

## Pulaski Heights

Route 1 is a radial route that serves downtown Little Rock west to Cantrell Rd and Mississippi Ave. Route 1 provides connections to several trip generators, including the State Capitol, Pulaski Heights Middle School, Arkansas Schools for the Deaf and Blind, Mount St. Mary's Academy, Forest Park Elementary, Heights Shopping District, and the Amtrak station in downtown Little Rock.



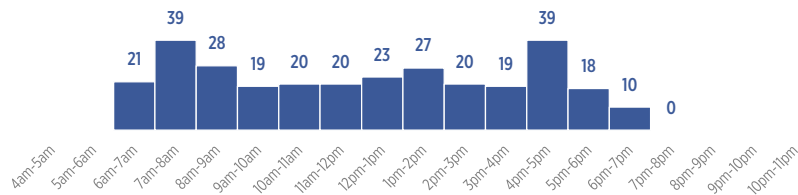
**SERVICE PATTERNS:** All service operates end to end from River Cities Travel Center to Keightley Dr and Cantrell Rd primarily along 3<sup>rd</sup> St, Markham St, Kavanaugh Blvd, and Cantrell Rd. There are opportunities to transfer to Route 21 along Kavanaugh Blvd. Service is interlined with Route 2 at River Cities Travel Center.

**SCHEDULE:** Service operates on Weekdays and Saturdays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:30 AM - 6:48 PM		46
Early AM	before 6:15 AM	30	3
AM Peak	6:15 AM - 8:15 AM	35	6
Midday	8:15 AM - 3:15 PM	35	24
PM Peak	3:15 PM - 6:15 PM	35	10
Evening/Night	6:15 PM and later	33	3
<b>Saturdays</b>	5:30 AM - 6:48 PM	45	36
<b>Sundays</b>	-	-	-

**RIDERSHIP:** Ridership on Route 1 is average, with 317 passengers per weekday. Ridership is highest during the AM peak hour (6 AM to 9 AM) with a similar peaking pattern in the PM between 4 PM and 5 PM.

Weekday Passengers Per Hour



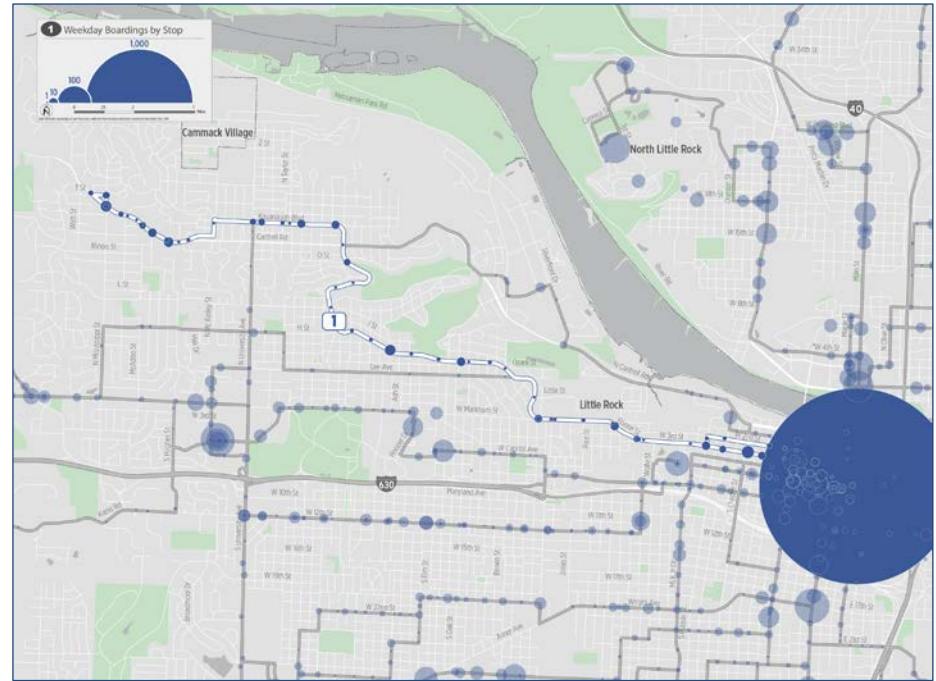
**PERFORMANCE:** Route 1 performs poorly in terms of riders per revenue vehicle hour and is slightly below average in terms of riders per trip:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	317	13	99	17	-	-
Riders per Revenue Vehicle Hour	12.4	20	5.3	20	-	-
Riders/Trip	6.9	17	2.7	17	-	-

*Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes*

### SERVICE DESIGN:

	Value	Comment
Directness (end-to-end; vs most direct route)	1.1	Ranked 7 <sup>th</sup> – Diversions serve strong markets
Average Speed (mph)	13.5	Ranked 17 <sup>th</sup> – Slowed due to frequent stops
Stop Spacing (stops per mile)	6.7	Ranked 22 <sup>nd</sup> – Frequent along Cantrell Rd
Schedule Convenience (best headway)	30	Typically 35 minutes
Schedule Regularity	Very Regular	Excellent



### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

#### STRENGTHS:

- Service is relatively direct with few unnecessary deviations.
- Route serves a diverse mix of destinations and land-uses.

#### WEAKNESSES:

- Route terminates short of several areas of potentially high ridership further west on Cantrell, including large apartment and retail complexes.
- Non-clockface service frequency (35-minutes headways).
- Service frequency does not adjust during peak and off-peak periods to correspond to ridership patterns.
- No Sunday service.

#### OPPORTUNITIES:

- Extend route further west to Rodney Parham Road or Taylor Loop Road.
- Consider interlining Route 1 with outer end of Route 8 to allow for more direct travel between Cantrell and Rodney Parham corridors.
- Adjust peak and off-peak schedules to better match service with frequency.

Route 2 is a radial route that serves downtown Little Rock south to 33<sup>rd</sup> and Gaines, with a southern terminus loop. Route 2 provides connections to a few trip generators, including the William Boys and Girls Club and Washington Elementary School,



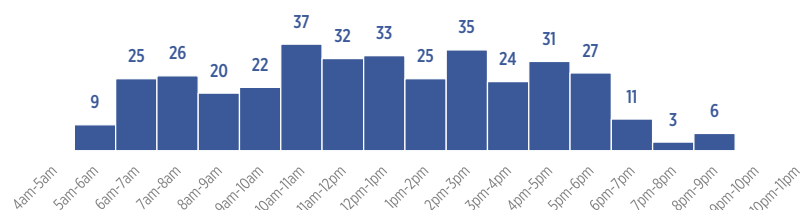
**SERVICE PATTERNS:** All service operates end to end from River Cities Travel Center to 33<sup>rd</sup> and Gaines. The route operates a southern loop primarily west along 23<sup>rd</sup> St, south on Ringo and Gaines St to 33<sup>rd</sup> St, and northeast back to Main St and 23<sup>rd</sup> St. There are opportunities to transfer to Route 15 at both 23<sup>rd</sup> St & Arch St and 33<sup>rd</sup> St and Arch St, as well as Route 16 along Main St. Service is interlined with Route 1 at River Cities Travel Center.

**SCHEDULE:** Service operates on Weekdays, Saturdays, and Sundays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:44 AM - 8:16 PM		52
Early AM	before 6:15 AM	31-34	3
AM Peak	6:15 AM - 8:15 AM	35	7
Midday	8:15 AM - 3:15 PM	35	24
PM Peak	3:15 PM - 6:15 PM	35	10
Evening/Night	6:15 PM and later	40	8
<b>Saturdays</b>	5:44 AM - 6:33 PM	45	36
<b>Sundays</b>	8:50 AM - 4:16 PM	45	22

**RIDERSHIP:** Route 2 is in the top half of CATAs routes for ridership, with 332 passengers per weekday. Ridership is very consistent throughout the day, with minor peaks between 10 AM and 11 AM, as well as 2 PM and 3 PM.

Weekday Passengers Per Hour



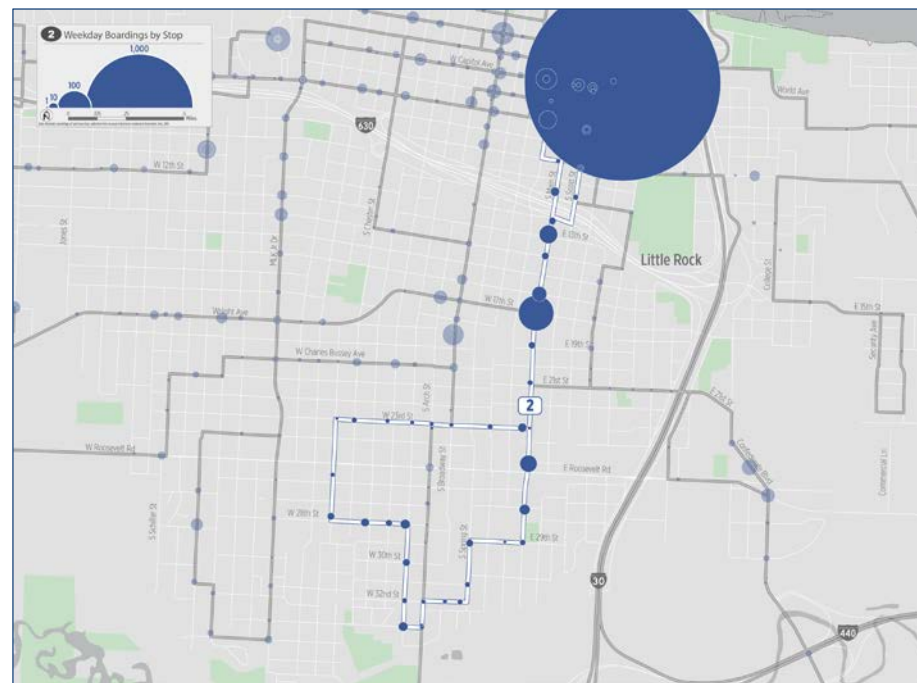
**PERFORMANCE:** Route 2 is a highly productive route in terms of riders per revenue vehicle hour, but performs poorly in riders per trip. Both performance metrics can be linked to the route's short service pattern:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	332	11	189	12	118	7
Riders per Revenue Vehicle Hour	23.2	2	23.3	2	15.4	4
Riders/Trip	6.4	20	5.2	12	5.4	8

Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes

#### SERVICE DESIGN:

	Value	Comment
Directness (end-to-end; vs most direct route)	1.1	Ranked 8 <sup>th</sup> – Southern loop is indirect
Average Speed (mph)	12.6	Ranked 22 <sup>nd</sup> – Due to frequent stops
Stop Spacing (stops per mile)	8.2	Ranked 26 <sup>th</sup> – Most frequent in system
Schedule Convenience (best headway)	35	Typically 35 minutes
Schedule Regularity	Fairly Regular	Variation in early AM and evening



#### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

##### STRENGTHS:

- High productivity in terms of ridership per revenue hour, due to short trip length.
- Ridership is strongest in midday, suggesting use by transit dependent riders.

##### WEAKNESSES:

- Very frequent stop placement, which negatively impacts travel time and on-time performance.
- Fairly significant amount of one-way service in large terminal loop.
- Weekday riders per trip ranks poorly, possibly due to serving a small transit demand market.
- Non-clockface service frequency (35-minutes headways).

##### OPPORTUNITIES:

- Reduce amount of one-way service by either shrinking the terminal loop or by interlining Route 2 with the outer end of Route 11.
- Eliminate stops to improve running time and on-time performance.
- Ridership along Route 2 is strong, with potential for increased service frequency.

## Baptist Medical Center

Route 3 is a radial route that links downtown Little Rock with destinations in the west including Midtown, Baptist Medical Center, and the Wal-Mart at Shackleford Crossings. Route 3 also provides connections to several key destinations, including the federal court house, YWCA, Arkansas Heart Hospital, Arkansas Childrens Hospital, Baptist Medical Center, Doctors Hospital, and Midtown Target.



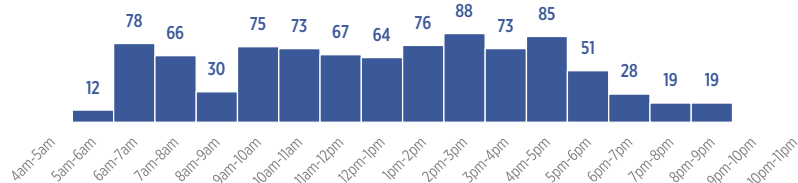
**SERVICE PATTERNS:** All service operates along a consistent alignment from River Cities Travel Center to Wal-Mart at Shackleford Crossings, primarily along Capitol Ave, 12th St, Kanis Rd, and Shackleford Rd. Passengers can transfer to routes 5, 9, 21, and 22 at Midtown Target on Midtown Ave and Route 14 at Wal-Mart at Shackleford Crossings. Outbound service is interlined with Route 14 at the Wal-Mart at Shackleford Crossings, while inbound service interlines with Route 14 at River Cities Travel Center.

**SCHEDULE:** Service operates on Weekdays, Saturdays, and Sundays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:20 AM - 8:45 PM		51
Early AM	before 6:15 AM	30	3
AM Peak	6:15 AM - 8:15 AM	35	7
Midday	8:15 AM - 3:15 PM	35	24
PM Peak	3:15 PM - 6:15 PM	35	10
Evening/Night	6:15 PM and later	40	7
<b>Saturdays</b>	5:20 AM - 7:06 PM	35	47
<b>Sundays</b>	9:13 AM - 4:43 PM	45	21

**RIDERSHIP:** Route 3 is CATA's 4<sup>th</sup> highest ridership route, with 913 passengers per weekday. Ridership is highest during the late afternoon hours from 2 PM to 5 PM; the morning peak period (6 AM to 8 AM) also has high ridership.

Weekday Passengers Per Hour



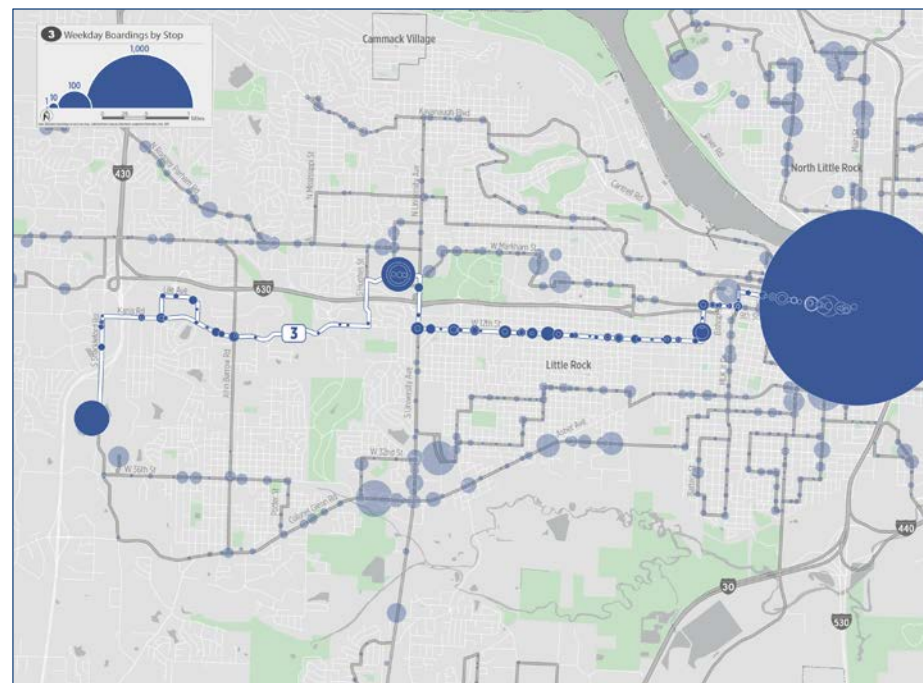
**PERFORMANCE:** Route 3 is in the top third of CATA routes in terms of weekday riders per revenue vehicle hour and 3<sup>rd</sup> for riders per trip. Ridership is relatively high as compared to other CATA services.

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
<b>Ridership</b>	913	4	478	4	237	3
<b>Riders per Revenue Vehicle Hour</b>	21.3	7	12.3	11	15.9	3
<b>Riders/Trip</b>	17.9	3	10.2	5	11.3	3

Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes

### SERVICE DESIGN:

	Value	Comment
<b>Directness (end-to-end; vs most direct route)</b>	1.2	Ranked 14 <sup>th</sup> - Small terminus hook pattern
<b>Average Speed (mph)</b>	13.5	Ranked 18 <sup>th</sup> - Due to frequent stops
<b>Stop Spacing (stops per mile)</b>	6.1	Ranked 17 <sup>th</sup> - Frequent
<b>Schedule Convenience (best headway)</b>	30	Typically 35 minutes
<b>Schedule Regularity</b>	Very Regular	Variation in early AM and evening



### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

#### STRENGTHS:

- Service is relatively direct and easy to understand.
- Route has strong anchors (downtown and Wal-Mart) and a mix of destinations that generate steady ridership.

#### WEAKNESSES:

- Non-clockface service frequency (35-minutes headways).
- Stops are closely spaced which may impact travel time and on-time performance.

#### OPPORTUNITIES:

- The Baptist Medical Center loop could be eliminated if better pedestrian amenities, such as sidewalks, crosswalks, and crossing signals existed on Kanis Road and within the hospital campus. Eliminating the loop would streamline the route and improve running times and on-time performance.
- Consolidate stops to make service faster and increase on-time performance.



## Levy / Amboy

Route 4 is a radial route that links downtown Little Rock with neighborhoods in North Little Rock including downtown North Little Rock, Camp Robinson and Lindenhurst. Route 4 serves several destinations in North Little Rock, including the Patrick H. Hays Senior Citizens Center, the LeMarquis Apartments, North Little Rock High School West, North Heights Recreation Center and North Little Rock City Hall.

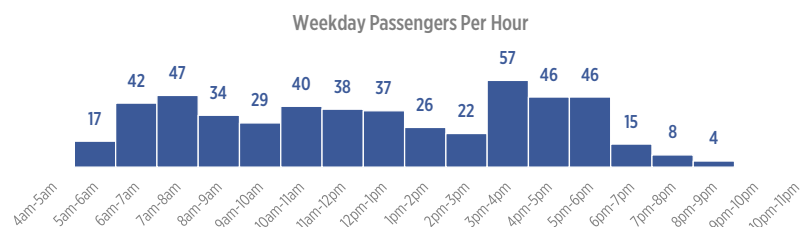


**SERVICE PATTERNS:** Route 4 operates different on and off-peak service patterns. During peak-hours, service operates from the River Cities Travel Center to Camp Robinson Rd & Lindenhurst Dr, before continuing along a loop that includes Nicole Dr, Military Dr, Parkway Dr, and 47<sup>th</sup> St. During off-peak hours, the northern loop is shortened, continuing south from Lindenhurst Dr to Allen St. There are opportunities to transfer to Route 10 at 22<sup>nd</sup> and Main St, as well as Routes 7, 10, 13, and 18 at the Verizon Arena.

**SCHEDULE:** Service operates on Weekdays and Saturdays (on Sundays, Route 10 operates along part of service area).

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:21 AM - 8:22 PM		46
Early AM	before 6:15 AM	35	5
AM Peak	6:15 AM - 8:15 AM	35	7
Midday	8:15 AM - 3:15 PM	30	17
PM Peak	3:15 PM - 6:15 PM	30	11
Evening/Night	6:15 PM and later	45	6
<b>Saturdays</b>	5:21 AM - 6:43 PM	54	30
<b>Sundays</b>	-	-	-

**RIDERSHIP:** Route 4 has moderately high ridership, with 491 passengers per weekday. Ridership is highest during the afternoon peak period from 3 PM to 6 PM; the morning peak also has high ridership.



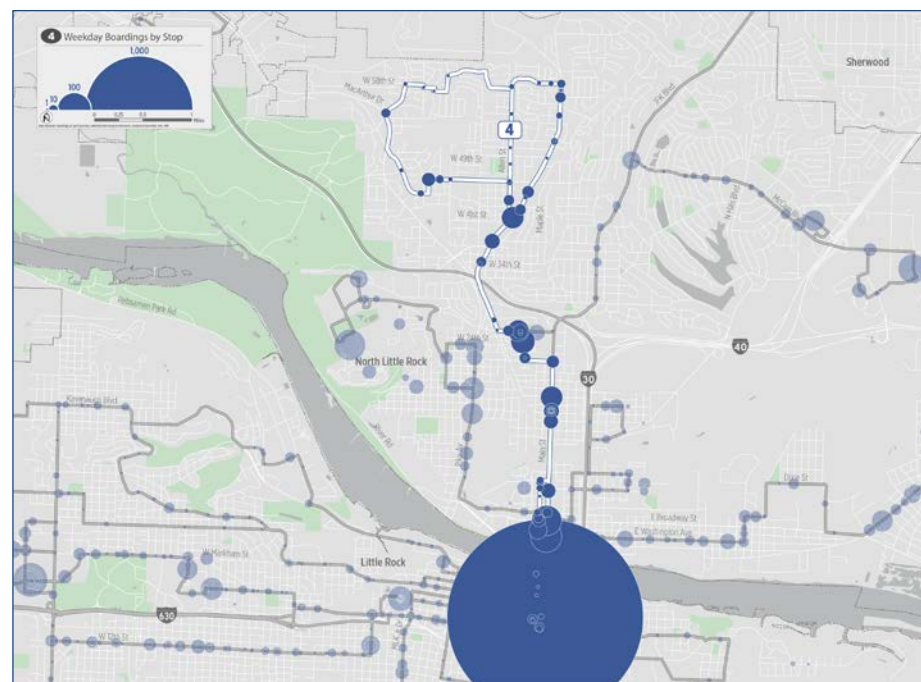
**PERFORMANCE:** Route 4 is among the more productive routes in CATA's network in terms of weekday riders per revenue vehicle hour and for riders per trip:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
<b>Ridership</b>	491	8	249	8	-	-
<b>Riders per Revenue Vehicle Hour</b>	22.3	5	17.8	4	-	-
<b>Riders/Trip</b>	10.7	9	8.3	6	-	-

*Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes*

### SERVICE DESIGN:

	Value	Comment
<b>Directness (end-to-end; vs most direct route)</b>	1.2	Ranked 16 <sup>th</sup> – Looping patterns are indirect
<b>Average Speed (mph)</b>	13.7	Ranked 15 <sup>th</sup> – Average
<b>Stop Spacing (stops per mile)</b>	6.2	Ranked 18 <sup>th</sup> – Somewhat frequent
<b>Schedule Convenience (best headway)</b>	30	Typically 35+ minutes
<b>Schedule Regularity</b>	Very Irregular	Little to no consistency throughout the schedule



### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

#### STRENGTHS:

- Productivity in terms of riders per hour is strong for both Weekdays and Saturdays.
- Service is very direct for most of the route.

#### WEAKNESSES:

- Ridership is low ridership at the outer ends of the route.
- The two travel patterns make the route difficult to understand.
- Route terminates short of several large multi-family housing complexes along Camp Robinson Road.
- Non-clockface and irregular service frequency.
- No Sunday service.

#### OPPORTUNITIES:

- Replace terminal loops with two alternating bi-directional variants – one serving Camp Robinson to Donovan Briley Blvd, and the other serving 47<sup>th</sup> St to Lynn Ln.
- Consolidate alignment so route can operate on a 30 minute schedule.
- Operate Sunday service as both weekdays and Saturdays have strong productivity.

Route 5 is a radial route that travels between downtown Little Rock and areas west, including the Wal-Mart and Sam's Club on Bowman Road. Route 5 connects several key destinations, including Doctors Hospital, the VA Hospital, State Hospital, University of Arkansas for Medical Services (UAMS) Hospital, Childrens Hospital, St. Vincent Infirmary, and Midtown Target.



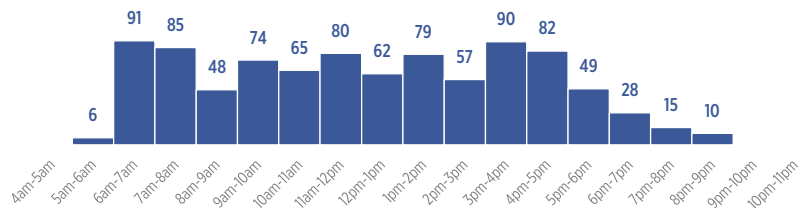
**SERVICE PATTERNS:** Route 5 operates with one consistent alignment from River Cities Travel Center along 7<sup>th</sup> Street terminating at Wal-Mart. Route 5 buses travel primarily along 7<sup>th</sup> St, Capitol Ave, and Markham St. Passengers may travel from Route 5 to Routes 3, 9, 21, and 22 at Midtown Target on Midtown Ave.

**SCHEDULE:** Service operates on Weekdays, Saturdays, and Sundays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:22 AM - 8:00 PM		47
Early AM	before 6:15 AM	30	4
AM Peak	6:15 AM - 8:15 AM	30	7
Midday	8:15 AM - 3:15 PM	40	22
PM Peak	3:15 PM - 6:15 PM	35	9
Evening/Night	6:15 PM and later	45	5
<b>Saturdays</b>	5:25 AM - 6:20 PM	35	45
<b>Sundays</b>	9:12 AM - 4:00 PM	45	20

**RIDERSHIP:** Route 5 is CATA's highest ridership route, with 1,012 passengers per weekday. Ridership is highest during the morning and afternoon peak periods; midday ridership is also strong.

Weekday Passengers Per Hour



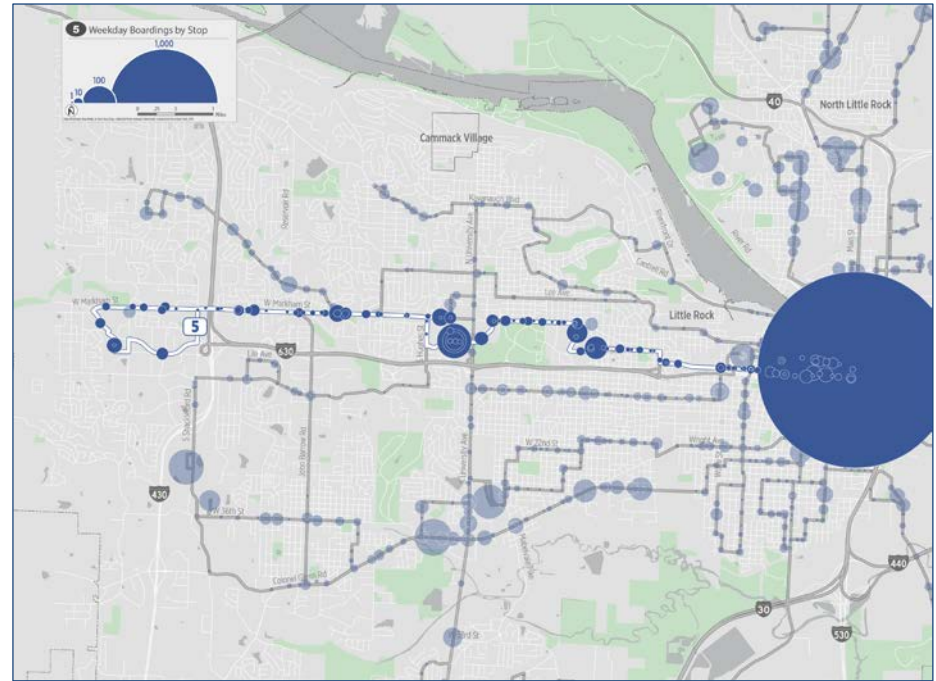
**PERFORMANCE:** Route 5 is the best performing route in terms of overall ridership and ridership per trip. It ranks 4<sup>th</sup> in terms of weekday riders per revenue vehicle hour:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
<b>Ridership</b>	1,012	1	529	3	210	4
<b>Riders per Revenue Vehicle Hour</b>	22.5	4	13.8	7	14.2	7
<b>Riders/Trip</b>	21.5	1	11.8	3	10.5	4

*Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes*

#### SERVICE DESIGN:

	Value	Comment
<b>Directness (end-to-end; vs most direct route)</b>	1.1	Ranked 9 <sup>th</sup> – Deviates to trip generators
<b>Average Speed (mph)</b>	11.0	Ranked 25 <sup>th</sup> – Very slow
<b>Stop Spacing (stops per mile)</b>	6.4	Ranked 20 <sup>th</sup> – Frequent stops slow service
<b>Schedule Convenience (best headway)</b>	30	Typically 40 minutes
<b>Schedule Regularity</b>	Fairly Regular	Irregular schedule during PM peak



#### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

##### STRENGTHS:

- Service is direct and connects downtown with several important destinations and employment opportunities.
- Route serves a diverse mix of destinations and land-uses.
- Highest weekday ridership productivity among CATA routes.

##### WEAKNESSES:

- Average operating speed on the route is slow, making travel times long.
- Slow travel speeds make service frequency irregular.

##### OPPORTUNITIES:

- Route 5 is a good candidate for enhanced bus or BRT treatments to speed up service and increase the passenger experience for the largest segment of CATA riders. Treatments may include dedicated lanes, prioritization at intersection, stop consolidation, enhanced passenger amenities, and specialized vehicles.
- Short of BRT, implement street level improvements and consolidate bus stops to improve travel times.

## Granite Mountain

Route 6 is a radial route connecting downtown Little Rock with neighborhoods southeast via Highway 365 and Detroit St. Route 6 provides connections to multiple trip generators, including Booker Magnet School, Mann Junior High School, and Kroger.



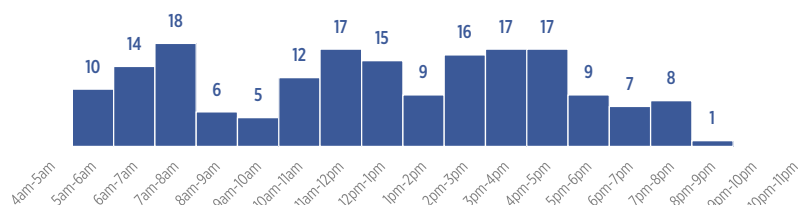
**SERVICE PATTERNS:** Route 6 operates with the same pattern for all trips, but inbound and outbound alignments are slightly different. From River Cities Travel Center, the route travels to neighborhoods at Hwy 365 and Detroit St, primarily along Rock St, 21<sup>st</sup> St, Barber St, and Confederate Blvd. Inbound and outbound alignments differ between I-30 and Roosevelt Rd. Route 6 largely parallels Express Route 19 from Roosevelt Rd to Detroit St during weekday service.

**SCHEDULE:** Service operates on Weekdays and Saturdays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:50 AM - 6:39 PM		39
Early AM	before 6:15 AM	35	2
AM Peak	6:15 AM - 8:15 AM	40	6
Midday	8:15 AM - 3:15 PM	40	21
PM Peak	3:15 PM - 6:15 PM	48	8
Evening/Night	6:15 PM and later	-	2
<b>Saturdays</b>	5:50 AM - 6:39 PM	40	39
<b>Sundays</b>	-	-	-

**RIDERSHIP:** Route 6 is CATA's 19<sup>th</sup> highest ridership route, with 192 passengers per weekday. Ridership is highest during the AM peak from 7 AM to 8 AM, with secondary peaks in the mid-day and afternoon.

Weekday Passengers Per Hour



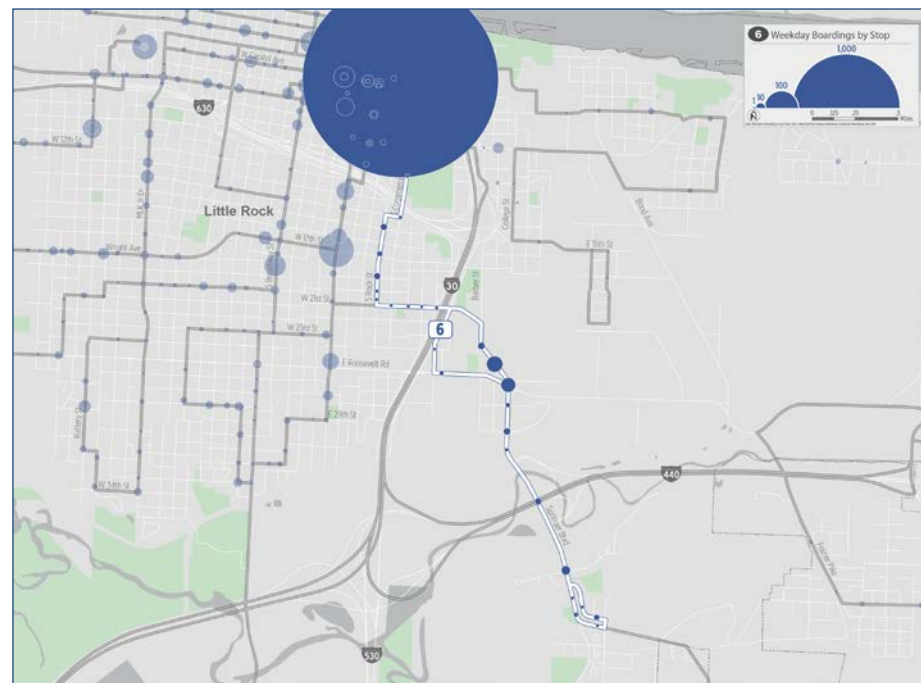
**PERFORMANCE:** Route 6's productivity is near the median as compared to other CATA routes. It performs slightly better in terms of riders per revenue hour and slightly lower in terms of riders per trip.

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
<b>Ridership</b>	192	19	105	16	-	-
<b>Riders per Revenue Vehicle Hour</b>	14.6	13	8.0	14	-	-
<b>Riders/Trip</b>	4.9	21	2.7	19	-	-

Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes

### SERVICE DESIGN:

	Value	Comment
<b>Directness (end-to-end; vs most direct route)</b>	1.2	Ranked 10 <sup>th</sup> – Loop and one-way patterns
<b>Average Speed (mph)</b>	12.8	Ranked 21 <sup>st</sup> – Partially due to frequent stops
<b>Stop Spacing (stops per mile)</b>	6.6	Ranked 21 <sup>st</sup> – Close at southern loop
<b>Schedule Convenience (best headway)</b>	35	Typically 40 minutes
<b>Schedule Regularity</b>	Fairly Regular	Inconsistent headways early and late



### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

#### STRENGTHS:

- Service is direct and consistent.
- Route serves a diverse mix of destinations and land-uses, from residential streets at its eastern terminus to strip mall type developments along Highway 365.

#### WEAKNESSES:

- Route operates in fairly low-density environments.
- Route terminates short of new senior housing community at Gilliam Park Rd and Granite Mountain Cir.
- Different inbound and outbound routing near Mann Junior High School and Kroger.

#### OPPORTUNITIES:

- Extend route further south to Granite Mountain Cir.
- Make inbound and outbound alignment more uniform by operating along McAlmont St and Roosevelt St in both directions.
- Reduce weekend service span and frequency to improve productivity.

Route 7 is a radial route operating between downtown Little Rock and 17<sup>th</sup> and Walnut Street in North Little Rock. Route 7 provides connections to destinations in North Little Rock including North Little Rock City Hall, Eastgate Terrace Housing Project, Verizon Arena, and Shorter College.



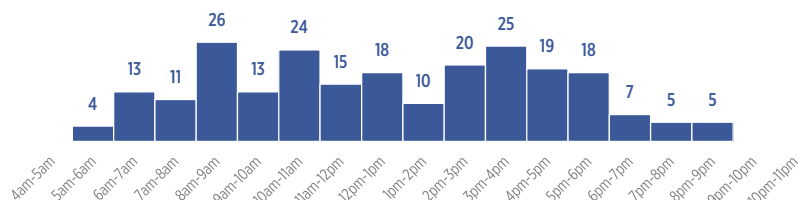
**SERVICE PATTERNS:** Route 7 operates varying inbound and outbound alignments. From River Cities Travel Center, the route travels to 17<sup>th</sup> and Walnut in North Little Rock, primarily along Scott St, Olive St, and Locust St. The route has multiple one-way directional patterns, including a northern terminus loop. The primary transfer opportunities are at River Cities Travel Center.

**SCHEDULE:** Service operates on Weekdays and Saturdays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:55 AM - 8:19 PM		49
Early AM	before 6:15 AM	35	2
AM Peak	6:15 AM - 8:15 AM	35	7
Midday	8:15 AM - 3:15 PM	35	24
PM Peak	3:15 PM - 6:15 PM	35	10
Evening/Night	6:15 PM and later	45	6
<b>Saturdays</b>	5:55 AM - 6:38 PM	35	45
<b>Sundays</b>	-	-	-

**RIDERSHIP:** Route 7 carries fewer riders as compared with other CATA routes. Ridership is highest during the morning and afternoon peak commuting periods. The midday hour also has strong ridership.

Weekday Passengers Per Hour



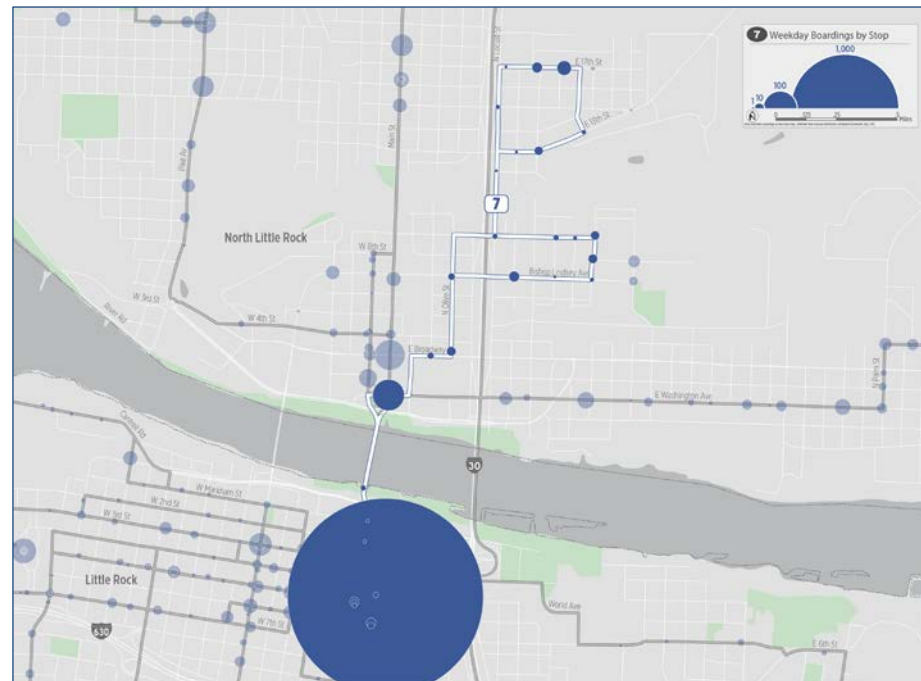
**PERFORMANCE:** Route 7 is not one of CATA's strongest performing routes.

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	212	18	108	15	-	-
Riders per Revenue Vehicle Hour	12.9	17	8.4	12	-	-
Riders/Trip	4.3	23	2.4	20	-	-

*Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes*

#### SERVICE DESIGN:

	Value	Comment
Directness (end-to-end; vs most direct route)	1.2	Ranked 11 <sup>th</sup> – Loop and one-way patterns
Average Speed (mph)	9.6	Ranked 26 <sup>th</sup> – Slowest route in system
Stop Spacing (stops per mile)	5.7	Ranked 13 <sup>th</sup> – Well spaced along route
Schedule Convenience (best headway)	35	Difficult to memorize start times
Schedule Regularity	Very Regular	Frequency drops in evening



#### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

##### STRENGTHS:

- Route serves low-income housing communities in North Little Rock, a high need neighborhood.

##### WEAKNESSES:

- Route is indirect with mid-route and terminal loop.
- Ridership is low relative to other CATA services.

##### OPPORTUNITIES:

- Realign route to operate out and back along same road; this will reduce travel time and simplify the route.
- Reduce span of service to improve over-all ridership productivity.
- Interline route with another route traveling to destinations south of Little Rock to provide one-seat connections to major destinations in Little Rock.



## Rodney Parham

Route 8 is a radial route that connects downtown Little Rock with neighborhoods to the west, terminating at Green Mountain and Rainwood Dr. Route 8 provides connections to several trip generators, including Market Street Cinema, Breckenridge Village, Forest Heights Middle School, Hall High, Pulaski Heights Middle School, and Little Rock Union Station.



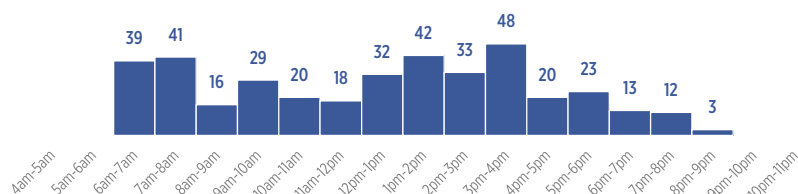
**SERVICE PATTERNS:** Route 8 operates on the same alignment for nearly all trips. The outbound alignment includes service from River Cities Travel Center to Green Mountain and Rainwood Drive primarily along 3<sup>rd</sup> St, Lee Ave, H St, and Rodney Parham Rd. After 5:26 PM on Weekdays and all day Sunday, buses no longer serve downtown, and instead terminate at the Midtown Target. There are opportunities to transfer to Routes 9 and 5 along Markham St.

**SCHEDULE:** Service operates on Weekdays, Saturdays, and Sundays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	6:20 AM - 8:27 PM		42
Early AM	before 6:15 AM	-	-
AM Peak	6:15 AM - 8:15 AM	40	6
Midday	8:15 AM - 3:15 PM	40	21
PM Peak	3:15 PM - 6:15 PM	30	8
Evening/Night	6:15 PM and later	44	7
<b>Saturdays</b>	6:27 AM - 5:26 PM	40	34
<b>Sundays</b>	9:12 AM - 4:22 PM	45	20

**RIDERSHIP:** Route 8 has above average ridership, with 336 passengers per weekday. Ridership is highest in the afternoon peak period. Demand is also strong in the early afternoon and early morning (6 AM to 8 AM).

Weekday Passengers Per Hour



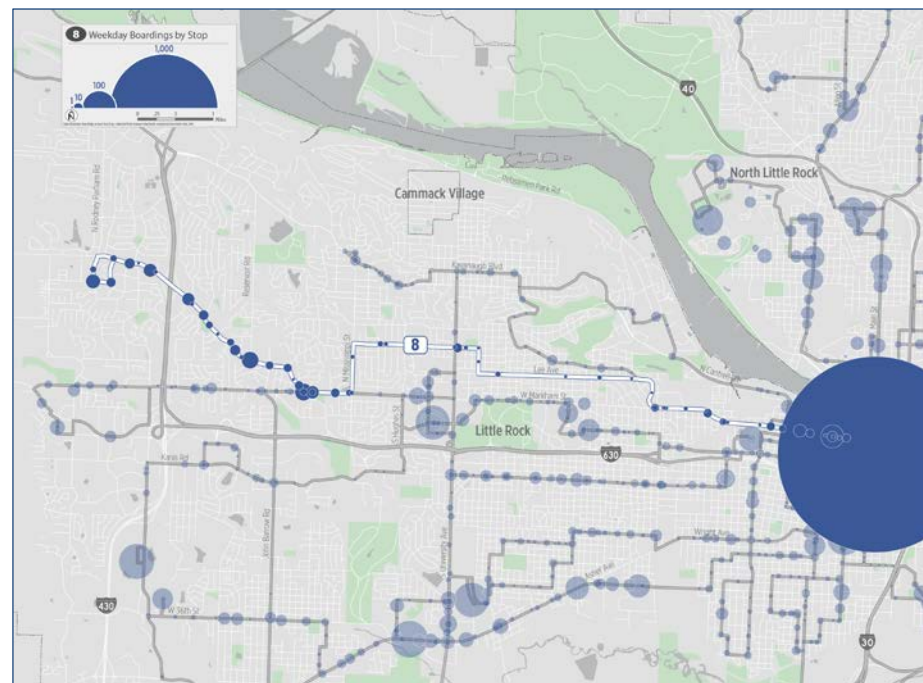
**PERFORMANCE:** Relative to other CATA routes, Route 8 performs well in terms of ridership, but is average in terms of weekday riders per revenue vehicle hour and riders per trip:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	336	10	152	3	61	11
Riders per Revenue Vehicle Hour	12.9	16	6.5	18	8.1	9
Riders/Trip	8.0	16	4.5	14	3	11

Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes

### SERVICE DESIGN:

	Value	Comment
Directness (end-to-end; vs most direct route)	1.1	Ranked 3 <sup>rd</sup> - Minor winding pattern
Average Speed (mph)	14.8	Ranked 13 <sup>th</sup> - Slightly above average
Stop Spacing (stops per mile)	6.9	Ranked 23 <sup>rd</sup> - Frequent west of Mississippi St
Schedule Convenience (best headway)	30	Typically 40 minutes
Schedule Regularity	Fairly Regular	Evening service is inconsistent



### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

#### STRENGTHS:

- Route is anchored by several high ridership stops and location its western end (north of Markham St).
- Service is direct and almost entirely bi-directional.

#### WEAKNESSES:

- Ridership is strongest in downtown Little Rock and the western end of the route. The middle section between Mississippi St and Kavanaugh Blvd has very low ridership.
- Ridership is very low after 8 PM.

#### OPPORTUNITIES:

- Eliminate service after 8 PM to improve productivity.
- Interline route with outer end of Route 1 for more direct travel between Cantrell and Rodney Parham corridors.
- Consider alternative alignments from Rodney Parham and Markham St, including continuing southeast toward W. 12<sup>th</sup> St and then possibly terminating route at Midtown Target, as ridership is relatively low east of Midtown
- Consider supplementing existing service along Route 5 towards downtown Little Rock.



## West Central / Barrow Road

Route 9 is a crosstown route that operates between Midtown Target and Col. Glenn Rd. The route serves Brady Elementary School, Parkview Arts & Sciences Magnet High School, and Romine Elementary School as well as The Cottages housing community. Route 9 is a new route, launched in 2013, and was not yet operating when ridership data for this analysis was collected. Stop-level ridership shown in this profile reflects passenger activity on previous routes that served the same stop currently served by Route 9.



**SERVICE PATTERNS:** All service operates along a consistent alignment from Midtown Target to Col. Glenn Rd and Barrow Rd, primarily along Markham St, John Barrow Rd, Col. Glenn Rd, and 36<sup>th</sup> St. Route 9 includes a large clockwise terminal loop. There are opportunities to transfer to Routes 3, 5, 21, and 22 at Midtown Target and to Route 14 at The Cottages on 36<sup>th</sup> St.

**SCHEDULE:** Service operates with hourly service on weekdays and Saturdays (on Sundays, Routes 5 and 14 operate along part of the service area).

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	6:02 AM - 8:22 PM		30
Early AM	before 6:15 AM	60	1
AM Peak	6:15 AM - 8:15 AM	60	4
Midday	8:15 AM - 3:15 PM	60	14
PM Peak	3:15 PM - 6:15 PM	60	6
Evening/Night	6:15 PM and later	60	5
<b>Saturdays</b>	6:02 AM - 6:22 PM	60	26
<b>Sundays</b>	-	-	-

**RIDERSHIP and PERFORMANCE:** In part because it is a new route, Route 9 is among the lowest performing routes in the network, carrying only 5 passengers per hour and 2.4 per trip.

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	72	24	30	22	-	-
Riders per Revenue Vehicle Hour	5.0	25	2.4	22	-	-
Riders/Trip	2.4	26	1.2	22	-	-

*Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes*

### SERVICE DESIGN:

	Value	Comment
Directness (end-to-end; vs most direct route)	1.6	Ranked 22 <sup>nd</sup> - L-shaped service with large loop
Average Speed (mph)	15.1	Ranked 10 <sup>th</sup> - Relatively fast
Stop Spacing (stops per mile)	5.9	Ranked 15 <sup>th</sup> - Average
Schedule Convenience (best headway)	60	Outbound service on clockface
Schedule Regularity	Very Regular	Consistent all day



### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

#### STRENGTHS:

- Service design is simple and straightforward.
- Route 9 serves a unique market, providing north-south service along John Barrow Rd.

#### WEAKNESSES:

- Route 9 is the least productive route in the system for weekdays and Saturdays.
- John Barrow Rd. is a relatively low-density population and employment corridor.
- Route 9 lacks a strong anchor on its southern end, and competes with Route 14, which provides less direct, but more frequent service to the Midtown area

#### OPPORTUNITIES:

- To attract riders, Route 9 needs a strong southern anchor such as Wal-Mart or Pulaski Tech. One possible approach is to extend the route to the Pulaski Tech South Campus, and rebrand the service as an Express Route. There are currently no express routes serving the southeastern portion of the service area. A limited stop route connecting Pulaski Tech, Wal-Mart at Shackleford Crossings, and the Cottages, before continuing on to Midtown Target may prove more productive than the current route
- Route 9 could be converted to a demand-response or "flex" service anchored at Midtown Target on one end and Wal-Mart at Shackleford Crossing on the other, and serving residential areas in between.



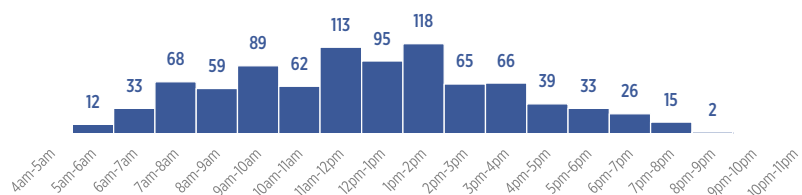
**SERVICE PATTERNS:** All trips on Route 10 are the same, with minor variations between the outbound and inbound trips. The route travels from River Cities Travel Center to Baptist Springhill Hospital, but McCain Mall is serviced on inbound trips only. From downtown Little Rock, the route operates primarily along Main St, John F. Kennedy Blvd, and McCain Blvd. There are opportunities to transfer to Route 4 at 22<sup>nd</sup> St & Main St.

**SCHEDULE:** Service operates on Weekdays, Saturdays, and Sundays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:30 AM - 8:01 PM		59
Early AM	before 6:15 AM	30	4
AM Peak	6:15 AM - 8:15 AM	30	9
Midday	8:15 AM - 3:15 PM	30	28
PM Peak	3:15 PM - 6:15 PM	30	12
Evening/Night	6:15 PM and later	45	6
<b>Saturdays</b>	5:30 AM - 6:20 PM	45	36
<b>Sundays</b>	9:17 AM - 4:05 PM	45	21

**RIDERSHIP:** Route 10 is CATA's 2<sup>nd</sup> highest ridership route, with 948 passengers per weekday. Ridership is highest during the midday hours (11 AM to 2 PM); ridership is also strong during the morning and afternoon commute times.

Weekday Passengers Per Hour



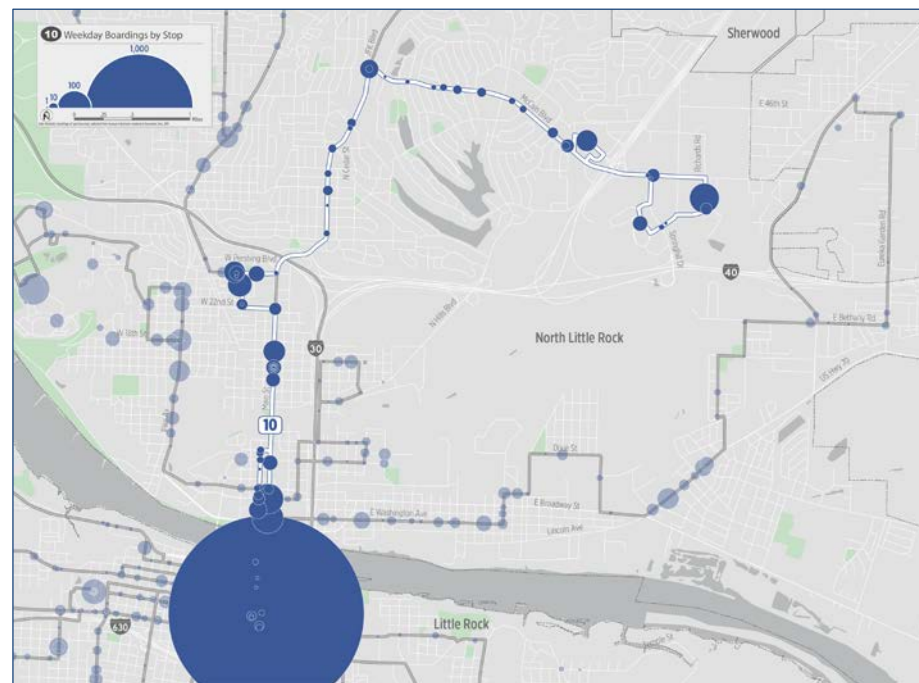
**PERFORMANCE:** As one of the highest ridership routes, Route 10 performs well relative to other CATA routes in all categories throughout the week:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
<b>Ridership</b>	948	2	633	2	266	1
<b>Riders per Revenue Vehicle Hour</b>	22.7	3	24.7	1	17.8	1
<b>Riders/Trip</b>	16.1	4	17.6	1	12.7	1

Weekday rank is of 26 routes; Saturday of 22 routes; and Sunday of 13 routes

#### SERVICE DESIGN:

	Value	Comment
<b>Directness (end-to-end; vs most direct route)</b>	1.4	Ranked 21 <sup>st</sup> – L-shape pattern in North Little Rock
<b>Average Speed (mph)</b>	11.7	Ranked 24 <sup>th</sup> – Deviations significantly slow service
<b>Stop Spacing (stops per mile)</b>	5.5	Ranked 12 <sup>th</sup> – Well spaced
<b>Schedule Convenience (best headway)</b>	30	Outbound service on clockface headways
<b>Schedule Regularity</b>	Very Regular	Slight drop in evening



#### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

##### STRENGTHS:

- Highly productive route, particularly on weekends.
- Serves a unique market with several very strong trip generators.

##### WEAKNESSES:

- Route must deviate from direct path to serve key destinations including The Willow House and McCain Mall, due to land-use.
- Weekend service frequency likely limits ridership.

##### OPPORTUNITIES:

- Route 10 could benefit from some elements of enhanced bus service like higher frequency and enhanced passenger amenities at heavily used stops.
- Close coordination with site owners and the City of North Little Rock and may allow for pedestrian improvements that could reduce the need for deviations from primary arterials to serve key destinations. Improvements may include sidewalks and enhanced crosswalks near McCain Mall and "complete streets" traffic calming along Pershing Blvd.

Route 11 is a radial route that connects downtown Little Rock with neighborhoods south. The route terminates at 34<sup>th</sup> St and Dr Martin Luther King Dr. Route 11 provides connections to Arkansas Baptist College, Arkansas Children's Hospital, MLK Magnet Elementary and the Sunset Terrace housing community.



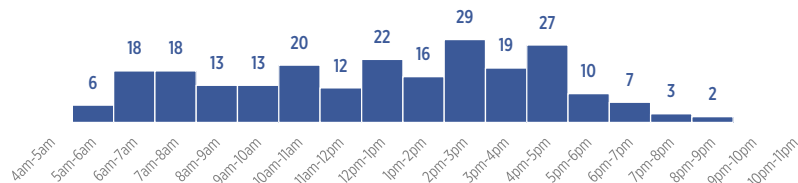
**SERVICE PATTERNS:** Route 11 operates on the same alignment for all trips. The route travels from River Cities Travel Center to 34<sup>th</sup> and M.L. King, primarily along 7<sup>th</sup> St, M.L. King Dr, and Battery St. The southern end of Route 11 has a counter-clockwise terminal loop that runs along 24<sup>th</sup> St, Battery St, 34<sup>th</sup> St and M.L. King Drive. There are opportunities to transfer to Route 16 at Wright Ave and M.L. King Dr and Route 14 at Charles Bussey Ave and M.L. King Dr.

**SCHEDULE:** Service operates on Weekdays, Saturdays, and Sundays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:43 AM - 8:19 PM		44
Early AM	before 6:15 AM	35	3
AM Peak	6:15 AM - 8:15 AM	40	6
Midday	8:15 AM - 3:15 PM	40	21
PM Peak	3:15 PM - 6:15 PM	44	8
Evening/Night	6:15 PM and later	45	6
<b>Saturdays</b>	5:43 AM - 6:40 PM	40	40
<b>Sundays</b>	8:48 AM - 4:20 PM	45	22

**RIDERSHIP:** Ridership on Route 11 is average; the route carries 287 passengers on weekdays. Demand is relatively consistent throughout the day, but is strongest during the afternoon between 2:00 PM and 5:00 PM.

Weekday Passengers Per Hour



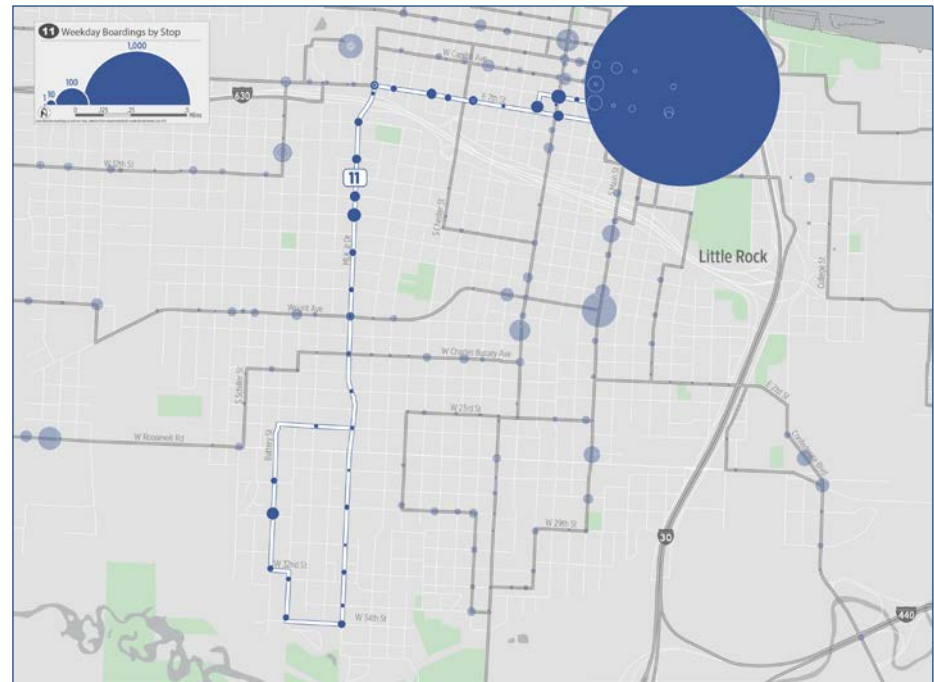
**PERFORMANCE:** Route 11 performs well in terms of riders per revenue vehicle hour, but is less productive in terms of riders per trip:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
<b>Ridership</b>	287	14	198	10	45	12
<b>Riders per Revenue Vehicle Hour</b>	19.6	10	15.2	6	5.9	12
<b>Riders/Trip</b>	6.5	19	5.0	13	2.0	12

Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes

#### SERVICE DESIGN:

	Value	Comment
<b>Directness (end-to-end; vs most direct route)</b>	1.2	Ranked 15 <sup>th</sup> - Loop at terminus
<b>Average Speed (mph)</b>	13.1	Ranked 19 <sup>th</sup> - Slowed by frequent stops
<b>Stop Spacing (stops per mile)</b>	7.1	Ranked 24 <sup>th</sup> - Frequent throughout the route
<b>Schedule Convenience (best headway)</b>	35	Typically 40 minutes
<b>Schedule Regularity</b>	Fairly Regular	Minor inconsistency during peaks



#### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

##### STRENGTHS:

- Relatively direct service.

##### WEAKNESSES:

- Southern end of route lacks a strong anchor.
- Service area, especially in the southern end of the route is very low density.

##### OPPORTUNITIES:

- Consider shortening the route to create clockface frequency
- Interline Route 11 with the outer end of Route 2 to facilitate trips between Dr Martin Luther King and Main Street corridors without having to travel downtown.

Route 12 is a radial route that serves neighborhoods east and southeast of downtown Little Rock. It is designed primarily to provide coverage and lifeline connections to Clinton Presidential Library, Heifer International, and East Little Rock Recreation Center.



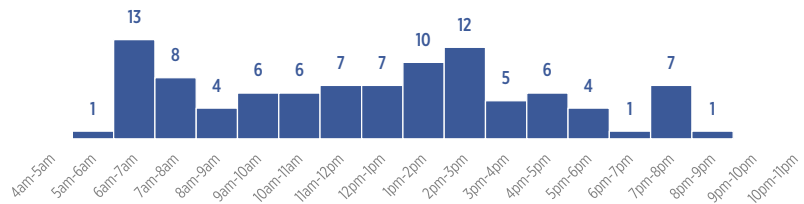
**SERVICE PATTERNS:** Route 12 has a single operating pattern that travels from the River Cities Travel Center to 21<sup>st</sup> and Boyce Street. Buses travel primarily along 6<sup>th</sup> St, Townsend, 11<sup>th</sup> St, College St, and 15<sup>th</sup> St. Transfers are only available in downtown Little Rock.

**SCHEDULE:** Service operates on Weekdays and Saturdays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:49 AM - 6:36 PM		39
Early AM	before 6:15 AM	36	2
AM Peak	6:15 AM - 8:15 AM	40	6
Midday	8:15 AM - 3:15 PM	40	21
PM Peak	3:15 PM - 6:15 PM	44	8
Evening/Night	6:15 PM and later	-	2
<b>Saturdays</b>	5:49 AM - 6:36 PM	40	39
<b>Sundays</b>	-	-	-

**RIDERSHIP:** Route 12 is one of CATA's lowest performing routes in terms of ridership. Ridership is highest during the AM peak hour (6 AM to 7 AM) with a slightly smaller afternoon peak between 2 PM and 3 PM.

Weekday Passengers Per Hour



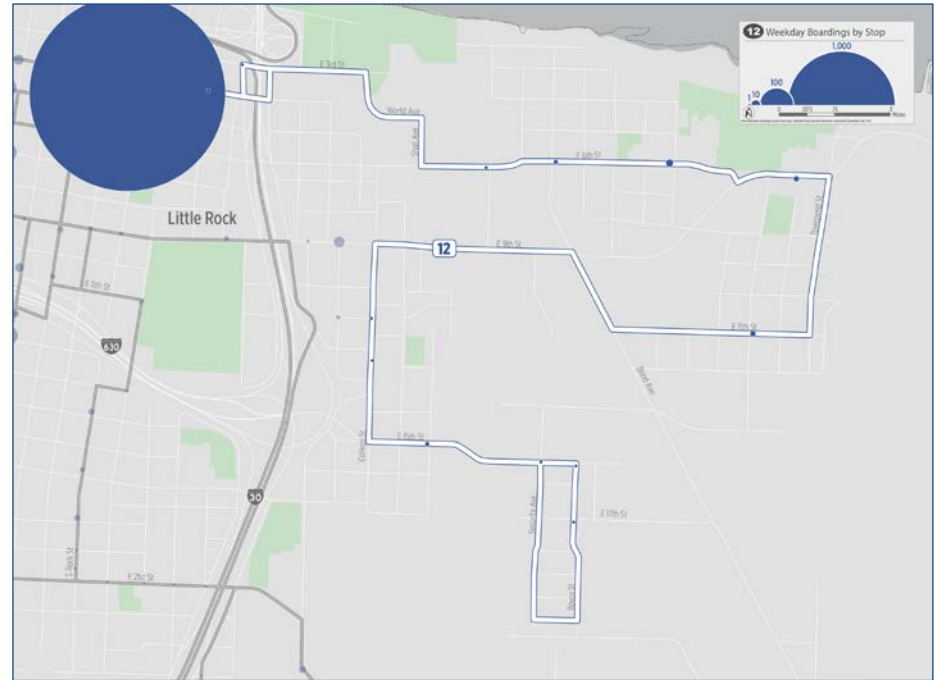
**PERFORMANCE:** Route 12 is a low performing route in all categories measured.

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	109	23	66	20	-	-
Riders per Revenue Vehicle Hour	8.4	23	5.1	21	-	-
Riders/Trip	2.8	25	1.7	21	-	-

Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes

#### SERVICE DESIGN:

	Value	Comment
Directness (end-to-end; vs most direct route)	2.1	Ranked 25 <sup>th</sup> – Indirect coverage oriented route
Average Speed (mph)	15.0	Ranked 11 <sup>th</sup> – Fast service
Stop Spacing (stops per mile)	6.1	Ranked 16 <sup>th</sup> – Frequent stops
Schedule Convenience (best headway)	36	Typically 40+ minutes
Schedule Regularity	Fairly Regular	Minor inconsistency during peaks



#### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

##### STRENGTHS:

- Route 12 provides connections to neighborhoods and employment sites between downtown and 21<sup>st</sup> St and Boyce St.

##### WEAKNESSES:

- Route 12 is complicated and difficult to understand and use. The alignment is circuitous and service has irregular schedule.
- Route 12 serves a low density environment that is becoming more industrial, including airport-related activity, and less residential.

##### OPPORTUNITIES:

- Given the low-density environment served by Route 12, it may be more productive as a demand-response or "Flex" route than a traditional fixed route service.



Route 13 is a radial route with service between downtown Little Rock and Fort Roots VA Hospital. Route 13 provides connections to Pulaski Technical College, Fort Root VA Hospital, and a number of shopping and residential complexes, including Sara Daisy Apartments and Union Pacific Shops.



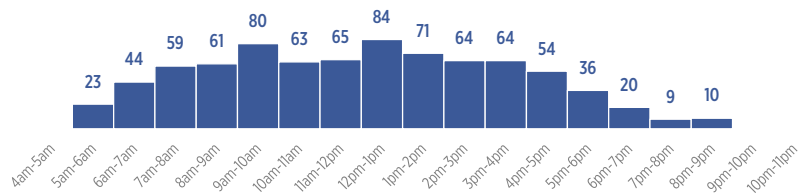
**SERVICE PATTERNS:** Route 13 trips operate along a single variant from River Cities Travel Center to Fort Roots, primarily along 4<sup>th</sup> St, Pike Ave, 24<sup>th</sup> St, and Pershing Blvd. However, inbound and outbound service operates along different alignments in several locations along the route. The northern terminus consists of a series of small loop patterns. There are opportunities to transfer to Routes 4, 7, 10, and 18 at Washington Ave and Main St.

**SCHEDULE:** Service operates on Weekdays, Saturdays, and Sundays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:30 AM - 8:20 PM		58
Early AM	before 6:15 AM	35	5
AM Peak	6:15 AM - 8:15 AM	30	7
Midday	8:15 AM - 3:15 PM	30	28
PM Peak	3:15 PM - 6:15 PM	30	12
Evening/Night	6:15 PM and later	45	6
<b>Saturdays</b>	5:30 AM - 6:41 PM	60	28
<b>Sundays</b>	8:34 AM - 4:22 PM	57-60	18

**RIDERSHIP:** Route 13 is one of CATA's top performing routes, with 816 passengers per weekday. While consistently strong throughout the day, ridership is highest during the midday from 12 PM to 1 PM with a slightly smaller peak between in the morning between 9 AM and 10 AM.

Weekday Passengers Per Hour



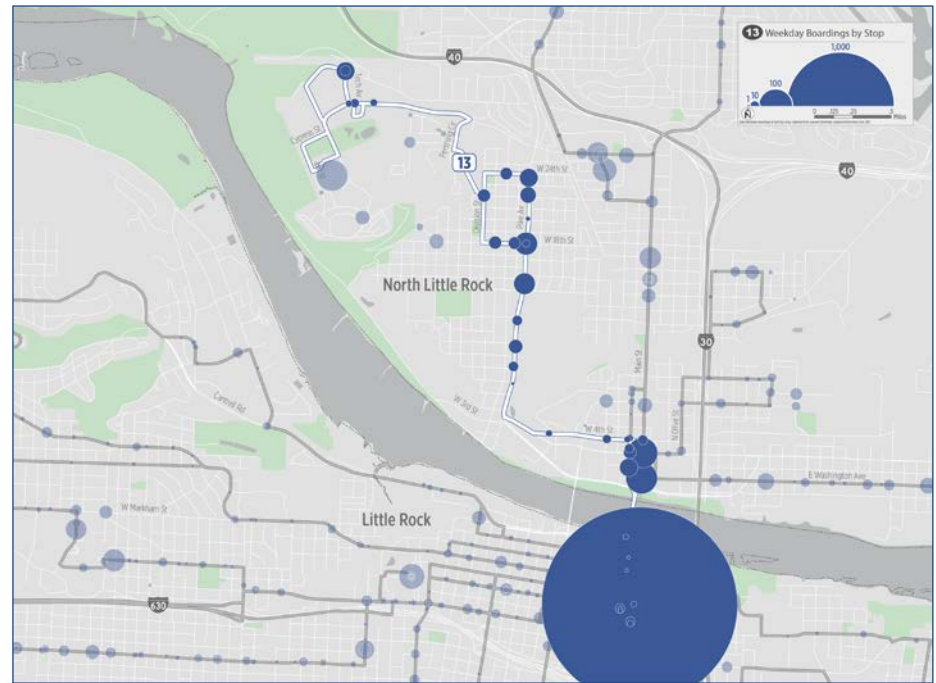
**PERFORMANCE:** Route 13 carries more riders per vehicle hour than any of CATA's other routes. The route also performs well in terms of overall ridership and riders per trip.

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
<b>Ridership</b>	816	5	307	7	123	6
<b>Riders per Revenue Vehicle Hour</b>	29.5	1	23.0	3	15.3	5
<b>Riders/Trip</b>	14.1	5	11.0	4	6.8	7

*Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes*

#### SERVICE DESIGN:

	Value	Comment
<b>Directness (end-to-end; vs most direct route)</b>	1.1	Ranked 6 <sup>th</sup> – Small looping patterns
<b>Average Speed (mph)</b>	11.7	Ranked 23 <sup>rd</sup> – Multiple deviations slow service
<b>Stop Spacing (stops per mile)</b>	5.1	Ranked 10 <sup>th</sup> – Near system average
<b>Schedule Convenience (best headway)</b>	30	Clockface outbound service
<b>Schedule Regularity</b>	Very Regular	Excellent all day



#### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

##### STRENGTHS:

- Route 13 is the highest performing CATA route in terms of riders per revenue hour.
- Operates with consistent 30 minute headways on weekdays.
- Destination-rich environment with several strong anchors.

##### WEAKNESSES:

- Somewhat circuitous route as a result of trying to serve destinations in multiple corridors.
- One-way loops require out of direction travel for some passengers.
- No service to senior housing near Crutcher St and w. 20<sup>th</sup>.

##### OPPORTUNITIES:

- Route 13 could be split into two routes, or at least two variants, with one variant traveling along 18<sup>th</sup> St, Division St, and Memorial Dr to Fort Root VA Hospital, and the other continuing north on Pike Ave past Kroger to Pershing Blvd and Scenic Dr before serving Pulaski Tech and Fort Root VA Hospital.
- Streamline service by eliminating deviation to Pulaski Technical College along Scenic Dr and to Sara Daisy Apartments. The college would still be served at Pershing Blvd & 1<sup>st</sup> St.

Route 14 is a radial route that serves downtown Little Rock and neighborhoods west of the city, terminating at Wal-Mart and Shackleford Crossings. Major destinations along Route 14 include the Cottages (housing complex), University Shopping Center, University of Arkansas at Little Rock, and Village Shopping Center.



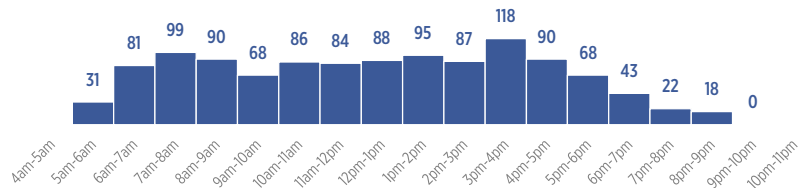
**SERVICE PATTERNS:** All Route 14 trips operate with the same alignment from River Cities Travel Center to Shackleford Crossings, traveling via Charles Bussey, Roosevelt Rd, Asher Ave, Col. Gleen Rd, and 36<sup>th</sup> St. Service deviates to directly serve the Cottages and Shackleford Crossings. There are opportunities to transfer to Route 9 at both the Cottages and John Barrow Rd and Col. Gleen Rd, and Route 11 along Charles Bussey. Inbound service is interlined with Route 3 at the River Cities Travel Center, while outbound is interlined at Wal-Mart at Shackleford Crossings.

**SCHEDULE:** Service operates on Weekdays, Saturdays, and Sundays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:18 AM - 8:00 PM		50
Early AM	before 6:15 AM	30	3
AM Peak	6:15 AM - 8:15 AM	35	7
Midday	8:15 AM - 3:15 PM	35	24
PM Peak	3:15 PM - 6:15 PM	35	10
Evening/Night	6:15 PM and later	45	6
<b>Saturdays</b>	5:18 AM - 6:20 PM	35	45
<b>Sundays</b>	9:12 AM - 4:00 PM	45	20

**RIDERSHIP:** Route 14 is CATA's 3<sup>rd</sup> highest ridership route, with 931 passengers per weekday. Ridership is highest during the PM peak period (3 PM to 5 PM); ridership is also strong during the AM peak.

Weekday Passengers Per Hour



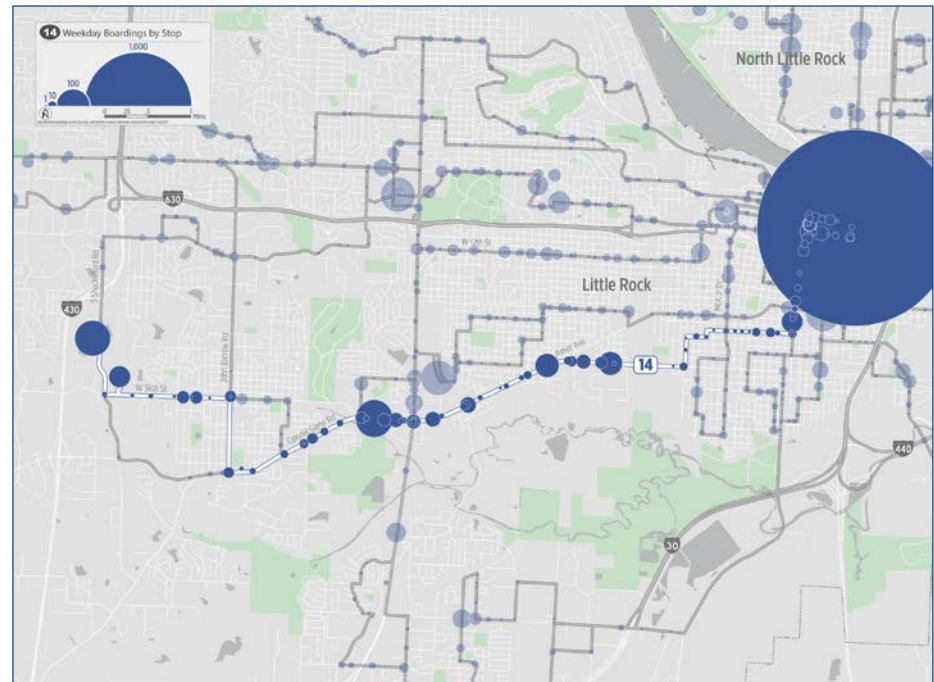
**PERFORMANCE:** Route 14 is among CATA's highest performing routes:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	931	3	654	1	252	2
Riders per Revenue Vehicle Hour	21.7	6	16.7	5	16.7	2
Riders/Trip	18.6	2	14.5	2	12.6	2

Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes

#### SERVICE DESIGN:

	Value	Comment
Directness (end-to-end; vs most direct route)	1.2	Ranked 13 <sup>th</sup> – L-shape at terminus
Average Speed (mph)	13.6	Ranked 16 <sup>th</sup> – Due to deviations
Stop Spacing (stops per mile)	6.4	Ranked 19 <sup>th</sup> – Frequent stops slow service
Schedule Convenience (best headway)	30	Typically 35 minutes
Schedule Regularity	Very Regular	Excellent



#### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

##### STRENGTHS:

- Service is relatively direct with few unnecessary deviations.
- Route has strong anchors and a mix of destinations that generate steady ridership.

##### WEAKNESSES:

- Route 14 makes a time-consuming deviation into the Cottages housing complex.
- Frequent stop placement in some segments impacts impact travel time and on-time performance. Long travel times, in turn, impact the ability to operate the service on a clock faced schedule.

##### OPPORTUNITIES:

- Improve pedestrian environment near the Cottages so that Route 14 can serve the complex from 36<sup>th</sup> St, rather than deviating into the facility.
- Consolidate some stops near University Ave
- Use reduced travel time to create clockface service frequency.

Route 15 is a radial route that serves downtown Little Rock south to Baseline Rd and Stanton Rd. Route 15 provides connections to several trip generators, including Interstate Park, Little Rock Jobs Corps Center, Metropolitan Career Technical School, Baseline Elementary, and Philander Smith College.



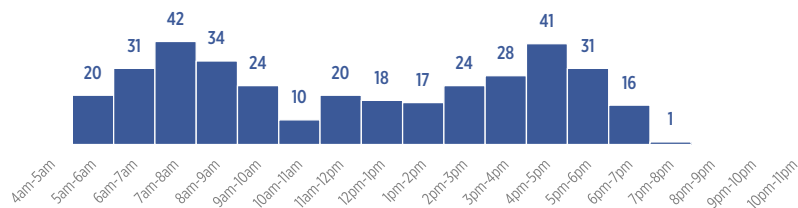
**SERVICE PATTERNS:** All service operates along a consistent alignment from River Cities Travel Center to Baseline Rd and Stanton Rd, primarily along Arch St and 65<sup>th</sup> St and terminating with a large one-way counterclockwise loop. Service deviates to directly serve Goodwill Industries along Scott Hamilton Dr. There are opportunities to transfer to Route 23 along Scott Hamilton Dr and Baseline Rd, as well as Route 2 at 23<sup>rd</sup> St and Arch St.

**SCHEDULE:** Service operates on weekdays and Saturday (on Sundays, Route 23 operates along part of service area).

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:22 AM - 6:52 PM		34
Early AM	before 6:15 AM	25	3
AM Peak	6:15 AM - 8:15 AM	30	6
Midday	8:15 AM - 3:15 PM	75	12
PM Peak	3:15 PM - 6:15 PM	30	10
Evening/Night	6:15 PM and later	27	3
<b>Saturdays</b>	5:22 AM - 6:50 PM	75	24
<b>Sundays</b>	-	-	-

**RIDERSHIP:** Route 15 has moderate ridership, with 227 passengers per weekday. Ridership is highest during the AM peak hours followed closely by the afternoon commute period between 3 PM to 6 PM.

Weekday Passengers Per Hour



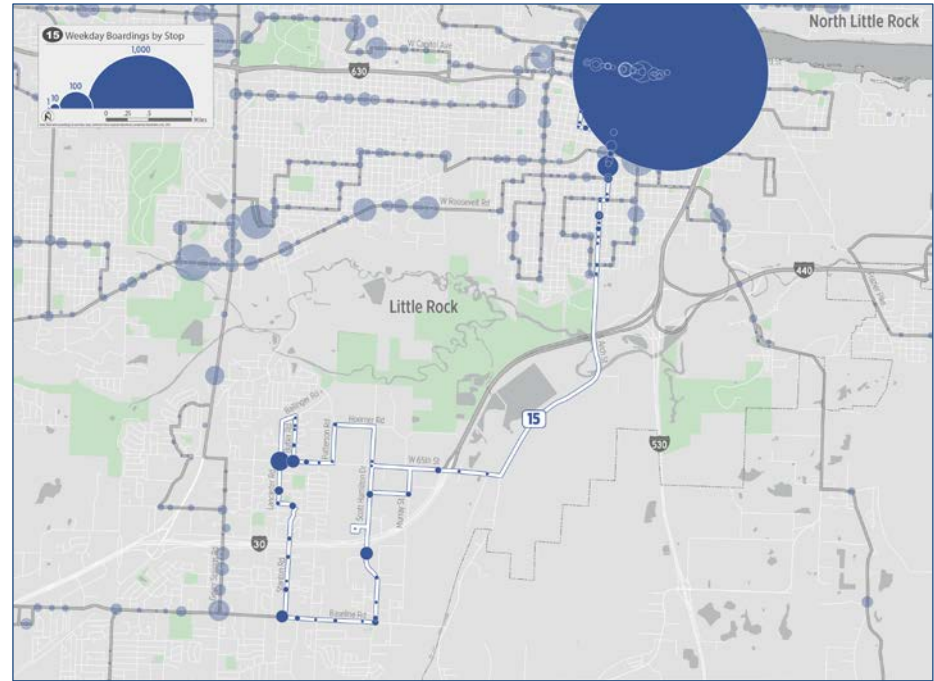
**PERFORMANCE:** While Route 15 has moderate ridership, its productivity is relatively poor during both weekday and weekend service in terms of riders per revenue vehicle hour and riders per trip. This likely reflects the relatively long distance traveled.

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	227	16	93	3	-	-
Riders per Revenue Vehicle Hour	11.5	21	6.8	16	-	-
Riders/Trip	6.7	18	3.9	16	-	-

Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes

#### SERVICE DESIGN:

	Value	Comment
Directness (end-to-end; vs most direct route)	1.2	Ranked 18 <sup>th</sup> - Large terminus loop
Average Speed (mph)	17.9	Ranked 7 <sup>th</sup> - Due to limited stop sections
Stop Spacing (stops per mile)	4.8	Ranked 8 <sup>th</sup> - No stops along Arch St. Pike
Schedule Convenience (best headway)	25	Typically 45+ minutes
Schedule Regularity	Fairly Irregular	Particularly irregular during midday



#### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

##### STRENGTHS:

- Serves pockets of high ridership in the Wakefield neighborhood.
- 30-minute service frequency during peak periods.

##### WEAKNESSES:

- Wakefield neighborhood is located south of large watershed area that has no connecting roads; this makes travel between Little Rock and neighborhood indirect.
- Most key destinations along Route 15 are also served by Route 23.
- Significant amount of one-way service due to large terminal loop.
- Long stretch of unproductive service along Arch St.

##### OPPORTUNITIES:

- Create a more direct, bi-directional service to remove overlap with Route 23.
- Consider eliminating route and serving Wakefield neighborhood with Route 23 and Route 22.
- Operate as an express route that travels via I-30 for part of the alignment.
- Provide connections to the University of Arkansas Little Rock.



## University of Arkansas at Little Rock (UALR)

Route 16 is a radial route that serves downtown Little Rock with the University of Arkansas at Little Rock (UALR). Route 16 serves several major destinations in addition to the University of Arkansas at Little Rock (UALR), including Lions World Services for the Blind, Dunbar Magnet Middle School, and Stephens Elementary.



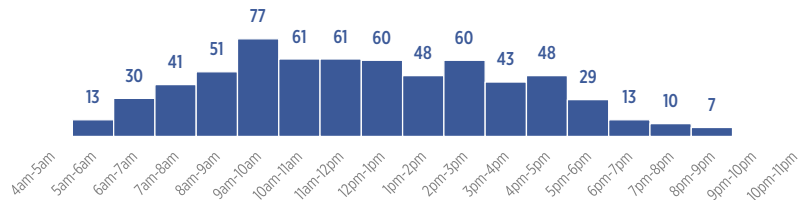
**SERVICE PATTERNS:** All trips on Route 16 follow the same pattern between River Cities Travel Center and UALR. However, there are differences in the inbound and outbound trips between Fair Park Blvd and Lewis St. Route 16 primarily operates along 17<sup>th</sup> St, Wright Ave, and Charles Bussey Ave, before terminating at UALR. There are opportunities to transfer directly to Route 21, and indirectly via a short walk to Routes 17 and 22, at UALR and Route 11 at Wright Ave and M.L. King Dr.

**SCHEDULE:** Service operates on Weekdays, Saturdays, and Sundays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:38 AM - 8:41 PM		56
Early AM	before 6:15 AM	35	3
AM Peak	6:15 AM - 8:15 AM	30	7
Midday	8:15 AM - 3:15 PM	30	28
PM Peak	3:15 PM - 6:15 PM	30	12
Evening/Night	6:15 PM and later	60	6
<b>Saturdays</b>	5:38 AM - 6:46 PM	30	52
<b>Sundays</b>	8:43 AM - 4:27 PM	58	17

**RIDERSHIP:** Route 16 has relatively high ridership route, with 567 passengers per weekday. Ridership is relatively steady throughout the day, peaking from 9 AM to 10 AM, before dropping off in the evening.

Weekday Passengers Per Hour



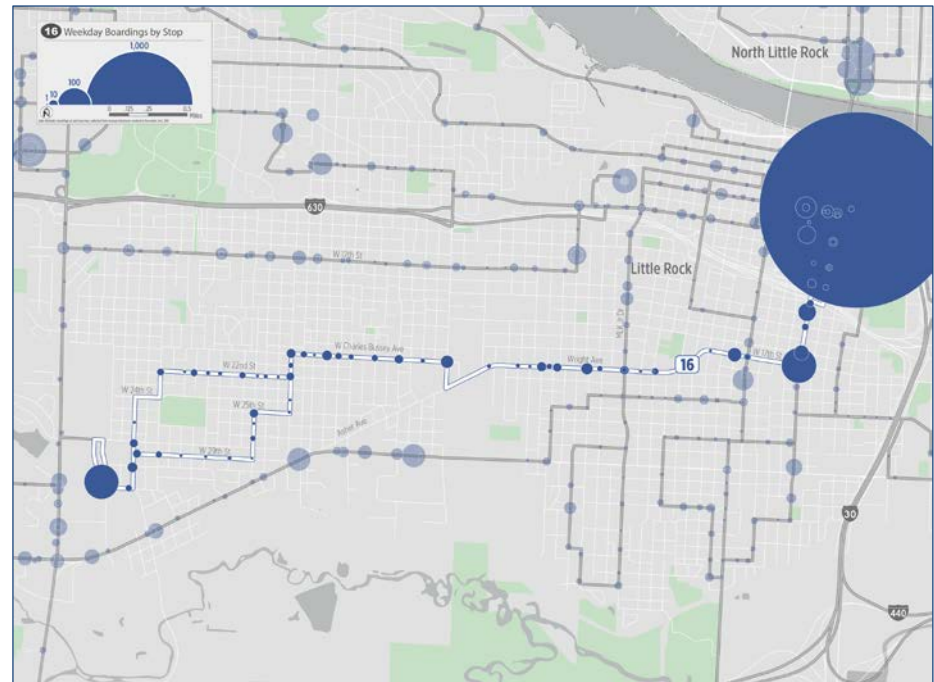
**PERFORMANCE:** Route 16 ranks in the top half of CATA routes for both riders per revenue vehicle hour and riders per trip during both weekday and Saturday service:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	567	7	328	5	116	8
Riders per Revenue Vehicle Hour	20.4	8	12.7	9	14.1	8
Riders/Trip	10.1	10	6.3	10	6.8	5

Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes

### SERVICE DESIGN:

	Value	Comment
Directness (end-to-end; vs most direct route)	1.1	Ranked 5 <sup>th</sup> - Variant at terminus
Average Speed (mph)	12.9	Ranked 20 <sup>th</sup> - Very stops slow service
Stop Spacing (stops per mile)	5.1	Ranked 25 <sup>th</sup> - Very frequent
Schedule Convenience (best headway)	30	Outbound service on clockface headway
Schedule Regularity	Very Regular	Drops to 60 minutes in evening



### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

#### STRENGTHS:

- Connects the two very strong anchors of downtown Little Rock and the University of Arkansas at Little Rock.
- Consistent clockface headways and relatively high service frequency.
- Service operates seven days per week.

#### WEAKNESSES:

- 22<sup>nd</sup> St and 29<sup>th</sup> St one-way pairs are too far apart to offer convenient bi-directional service through Curran-Conway and Midway neighborhoods.

#### OPPORTUNITIES:

- Simplify route by offering bi-directional service, along a single alignment east of UALR.
- Create UPass program with UALR.
- Potential to develop a transit hub at UALR that connects university with other CATA routes to create cross-town connections.



Route 17 is a radial route that serves downtown Little Rock and the Wal-Mart near Baseline Rd. Route 17 serves numerous major activity centers, including Wal-Mart, YWCA, University of Arkansas at Little Rock, University Shopping Center, Village Shopping Center, the VA Hospital, and Arkansas Children's Hospital.

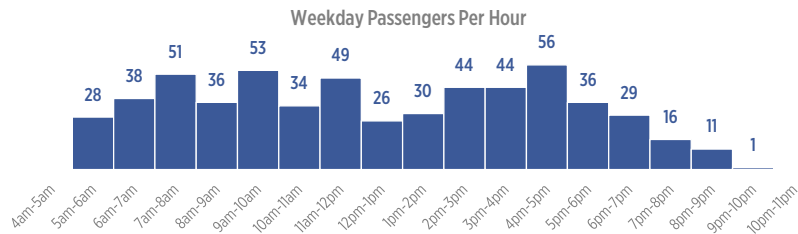


**SERVICE PATTERNS:** Most Route 17 trips operate from River Cities Travel Center to the Wal-Mart near Baseline Rd. These trips travel along 7<sup>th</sup> St, University Ave, and Geyer Springs Rd, with a terminal clockwise loop. A few trips operate more direct inbound service during the midday and PM peak, bypassing the Meadowcliff neighborhood and 7<sup>th</sup> St. There are opportunities to transfer to Route 23 at Wal-Mart and Routes 14 and 21 at University Shopping Center. From Midtown to Baseline, Route 17 service closely parallels Route 22.

**SCHEDULE:** Service operates only during weekday peak periods only, with no service from 8:39 AM until 2:07 PM (on Saturdays and Sundays, Route 22 covers much of the Route 17 service area).

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:03 AM - 6:20 PM		19
Early AM	before 6:15 AM	35	5
AM Peak	6:15 AM - 8:15 AM	55	4
Midday	8:15 AM - 3:15 PM	41	3
PM Peak	3:15 PM - 6:15 PM	60	6
Evening/Night	6:15 PM and later	-	1
<b>Saturdays</b>	-	-	-
<b>Sundays</b>	-	-	-

**RIDERSHIP:** Route 17's ridership is low relative to other CATA routes, with 223 passengers per weekday. Ridership is highest during the afternoon commute times (4 PM to 5 PM) with several smaller peaks in the AM and mid-day.



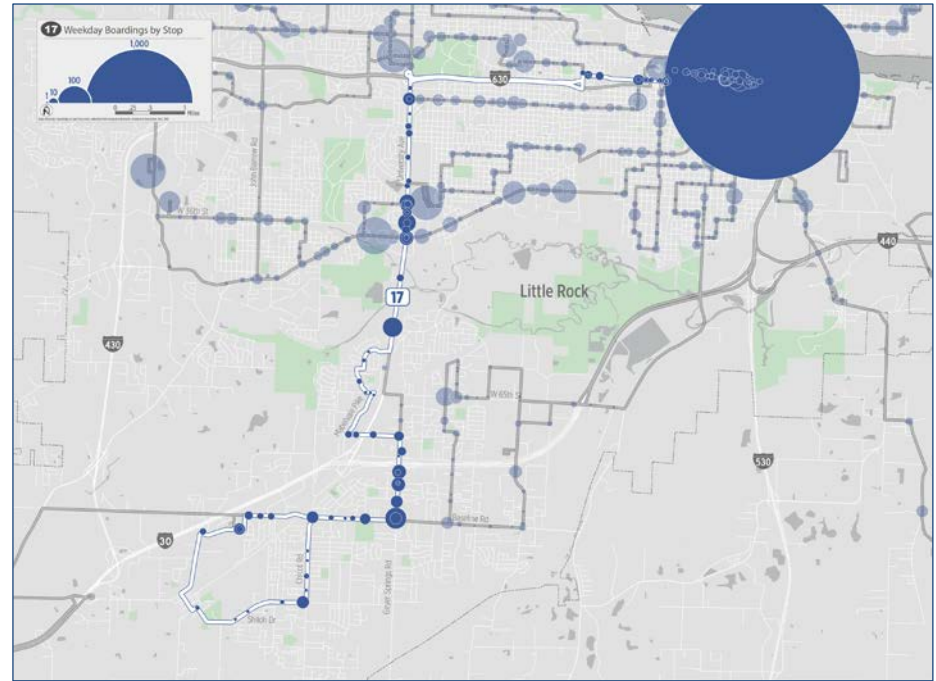
**PERFORMANCE:** Route 17 performs poorly in terms of riders per revenue vehicle hour, but is relatively strong in terms of riders per trip:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	223	17	-	-	-	-
Riders per Revenue Vehicle Hour	12.5	19	-	-	-	-
Riders/Trip	11.7	8	-	-	-	-

Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes

#### SERVICE DESIGN:

	Value	Comment
Directness (end-to-end; vs most direct route)	1.3	Ranked 20 <sup>th</sup> - L-shaped pattern with loop
Average Speed (mph)	17.8	Ranked 8 <sup>th</sup> - Portion of service along I-630
Stop Spacing (stops per mile)	4.5	Ranked 7 <sup>th</sup> - Well spaced
Schedule Convenience (best headway)	35	Large gap in midday service
Schedule Regularity	Very Irregular	No consistency all day in headways



#### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

##### STRENGTHS:

- Service is relatively direct with few unnecessary deviations.
- The route serves several strong trip generators, including the University of Arkansas at Little Rock and the VA Hospital.

##### WEAKNESSES:

- Route 17 does not serve a unique or well defined market.
- Route 17 competes with Route 23 on service to downtown.
- Ridership at Wal-Mart is low, reflecting competition with Route 22.

##### OPPORTUNITIES:

- Consider using Route 17 to operate express service to the Wal-Mart Supercenter, near Baseline Rd.
- Operate Route 17 as express service from Wal-Mart, UALR, VA Hospital and downtown Little Rock to differentiate service.
- Eliminate Route 17, and invest resources into enhancing frequency on Route 22.

Route 18 is a radial route that operates between downtown Little Rock and the McAlmont neighborhood in North Little Rock. Route 18 provides connections to several trip generators, including North Little Rock City Hall, Rose City Shopping Center, Verizon Arena, Meadow Park Elementary, and Redwood Elementary.



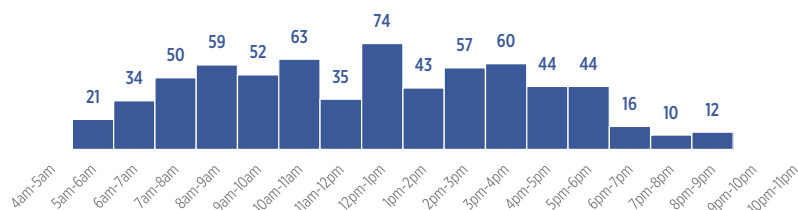
**SERVICE PATTERNS:** Weekday and Saturday service operates along a consistent alignment from River Cities Travel Center to Jamison Ave and Hwy 161, primarily along Washington Ave, Sam Evans Dr, Broadway, and Bethany Rd. Route 18 includes a counter-clockwise terminal loop. Sunday service terminates at Bethany Rd and Hwy 161. There are opportunities to transfer to Routes 4, 7, 10, and 13 at Main St and Washington Ave.

**SCHEDULE:** Service operates on Weekdays, Saturdays, and Sundays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:19 AM - 8:00 PM		47
Early AM	before 6:15 AM	30	5
AM Peak	6:15 AM - 8:15 AM	40	6
Midday	8:15 AM - 3:15 PM	40	21
PM Peak	3:15 PM - 6:15 PM	27	9
Evening/Night	6:15 PM and later	45	6
<b>Saturdays</b>	5:19 AM - 6:20 PM	40	42
<b>Sundays</b>	8:40 AM - 4:26 PM	58	18

**RIDERSHIP:** Route 18 is a strong performing route, with 584 passengers per weekday. Ridership is relatively high throughout the day, with a spike from 12 PM to 1 PM and smaller peaks in the PM and AM.

Weekday Passengers Per Hour



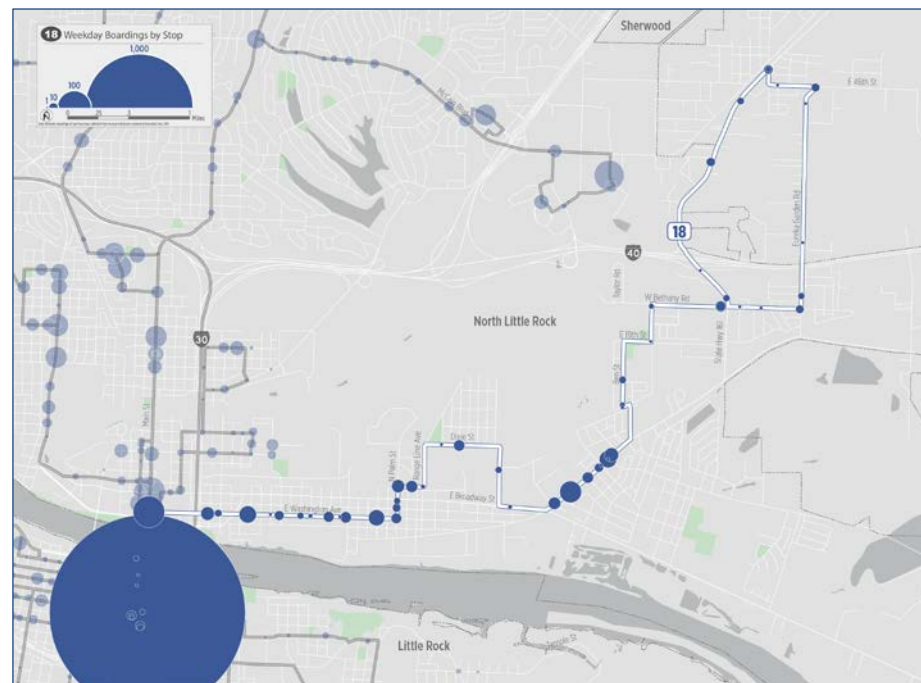
**PERFORMANCE:** Route 18 performs well in terms of riders per revenue vehicle hour and riders per trip throughout the week:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
<b>Ridership</b>	584	6	327	6	123	5
<b>Riders per Revenue Vehicle Hour</b>	19.8	9	12.4	10	14.4	6
<b>Riders/Trip</b>	12.4	6	7.8	7	6.8	6

Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes

#### SERVICE DESIGN:

	Value	Comment
<b>Directness (end-to-end; vs most direct route)</b>	1.2	Ranked 12 <sup>th</sup> - Northern loop terminus
<b>Average Speed (mph)</b>	14.9	Ranked 12 <sup>th</sup> - Fast along State Hwy 161
<b>Stop Spacing (stops per mile)</b>	5.1	Ranked 11 <sup>th</sup> - Limited along loop
<b>Schedule Convenience (best headway)</b>	27	Typically 40 minutes
<b>Schedule Regularity</b>	Fairly Irregular	Irregular during PM peak and night



#### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

##### STRENGTHS:

- Route 18 has strong ridership from downtown to Broadway St and Glenview Ln.
- The route serves unique markets in eastern North Little Rock.

##### WEAKNESSES:

- Ridership is low past Broadway St and Glenview Ln.
- Significant amount of one-way ridership along large terminal loop.
- Headways are irregular and often times long.

##### OPPORTUNITIES:

- Truncate route near Broadway and Glenview Ln, preserving service where ridership is highest.
- Consider replacing terminal loop with Community Shuttle service anchored at North Little Rock Wal-Mart. Community Shuttle could operate as a "flex" or demand-response service.



**SERVICE PATTERNS:** All service operates along a consistent alignment from River Cities Travel Center to Hensley Rd, primarily along Arkansas 365. There are opportunities to transfer to Route 6 at Roosevelt & Confederate.

**SCHEDULE:** Service operates on Weekdays and Saturdays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:20 AM - 6:31 PM		14
Early AM	before 6:15 AM	35	2
AM Peak	6:15 AM - 8:15 AM	90	3
Midday	8:15 AM - 3:15 PM	92	3
PM Peak	3:15 PM - 6:15 PM	60	5
Evening/Night	6:15 PM and later	-	1
<b>Saturdays</b>	9:00 AM - 6:00 PM	90	13
<b>Sundays</b>	-	-	-

**RIDERSHIP:** Route 19 has relatively weak ridership, with 133 passengers per weekday. More riders use Route 19 in the morning, but ridership is more concentrated in the afternoon.

Weekday Passengers Per Hour



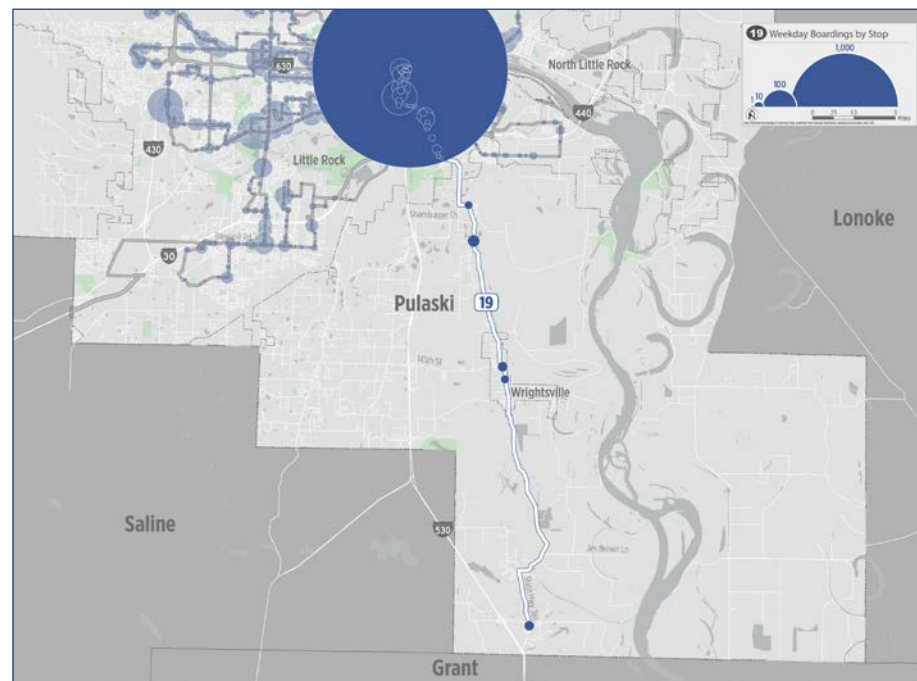
**PERFORMANCE:** Route 19's performance metrics are near the system average, but are strong in comparison to other express service routes:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	133	21	57	21	-	-
Riders per Revenue Vehicle Hour	12.7	18	6.6	17	-	-
Riders/Trip	9.5	14	4.4	15	-	-

Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes

#### SERVICE DESIGN:

	Value	Comment
Directness (end-to-end; vs most direct route)	1.0	Ranked 2 <sup>nd</sup> – Very direct
Average Speed (mph)	25.4	Ranked 3 <sup>rd</sup> – Express along Hwy 365
Stop Spacing (stops per mile)	1.2	Ranked 3 <sup>rd</sup> – Limited stop service
Schedule Convenience (best headway)	35	Only good for AM peak inbound
Schedule Regularity	Very Irregular	Primarily peak service with one afternoon trip



#### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

##### STRENGTHS:

- Provides fast and direct service between downtown Little Rock and outlying communities.
- Relatively robust schedule for a commuter route serving primarily rural communities.

##### WEAKNESSES:

- Irregular schedule that are not oriented around clockface.
- There are no park and ride lots along corridor.

##### OPPORTUNITIES:

- To increase the "capture area" of Route 19, park & ride lots should be established in the communities being served by the route. A park & ride in Hensley could attract commuters from points south along I-530 / US 65.

## Airport / College Station

Route 20 is a radial route that operates from downtown Little Rock and the College Station neighborhood in eastern Little Rock. Route 20 provides service to the Bill and Hillary Clinton National Airport and the Little Rock Port Industrial Park.



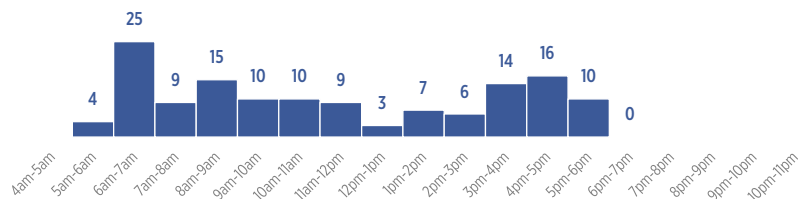
**SERVICE PATTERNS:** Route 20 operates on the same alignment for all trips. From downtown Little Rock, Route 20 operates primarily along I-30 and I-440 to the Bill and Hillary Clinton National Airport. From the airport, the route operates counter-clockwise along a large loop including Roosevelt Rd, Frazier Pike, and Fourche Dam Pike, before returning to the airport for inbound trips into Little Rock. There are no opportunities to transfer outside of downtown Little Rock.

**SCHEDULE:** Service operates on Weekdays, Saturdays, and Sundays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:36 AM - 8:04 PM		31
Early AM	before 6:15 AM	60	2
AM Peak	6:15 AM - 8:15 AM	60	4
Midday	8:15 AM - 3:15 PM	60	14
PM Peak	3:15 PM - 6:15 PM	63	6
Evening/Night	6:15 PM and later	49	5
<b>Saturdays</b>	5:36 AM - 6:20 PM	60	27
<b>Sundays</b>	8:40 AM - 4:00 PM	56	17

**RIDERSHIP:** Route 20 is a low ridership route, with 136 passengers per weekday. Route 20 does experience a ridership spike in the AM (6 AM to 7 AM) with a much smaller peak in the PM.

Weekday Passengers Per Hour



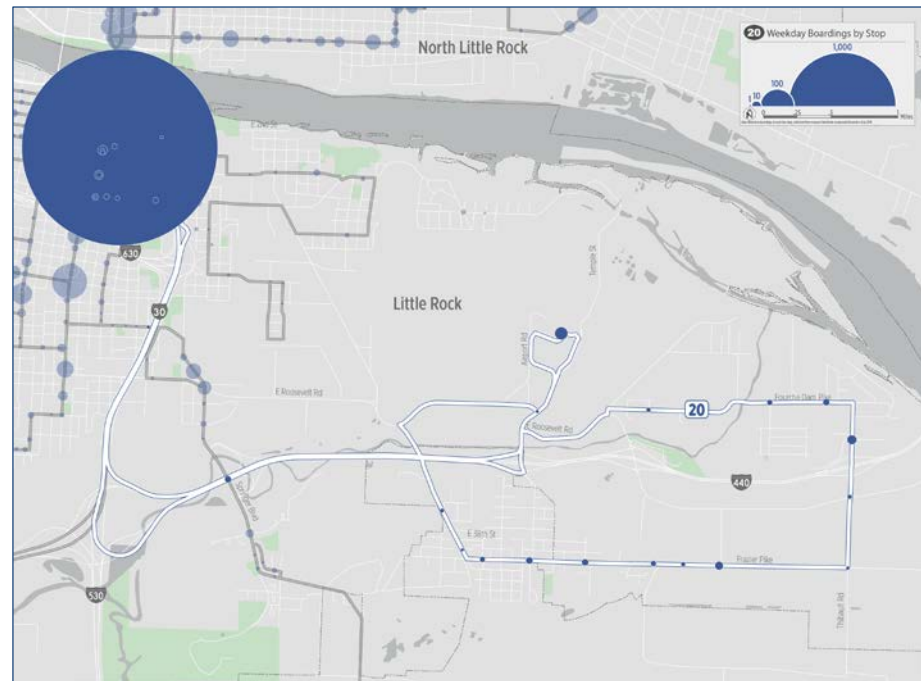
**PERFORMANCE:** Route 20 is a low performing route in all performance measurements throughout the week:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	136	20	73	19	34	13
Riders per Revenue Vehicle Hour	9.1	22	5.5	19	4.4	13
Riders/Trip	4.4	22	2.7	18	2.0	13

Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes

### SERVICE DESIGN:

	Value	Comment
Directness (end-to-end; vs most direct route)	1.7	Ranked 24 <sup>th</sup> – One-way loop pattern
Average Speed (mph)	24.9	Ranked 4 <sup>th</sup> – Route travels along I-30 & I-440
Stop Spacing (stops per mile)	1.7	Ranked 5 <sup>th</sup> – About half of the route has no stops
Schedule Convenience (best headway)	49	Typically 60 minutes
Schedule Regularity	Fairly Regular	Slight variation in early AM and evening



### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

#### STRENGTHS:

- Provides fast, direct service from downtown Little Rock to Bill and Hillary Clinton National Airport.
- Serves unique markets including the College Station neighborhood and the Little Rock Port Industrial Park.

#### WEAKNESSES:

- Route serves very low-density environments.
- Significant segment of one-way service along large terminal loop.

#### OPPORTUNITIES:

- Replace route with 1) Express service between downtown and the airport; and; 2) Demand-response service to neighborhoods and employment centers south and east of the airport.
- Target service with airport's busiest travel times and staff shift times; increase service during those times.
- Coordinate service to the Industrial Park to match shift times.
- Operate to airport and Little Rock Port Industrial Park only.
- Extend Route 6 to serve College Station neighborhood.



## University Avenue

Route 21 is a radial route that also provides north-south crosstown service along University Ave. The route operates from the River Cities Travel Center to Bryant St and Col. Glenn Rd. Route 21 provides connections to the University of Arkansas at Little Rock (UALR), Riverdale Shopping Center, Heights Shopping District, Midtown Target, Doctors Hospital, and University Shopping Center.



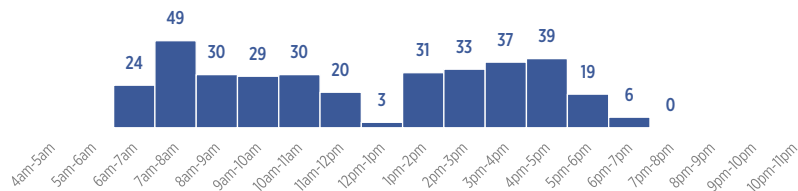
**SERVICE PATTERNS:** Route 21 operates along a single variant, but inbound and outbound alignments are slightly different along some route segments. From River Cities Travel Center, the route operates to Bryant St and Col. Glenn Rd, primarily along Cantrell Rd and University Ave. There are opportunities to transfer to Routes 3, 5, 9, and 22 at Midtown Target, Routes 17, 16, and 22 at UALR, and Route 8 at H St and University.

**SCHEDULE:** Service operates on weekdays and Saturdays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	6:15 AM - 6:17 PM		33
Early AM	before 6:15 AM	-	-
AM Peak	6:15 AM - 8:15 AM	45	6
Midday	8:15 AM - 3:15 PM	45	19
PM Peak	3:15 PM - 6:15 PM	45	7
Evening/Night	6:15 PM and later	-	1
<b>Saturdays</b>	6:15 AM - 6:17 PM	45	33
<b>Sundays</b>	-	-	-

**RIDERSHIP:** Ridership on Route 21 is slightly above average, with 325 passengers per weekday. Ridership is steady during the peak periods, spiking from 7 AM to 8 AM, but drops significantly in the middle of the day.

Weekday Passengers Per Hour



**PERFORMANCE:** Route 21 performs near the system average for both riders per revenue vehicle hour and riders per trip:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	325	12	195	11	-	-
Riders per Revenue Vehicle Hour	13.1	15	7.8	15	-	-
Riders/Trip	9.9	12	5.9	11	-	-

*Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes*

### SERVICE DESIGN:

	Value	Comment
Directness (end-to-end; vs most direct route)	1.7	Ranked 23 <sup>rd</sup> – L-shape pattern with terminal loop
Average Speed (mph)	14.2	Ranked 14 <sup>th</sup> – Deviation may slow service
Stop Spacing (stops per mile)	4.9	Ranked 9 <sup>th</sup> – Limited stops along Cantrell Rd
Schedule Convenience (best headway)	45	Clockface headways for outbound service
Schedule Regularity	Very Regular	Consistent on weekdays and Saturday



### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

#### STRENGTHS:

- Route has strong anchors and serves destinations that generate high ridership (UALR and Midtown)
- Service frequency is regular.

#### WEAKNESSES:

- Links between north-south segment (University Ave) and east-west segment (Cantrell Road) not clear.
- 45-minute headways likely limits appeal of route for potential riders, particularly UALR students.
- No Sunday service.

#### OPPORTUNITIES:

- Coordinate with Routes 17 and 22 so that each route serves unique market.
- Operate limited stop service from UALR to Hospital area into downtown.
- Create separate route that travels east-west to Hospital area.
- Consolidate Route 21 and 22.

## Mabelvale - Midtown

Route 22 is a north-south crosstown route that links the Hospital area at Midtown with the shopping near Baseline Road (Target and Wal-Mart). Route 22 serves the Midtown Hospital area, the University of Arkansas at Little Rock, Village Shopping Center, and the Arkansas State Police Admin Headquarters. Route 22 was launched in 2013, and was not yet operating when ridership data for this analysis was collected. Stop-level ridership shown in this profile reflects passenger activity on previous routes that served the same stops currently served by Route 22.



**SERVICE PATTERNS:** Route 22 operates along the same alignment for all trips. From Midtown Target and Doctors Hospital to Wal-Mart near Baseline Rd, the route primarily travels along University Ave, before looping clockwise to Wal-Mart. There are opportunities to transfer to Routes 14 and 21 at Village Shopping Center and Route 23 along Baseline Rd.

**SCHEDULE:** Service operates on Weekdays, Saturdays, and Sundays, with a nearly four-hour service interruption 2:36 PM until 6:22 PM on Weekdays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	8:35 AM - 9:04 PM		25
Early AM	before 6:15 AM	-	-
AM Peak	6:15 AM - 8:15 AM	-	-
Midday	8:15 AM - 3:15 PM	40	17
PM Peak	3:15 PM - 6:15 PM	34	-
Evening/Night	6:15 PM and later	54	8
<b>Saturdays</b>	6:36 AM - 6:29 PM	70	22
<b>Sundays</b>	8:41 AM - 5:08 PM	45	24

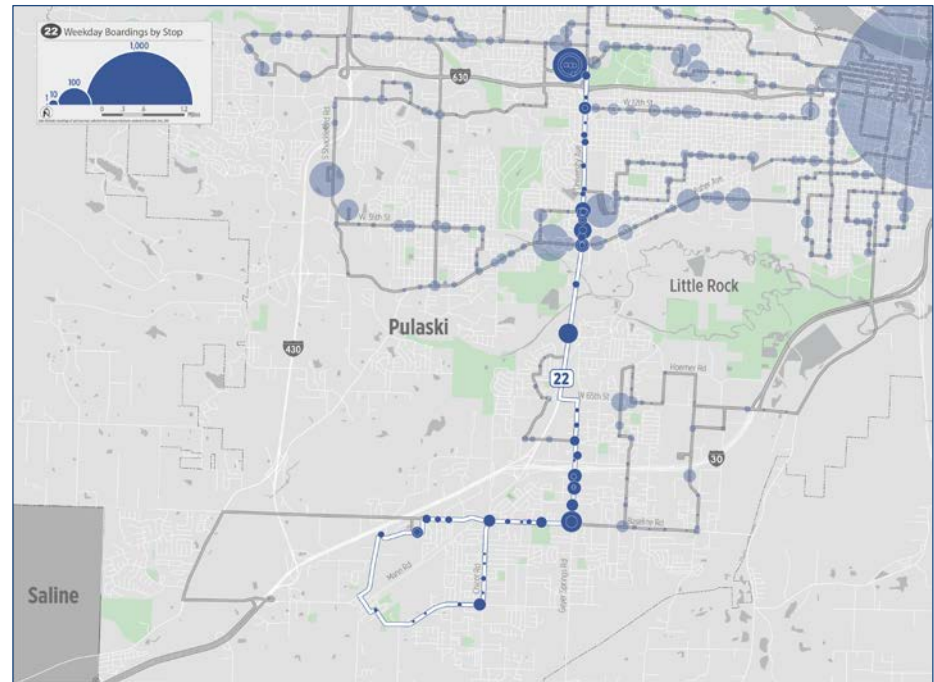
**RIDERSHIP and PERFORMANCE:** Route 22 performs near the average across all performance metrics:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	236	15	159	13	97	9
Riders per Revenue Vehicle Hour	18.8	11	13.4	8	6.3	10
Riders/Trip	9.4	15	7.2	8	4.0	10

*Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes*

### SERVICE DESIGN:

	Value	Comment
Directness (end-to-end; vs most direct route)	1.0	Ranked 4 <sup>th</sup> – Small terminal loop
Average Speed (mph)	15.6	Ranked 9 <sup>th</sup> – Relatively fast
Stop Spacing (stops per mile)	5.8	Ranked 14 <sup>th</sup> – Limited stops along loop
Schedule Convenience (best headway)	34	No service during AM peak
Schedule Regularity	Very Irregular	Little to no consistency in either direction



### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

#### STRENGTHS:

- Route 22 is very direct, with no unnecessary deviations.
- The route serves a variety of strong anchors and key destinations, including Midtown and Wal-Mart.

#### WEAKNESSES:

- Service levels on Route 22 are low.
- Route 22 overlaps with other CATA routes including Routes 17, 21 and 23.

#### OPPORTUNITIES:

- Consolidate service with Route 17 to improve over-all system productivity.
- Consider slight deviation to Lancaster Rd to pick up some relatively well-used Route 15 stops and allow for the elimination of Route 15.
- Increase service levels.
- Better coordinate with Routes 17, 21 and 23.

## Baseline / Southwest

Route 23 is a radial route that operates from downtown Little Rock to Pulaski Tech South Campus and the border of Pulaski County with Saline County. Route 23 provides connections to the Wal-Mart (Baseline Road), Little Rock Job Corps Center, Metropolitan Career Technical School, and Baseline Elementary. Route 23 was launched in 2013, and was not yet operating when ridership data for this analysis was collected. Stop-level ridership shown in this profile reflects passenger activity on previous routes that served the same stops currently served by Route 23.



**SERVICE PATTERNS:** All service operates end to end from River Cities Travel Center to Pulaski Tech South Campus, primarily along I-30, Scott Hamilton Dr, and Baseline Rd. There are opportunities to transfer to Routes 17 and 22 at Wal-Mart near Baseline Rd and Route 15 at 69<sup>th</sup> St and Scott Hamilton Dr.

**SCHEDULE:** Service operates on Weekdays, Saturdays, and Sundays.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:33 AM - 8:00 PM		32
Early AM	before 6:15 AM	55	2
AM Peak	6:15 AM - 8:15 AM	55	5
Midday	8:15 AM - 3:15 PM	55	14
PM Peak	3:15 PM - 6:15 PM	60	7
Evening/Night	6:15 PM and later	65	4
<b>Saturdays</b>	5:33 AM - 6:20 PM	55	29
<b>Sundays</b>	9:15 AM - 4:00 PM	45	20

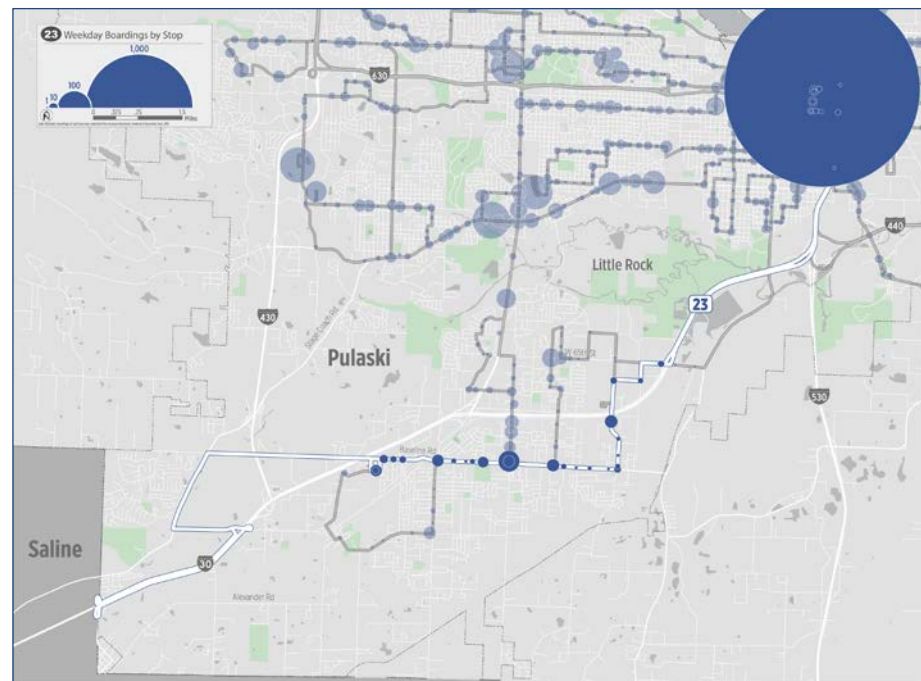
**RIDERSHIP and PERFORMANCE:** Route 23 performs well in terms of ridership and riders per trip. Long trip lengths make the route less productive in terms of riders per revenue vehicle hour:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	388	9	210	9	88	10
Riders per Revenue Vehicle Hour	13.6	14	8.1	13	5.9	11
Riders/Trip	12.1	7	7.2	9	4.4	9

*Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes*

### SERVICE DESIGN:

	Value	Comment
Directness (end-to-end; vs most direct route)	1.2	Ranked 19 <sup>th</sup> – Slight snaking pattern
Average Speed (mph)	21.9	Ranked 6 <sup>th</sup> – Portion of route travels along I-30
Stop Spacing (stops per mile)	2.8	Ranked 6 <sup>th</sup> – No stops along I-30
Schedule Convenience (best headway)	55	Slight drop in evening
Schedule Regularity	Fairly Regular	Irregular inbound service



### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

#### STRENGTHS:

- Route 23 serves a variety of strong anchors and key destinations, including Pulaski Tech South Campus.
- Ridership is relatively strong, ranking in the top 10 of CATA bus routes on all service days.

#### WEAKNESSES:

- Service is infrequent.
- Location of Pulaski Tech South Campus along I-30 service road requires somewhat circuitous routing due to lack of arterial road access.

#### OPPORTUNITIES:

- Once stop-level ridership data becomes available for Route 23, an examination of ridership levels along Stage Coach Rd and Baseline Rd may reveal an opportunity to streamline service along I-30, and possibly rebrand Route 23 as an Express route.
- Consider dropping frequency to 60 minutes to operate on clockface headways.

## Pinnacle Mountain Express

Route 25 is an express route that serves downtown Little Rock west to Roland, located roughly 20 miles to the northwest of downtown Little Rock. Route 25 connects Little Rock with Roland, including access to Pinnacle Mountain State Park and Lake Maumelle.



**SERVICE PATTERNS:** All Route 25 trips operate along a consistent route between the River Cities Travel Center and downtown Roland. The route operates along I-630, I-430, Cantrell Rd, and Arkansas River Trail. There are no transfer opportunities outside of downtown Little Rock.

**SCHEDULE:** Route 25 has nine one-way trips daily on weekdays only.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	6:15 AM - 6:15 PM		9
Early AM	before 6:15 AM	-	-
AM Peak	6:15 AM - 8:15 AM	30	4
Midday	8:15 AM - 3:15 PM	-	-
PM Peak	3:15 PM - 6:15 PM	30	4
Evening/Night	6:15 PM and later	-	1
<b>Saturdays</b>	-	-	-
<b>Sundays</b>	-	-	-

**RIDERSHIP:** Given Route 25 operates limited service, ridership is also low. Ridership is equally balanced in the morning and afternoon service.

Weekday Passengers Per Hour



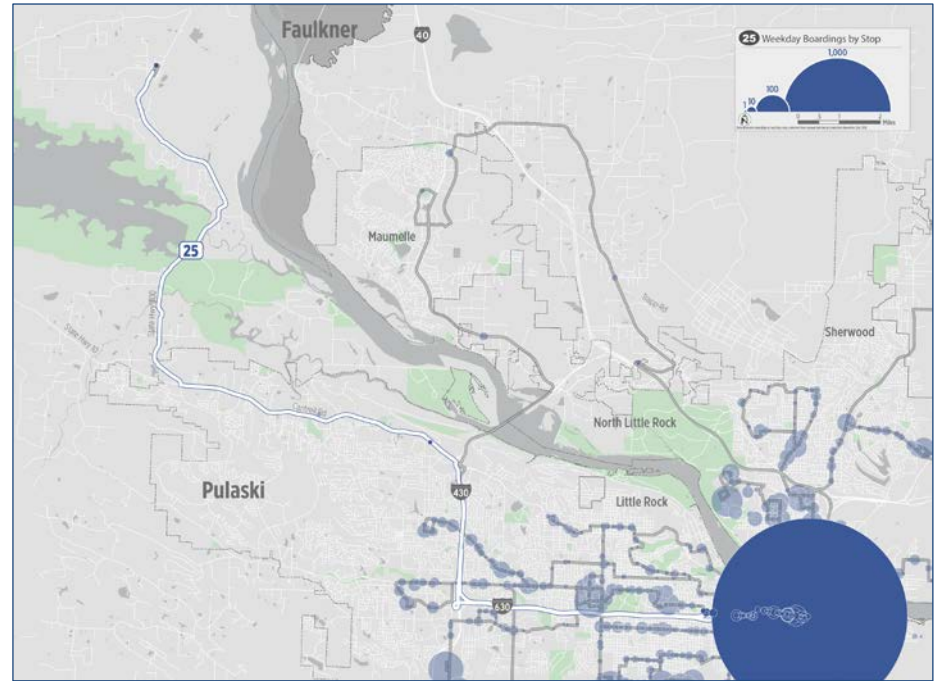
**PERFORMANCE:** Performance on Route 25 is low. Low ridership is expected given the level of service provided, but performance is also low in terms of riders per hour and per trip.

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
<b>Ridership</b>	37	26	-	-	-	-
<b>Riders per Revenue Vehicle Hour</b>	4.8	26	-	-	-	-
<b>Riders/Trip</b>	4.1	24	-	-	-	-

*Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes*

### SERVICE DESIGN:

	Value	Comment
<b>Directness (end-to-end; vs most direct route)</b>	1.2	Ranked 17 <sup>th</sup> – Fastest pattern over most direct
<b>Average Speed (mph)</b>	32.0	Ranked 1 <sup>st</sup> – Large portion along interstate
<b>Stop Spacing (stops per mile)</b>	0.4	Ranked 1 <sup>st</sup> – Non-stop along I-430 and I-630
<b>Schedule Convenience (best headway)</b>	30	Varies from 30 to 65 minutes
<b>Schedule Regularity</b>	Very Irregular	Peak service only



### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

#### STRENGTHS:

- Operates along a fast and direct alignment.
- Provides direct connections between downtown Little Rock and Roland's recreational assets

#### WEAKNESSES:

- Low ridership and low performance in terms of riders per trip.

#### OPPORTUNITIES:

- Reduce service by half to two peak period trips (i.e. 2 AM and 2 PM trips a day).
- Develop park and ride lots in Roland to increase capture area.
- Consider opportunities to tie Route 25 with recreational opportunities. This may include weekend service, or promoting bike and bus opportunities.





**SERVICE PATTERNS:** All service operates along a consistent alignment from River Cities Travel Center to Maumelle primarily along I-630, I-430, Maumelle Blvd, MacArthur Dr, I-40, and I-30. Service operates counterclockwise in the AM Peak and clockwise in the PM Peak. There are no opportunities to outside of downtown Little Rock.

**SCHEDULE:** Route 26 operates with five trips per weekday; two in the morning and three in the afternoon.

	Span of Service	Typical Headway (mins)	Loop Trips
<b>Weekdays</b>	6:30 AM - 6:24 PM		5
Early AM	before 6:15 AM	-	-
AM Peak	6:15 AM - 8:15 AM	30	2
Midday	8:15 AM - 3:15 PM	-	-
PM Peak	3:15 PM - 6:15 PM	30	3
Evening/Night	6:15 PM and later	-	-
<b>Saturdays</b>	-	-	-
<b>Sundays</b>	-	-	-

**RIDERSHIP:** Ridership on Route 26 is low, with 49 passengers per weekday. There are more riders in the morning trips as compared with the afternoon.

Weekday Passengers Per Hour



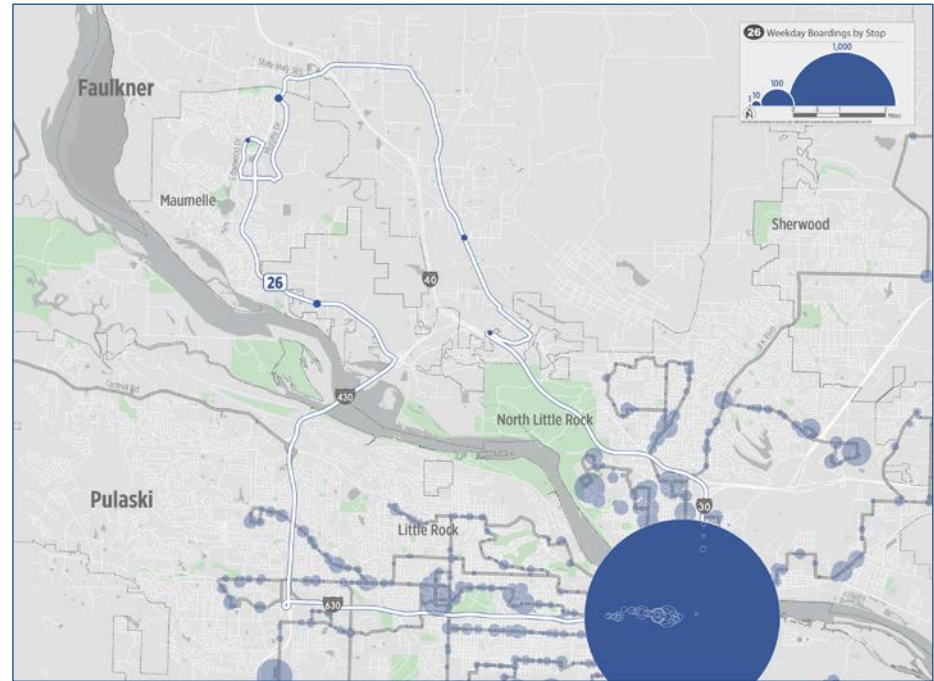
**PERFORMANCE:** Route 26 has low productivity as compared with other CATA routes.

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	49	25	-	-	-	-
Riders per Revenue Vehicle Hour	7.3	24	-	-	-	-
Riders/Trip	9.9	11	-	-	-	-

Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes

#### SERVICE DESIGN:

	Value	Comment
Directness (end-to-end; vs most direct route)	2.5	Ranked 26 <sup>th</sup> - Least direct in system
Average Speed (mph)	28.0	Ranked 2 <sup>nd</sup> - Much of route along interstates
Stop Spacing (stops per mile)	1.2	Ranked 2 <sup>nd</sup> - Non-stop along I-30/40/430/630
Schedule Convenience (best headway)	30	Only five trips
Schedule Regularity	Very Irregular	Peak service only



#### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

##### STRENGTHS:

- Travels on interstate, so much of the route operates with higher speeds.

##### WEAKNESSES:

- One of CATA's lowest performing routes in system.
- Operates as a loop, so provides great coverage but travel from many stops is slow and indirect (due to distance covered not speed).
- Route lacks supporting infrastructure such as park and ride lots.
- No Weekend service.

##### OPPORTUNITIES:

- Operate service in same direction, regardless of time of day.

## Jacksonville / Sherwood Express

Route 36 is a radial express route that serves downtown Little Rock and the community of Jacksonville located to the north and east of Sherwood. Route 36 provides connections to the Little Rock Air Force Base and North Park Mall. The express route also serves two park and ride lots, on at the Jacksonville Shopping Center and another at the Gravel Ridge Baptist Church.



**SERVICE PATTERNS:** Route 36 makes 12 one-way trips a day. Each trip operates from River Cities Travel Center to Jacksonville along John F. Kennedy Dr, Kiehl Ave, Jacksonville Cut Off Rd, Main St, and Vandenburg Blvd. Service travels non-stop along I-30 and Hwy 67/167 to Jacksonville (outbound) in the morning and to Little Rock (inbound) in the afternoon. Passengers may transfer to Route 10 at North Park Mall.

**SCHEDULE:** Service operates on weekdays only with three morning and three afternoon round trips.

	Span of Service	Typical Headway (mins)	One-Way Trips
<b>Weekdays</b>	5:50 AM - 7:14 PM		12
Early AM	before 6:15 AM	20	2
AM Peak	6:15 AM - 8:15 AM	-	1
Midday	8:15 AM - 3:15 PM	-	-
PM Peak	3:15 PM - 6:15 PM	25	2
Evening/Night	6:15 PM and later	60	1
<b>Saturdays</b>	-	-	-
<b>Sundays</b>	-	-	-

**RIDERSHIP:** Ridership on Route 36 is relatively low as compared with all CATA routes, but with 115 per weekday is much higher than CATA's other Express Routes. Ridership is higher in the morning as compared with the afternoon.

Weekday Passengers Per Hour



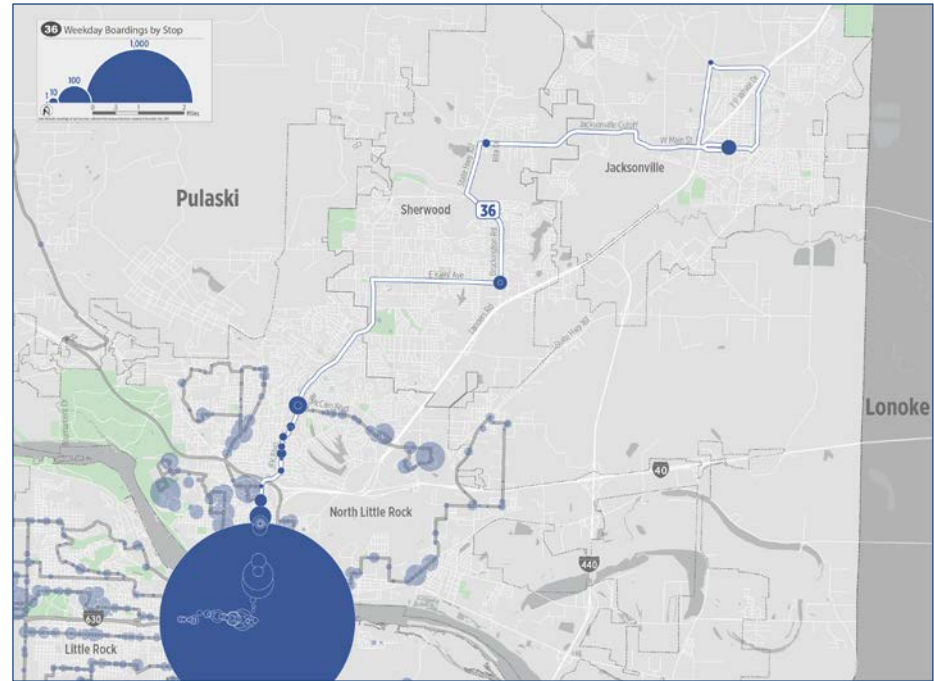
**PERFORMANCE:** Given Route 36's limited service and relatively strong ridership, the productivity of the route is strong in terms of riders per revenue vehicle hour and riders per trip:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
<b>Ridership</b>	115	22	-	-	-	-
<b>Riders per Revenue Vehicle Hour</b>	14.6	12	-	-	-	-
<b>Riders/Trip</b>	9.6	13	-	-	-	-

Weekday rank is of 26 routes, Saturday of 22 routes, and Sunday of 13 routes

### SERVICE DESIGN:

	Value	Comment
<b>Directness (end-to-end; vs most direct route)</b>	1.0	Ranked 1 <sup>st</sup> - Small loop at northern terminus
<b>Average Speed (mph)</b>	24.4	Ranked 5 <sup>th</sup> - Non-stop along I-30
<b>Stop Spacing (stops per mile)</b>	1.6	Ranked 4 <sup>th</sup> - Express service
<b>Schedule Convenience (best headway)</b>	20	Varies significantly
<b>Schedule Regularity</b>	Very Irregular	Peak service only



### STRENGTHS AND WEAKNESSES AND OPPORTUNITIES

#### STRENGTHS:

- Relatively strong performing route, particularly in comparison to other express routes.
- Route offs park and ride lots, which help expand access to the service.
- Local portion of the route attracts riders

#### WEAKNESSES:

- Service is limited to peak periods and weekdays.
- Does not serve a clear, well defined market - route design appears to be oriented to Air Force Base, but ridership at the Base is not strong and instead, riders use local part of route.

#### OPPORTUNITIES:

- Evaluate demand at Air Force Base and be sure route meets specific needs.
- Consider expanding local portion of the route, or tying service to another local route.
- May need expanded marketing and outreach campaign to attract riders.