



Coordinating Committee

November 18, 2014

Meeting Agenda

- Welcome and Introductions
- Update on Study Progress
 - MOVE Central Arkansas Website
 - Stakeholder Outreach
 - Update on Voter Poll
- Draft Service Investment Concepts
- CATA Rebranding Concepts
- Next Steps

Update on Study Progress

MOVE Central Arkansas Website

- <http://cat.org/move/>
- Comments accepted
- Documents posted
 - Coordinating Committee meeting materials
 - Agendas
 - Presentations
 - Meeting summaries
 - Draft reports
 - Route summary evaluations

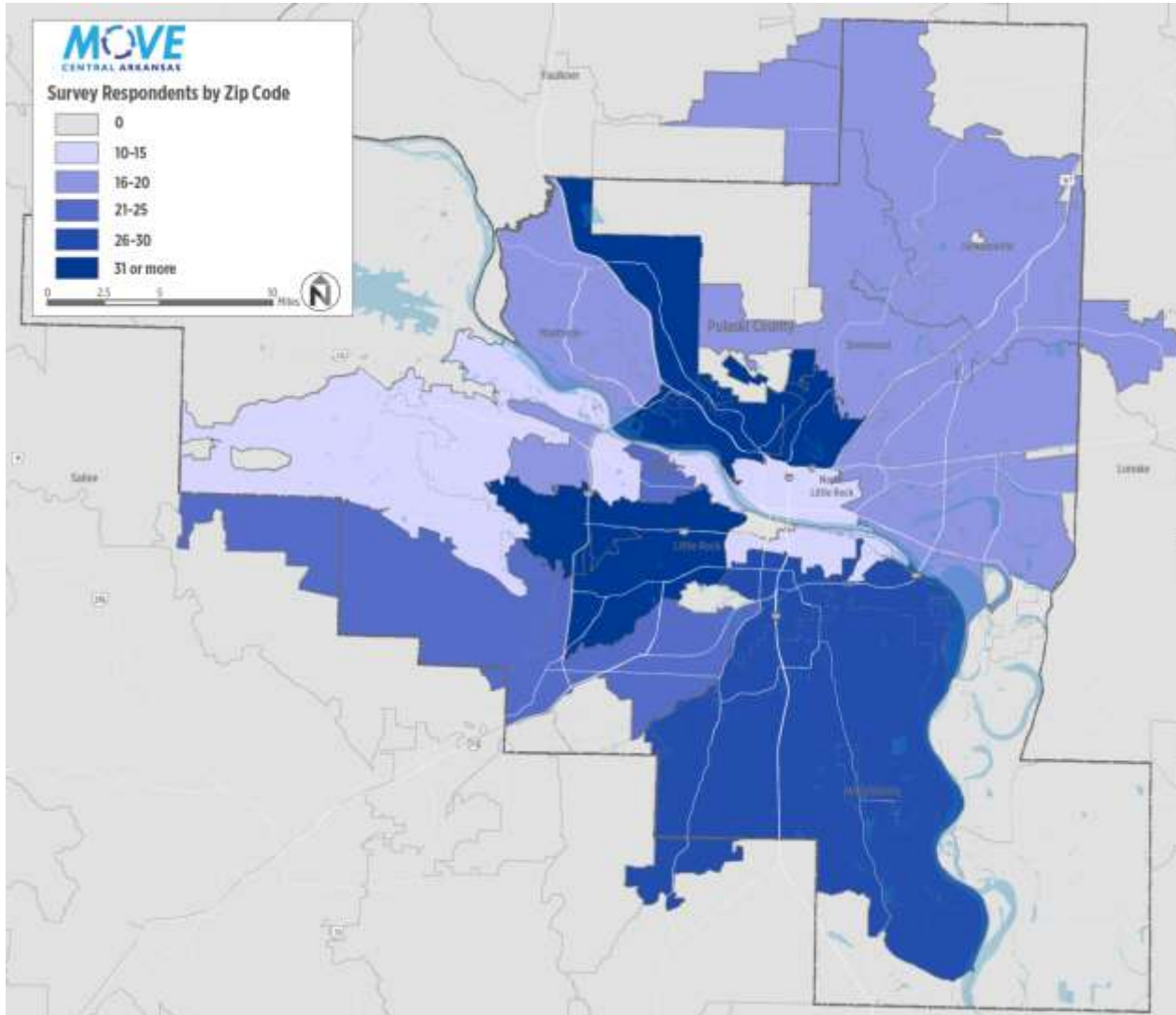
Stakeholder Interviews Completed

- Mayor of North Little Rock
- Mayor of Little Rock
- Mayor of Sherwood
- Sherwood Economic Development
- CATA Board Members
- Pulaski Technical Community College
 - President
 - Administrators
- Metroplan
- University of Arkansas Medical System (UAMS)
- Arkansas Children's Hospital
- American Cancer Society
- Alzheimer's Association
- Baptist Health
- City of North Little Rock Planning Department
- City of Little Rock Planning Department
- Little Rock Bike and Pedestrian Coordinator
- Central Arkansas Library System
- ACO
- Little Rock Chamber of Commerce
- One City
- Downtown Little Rock Partnership
- Pulaski County Judge
- AARP

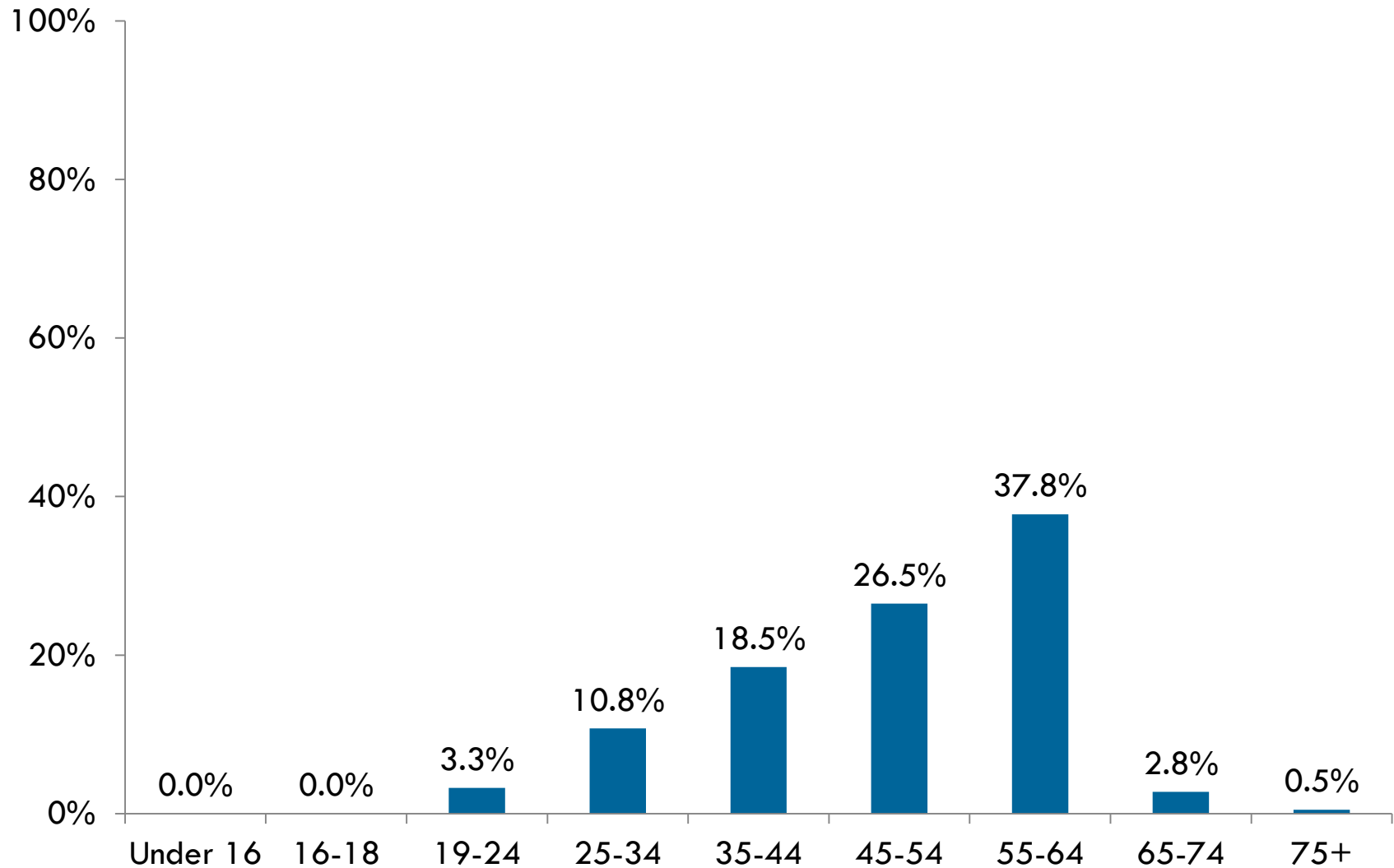
Transit Interest - Voter Poll

- Conducted with 400 registered voters in Pulaski County
 - Statistically significant sample +/- 95% confidence
 - November 12 – 19
 - Timed between Election Day and the holidays
- 21 Questions
 - Challenges facing Pulaski County
 - Role of public transportation in addressing challenges
 - Awareness of CATA and CATA services
 - Willing to support CATA with tax
- Data is just available now – completed on Sunday

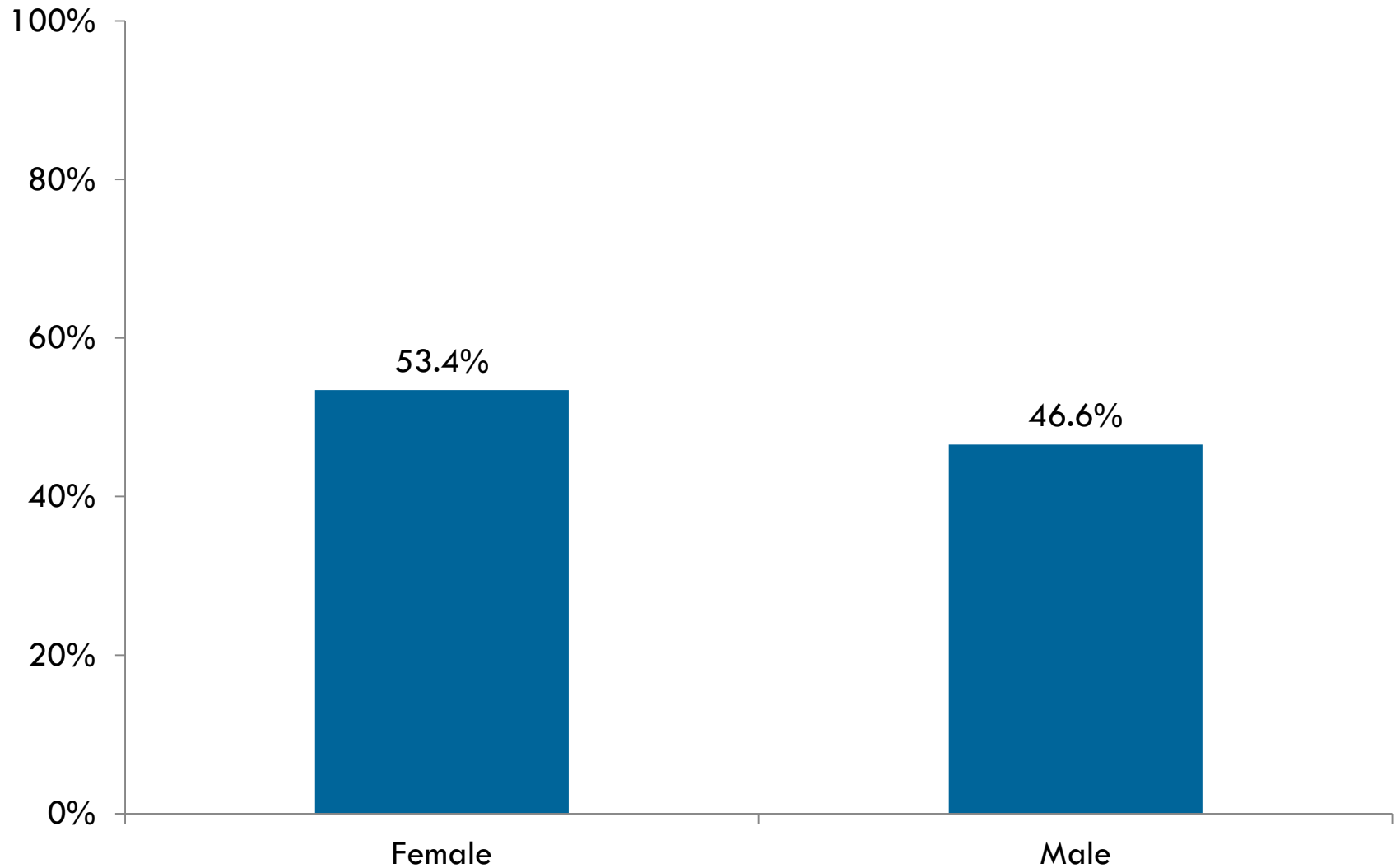
Voter Poll – Geographic Responses



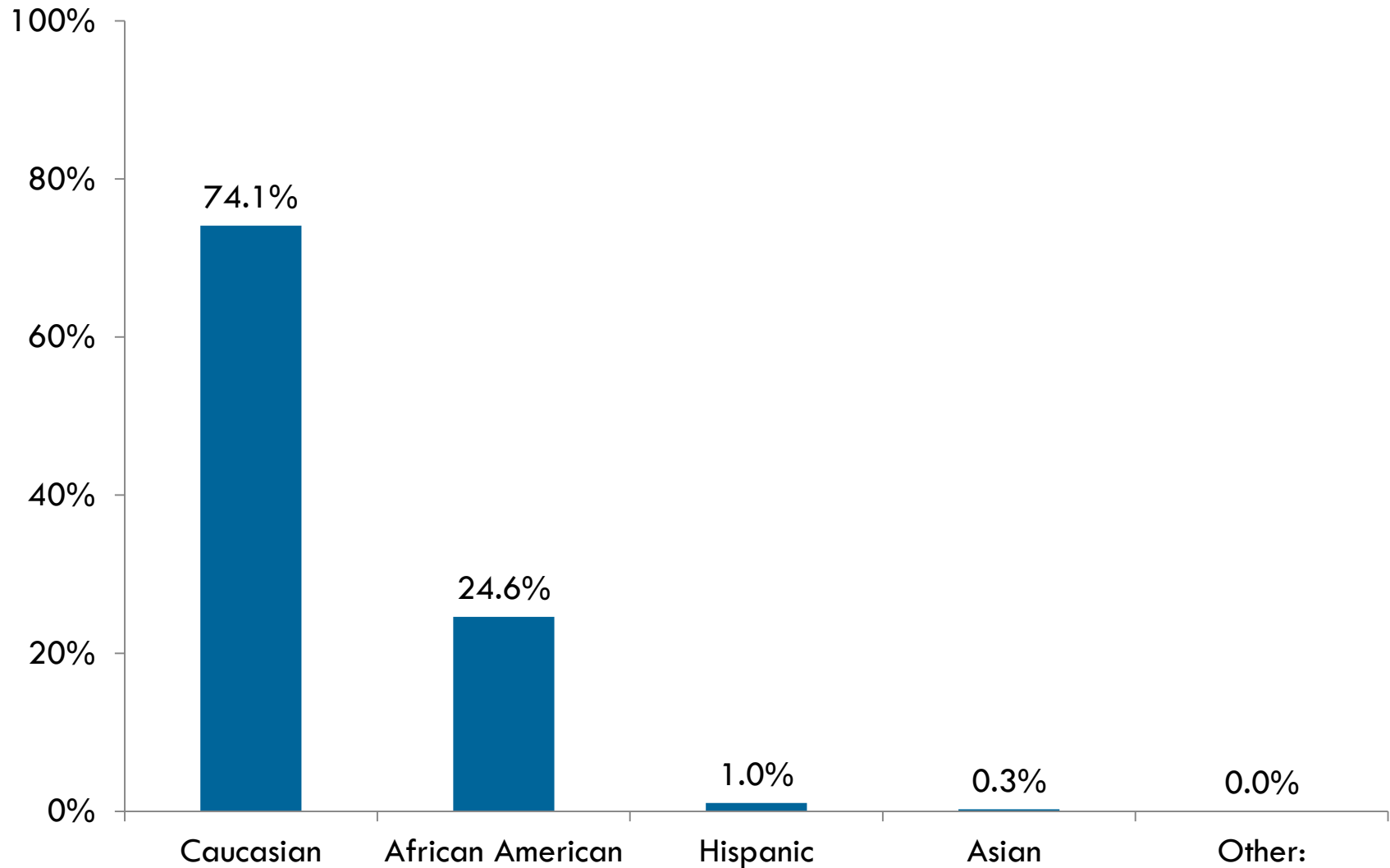
Voter Poll – Response Profile - Age



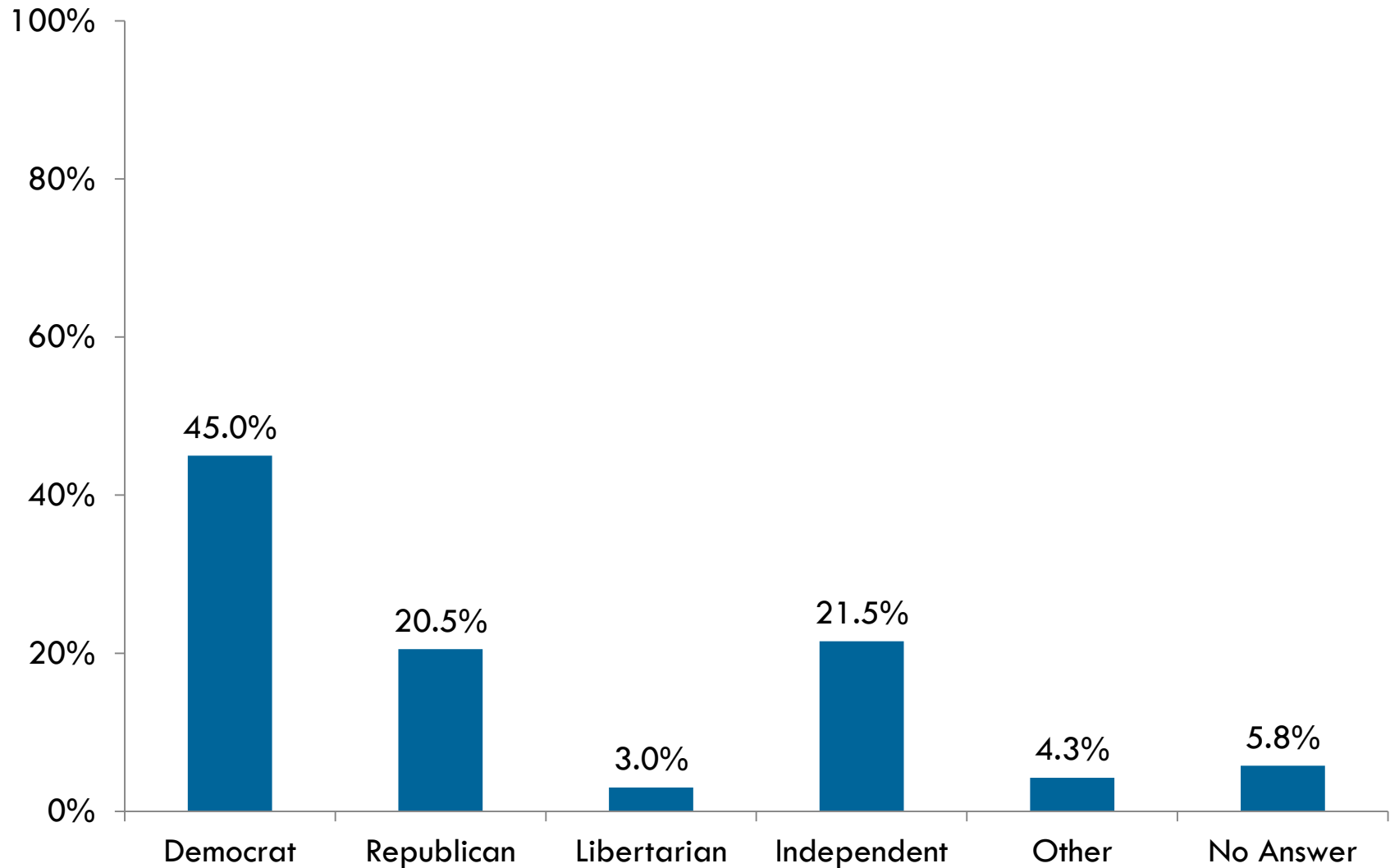
Voter Poll – Response Profile - Sex



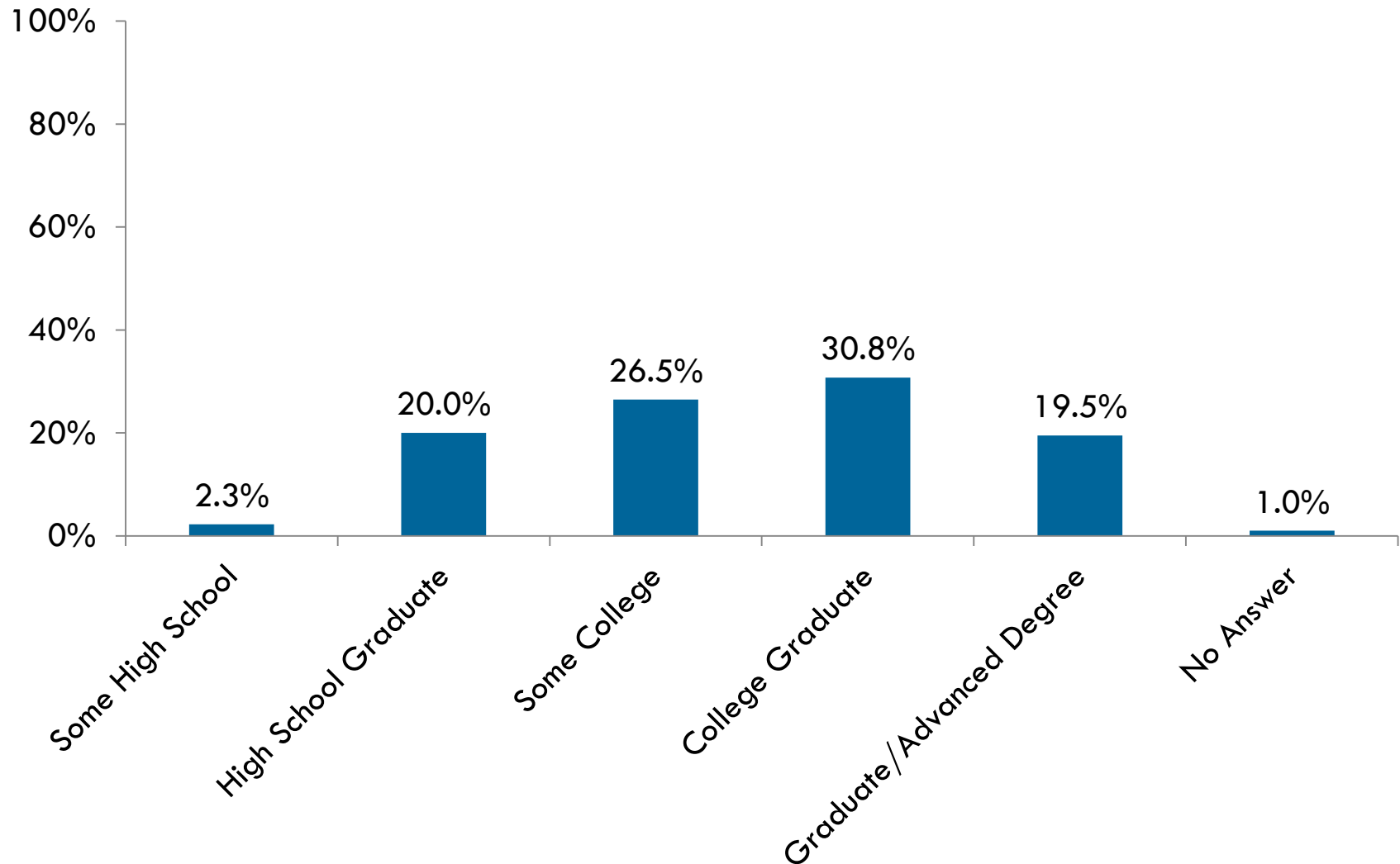
Voter Poll – Response Profile - Race



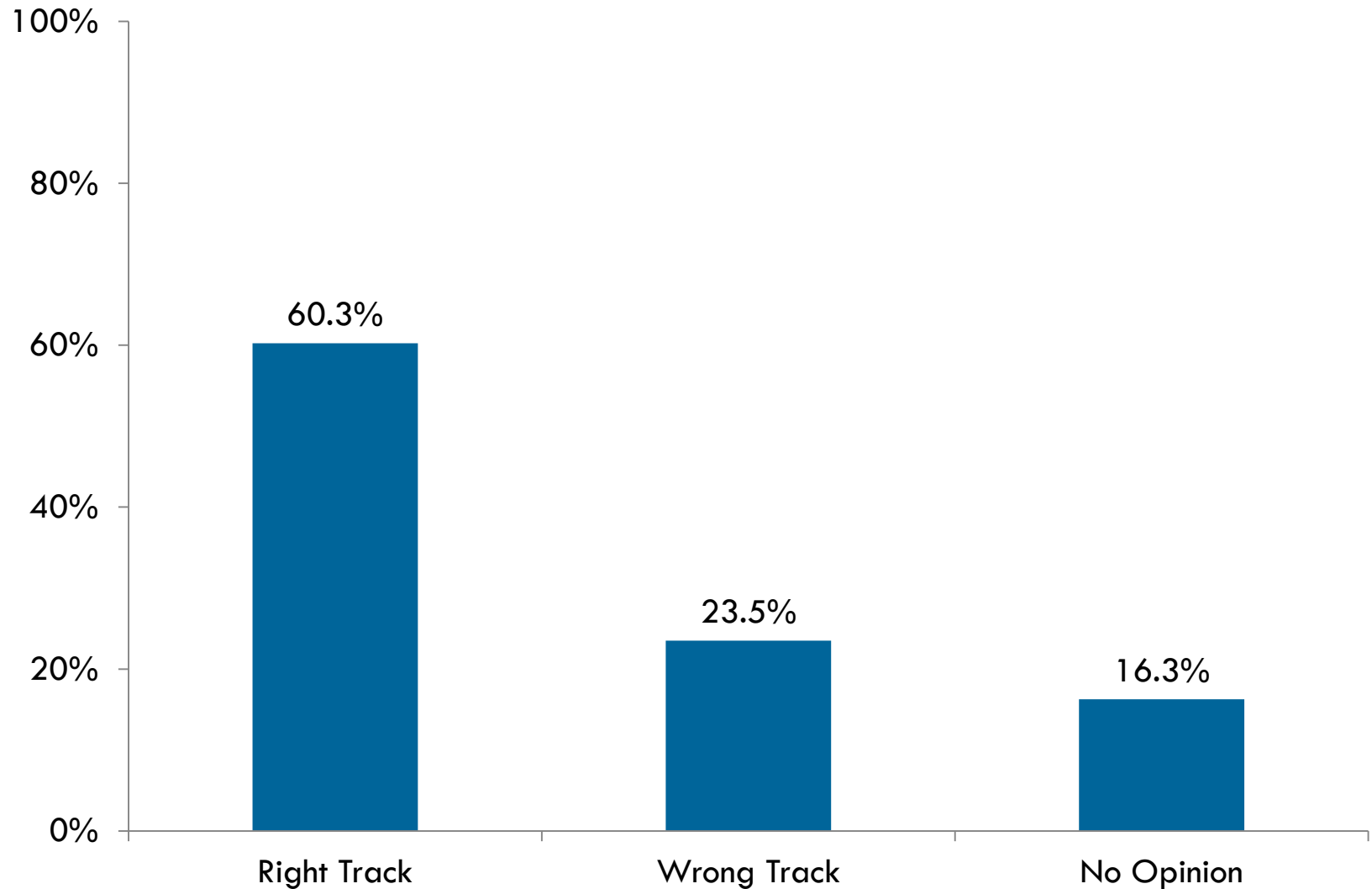
Voter Poll – Respondent Profile – Political Affiliation



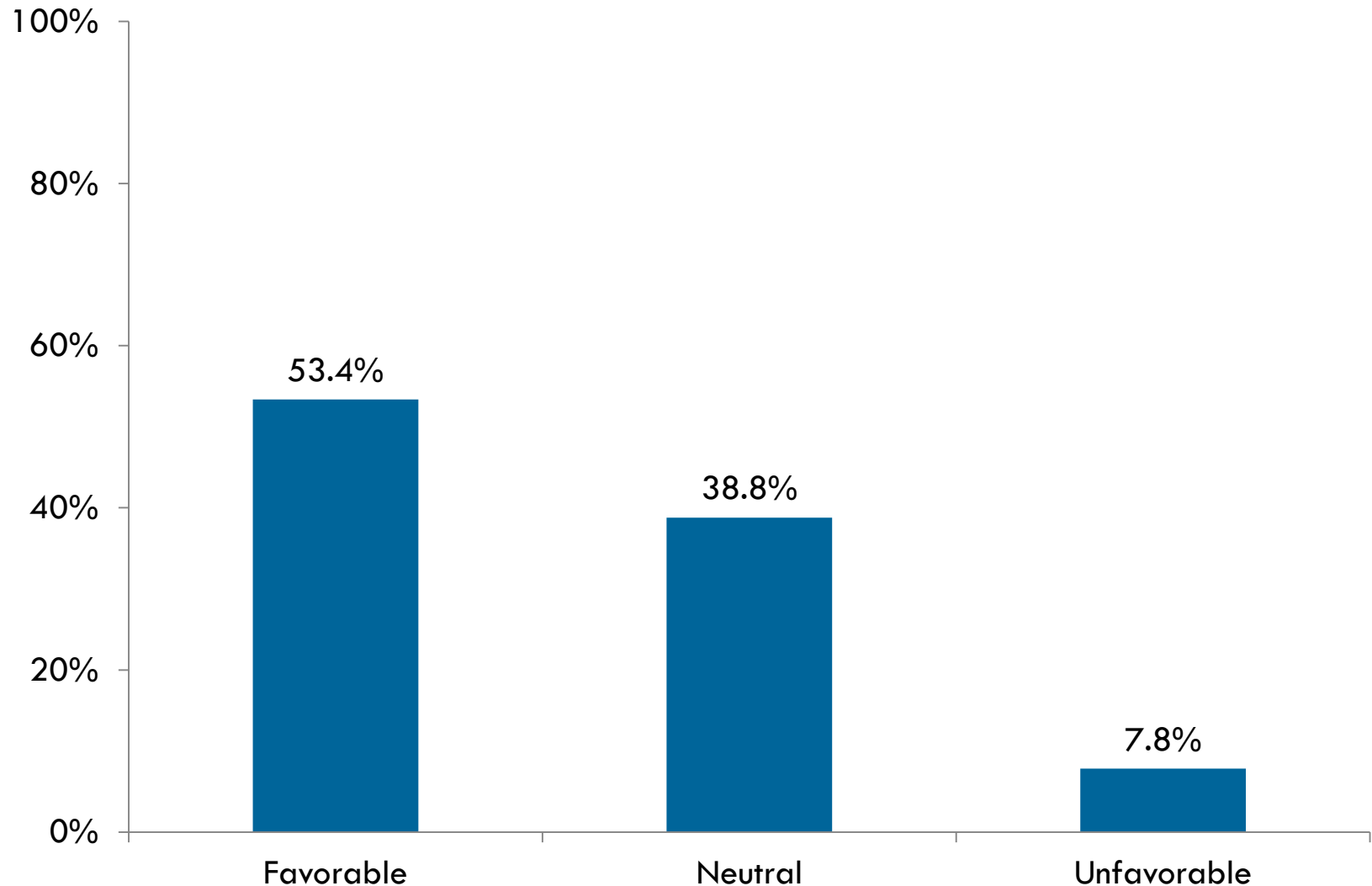
Voter Poll – Respondent Profile – Education



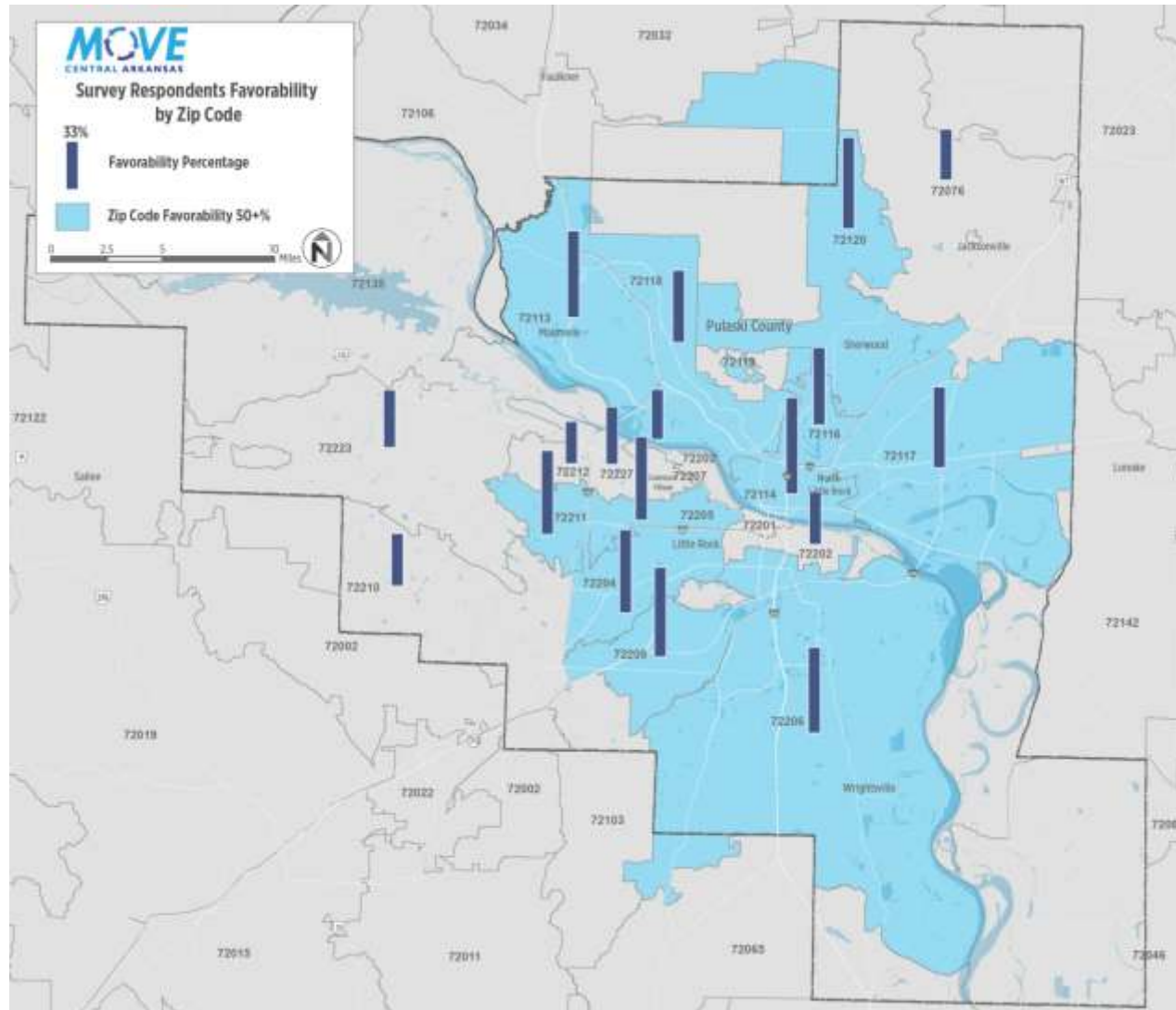
Voter Poll – Results – Pulaski County



Voter Poll – Results – Impressions of CATA



Voter Poll – Impressions of CATA



Service Investment Concepts

Objective

- Identify service improvement strategies
 - Attract new riders
 - Make CATA easier to use and understand
 - Increase service levels
 - Match service types with demand

- Create enthusiasm and support for CATA
 - Address community concerns
 - Develop range of services that provide mobility solutions for entire county
 - Attractive and exciting to voters

CATA – System Overview

■ Strengths

- Service coverage is good
- Oriented around largest employment hubs
- Service is direct
- Buses are “interlined” to create one-seat connections

■ Challenges

- Service level is too low
- Over-reliance on downtown hub
- Long travel times
- Service levels don’t always reflect need
- Need better and more street infrastructure

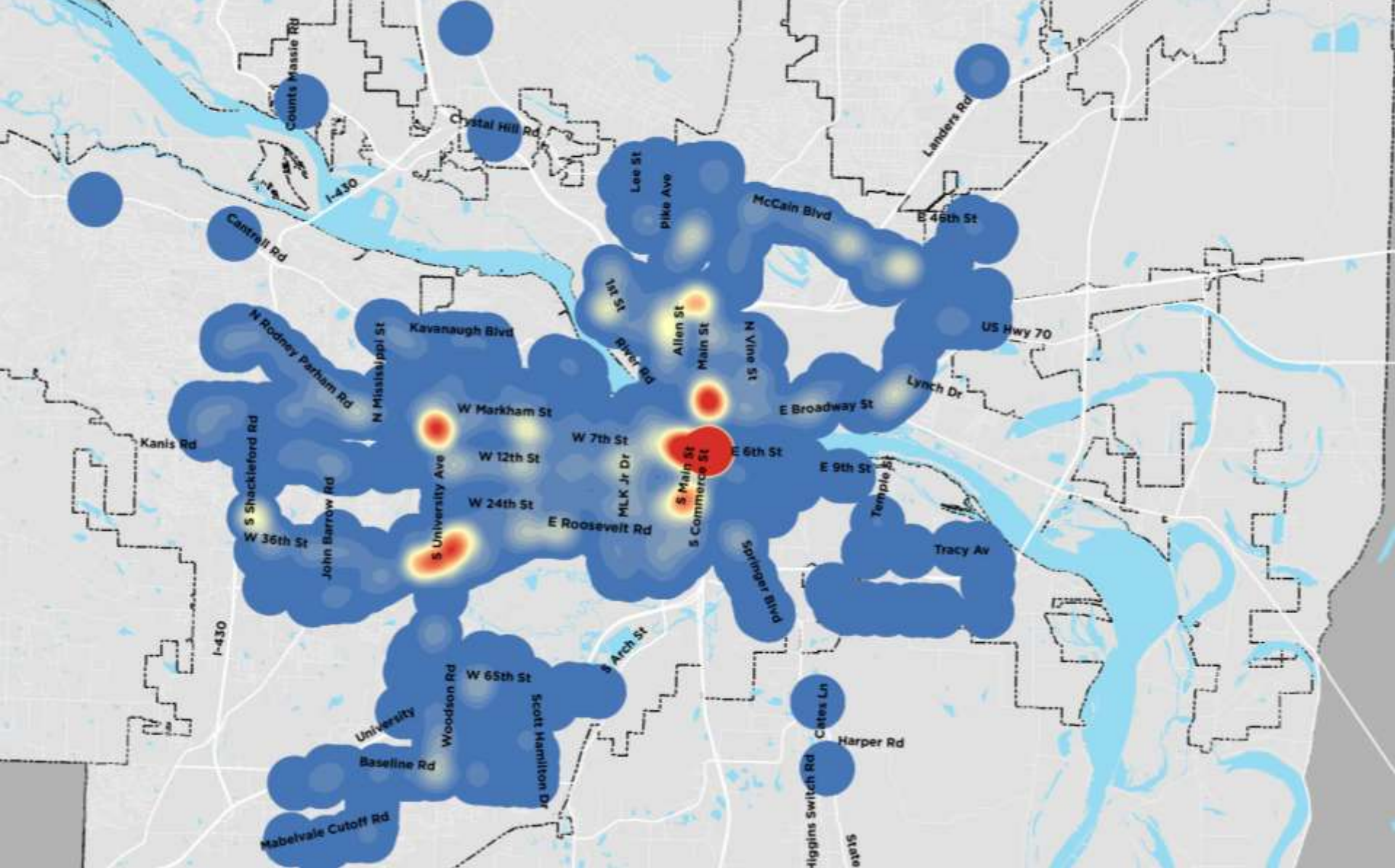
Strategic Approach

- Increase service overall
- Structure according to a clear hierarchy
 - Match service with markets and needs
- Support service with infrastructure
 - Facilities
 - But also information
- Explore new markets

Downtown/Midtown

Little Rock

Enhanced Service Corridors



Metroplan Priority: I-630 Fixed Guideway

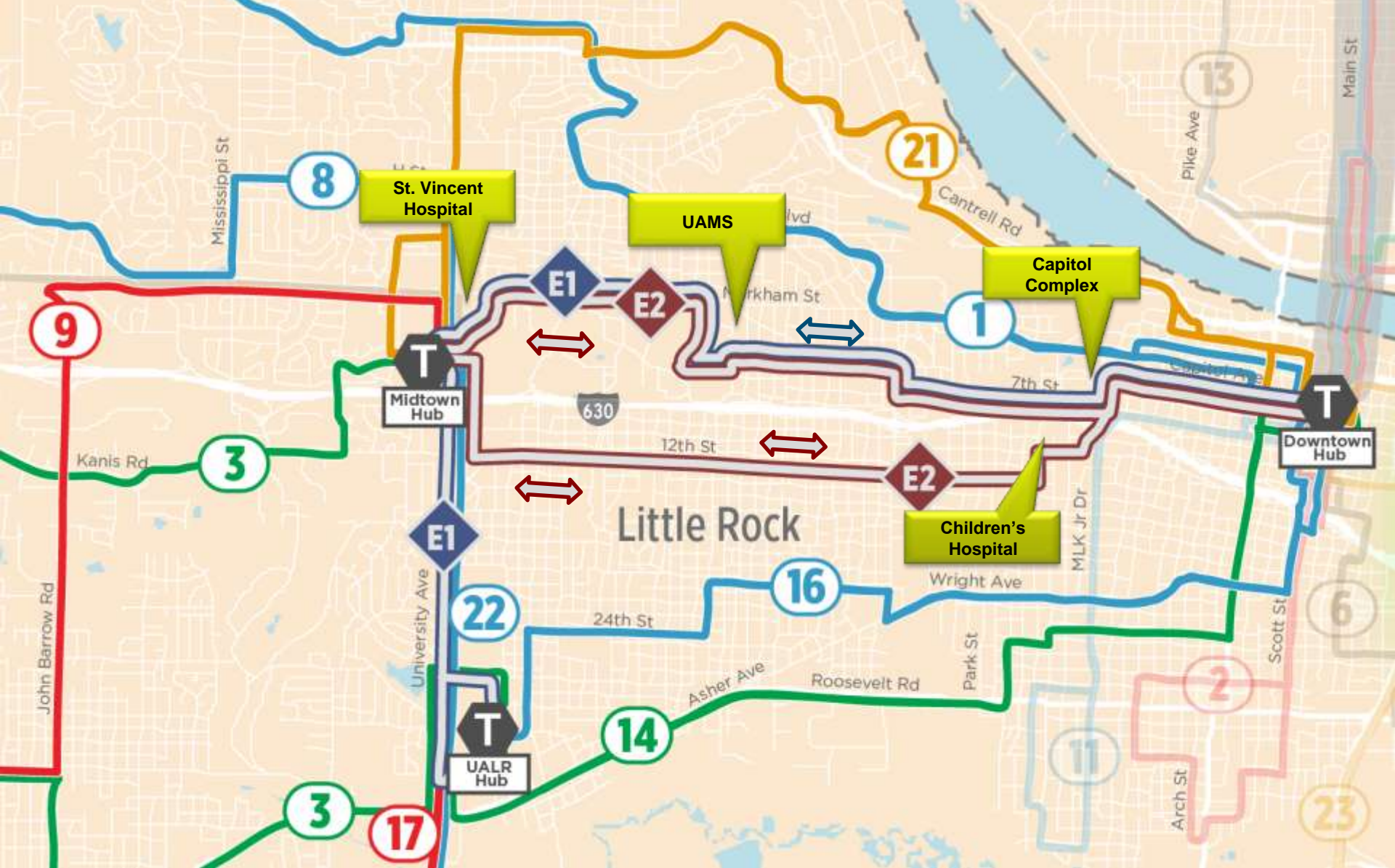


Enhanced Service Corridors

- Central Arkansas' largest activity centers
 - Downtown Little Rock
 - Midtown/Hospitals
 - UALR

- Connect with high frequency/high capacity service
 - Bus Rapid Transit (BRT) or BRT “Lite”
 - Streetcar

- Anchor enhanced service with transit hubs
 - Transit hub in each activity center





Strengthen Economic Development

- Support redevelopment of Capitol Ave
 - Increase corridor accessibility
 - Potential for ‘Complete streets’ infrastructure
 - Encourage infill development (surface parking lots)



Enhanced Service Corridors



Enhanced Service Corridors



Cost Comparison – BRT v. Streetcar

Projections	BRT	Streetcar
Construction Cost	\$35 million / mile	\$60 million / mile
Vehicle Cost	\$500,000 - \$2 million	\$4.5 million
Operating Cost	\$95 per hour	\$112 per hour
Ridership	35 passengers per revenue hour	40 passengers per revenue hour
Economic Impact	Medium	High

North Little Rock

- Frequent Service
- Grid Network
- Mini-Hubs/Superstops



North Little Rock Network

- Introduce elements of a grid system
 - Add cross-town services connecting east and west sides of town
 - Create minihubs along Pershing and McCain
 - Eliminate some need to travel into downtown Little Rock
 - Stagger schedules
- Increase service on high ridership routes
 - Route 13 - Pulaski Tech
 - Route 10 - McCain Mall
 - Route 18 - McAlmont (but only to Broadway / Lynch)
- Introduce Flex Zone
 - Flex or on-call zones anchored at Wal-Mart mini-hub

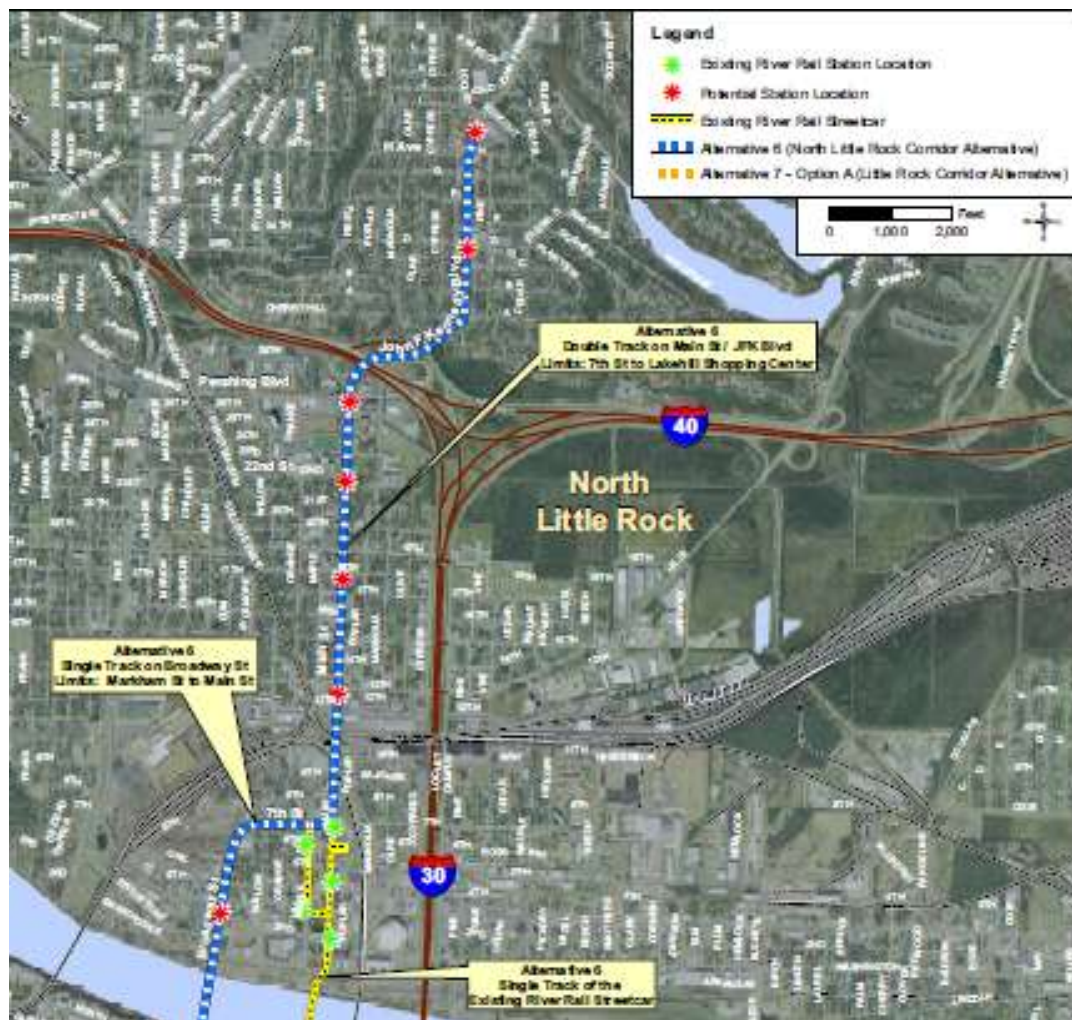


North Little Rock Network



Metroplan Priority: Improve NLR Service

- Extend River Rail to Pershing Boulevard and eventually to Lakehill Shopping Center
- Initiate new local bus service in NLR
- System-wide improvements to pedestrian signals, crosswalks, sidewalks, and transit marketing

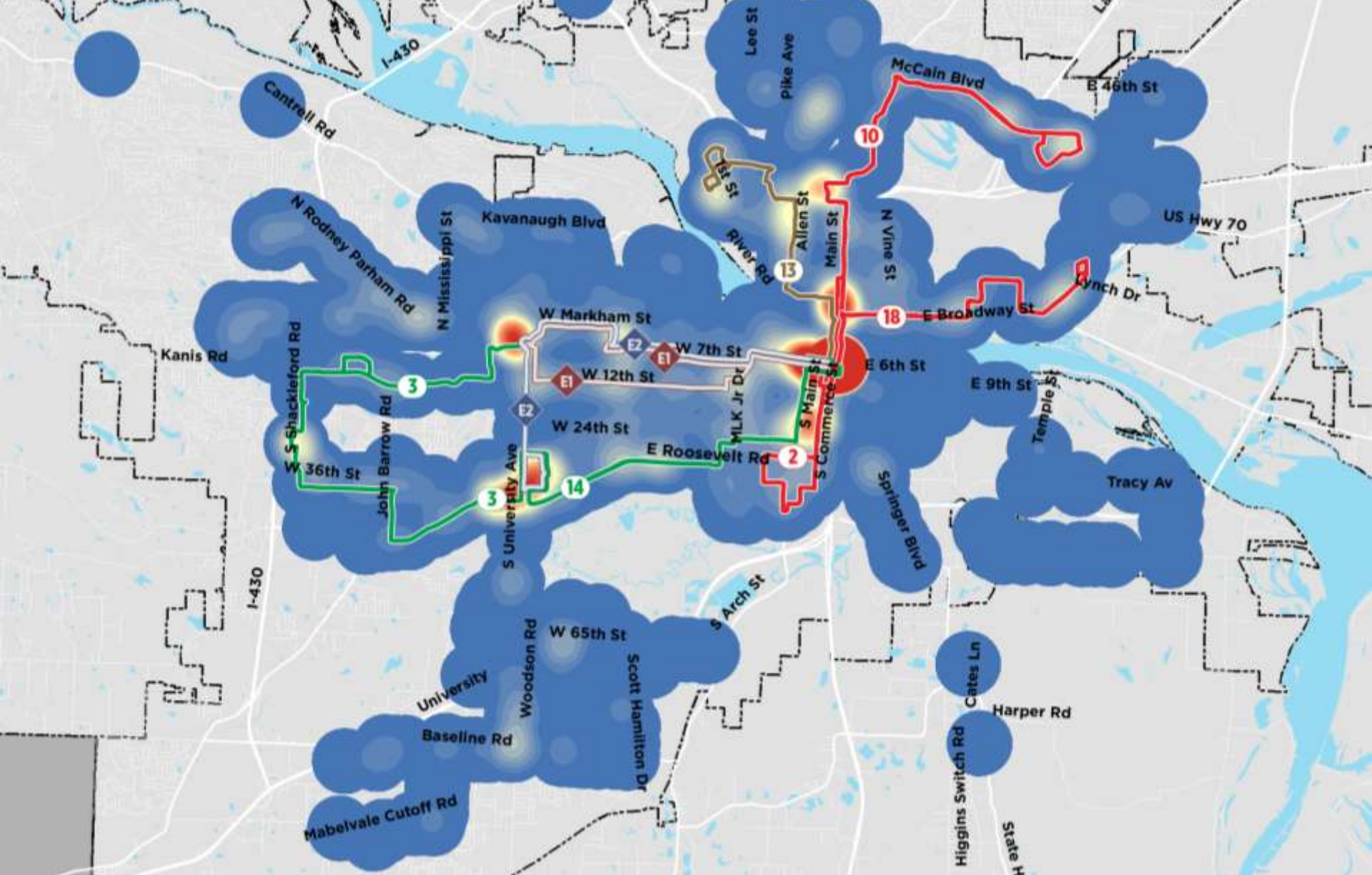


Local Service Network

- Service Levels
- Flex Service / Community Shuttles
- Shelters and Passenger Amenities

Service Levels

- Increase service levels on key routes
 - Some routes become 20 minute routes
 - Route 2 South Main
 - Route 14 Rosedale and outer end of Route 3 Baptist
 - Routes 10, 13, and 18 in NLR
 - Transition to clock-face service frequencies
 - From 35 to 30 minutes on higher ridership routes
 - Requires finding efficiencies in individual routes
 - For lower ridership routes, hourly service can be more user-friendly than service every 40 or 45 minutes.



Flex Service / Community Shuttles

- Low density/High need areas
 - Urban / suburban flex services
 - On-call or deviated fixed-route
 - Initially harder to use
 - Over time typically become very popular
 - Carry between 5 and 7 passengers per hour
 - Rural community shuttles
 - Not necessarily daily
 - Single vehicle can serve different communities on different days
 - Provide “lifeline” service – also known as shopper shuttles
 - Service should be anchored at a hub (preferably co-located with a major destination) to facilitate transfers to the larger network



Passenger Amenities

- Improve user experience and service image
- Tied to service performance
- Case-sensitive

Passenger Amenities

- Prioritize shelter placement
 - Transfer points
 - Senior centers (and other sensitive population access points)
 - High-ridership stops
- Match investments to activity
 - Higher ridership stops receive:
 - Enhanced shelters
 - Schedules / system maps
 - Real-time bus arrival information
 - Bicycle racks and repair tools
 - Charging stations



Passenger Amenities



Express Network

- Attract more choice riders
- Explore new markets

Strategies to Attract More Choice Riders

- Provide true express service
 - Current routes are actually limited-stop rather than express service
- Make better use of region's expressway network
 - Fast and direct service (more competitive with car trips)
 - Shoulder running under some conditions (advantage over car trips)
- Identify park-and-ride opportunities
 - Increase accessibility and capture area



Dedicated and Shared Use Park and Rides



Strategies to Attract More Choice Riders

- Ensure at least one mid-day trip on all express routes
 - Greater flexibility can have multiplier effect on ridership
- Interline routes
 - Provide one-seat rides to downtown and midtown hubs

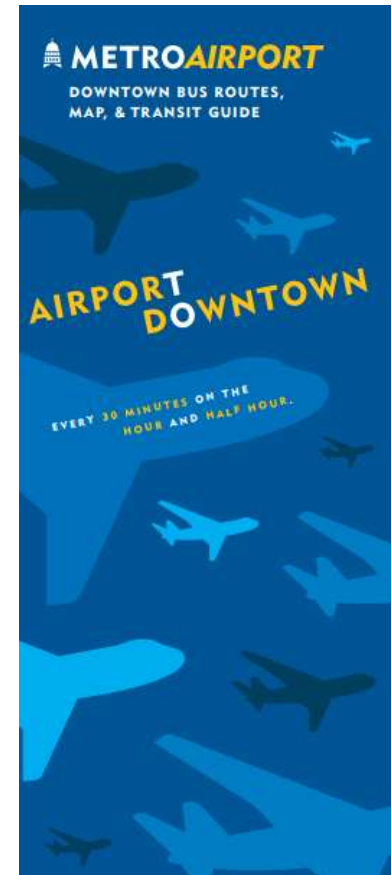


Strategies to Attract More Choice Riders

- Emphasize express service to airport
 - Consider unique branding



- Integrate vanpools into CATA brand
 - Test new markets
 - Increase awareness of CATA services



Vanpools

- Low cost, quick win for longer distance commuting
 - Currently available through State program, but awareness is low
- Central Arkansas residents equate transit with CATA
 - Partner with State for joint marketing of vanpools
 - CATA fills mobility coordination role
 - Vanpool program can boost CATA's NTD ridership numbers



Re-Branding Process



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MetroPlan

Regional Transit Project Priorities

- Bus Project
- Street Car Project
- Light Rail Project
- Commuter Rail Project
- Highest Tier
- Medium Tier
- Long Term Tier

