stakeholder and public input to ensure the plan reflects the opportunities and character of the region.

Equally important is preparing for implementation. We will provide clear strategies, policies, design guidance, and maintenance considerations to help local and regional partners advance projects effectively and consistently. Our goal is to deliver a practical, forward-looking plan that enhances safety, accessibility, and quality of life across the region.

We appreciate your consideration and look forward to the opportunity to partner with JATSO on these important updates.

Sincerely,

Julie Luther Kelso, AICP, PLA, ASLA
Vice President of Planning | Crafton Tull
10825 Financial Center Parkway, Suite 300
Little Rock, Arkansas 72211
Julie.kelso@craftontull.com | 501.940.4420

Ryan Hale
Founder & Vice President | Laneshift
901 N. 47th Suite 400
Rogers, AR 72756
ryan.hale@laneshift.net | 479-636-4838

REQUIRED ACKNOWLEDGEMENTS

Seat Belt Use- The Contractor is encouraged to adopt and promote on-the-job seat belt use policies and programs for its employees and other personnel that operate company-owned vehicles, company rented vehicles, or personally operated vehicles. The terms "company-owned" and "company-leased" refer to vehicles owned or leased either by the Contractor or City of Joplin.

Distracted Driving- The Contractor agrees to adopt and enforce workplace safety policies to decrease crashes caused by distracted drivers, including policies to ban text messaging while using an electronic device supplied by an employer, and driving a vehicle the driver owns or rents, a vehicle Contractor owns, leases, or rents, or a privately-owned vehicle when on official business in connection with the work performed under this agreement.

Prohibition on Certain Telecommunications Equipment- The Contractor is prohibited to procure or obtain, extend or renew a contract to procure or obtain, or enter into a contract (or extend or renew a contract) to procure or obtain equipment, services, or systems that use covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. As described in Public Law 115-232, section 889, covered telecommunications equipment is telecommunications equipment produced by Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliate of such entities).

The Contractor agrees to the terms of the contract clauses listed in Exhibit A, and the Contractor also agrees to include these requirements, the contract clauses listed in Exhibit A, in each subcontract financed in whole or in part with Federal assistance provided by FTA, modified only if necessary to identify the affected parties.

Julie Luther Kelso
Signature of Contractor's Authorized Official

Julie Luther Kelso
Vice President of Planning | Crafton Tull
Name and Title of Authorized Official

2/13/2026
Date

penalty of not less than $10,000 and not more than $100,000 for each such expenditure or failure.

The Contractor, Crafton Tull, certifies or affirms the truthfulness and accuracy of each statement of its certification and disclosure, if any. In addition, the Contractor understands and agrees that the provisions of 31 U.S.C. A 3801, et seq., apply to this certification and disclosure, if an.

Signature of Contractor's Authorized Official Julie Luther Kelso

Name and Title of Authorized Official Julie Luther Kelso
Vice President of Planning | Crafton Tull

Date 2/13/2026



01

OVERVIEW + RESOURCES


Crafton Tull
LANESHIFT

WHO WE ARE

Crafton Tull

ARKANSAS
- Conway
- Fayetteville
- Fort Smith
- Hot Springs
- Jonesboro
- Little Rock
- Rogers
- Russellville

OKLAHOMA
- Oklahoma City

TEXAS
- Plano





GENERAL BACKGROUND

Crafton Tull has been in business for 62 years. In that time, the company has grown to be is comprised of more than 300 professionals. Each of the team members presented in this proposal bring a variety of expertise and backgrounds to the team. The Laneshift team joined Crafton Tull in 2025 and brings in-depth knowledge of active transportation and unique public outreach skills. The Crafton Tull team boasts a lengthy roster of planners, civil engineers, landscape architects, environmental scientists, and surveyors, among other disciplines who are dedicated to our core values.

The Little Rock and Rogers offices will lead the planning team for the JATSO Active Transportation and Bicycle & Pedestrian Plan updates, but Crafton Tull's internal roster of multi-discipline professionals serves as additional resources for the team. Crafton Tull has a vested interest in the communities we serve and can draw from the other disciplines within the firm across its many locations. This multi-discipline, in-house approach provides the Crafton Tull Planning Department with unique insight.

CRAFTON TULL
BY THE NUMBERS

310+ EMPLOYEES

85+ LICENSED PROFESSIONALS

100% EMPLOYEE-OWNED

10 OFFICES

PLANNING PHILOSOPHY & SERVICES

CLIENT-FOCUSED PLANNING

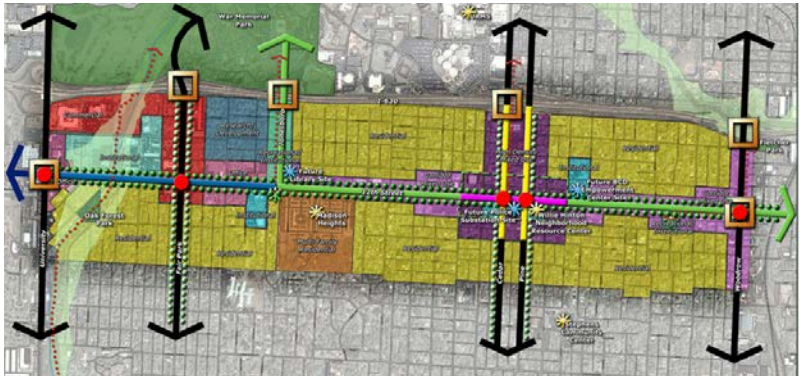
The Planning Department of Crafton Tull strives to create customized solutions for each client while integrating sustainable planning practices and utilizing a proven process. We gather public and private input to establish a unique vision, develop creative concepts that lead to practical plans and guidelines, and provide action steps for enhancing the quality of place for a community. We take a holistic approach to every project. A master plan (of any scale) should not only consider what elements are successful but what elements need to be realized to help locate future facilities and provide strategic direction for the client.

Each and every community is different. The Crafton Tull Planning Department understands that successful comprehensive plans and specific site designs are not the product of a consultant's vision for a community, but rather a reflection of that community's values. We strive to create innovative solutions that embrace each community's needs and desires with an eye toward market reality.



WHAT WE OFFER

Crafton Tull's goal is to provide clients with the highest levels of excellence, innovation, and creativity in addressing their planning and design needs. From citywide master plans to the detailed design of individual sites, Crafton Tull is pleased to provide technical expertise to our clients.



Crafton Tull offers the following services:

- Comprehensive Master Planning
- Phasing, Cost, and Feasibility Studies
- Parks System Master Planning and Design
- Bicycle and Pedestrian Trail System Planning and Design
- Sustainable Planning and Design
- Site Selection and Analysis
- Design Guidelines
- Urban Design Solutions
- Site Master Planning and Design
- Environmental Design
- Surveying + Engineering + Construction Administration
- Architecture + Landscape Architecture

DESIGN + ENGINEERING

CITY & LOCAL STREETS



TRAIL DESIGN



HIGHWAYS & BRIDGES



ENVIRONMENTAL COMPLIANCE



LANDSCAPE ARCHITECTURE



ARCHITECTURE



SURVEYING



PARKS DESIGN



UTILITY DESIGN



LANESHIFT JOINS CRAFTON TULL

LANESHIFT JOINS CRAFTON TULL

Laneshift is a consulting and professional development provider that specializes in bicycle and pedestrian networks, safety, and community connectivity. In 2025, Laneshift became a division of Crafton Tull, a 300+ person engineering and design firm. The partnership combines the expertise of both firms to foster collaboration with cities, companies, developers, and advocacy organizations. Our mission is to strengthen people and places through active transportation.







FOCUS

Laneshift is focused on leveraging our real-world experience to help clients improve connectivity by creating and improving bicycle networks, pedestrian networks, and outdoor amenities. At our core, Laneshift is passionate about and focused on moving people safely and comfortably. This translates into a focus on active mobility with an emphasis on bicycle and pedestrian modes. At Laneshift, we are committed to fostering connections between communities and people.

ACTIVE TRANSPORTATION ACADEMY

CONNECTED COMMUNITY WORKSHOP

ACTIVE TRANSPORTATION EXCURSION

NWA BENCHMARKING TOUR

PROFESSIONAL DEVELOPMENT PROGRAMS

Laneshift facilitates high-impact professional development and training offerings, which are designed to equip participants with a deep understanding of both active transportation-friendly culture and infrastructure. Educational programs also provide opportunities for participants to build relationships and learn from other professionals from around the country.

We believe education can change people's lives and empower professionals to impact positive change within their communities. When professionals change how they think about their community, it changes how they make decisions within their community. Since 2017, Laneshift has trained hundreds of professionals through our various programs. We offer a wide array of Active Transportation professional development and training courses that are tailored to different professionals and organization needs.

COMMUNITY + STAKEHOLDER ENGAGEMENT

Effective community engagement ensures infrastructure solutions meet diverse needs. We gather input through public meetings, workshops, and surveys, ensuring that all voices—city staff and officials, residents, business owners, and advocacy groups—are heard and represented in the final plan.





PROFESSIONAL DEVELOPMENT & COMMUNITY ENGAGEMENT GUIDING PRINCIPLES

EXPERIENCE-BASED

Participants in our professional development programs engage directly with active transportation facilities, gaining firsthand experience to better understand user needs and inform design decisions

SOCIAL LEARNING

By learning from our team and from each other, participants share insights and best practices, fostering collaborative problem-solving across regions and contexts

PRACTICAL, REAL-WORLD APPLICATION

We design the learning objectives of our programs to be applicable in real-time and in the real-world. Participants can easily integrate learning into their projects, communities and their lives

REFLECTION

We include structured time for participants to observe, reflect, and discuss their experiences to help deepen understanding and refine solutions

STAFF RESOURCES + AVAILABILITY

Crafton Tull is comprised of more than 300 professionals. Each of the team members presented in this proposal bring unique expertise and backgrounds to the team. The Crafton Tull team boasts a lengthy roster of planners, civil engineers, landscape architects, environmental scientists, and surveyors, among other disciplines who are dedicated to our core values.

The staff in our Little Rock office will be the primary personnel for JATSO's planning team, and we will be joined by Laneshift, a division of Crafton Tull located in Rogers. While our project manager will ensure that team members are on track and dedicated to hitting all key points in the project on schedule, our internal roster of multi-discipline professionals serves as additional resources for the team. Crafton Tull has offices in 10 cities, providing a wealth of experience from which to draw. Crafton Tull and Laneshift will work together to ensure thorough public engagement is executed for this project.

CAPACITY AND WORKLOAD

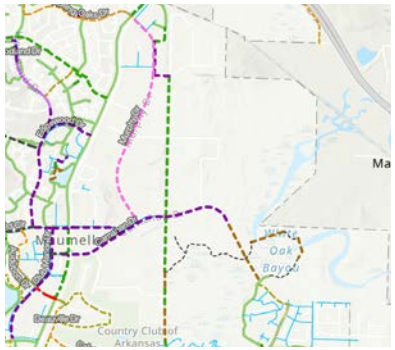
The **Crafton Tull** Planning Department has the resources to complete this work efficiently, with 10% of projects in early phases, 70% in development, and 20% nearing completion. Additionally, **Laneshift** adds to this capacity with 30% of projects in the early phases, 20% in development, and 50% nearing completion. This balanced workload allows resources to be available at every stage of the JATSO Active Transportation Plan update.

331 TOTAL EMPLOYEES

COMPANY-WIDE STAFF BY DISCIPLINE

- **5** Planners: Urban + Regional
- **85** Civil Engineers
- **96** Land Surveyors
- **8** Structural Engineers
- **4** Architects
- **9** Landscape Architects
- **14** Transportation Engineers
- **3** GIS Specialists
- **54** CADD Technicians
- **10** Construction Inspectors
- **35** Administrative
- **2** Aerial Photographers
- **6** Environmental Scientists

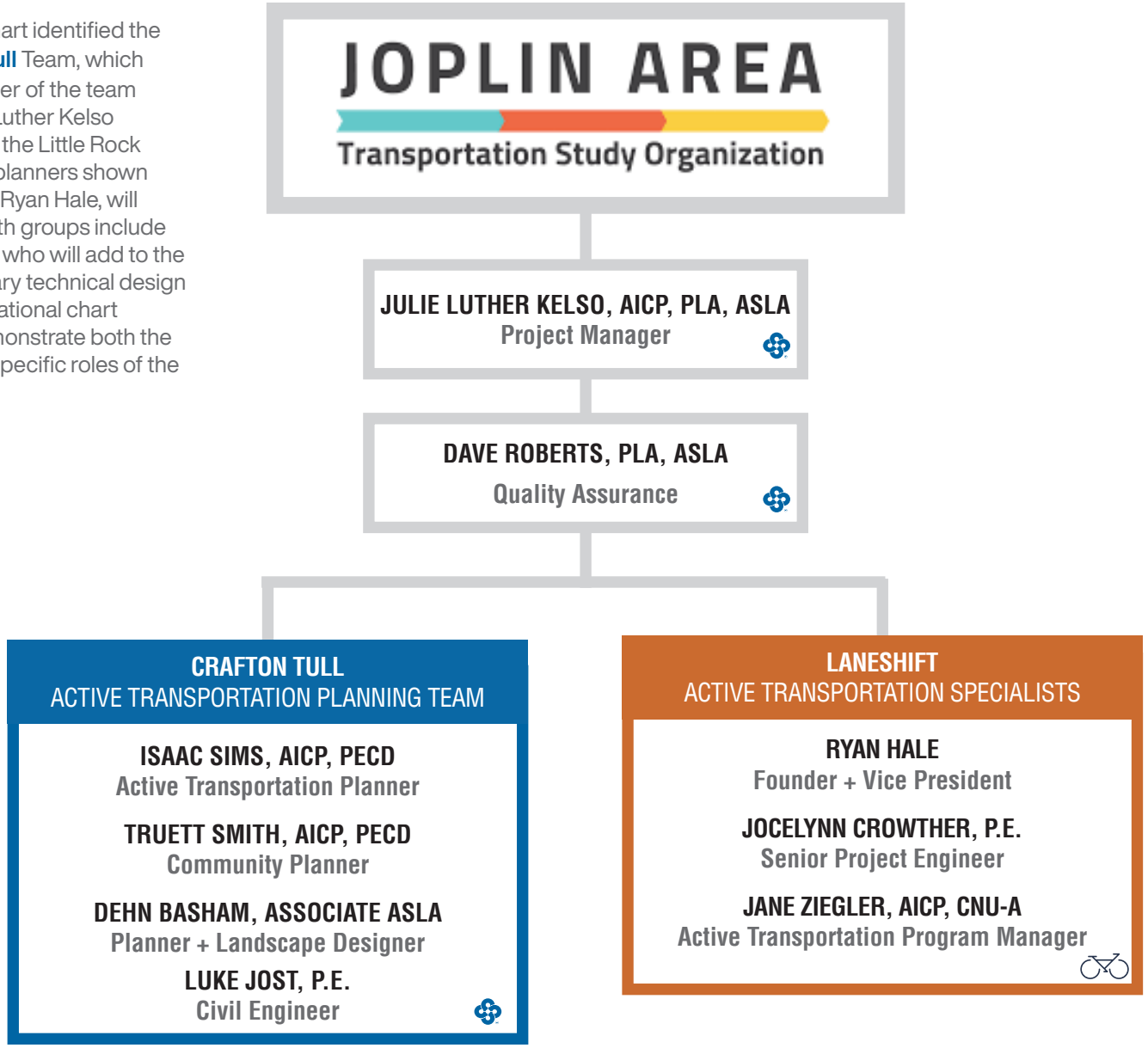






PROJECT TEAM

This proposed organizational chart identified the key personnel on the **Crafton Tull** Team, which includes **Laneshift**. Each member of the team brings valuable expertise. Julie Luther Kelso will lead the planning team from the Little Rock working along side the team of planners shown here. The Laneshift team, led by Ryan Hale, will support the planning efforts. Both groups include licensed professional engineers who will add to the planning expertise with necessary technical design details or drawings. The organizational chart shown here is positioned to demonstrate both the degree of involvement and the specific roles of the team members.



JULIE LUTHER KELSO AICP, PLA, ASLA






ABOUT JULIE

YEARS OF EXPERIENCE: 27

EDUCATION: University of Arkansas Fay Jones School of Architecture and Design, Bachelor of Landscape Architecture, Minor in Art History

REGISTRATION: Arkansas #5088, Texas #2047, CLARB Certified #775

PROFESSIONAL AFFILIATIONS: Arkansas State Board of Architects, Landscape Architects, and Interior Designers - Board Member, American Institute of Certified Planners, American Planning Association - Arkansas Chapter Secretary, Congress for New Urbanism, American Society of Landscape Architects, Leadership Arkansas Class XII, Arkansas State Chamber of Commerce

PROJECT MANAGER

BICYCLE, PEDESTRIAN & TRAILS PLANS EXPERIENCE

Capital Area Active Transportation Plan – Jefferson City, Cole & Callaway counties, MO

Central Arkansas Regional Greenways Plan – Pulaski, Faulkner, Lonoke, and Saline Counties, AR
2024 American Council of Engineering Companies, Arkansas Winner
2024 American Council of Engineering Companies, National Recognition
2024 Arkansas APA Plan of the Year

City of Searcy Active Transportation Plan (#MySearcy Plans) – Searcy, AR
2025 ACEC Arkansas Excellence in Engineering Award
2024 APA Arkansas Plan of the Year
2024 APA Arkansas Outstanding Community Engagement

Maumelle Pinnacles Outdoor Recreation Master Plan – Pulaski and Perry Counties

Springdale Trails Feasibility Study – Springdale, Arkansas

Arkansas Statewide Bicycle and Pedestrian Transportation Plan – Arkansas
2016 Arkansas APA Achievement in Comprehensive Plan Development Award

US Bicycle Route 80 Feasibility Study – Memphis, TN to Little Rock, AR
2021 Arkansas APA Achievement in Comprehensive Plan Design Award
2023 ASLA Central States Merit Award

Rock Island Greenway Feasibility Study – El Dorado, AR to Ruston, LA





BICYCLE, PEDESTRIAN & TRAILS PLANS EXPERIENCE CONT.

Tulsa Regional Bicycle and Pedestrian Master Plan – Tulsa, OK

NWA Bicycle Infrastructure Plan – Benton and Washington Counties, AR

Connect Conway RAISE Grant + Little Creek Plaza Planning – Conway, AR

Pulaski County Pedestrian and Bicycle Trails Master Plan – Pulaski County, AR

City of Bentonville Bicycle and Pedestrian Plan – Bentonville, AR

City of Searcy Active Transportation Plan – Searcy, AR

City of Maumelle Active Transportation Plan – Maumelle, AR

City of Lonoke Bicycle and Pedestrian Plan – Lonoke, AR

City of Sherwood Bicycle and Pedestrian Plan – Sherwood, AR

City of Stuttgart Bicycle and Pedestrian Plan – Stuttgart, AR

City of England Bicycle and Pedestrian Plan – England, AR

City of Helena-West Helena Bicycle and Pedestrian Plan – Helena-West Helena, AR

City of Batesville Bicycle and Pedestrian Plan – Batesville, AR
2018 ACEC Arkansas Honor Award, 2018 ACEC Arkansas People's Choice Award

City of El Dorado Bicycle and Pedestrian Plan – El Dorado, AR

ADDITIONAL EXPERIENCE

Oak Street Bicycle and Pedestrian Improvements – Rogers, AR

Chaffee Crossing Redevelopment Plan – Fort Smith and Barling, AR
2011 Urban Design Award, AR Chapter APA

12th Street Corridor Revitalization Plan – Little Rock, AR

East Main Street Improvements – Siloam Springs, AR

Hillsboro Gateway Redevelopment Plan – El Dorado, AR

Broken Arrow Old Town Study – Broken Arrow, OK

Garland Downtown Urban Design Plan – Garland, TX

Charlottesville Downtown Urban Design Plan – Charlottesville, VA

Bryant Leap Forward Plan – Bryant, Arkansas

Plan Jonesboro Comprehensive and Master Street Plans – Jonesboro, AR

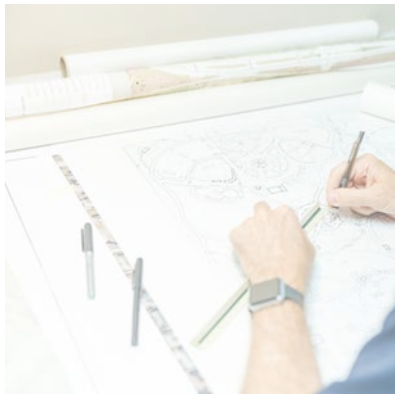
Northwest Arkansas Regional Growth Strategy – Benton and Washington counties

Pine Bluff Comprehensive Plan – Pine Bluff, AR

Hot Springs Village Comprehensive Plan – Hot Springs Village, AR

DAVE ROBERTS PLA, ASLA









ABOUT DAVE

YEARS OF EXPERIENCE: 37

EDUCATION: University of Arkansas Fay Jones School of Architecture and Design, Bachelor of Landscape Architecture

REGISTRATION: Arkansas #5020

PROFESSIONAL AFFILIATIONS: American Planning Association, Arkansas, American Society of Landscape Architects, Arkansas, MOVE Arkansas State Coalition, Executive Committee, Arkansas State Capitol Arts & Grounds Commission, Arkansas State Chamber of Commerce Leadership Arkansas Class XI, Arkansas Recreation & Parks Association Ethics Committee, Miracle League Arkansas Past Board President, Camp Aldersgate Board of Directors + Building Grounds Committee

QUALITY ASSURANCE

BICYCLE, PEDESTRIAN & TRAILS PLANS EXPERIENCE

Central Arkansas Regional Greenways Plan – Pulaski, Faulkner, Saline and Lonoke counties
2024 American Council of Engineering Companies, Arkansas Winner, National Recognition
2023 Arkansas APA Plan of the Year

Arkansas Statewide Bicycle & Pedestrian Master Plan – Arkansas
2016 Arkansas APA Achievement in Comprehensive Plan Development Award

US Bicycle Route 80 Feasibility Study – Little Rock to West Memphis, AR
2021 Arkansas APA Achievement in Comprehensive Design Award

Bentonville Bicycle and Pedestrian Plan – Bentonville, AR

Tulsa Area Bicycle & Pedestrian Master Plan – Tulsa, Oklahoma

City of Searcy Active Transportation Plan (#MySearcy Plans) – Searcy, AR
2025 ACEC Arkansas Excellence in Engineering Award
2024 APA Arkansas Plan of the Year
2024 APA Arkansas Outstanding Community Engagement

Batesville Bicycle and Pedestrian Master Plan – Batesville, Arkansas
2018 Engineering Excellence Award, Special Projects, American Council of Engineering Companies, Arkansas Chapter
2018 People's Choice Award, American Council of Engineering Companies, Arkansas Chapter

Two Rivers Trail & Plaza for Pulaski County – Little Rock, AR





BICYCLE, PEDESTRIAN & TRAILS PLANS EXPERIENCE CONT.

Central Arkansas Safe Streets 4 All Comprehensive Safety Plan - Metroplan – Pulaski, Faulkner, Lonoke, and Saline Counties, AR

Connect Conway RAISE Grant + Little Creek Plaza Planning – Conway, AR

City of Maumelle Bicycle and Pedestrian Plan – Maumelle, AR

City of Stuttgart Bicycle and Pedestrian Plan – Stuttgart, AR

Camden Bicycle and Pedestrian Master Plan – Camden, AR

El Dorado Bicycle and Pedestrian Master Plan – El Dorado, AR

Pulaski County Trails Master Plan – Pulaski County, AR
2007 Merit Award, American Society of Landscape Architects, Arkansas Chapter

City of Gosnell Bicycle and Pedestrian Plan – Gosnell, AR

ADDITIONAL EXPERIENCE

Camden Trace Trail – Camden, AR

Stone Dam Creek Trail, UCA Campus – Conway, AR

Club Manor Corridor Plan – Maumelle, AR

Rogers Avenue Corridor Study – Fort Smith, AR

Little Rock Main Street Creative Corridor – Little Rock, AR
2017 Award of Excellence, American Society of Landscape Architects, Arkansas,
2016 Grand Conceptor Award & Engineering Excellence Award, ACEC Arkansas

Hillsboro Gateway Master Plan – El Dorado, AR

Chaffee Crossing Redevelopment Master Plan – Fort Smith, AR
2011 Urban Design Award, AR Chapter APA

WALK AUDITS

Jefferson City, MO	Siloam Springs, AR	Harrison, AR	De Queen, AR	Lonoke, AR	Blytheville, AR
Little Rock, AR	Batesville, AR	Morrilton, AR	Beebe, AR	East Tulsa, OK	Clinton, AR
Rogers, AR	Russellville, AR	Arkadelphia, AR	Stuttgart, AR	Broken Arrow, OK	Monticello, AR

ISAAC SIMS AICP, PCED









ABOUT ISAAC

YEARS OF EXPERIENCE: 7

EDUCATION: University of Central Arkansas
Bachelor of Science in Geography
Minor in Interdisciplinary Studies
Norbert O. Schedler Honors College

CERTIFIED PLANNER
AICP # 36773

PROFESSIONAL AFFILIATIONS:
American Institute of Certified Planners (AICP); American Planning Association Member – Arkansas Chapter; Community Development Institute

COMMUNITY PLANNER

BICYCLE, PEDESTRIAN & TRAILS PLANS EXPERIENCE

Capital Area Metropolitan Planning Organization Active Transportation Plan – Jefferson City Area, MO

Searcy Active Transportation Plan (#MySearcy Plans) – Searcy, Arkansas
2025 ACEC Arkansas Excellence in Engineering Award, 2024 APA Arkansas Plan of the Year, 2024 APA Arkansas Outstanding Community Engagement

Central Arkansas Regional Greenways Plan – Pulaski, Faulkner, Saline and Lonoke counties, AR
2024 American Council of Engineering Companies, Arkansas Winner
2024 American Council of Engineering Companies, National Recognition
2024 Arkansas APA Plan of the Year

Johnson Active Transportation Plan – Johnson, Arkansas

Maumelle Pinnacles Outdoor Recreation Master Plan – Pulaski and Perry Counties

Connect Conway RAISE Grant Application – Conway, AR

Searcy RAISE Planning Grant Application – Searcy, AR

Maumelle Active Transportation Plan – Maumelle, Arkansas

England Bicycle & Pedestrian Plan – England, Arkansas

Gosnell Bicycle & Pedestrian Plan – Gosnell, Arkansas

Sherwood Bicycle and Pedestrian Master Plan – Sherwood, Arkansas





ADDITIONAL PLANNING EXPERIENCE

Bryant Leap Forward Plan – Bryant, AR

Plan Jonesboro Comprehensive and Master Street Plans – Jonesboro, AR

Growing Home Northwest Arkansas Regional Growth Strategy –Northwest, AR

Pine Bluff Comprehensive Plan – Pine Bluff, Arkansas

Russellville Comprehensive Plan – Russellville, Arkansas*

Clarksville Comprehensive Plan – Clarksville, Arkansas*

Prescott Comprehensive Plan – Prescott, Arkansas*

Magnolia Comprehensive Plan – Magnolia, Arkansas*

Port of Little Rock South Loop Study – Little Rock, Arkansas

Searcy Parks System Master Plan (#MySearcy Plans) – Searcy, Arkansas
2025 ACEC Arkansas Excellence in Engineering Award
2024 APA Arkansas Plan of the Year
2024 APA Arkansas Outstanding Community Engagement

COMMUNITY + ECONOMIC DEVELOPMENT EXPERIENCE*

Central Landing Landscape and Irrigation Contract Liaison
Conway Area Chamber of Commerce, 2020

Future of Conway Community Growth Plan Liaison
Conway Area Chamber of Commerce, 2020-2021

Conway Area Leadership Institute Administrator
Conway Area Chamber of Commerce, 2020-2021

Arkansas Site Selection Manager
Conway Area Chamber of Commerce, 2018-2021

Economic Development Projects Assistant
Conway Area Chamber of Commerce, 2018-2021

**Indicates work performed during previous employment*

TRUETT SMITH AICP, PCED









ABOUT TRUETT

YEARS OF EXPERIENCE: 10

EDUCATION: University of Central Arkansas, Bachelor of Arts, Political Science, Minor in Business

University of Arkansas at Little Rock, Master of Public Administration

PROFESSIONAL AFFILIATIONS: American Institute of Certified Planners; American Planning Association, Former Legislative Chair for Arkansas Chapter Board; Leadership Saline County Class President 2018, Vice President of the Board 2019-20, and President of the Board in 2020-21

COMMUNITY PLANNER

RELEVANT EXPERIENCE

Walk, Bike, Drive: Bryant Transportation Plan – Bryant, Arkansas*
Truett developed new transportation plan that included new map, cross sections, and community first pedestrian/trail plan.

Bryant Parkway Roadway/Trail – Bryant, Arkansas*
While with the City of Bryant, Truett spearheaded the planning, design, and construction of anew five-mile roadway, which included the acquisition of over $7 million in grant funding to insure funding of the road as well as the multi-use trail along side it.

Updates to Subdivision Code – Bryant, Arkansas*
During his time with the City of Bryant, Truett made numerous updates to subdivision code to assist with ongoing needs of a community.

Bryant Commercial Zoning Code – Bryant, Arkansas*
Truett led the resign of commercial zoning code based on wide spread public comment. The focus was centered on creating additional zones as well as redistributing uses along with an updated map.





CITY OF BRYANT + FEDERAL HIGHWAY ADMINISTRATION EXPERIENCE

Community Development Director | Director of Planning and Community Development | Assistant Director of Planning – City of Bryant, Arkansas

- Lead merging of code enforcement, permits, licenses, inspections, and grant writing with the planning department to create the new Community Development Department
- Helped lead Census count effort for the City; created and executed in-person and virtual public comment process for reorganizing of the city's commercial zoning code
- Worked with developers to restructure the planning meeting calendar to allow for better submissions and review process
- Worked with other city departments and contractors to bring first outward facing GIS map to assist with community and economic development

Community Planner – Federal Highway Administration U.S. Department of Transportation

Provide stewardship and oversight to the federal aid process from the Arkansas Division office. Specifically, stewardship and oversight of the Planning processes at the state level as well as at the local/regional level via the Metropolitan Planning Organizations (MPO) across the state of Arkansas. Also provide assistance with several federal aid programs through the Federal Highway Administration as well as with the Department of Transportation.

ADDITIONAL PLANNING EXPERIENCE

COMMUNITY COMPASS PLANNING

Diamondhead Zoning and Master Street Plans
Hot Springs, Arkansas

COMPREHENSIVE PLANS

Bryant Leap Forward Plan
Bryant, Arkansas

Plan Jonesboro Comprehensive and Master Street Plans
Jonesboro, Arkansas

**Indicates work performed while employed by the City of Bryant*

DEHN BASHAM ASSOCIATE ASLA









ABOUT DEHN

YEARS OF EXPERIENCE: 2

EDUCATION: Bachelor of Landscape Architecture

Minor in Interior Design and Environment & Sustainability

Mississippi State University

PROFESSIONAL AFFILIATIONS:
American Planning Association Member – Arkansas Chapter

American Society of Landscape Architects

PLANNER + LANDSCAPE DESIGNER

RELEVANT EXPERIENCE

ACTIVE TRANSPORTATION PLANS

Springdale Trails Feasibility Study – Springdale, Arkansas

Pulaski County Active Transportation Plan Update – Pulaski County, Arkansas

Southwest Trail Central High – Little Rock, Arkansas

PARKS AND RECREATION PLANS

Maumelle Pinnacles Outdoor Recreation Master Plan – Pulaski and Perry counties

Fletcher Valley Park – Little Rock, Arkansas

Jefferson City Parks Accessibility and Inclusion Plan –Jefferson City, MO

Camp Aldersgate Master Plan – Little Rock, Arkansas

West Central Community Center Master Plan – Little Rock, Arkansas

Searcy Sports Park - Searcy, Arkansas

SAFETY ACTION PLANS (SS4A)

Metroplan, Central Arkansas Safety Plan - Pulaski, Saline, Faulkner and Lonoke counties, AR

City of Hot Springs SS4A Safety Action Plan - Hot Springs, AR





RELEVANT EXPERIENCE

COMPREHENSIVE PLANS

Bryant Leap Forward Plan – Bryant, Arkansas

Plan Jonesboro Comprehensive and Master Street Plans – Jonesboro, AR

Northwest Arkansas Regional Growth Strategy – Benton and Washington counties

GRANT PROJECT PLANNING & APPLICATION SUBMITTALS

Healthy Connections UAMS BUILD Grant – University of Arkansas for Medical Sciences – Little Rock, Arkansas

ADDITIONAL PLANNING EXPERIENCE

Diamondhead Zoning and Master Street Plans - Hot Springs, AR

Rock Region Metro Transit-Oriented Development – Little Rock, AR

Easter Seals Academy Playground – Little Rock, AR

The New Palafox – Pensacola, Florida*

DEHN'S EXPERTISE

Joining Crafton Tull in 2025, Dehn Basham brings a multidisciplinary background with a bachelor's in landscape architecture and minor in environmental sustainability and interior design. He is driven by environmentally conscious design and stewardship, with a passion for bridging modern design approaches and conservation-focused solutions. Dehn strives to create spaces that are both innovative for the site user and respectful of the natural environment.

**Indicates work performed during previous employment*

LUKE JOST P.E.









ABOUT LUKE

YEARS OF EXPERIENCE: 13

EDUCATION: Kansas State University
Bachelor of Science, Civil Engineering

REGISTRATION: Oklahoma #28497,
Arkansas#18699

PROFESSIONAL AFFILIATIONS:
American Society of Civil Engineers

CIVIL ENGINEER

RELEVANT EXPERIENCE

Mission Blvd. Trail – Fayetteville, Arkansas
Project manager for the design of trail along 1-1/2 miles of Mission Boulevard. Project involved design of storm improvements constrained by existing utilities and steep grades. Improvements include traffic signal design for intersection of Mission Boulevard and North Street, necessary road resurfacing, and design of pedestrian trail striping and signage for safe crossing of roadways.

Southwest Bentonville Trail – Bentonville, Arkansas
Project manager for this 12' wide concrete trail approximately 6,400 LF in length and approximately 200 LF of 6' wide concrete sidewalk. The trail will serve as a connection between Preston Park, Bentonville Community Center, and the Citizens Park Trail.

Razorback Greenway Extension Phase 3 – Bella Vista, Arkansas
Project manager for phase 3 of improvements to the Razorback Regional Greenway. This phase includes a 5,000-foot extension of the trail in Bella Vista, Arkansas

McClure Avenue Improvements & Ward Nail Trail – Lowell, Arkansas
Project manager for the improvements to McClure Avenue and to the trails within Ward Nail Park. Project includes reconstruction of McClure Ave. and replacement of the park trails coordinated with the future park master planned improvements.





ADDITIONAL EXPERIENCE

Bloomington Street & Monroe Avenue (US-71B/HWY-264) Signal improvements – Lowell, Arkansas
Project manager for intersection geometry, drainage, and signal improvements to a severely congested intersection in Lowell. Improvements add lanes to the east leg of the intersection to improve capacity and increase return radii to facilitate heavy truck traffic. A new traffic signal facilitates greater traffic flow and pedestrian safety.

Bentonville High School (BHS) Trail – Bentonville, Arkansas
Project Manager for the design of 10' concrete trail improvements along C Street, 18th Street, J Street, and across the Bentonville High School Campus. The project adds RRFB Crossings to schools, improves traffic signals for add pedestrian facilities, and connects the campuses of Mary Mae Jones Elementary, Ruth Barker Middle School, and BHS with adjoining residential and the Razorback Greenway.

Monroe Avenue Extension – Lowell, Arkansas
Project manager for the extension of Monroe Avenue to intersect with Highway 265. The project site requires an analysis of large off-site drainage flows and roadway drainage design. Design of the roadway involves constraints on vertical and horizontal alignments, grading, striping, and signing of the roadway.

Clabber Creek Hydraulic Study – Fayetteville, Arkansas
Project manager for a drainage study of Clabber Creek from Deane Solomon Road to Salem Road. Drainage study had three primary goals: provide bridge sizing and approach geometry for Deane Solomon Road and Salem Road over Clabber Creek for estimates of future improvements, model potential channel restoration efforts in future park property on the old Razorback Golf Course, and determine flood protection or required property buyout for flood-prone homes within the Salem Village neighborhood.

RYAN HALE









ABOUT RYAN

YEARS OF EXPERIENCE: 9

EDUCATION: Bachelors of Science in Education - University of Arkansas

PROFESSIONAL AFFILIATIONS: Urban Land Institute NWA - Advisory Board, Bentonville Chamber of Commerce Board of Directors, Congress For New Urbanism - CNU 34 Local Host Committee (Tours)

LANESHIFT FOUNDER

RELEVANT EXPERIENCE

Arkansas Highway Safety Office - NWA Vulnerable Road User Safety Summit - Fayetteville, AR
The Arkansas Highway Safety Office engaged Laneshift to coordinate a summit for Vulnerable Road User Safety in northwest Arkansas. Ryan served as the project manager. He coordinated project planning and preparation, led bi-weekly project meetings with the client, and served as the master of ceremonies during the summit, which drew over 150 people from multiple states and organizations.

Active Transportation Academy - Bentonville, AR
Served as the lead facilitator for 20 Active Transportation Academies to teach participants about connected communities through active transportation. The program included engaging workshops, in-the-field learning, and a final capstone project that shows evidence of program application. Participants explore multiple projects and meet with stakeholders to learn, in real time, how to increase connectivity.

Swift Creek Outdoor Hub Master Plan - Richmond, VA
Laneshift completed the Swift Creek Outdoor Hub Master Plan in Chesterfield County, VA. The planning process focused on creating a mountain bike-focused outdoor hub and adventure center adjacent to Pocahontas State Park; developing a plan to connect residents in Chesterfield County to the state park and the outdoor hub via active transportation infrastructure; and developing new trails within Pocahontas State Park. Ryan was the project manager and primary planner for the project.





RELEVANT EXPERIENCE

Metroplan Central Arkansas Benchmarking and Educational Tours- Little Rock, AR

Safe Streets Pilot Projects — Springdale, AR & Siloam Springs, AR

Move Fort Smith Active Transportation Plan — Fort Smith, AR

Razorback Regional Greenway — Northwest Arkansas*

Lake Atalanta Revitalization — Rogers, AR*

Coler Mountain Bike Preserve — Bentonville, AR*

Multi-Use Trail Development - Markham Hill — Fayetteville, AR

Railyard Loop — Rogers, AR*

Capital Area Active Transportation Plan — Jefferson City, Cole & Callaway Counties, MO

Back Forty Trail System — Bella Vista, AR*

Dirt 66, Trails and Connectivity Plan — Springfield, MO

RYAN'S EXPERTISE

Laneshift was founded in 2017 by Ryan Hale. Before this, Ryan worked for over five years at the center of Northwest Arkansas' bike and pedestrian network growth as a staff member for the Walton Family Foundation. Through projects like the development of the Razorback Regional Greenway, the Back 40 mountain biking trail system in Bella Vista, and Lake Atalanta in Rogers, AR, Ryan gained valuable experience in the implementation of a robust bike and pedestrian system that continues to grow in size and connectivity.

ADDITIONAL NOTABLE ACCOMPLISHMENTS

Former Community Banker

5+ years with the Walton Family Foundation as lead program officer for the development of bike and pedestrian infrastructure in the Home Region

Team Captain-University of Arkansas Razorbacks -1998 Football

Member of New York Giants-1999-2000-NFC Champions & Superbowl 35

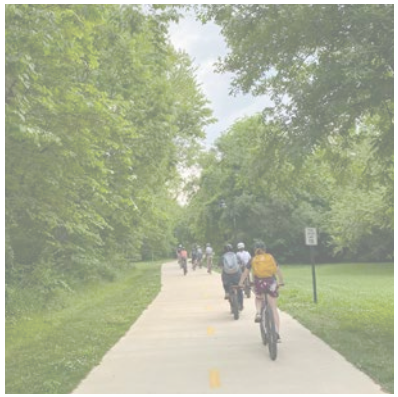
**Indicates work performed during previous employment*

JOCELYNN CROWTHER P.E.









ABOUT JOCELYNN

YEARS OF EXPERIENCE: 11

EDUCATION: Master of Science in Civil & Environmental Engineering, Brigham Young University, Bachelor of Science in Civil & Environmental Engineering, Brigham Young University

LICENSURE: Licensed Professional Engineer in Utah

Licensed Professional Engineer in Arkansas

Licensed Professional Engineer in Missouri

PROFESSIONAL AFFILIATIONS: Urban Land Institute NWA - Advisory Board, Bentonville Chamber of Commerce Board of Directors, Congress For New Urbanism - CNU 34 Local Host Committee (Tours)

SENIOR PROJECT ENGINEER

RELEVANT EXPERIENCE

Active Transportation Network Plan-Willard, MO
Jocelynn was a contributor to this planning process through developing design guidelines for Active transportation facilities and in identifying new opportunities for connectivity throughout the city. Jocelynn also supported in public engagement.

Capital Area Active Transportation Plan - Jefferson City, Cole & Callaway Counties, MO
Jocelynn provided insights on active transportation infrastructure in this planning process by helping to assess existing trails and connectivity and in developing new opportunities for infrastructure across the region.

Community Foundation of the Lake Trails + Connectivity Plan - Osage Beach, MO
Jocelynn provided network planning services for the trails and connectivity plan at the Lake of the Ozarks. The bike and pedestrian infrastructure links important amenities and services for residents and visitors.

Move Fort Smith Active Transportation Plan - Fort Smith, AR
Jocelynn provided network planning services for the citywide active transportation master plan to provide accessibility for all ages and abilities.





RELEVANT EXPERIENCE

Active Transportation Academy
Jocelynn is a facilitator for the Active Transportation academy and focuses on providing training and resources related to the design of safe, comfortable and connected infrastructure for people to walk, bike roll and run.

Utah Active Transportation Implementation Academy- Salt Lake City, Utah
Jocelynn is lead facilitator in this professional development program which is training a cohort group of elected officials, city staffers and community stakeholders. Jocelynn is leading the design modules and is focused on teaching about vulnerable road user safety and the integration of the safe system approach.

Turkey Mountain Mobility Support-Tulsa, OK
Jocelynn led the development of conceptual designs focused on improving the safety of bicycle riders and pedestrians within the Turkey Mountain outdoor area in Tulsa, OK.

JOCELYNN'S EXPERTISE

Jocelynn studied civil and environmental engineering and received both a bachelor's and master's degree at Brigham Young University. Jocelynn's mother introduced her to bike riding when she was in high school, and they enjoyed riding along the country roads while avoiding puncture vine. She kept up riding on trails in Utah Valley and introduced her husband, Nathan, to the joy of riding before they moved to NWA in 2017. Jocelynn and Nathan have three sons who are seven, four, and two years old. Jocelynn joined Laneshift as an engineering consultant in 2022 and is adding her experience with municipal engineering, project design and construction, and active transportation projects to the team.

JANE ZIEGLER AICP, CNU-A









ABOUT JANE

YEARS OF EXPERIENCE: 10

EDUCATION: Bachelor of Arts - University of San Diego, Master of Arts - Middlebury Institute of International Studies, Master of Business Administration - Oklahoma State University, Tulsa

CERTIFIED PLANNER: AICP# 399053

PROFESSIONAL AFFILIATIONS:
American Planning Association - Oklahoma Chapter, American Institute of Certified Planners, Congress for the New Urbanism - Accredited

ACTIVE TRANSPORTATION PROGRAM MANAGER

RELEVANT EXPERIENCE

City of Willard Active Transportation Network Plan — Willard, MO
Jane worked with the City of Willard to achieve public outreach goals for the plan. This consisted of identifying and attending events that would attract residents of differing perspectives. At the public outreach events, Jane listened to the safety concerns of the residents and worked with them to identify hot spots of concern and to prioritize projects. In addition, Jane also reviewed Willard's municipal codes and suggested additions and changes to codes that would create a safer public right-of-way.

Gentry Trails & Connectivity Master Plan — Gentry, AR
Jane assisted with facilitation of progress meetings and presentations. In addition, she conducted an in-depth desktop survey of the city's current pedestrian and bicycle infrastructure to assess current connectivity. Jane worked with the Laneshift team to create a plan that would improve connectivity through and within Gentry and how to overcome physical barriers.

INCOG GO Plan — Tulsa Region, OK*
In a previous role, Jane worked with local jurisdictions to implement the GO Plan. Working with stakeholders and local governments, Jane reviewed plans and continually researched and kept informed about best practices for bicycle/pedestrian infrastructure. Understanding political sensitivities and community norms was important to implementing specific projects.





RELEVANT EXPERIENCE

INCOG SS4A Implementation Project — Tulsa Region, OK*
Jane worked with Communications and GIS departments to create a public facing website for public input for INCOG's SS4A implementation project. This included creating content for separate web pages for six communities that were a part of the grant. It also included creating a public outreach plan for the MPO.

RAISE Project- Tulsa-Jenks Multi-Modal Safety Project — Tulsa, OK*
This was a multi-jurisdictional bicycle-pedestrian project that included facilitation and communication between local governments. Jane followed 2 CFR Part 200 to write the contract and complete FHWA's budget template. In addition, Jane defined the quantitative project metrics.

Travel with Care Tulsa — Tulsa, OK*
Jane managed the multifaceted public safety campaign, Travel With Care Tulsa. This included working with PR/Marketing forms to create a social media campaign. As part of the campaign, Jane managed booths at public events where she had appropriately aged materials for children and adults. She also worked with local artists to create public art that centered around vulnerable road users.

JANE'S EXPERTISE

Jane brings a decade of experience in creating safe and healthy transportation methods and spaces for all users. She is interested in the community context and various uses for the public right-of-way, including transportation system design for different types of users. Jane has worked with local governments to implement on-street bicycle infrastructure and create a region-wide multi-faceted safety campaign. She has also successfully written and managed grants for nonprofits and state and local governments. Through this experience, she has gained stakeholder coordination, team-building, and communication skills to create vital transportation solutions. Jane is AICP and CNU-A certified.

**Indicates work performed during previous employment*

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02

EXPERIENCE + REFERENCES


Crafton Tull
LANESHIFT

PROJECT EXPERIENCE

On the following pages, you will see a variety of similar experience completed by **Crafton Tull** and **Laneshift**. Crafton Tull has provided plans for several municipalities throughout Arkansas and across the region. Laneshift has worked with many of those same entities and others throughout the region and nation to provide professional development and public engagement as it relates to active transportation. The following sample of active transportation experience showcases Crafton Tull and Laneshift's individual projects as well as those the entities have worked on together.





RECORD OF ACTIVE TRANSPORTATION PLANNING SUCCESS

The Crafton Tull Planning Team has been recognized for its work on a variety of project types. The following is a selection of some of these planning awards.

#MySearcy Community Plans
Active Transportation, Parks System, Infrastructure study
Searcy, AR

- 2025 ACEC Arkansas Excellence in Engineering Award
- 2024 APA Arkansas Plan of the Year
- 2024 APA Arkansas Outstanding Community Engagement

Central Arkansas Regional Greenways Plan
Pulaski, Faulkner, Saline, and Lonoke counties

- 2023 APA Arkansas Plan of the Year Award
- 2024 ACEC National Recognition Award

US Bicycle Route 80 Feasibility Study
Little Rock to West Memphis, AR

- 2023 Central States ASLA Merit Award in Analysis & Planning
- 2021 APA Arkansas Achievement in Comprehensive Design Award

Hillsboro Gateway Redevelopment Plan
El Dorado, AR

- 2018 APA Arkansas Achievement in Urban Design Award
- 2019 ACEC Arkansas Engineering Excellence Award

Batesville Bicycle and Pedestrian Master Plan
Batesville, Arkansas

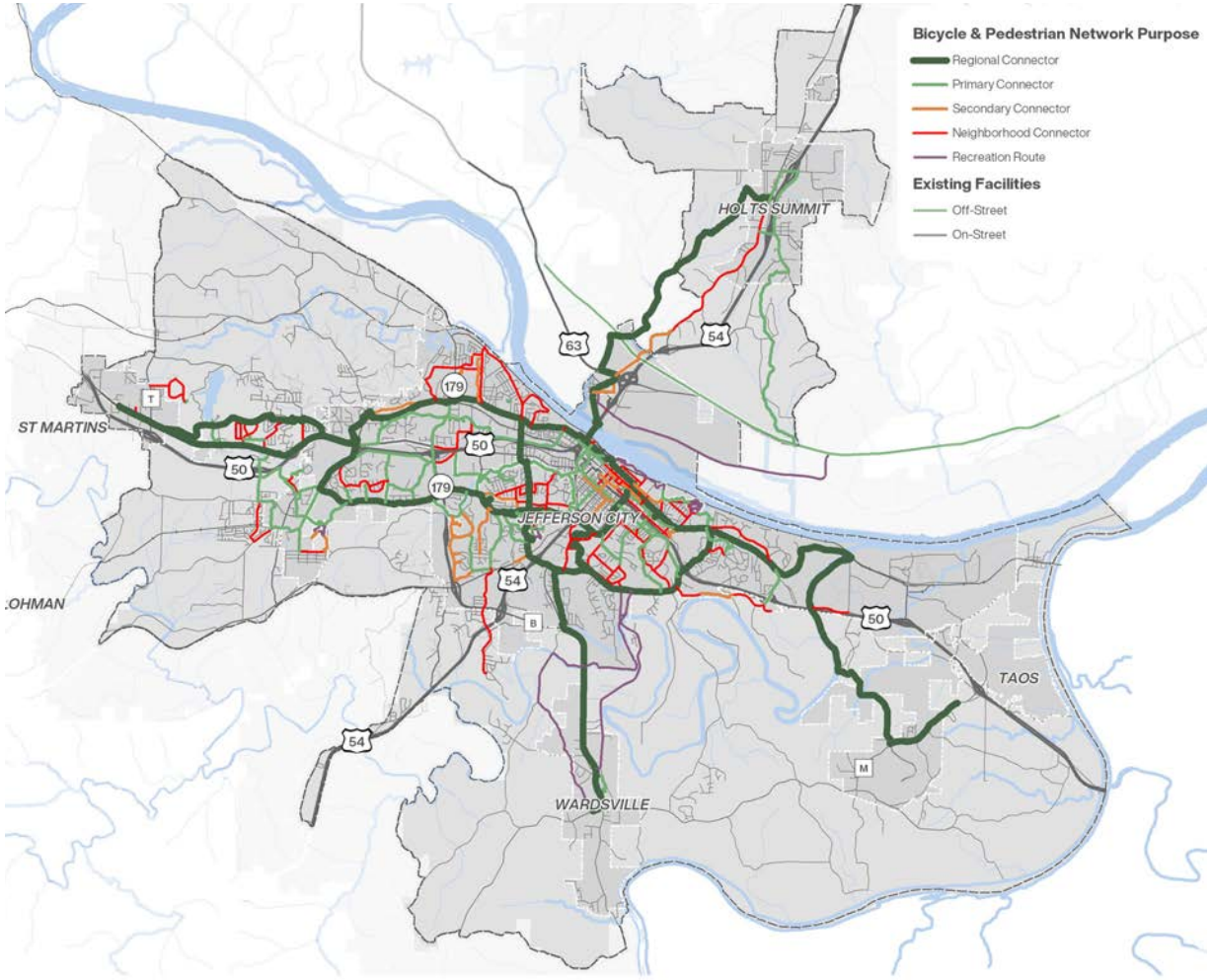
- 2018 Engineering Excellence Award, Special Projects, American Council of Engineering Companies, Arkansas Chapter
- 2018 People's Choice Award, American Council of Engineering Companies, Arkansas Chapter

Arkansas Statewide Bicycle and Pedestrian Transportation Plan
Arkansas

- 2016 Arkansas APA Achievement in Comprehensive Plan Development Award

CAPITAL AREA ACTIVE TRANSPORTATION PLAN

JEFFERSON CITY AREA, MISSOURI







Crafton Tull was contracted by the Capital Area Metropolitan Planning Organization (CAMPO) to complete an active transportation plan for Cole and Callaway Counties, Jefferson City, Holts Summit, St. Martins, Wardsville, and Taos. Separately, Laneshift was contracted to support public engagement. The project, adopted in 2024, utilizes GIS data, existing conditions evaluation, and public input to develop a bicycle and pedestrian network with an implementation plan identifying short-, medium- and long-term projects, as well as a methodology for project prioritization, and general opinions of probable cost.

As a part of the public engagement phase of the project, Crafton Tull worked with CAMPO to present two multi-day public workshops inviting community members to provide their insight regarding active mobility desires and needs in the area. Crafton Tull also hosted a booth at Jefferson City's Living Windows holiday event where residents were invited to share input on the draft active transportation network, guide implementation priorities, and interact with a project website with further engagement opportunities. Additionally, the Crafton Tull team worked with Laneshift to lead walk audits throughout the city to familiarize stakeholders with the critical active transportation infrastructure needs of the area.

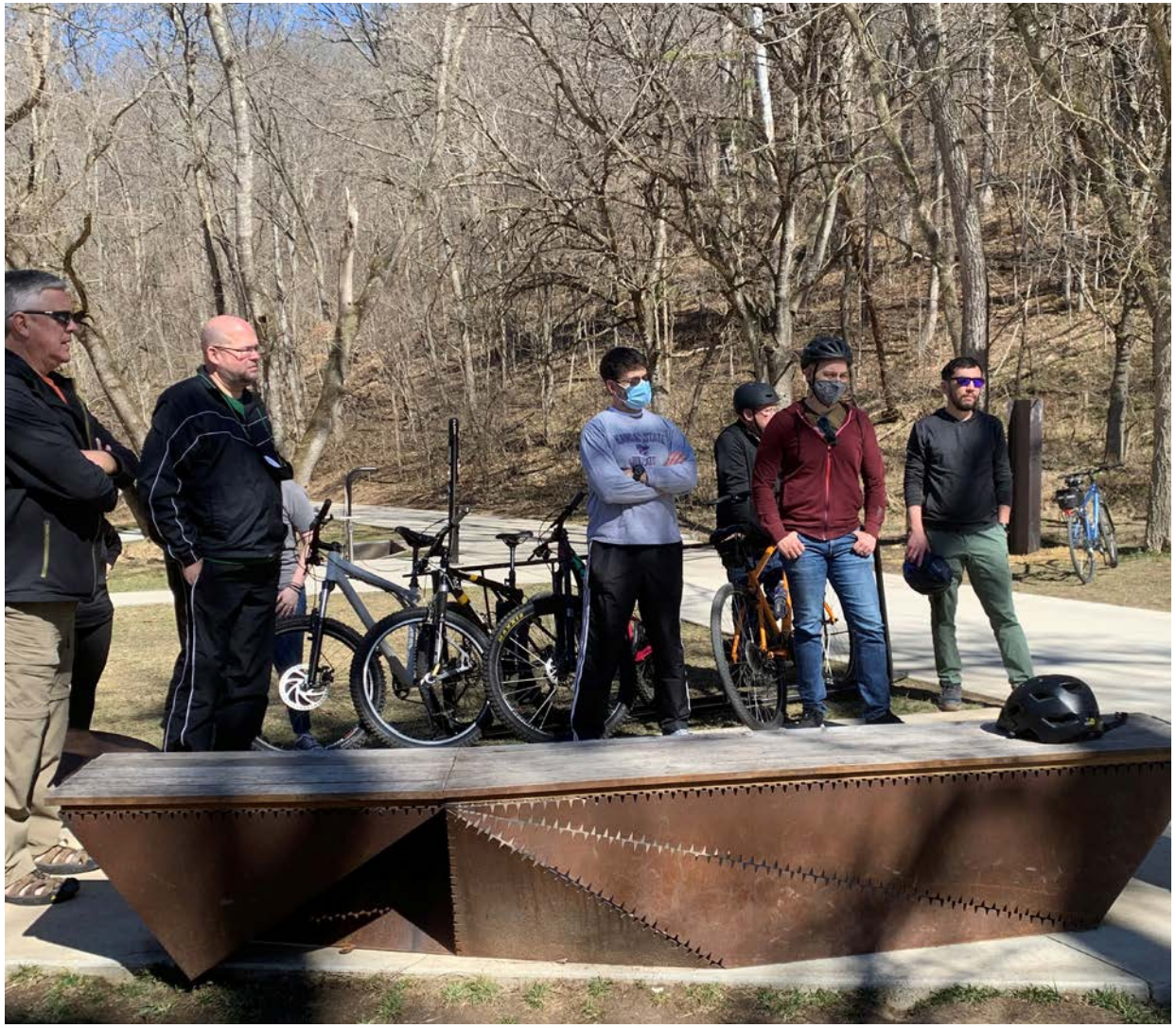






JOPLIN CONNECTED PLAN

JOPLIN, MISSOURI













Laneshift joined the consultant team lead by Olsson in the completion of the "Joplin Connected" active transportation plan in 2022. Laneshift supported the planning process through facilitation of the steering committee and stakeholders in the development of the project purpose statement and guiding principles. Laneshift also hosted two biking workshops in NWA which helped the steering committee and stakeholders to benchmark the active transportation infrastructure and culture in NWA. Finally, Laneshift also hosted lunch and learn workshops and webinars which provided participants knowledge of the benefits of active transportation as well as elements of building safe, comfortable and connected infrastructure and a welcoming, accessible and encouraging culture for people who walk, bike, roll and run. Laneshift's work and contribution to the 2022 planning process has equipped them with a deep understanding of the community which will be leveraged in updating the JATSO Active Transportation plan, if selected.







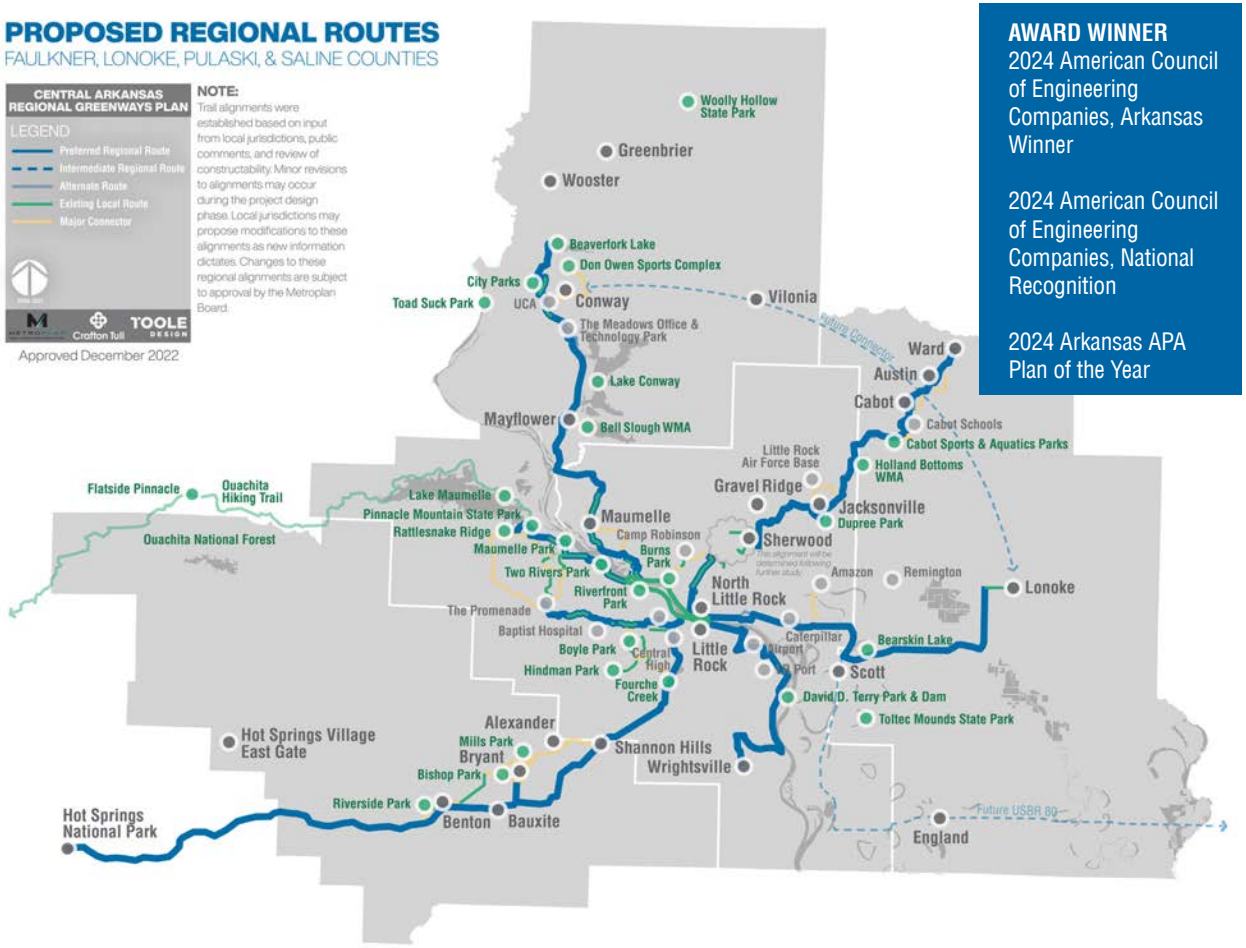


Laneshift contracted with the City of Willard, MO in 2025 to complete an active transportation network plan. The plan's focus was to identify opportunities to further connect Willard though native transportation facilities such as shared paved paths, side paths, on-street bicycle and strategic sidewalk connections. This planning process is complete and the City is reviewing and gearing up for presentation to City council for the adoption of the plan.

Laneshift's work on this plan included meeting with a project steering committee who offered incremental feedback on the plan and process and helped develop a purpose statement and guiding principles for the project. Laneshift conducted focus groups, developed an online public survey and facilitated strategic public engagement through existing community events such as a community tailgate at a high school football game and a community trunk or treat event.

The planning document includes a proposed active transportation network plan, facility design guidelines, recommendations on policy revisions as well as a prioritization of proposed facilities.

CENTRAL ARKANSAS REGIONAL GREENWAYS PLAN PULASKI, FAULKNER, LONOKE, AND SALINE COUNTIES



AWARD WINNER
2024 American Council of Engineering Companies, Arkansas Winner

2024 American Council of Engineering Companies, National Recognition

2024 Arkansas APA Plan of the Year









Crafton Tull began the master plan for the Central Arkansas Regional Greenway system in 2021. In February 2020, Metroplan committed $55 million over 10 years toward the implementation of a regional pathways network connecting Pulaski, Saline, Faulkner, and Lonoke counties (population: 720,054). The project identifies routes, establishes design criteria, and prioritizes investments based on public input.

The Central Arkansas Regional Greenways Plan is comprised of six greenway "corridors." The complex nature of such a vast project addresses topics such as transportation, health, wellness, access to transit, economic development, and quality of life. In addition to assembling a steering committee that accurately reflects said values, the Crafton Tull team coordinated every aspect of the regional project, including interfacing with Metroplan staff regarding routes, design standards, implementation, gathering survey information from the public regarding bicycle and pedestrian infrastructure sentiments, and facilitating steering committee meetings, workshops, and virtual public open houses. Performing these tasks during various surges in the COVID-19 pandemic proved challenging, yet the team continues to collaborate with the client and stakeholders to deliver a wholly-formed, comprehensive network of regional routes. The master plan was adopted in 2023.

SEARCY ACTIVE TRANSPORTATION PLAN + RAISE GRANT APPLICATION

SEARCY, ARKANSAS

Crafton Tull was commissioned by the City of Searcy to complete an Active Transportation Plan, Infrastructure Plan, and Parks System Master Plan simultaneously, led by input from the public, community stakeholders and partners, as well as three steering committees. The proposed bicycle and pedestrian network will expand the reach of the city's current greenway trail and connect residents and visitors to downtown, Harding University, parks, schools, and many other important destinations and activity centers.

The city's current road network is predominately east/west, with few major north/south thoroughfares. The Active Transportation Plan will provide more north-south bicycle and pedestrian routes in addition to the east west routes that follow vehicular corridors, with an emphasis on separated bicycle and pedestrian facilities reflecting the desires of the community. Although the plan was formally adopted by







AWARD WINNER
2025 American Council of Engineering Companies, Arkansas Winner

2024 APA Arkansas Plan of the Year

2024 APA Arkansas Outstanding Community Engagement

City Council in August of 2024, the integration of the Active Transportation Plan with the Park System Master Plan and Infrastructure Plan will ensure that the recommendations account for all aspects of public infrastructure opportunities within the built environment.

In November of 2023, Crafton Tull was hired to assist the City with the development of a RAISE grant application for funding to complete the design, planning analysis, and final community engagement for a 15.5-mile trail expansion. The application was successful and in 2024, Searcy was awarded $4.2 million in Federal RAISE planning funds. In March of the same year, citizens voted to pass a $110 million bond project that will fund a state-of-the-art sports park, community center, and aquatics center, demonstrating the alignment of public interest and their willingness to support the project.





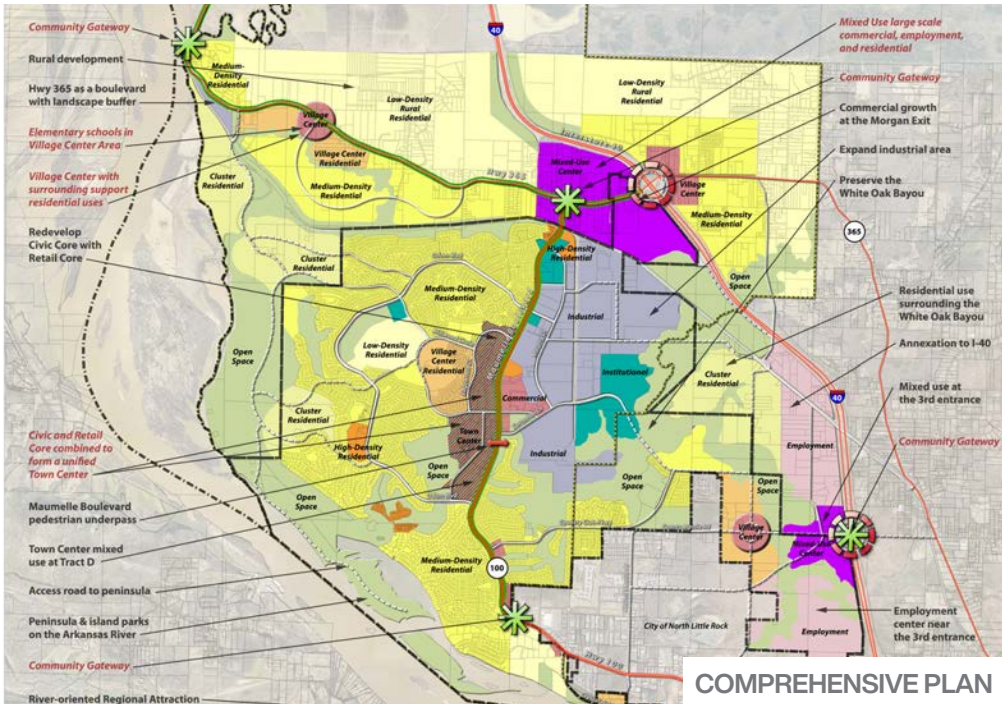




MAUMELLE ACTIVE TRANSPORTATION + COMMUNITY PLANS

MAUMELLE, ARKANSAS

Originally a planned community, Maumelle, Arkansas was incorporated in June of 1985. Under leadership from Jesse P. Odom, Maumelle began with $45 million in funds from the U.S. Department of Housing and Urban Development to build a modern town with a 1,021-acre industrial park, amenities, and even affordable housing. As a relatively young city, Maumelle has received assistance from Crafton Tull and Ricker Cunningham in developing growth management and community facility policies since the development of the Maumelle FORWARD comprehensive plan in 2012. The plan is a community-based visioning and policy document considering land use, community character, economic development, infill and redevelopment, transportation, recreation and open space, and sustainability over the next twenty years. Through input from public meetings, a community survey, and the plan steering committee, the



COMPREHENSIVE PLAN



SMALL AREA PLAN



CLUB MANOR CORRIDOR PLAN

team developed vision and goals and alternative scenarios for the future. These scenarios were measured by community values, physical form, growth and expansion, and fiscal impacts. A framework plan was developed from the results of the public's scenario preferences, which guided the development of an action plan with implementation strategies, funding mechanisms and incentives, and fiscal considerations.

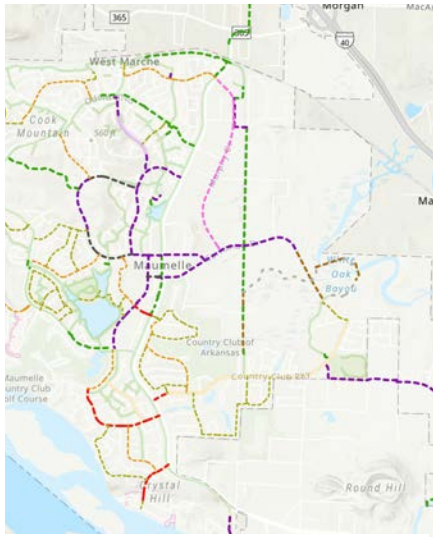
Over the last eleven years, Crafton Tull has assisted the City in implementing numerous studies, plans, and built projects as a result of the comprehensive plan. The 2023 Active Transportation Plan laid the groundwork for Maumelle to become one of the most sustainable and transportation-resilient community in Arkansas. Throughout a week-long charrette, citizens expressed overwhelming support to expand its existing 26-mile network of trails to 46 miles, connecting schools, stores, parks and neighborhood centers, giving residents the freedom to explore their community the way they want. The plan also includes strategies for facilitating tourism, specifically to experience the proposed White Oak Bayou Trail highlighting Maumelle's most expansive wetland and important asset for preservation, all the while showcasing local natural beauty and wildlife.

As a result of the Central Arkansas Regional Greenways plan, Club Manor Drive will be the central location for the Northwest Corridor, a trail connecting Maumelle north to Conway and South to North Little Rock. The Club Manor Corridor Study has led to the reimagining of Maumelle's best candidate for a "Main Street," with the final design by Crafton Tull including a paved trail along the roadway to provide tourists and visitors alike ease of access to multiple community destinations. The provisions for active mobility will connect users to parks, schools, grocery stores, restaurants, and the community center as well as public services, creating new routes that will eventually lead to getting more cars off the road and more children walking and biking to school. Crafton Tull also assisted Maumelle in the design of Gateway Park, a new class of park on the north end of Club Manor with sustainable design components. When completed, Gateway Park will be a central gathering space for the community accessible by car, bike, and foot, with unique amenities such as a dedicated space for a farmer's market and stage for live music.



GATEWAY PARK MASTER PLAN





ACTIVE TRANSPORTATION PLAN

EL DORADO ACTIVE TRANSPORTATION + COMMUNITY PLANS

EL DORADO, ARKANSAS

Crafton Tull has partnered with the City of El Dorado on a series of interconnected projects to enhance active transportation, strengthen economic opportunities, and create a more connected, accessible community.

It began with a citywide bicycle and pedestrian master plan linking neighborhoods to destinations such as downtown, schools, employment centers and parks. Incorporating opportunities like the Union County water line easement and the Rock Island Railroad corridor, the plan outlines 17 miles of multi-use trails, 13 miles of bike lanes, 15.5 miles of sharrows, and targeted sidewalk and complete street improvements. The plan was guided by public input and presented feasible implementation strategies.

From this planning effort grew the need for a feasibility study for the Rock Island Railroad corridor, which was an important part of the proposed active transportation network. Crafton Tull examined the potential for a 54-mile trail from El Dorado, Arkansas, to Ruston, Louisiana, exploring the possibility of converting portions of the historic Rock Island Rail corridor into a multi-use trail, identifying phasing, funding opportunities and ways to celebrate local culture along the route.



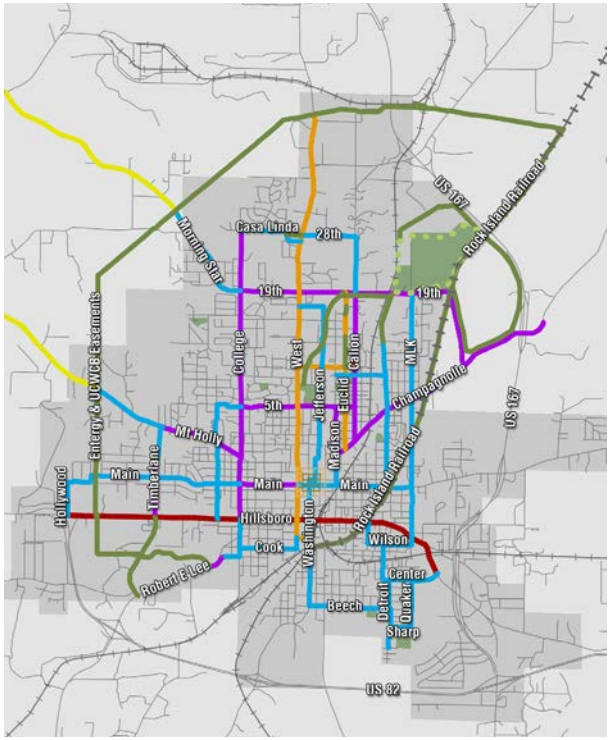


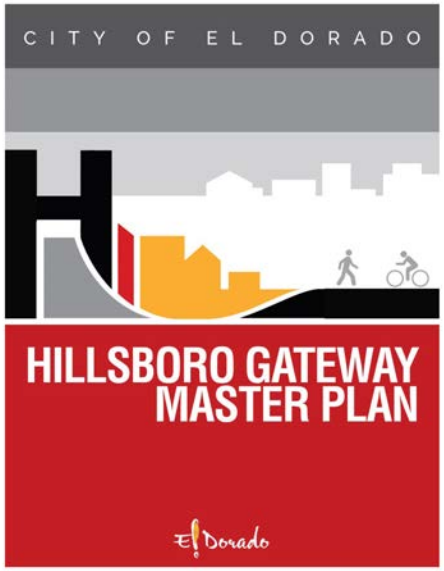










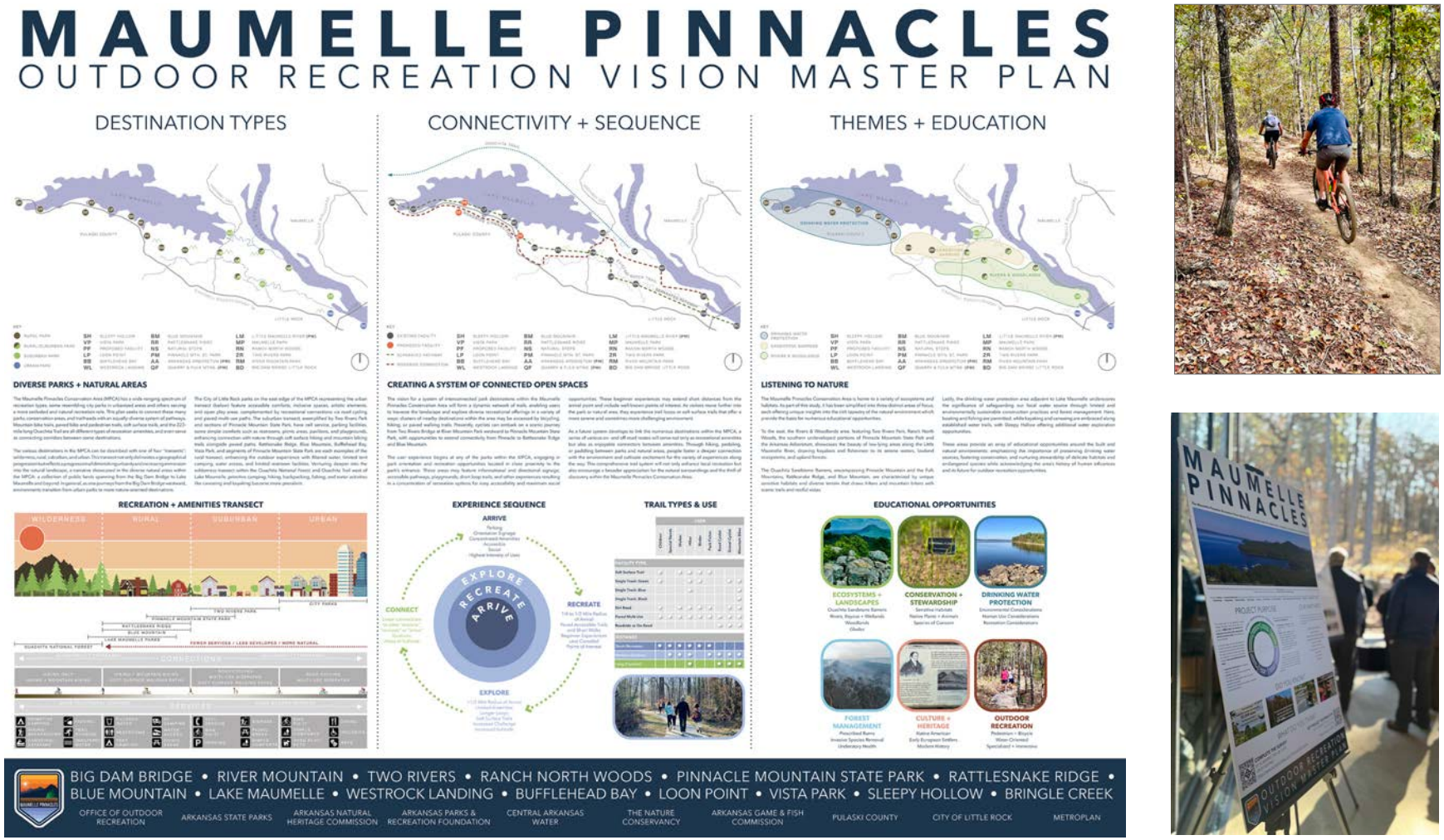




Within the city, Crafton Tull, in partnership with Toole Design Group, planned the revitalization of the US 82B corridor, incorporating complete streets principles, improving multimodal access, supporting business growth, and creating a gateway to downtown through the Hillsboro Gateway Master Plan. At the center of this plan is the transformation of Hillsboro Street into a pedestrian-friendly entrance to the Murphy Arts District, featuring roundabouts, a sidepath, sidewalks and improved lighting. ARDOT is investing $26 million in the project, with the City contributing the remainder. These efforts, led by the Crafton Tull engineering department, will remove the street from the Arkansas highway network and be maintained by the City once the vision is fully constructed.

MAUMELLE PINNACLES OUTDOOR RECREATION MASTER PLAN

PULASKI & PERRY COUNTIES, ARKANSAS



The Maumelle Pinnacles Conservation Area is located in western Little Rock and stretches into western Pulaski County. With rich natural landscape ripe for both conservation and recreation, the area is easily accessible to a large metropolitan region. The plan provided specific strategies for bringing nature into urbanized areas in Little Rock's jurisdiction, as well as enhancing conservation and recreation opportunities to draw diverse visitors from urbanized areas into the natural realm.

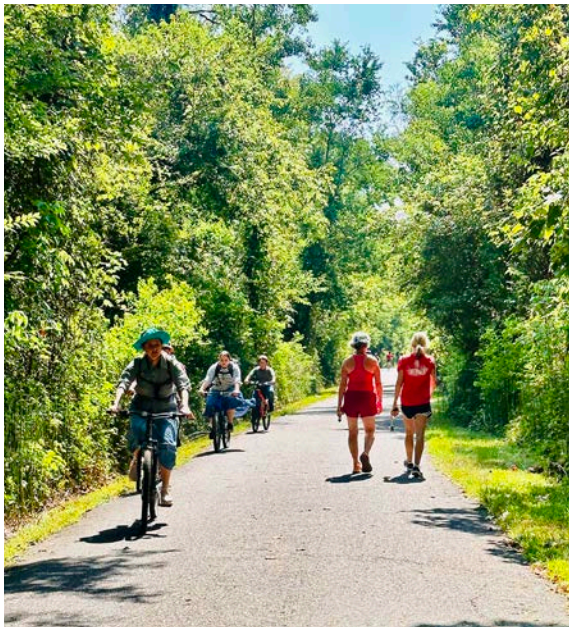
In Phase 2 of the project Crafton Tull will provide detailed wayfinding considerations to orient users on foot, bike, or watercraft to the many exciting destinations in the area.

Crafton Tull was commissioned for a multi-year contract to envision, plan, design and provide construction administration for outdoor recreation amenities and connectivity within the Maumelle Pinnacles Conservation Area, a 55,000-acre study area encompassing parks and natural areas from Big Dam Bridge in Little Rock westward to Lake Maumelle and onward to Lake Sylvia in Perry County. The project, currently in progress, leverages a multi-agency partnership of state, local, and non-profit organizations to garner public input, assess recreation gaps, and outlay projects that will connect and enhance a wide variety of recreation experiences throughout the project area. Walking, hiking, biking, paddling, boating, hunting, fishing, birding, rock climbing, and gathering are among the recreation types offered within the area and planned for expansion and enhancement.

Project partners include the Arkansas Office of Outdoor Recreation, Arkansas State Parks, Arkansas Parks & Recreation Foundation, Arkansas Natural Heritage Commission, Central Arkansas Water, The Nature Conservancy, Arkansas Game & Fish Commission, Pulaski County, City of Little Rock, and Metroplan. The project seeks to preserve important habitats, protect the local drinking water supply, promote ecosystem management, encourage stewardship, promote education and advocacy, provide equitable access, engage the community, and provide quality user experiences in outdoor recreation.

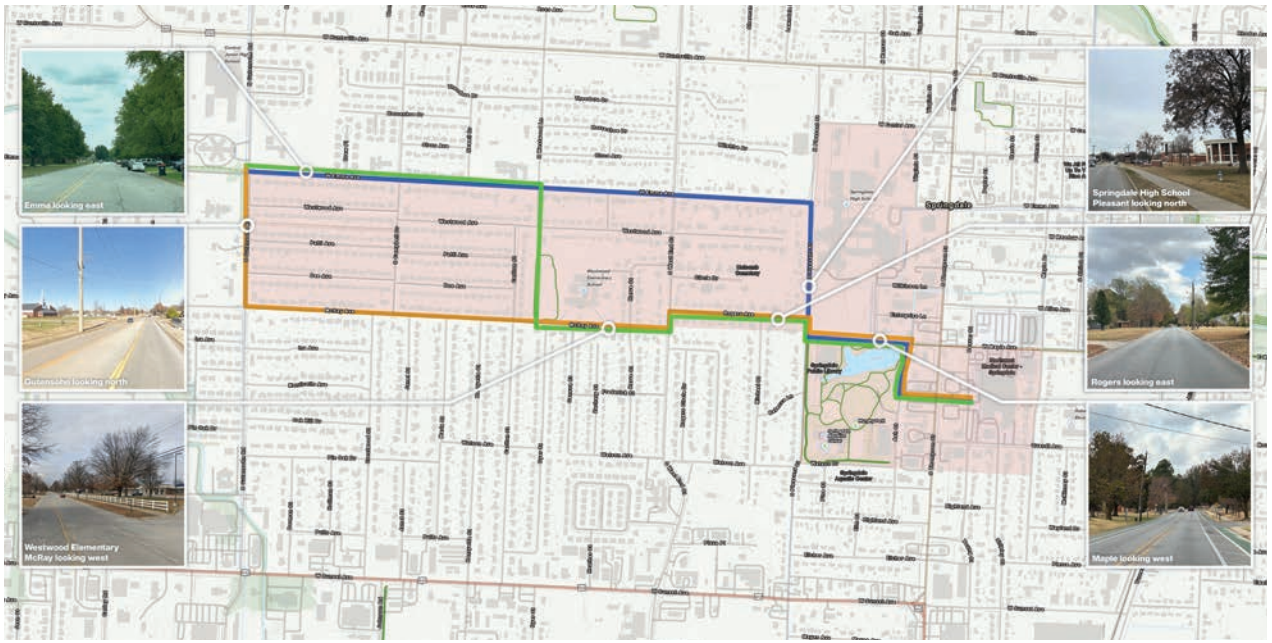


Photo Credit: Joshua Kwekel



SPRINGDALE TRAIL FEASIBILITY STUDY

SPRINGDALE, ARKANSAS





The Trail Feasibility Study explores routes for two east-west connections across the city that will connect destinations along the west side of I-49 to downtown and the Razorback Greenway, a 40-mile regional trail. Two study areas were identified for these connections: the northern study area encompasses 285 acres/miles of a built-out, 1960s-era residential neighborhood, an elementary school, Springdale High School, and Murphy Park: home to the Springdale Public Library, Springdale Aquatics Center, and Archer Learning Center. The southern study area is comprised of 850 acres of agricultural land, sporadic 1970s to early 2000s residential developments, an elementary school, middle school, junior high school, private school, Randall Tyson Recreational Complex, Springdale Recreation Center, and the Tyson Foods corporate offices.





The feasibility study analyzed factors within the built environment, infrastructure, and natural environment that impact the suitability of active transportation facilities, then provided alternatives within each of the study areas for potential alignments as well as bicycle and pedestrian facility types. Each alternative was scored based on a variety of quantitative and qualitative factors and included comparative planning-level cost estimates. The project included two public meetings, a public survey, and a website to gather input such as desired routes and destinations as well as preferences regarding proposed route alternatives.

The project is currently in plan development stages and will include a desktop environmental review to identify permitting requirements, refined planning level cost estimates, and implementation strategies.



CENTRAL ARKANSAS SAFETY ACTION PLAN (SS4A) CENTRAL ARKANSAS





Crafton Tull and Laneshift served as local subconsultants to the Kimley-Horn team in the development of the Central Arkansas Regional Comprehensive Safety Action Plan, a federally funded initiative aimed at reducing and eliminating serious injury and fatal crashes throughout Central Arkansas. Funded by Metroplan through the Federal Highway Administration's Safe Streets and Roads for All (SS4A) program, the plan focuses on improving safety for all roadway users, including drivers, cyclists, pedestrians, and individuals using mobility devices, and was driven largely by extensive public input across the region.





Crafton Tull and Laneshift both led a comprehensive public and stakeholder engagement effort across the four-county project area. Crafton Tull managed broad-based outreach efforts, including attending festivals, and community events, coordinating radio advertisements and interviews, administering an online survey, and implementing an interactive mapping tool to gather input from residents. Laneshift complemented these efforts by facilitating Active Transportation Workshops and walk audits in seven Central Arkansas communities, coordinating closely with city staff and Metroplan to organize venues, routes, agendas, and logistics.

Following the walk audits, Laneshift prepared detailed documentation summarizing observations and identifying opportunities to improve infrastructure with a focus on vulnerable road user safety. The combined efforts of Crafton Tull and Laneshift ensured that community perspectives were central to the planning process, resulting in a data-informed, community-driven safety action plan that reflects local priorities and supports safer transportation outcomes across Central Arkansas.







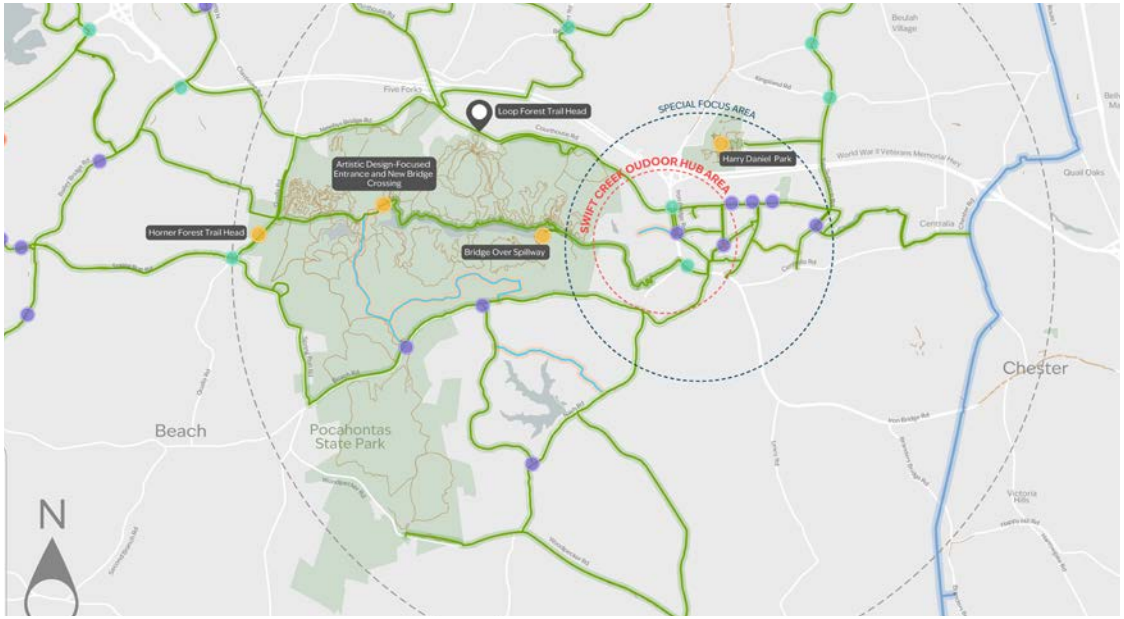
SWIFT CREEK OUTDOOR HUB MASTER PLAN RICHMOND, VIRGINIA



Laneshift served as the prime consultant for the Swift Creek Outdoor Hub Master Plan in Chesterfield County, Virginia, leading a comprehensive planning effort to envision and advance a mountain bike focused outdoor hub and adventure center adjacent to Pocahontas State Park. The planning process centered on creating a destination that supports outdoor recreation while strengthening connections between county residents, the state park, and the proposed hub through a coordinated active transportation network. The project also included planning for new trail development within Pocahontas State Park to enhance access and user experience.

Laneshift's scope of work included developing a criteria-based matrix to evaluate and rank potential locations for the outdoor hub, as well as reviewing existing city and county bicycle and pedestrian plans to identify opportunities for coordination and potential amendments. The team developed a proposed active transportation network designed to serve residents living within five miles of Pocahontas State Park, enabling safe and comfortable walking and biking access to the hub. Laneshift facilitated extensive stakeholder engagement with Chesterfield County staff, VDOT, the Department of Conservation and Recreation, and key user groups, and delivered a final master plan that included conceptual designs, planned amenities and features, trail and transportation connections, and detailed maintenance and funding strategies.





UTAH ACTIVE TRANSPORTATION IMPLEMENTATION ACADEMY

SALT LAKE CITY, UTAH



The Metropolitan Planning Organization for the Salt Lake City, Utah region recently selected and contracted with Laneshift to facilitate the Utah Active Transportation Implementation Academy. The UATIA is a hybrid professional development course that will include in-person sessions in the Salt Lake City area as well as online learning. The course includes 6 modules as well as a capstone project and is designed for stakeholders who are focused on developing deeper knowledge of how to implement active transportation within their community. The course curriculum is designed to maximize learning but is phased over 9 weeks to facilitate integration into the professionals' busy schedules.

The ATIA will include 15-20 participants in the initial cohort. The project involves strategic partnerships with the Mountainland Association of Governments and the Utah Department of Transportation.





ADDITIONAL ACTIVE TRANSPORTATION PLANS

ARKANSAS BICYCLE AND PEDESTRIAN TRANSPORTATION PLAN

Crafton Tull provided support as a sub-consultant to Toole Design Group on the Arkansas Statewide Bicycle & Pedestrian Plan as commissioned by the Arkansas Highway Transportation Department (AHTD) in association with other state agencies. The plan's objectives were to establish policies to empower state agencies, local governments and public interest groups, develop a bicycle and pedestrian program in Arkansas, guide more effective use of federal funding, review and update bicycle and pedestrian accommodation policies, roadway design standards and maintenance policies. Additionally, the plan established a statewide bikeway network, developed marketing strategies and coordinated partnerships that will enable the state and local communities to realize the economic benefits of a robust bicycle tourism industry.





PULASKI COUNTY PEDESTRIAN AND BICYCLE TRAILS MASTER PLAN

Crafton Tull was hired by Pulaski County in 2024 to update the county-wide bicycle and pedestrian master plan that our staff completed in 2006. The primary focus of Phase One was to coordinate with cities and agencies to collect existing and planned bicycle and pedestrian infrastructure for Central Arkansas. After this data was compiled in GIS, a trip generator assessment was developed to analyze walk-sheds and bike-sheds around common trip generators to provide an understanding of gaps in the existing and planned active transportation network and to assist with future infrastructure recommendations. The exercise illuminated the need for active transportation infrastructure that will act as network spines to the north and south to connect to the Arkansas River Trail, the planned Southwest Trail, and the future Southeast Trail toward Jefferson County. Phase Two of the plan's update focuses on future facilities between cities within unincorporated areas of the county to create full connectivity of bicycle and pedestrian networks regardless of jurisdictional lines.

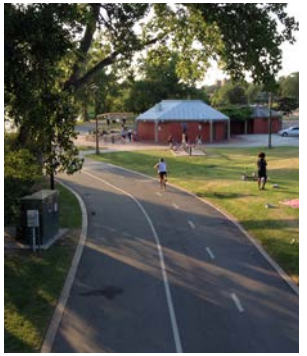


TULSA REGION BICYCLE AND PEDESTRIAN MASTER PLAN

Crafton Tull partnered with Toole Design Group for this Bicycle/Pedestrian Master Plan, which provides a comprehensive regional plan for pedestrian and bicycle improvements. The plan promotes connectivity to the existing regional trail network using on-street treatments, improvements to pedestrian and bicycle safety, a more strategic approach to competing for pedestrian and bicycle funding, and the identification of barriers with solutions for residents to safely access destinations using walking or bicycling modes within the Tulsa region.



Rendering by Toole Design Group



BENTONVILLE BICYCLE & PEDESTRIAN MASTER PLAN

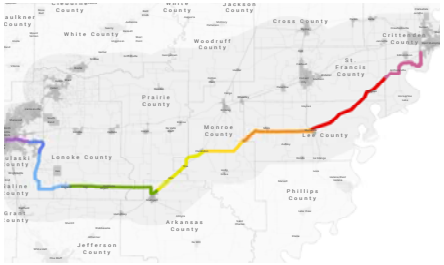
Crafton Tull worked with Toole Design Group to complete the Connecting Bentonville bicycle and pedestrian plan. The plan serves as a resource and guiding document for future implementation of local bicycle and pedestrian projects. Community engagement was essential in the creation of the Connecting Bentonville plan. Crafton Tull's role in the project centered around listening to the public as they shared their experiences, needs, and desires, which influenced the mobility strategies that will be essential for implementation of the Connecting Bentonville plan. Crafton Tull also led the investigation phase of the project, which included a review of existing plans, programs, and policies that may influence biking and walking. Crafton Tull assisted with the field assessment to determine network connectivity and accessibility, as well as the development of the network recommendations map.





US BICYCLE ROUTE 80 (EAST) FEASIBILITY STUDY

Crafton Tull was commissioned to complete a feasibility study for U.S. Bicycle Route 80 from Little Rock to West Memphis. The study was funded by the University of Arkansas for Medical Sciences and included technical support from Arkansas Department of Transportation and the Arkansas Department of Parks, Heritage, & Tourism. The USBR system is a national network of bicycle routes that connect urban and rural communities across the nation. The feasibility study evaluated two potential routes, and infrastructure and amenities along each route were scored. After extensive field verification by the planning team, the 165-mile southern route was chosen because it had communities spaced at intervals better suited to support bicycle tourism.





ADDITIONAL ACTIVE TRANSPORTATION PROJECTS

- Bicycle & Pedestrian Master Plan — Maumelle, AR; Searcy, AR; Bentonville, AR, team member; Stuttgart, AR; El Dorado, AR; Batesville, AR; Lonoke, AR; England, AR; Helena-West Helena, AR; Camden, AR; and Sherwood, AR
- US Bicycle Route 80 West Feasibility Study — Little Rock, AR to Fort Smith, AR
- Rock Island Greenway Feasibility Study — El Dorado, AR to Ruston, LA
- Pulaski County Pedestrian & Bicycle Trails Master Plan — Pulaski County, AR
- NWA Bicycle Infrastructure Plan — Northwest AR (team member)
- Hillsboro Gateway Corridor Plan — El Dorado, AR
- East Main Street Corridor Plan — Siloam Springs, AR
- Oak Street Bicycle & Pedestrian Improvements — Rogers, AR
- 12th Street Corridor Plan — Little Rock, AR
- Rogers Avenue Corridor Plan — Fort Smith, AR
- 12th Street Community Jump Start Improvements — Little Rock, AR
- Levy Community Jump Start Improvements — North Little Rock, AR
- Turtle Creek Trail, Northern Loop — Rogers, AR
- Stone Dam Creek Trail — UCA Campus / Conway, AR

ADDITIONAL ACTIVE TRANSPORTATION PLANS

NORTHWEST ARKANSAS BENCHMARKING TOUR

Laneshift led a Northwest Arkansas Benchmarking Tour in August 2025 for a group from North Carolina, with representatives from Triangle Trails Initiative, City of Raleigh, Town of Morrisville, Raleigh-Durham Airport Authority, Wake County, and Town of Cary. Over several days, the group explored how active transportation, trails, and outdoor recreation can serve as powerful catalysts for community and economic development. Participants examined the vital role that trails and active mobility play in placemaking and fostering connected communities. The tour combined hands-on experiential learning, on foot and on bike, across Bentonville, Rogers, and Fayetteville, AR. Throughout the experience, participants engaged with a variety of local stakeholders who shared insights on trail-oriented development and strategies for building a welcoming, accessible, and encouraging culture of activity. The Laneshift team led both the workshop discussions and the field sessions, coordinating all logistics for the group to ensure participants could fully focus on the learning experience."



NWA VULNERABLE ROAD USER SAFETY SUMMIT

The Vulnerable Road User Safety Summit is presented by the Arkansas State Police Highway Safety Office. The event promotes the safety of road non-motorists including pedestrians, bicycle riders, and individuals utilizing mobility devices, focusing on strategies to increase accessibility and safety.

Laneshift was hired to facilitate and coordinate the 2025 event, which included event planning, setup, teardown, and facilitation throughout the day. Tasks also included leading several panels, facilitating the discussions for the event, and coordinating a guided tour in Fayetteville to provide case studies for active transportation in the area. Prior to the event, our team developed and managed a website that served as a portal for event registration, sponsorship applications, and presenter applications. Laneshift also created social media posts in the form of digital flyers and a 45-second invitation video that promoted the summit.



SAFE STREETS PILOT PROGRAM

Laneshift worked with the Trailblazers to design and construct two safe street pilot projects simultaneously in Springdale, AR and Siloam Springs, AR. The project in Springdale saw the development of nearly one mile of new protected bike lanes that provided a safe, comfortable connection between downtown Springdale and neighborhoods to the west. The Siloam Springs project saw the development of a new "Bicycle Boulevard" which connected downtown Siloam Springs to several key destinations in the western part of town. Laneshift managed all aspects of the project, including stakeholder outreach, public input, design, installation, and evaluation. Both projects created safe and comfortable bicycle connections from the traditional downtowns to key destinations within the cities.



The project included:

- Developed design plans for both projects
- Conducted extensive stakeholder outreach for both projects (e.g., Chambers of Commerce, local businesses, libraries, and parks and recreation)
- Served as "general contractor" and handled the construction and all aspects of the installation
- Oversaw and coordinated all traffic counts
- Developed a final report containing key lessons learned and outlined key performance metrics
- Specified and sourced all materials

GENTRY TRAILS AND CONNECTIVITY MASTER PLAN - PHASE 1

The team has developed maps of existing and proposed facilities in the City of Gentry, including shared-use paved paths, strategic sidewalk connections, and on-street bicycle infrastructure where appropriate. Working in collaboration with the project steering committee and the community through public input sessions, the team is identifying safe connections for people walking, biking, or using mobility devices throughout the city.



An online community survey was also conducted to gather input on opportunities and challenges. By the end of this phase of the Trails & Connectivity Plan, the community will have a proposed active transportation network that includes planning-level cost estimates and project prioritization. The final report will be submitted to the city in November 2025.

CLIENT **REFERENCES**

Crafton Tull and Laneshift have led a variety of projects that are applicable to the scope of work presented in this request for proposals. The following contacts can speak to our performance on many of the projects showcased on earlier pages, as well as others.

CLIENT + POINT OF CONTACT	ADDRESS	PHONE	EMAIL	SERVICES PROVIDED
City of Searcy Richard Stafford Planning Director	401 W Arch Ave. Searcy, AR 72143	501-207-5731	Richard.stafford@cityofsearcy.org	Planning, Civil Engineering, Landscape Architecture
City of Jefferson David Bange, P.E. City Engineer	320 E. McCarty Street Jefferson City, MO 65101	573-634-6433	DBange@jeffersoncitymo.gov	Planning, Urban Design
City of Maumelle Caleb Norris Mayor	550 Edgewood Maumelle, AR 72113	501-851-2500	mayor@maumelle.org	Planning, Landscape Architecture, Urban Design, Civil Engineering
Metroplan Daniel Holland Transportation Planner/ Program Manager	501 West Markham Suite B Little Rock, AR 72201	501- 372-3300	dholland@metroplan.org	Planning, Civil Engineering









CLIENT **REFERENCES**

CLIENT + POINT OF CONTACT	ADDRESS	PHONE	EMAIL	SERVICES PROVIDED
Metroplan Casey Covington Executive Director	501 West Markham Suite B Little Rock, AR 72201	501- 372-3300	ccovington@metroplan.org	Walk audits, Benchmarking
Arkansas State Police Highway Safety Office Bridget White Director	One State Police Plaza Dr Little Rock, AR 72209	501-618-8136	bridget.white@asp.arkansas.gov	Project management and coordination of NWA Vulnerable Road User Safety Summit 2025
City Of Willard, MO Mike Ruesch Director of Planning & Development	224 W Jackson Willard, MO 65781	417-742-3033	planning@cityofwillard.org	Active Transportation Planning, Public Engagement
Northwest Arkansas Community College Alex Vasquez Chief of Staff	1 College Dr, Bentonville, AR 72712	479-659-2380	p3vasquez@nwacc.edu	Mobility planning and consulting on Campus Master Plan (Sub-Consultant)









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03

METHODOLOGY


Crafton Tull
LANESHIFT

METHODOLOGY + SCOPE OF WORK

OVERVIEW

Crafton Tull's experience spans a wide range of scales in which bicycle and pedestrian facilities can be planned: statewide, multi-county, single-county, larger cities, mid-size cities, and small communities. We recognize that the approach and outcomes of bicycle and pedestrian plans change dramatically depending on the study area size, and the Crafton Tull team has the experience to address the needs of the JATSO region. We believe that we can strengthen that experience by adding expertise in education, cultural training, public engagement, and proven implementation strategies.

UNDERSTANDING

Active transportation can provide transportation, health, safety, accessibility, economic development, and tourism benefits. Realizing these benefits requires coordination beyond the infrastructure network itself. Implementing a proposed network and ultimately realizing increased usage of the proposed network involves a coordinated and strategic effort to develop safe, comfortable and connected bicycle and pedestrian infrastructure in concert with the development of a welcoming, accessible and encouraging culture for people who walk, bike roll, and run. Careful planning includes analysis and assessment of the region's land use and zoning to prepare communities and sites for trail-oriented development and other opportunities that increase density and access to the network. Building a culture of walking and biking requires listening to the public and integrating these perspectives into programs and solutions that can address barriers and support capitalizing on opportunities to increase usage and adoption. The first level of value that a bicycle and pedestrian facility adds to a community is connecting neighborhoods with major destinations. This provides safe, fun, and active trips which can increase health, quality of life, and accessibility. The second level of value occurs when such infrastructure informs future development, which is realized with the addition of new destinations along it. For this to occur, zoning and land use standards must be flexible to permit construction of creative "trail-oriented developments" such as food, entertainment, multi-family living, shopping, office spaces, and recreational amenities that build upon the rich experiences provided by the active transportation infrastructure. The city has a strong public transit provider in the Metro Area Public Transit System (MAPS) which includes on demand service as well as a fixed route called the Sunshine Trolley. This planning process will include strategies for how the proposed active transportation network can further leverage the MAPS and fixed route service, thereby expanding transportation options across the region.

SUGGESTED PROJECT TASKS

On the following pages, we recommend the following components for the update to the JATSO Active Transportation and Bicycle & Pedestrian Transportation Plans:



METHODOLOGY + SCOPE OF WORK CONTINUED

COORDINATE AND COMMUNICATE

The Crafton Tull team will provide personnel resources with experience in bicycle and pedestrian planning and design projects. Our project management plan will include monthly project meetings with staff to review project progress, outcomes, and upcoming tasks. The number, frequency, and order of client, steering committee, and other project-related meetings will be determined during contract negotiation phases.

REVIEW EXISTING AND PREVIOUS PLANS

Understanding the current and past political and cultural climate and decision-making logic can add clarity to the receptiveness of future ideas and concepts. The Crafton Tull team will review all existing and ongoing plans, collect available base data, and prepare base maps of the study area. The team will conduct site visits with staff to understand past and present successes and challenges within each community and the region as a whole.



Crafton Tull's plan review will consist of, but not be limited to, the following:

- 2050-JATSO-Metropolitan-Transportation-Plan-Approved-1-15-2026
- City of Joplin Active Transportation Plan-Joplin-Connected (2022)
- Bicycle-and-Pedestrian-Transportation-Plan (2018)

In addition to the above plans, the update will also consider the following:

- Cities of Joplin, Webb City, and Carl Junction Comprehensive Development Plans
- Joplin Regional Transit Study
- JATSO Origin & Destination Study
- JATSO Transportation Improvement Program (TIP)
- MoDOT's STIP
- City of Joplin Capital Improvement Program
- Harry S. Truman Coordinating Council Transportation Plan
- Safe Roads and Bridges for All (SS4A) Safety Plan

ANALYZE COMMUNITY SYSTEMS

The Crafton Tull team will evaluate existing bicycle and pedestrian infrastructure, roadway suitability for on-street facilities, trip generators and public transit routes. This technical analysis will be utilized, along with public input, to generate a preliminary network for evaluation.

GATHER COMMUNITY INPUT

As a part of the plan updates, the Crafton Tull team will work alongside JATSO to coordinate the many viewpoints of leaders, advocates, stakeholders, and citizens to create a unified vision that guides the development of the plan, including careful consideration given to previous public engagement efforts and outcomes. Our robust public participation program will utilize a multi-faceted approach to gathering input and raising awareness, including in-person meetings and focus groups, digital and virtual tools and platforms, and print in an effort to interface with the JATSO region. Digital and printed assets will be made available in both

English and Spanish. Craton Tull will also coordinate with community organizations to provide Spanish language translation services at all public meetings.

Meeting 1: Envisioning the Future

- Considering existing resources, strengths, and weaknesses
- Defining values and determining our goals
- Articulating the vision for the future
- Understanding what worked well and what needs modification from previous planning efforts, including what projects and programs identified in previous plans should remain part of the updated plan and which require revision
- Identifying important places and desire lines

Meeting 2: The Path Forward

- Reviewing the proposed network
- Learning how to build a bicycle culture
- Defining community priorities

Meeting 3: Building Success

- Reviewing key projects
- Preparing for change

DEVELOP A PLAN

The update to the JATSO Active Transportation and Bicycle & Pedestrian Transportation Plans will integrate successful components of previous planning efforts and provide a best-practices approach to providing network connectivity. This network should reflect the opportunities, culture, and character of the study area, reflecting the best of what the region has to offer. Connecting community and neighborhood centers, employment centers, natural resources, and regional attractions across the JATSO region will result in a variety of user experiences across the network. This system can highlight the area's best features and provide equitable access to all users. Its development should include a hierarchy of components, including major bicycle and pedestrian connections from which local feeders can further provide "last mile" connectivity. We will build a plan that includes multiple user and facility types that are appropriate to their context and local characteristics, including short-term solutions in areas where more difficult connections may be a longer-term prospect. Facilities providing a regional benefit will be distinguished from those providing primarily a local benefit.

- Develop a preliminary network
- Evaluate the preliminary network and refine based on findings
- Present and refine the preliminary network based on client, steering committee, and public input
- Prepare the recommended network and supporting documentation

PREPARE TO IMPLEMENT

The Crafton Tull team will provide guidance for the implementation process. By outlining a clear framework of policies, strategies, and actions, enabling local and regional governments to coordinate efforts effectively.

- Prepare strategies, actions, and policies, including public and private efforts to aid in the implementation of the network, encouraging the use of walking, biking, and transit as viable modes of transportation, and increasing Bicycle Friendly Community Designation implementation.
- Develop design standards for active transportation infrastructure to guide future investments and to ensure a level of consistency across the region
- Develop maintenance standards, specifications and schedules for all active transportation infrastructure to ensure consistency across the region and to allow for more accurate budgeting for these costs on an annual basis

DOCUMENT AND ADOPT

The Crafton Tull team will prepare a report detailing the project process and plan outcomes with opportunities for review by the client, steering committee, and local governing agencies.

- Prepare a draft report for review and comment
- Present report findings to applicable local and/or regional agencies
- Prepare a final report

Our planning process is customized for each community based on client objectives and desired outcomes that best meet the needs of each community. The goal of each plan is to provide strategies that will enable a community to become more bikeable and walkable through its built and natural environments.

METHODOLOGY + SCOPE OF WORK CONTINUED

DRAFT SCOPE OF WORK

TASK 1: PROJECT MANAGEMENT & COORDINATION

At the outset of the project, the Crafton Tull team will work with JATSO to refine the overall project strategy and initiate coordination with past or ongoing studies and projects in the study area.

Task 1.1 Project Kickoff and Ongoing Coordination

The Crafton Tull team will begin the project with a kick-off meeting with the client to confirm the objectives for the project. Discuss the project schedule, including key milestones, deliverables, and public input meetings.

The Crafton Tull team will coordinate with JATSO to identify and develop a project steering committee representing various viewpoints from across the JATSO region. Three (3) steering committee meetings will be facilitated, inclusive of the kickoff meeting, throughout the planning process to which will allow the committee to offer incremental feedback, oversee progress, address obstacles, and monitor progress towards key milestones.

- Meeting 1: Refine and or develop project purpose statement and guiding principles
- Meeting 2: Review feedback from community input sessions and provide guidance on the initial network
- Meeting 3: Sharpen and finalize the network
- Throughout the project, the Crafton Tull team will coordinate progress, decision points, and next steps with the client.
- Bi-weekly project update meetings will be held.
- Monthly progress reports will be submitted with invoices.





TASK 2: DISCOVERY

Task 2.1 Collect Existing GIS Data and Develop Base Maps

To conduct the analyses described in this scope, a wide variety of local GIS and base data, as well as other regional data, will be required. The data collection phase will begin at the outset of the project, utilizing both community-specific GIS data as available, as well as state GIS data. The client will provide local GIS information required for analyses in shapefile or KML/KMZ format, including but not limited to:

- Locations and descriptions of planned transportation infrastructure improvements
- Existing and planned trails and greenways, sidewalks, and on-and-off-road bicycle facilities – within JATSO, as well as those in neighborhood communities that are anticipated to continue through JATSO
- Relevant off-road unpaved trails
- Right-of-way extents
- Bicycle and pedestrian crash data over the past 5 years
- JATSO travel demand model and outcomes related to existing VMT and mode share
- Locations of signalized intersections
- School attendance zones and student transportation mode data
- Public transportation routes and stops
- On-street parking restrictions
- Major employment and activity centers
- Locations of major bicycle and pedestrian destinations (including schools, colleges, libraries, parks and open spaces, senior centers, social service sites, community centers, sporting venues, tourist destinations, hospitals, and other activity centers)
- Locations of planned municipal, residential, commercial, or mixed-use development
- Land use (current and proposed)
- Zoning
- Existing zoning codes, subdivision ordinances
- Current and previous plans such as comprehensive plans, master street plans, etc.

The Crafton Tull team will obtain the following GIS data:

- Roadway centerline files with road name, classification, posted speed limit, AADT, number of travel lanes, lane widths, and overall roadway width
- Locations of physical barriers such as sidewalk disconnects, major highways, rail lines, rivers and streams, steep terrain, and other barriers
- Parcel layers indicating public or private land ownership
- Population, employment, and travel data (by census block group and traffic analysis zone)
- Aerial photography of the study area
- Contours
- Additional geographic data as needed and available, specific to required analyses

Under the guidance of the client, the Crafton Tull team will use data provided by the client and request additional data through contact with planning, transportation, park, and/or public data management.

Task 2.2 Existing Facilities and Existing Conditions Analysis

Using the base data obtained in Task 2.1, the Crafton Tull team will develop a map of existing on-and-off-road bicycle and pedestrian facilities across the study area (to the extent data is available). The map will show locations and types of facilities and will include supplementary information such as locations of parks, schools, transit routes, and other key generators of bicycling and walking trips. Road suitability analysis maps, as well as trip generator analysis maps, will also be produced.

This task includes an assessment of existing infrastructure, launch of the public survey and online interactive map, as well as a plan to establish a baseline for walking and bicycling across the study area, considering both on-street facilities as well as trails.

Task 2.3 Review of Previous Planning Work, Census Information, and Other Transportation-Related Data

The Crafton Tull team will review the current Active Transportation and Bicycle & Pedestrian Transportation Plans and others that have been developed within the last five years by JATSO and other communities and agencies. Some of these plans include, but are not limited to:

- ▪Cities of Joplin, Webb City, and Carl Junction Comprehensive Development Plans
- JATSO Origin & Destination Study
- JATSO Transportation Improvement Program (TIP)
- MoDOT's STIP
- City of Joplin Capital Improvement Program
- Harry S. Truman Coordinating Council Transportation Plan
- Safe Roads and Bridges for All (SS4A) Safety Plan

The Crafton Tull team will review census information and other transportation-related data. The team will work with and gather information from a variety of public sources including:

- Citizens
- JATSO Policy Board
- Local and State Officials
- HSTCC Regional Planning Commission
- Joplin Complete Streets Committee

TASK 3: PUBLIC ENGAGEMENT PLAN

Task 3.1 Online Public Survey

The Crafton Tull team will prepare and administer an online survey that will be made in both Spanish and English. The survey will be designed to gather community feedback on usage, preferences, challenges, and desires for active transportation in JATSO region.

Task 3.2 Workshop 1: Design and Maintenance Workshop

The Crafton Tull team will facilitate one (1) Design and Maintenance Workshop in Northwest Arkansas (NWA) for the Steering Committee members and other stakeholders (12 guests total), focused on learning best practices for design and maintenance of active transportation facilities located in NWA.

Task 3.3 Workshop 2: Visioning

The Crafton Tull team will engage with the community through a variety of visioning sessions that will include focus groups, a steering committee meeting, a walk audit, and a community meeting. The goal will be to learn from the community about the active transportation challenges that are faced in the JASTO Study Area and envision the opportunities for the future.

Task 3.3.1 Focus Groups

The Crafton Tull team will conduct up to six (6) focus group meetings in-person or online to discuss current opportunities and barriers to walking and cycling, and desired outcomes of the active transportation network. It is anticipated that these groups will include:

- Healthcare
- Education
- Public Safety
- Chamber/Business Owners
- Bicycle/Pedestrian Advocates and Transit Providers
- Elected Officials and Government Staff

Task 3.3.2 Walk Audits

The Crafton Tull team will conduct two (2) walk audits within the JATSO study area with the steering committee and other stakeholders (group size maximum: 25) to consider opportunities and challenges for people on bicycles and on foot, navigating the active transportation infrastructure of Joplin.





Task 3.3.3 Steering Committee Meeting

The Crafton Tull team will conduct one (1) Steering Committee meeting focused on creating a project purpose statement and guiding principles for the planning process.

Task 3.3.4 Community Visioning Meeting

The Crafton Tull team will facilitate one (1) in-person community meeting to gain valuable community feedback. The Crafton Tull team will be intentional in selecting a location and time to ensure a broad and diverse constituency is able to participate. The aim will be to coincide with local events and engage the public with interactive maps and boards.

Task 3.4 Workshop 3: Proposed Network

Task 3.4.1 Steering Committee Meeting

The Crafton Tull team will conduct the second Steering Committee meeting to review the feedback received from the previous community meeting and provide guidance on the initial network.

Task 3.4.2 Community Proposed Network Meeting

The Crafton Tull team will facilitate the second in-person community meeting to gain valuable community feedback. The Crafton Tull team will be intentional in selecting a location and time to ensure a broad and diverse constituency is able to participate. The aim will be to coincide with local events and engage the public with interactive maps for feedback on the initial network.

Task 3.5 Workshop 4: Implementation

Task 3.5.1 Steering Committee Meeting

The Crafton Tull team will conduct the third Steering Committee meeting to sharpen and finalize the network.

Task 3.5.2 Community Implementation Meeting

The Crafton Tull team will facilitate the third in-person community meeting to gain valuable community feedback. The Crafton Tull team will be intentional in selecting a location and time to ensure a broad and diverse constituency is able to participate. The aim will be to coincide with local events and engage the public with interactive maps for feedback on the network.

TASK 4: NETWORK INVENTORY AND MAPPING

Task 4.1 Develop and Assess Early Network Routes

The Crafton Tull team will define a preliminary network for field assessment based upon the analysis and input received in the previous tasks. The preliminary network will include the following:

- Existing active transportation infrastructure
- An active transportation gap analysis
- Barriers to connectivity unique to JATSO: waterbodies, floodplain, topography, transportation corridors, etc.
- Documented opportunities for active transportation connections
- Documented areas of user concern from Public Meeting

METHODOLOGY + SCOPE OF WORK CONTINUED

The Crafton Tull team will analyze existing conditions and connectivity in the study network through detailed field assessments and documentation, which will be utilized to create a GIS connectivity database and the draft active transportation network.

Task 4.2 Update and Draft the Active Transportation Network

The Crafton Tull team will produce a digital map (webmap) documenting JATSO's proposed active transportation network, utilizing findings from previous tasks. The following information will be gathered and produced:

- Clearly identified specific corridors, whether an on-road or separated facility
- Facility types appropriate to the context of the location and the desires of the public
- Proposed intersection treatments where active transportation facilities intersect with roadways or other barriers
- Future routes dependent on the implementation of the master street plan
- Summary of draft network compliance with public input pertaining to desired connections to specific destinations, overcoming safety concerns, and desired active experience (transportation or recreation)



The Crafton Tull team will coordinate a review meeting with the client to review the draft network to ensure its consistency and feasibility in coordination with current private or municipal projects, including compliance with the master street plan. The Crafton Tull team will revise the draft network following the review meeting according to client feedback.

TASK 5: DESIGN STANDARDS, MAINTENANCE SPECIFICATIONS, AND SCHEDULE

Task 5.1 Design Standards

The Crafton Tull team will prepare a set of construction design standards governing future bike and pedestrian infrastructure projects in the plans. Specific facility types which design standards will be developed include:

- Shared Use Paved Paths and Trails
- Side Paths
- Bike Lanes
  - Conventional
  - Buffered
  - Protected
- Sidewalks
- Mixed Traffic Facilities
  - Bicycle Boulevards
  - Mixed Traffic Alleyways

All construction standards and maintenance specifications will conform to the specifications listed in

- NACTO's Urban Bikeway Design Guide 3rd Edition
- AASHTO's Guide for the Development of Bicycle Facilities, 5th Edition

Task 5.2 Maintenance Specifications and Schedules

The updated plans will include bike and pedestrian infrastructure preventative maintenance specifications and schedules. The maintenance specifications and standards will include the following:

- Prompt Graffiti and Vandalism Repair
- Pest Management
- Inspection (including bridges and tunnels)
- Facility (Trail, Sidewalk, Mixed Traffic) Surface Maintenance
- Sweeping
- Vegetation Management (including tree and branch trimming and removal of fallen debris except where prohibitive
- Erosion Control
- Litter and Trash Removal
- Repair of Trail Structures
- Fixture and Furnishings Maintenance; including annual washing/ cleaning
- Pavement marking refresh including trail crossings and trail center stripe
- Lighting and Signal Maintenance
- Restroom Facility Service
- Drinking fountain service
- Remedy "Social Trails" (such as shortcuts)
- Address Detours/Disruptions (promptly)

TASK 6: IMPLEMENTATION AND PRIORITIZATION PLAN

The Crafton Tull team will develop an implementation plan that identifies short, medium, and long-term projects, as well as a methodology for project prioritization and general opinions of probable cost.

Task 6.1 Project Prioritization Methodology

The Crafton Tull team will create a list of prioritized projects based on need, cost, ease of implementation, and other community-specific goals, as prioritized by the steering committee. The Crafton Tull team will work with the client to develop criteria that will be used to determine project priority.

Task 6.2 Preliminary Estimates of Probable Cost (Planning-Level)

The Crafton Tull team will develop a spreadsheet-based cost estimate to determine planning-level costs using local unit prices for various improvements. Total project estimates will not be provided, as bike and pedestrian components are only one part of the overall infrastructure project (i.e., a roadway design project that includes bike lanes, but costs for road design options may vary). This task is intended to provide a comparison of order-of-magnitude costs for specific routes or route segments to be utilized in project prioritization exercises.

TASK 7: DEVELOP UPDATED PLANS

Task 7.1 Draft Plan Development

Based on the information gathered in previous tasks, field work, and review of relevant local and regional plans, the Crafton Tull team will develop updates to the JATSO's Active Transportation Plan and the Bicycle & Pedestrian Transportation Plans. These updates will consist of the following:

- Project Overview
- Previous Planning Work Review
- Network Inventory & Mapping
- Proposed Updates to Bicycle & Pedestrian Network
- Design Guidelines
- Maintenance Specifications and Schedule
- Project Prioritization & Planning-Level Cost Estimates

Task 7.2 Plan Review

The Crafton Tull will deliver the JATSO's Active Transportation Plan and the Bicycle & Pedestrian Transportation Plan update documents for review to the City, Steering Committee, and governing agencies. Comments will be provided in a single marked-up document for the Crafton Tull team to incorporate.

Task 7.3 Final Plan Documentation

The Crafton Tull will provide the final plan documentation of the JATSO's Active Transportation Plan and the Bicycle & Pedestrian Transportation Plan updates, which include all feedback received through community input, City comments, and Steering Committee guidance.

Task 7.4 Plan Adoption

The Crafton Tull team will hold a meeting with Planning & Zoning Commission and a hearing with the City Council for plan adoption of the JATSO's Active Transportation Plan and the Bicycle & Pedestrian Transportation Plan updates.

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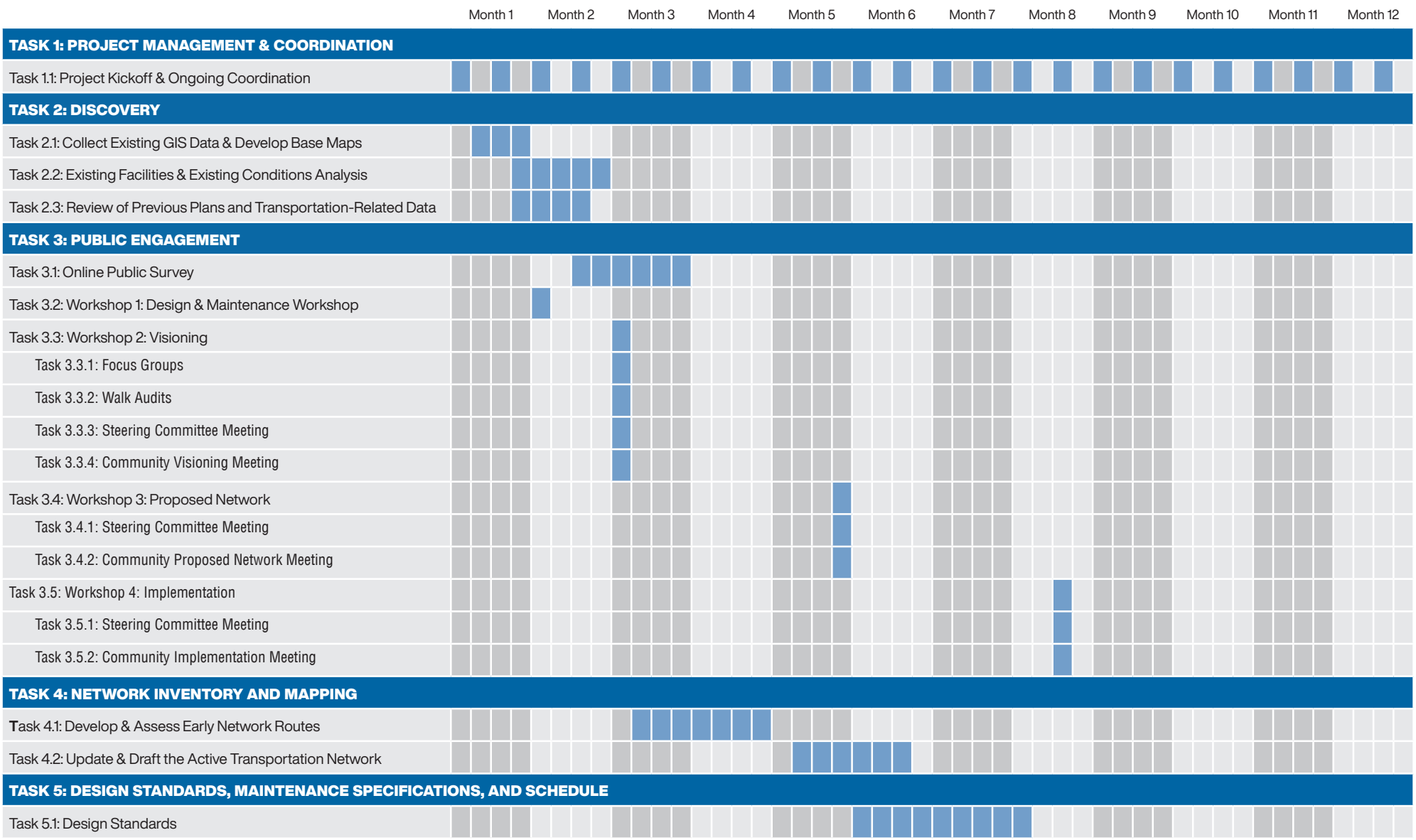


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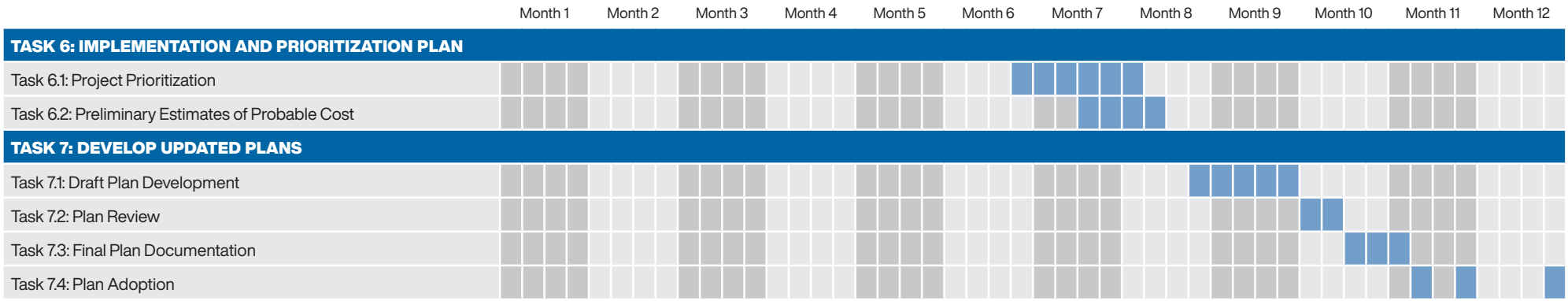
TIMELINE + COST PROPOSAL


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PROPOSED **TIMELINE**



PROPOSED **TIMELINE** CONTINUED



PROPOSED **COST**

TASK	COST
TASK 1: PROJECT MANAGEMENT & COORDINATION	$16,000
TASK 2: DISCOVERY	$10,600
TASK 3: PUBLIC ENGAGEMENT	$60,000
TASK 4: NETWORK INVENTORY AND MAPPING	$10,500
TASK 5: DESIGN STANDARDS, MAINTENANCE SPECIFICATIONS, AND SCHEDULE	$21,500
TASK 6: IMPLEMENTATION AND PRIORITIZATION PLAN	$5,500
TASK 7: DEVELOP UPDATED PLANS	$18,000
EXPENSES	$7,800
TOTAL	$149,900



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