THE I-Plan
Investing in Infrastructure Improvements

A COMMUNICATIONS AND MARKETING PLAN
for the

prepared by
THE AHTD PUBLIC INFORMATION OFFICE
April 2013
IMPROVEMENTS
UNDERWAY
5.8 MILES
ST. COMPL. SEPT 2014
PROJECT COMPLETE!
CHECK TRAVEL CONDITIONS AT I DRIVE ARKANSAS.COM
Travel Smart. Travel Safe.
ARKANSAS STATE HIGHWAY AND TRANSPORTATION DEPT.
Construction Zone Locations
Live Traffic Conditions
Weather Radar
Live Traffic Cameras (Coming Soon)
**Construction**

**Project Name:** Forrest City-East  
**Length:** 8.3 Miles  
**Location:** Mile Marker 239.8 - 248.1  
**Estimated Complete:** Mid 2014

The purpose of this project is to reconstruct 7.8 miles of main lanes on Interstate 40 at Forrest City.

This project is part of Arkansas’ [Interstate Rehabilitation Program](https://drive.arkansas.com)
Needs vs. Revenue

CAP = 180 miles

IRP = 450 miles
Needs vs. Revenue

Total = 630 miles
3.8%
American infrastructure is in fair or poor shape and needs a great deal or quite a bit of improvement
National Survey: American Manufacturers

70%

American roadways are getting worse
National Survey: American Manufacturers

65 %

Do not believe that infrastructure is positioned to respond to the competitive demands of a growing economy over the next 10 to 15 years.
National Survey: Americans Value Good Roads

78%

Driving a motor vehicle is “Very” or “Extremely” important to conducting daily lives
National Survey: Americans Value Good Roads

88%

Transportation infrastructure is important to maintaining a strong economy.
National Survey: Americans Value Good Roads

83%

Transportation network is important to ensuring national defense and emergency response.
Average Monthly Household Expenditures

- **Electricity/Gas**: $159.34
- **TV/Internet**: $123.93
- **Roads**: $46.33
- **Telephone**: $161.25