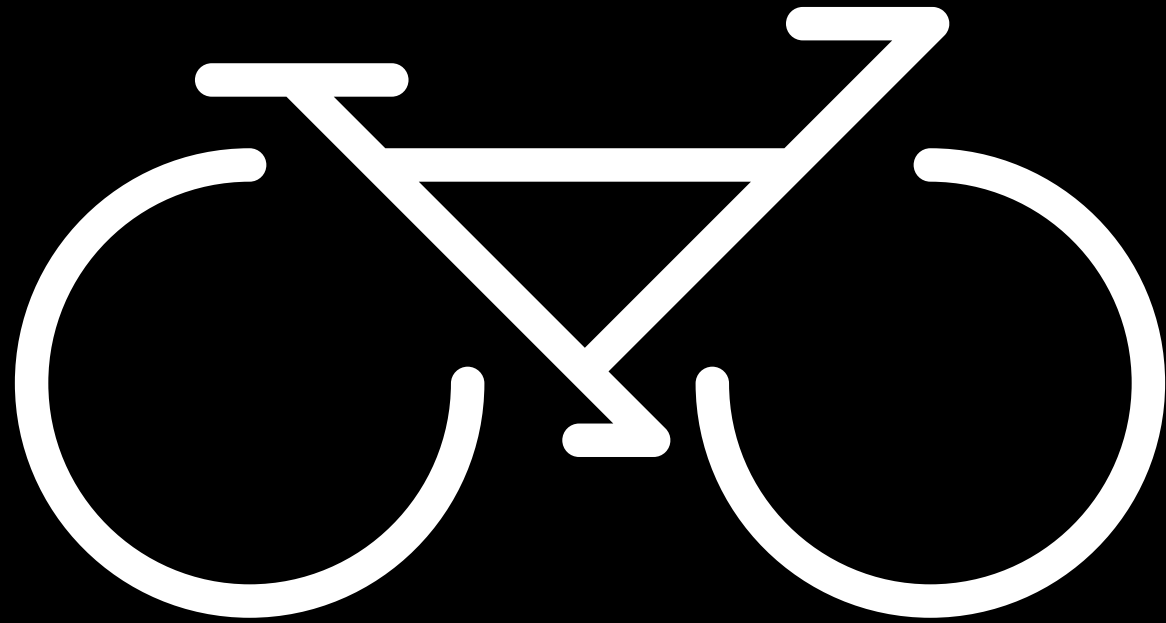




**MISSOURI ACTIVE
TRANSPORTATION
CONFERENCE**



LANESHIFT



Northwest Arkansas is going big on bike infrastructure. // Courtesy the Walton Family Foundation

In Arkansas, the Bike's Best Friend Is Walmart

ERICA SWEENEY MAY 18, 2018

Outside

BIKING

LIGHT

OZ TRAILS
NORTHWEST ARKANSAS
for more visit oztrailsnwa.com

04:56 / 05:08

2016 IMBA World Summit Recaps

By: Eleanor Blick • Posted: November 30, 2016



land of oz

NORTHWEST ARKANSAS FINDS ITS OWN EMERALD CITY

may 08, 2017 | by kristin butcher | photography by bruno long

0 SHARES f t p e ...

I wasn't entirely surprised to see a restaurant's claw machine game filled solely with plastic pigs after crossing into Arkansas, but walking into Rentonville's 21c hotel so he can get away with having the moniker of a



Courtesy of bellavistavacationrental.com



Courtesy of aedc.org



Courtesy of visitrogers.com

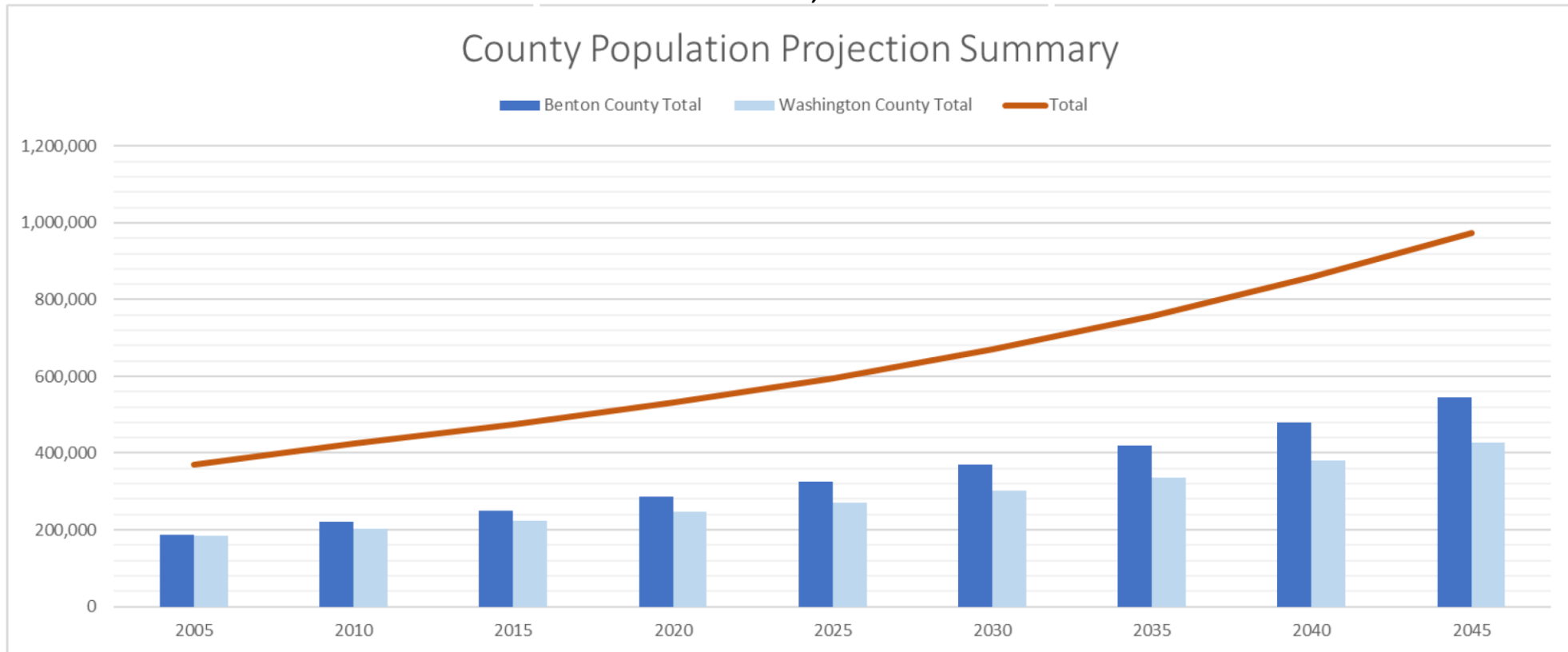


Courtesy of arkansasfight.com

BENTON AND WASHINGTON COUNTIES - Population Projection Totals:

Years	2005	2010	2015	2020	2025	2030	2035	2040	2045
Total Population	370,552	424,404	474,867	531,304	594,313	669,707	757,409	858,283	974,275
Benton County Total	186,756	221,339	251,016	285,496	324,208	368,740	420,139	478,857	545,893
Washington County Total	183,796	203,065	223,851	245,808	270,105	300,967	337,270	379,426	428,382

Benton County 284,333 Census 2020
Washington County 245,871 Census 2020
Total 530,204 Census 2020







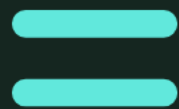
FAYETTEVILLE



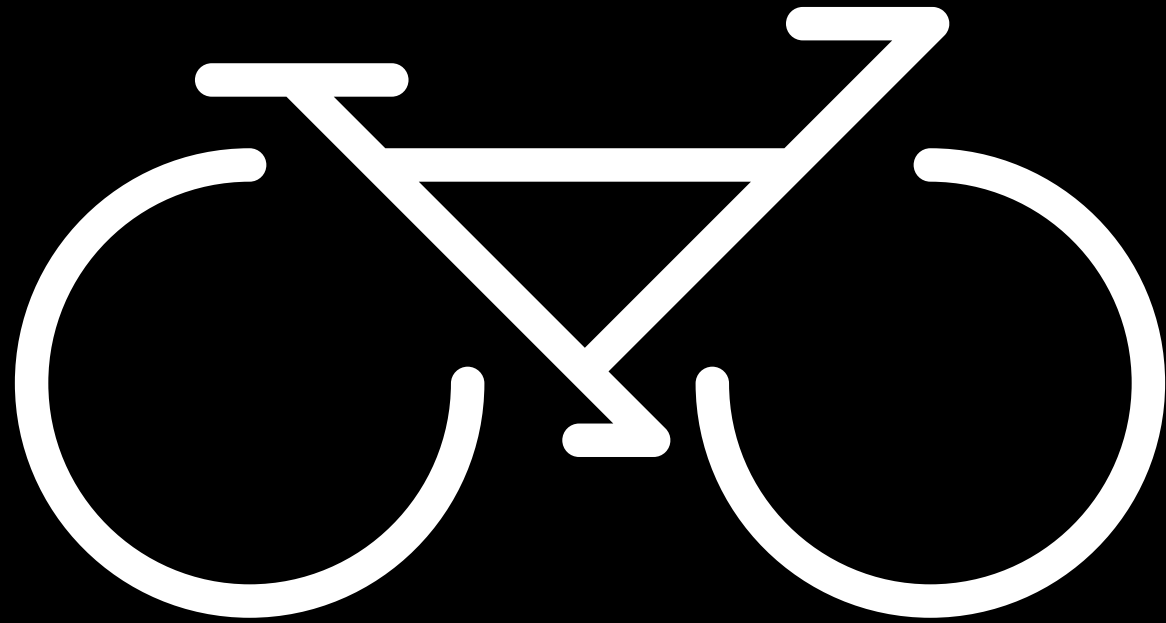


**\$86 MILLION IN
HEALTH RELATED COSTS**

**\$51 MILLION IN
BUSINESS BENEFITS**



**\$137 MILLION IN
ECONOMIC BENEFIT**



LANESHIFT

TL/DR

- **Build a community for locals, not tourists**
- **Shifting the culture takes time and intentionality**
- **3 P's:**
 - **Programming**
 - **Placemaking**
 - **Political Courage**
- **Explore alternative funding and partnership opportunities**
- **Encourage grassroots growth**