



MOVE Central Arkansas:

A New Public Transit Service Plan

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Rock Region
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MOVE Central Arkansas:

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The **MOVE Central Arkansas** project is a comprehensive planning effort involving a variety of stakeholders in public transit. The project goal was to develop a vision for Rock Region METRO that addresses service improvements and support central Arkansas' economic development and efforts to provide a dynamic, desirable place to live, work and play. Move Central Arkansas focuses on three key areas: service expansion and improvements, comprehensive and consistent branding and exploring funding opportunities to support the former. [Learn more at rrmetro.org/move](http://rrmetro.org/move).

THE PLAN

Bus rapid transit (BRT): Backbone of the system. BRT would begin with two identified corridors in areas with heavy demand:

1. Downtown LR-Capitol Complex-Markham/UAMS/St.Vincent-University/Midtown-12th (Clinton Children's Library/LRCHS/ACH)
2. Downtown LR-Capitol Complex-Markham/UAMS/St.Vincent-University/Midtown/UALR

Eventually, a third corridor could include North Little Rock's Main Street-JFK-McCain corridor

Two North Little Rock crosstown routes:

1. North of I-40
2. South of I-40

Eliminates need to travel from NLR, to River Cities Travel Center (bus station in LR) and back to NLR for NLR-only departure and destination routes, benefits Pulaski Technical College, Levy/Amboy neighborhoods and other areas

Improved frequencies on important routes:

Rather than operating on up to 1 hr, 15 min frequencies, buses would arrive and depart at 15-, 30-, 45- and 60-minute intervals

Community shuttles: Would provide local fixed-route service for the first time to Maumelle, Sherwood and Jacksonville; would provide additional service to West Little Rock

Flex zones: Would provide on-demand service for less-densely populated areas and feed into nearby mini-hubs

West Little Rock Express: Would provide express bus service for West Little Rock residents commuting to downtown Little Rock from a park and ride location near Chenal Promenade and provide access to growing job markets in West Little Rock

Pulaski County Express Routes Enhancements: Would improve services on county express routes, including mid-day service

Modernized passenger experience: New buses, free WiFi, GPS-based mobile app, bus stop signs with texting system, more shelters

Cost: \$36.9 million, based on existing funding from all funding partners and a quarter-cent sales tax



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MOVE Central Arkansas Service Plan

