



A New Approach to Public Transportation in the Rock Region

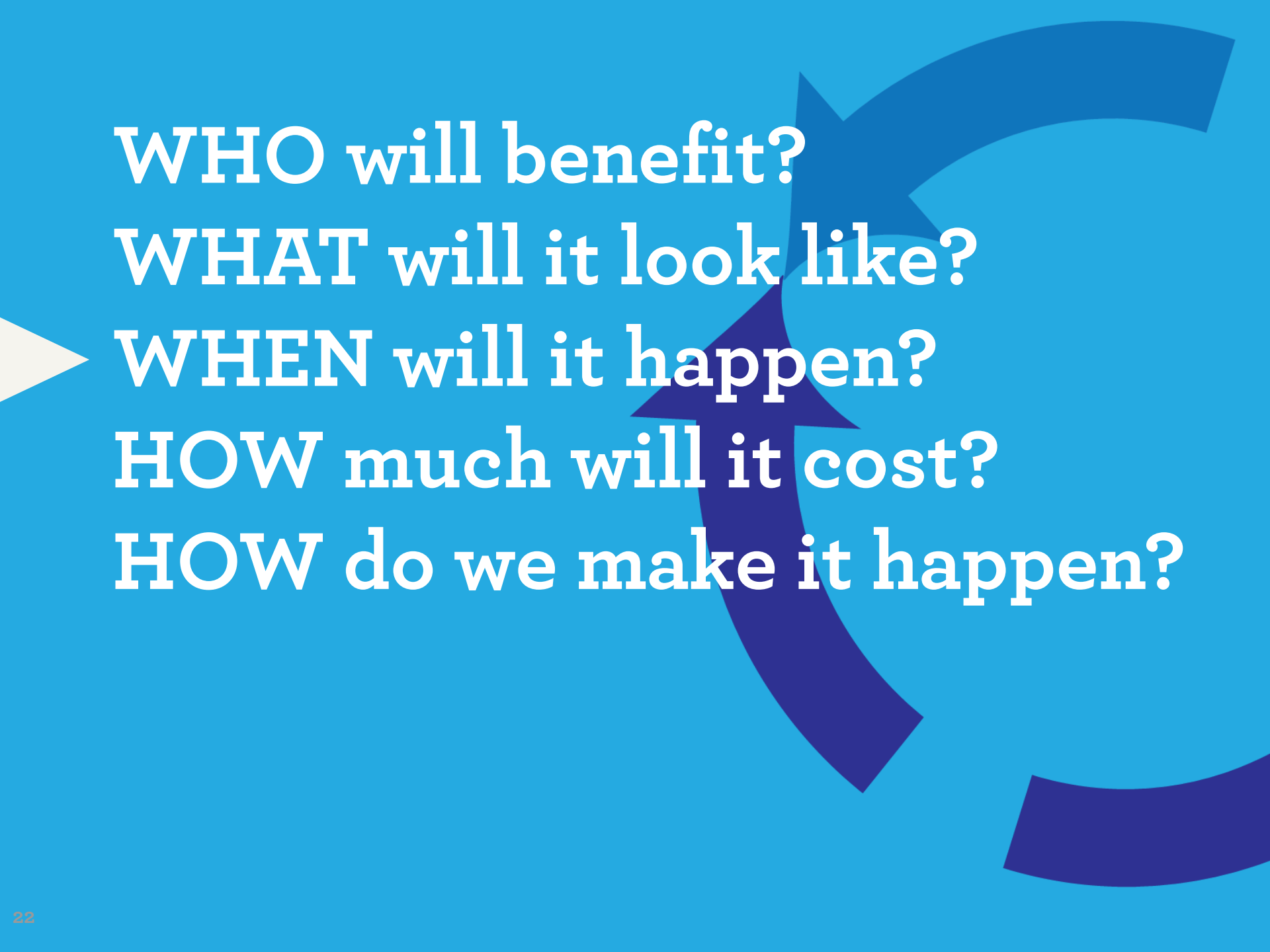
May 2015

N NELSON
NYGAARD

communications|group
marketing|advertising|public relations



Rock Region
METRO



WHO will benefit?
WHAT will it look like?
WHEN will it happen?
HOW much will it cost?
HOW do we make it happen?

WHO will benefit?



Kelly

I tried the express bus to downtown Little Rock once and it was pretty nice, but it didn't seem very "express."
Sherwood's a great place to live and raise a family, but it would be awfully nice if I didn't always have to drive my kids everywhere!



David

Central Arkansas can't become what we want it to be without investing in transit. It's hard for me to justify financing a mixed-use development if the closest bus route runs every 40 minutes.



Jeannette

Riding the bus allows me to be independent. I don't have to rely on anyone to help me get where I need to go. The drivers are nice and the buses are clean, but I wish they ran more often like the buses in Nashville.



Annette

I like being able to bike around town, walk places to meet my friends, and hop on the streetcar to go to a concert. I ride the bus, but it's not always convenient. I live just a few blocks from my office in Little Rock and enjoy not having a car.



Charles

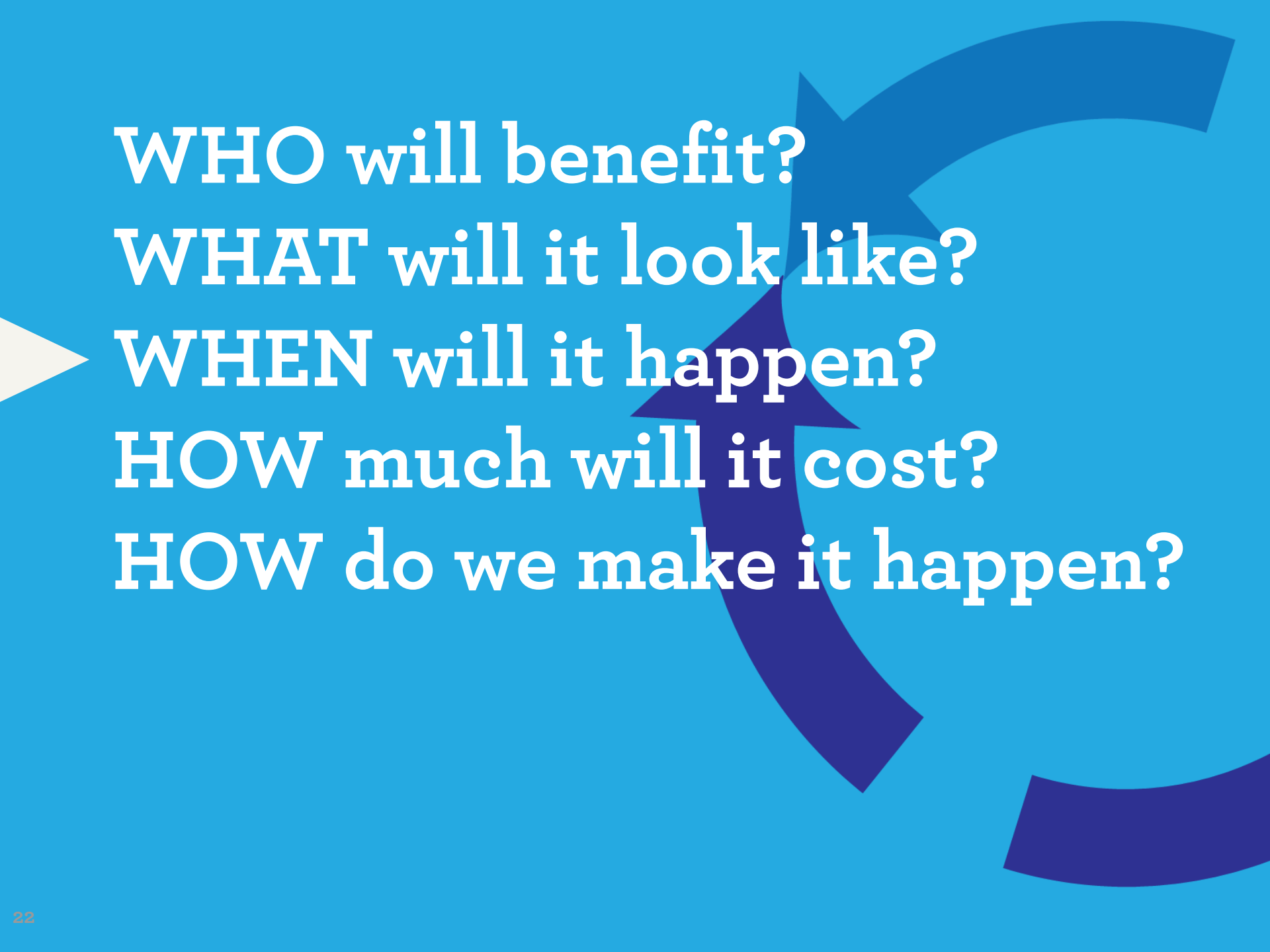
To get from Pulaski Tech to my job at McCain Mall means I have to ride to downtown Little Rock on Route 13 and then back out on Route 10. I usually try to get a ride with a friend instead.



Ernie

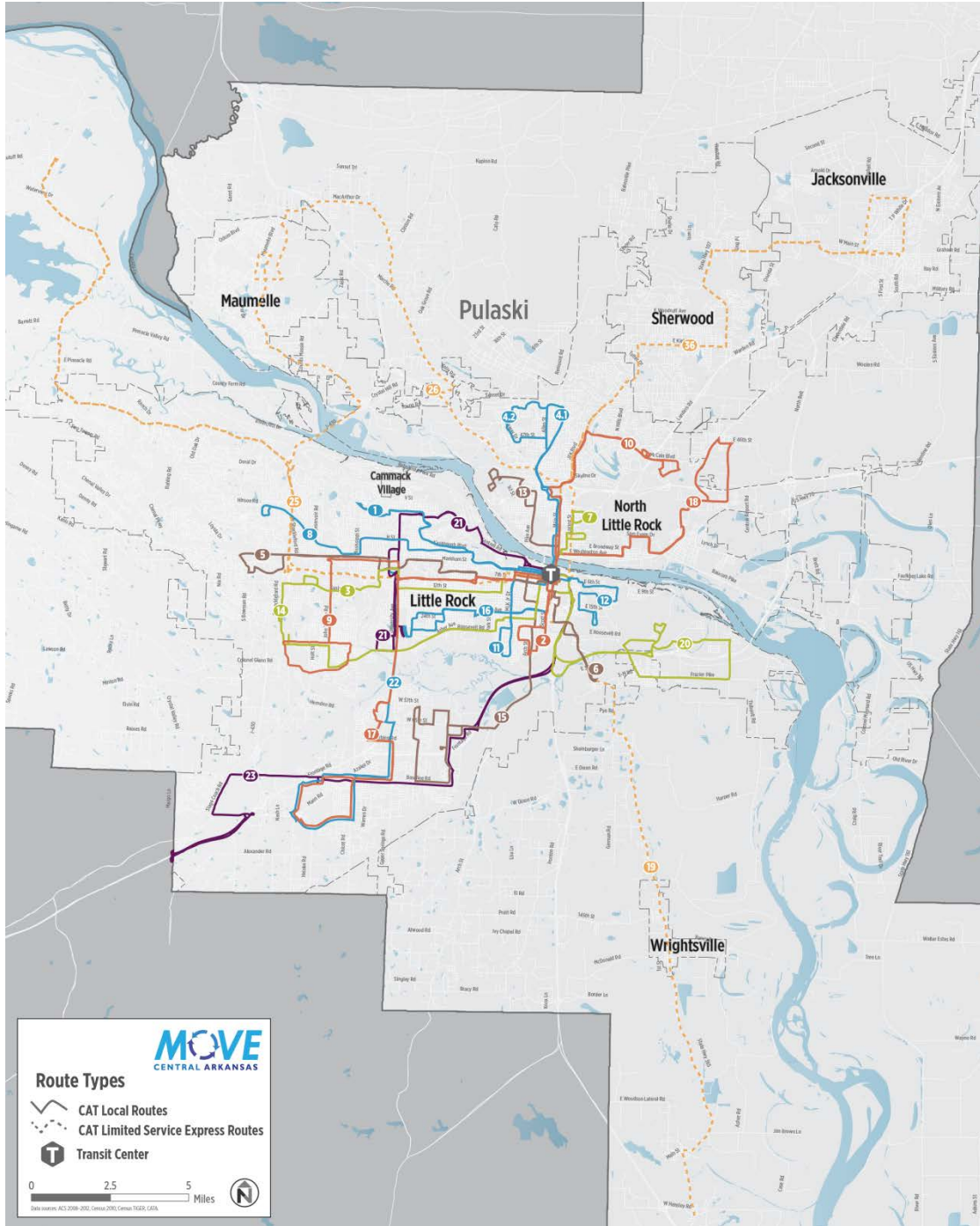
I just moved my packing business out to West Little Rock, but lost a lot of employees who can't get here because there's no bus service. There's a lot of growth in this area, but you have to have a car to get to jobs here.





WHO will benefit?
WHAT will it look like?
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HOW do we make it happen?

Existing System



1

Short Term: Modest Changes

Create hierarchy of service

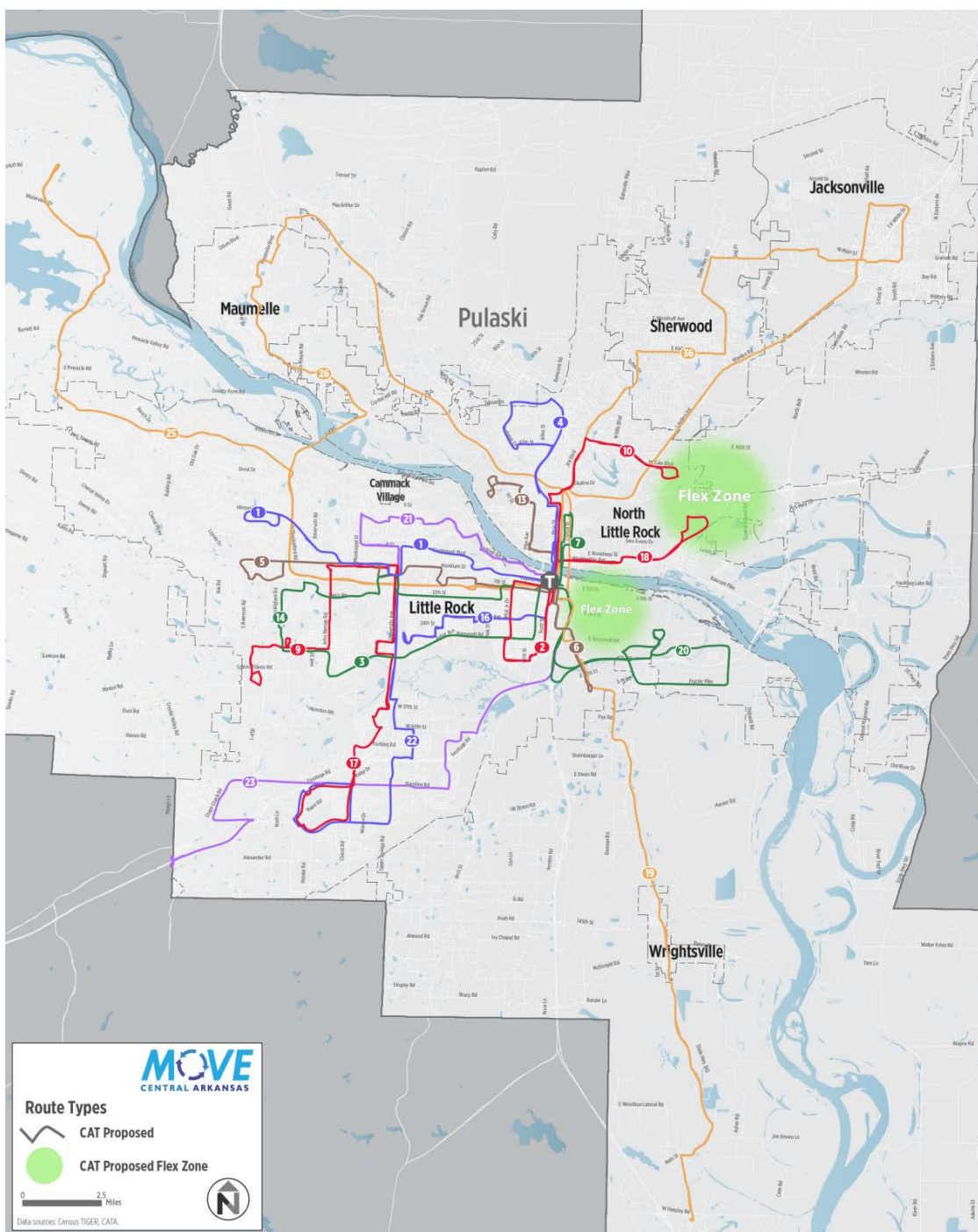
Tier I: 30-minute service all day

Tier II: 30-minute peak service/
hourly off-peak service

Tier III: hourly service all day

Flex Service: service on-
demand all day

Express Service: peak-period
service + one mid-day trip

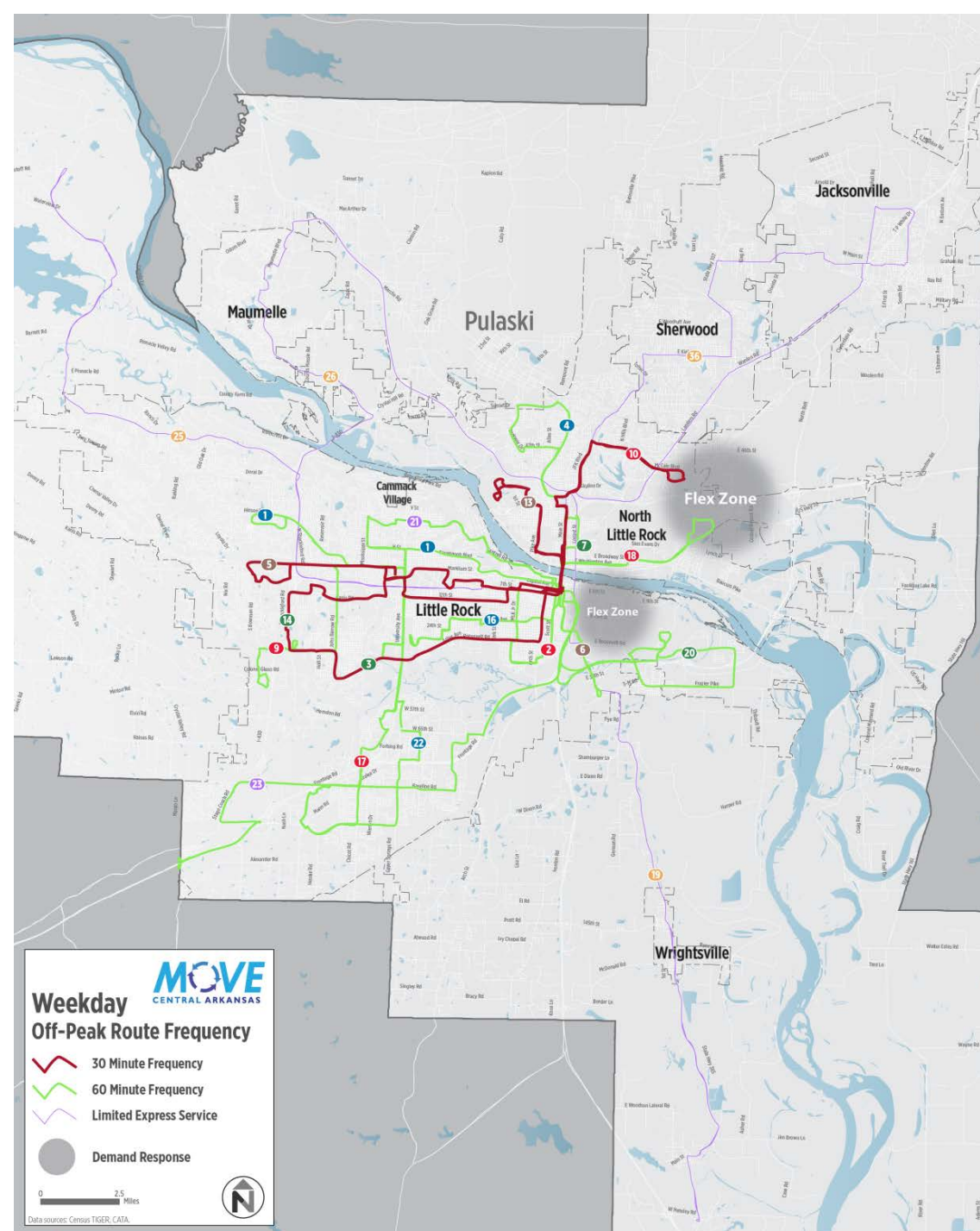


1

Short Term: Modest Changes

Off-peak service frequency
(6-8 hours per day)

Color	Frequency (minutes)
Red	30
Green	60

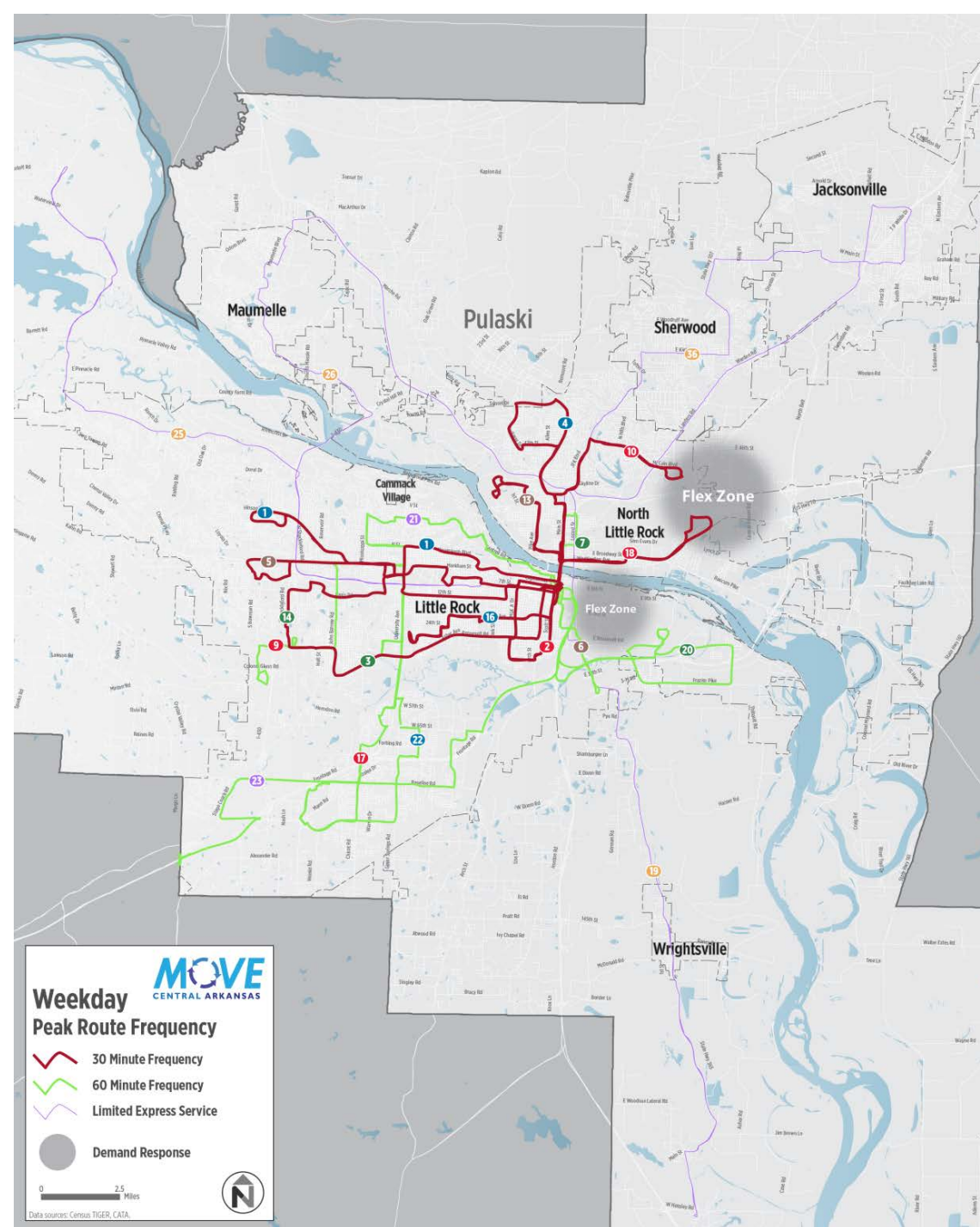


1

Short Term: Modest Changes

Peak service frequency
(Six hours per day)

Color	Frequency (minutes)
Red	30
Green	60



Longer Term: Investment Plan

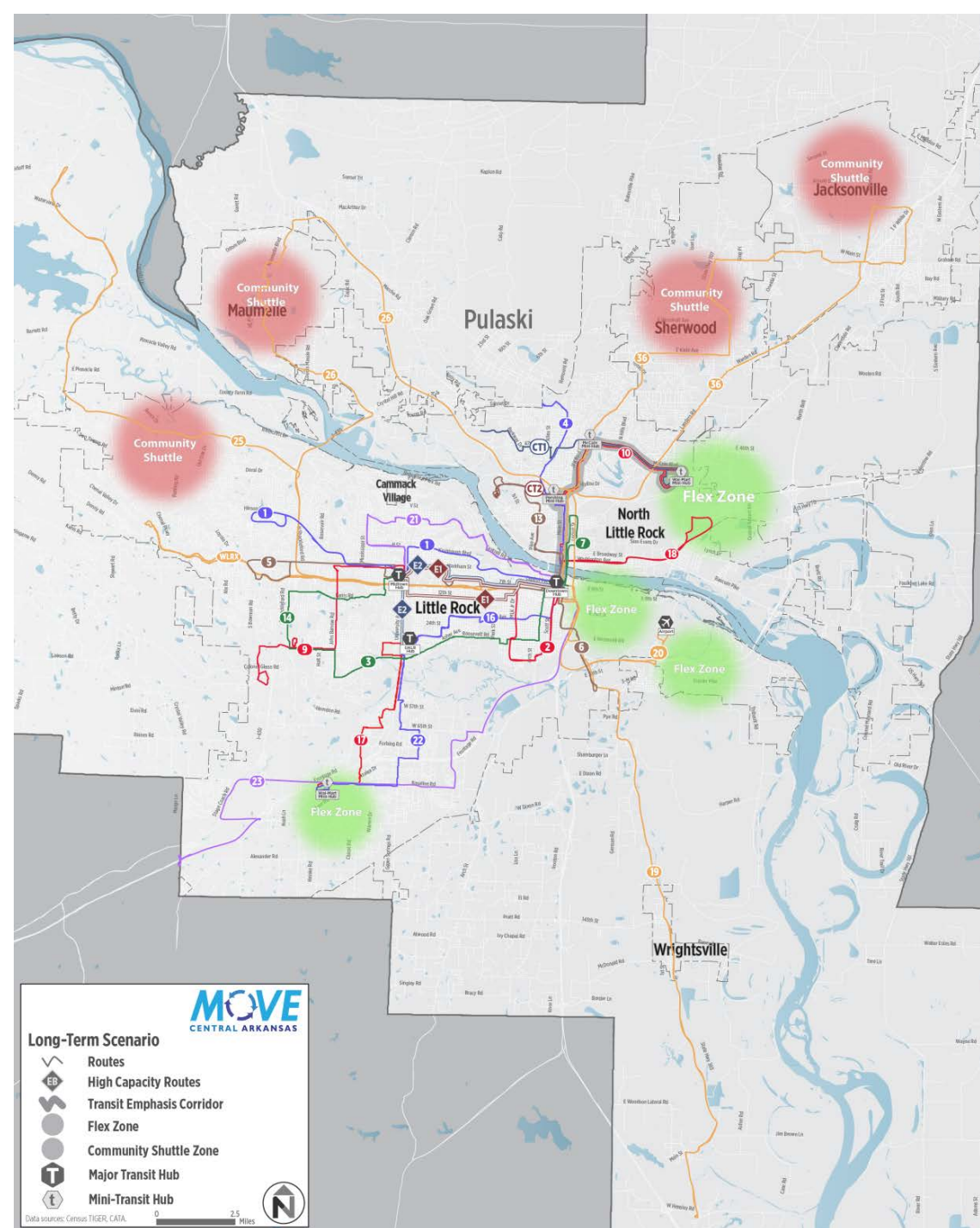
2

Enhanced Bus Service (Main, JFK and McCain Avenue) and Cross town service in North Little Rock

West Little Rock Express

Community Shuttles (Maumelle, Sherwood, Jacksonville and West Little Rock)

Expanded Flex Service



Longer Term: Investment Plan

2

Enhanced Bus Service (Main, JFK and McCain Avenue) and Cross town service in North Little Rock

West Little Rock Express

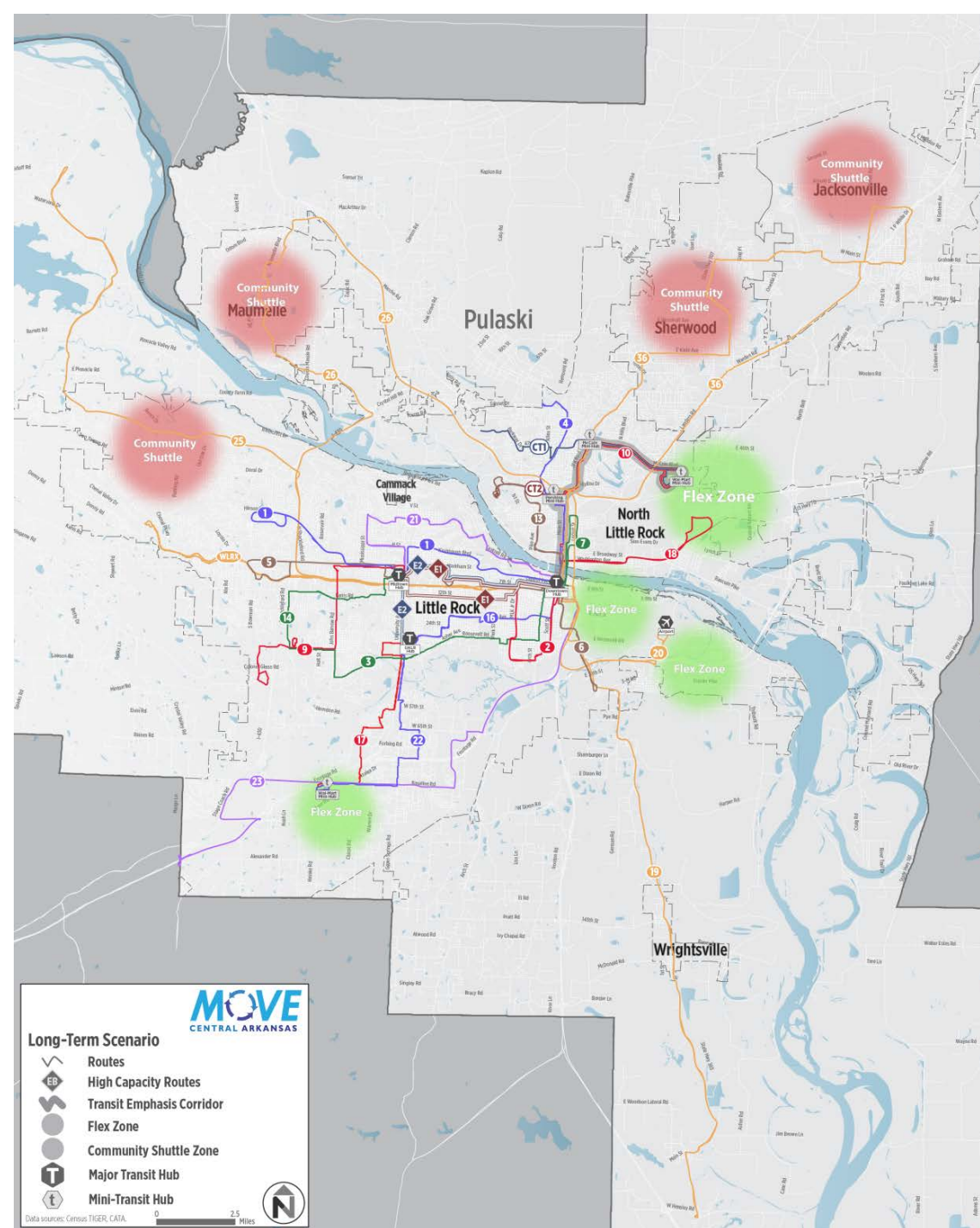
Community Shuttles (Maumelle, Sherwood, Jacksonville and West Little Rock)

Expanded Flex Service

3

Option 2 enhancements

BRT in Little Rock (Markham, West 12th Street and University Avenue)



Longer Term: Investment Plan

2

Enhanced Bus Service (Main, JFK and McCain Avenue) and Cross town service in North Little Rock

West Little Rock Express

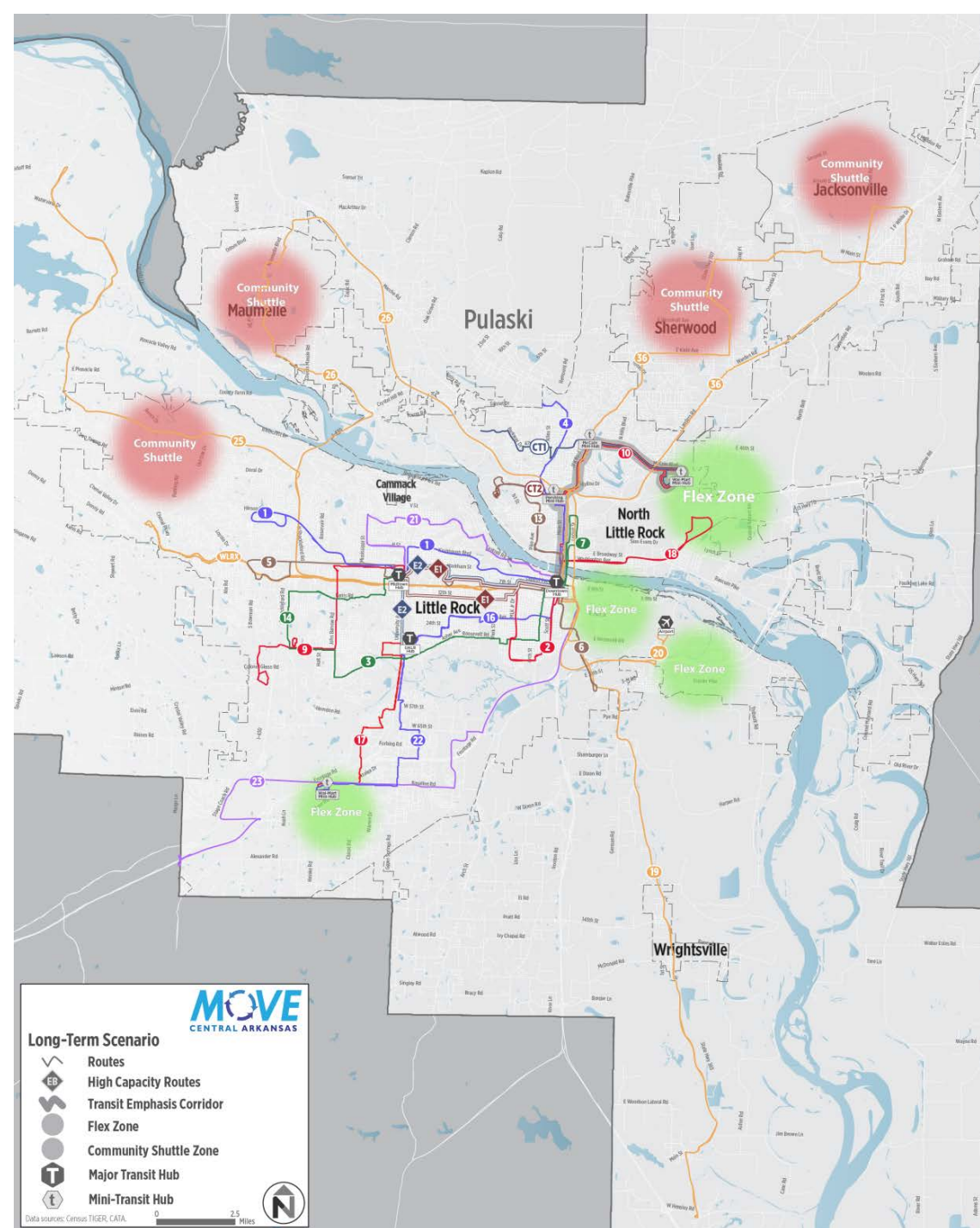
Community Shuttles (Maumelle, Sherwood, Jacksonville and West Little Rock)

Expanded Flex Service

4

Option 2 enhancements

Light Rail in Little Rock (Markham, West 12th Street and University Avenue)



Longer Term: Investment Plan

2

3

4

Off-Peak Period Frequency

Color

Frequency
(minutes)

Red

15

Orange

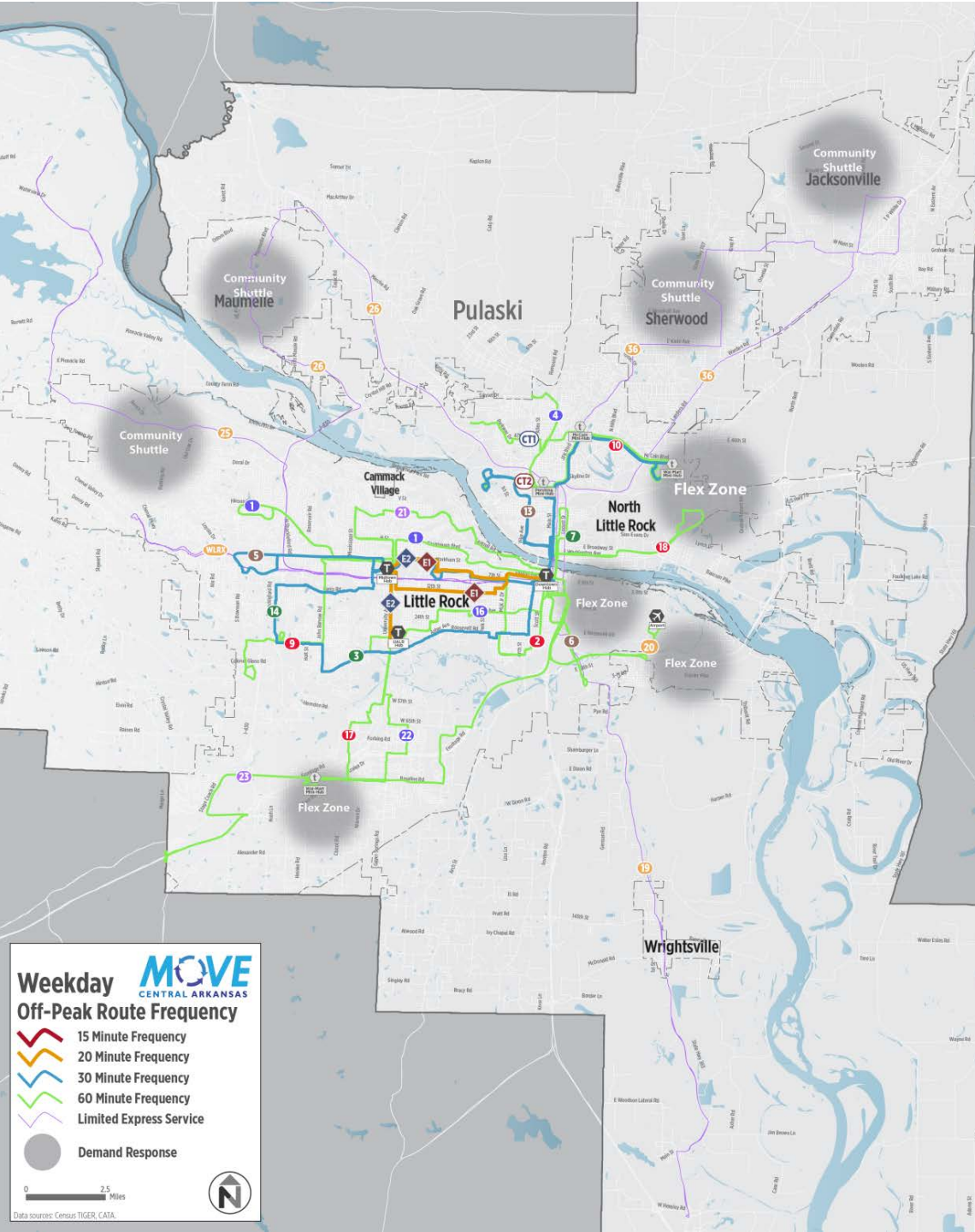
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Blue

30

Green

60



Longer Term: Investment Plan

2

3

4

Peak Period Frequency

Color

Frequency
(minutes)

Red

15

Orange

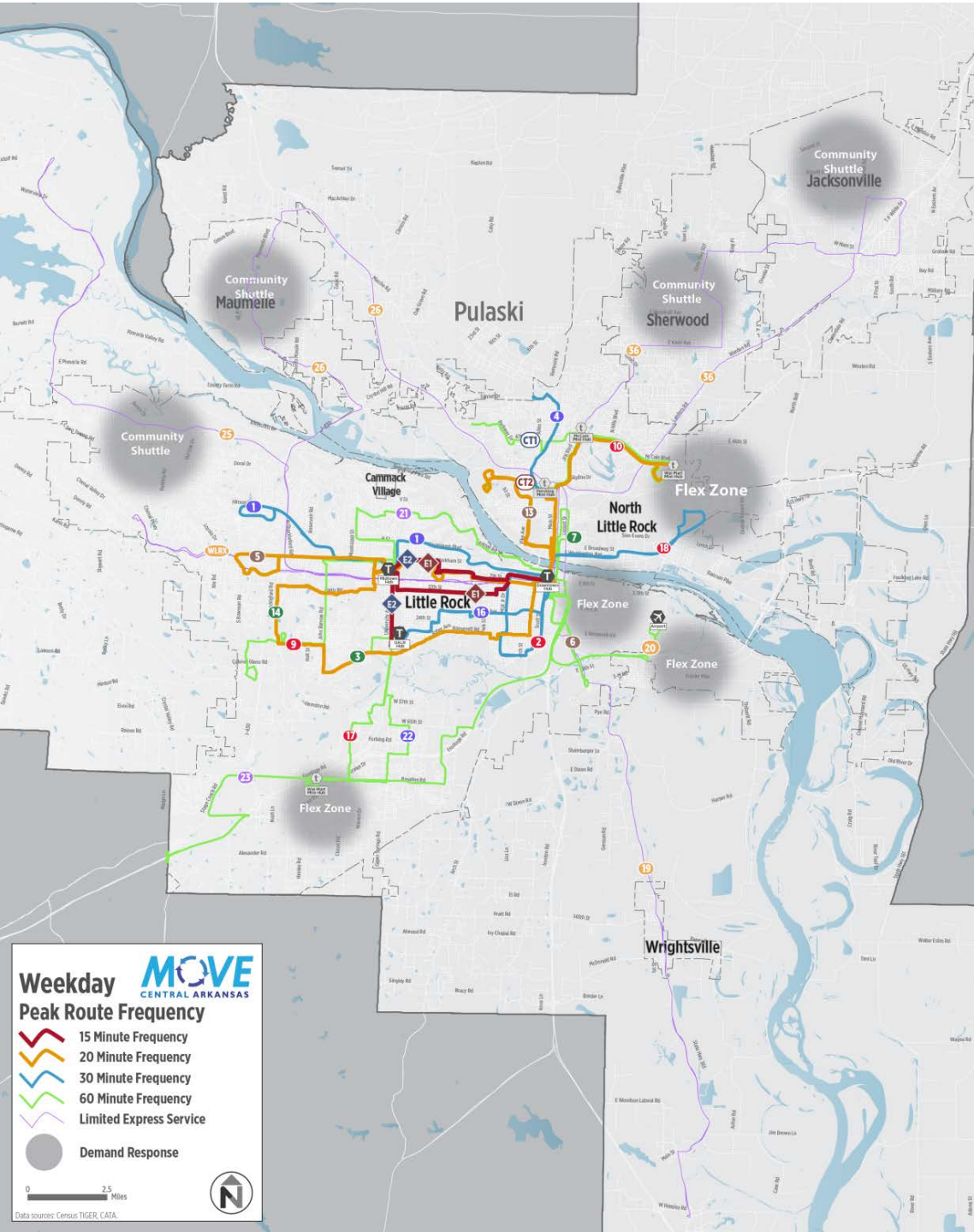
20

Blue

30

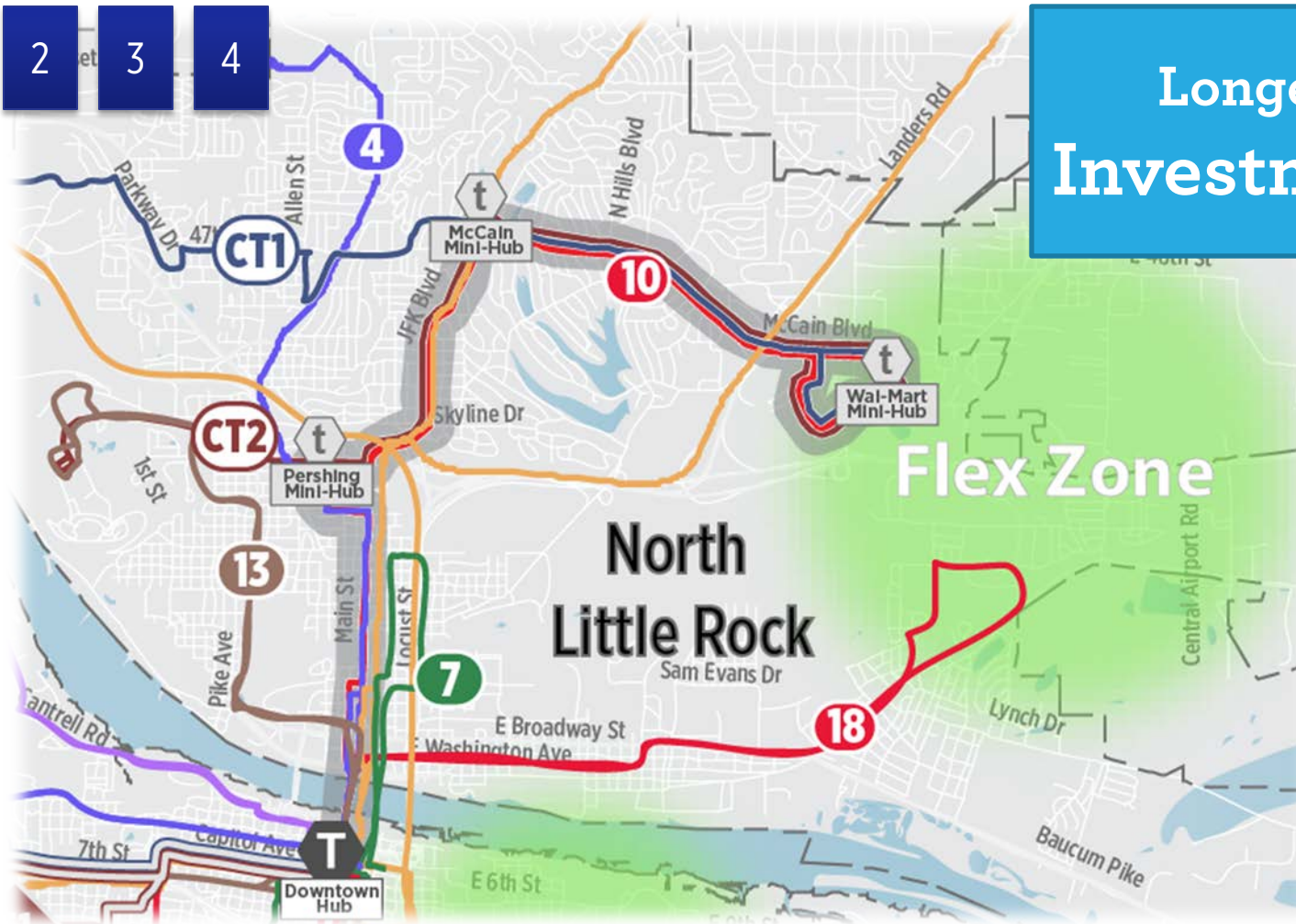
Green

30



Longer Term: Investment Plan

North
Little Rock



Enhanced Bus Corridor:
Two Crosstown routes:

Three Mini-Hubs:

Main Street, JFK Boulevard, McCain Boulevard
Parkway to McCain Boulevard
Pulaski Tech to McCain Mall
Pershing, McCain/JFK Boulevard and Wal-Mart

3

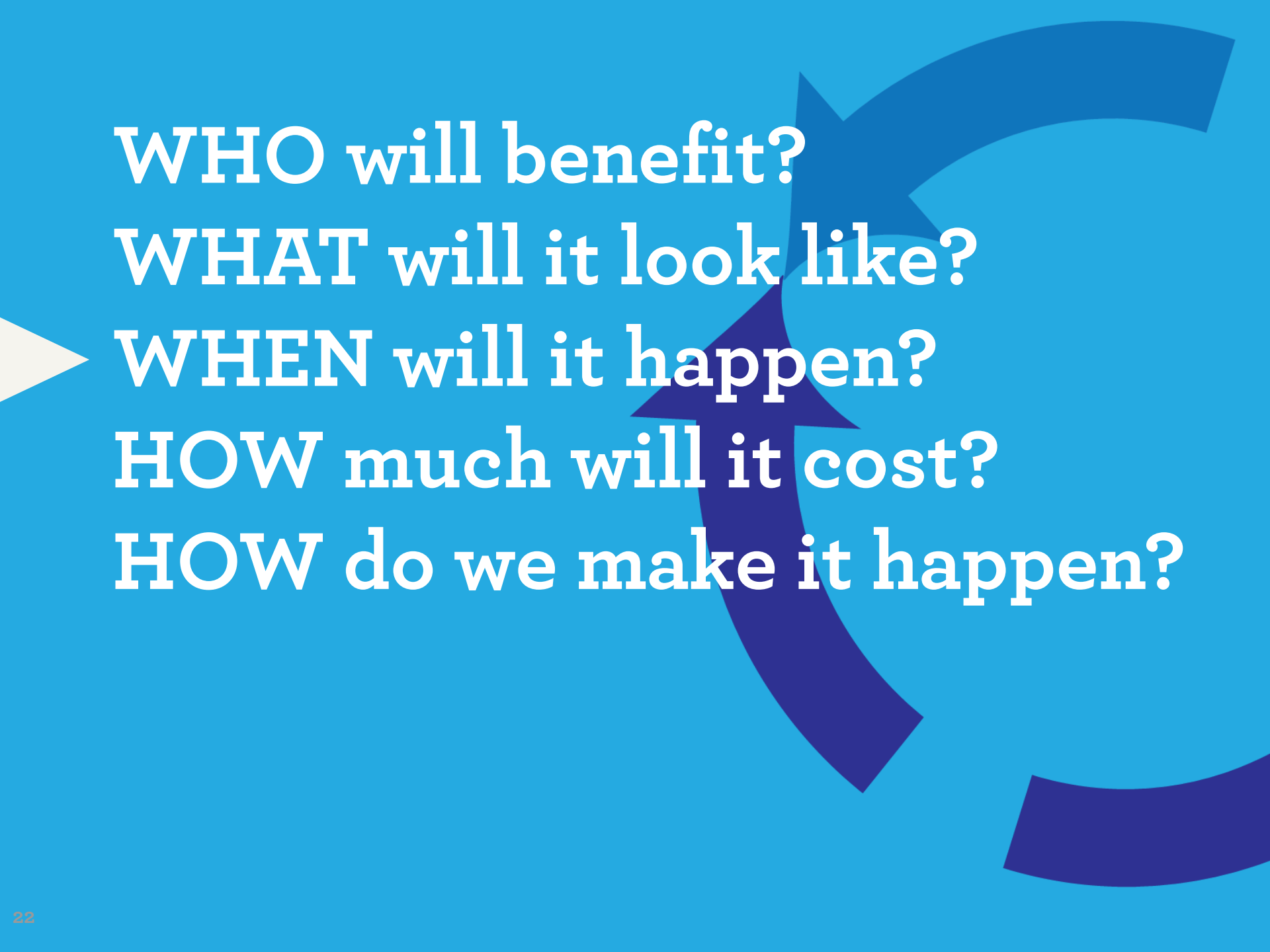
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Longer Term: Investment Plan

Little Rock

“Rapid” Service
on Markham,
University Avenue
and W. 12th Street





WHO will benefit?
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WHEN will it happen?
HOW much will it cost?
HOW do we make it happen?

High-Capacity Transit Investment: Annual Capital Costs

3

Bus Rapid Transit

\$9 M
per year x20

11 miles of roadway improvements

22 stations with level platform
boardings, off-board fare collection

14 bus rapid transit vehicles

Transfer hub at University and
Markham



Longer Term: Investment Plan

4

Light Rail

\$25 M
per year x20

11 miles of rail track

22 stations with level platform
boardings, off-board fare collection

14 light rail vehicles

Transfer hub at University and
Markham



Investment Plan: Annual Operating Costs

Longer Term: Investment Plan

	1	2	3	4
	Modest Changes	Service Enhancements	Service Enhancements + BRT	Service Enhancements + Light Rail
Operating Cost	\$17,529,000	\$22,948,353	\$27,982,317	\$30,361,907
Operating \$ Needed	\$12,420,024	\$17,209,656	\$21,599,840	\$23,979,431

Investment Plan: Annual Total Costs

Longer Term: Investment Plan

	1 Modest Changes	2 Service Enhancements	3 Service Enhancements + BRT	4 Service Enhancements + Light Rail
Operating Cost	\$17,529,000	\$22,948,353	\$27,982,317	\$30,361,907
Operating \$ Needed	\$12,420,024	\$17,209,656	\$21,599,840	\$23,979,431
+ Capital Cost		\$250,000	\$8,900,000	\$25,000,000
TOTAL \$ Needed	\$12,420,024	\$17,459,656	\$30,499,840	\$48,979,431



WHO will benefit?

WHAT will it look like?

WHEN will it happen?

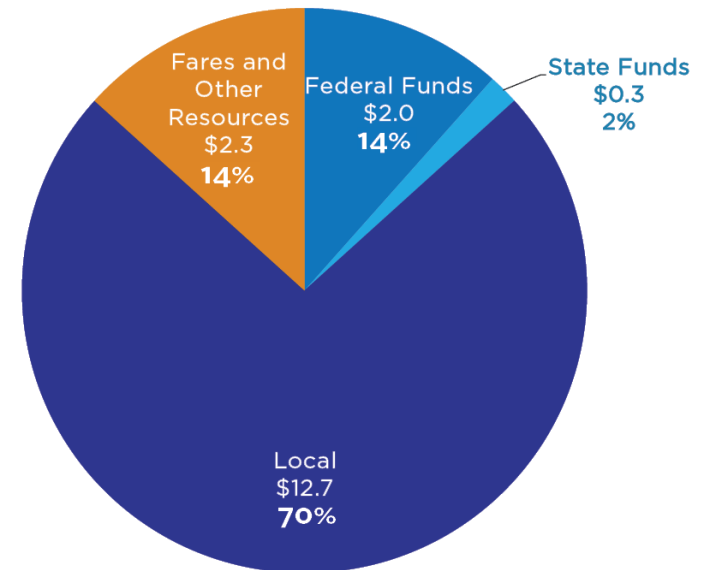
HOW much will it cost?

HOW do we make it happen?

Existing Funds

- CATA depends on grants from the FTA to fund about 13% of operations and about 75% of capital projects.
- The funds that support operations remain flat.
- Federal grants for major capital projects like BRT or streetcars are limited and competitive.

Longer Term: Investment Plan



**CATA'S 2014
BUDGET REVENUE SOURCES (\$M)**

Total Budget: \$17.2
Local Share \$12.7

What is Needed?

Longer Term: Investment Plan

- Predictable, reliable source of revenue for operations.
- Dedicated local source for capital improvements
- Flexibility to enhance services based on needs or new growth.
- Minimize uncertainty for investment along fixed transit routes.
- Ensure affordable transportation alternative.

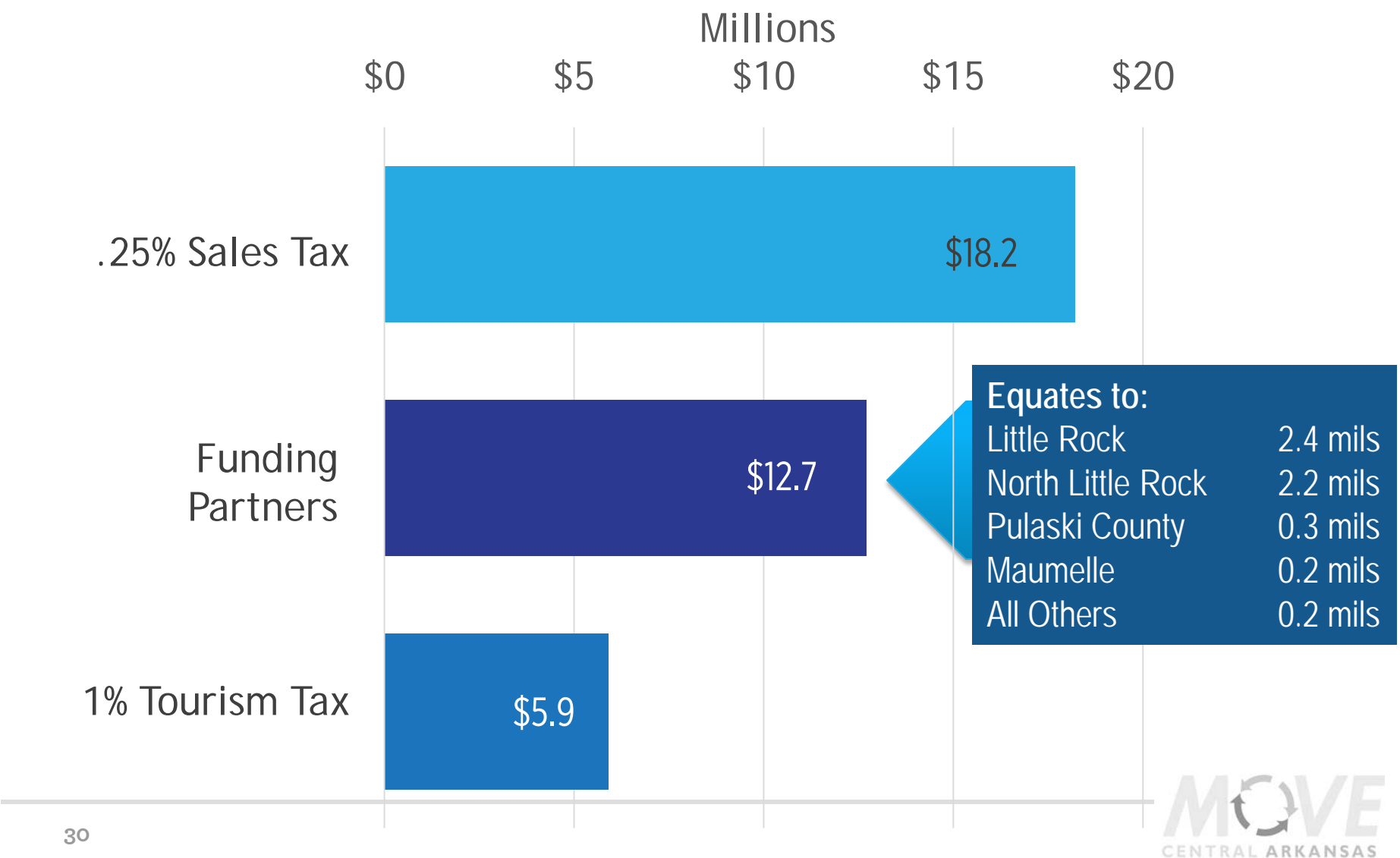
**Successful
transit systems
rely on dedicated
funding**

Challenges

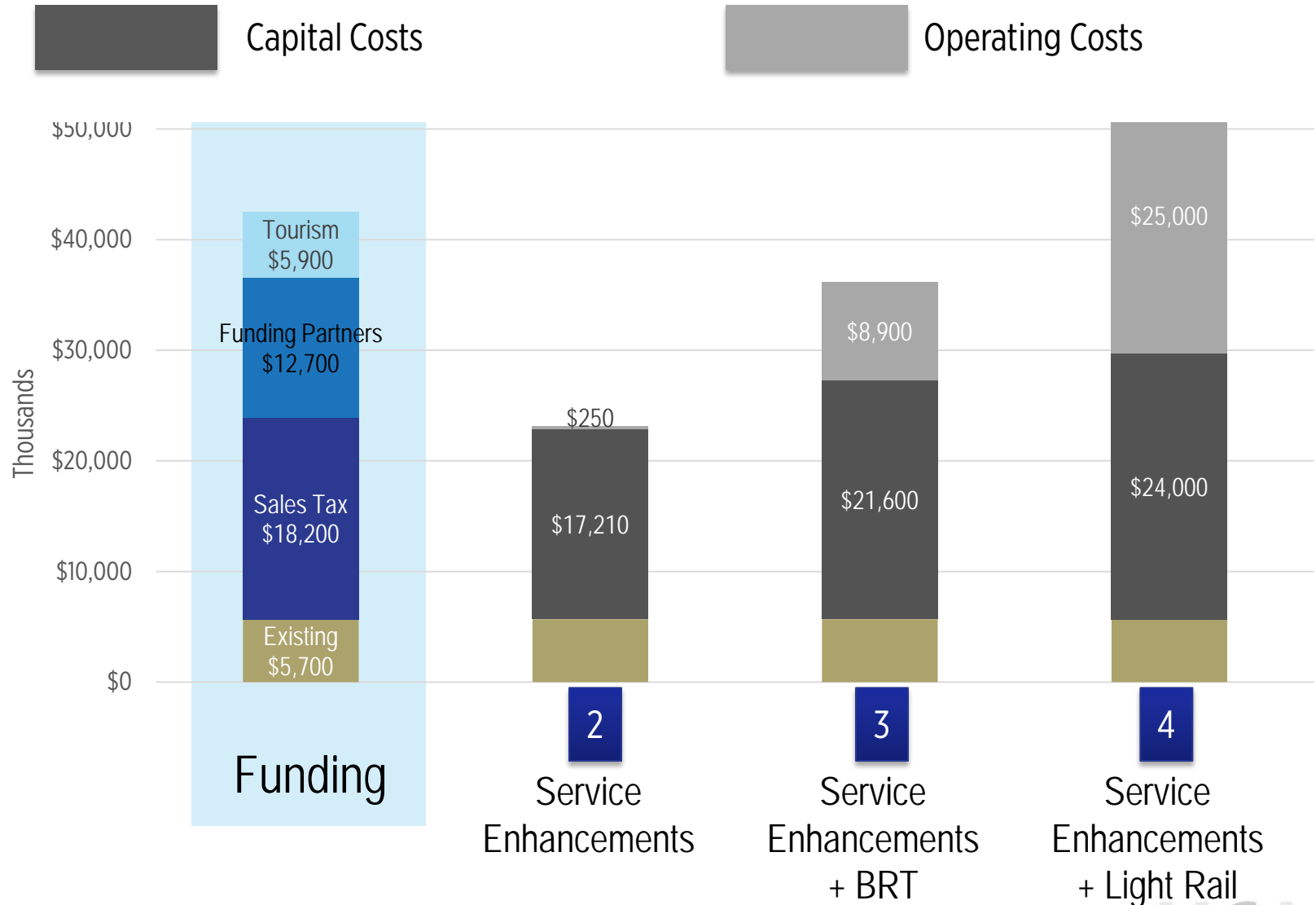
Longer Term: Investment Plan

- Current system requires annual appropriation from members and no direct capital financing
- Sales tax for transit is limited to $\frac{1}{4}$ cent = \$18.2M
- Property tax is at legal capacity for local members (5 mils)
- Improvement District (intended by state law for transit) has onerous requirements
- Changing current limitations cannot occur until 2017 State legislative session

Currently Available Funding Sources



Funding Service Options



Funding Service Options

Funding Tool	<div> <div>2</div> <div>Service Enhancements</div> <div>+ \$17.5 Million</div> </div>	<div> <div>3</div> <div>Service Enhancements + BRT</div> <div>+ \$30.5 Million</div> </div>	<div> <div>4</div> <div>Service Enhancements + Light Rail</div> <div>+ \$49.0 Million</div> </div>
	<div> <div>Federal and State Funds, and Fares</div> <div>+</div> <div>Sales Tax Revenues</div> <div>OR</div> <div>Federal and State Funds, and Fares</div> <div>+</div> <div>Funding Partner Contributions</div> <div>+</div> <div>Tourism Tax</div> </div>	<div> <div>Federal and State Funds, and Fares</div> <div>+</div> <div>Funding Partner Contributions</div> <div>+</div> <div>Sales Tax Revenues</div> </div>	<div> <div>Federal and State Funds, and Fares</div> <div>+</div> <div>Funding Partner Contributions</div> <div>+</div> <div>Sales Tax Revenues</div> <div>+</div> <div>Tourism Tax</div> <div>Additional \$6.5 Million</div> </div>

Long-Term Funding Options

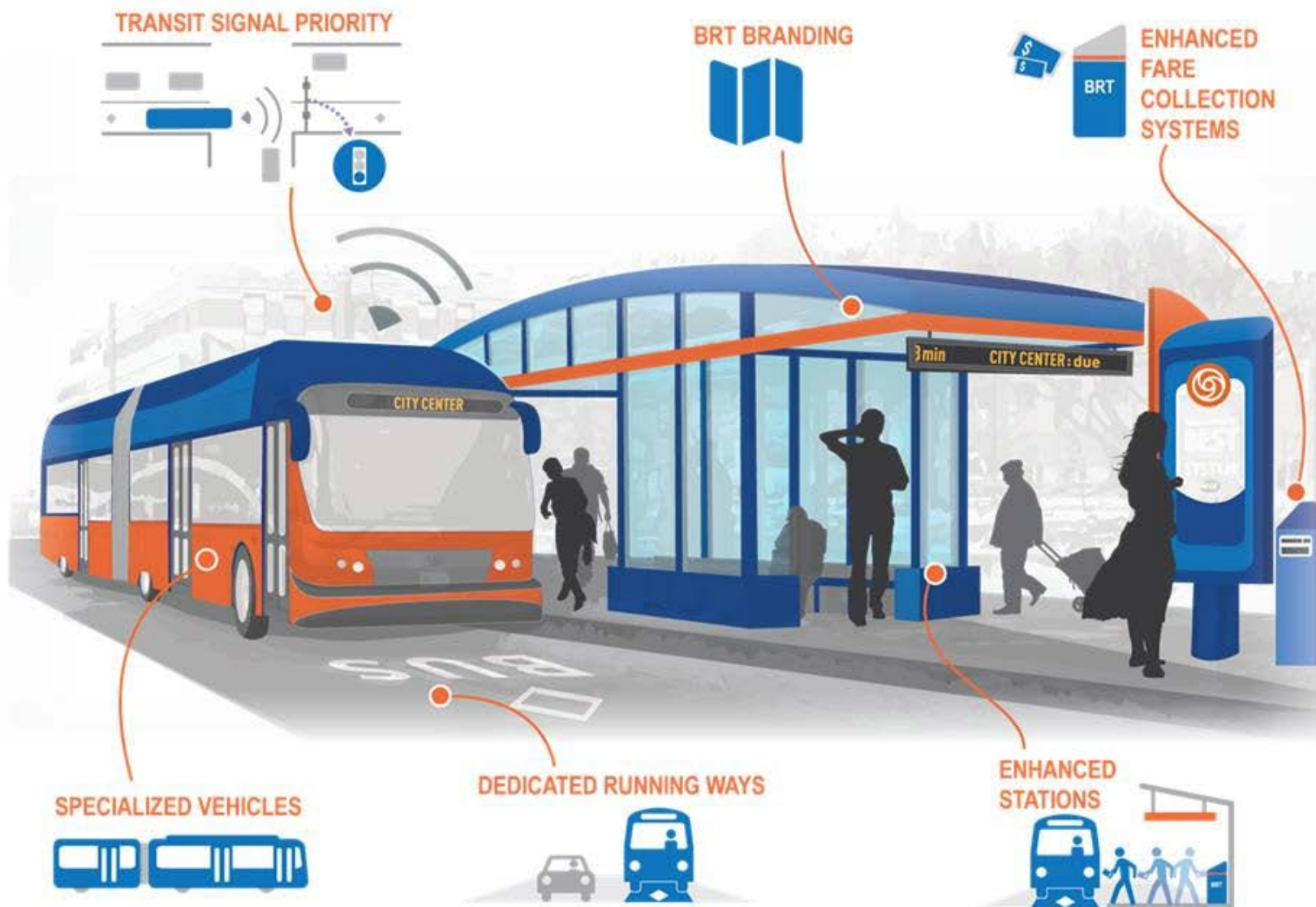
- **Legislative changes to enhance State funding for transit**
- **Improvement Districts:**
 - Create new definition tailored to needs of transit
- **Sales Tax:**
 - Change cap on public transit from $\frac{1}{4}\text{¢}$ to $\frac{1}{2}\text{¢}$
- **Make Rock Region METRO a Taxing Authority**

Conclusion



Conclusion

- **Many transit service options exist**
- **Several funding options exist: short- and longer-term options; all are achievable**
- **Requires broad support for success**
 - **Urban, suburban and small city residents**
 - **Employers, developers and civic boosters**
 - **Coalition of leaders and organizations**



THANK YOU!



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