

**COMMUNITY IMPACT OF REGIONAL
TRANSPORTATION INFRASTRUCTURE GROWTH**

MBTC FR 1017

Kim Fendley and Will Miller

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Community Impact of Regional Transportation Infrastructure Growth

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Abstract¹

This study explores the attitudes of local citizens toward an improved transportation infrastructure (regional airport, highway expansion) and continued growth. Our hypothesis is that the people of Northwest Arkansas support increased growth in this area but may be experiencing some confusion in the transition from a rural to a more urban corridor. The purpose of this research is to expand our understanding of the human component in an environment of economic and social change. Our methodology was a mail survey designed to serve as a baseline study of attitudes concerning the transportation infrastructure improvements. We found there to be less confusion than concern. Voters in Northwest Arkansas want the benefits of growth in the forms of improved transportation and more high quality jobs but do not want to lose sight of the social and environmental aspects of the current community that make this area special.

¹ This research was funded by the Mack-Blackwell National Rural Transportation Study Center.

Dr. Fendley is an Assistant Professor in Sociology and Dr. Miller is an Assistant Professor in Political Science.

Community Impact of Regional Transportation Infrastructure Growth

Introduction

Washington County in Northwest Arkansas is a vital, growing metropolitan area. Between 1970 and 1990 there was a 46.6% population increase with a corresponding increase in population density (1970: 81.4 people per square mile versus 1990: 119.3). To support this population growth Washington County has maintained a diverse economy. Personal income is derived from a variety of industries. In 1989, employment in goods related manufacturing accounted for 24.9% of the citizen's income, government (e.g., university employees) 18.8%, agricultural services, forestry, fisheries, transportation, public utilities and wholesale trade 18%.0, services 16.6%, retail trade 10.8%, mining and construction 5.4%, and finance, insurance and real estate 3.4%. This diversity and vitality is reflected in the low unemployment rate for that same year: 3.7.

Northwest Arkansas has also become a high-profile area. One community in the region made national news when "Money" magazine rated Fayetteville favorably on a quality-of-life scale. "Money" magazine confirmed that Fayetteville is a good place to live, reporting this on network television programs. This attention is dwarfed by Clinton's successful candidacy for President. His presidency continues to bring attention and scrutiny to Arkansas. These visible advertisements for Arkansas overlay the ongoing progress toward more linkages to the national and international economic

communities. These linkages can be seen concretely in the expansion of highways 71 and 112 while the existence of Tysons Foods, Walmart Industries, Cargills, Campbells Soup, J.B. Hunt, Levi Straus, et. al., gives the area a strong economic base on which to continue building.

There is thus a considerable constituency for growth in Northwest Arkansas. Life is continually changing for the people of this area. With Northwest Arkansas' new national image of job opportunities and a high quality of life coupled with the proposal of new airport facilities, growth must not be a haphazard, unspoken, uncontrolled trend, subject solely to reactive NIMBYs. It is now a recognized issue for all community members.

This research is a baseline study to be used in exploring the attitudes of local citizens toward continued growth. Our hypothesis is that the people of Washington and Benton Counties support increased growth in the region, but may be experiencing some confusion in the transition. This project is intermodal. The survey will explore the impact of both air and ground transportation modalities on attitudes towards the changing community.

Method

This survey was a mailed questionnaire called "Transportation and Community Growth." It was designed and administered by Drs. Kim Fendley and Will Miller. Don Dillman's (1978) total design method was used to increase response rates, which

included doing three waves of mailings. Listings of voter registration for Washington and Benton Counties were used as the sampling frame. These lists were considered the most representative list of Arkansas adults available. Registered voters were also of interest because they influence politicians and therefore, local decisions. The survey was implemented in the Spring of 1994 and received a 69% response rate.

Context

Northwest Arkansas, specifically Benton and Washington Counties, is a growing vital area of Arkansas. Population change between 1980 and 1990 for these counties greatly surpassed the state's rate of change. Benton County had a 24.8% increase, Washington County had a 12.9% increase compared to the statewide change of 2.8%.

Growth is also apparent in the changes in earnings per job and the movement between employment sectors. Earnings per job increased 11% in Benton County and 8.8% in Washington County in the 1980s whereas the Arkansas state earnings per job increased 3.2%. Employment in Benton County is located predominantly in the goods producing sector of the economy (32.3%). In Washington County the goods producing sector competes with the service producing sector for the dominant job source (24.5% versus 24.3%). Growth is implied by the increase in the transportation sector between 1980 and 1990. During this decade, the transportation sector increased 2.5% in Benton County and 2% in Washington County compared to a .7% increase statewide. The transformation of Northwest Arkansas also can be

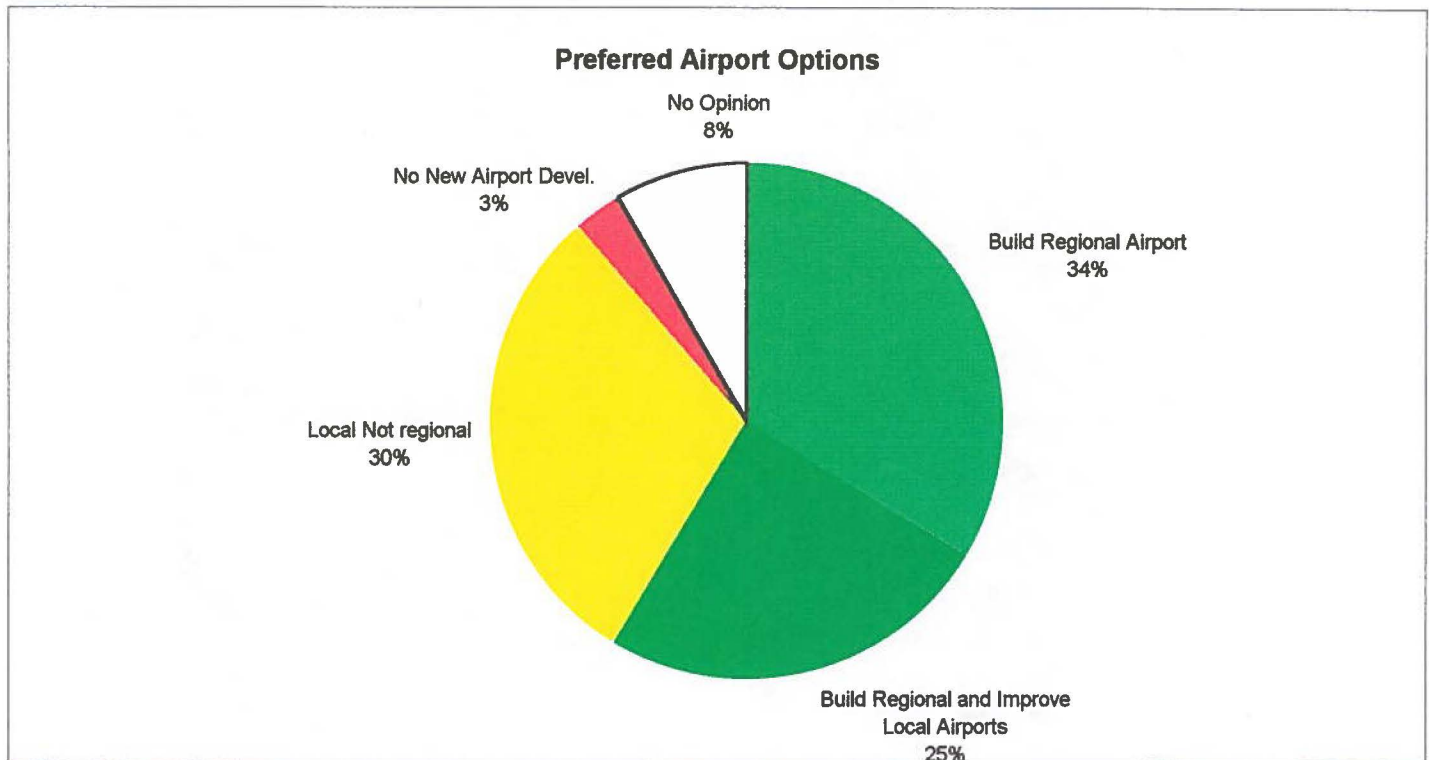
seen in the flow of jobs from natural resource based employment to trade and to service production. In Benton County natural resource based employment decreased (-4.3%) while trade increased (+4.5%). In Washington County natural resource based employment also decreased (-3.9%) but the largest increase was in the service producing sector (+3.7%).

In terms of demographic characteristics of the populations, while both counties have relatively high percentage of their population consisting of dependent persons in 1990 (Benton County 27.5% < 20 years of age, 17.9% > 64 years of age; Washington County 29.2% < 20 years of age, 11.3% > 64 years of age), yet, each county has fewer persons below the poverty line in 1989 than does the state (Benton County 9.6%; Washington County 14.6%; Arkansas 18.5%). Finally, a higher percentage of the residents age 25 or more of Benton and Washington Counties have a high school diploma than statewide (Benton 74.8%; Washington 73.3%; Arkansas 66.4%). (Data in this section from *Rural Profile of Arkansas 1993*.)

In sum, Northwest Arkansas has a larger percentage of better educated citizens and a lower percentage of people in poverty. The economy is shifting away from resource based (typically rural) jobs and to the more globally oriented trade and service sectors. The engine helping to run these changes is the population growth from both natural increases and in-migration. The increases in the transportation sector of employment demonstrates one response to this growth.

The following report includes comparisons of voters responses to growth attitude questions for Benton and Washington Counties, a short summary of voters' responses from the rural areas of Northwest Arkansas and an analysis of citizen participation in a booming area. Appendix I contains the percentages for each survey question for all of the respondents. Appendix II contains the percentages for each survey question for rural and urban respondents.

Transportation Issues: Airport and Highway Facilities



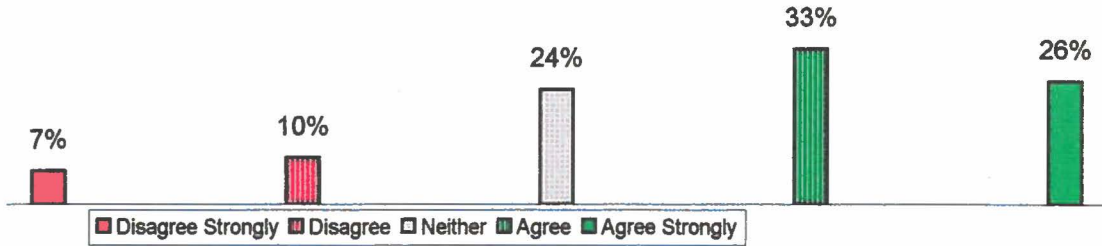
The discussion on airport planning in Northwest Arkansas is still continuing. Our previous survey data (Fall 1993) indicated a majority in support of the construction of a regional airport. The current survey results further explore the preferred policy options concerning the broader question of airport construction and improvement in Northwest Arkansas. When given five options on airport planning, 34% of registered voters in NW Arkansas say "build a new regional airport." Another 25% say to both build the regional airport and improve local airports. Almost a third (30%), say they think it is best if we improve local airports but do not build a regional airport. Three percent chose no new airport development and about 8% had no opinion.

As in the previous survey, the majority support a new regional airport. The more recent survey shows, however, that there are still some airport planning questions unsettled. Another way of looking at these data is to combine the question responses that include both "building a new airport and improving local airports" with "improve local airport only." Doing this shows that 58% of all respondents (64% of respondents who had an opinion) favor improving local airports. A majority of the respondents want a new regional airport and a majority of the respondents want to improve local airports. The Federal Aviation Authority is concerned about the potential of competition from local airports threatening the success of a new regional airport. Given the discussions in some municipal government bodies and the majority of respondents' support for local airport development, this is an area of policy development that bears watching.

The answers given by Benton and Washington County registered voters are not significantly different. That is, their answers are so similar we cannot say that registered voters in Benton County have different beliefs than those in Washington County. The same is true when the answers are broken down by the cities: Fayetteville, Springdale and Rogers.

To further explore these choices, respondents' perceptions of the effects transportation changes will have on taxes, public facilities and jobs were examined. The specific questions asked whether people agreed or disagreed with: "A new regional airport will raise the taxes of the citizens of Northwest Arkansas." "Growth that comes from the new regional airport will result in overloaded public facilities such as roads, water supply, solid waste and sewer systems." and "The new highways and the new regional airport will provide jobs for local people." The answers to these three questions help explain respondents feelings about airport options. The results are represented below.

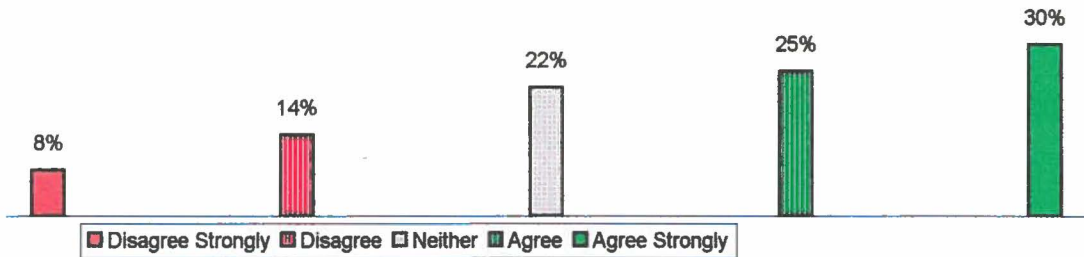
Regional Airport Will Raise Taxes



New Regional Airport Will Raise Taxes

Airport Options	Disagree Strongly	Disagree Mildly	Neither	Agree Mildly	Agree Strongly
Build New Regional Airport	14%	18%	30%	28%	10%
Regional Airport and Local	7%	12%	32%	36%	14%
Local Airport Development Only	1%	1%	13%	37%	48%
No New Development	6%	0%	11%	6%	78%
No Opinion	2%	7%	26%	40%	24%

Regional Airport Will Overload Services



New Regional Airport Will Overload Services

Airport Options	Disagree Strongly	Disagree Mildly	Neither	Agree Mildly	Agree Strongly
Build New Regional Airport	14%	26%	25%	25%	11%
Regional Airport and Local	8%	14%	31%	25%	21%
Local Airport Development Only	2%	4%	9%	27%	58%
No New Development	6%	0%	0%	28%	67%
No Opinion	0%	10%	45%	19%	26%

Regional Airport Will Provide Jobs for Local People

Airport Options	33%		31%		
	Disagree Strongly	Disagree Mildly	Neither	Agree Mildly	Agree Strongly
Build New Regional Airport	1%	1%	9%	40%	49%
Regional Airport and Local	1%	4%	10%	40%	43%
Local Airport Development Only	19%	18%	30%	22%	8%
No New Development	44%	18%	25%	6%	6%
No Opinion	4%	8%	41%	30%	15%

Respondents who support building a new regional airport or building a regional airport and expansion of local airports tend more often to disagree that the new regional airport will raise taxes and will overload public services. Regional airport supporters are also likely to believe the new airport will bring new jobs for local residents.

However, the pattern is reverses for respondents who said they do not support the regional airport (want only local airport development or no airport development.) These respondents more often tend to agree that taxes will increase and services will be overloaded. They also tend to disagree rather than agree that new airport and highway facilities will mean jobs for local people.

In summary, some form of airport improvements was chosen as the most popular option in airport planning by most residents. A minority (3%) of the people opt for no new airport developments of any kind. In terms of development options, there is majority support for a regional airport. The policy question that remains as the most interesting is whether there should be both regional and local airport development and what citizens might feel if they are forced to choose between the two.

Frequency of Airport Use

Airport Location	Daily	Weekly	Monthly	Yearly	Never
NWArkansas	0%	1%	6%	45%	47%
Oklahoma	0%	0%	2%	39%	58%
Other Arkansas	0%	0%	1%	11%	88%
Missouri	0%	0%	0%	8%	91%

To assess the frequency that registered voters use airports in various locations, they were asked to indicate how often during the past five years they had flown in or out of various airports. Fifty-three percent of the respondents had flown in or out of airports in Northwest Arkansas with 45% of these flying yearly. This was the highest use (excluding "never"). Forty-one percent of the respondents had flown in or out of Oklahoma airports with yearly (39%) again the largest category. Twelve percent used Arkansas airports outside of Northwest Arkansas, with 11% of this number flying yearly. Finally, 9% of the respondents used Missouri airports yearly.

Overall, the great majority of users of airport services are certainly not frequent fliers at any airport. They fly perhaps a few times a year or not at all.

Frequency of Use - Driving Selected Highways

Highway	Daily	Weekly	Monthly	Yearly	Never
Business 71	52%	36%	8%	1%	1%
Bypass 71	24%	50%	22%	2%	1%
Highway 412 West	8%	20%	40%	24%	8%

Construction on highways 71 South and 412 West led us to ask how frequently these highways were used. Business 71 was added to this set of questions and not surprisingly it is the most frequently traveled highway, though anyone who lives in Northwest Arkansas could have told us that Business 71 is well-traveled. We found that 88% of our respondents drive on 71B on a frequent basis, either daily or weekly. It is still rather startling to find that over half of the respondents say that they used Business 71 daily.

With so many driving on 71B on a daily basis, it is not surprising that among transportation issues traffic congestion is the most likely to be picked as a very serious problem (34%). Forty-eight percent said traffic congestion is a somewhat serious problem. Those who use 71B daily tend most often to say that congestion is a serious problem. Those who drive less on 71B do not feel traffic is a serious a problem. This does not *necessarily* mean that driving 71B is the problem, but it does say that those who drive 71B daily perceive traffic to be a greater problem than those who do not. Parking (12%) and transportation to health care facilities (10%) are listed as very serious problems by far fewer respondents.

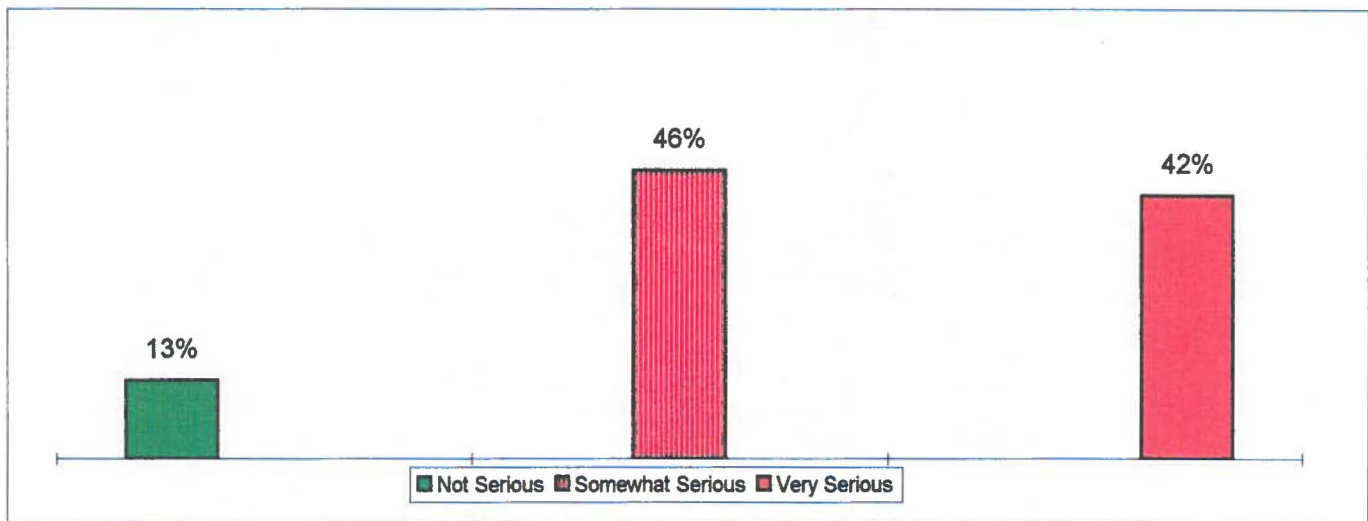
In contrast, most respondents use Bypass 71 on a weekly basis (50%). Almost all drive the bypass on some regular basis. Highway 412 West of Springdale was the least frequently used of these three highways with 40% driving on it only monthly.

Nearly 60% of the respondents report that they drive to work. The typical drive to work in Northwest Arkansas is seven to ten miles. Our respondents reported that a typical drive to work takes nearly fifteen minutes. Very few respondents use public transit. Six percent use public transit yearly and each other category (daily, weekly or monthly) held between one and two percent of the respondents.

To get another measure of transportation habits and use, respondents were asked how often they left home for purposes other than work. A little over half indicated that they go out daily. A substantial proportion, however, leave home only weekly (38%). Five percent indicated they leave home monthly and five percent yearly. About one percent never leave home.

Several transportation issues ranked near the top of citizen's spending preferences. City roads, four-lane highways and bridge repair (along with water quality, police, and public education spending) had much support.

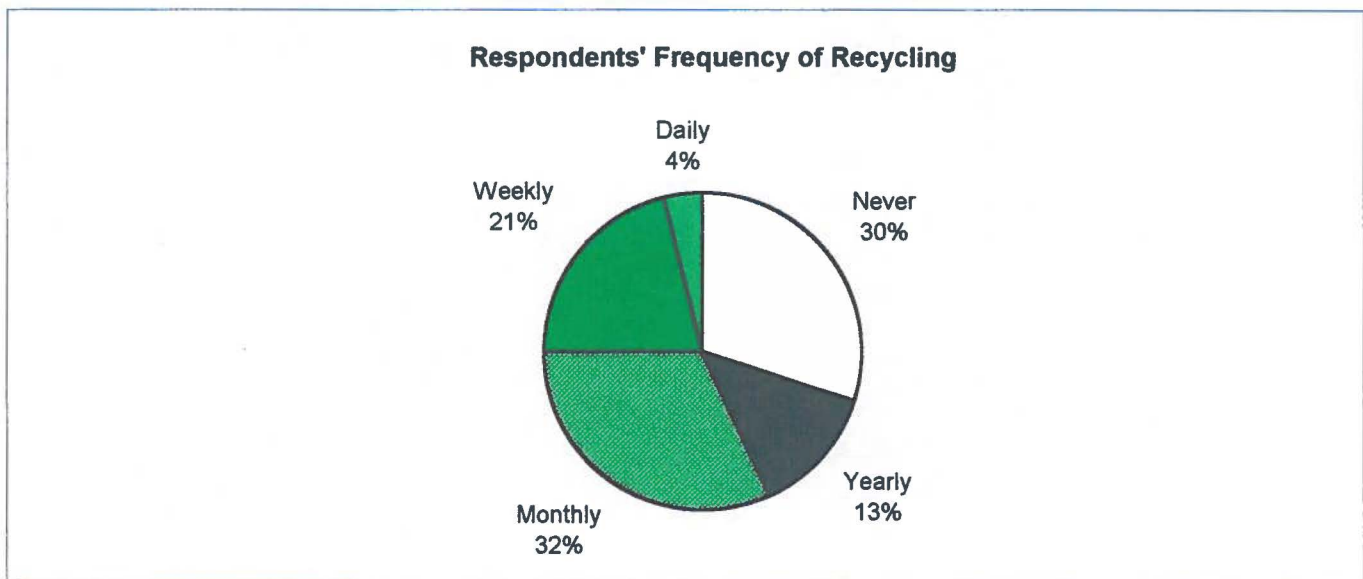
Landfills: Citizen's Perceive Landfills as a Problem



Of all problem variables included in this survey, landfills are perceived by registered voters to be the most serious issue in Northwest Arkansas. According to the survey's results, 88% of the registered voters in Northwest Arkansas believe that landfills are a very serious (42%) or a somewhat serious problem (46%). Only 13% of those individuals surveyed feel that landfills are not a serious issue.

Washington County residents are somewhat more likely to feel that landfills are a more serious issue than Benton County residents. The large majority of respondents from the three major cities included within the survey indicate that landfills are a significant problem.

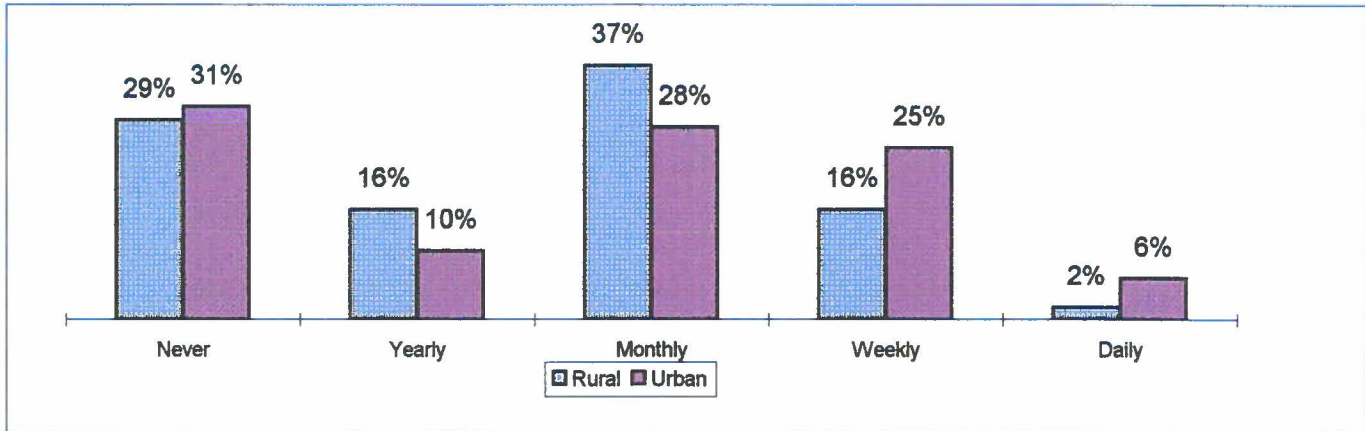
Recycling in Northwest Arkansas: Who Does and Who Doesn't



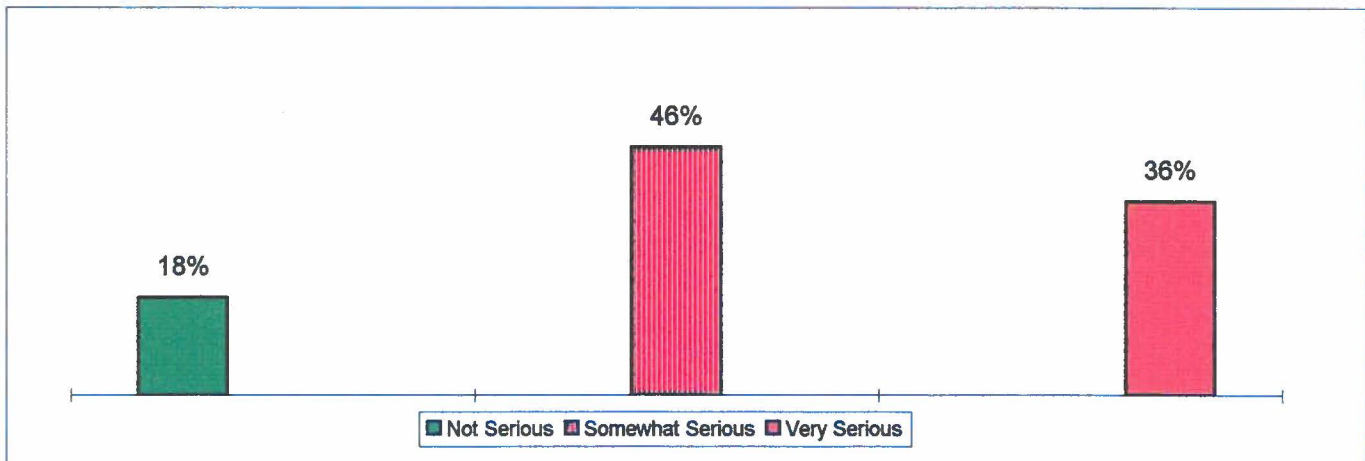
An issue closely related to solid waste management is recycling. According to the results from the survey, recycling is an established component of solid waste management in Northwest Arkansas. Seventy percent of the registered voters surveyed indicate that they recycle. In addition, recycling appears to be a fairly frequent practice. Most individuals who report that they recycle regularly tend to do so on a monthly or weekly basis.

In general, 73% of the residents in Benton County recycle and 68% of the residents in Washington County recycle. Of the major cities included in this analysis, recycling appears to be most common in Fayetteville and Rogers. Of the three largest cities, residents in Rogers tend to recycle more frequently on a weekly basis whereas residents in Fayetteville are more likely to recycle on a monthly basis. Residents in Springdale, however, indicate that recycling is a less common practice than in the other major cities in Northwest Arkansas.

Those respondents living in rural areas tend to recycle on a less frequent basis than urban residents. Rural residents are more likely to recycle on a monthly and yearly basis. Urban residents tend to recycle on a daily or weekly basis.



Population Growth: Second Most Serious Problem

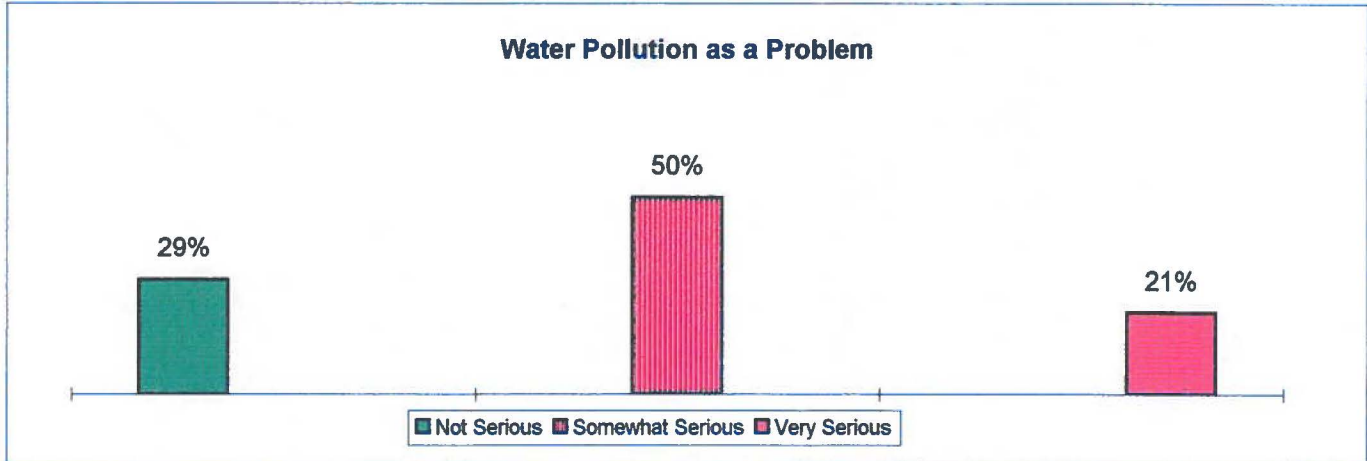


Population growth, because of its impact on the environment, may well be considered as an environmental issue. Citizens consider population growth to be the second most serious problem in Northwest Arkansas. This is the case for both Benton and Washington County. Of all the issues considered, only the landfill issue is considered more serious. Traffic congestion is a very close third.

After local population growth, water pollution is the environmental issue about which voters express concern. Seventy percent of the respondents believe that water pollution is a very serious (21%) or somewhat serious (50%) problem in Northwest Arkansas. More respondents from Washington County indicate that water pollution is a very serious problem than respondents from Benton County.

Feelings of registered voters towards current levels of water quality protection, population growth, and preservation of water help to explain why water pollution is considered such a serious issue in Northwest Arkansas. People who believe that water pollution is a serious problem in Northwest Arkansas also tend to feel that we are not doing a good job protecting our water quality and that we are not preserving enough of

our natural resources. In addition, individuals who feel that water pollution is a serious problem also tend to believe that the rate of population growth in Northwest Arkansas is too fast and that the community is not doing a good job regulating growth. Individuals who believe water pollution is a serious problem also tend to feel that continued growth in Northwest Arkansas will hurt the quality of life in our area. Finally, water quality spending ranked very near the top of activities citizens think government spending should support.



Other Responses to Environmental Questions

Tree loss and soil contamination closely followed water pollution in their perceived seriousness. Other responses to environmental problem questions are in the table below. They are presented in descending order of seriousness.

Environmental Area	Not Serious	Somewhat Serious	Very Serious
Tree Loss	32%	46%	22%
Soil Contamination	33%	48%	19%
Air Pollution	46%	39%	15%
Noise	68%	28%	5%

Respondents in Washington County are more concerned about tree loss than Benton County. Of the three major cities, Fayetteville and Springdale express the most concern regarding tree loss in their respective communities.

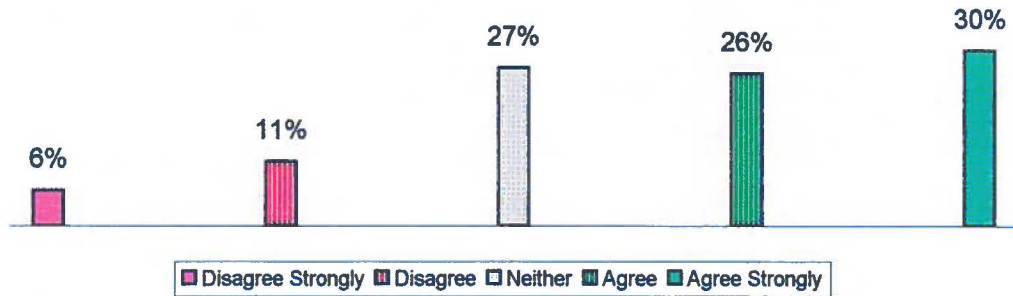
Policy Reflections

According to survey responses from registered voters in Washington and Benton counties, landfills, population growth and water pollution are the three most serious environmental concerns. Landfills, in particular, are considered to be a serious problem in Northwest Arkansas. The issues of local population growth, traffic congestion, and crime followed landfills (considering all issues) in degree of importance as perceived by registered voters in Northwest Arkansas.

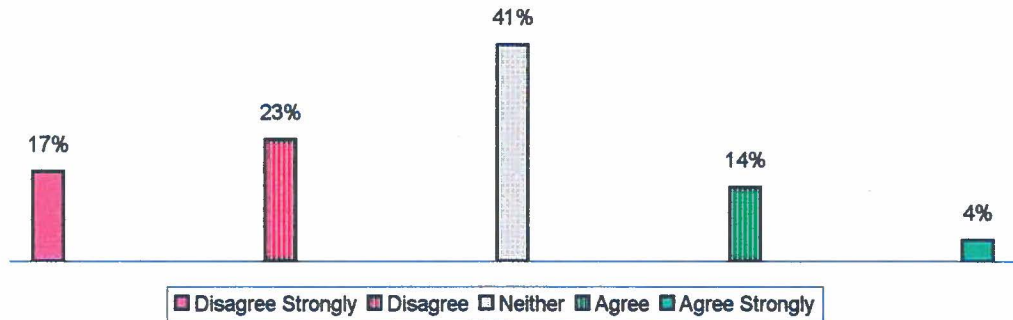
Spending to protect water quality in Northwest Arkansas is particularly important to registered voters; as a spending priority, it is ranked in the highest preferences for increase government spending including public education, police protection, four-lane highways and city roads.

In general, the majority of registered voters (79%) in Northwest Arkansas are satisfied with the natural beauty of the community. Still, a large proportion of the respondents believe that environmental protection should take priority over economic growth.

Environmental Protection Over Economic Growth



My Community is Doing a Good Job Regulating Growth



Forty percent of the respondents do not feel that the government in their community is doing a good job of regulating growth. Another 41% neither agree nor disagree that their community is doing a good job of regulating growth. Only 18% of the respondents agree that their community did well at regulating growth. Policy initiatives that are designed to promote growth and yet ensure our area's natural environment would seem most consistent with the feelings of many voters in Northwest Arkansas.

Rural Summary

Overall, Arkansas is a very rural state with about half of its residents living in rural areas. Rural areas in Arkansas have a larger percentage of the state's nonproductive citizens, the elderly and children. Rural Arkansas also has higher poverty rates, lower per capita income and less job growth than in the urban areas of Arkansas. (From *Rural Profile of Arkansas 1993*.)

In Northwest Arkansas, for most topics, rural voters are not significantly different from their urban counterparts. There is a surprising homogeneity in the demographic characteristics and in attitudes and opinions across rural and urban areas of Northwest Arkansas. This is encouraging for those who want to increase economic opportunities through transportation while preserving the rural quality of life. These data while not exceptionally informative on rural-urban differences at this point in time, will be invaluable as baseline data as this area continues to grow.

Demographic Characteristics

Twenty-eight percent of rural voters have an income of less than \$20,000 while 34% have incomes of more than \$60,000. Ninety percent of rural voters own or are buying their houses. Fifty-eight percent are employed, 2% unemployed and 34% retired. Urban voters in Northwest Arkansas follow a similar pattern.

Community Growth

When giving opinions of their community or on growth, rural respondents again did not differ significantly from their urban counterparts. The majority for both rural (72%) and urban (73%) voters disagreed with the statement "I would leave this community if I had the opportunity." In answering questions on growth in Northwest Arkansas, few rural voters (22%) believe there are enough well-paying jobs in the area; more do believe that community growth will increase the quality of jobs (52%). What will precipitate this job increase? 61% agreed that the new highways and the new regional airport will provide jobs for local people. Yet, 47% of the rural voters believe that continued growth in the area will hurt the quality of life.

Only about a fifth of rural voters (19%) believe the community does a good job of regulating growth. If this area isn't perceived as doing a good job of regulating growth then what are the projected consequences of growth? A large majority of rural voters (66.5%) believe increases in population and economic growth will result in higher taxes, for example, 61% believe the new regional airport alone will raise the taxes of citizens in Northwest Arkansas. Another consequence is the effect on public facilities, with 59% believing facilities such as roads, water supply, solid waste, and sewer systems will be overloaded as a result of the growth from the new regional airport. Given these opinions, it is not surprising that few rural voters (28%) say that the costs of economic development can be justified. It follows then that when asked if environmental protection should be given priority even at the risk of slowing down

economic growth, 59% of rural voters agree. All of these opinions are shared by the urban voters of Northwest Arkansas.

There is a significant difference between urban and rural voters on some aspects of life in Northwest Arkansas. More rural voters (46%) believe that local business and government leaders should do more to encourage the growth of businesses than urban voters (36%). And with respect to the environment, fewer rural voters (20%) than urban voters (31%) believe we are doing a good job of protecting our water quality.

Transportation

Rural voters do differ significantly from urban voters on their use of the area's transportation infrastructure. While the majority of urban voters leave home for purposes other than work on a daily basis (61%), the majority of rural voters (52%) leave on a weekly basis. While 62% of urban voters use 71 business daily, only 40% of rural voters do. Rural voters also use 71 bypass and public transportation less frequently than their urban counterparts. While rural voters, in general, use the highways less often than urban voters, they do use the airports around Northwest Arkansas with the same frequency as the urban voters. Even though rural voters have the same usage patterns as urban voters for airports, they have opinions on the airport planning in Northwest Arkansas that are significantly different from the urban respondents. Fewer rural voters opted for "build a new regional airport" (28% rural versus 39% urban). More rural respondents chose the options "do not build a new

regional airport, do improve local airports" (33% vrs. 28%) and "no new airport developments" (5% vrs. 2%).

Community Satisfaction and Perceived Problems

More rural voters are satisfied with their homes (53% vrs. 40%), the natural beauty of their communities (57% vrs. 39%), their personal safety (31% vrs. 20%) and with the available country leisure opportunities (42% vrs. 39%) in Northwest Arkansas. Finding a significant difference between rural and urban voters on the natural beauty of the area, personal safety and outdoor leisure opportunities is somewhat disheartening since Arkansas is labeled "The Natural State" and the proclaimed benefits to moving to this area is its wholesome, safe, clean, environment for families.

The problems perceived very serious for at least a third of both rural and urban groups were landfills and local population growth (landfills 40% rural, 44% urban; population growth 36% rural and urban). These groups differed significantly on their perceptions of traffic congestion (29% rural vrs. 39% urban) and water pollution (19% vrs. 20%), with fewer of the rural voters deeming these issues to be very serious. On the other hand, more rural voters thought noise is a very serious problem in Northwest Arkansas (6% vrs. 4%).

In summary, rural voters recognize a need for more well-paying jobs and assume the increase in the area's transportation infrastructure will bring higher quality

jobs. Yet, for many rural voters these benefits are perceived of as being paid for in higher taxes, overloaded public facilities and a decrease in the quality of life. Finally, most believe that environmental protection should have priority over economic development. The changes rural voters seem to fear can be seen as indicators of urbanization. The key to a preferred growth for this group then, may be improved transportation facilities and jobs while maintaining the environment expected of a "Natural State."

Community Impact of Regional Transportation Infrastructure Growth

Project for the
Mack-Blackwell
National Rural Transportation Study Center

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Uncertainty in Boomtown: NW Arkansans, Transportation and Economic Growth

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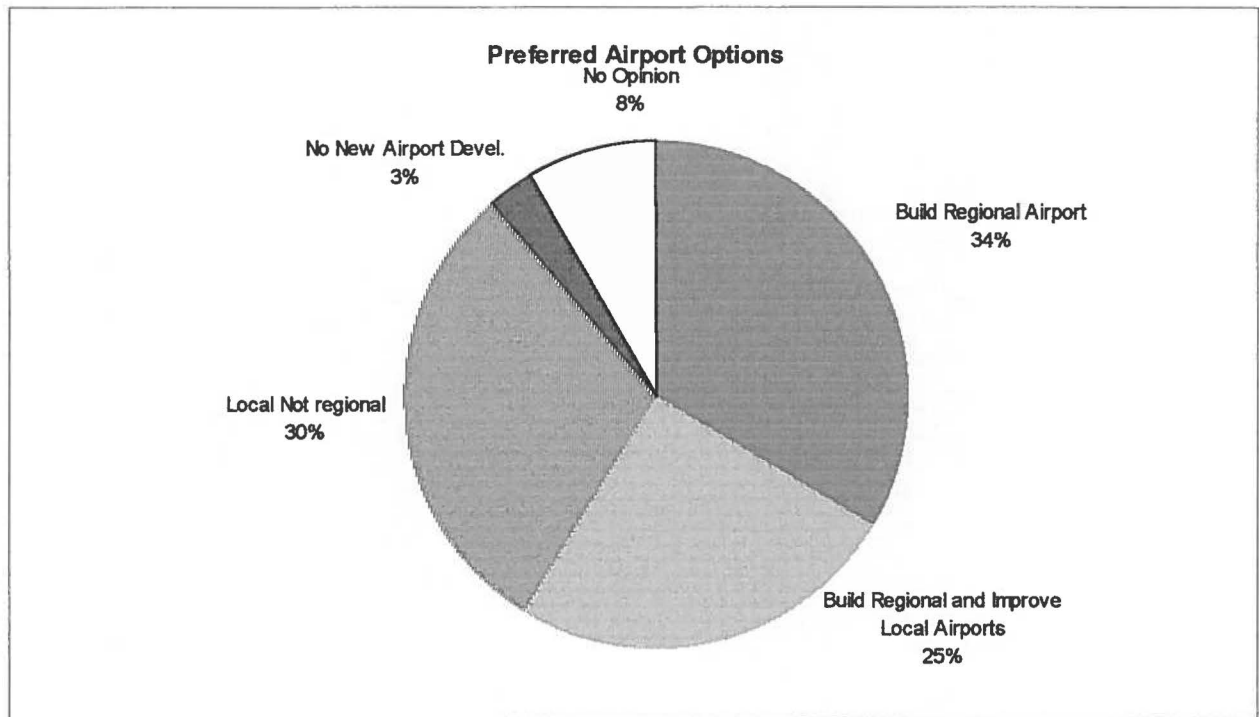
Introduction

Much scholarly attention has been paid to understanding what attracts businesses to a community. Researchers in this journal have surveyed the community business, governmental and education elites to determine what effect their beliefs have on growth. This is important research, but in some sense new business interests and the local elite are only two legs of a three legged stool. The third leg, necessary for truly stable growth, consists of the residents of the community themselves. Such residents, through the normal electoral process or through "ballot box planning" can provide support for growth or stop projects cold.

Northwest Arkansas is very important to the overall economic health of the state of Arkansas. Northwest Arkansas has been nationally recognized for its quality of life. Recently a national news magazine designated Fayetteville as one of the country's "boomtowns." Still, there is disagreement in Northwest Arkansas concerning the shape of development. Changes are not without dispute, for example Fayetteville continues to pay for an incinerator that citizens never allowed to be built. The proposed regional airport was threatened by a citizens' initiative vote.

In the Spring of 1994 the second in a series of studies was conducted which are designed to examine citizens' feelings about growth and to set a baseline for resident's perceptions of quality of life as growth continues. Questionnaires were mailed to one thousand registered voters in Benton and Washington counties. With a response rate of nearly seventy percent, the results from this survey are indicative of the opinions and feelings of registered voters in these counties. Nearly one-hundred twenty questions were asked ranging from crime and environmental attitudes to feelings about highway construction and job satisfaction. A portion of the findings is presented here.

Transportation and Economic Growth



The evolution of the regional airport has been influenced by an association of regional business and government elites, the Airport Authority, the needs and requirements of the Federal Aviation Authority and local citizen opinion. The Airport Authority first proposed a large regional cargo airport capable of landing large commercial cargo jets. The FAA forced a change in design from a primarily cargo airport to a smaller airport with a passenger emphasis. Concern of local citizens about tax increases caused by the airport have pushed the Airport Authority to sign agreements with local governments that ostensibly guarantee that local governments will not have to carry airport funding burdens.

Our previous survey data (Fall 1993) indicated a majority (54%) in support of the construction of a regional airport. Among other things, the current 1994 survey results further

explore the public's preferred policy options concerning the broader question of airport construction and improvement in Northwest Arkansas. When given five options on airport planning, 34% of registered voters in NW Arkansas say "build a new regional airport." Another 25% says to both build the regional airport and improve local airports. Almost a third (30%), say they think it is best if we improve local airports but do not build a regional airport. Three percent chose no new airport development and about 8% had no opinion.

Respondents who support building a new regional airport or building a regional airport and expansion of local airports tend more often to disagree that the new regional airport will raise taxes and will overload public services. Regional airport supporters are also likely to believe the new airport will bring new jobs for local residents. However, the pattern reverses for respondents who said they do not support the regional airport (want only local airport development or no airport development). These respondents more often tend to agree that taxes will increase and services will be overloaded. They also tend to disagree rather than agree that new airport and highway facilities will mean jobs for local people.

As in the previous survey, the majority support a new regional airport. The more recent survey shows, however, that there are still some airport planning questions not settled. Another way of looking at these data is to combine the question responses favoring "building a new airport and improving local airports" with "improve local airport only." Doing this shows that 64% of respondents who had an opinion favor improving local airports. While it is true that a large majority of the respondents want a new regional airport it is also true that a majority of the respondents want to improve local airports. At the time of the survey, the Federal Aviation Authority had already voiced concern about the potential for competition from local airports that might threaten the success of a new regional airport. Given the discussions in some municipal government bodies and the majority of respondents' support for local airport

development, this is an area of policy development that is becoming even more important as a policy issue.

Copies of the survey results were sent to the FAA during the FAA's open comment period. This may have been at least one motivation for the FAA (in August) to insist on a non-competition agreement with all local municipal governments operating airports. The agency responsible for raising bond financing has joined the FAA in calling for such an agreement. The plan was that each government was to sign an agreement to give up any air passenger service if the new regional airport is to open. The agreement was rewritten when it was discovered that it contradicted the FAA's own regulations. Since Fayetteville has received federal funds to operate the airport, it could not restrict access to the airport. A new, more mildly worded agreement has been signed by several local governments. Fayetteville is still discussing the matter.

Fayetteville has the most to lose. City council members must consider the loss of several million in airport fees if Drake closes as well as an undetermined amount of airport related spending. In a year in which several council members and the mayor are up for reelection, the 60% of the citizens who want to improve local airports must be considered. Calls for a citizen vote on the closing of Drake field in Fayetteville are troublesome for the promoters of a regional airport. Regional airport supporters insist that the agreement must be signed quickly in order to secure the necessary grants from the federal government.

To assess the frequency that registered voters use airports in various locations, they were asked to indicate how often during the past five years they had flown in or out of various airports. Fifty-three percent of the respondents had flown in or out of airports in Northwest Arkansas with 45% of these flying yearly. This was the highest use (excluding "never"). Forty-one percent of the respondents had flown in or out of Oklahoma airports with yearly (39%)

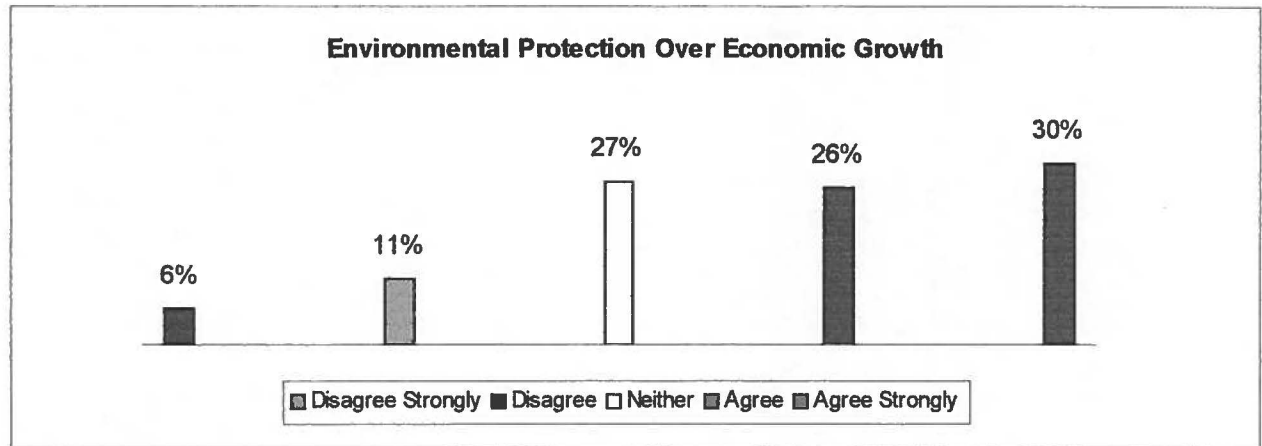
again the largest category. Twelve percent used Arkansas airports outside Northwest Arkansas, with 11% of this number flying yearly. Finally, 9% of the respondents used Missouri airports yearly. The great majority of users of airport services are certainly not frequent fliers. They fly perhaps a few times a year or not at all.

In summary, some form of airport improvements was chosen as the most popular option in airport planning by most residents. A minority (3%) of the people opt for no new airport developments of any kind. Given the air travel patterns, it might be that most respondents want airport development other reasons, perhaps to bring better jobs. In terms of airport development options, there is majority support for a regional airport. The policy question that remains as the most interesting is whether there should be both regional and local airport development and what citizens might feel if they are forced to choose between the two.

Other responses concerning development issues contained some surprises. When respondents were asked about the seriousness of problems in NW Arkansas, traffic was ranked third. Amazingly, half of all respondents say they drive on business bypass 71 daily. One might have expected, considering all the discussions about new highways and roads, that traffic would have ranked higher. Landfills and population growth were ranked one and two in terms of seriousness. Each of these problems is related to increased economic and population growth. Crime, again contrary to what might be expected, ranked fourth in terms of problem seriousness.

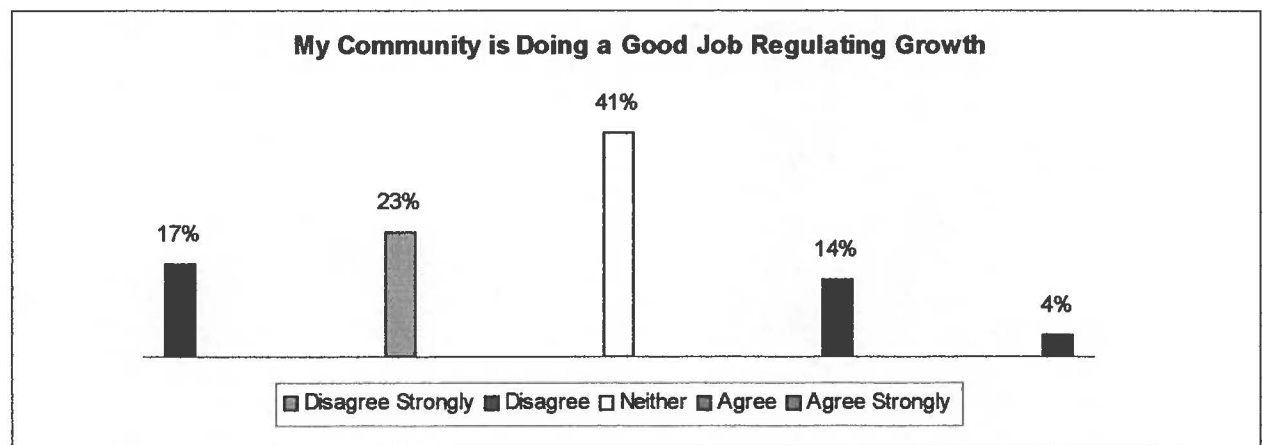
Several questions asked for responses indicating general feelings about growth. Respondents were divided in their responses when asked if rapid growth was a sign of community well-being. Most felt that increased growth would mean higher taxes and would create problems for people living here already. There was uncertainty and division concerning whether such costs could be justified. The majority felt that growth would most benefit

bankers, real estate interests and land owners. Finally, agreeing with findings from national surveys, most felt that environmental concerns should outweigh development concerns.



Regulating Growth and Protecting the Quality of Life

Yet respondents want growth. They believe that small businesses in the area will benefit from such growth. Forty percent want local leaders to do more to encourage growth. Forty percent neither agree nor disagree with the idea. Only eighteen percent disagree that local leaders should promote growth.



The key to understanding this mix of both fear and encouragement of growth may be in understanding that current residents do not want growth of any kind or at any cost. They don't

want just any new jobs. Unemployment is quite low, but respondents desire higher and better paying jobs.

Our previous survey (Fall 1993) asked what jobs residents most desired. It is interesting to compare these results with the survey that Veasey and Oats did of community leaders statewide.¹ These leaders thought the greatest opportunities for expansion were in light manufacturing (30.9%), agriculture and food processing (25.5%) and tourism (16.1%). Our survey found citizens in Northwest Arkansas wanted development most in high technology, education and agriculture. Food processing was at the bottom of their list of preferences.

Only twenty-five percent of our current survey's respondents felt satisfied with local elected officials. Just thirteen percent of respondents felt local government officials cared what they thought. Ambiguity about growth may be the result of uncertainty about having a voice in community affairs and fear concerning the threat to quality of life from rapid growth. Kumku and Vann write that, "Desired future profiles for a region and the different associated economic development objectives of the interest groups in a community are quite diverse..."² The public voice of the Chamber of Commerce and the regional growth coalition is guaranteed by the resources such groups wield. That particular vision of the future of Northwest Arkansas is well represented. Many respondents to our surveys seem to fear that this vision may not be consistent with their visions for the future of their community. To avoid conflict, lawsuits and angry citizen initiatives the voices of a variety of citizen interests must be heard and considered. In this way a growth policy can be developed that is both broadly based and broadly rewarding.

References

Veasey, R. Lawson and Kent L. Oats, "Citizen Opinion: The Future of the Arkansas Economy." *Arkansas Business and Economic Review* 24:3 (1991)

Kumcu, Erdogan and John W. Vann, "Public Empowerment in Managing Local Economic Development: Achieving a Desired Quality of Life Profile." *Journal of Business Research* 23 (1991)

Arkansas Rural Development Commission, Office of Rural Advocacy, "Rural Profile of Arkansas- 1993: A Look at Economic and Social Trends Affecting Rural Arkansas." January 1993.

Appendix I

Do you disagree or agree with...	Disagree		->	Agree	
The new regional airport will endanger the water quality for recreational uses in NW Arkansas.	36%	21%	29%	6%	8%
Small businesses in our community will suffer as a result of increased economic development.	30%	28%	19%	14%	9%
Rapid growth in an area indicates community well-being.	14%	22%	31%	23%	10%
Increases in population and economic growth will result in higher taxes.	4%	9%	25%	35%	27%
I can have a significant effect on shaping local government policy.	21%	25%	36%	12%	5%
Government regulation of business usually does more harm than good.	5%	8%	26%	28%	32%
The number of people in NW Arkansas is growing too fast.	8%	14%	23%	27%	28%
In my community, people don't really care about one another.	29%	38%	19%	10%	4%
We are doing a good job of protecting our water quality.	10%	23%	41%	20%	5%
I feel safe from crime when in outdoor recreational activities in NW. Arkansas.	5%	11%	29%	42%	13%
There are very few ethnic or minority conflicts in NW Arkansas.	10%	18%	29%	33%	10%
A new regional airport will raise the taxes of the citizens of Northwest Arkansas.	7%	10%	24%	33%	26%
Protecting the environment should be given priority, even at the risk of slowing down economic growth.	6%	11%	27%	26%	30%
The quality of jobs available here will increase with community growth.	7%	12%	29%	36%	16%
Growth that comes from the new regional airport will result in overloaded public facilities such as roads, water supply, solid waste and sewer systems.	8%	14%	22%	26%	31%

Decision-makers need to know how you feel about a variety of issues. Please indicate how strongly you agree or disagree. One means that you strongly disagree. Two that you disagree. Three that you neither agree nor disagree. Four means that you agree and five means that you strongly agree with the statement.

Do you disagree or agree with...	Disagree		->	Agree	
I believe that my community is a better place to live than it was five years ago.	13%	19%	31%	28%	10%
There are enough well-paying jobs in NW Arkansas.	25%	26%	26%	18%	4%
I am very afraid of being a victim of crime.	19%	29%	29%	16%	6%
I favor efforts to expand undeveloped, forested land.	33%	22%	22%	11%	12%
We need to work hard to maintain our Arkansas identity as the community grows and changes.	3%	4%	22%	29%	42%
Local government leaders care a lot about what I think.	27%	27%	34%	10%	3%
Continued growth in our area will hurt our quality of life.	10%	16%	24%	24%	26%
I would leave this community if I had the opportunity.	52%	19%	15%	6%	7%
The new highways and the new regional airport will provide jobs for local people.	8%	8%	19%	33%	31%
Growth most helps such individuals as bankers, realtors, businessmen and those who own land.	8%	11%	22%	29%	30%
This community is doing a good job of regulating growth.	17%	23%	41%	14%	4%
We have a right to modify the natural environment to suit our needs even if it harms some plants and animals.	39%	22%	19%	12%	8%
The costs of economic development to my region can be justified.	12%	17%	43%	22%	6%
Continued growth in Northwest Arkansas will create problems for people already living here.	8%	15%	21%	29%	27%
My work is a very rewarding experience.	4%	5%	30%	34%	27%
We are preserving enough of NW Arkansas' natural resources.	20%	24%	32%	17%	6%
Local business and government leaders should do more to encourage the growth of businesses.	8%	10%	41%	24%	17%
A new regional airport will hurt the quality of drinking water.	34%	21%	30%	6%	8%

How do you feel about life in Northwest Arkansas today? Please circle the number that best reflects your level of satisfaction. The scale runs from 1, very unsatisfied, to 5 which is very satisfied.

How satisfied with...	Very Unsatisfied		->	Very Satisfied	
my neighborhood as a place to live	3%	3%	12%	35%	47%
the natural beauty of my community	1%	2%	17%	32%	47%
the area's public education	6%	8%	28%	39%	19%
my house, apartment or mobile home	2%	4%	14%	34%	46%
housing affordability	4%	11%	32%	31%	22%
the locally available retail stores	5%	13%	27%	31%	24%
local elected officials	8%	17%	46%	24%	5%
my personal safety in my community	2%	5%	20%	48%	25%
what I am accomplishing in life	2%	3%	20%	46%	28%
local job opportunities	4%	9%	32%	34%	20%
parks and public recreational facilities	3%	7%	28%	40%	21%
the number of friends you have in your community	2%	4%	18%	37%	39%
my household's income	3%	9%	31%	38%	19%
the available city leisure opportunities (arts, entertainment, restaurants)	5%	15%	35%	27%	18%
the available country leisure opportunities (hunting, hiking, camping, bird watching) in Northwest Arkansas.	2%	3%	20%	36%	40%

Concerning airport planning in Northwest Arkansas, which option do you think is best? (Check One)

34% Build a new regional airport

25% Build new regional airport and improve local airports

30% Do not build new regional airport. Do improve local airports.

3% No new airport developments

8% No opinion

For the community to plan, we need to know how often you use a variety of services and facilities. Please circle the letter which indicates how often, during the last five years, you did each of the following activities. How often do you...

D A I L Y	W E E K L Y	M O N T H L Y	Y E A R L Y	N E V E R
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leave home for purposes other than work	51%	38%	5%	4%	1%
drive on business 71	53%	36%	9%	1%	1%
drive on bypass 71	24%	50%	22%	2%	1%
drive on highway 412 west of Springdale	8%	21%	40%	24%	8%
fly in or out of a Northwest Arkansas Airport	0%	1%	6%	45%	47%
fly in or out of a Missouri airport	0%	0%	0%	9%	91%
fly in or out of an Oklahoma Airport	0%	0%	2%	39%	58%
fly in or out of other Arkansas airports (not in NW Arkansas)	0%	0%	1%	11%	88%
use public transportation	2%	2%	2%	6%	89%
recycle material at recycling center or pickup	4%	21%	32%	13%	30%
participate in outdoor activities, such as camping or hiking, in Northwest Arkansas	1%	10%	22%	42%	25%
visit with your neighbors	21%	44%	27%	4%	5%

Do you drive to work? (64% Yes 36% No) How many miles (one way)? 7 - 10 Mi.
How many minutes (one way)? About 15

It is sometimes hard to know how serious people feel a problem is. Please circle the words (Not Serious, Somewhat Serious, Very Serious) which describe your feelings on each issue.

In Northwest Arkansas, how serious a problem...

Degree of Seriousness

	Not	Somewhat	Very
parking space availability	45%	43%	12%
traffic congestion	17%	49%	34%
water pollution	29%	50%	20%
soil contamination	33%	48%	19%
landfills	12%	46%	42%
noise	68%	28%	4%
tree loss	32%	46%	22%
crime	19%	56%	25%
air pollution	46%	39%	15%
local population growth	18%	46%	36%
transportation to health care facilities	57%	32%	11%

When decisions are made about spending tax money, it is important that local government officials know how you feel. Please circle the word (Decrease, Same, Increase) which best describes your feelings about spending in the following areas. Amount spent on...

Four-Lane Highways	Decrease 4%	Same 35%	Increase 61%
City Roads	Decrease 2%	Same 39%	Increase 59%
Rural Roads	Decrease 2%	Same 46%	Increase 52%
Bridge Repair	Decrease 1%	Same 44%	Increase 56%
Bicycle Paths and Lanes	Decrease 16%	Same 50%	Increase 34%
Railroad Transportation	Decrease 16%	Same 60%	Increase 24%
Sidewalks	Decrease 4%	Same 44%	Increase 52%
University and Colleges	Decrease 8%	Same 58%	Increase 35%
Public Education (Kindergarten, Primary, Secondary)	Decrease 3%	Same 32%	Increase 65%
Daycare, Preschool	Decrease 6%	Same 52%	Increase 42%
Police Protection	Decrease 2%	Same 36%	Increase 62%
Hospitals and Clinics	Decrease 6%	Same 61%	Increase 34%
Low Income Housing	Decrease 13%	Same 48%	Increase 39%
Water Supply Systems	Decrease 1%	Same 48%	Increase 51%
Sewer Systems	Decrease 1%	Same 49%	Increase 50%
Protecting Water Quality	Decrease 1%	Same 39%	Increase 60%
Protecting Air Quality	Decrease 2%	Same 50%	Increase 48%
Solid Waste Management	Decrease 1%	Same 44%	Increase 55%
Tree Conservation	Decrease 5%	Same 47%	Increase 48%
Protecting Undeveloped, Natural Resources	Decrease 4%	Same 46%	Increase 50%
Promoting Economic Growth	Decrease 14%	Same 54%	Increase 32%
Job Training	Decrease 4%	Same 41%	Increase 55%

Circle the word that best describes the area you live in. Rural 44% Urban 56%

Lastly, all things considered, do you think life in Northwest Arkansas will get better, get worse, or stay the same? 46% Better 38% Worse 16% Same

Appendix II

Table of Percent of Rural Voters and Urban Voters who Agree with the Listed Statements

Statements	rural % agree n size	urban % agree n size
Community Issues		
I would leave this community if I had the opportunity	14% (227)	13% (286)
The number of people in NW Arkansas is growing too fast.	57% (225)	54% (284)
Rapid growth in an area indicated community well-being.	34% (225)	34% (283)
Growth Issues		
Continued growth in our area will hurt our quality of life.	47% (226)	54% (288)
There are enough well-paying jobs in NW Arkansas.	22% (223)	24% (285)
The quality of jobs available here will increase with community growth.	52% (223)	54% (282)
The new highways and the new regional airport will provide jobs for local people.	61% (225)	68% (288)
Increases in population and economic growth will result in higher taxes.	66% (224)	57% (283)
A new regional airport will raise the taxes of the citizens of Northwest Arkansas.	61% (223)	55% (282)
Growth that comes from the new regional airport will result in overloaded public facilities such as roads, water supply, solid waste and sewer systems.	59% (224)	53% (281)
The costs of economic development to my region can be justified.	28% (218)	30% (284)
This community is doing a good job of regulating growth.	19% (2230)	18% (285)
Local business and government leaders should do more to encourage the growth of businesses. (significant @ .05 level)	46% (224)	36% (285)

Table continued....

Statements on Environmental Issues	% agree n size	% agree n size
Protecting the environment should be given priority, even at the risk of slowing down economic growth.	59% (223)	54% (280)
We have a right to modify the natural environment to suit our needs even if it harms some plants and animals.	22% (226)	19% (287)
We are doing a good job of protecting our water quality. (significant @ .001 level)	20% (224)	31% (281)
We are preserving enough of NW Arkansas' natural resources.	24% (225)	22% (285)
I favor efforts to expand undeveloped, forested land.	26% (223)	22% (283)

Table on the Frequency of use of Transportation Resources by Rural and Urban Voters

Activities	rural daily n size	urban daily n size	rural weekly n size	urban weekly n size	rural < weekly n size	urban < weekly n size
leave home for purposes other than work (signif @.001 level)	38% (221)	61% (274)	52% (221)	28% (274)	10% (221)	12% (274)
drive on business 71 (significant @.0001) level	40% (222)	62% (284)	44% (222)	30% (284)	15% (222)	8% (284)
drive on 71 Bypass (significant @.01 level)	18% (216)	29% (274)	52% (216)	49% (274)	30% (216)	22% (274)
drive on HWY 412 west of Springdale	5% (215)	8% (275)	20% (215)	21% (275)	75% (215)	71% (275)
use public transportation (significant @.001 level)	0% (224)	3% (281)	0% (224)	2% (281)	100% (224)	94% (281)

Activities	rural never nsize	urban never nsize	rural wkly nsize	urban wkly nsize	rural mnt nsize	urban month nsize	rural yrly nsize	urban yrly nsize
fly in or out of a NW Ark. airport	50% (219)	42% (281)	1% (219)	1% (281)	4% (219)	8% (281)	45% (219)	48% (281)
fly in or out of a Missouri airport	92% (221)	91% (283)	0% (221)	0% (283)	0% (221)	0% (283)	8% (221)	9% (283)
fly in or out of an Okla. airport	62% (222)	56% (282)	0% (222)	0% (282)	1% (222)	2% (282)	37% (222)	41% (282)
fly in or out of other NWArk. airports	90% (224)	87% (278)	0% (224)	0% (278)	1% (224)	0% (278)	9% (224)	13% (278)

Table on the Options on Airport Planning in Northwest Arkansas *

Options	rural % choice	urban % choice
build a new regional airport	28%	39%
build a new regional airport and improve local airports	25%	24%
do not build a new regional airport. do improve local airports.	33%	28%
no new airport developments	5%	2%
no opinion	8%	6%

* significant @ .05 level. rural n size = 222; urban n size = 284.

Table on the Percent of Rural and Urban Voters who are Very Satisfied with Various Aspects of Northwest Arkansas

How satisfied with....	rural % very satisfied n size	urban % very satisfied n size
local job opportunities	20% (215)	20% (272)
housing affordability	25% (225)	22% (282)
my house, apartment or mobile home (significant @ .05 level)	53% (229)	40% (287)
the natural beauty of my community (significant @ .001 level)	57% (229)	39% (289)
my neighborhood as a place to live	52% (230)	44% (288)
the area's public education	22% (221)	16% (283)
my personal safety in my community (significant @ .05 level)	31% (229)	20% (286)
the available country leisure opportunities (hunting, fishing, camping, bird watching, in NW Arkansas (significant @ .01 level)	42% (227)	39% (286)

Percent of Rural and Urban Voters who feel the Following Issues are
Very Serious Problems in Northwest Arkansas

Problems	rural % believe very serious n size	urban % believe very serious n size
local population growth	36% (227)	36% (284)
parking space availability	9% (225)	13% (284)
traffic congestion (significant @ .05 level)	29% (228)	39% (286)
transportation to health care facilities	13% (226)	8% (277)
crime	26% (225)	24% (283)
water pollution (significant @ .05 level)	19% (222)	20% (278)
landfills	40% (221)	44% (279)
tree loss	23% (225)	21% (282)
noise (significant @ .001 level)	6% (225)	4% (285)

**Table on Income, Employment, Housing and Education Levels
of Rural Voters in Northwest Arkansas**

Demographic Characteristics	Frequency	Percent
Income (total n=215)		
Less than \$10,000	8	4%
\$10,000 to \$19,999	52	24%
\$20,000 to \$29,999	8	4%
\$30,000 to \$39,999	39	18%
\$40,000 to \$49,999	29	13%
\$50,000 to \$59,999	6	3%
\$60,000 or more	73	34%
Employment (total n = 224)		
Employed	131	58%
Student	2	1%
Unemployed	4	2%
Unemployed, not looking	11	5%
Retired	76	34%
Housing Status (total n = 224)		
Own (or buying)	204	90%
Rent	15	7%
Currently living with other family	3	1%
Other	5%	2%

Annotated Bibliography

Allen, Lawrence R. (1990). Benefits of leisure attributes to community satisfaction. *Journal of Leisure Research* 22(2):183-196.

1. 3 ways to examine qol--individual (assess individual accomplishments in light of subjective goals), external environment (assess order of community as important--jobs, health, education, safety, etc.), negotiation (ongoing process between individual and community)--185-186.

2. "Within this approach, density of population is recognized as affecting one's perception of community."--186

3. "Therefore, quality of life is defined as a composite rating of various life experiences relating to the individual and the environment around him or her."--186

4. 3 approaches to understanding satisfaction--1. belief-affect (sat. is a subjective response to and object, ie community: individuals will weight each accordingly to their value system) 2. commitment approach (satisfaction related to economic and emotional commitment to neighborhoods--stresses objective measures) 3. availability (should assess neighborhood level rather than community because availability of services, etc. is not that large)--187

5. "In general, the objective indicators approach has met with disfavor primarily because it does not address individual preferences or reactions to the environment that are based on attitudes, beliefs, group affiliations and background experiences."--188

6. recreation services have been recognized as important in assessing community life--190

7. non-work (leisure) activities in general have been found to be essential in predicting qol--191

8. ". . .there needs to be greater sensitivity to the subtle differences among terms that are now used interchangeably. . .[such as]. . .quality of life, community well-being, community satisfaction, social well-being, neighborhood satisfaction, life satisfaction, subjective well-being, and happiness."--193

9. "The existing literature on community life satisfaction has been fairly responsive to the potential influences of intervening variables on one's perception of community life. The identification of social and demographic characteristics that influence perceptions must continue to be integrated into the research design on a consistent basis."--193

Baldassare, Mark, and Cheryl Katz. (1992). The personal threat of environmental problems as predictor of environmental practices. *Environment and Behavior* 4(5):602-616.

1. ". . .studies have found that age is most strongly and consistently related to the various measures, with younger people expressing the most environmental concern. . .Environmental concern has also been shown to increase with years of education."--603

2. "In general, liberalism is a stronger predictor of environmental concern than are demographic variables. Political party, on the other hand, is weakly related to environmental concern, with Democrats expressing only somewhat more concern than Republicans."--603-4

3. "The environmental practices questions asked respondents 'how often do you do each of the following: never, hardly...?' The list included the following four practices: 'limit the amount you drive to reduce air pollution, purchase environmentally safe household products, recycle newspaper, glass, and aluminum, and conserve water use in your home.'"--606

4. ?--how serious a threat do you think environmental problems, such as air and water pollution, are to your well-being and health today?--606

5. "In comparing the explained variance of the three factors, personal environmental threat has the more significant role in purchasing environmentally safe products and recycling at home. Demographics have the more significant role in limiting driving and conserving water. However, the role of demographics is mostly explained by older age, gender, and lower income, and not youth, high education, and high income, as hypothesized."--609

6. "Younger residents, women, Democrats, and liberals are more likely to perceive environmental problems as a very serious personal threat."--609--"both demographic and political variables are significant predictors of the personal environmental threat variable."

7. "This study finds support for the hypothesis that the personal threat of environmental problems is a strong predictor of adopting environmental practices. . .Further, overall environmental practices are better explained by personal environmental threat than demographic and political factors."--611

8. "This analysis finds that political ideology has an insignificant role in predicting whether residents engage in environmental practices."--612

9. "There are, however, no differences by level of education."--613

Bell, Michael M. (1992). The fruit of difference: The rural-urban continuum as a system of identity. *Rural Sociology* 57(1):65-82.

This article focuses on the importance of the rural-urban distinction in the construction of identity. Additionally, the subjective boundary-marking of the ruralists and urbanists creates a real distinction. see summary on p81-81.

1. Most present literature doubts a rural-urban distinction in terms of community ties [65]
2. Bell asserts that his ethnographic research indicates that popular belief holds a strong distinction between city and country life, thus making it real (as perception is crucial)--65
3. Two reasons for the distinction: 1--more community in the country; 2--country life closer to nature--65
4. Inductive methodology (Glaser and Strauss)--67
5. most respondents indicated: quietness, slower pace, smallness of scale, knowing everyone, helping others, traditions, refuge from the rat race, and freedom from material and status competitiveness--69-70
6. rural residents define "the social situation of the village as that of a *gemeinschaft* in nature, although under stress from the forces of *gessellschaft*."--72--certainly indicates a boundary (as Kai Erikson would call it)
7. Friedland cited on 79, indicates that one main transforming event from rural to urban is the economic base.

Berger, Mark C., Glenn C. Blomquist, and Werner Waldner. (1987). A revealed-preference ranking of quality of life for metropolitan areas. *Social Science Quarterly* 68:761-778.

1. "Consumer-workers consider amenity factors along with earning opportunities and cost of living when deciding whether to stay or move and to where they might want to move...Employers consider amenity factors as assets in recruiting and maintaining a viable work force. . ."--762

2. this study presents a qol index which weights qol factors in accordance to individual preferences. "The top ranked areas...are found in small and medium size SMSAs..."--777

Bird, Elizabeth Ann R. (1987). The social construction of nature: Theoretical approaches to the history of environmental problems. *Environmental Review Winter*: 255-264.

1. "Marx's concept of the labor process lends itself to the notion that human nature (including society) and external nature are a mutually constitutive dialectic. Neither human beings-in the context of their societies or modes of production--nor nature as a historically emerging process can be understood except through the dynamic, dialectical interaction between them. Drawing on Marx's assertion that the world cannot be understood adequately in the abstract but only through one's actions, it follows that any attempt to understand nature is precisely one of acting upon 'nature' so that it can never be the same from one moment to the next."--257

2. "We can argue against environmentally destructive technologies, but not on the grounds that they are anti-natural...A better argument should rest on the grounds that those technologies do not foster the nature we want to exist..."--261

Brown, Ralph B., H. Reed Geertsen, and Richard S. Krannich. (1989). Community satisfaction and social integration in a boomtown: A longitudinal analysis. *Rural Sociology* 54(4):568-586.

This article's main focus is on the uniqueness of their study in terms of a longitudinal examination of a boomtown.

1. "Although some longitudinal studies have been reported, under even the best of conditions it is difficult to obtain an accurate view of rapid growth's effects unless research was conducted in the community prior to the first public announcement of a proposed resource development project...As a result...designs...suffer from inadequate pretest measures."--569

2. "One dimension of disruption which has frequently been addressed in the literature is that of community satisfaction. Community satisfaction in boomtowns has been lined with the tendency for already limited rural service, infrastructure to be overwhelmed by the demands of increased local populations. In general, community service satisfaction appears to decline as a result of rapid growth, at least initially."--570

3. "...community satisfaction in general and satisfaction with community services specifically tend to be higher among long-term residents, while newcomers express more dissatisfaction with the community and its services..."--570

4. although acquaintanceship density declines during booms, no evidence indicates an increase in social isolation.--570

5. Brown et al used systematic random sample from census-type maps--572

6. ?--imagine ideal community, then rank your present community in comparison (1-10)--[satisfaction]--573

7. ?--do you plan to move in the next few years? [attachment]--574

8. ?--number of friends in community [integration]--574

9. ?--borrowing stuff from neighbors [integration]--574

10. control variables--age, sex, education, length of residence--574

11. "Apparently negative impacts of rapid growth on resident's interpretations and social interactions extend for a longer period than those related to impacts on the physical attributes or infrastructure of the community."--582

12 "...In other words, the anticipation of adverse impacts may in and of itself be enough to bring about changes to the point that local residents create their own

disruption in the form of attitudinal and behavioral shifts."--583

Bunker, Barbara B., et al. (1992). Quality of life in dual-career families: commuting versus single-residence couples. *Journal of Marriage and the Family* 54:399-407.

deals with couples who are split between two residences because of job locations

1. "This study compared the qol in commuting couples and in dual-career couples who live together in a single residence. To examine the benefits and the costs of these two lifestyles, we chose to focus on satisfaction and stress as qol indicators."--400

2. one form of satisfaction they examined was that of work-life sat. hypothesis was that those who commute will report more work life sat. than others. --400

3. stress measures used concern--infidelity, conflicting needs, etc--401

4. methodology was mail survey. sampling frame was drawn from lists of professional organizations. used snowball technique in order to get dual-career families--401

Burnell, James D., and George Galster. (1992). Quality-of-life measurements and urban size: An empirical note. *Urban Studies* 29(5):727-735.

article focuses on how patterns in qol data can establish optimal urban size. However, the authors criticize the current approaches to qol studies as either biasing urban areas or non-urban areas (larger--smaller, not necessarily rural). they conclude that they are pessimistic about the ability of qol studies to aid in determining optimal urban size.

1. "Larger urban areas exist, from an economic perspective, because of productivity advantages associated with the concentration of economic activity."--727

2. benefits to urbanization--increases in: economic growth, income, occupational choice, residence choice, public services, consumer products/drawbacks--increased crime and traffic congestion, decrease in environment.--727

3. "...benefits and costs of urban size have raised the question of whether there is an optimum urban size. At what population may the disamenities of large size begin to outweigh the productivity advantages?"--727

4. much literature suggests that a singular index by which residents' shared evaluations of a comprehensive set of characteristics of their urban areas may be quantified, reflecting quality of life when this index is constructed.--727

5. this paper concerned whether any patterned relationship between urban size and quality of life; if so, then an optimum urban size can be discovered.--727-8

6. qol literature has taken 4 approaches: personal well-being, community trends, livability comparisons (which compare urban areas in terms of objective indicators); and market/resident approach (which examines housing price/wage differentials as essential components to qol)--728

7. Boyer and Savageau in *Places Rated Almanac* rates qol for urban areas in 9 categories: climate, housing, health care and environment, crime, transportation, education, the arts, recreation, and economics (taxes, living costs, jobs, etc.)--however this author considers it an illegitimate assessment because it is chosen ad hoc by the author--729--rest of page criticizes B & S' methodology

8. B&S' methodology biases toward urban areas--729

9. Berger's methodology biases against urban areas--730-1

10. market/resident approach is potentially superior--conclusion--732

11. The authors suggest that research needs to be "devoted to uncovering how residents evaluate components of urban qol, how these evaluations change over time,

how they vary within metropolitan areas, and how these components can efficaciously be modified through public policy intervention."--732-3

Buttel, Frederick H. (1992). Environmentalization: Origins, processes, and implications for rural social change. *Rural Sociology* 57(1):1-27.

interesting statement relating to the ethnographic work of Bell--whether rurality is an ideational phenomenon or a structural one. more recently, it is seen in terms of spatial division of labor (structural). However, this author tends to agree with Bell (22-23)

Clarke, Susan E., and Anne K. Moss. (1990). Economic growth, environmental quality, and social services: Mapping potential for local positive-sum strategies. *Journal of Urban Affairs* 12(1):17-34.

1. "...the environmental degradation associated with unregulated growth imposes visible, severe costs that increasingly prompt citizens to press for greater attention to environmental quality...making choices among these central policy concerns appears to approximate a zero-sum situation. That is, the pursuit of economic development may risk environmental quality and slight social needs while giving priority to social concerns or environmental quality may forestall local economic development."--18

2. study city was Boulder, CO. similar to Fayetteville only in that both are college towns. different in other ways--high-tech manufacturing, major federal research facilities, postindustrial climate, etc.--18

3. four main areas of focus--21

4. environmentalists extremely unified (highly correlated) in terms of agreement on issues, especially water and air quality issues--24.

5. brokers flexible when faced with environmental v. growth issues--want open debate on issues. similar to environmentalists in terms of distaste for annexation to increase tax revenue--24

6. growth advocates agree that environmental quality is key to attracting business, but pro-growth regardless of cost--25

7. overall, more consensus than conflict between groups--25

8. page 26 = questions asked

9. most important agreements are environmental issues, planning, growth management, and open space.--27

10. "As American communities face a future of chronic fiscal instability, choices among environmental quality, economic development, and social service goals take on zero-sum features."--29

11. pages 30-1 = matrix questions

Deavers, Ken. (1992). What is rural. Policy Studies Journal 20(2):184-189.

1. "For most Americans nowadays, the meaning of 'rural' is not shaped by personally living or working in a rural area, but rather by what they see when they visit the country or when they hear their grandparents recount their childhoods spent on farms. This lack of experience poses no problems in casual conversation, where rural as opposed to city or suburb continues to be readily understood."--184

2. "There are three characteristics of rural areas that make them different from urban areas...The first is their small scale, low density settlement...The second defining characteristic..is their distance from large urban centers...Specialization of rural economies is the third vital characteristic of rurality. Whether dominated by a single relatively large manufacturing employer or by many farm proprietors, individual rural economies tend to be specialized."--185-6

3. "Two notable types [adaptation by rural communities] are electricity and

Decker, Jill M., and John L. Crompton. (1990). Business location decisions: The relative importance of quality of life and recreation, park, and cultural opportunities. *Journal of Parks and Recreation Administration* 8(2):26-43.

flawed methodology--no generalizability no random (or variation of) sample

1. "Since professional employees are perceived to be their primary resource, many companies frequently choose to locate in a community offering a lifestyle that will aid in the recruitment and retention of this relatively mobile workforce."--27

2. QOL factors have been found to be important in business location decisions for the following types--corporate headquarters, high-tech, r&d, and services. "It has been suggested that many scientists, engineers, intellectuals, and entrepreneurs have an 'inner-directed' system of values, and these 'gold-collar- workers place a high value on education, cultural richness, amenities, clean water, and other factors contributing to the quality of life."--27

3. parks, recreation and cultural amenities have been considered central components in location decisions b/c of retention and attraction of employees.--27

4. company size had little influence on importance of qol.--37

5. qol important in determining location, but not parks and recreation and cultural opportunities--all less than cost of living, primary and secondary education--FINDINGS--37

6. should have tighter definition of recreation and parks and open spaces b/c of large differences in interpretation.--39

deHaven-Smith, Lance. (1988). Environmental belief systems: Public opinion on land use regulation in Florida. *Environment and Behavior* 20(2):176-199.

1. used open-ended question to gauge reasons for being pro/con land use regulation--185
2. divided responses into: built environment, natural environment, planning and zoning--186
3. "Moreover, people's concerns appear to be rooted in the mundane conditions of everyday life rather than in abstract philosophical or ideological principles. The built environment is a high priority for residents of urban areas, while the natural environment is of more interest to residents in rural areas."--194
4. "...national and worldwide problems of overpopulation, resource depletion, and environmental degradation are of concern mainly to young, college-educated liberals and radicals. The environmental concerns of other groups probably stem from localized air and water pollution, gasoline shortages, unsightly urban sprawl, and other calamities that are relatively concrete and immediate."--195
5. "In short, analysts should consider abandoning the search for a generalized 'concern for the environment' and try, instead, to map the connection between environmental conditions and the configuration of public opinion."--195

Dunlap, Riley E., George H. Gallup, Jr., and Alec M. Gallup. (1992, May). The health of the planet survey: A preliminary report on attitudes on the environment and economic growth measured by surveys of citizens in 22 nations to date. Unpublished manuscript, The George H. Gallup International Institute, Princeton.

1. measured the perceived seriousness of environmental problems relative to other societal problems--hunger, homelessness, crime and violence, poor health care, high cost of living, prejudice, and discrimination--4

2. ?--how concerned are you about environmental problems?--5

3. ?--overall, how would you rate the quality of the environment in our nation/ in you local community/ in the world--7

4. ?--how much, if at all, do you believe environmental problems now affect your health/in the past/in the future--9

5. "Two decades ago environmental problems were often viewed as mainly aesthetic issues, or threats to the beauty of nature, but now they are widely recognized as threats to human health."--10

6. in the US, air pollution ranks first as most important problem, water quality second, and waste disposal third--11

7. ?--"Here is a list of environmental problems facing many communities. Please tell me how serious you consider each one to be here in your community--poor water quality, poor air quality, contaminated soil, inadequate sewage, sanitation, and garbage disposal, overcrowding, noise."--13

8. "Despite mounting protests from environmental advocates that protecting the environment is not bad for the economy, environmental protection is widely viewed as conflicting with economic growth."--19

9. ?--"With which of these statements about the environment and the economy do you most agree? Protecting the environment should be given priority, even at the risk of slowing down economic growth [or vice versa]"--19

10. ?--"Increased efforts by business and industry to improve environmental quality might lead to higher prices for the things you buy. Would you be willing to pay higher prices so that industry could better protect the environment, or not?"--19

11. ?--"Which one of these do you believe should have the primary responsibility or protecting the environment in our nations--the government, business and industry, or individual citizens and citizens' groups."--21

12. ?--"In your opinion, how much of an effect can individual citizens and citizens'

groups have on solving our environmental problems?"--22

13. ?--"Have you done any of the following things in the past year--avoided using certain products that harms the environment; been active in a group or organization that works to protect the environment, voted or worked for candidates because of their positions on environmental."--23

Dunlap, Riley E., and Kent D. Van Liere. (1984). Commitment to the dominant social paradigm and concern for environmental quality. *Social Science Quarterly* 65:1013-1028.

1. hypothesis that DSP is negatively related to environmental concern--1015

2. used Dillman's Total Design Method

3. "Although encountering variation in terminology and emphasis, we found a fair degree of consensus regarding the importance of the following factors: (1) commitment to limited government, (2) support for free enterprise, (3) devotion to private property rights, (4) emphasis upon individualism, (5) fear of planning and support for the SQ, (6) faith in the efficacy of science and technology, (7) support for economic growth, (8) faith in future abundance."--1015

4. sample questions--p 1018-1020

5. "Overall, our results strongly support the hypothesis that commitment to the dominant social paradigm leads to lower levels of concern for environmental protection, as the DSP was found to explain considerable variation in several indicators of environmental concern--even when potentially important demographic characteristics were taken into account."--1023

6. "In addition, the results also indicate that some dimensions of the paradigm, particularly commitment to private property rights, economic growth, material abundance, and laissez faire government, are more important than are others in influencing concern for environmental protection."--1024

Durning, Alan Thein. (1993). Are we happy yet?: How the pursuit of happiness is failing. *The Futurist* 27:20-4.

1. "Studies on happiness indicate that the main determinants of happiness in life are not related to consumption at all--prominent among them are satisfaction with family life, especially marriage, followed by satisfaction with work, leisure to develop talents, and friendships."--21

2. argument about money v. time--leisure wear has replaced leisure time.--22

3. "For instance, an environmental ethic will have arrived when most people see a large automobile and think first of the air pollution it causes rather than the social status it conveys, or the frustration it will cause them when they get stuck in traffic or spend precious time hunting for a parking place rather than the convenience of personal transportation."--24

interesting article--although it's not academic. The article is primarily a regurgitation of postmodernist contentions about consumerism

Ferraro, Kenneth F., and Randy LaGrange. (1987). The measurement of fear of crime. *Sociological Inquiry* 57:70-101.

1. "A major problem in conceptualizing and measuring fear of crime is the confounding of fear of crime with risk of or vulnerability to crime."--71
2. "Knowledge of the environment also influences the estimate of risk and concomitant levels of fear. Specifically, familiarity with an environment increases one's assessment of its safety."--73
3. "In order to get the most valid and reliable indicators of fear of crime, it is best to specify the type of crime to the respondent rather than leave it up to the respondent's own inference."--74
4. "It should be assumed that measures which do not differentiate emotional reactions from judgments are invalid measures. People have perceptions of their risk of victimization; however, the perceived risk of victimization is vastly different from the feeling of fear of victimization...risk of victimization, in and of itself, is not even a strong predictor of fear of victimization."--76
5. some sample questions--77-78 and 83--
6. general, single-item indicators of fear of crime are ok for a 'barometer' of general public concern.--79-80
7. "...measures of fear of crime should tap the emotional state of fear rather than judgments or concerns about crime. The phrase 'how afraid' is a helpful way to examine this emotional reaction."--81
8. should use word 'crime', specify type of crime, use 'in your everyday life' to make it more realistic to the respondent.--81

Fine, Gary Alan. (no source)

three views of nature: imperialist, protectionist, organic--157-8

imperialist: "Humans had the legitimate right to dominate nature and to make choices as to its place and boundaries."--157

protectionist: "...nature is a special realm--authentic and uncontaminated, fundamentally distinct from the built environment...one should take nothing but memories, and leave nothing but footprints."--158

organic: "...human beings are [not] separate from nature. From this perspective, human beings are part of nature--part of an organic whole...If human beings are part of nature, humans have no greater need to restrain human action than to restrain the actions of any creature."--158

Freudenburg, William R. (1984). Boomtown's youth: The differential impacts of rapid community growth on adolescents and adults. *American Sociological Review* 49:697-705.

1. measure effects of rapid community growth on small towns (1000-5000)-699
2. "Two points are worthy of note. The first is that the adults generally have more positive attitudes, and lower levels of alienation, than do the adolescents."--699
3. length of residence in the community was the only sociodemographic variable which affected perceptions of growth effects (lower level of satisfaction among newcomer adults/higher level among adolescents)--700
4. Freudenberg asserts that the difference between adults and teens is due to established relationships of adults, versus not in teens.--702
5. "The present study finds no evidence that rapid economic development would be experienced as liberating and beneficial by the persons who experience it. The study provides partial support for the Durkheimian expectation that development would change social patterns and be disruptive to local residents, but the disruption is concentrated in a group where it was not previously expected--the young persons of the community."--703

Freudenberg, William R. (1986). Social impact assessment. *Annual Review of Sociology* 12:451-478.

1. "Most rural communities in the United States continue to favor industrial developments...with the clear exception of nuclear facility development, although the support appears to be more a reflection of general cultural favorability toward development than the expectation that a respondent will benefit personally from growth."--461

2. "The general consensus appears to be that noneconomic or sociocultural variables need to be examined as well as economic or demographic ones."--463

3. "...Even presumable 'public' projects will tend to have distributive impacts...[that] will rarely work to the disadvantage of the 'advantaged'...Highways are generally built through poor neighborhoods, not rich ones."--471

4. "Rapid population growth and turnover in a boomtown can create a lowered density of acquaintanceship, but these changes do not lead to dramatic increases in the number of people who are truly isolated or 'atomized.' The decreased density of acquaintanceship may be responsible for disrupting informal mechanisms of watchfulness, socialization, and deviance control--and hence for frequent increases in boomtowns' crime rates--but the continued vitality of friendships and support networks may provide a kind of 'social buffering' that greatly lessens any psychosocial disruptions that might otherwise be created."--471

Freudenberg, William R., and Robert Gramling. (1992). community impacts of technological change: Toward a longitudinal perspective. *Social Forces* 70(4):937-955.

This article is concerned with areas that are expecting to incur rapid/large economic growth and their tendencies to overadapt by investing too much capital in infrastructure improvements, etc. What happens when this occurs? The taxpayer is left with a larger burden due to overexpenditure and out-migration. The social construction of impacts is more important than the impacts themselves (even when there may be none.)

1. Most of the literature pays too much attention to boom growth (or specifically the period during which rapid development occurs) and the beneficial or disruptive nature of such growth for rural areas. Little attention has been devoted to what happens before and after such growth.--938

2. "This same development may threaten the livelihood of others, particularly those whose prosperity depends either directly or indirectly on relatively unspoiled environments, as in the case of fishing or tourism industries."--942

3. "...some of the steps taken in the name of 'development' particularly in the case of isolated rural areas, may actually leave a region impoverished."--945

Frey, James H., and David R. Dickens. (1990). Leisure as a primary institution. *Sociological Inquiry* 60(3):264-273.

1. "Community, then, is not a place, or simply a small-scale population aggregate; it is an experience."--270
2. "In this case, affiliation represents a social bonding gained through leisure that is not otherwise possible to achieve in work-related activities."--270
3. leisure is important in examining 'community' independent of its commodity-related base--270-271

Galster, George C. (1989). Metropolitan population size and economic well-being. *Urban Affairs Quarterly* 24(4):597-614.

1. "The causal connection between metropolitan income level and income dispersion has been alleged frequently, but with little theoretical support...One plausible mechanism may be that affluence gets translated into superior local public services, such as health care and education. If these, in turn, provide more equal endowments of human capital, the ultimate result could be heightened equality."--601

2. findings--income in metropolitan areas is related directly to the percentage of high school graduates, those aged 35-64, and those in managerial/professional and in service occupations and was related inversely to the percentages of jobs in the service and in the public administration sector."--603

Garafalo, James. (1978). Victimization and the fear of crime. *Journal of Research in Crime and Delinquency* 16:80-97.

1. chart on p83 indicates that as fear of crime increases, so does limiting behavior (ie not going out at night)
2. "Five general factors are seen as affecting fear: the actual risk of being victimized by a criminal act, past experiences of being victimized, the content of the socialization processes connected with particular social roles, the content of media presentations about crime and victimization, and the perceived effectiveness of official barriers that are placed between potential offenders and victims."--83
3. "Previous analyses of NCS victimization data have shown, however, that several personal characteristics are related more or less strongly to rates of victimization. Four of these characteristics--age, sex, race, and income--are also related to the fear of crime."--84
4. ?--"how do you think your neighborhood compares with others in this metropolitan area in terms of crime?"--87
5. ?--"crime is less (more, about as) serious than (as) the newspapers and TV say."--88
6. "Perhaps the major conclusion that can be drawn from this study is that the fear of crime is not a simple reflection of the risk or experience of being victimized."--96

Gramling, Robert and William R. Freudenberg. (1992). Opportunity-Threat, development, and adaptation: Toward a comprehensive framework for Social Impact Assessment. *Rural Sociology* 57(2):216-234.

1. "In the biological or physical sciences, it may be true that impacts do not take place until concrete alterations of physical or biological conditions have occurred. With the human environment, however, measurable impacts begin as soon as there are changes in social conditions..."--220

Henig, Jeffrey R. (1992). Defining city limits. *Urban Affairs Quarterly* 27(3):375-395.

"Developmental policies, because they are defined as those that promote economic growth, are in the interest of all residents, at least insofar as residents' role as citizens is taken as the reference point. Cities that fail to pursue these will wither..."--383

Wish, Naomi Bailin. (1986). Are we really measuring quality of life? *American Journal of Economics and Sociology* 45(1):93-99.

1. "subjective studies of qol have typically shown that most people derive their greatest sense of quality from their home and family life and from the close supportive relationships they have with friends and colleagues."--97 (secondary quote)

2. "...residents in larger urban areas tend to express greater dissatisfaction with the qol, even though it is better by objective standards...this is only an apparent paradox, since results indicate that housing and crime decrease in quality as the SMSA population increases."--97

3. "...we should not be using simple additive procedures to measure the qol. Instead, we must investigate which aspects of the qol are more salient than others. For instance, we must weight housing and crime in relationship to recreational, cultural or other leisure activities when compiling indices for the qol."--98

Addition References

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Hopkinson, P.G., C.A. Nash, and N. Sheehy. (1992). How much do people value the environment? A method to identify how people conceptualize and value the costs and benefits of a new road scheme. *Transportation* 19:97-115.

used structured interviews!!!

"When talking about schemes in other areas many respondents claimed that factors other than distance would be important in their choices between schemes. For many people the important point was to have a route which enabled them to travel in congestion-free conditions, and not to minimize the distance between two points. Indeed many people volunteered that they were perfectly happy to travel further if it meant that a new road scheme would avoid certain harmful effects on other communities."--110

don't know how applicable this article is--research was done in UK.

Irwin, Julie R., et al (1993). Preference reversals and the measurement of environmental values. *Journal of Risk and Uncertainty* 6:5-18.

This article focuses on how preference can be reversed depending upon how the question is asked--what type of question. deals primarily with CV (contingent valuation) and WTP (Willingness to pay)

1. main problem with asking environmental questions lay in its esoteric nature--that is, it's easy to place a monetary value on a camera, but not on clean air. Likewise, no great questions of values/beliefs concern a camera, but strong arguments favor environmentalism as an important value--8

Izraeli, Oded. (1987). The effect of environmental attributes on earnings and housing values across SMSAs. *Journal of Urban Economics* 22:361-376.

1. "What can be inferred here is that a 10% decrease in air pollution would raise the value of a house by more than 1%."--372

2. "Finally, the median income of renters is about 50% that of owners. Therefore they cannot afford to move to places where the environment in general and air pollution in particular are better."--372

3. "Crime has no significant effect on house value or rent."--372

4. "Local governments usually are reluctant to raise taxes or to use regulation in order to improve the environment because of the threat that businesses and residents may move to new locations to avoid the high taxes. However, given the findings of this study, the threat should not be taken seriously since the improved environment generates some gains to business and residents. Therefore the local government position with respect to the environment may be strengthening."--373

5. "On the aggregate level, the results do not support the claim made by some government officials that improvement of the environment is necessarily inflationary. The additional cost necessary for the improvement will be offset partially or totally by the lower cost of labor, so that the inflationary pressure will be reduced or eliminated altogether."--373

Jeffres, Leo W. and Jean Dobos. (1993). Perceptions of leisure opportunities and the quality of life in a metropolitan area. *Journal of Leisure Research* 25(2):203-217.

This paper discusses the relationship between qol and leisure activities. The perception of leisure activities of course stems from communication (media), so the authors have constructed a questionnaire which measures qol through media and subjective view of leisure activities.

1. "the economic competition among cities and regions of the country is also a factor [of qol], as cities look to tourism and recreation as industries providing employment as well as assets enhancing a city's image and the qol of its citizens."--203
2. "...perceptions of leisure opportunities have emerged as an important predictor of community satisfaction in several studies."--205
3. demographic factors essential in assessing qol--206
4. "when assessments of leisure opportunities were added in the next study, we found that the same media variables and leisure values predicted those assessments, which in turn were a strong predictor of the metro qol assessment...communication and leisure values have direct paths to people's rating of the area's qol."--

Krannich, Richard S., Thomas Greider, and Ronald L. Little. (1985). rapid growth and fear of crime: A four-community comparison. *Rural Sociology* 50(2):193-209.

1. "The growth process substantially alters the social conditions of familiarity, mutual support, and trust presumed to flourish in relatively stable small town and rural environments...Such change may be accompanied by a constriction of social interactions into more clearly distinct and separate 'private spheres' characterized by distrust, hostility, and fear of strangers...Such distrust, hostility, and fear may reasonably be expected to translate into higher fear of crime levels."--195

2. "Increased awareness and sensitivity, along with a certain degree of xenophobia, may thus contribute to a heightened fear of crime in rapid growth communities."--196

3. "In terms of self-reported knowledge of recent victimization experiences, residents of the rapid-growth study sites were not significantly different from those in the more stable communities."--205

4. "Subjective perceptions of increased crime and threats to personal safety are important social phenomena that may more accurately reflect the degree of social disruption in a community than do more 'objective' data. Subjective perceptions rather than actual conditions form the basis for the social construction of reality."--206

5. "The analysis presented here indicates a clear pattern of heightened fear of crime in rapid-growth settings relative to more stable communities."--206

6. "Thus, both objective and subjective analyses are necessary for an understanding of the effects of rapid population growth in rural communities."--207

LaGrange, Randy L., Kenneth F. Ferraro, and Michael Supancic. (1992). Perceived risk and fear of crime: role of social and physical incivilities. *Journal of Research in Crime and Delinquency* 29(3):311-334.

1. "The data reveal that rural residents are as likely as urban residents to be bothered by incivilities. This finding is of noteworthy importance when we consider the literature draws special attention to the problem of incivilities in densely populated and heavily traveled urban areas...we are unsure whether the actual amount of incivility is as high in rural areas...or whether rural residents are just more annoyed by what amounts to a lower level of incivility...the implication here is that rural residents are not as immune...as the literature would suggest."--320

Lansana, Florence M. (1993). A comparative analysis of curbside recycling behavior in urban and suburban communities. *Professional Geographer* 45(2):169-179.

1. "Overall, the findings derived from the previous studies suggest that individual or household participation in pro-environmental activities such as recycling is causally influenced by at least five groups of variables or factors: (1) the demographic attributes of residents; (2) their awareness or knowledge of the programs; (3) their environmental attitudes; (4) their economic concerns about the programs; and (5) the operational policies."--171

2. "To date, little attempt has been made to compare participation rates in rural, urban, or suburban communities."--171

Molotch, Harvey. (1976). The city as a growth machine: Toward a political economy of place. *American Journal of Sociology* 82(2):309-332.

Mookherjee, Harsha N. (1992). Perceptions of well-being by metropolitan and nonmetropolitan populations in the United States. *The Journal of Social Psychology* 132(4):513-524.

1. gender, race, age, income, SES, education, marital status, rural/urban residence, personality traits, parental status, religiosity each have been associated with well-being. additionally, stress--ill health, divorce, jobloss--also impact on it.--515
2. findings--race, marital status, education and financial status were very significant in influencing well-being--517
3. rural/urban not significant, nor gender or age--517
4. "The results suggest no significant differences between metropolitan and nonmetropolitan life on the expression of life satisfaction."--521
5. "On the basis of the results, it is possible, at least tentatively, to conclude that financial status, marital status, and education are the three most important factors in an individual's perception of well-being. Race and age appear to be the two next..."--521

Myers, Dowell. (1987). Community-relevant measurement of quality of life: A focus on local trends. *Urban Affairs Quarterly* 23(1):108-125.

used Dillman--52% response rate for 105 item questionnaire

examined: restaurants/shops, entertainment, income, education, recreation, job opportunities, health care, minority equality (improving), housing affordability, crime traffic, water quality (deteriorating)--118

Noe, F.P. and Hammitt, W.E. (1992). Environmental attitudes and the personal relevance of management actions in a park setting. *Journal of Environmental Management* 35(3):205-216.

"The public may be more sensitive to the dangers of environmental degradation and espouse ecological values, but few are making personal changes in lifestyle..."--207

Olsen, Marvin E., Penelope Canan, and Michael Hennessy. (1985). A value-based community assessment process. *Sociological Methods & Research* 13(3):325-361.

1. "...it is impossible to assess the quality of life in a community--either objectively or subjectively--without grounding that assessment in value decisions...all quality of life studies should begin by constructing profiles of the major values in the communities being examined."--328

2. "Because of the pervasive manner in which values affect all qol and social impact studies, it seems apparent that community assessments must always combine both objective and subjective approaches."--329

article gives much information about integrating subjective and objective approaches to qol/sia issues.

Stinner, William F., et al. (1990). Community size, individual social position and community attachment. *Rural Sociology* 55(4):494-521.

1. "Duration of residence is not, however, the most influential variable in explaining levels of social participation in any of the locations. Rather, educational attainment is the dominant variable."--505
2. "Initially, it can be observed that duration of residence and family life-cycle stage have significant bivariate linkages with the number of close friends in both villages and cities. In addition, homeowners have a significantly larger number of friends in cities than do renters. Educational attainment and religious status have no significant bivariate association with number of close friends."--505
3. "The longer the residential tenure, the higher the percentage of close friends residing in a respondent's current community of residence, regardless of community type."--506
4. "Religious status is the dominant variable affecting community sentiment in the villages, while residential tenure is somewhat more influential than religious status in the cities."--517
5. "Apparently...large size does not necessarily imply social disruption. In fact, larger size produces a more concentrated friendship network which could be mobilized for development purposes, at least in the cities."--517

Wilson, Robert H. (1992). Rural telecommunications: A strategy for community development. *Policy Studies Journal* 20(2):289-300.

1. two types of telecommunications--horizontal (inter-organizational) and vertical (intra)--291

2. interesting article, but little value.