



Service Investment Opportunities

**Coordinating Committee Meeting
November 18, 2013**

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

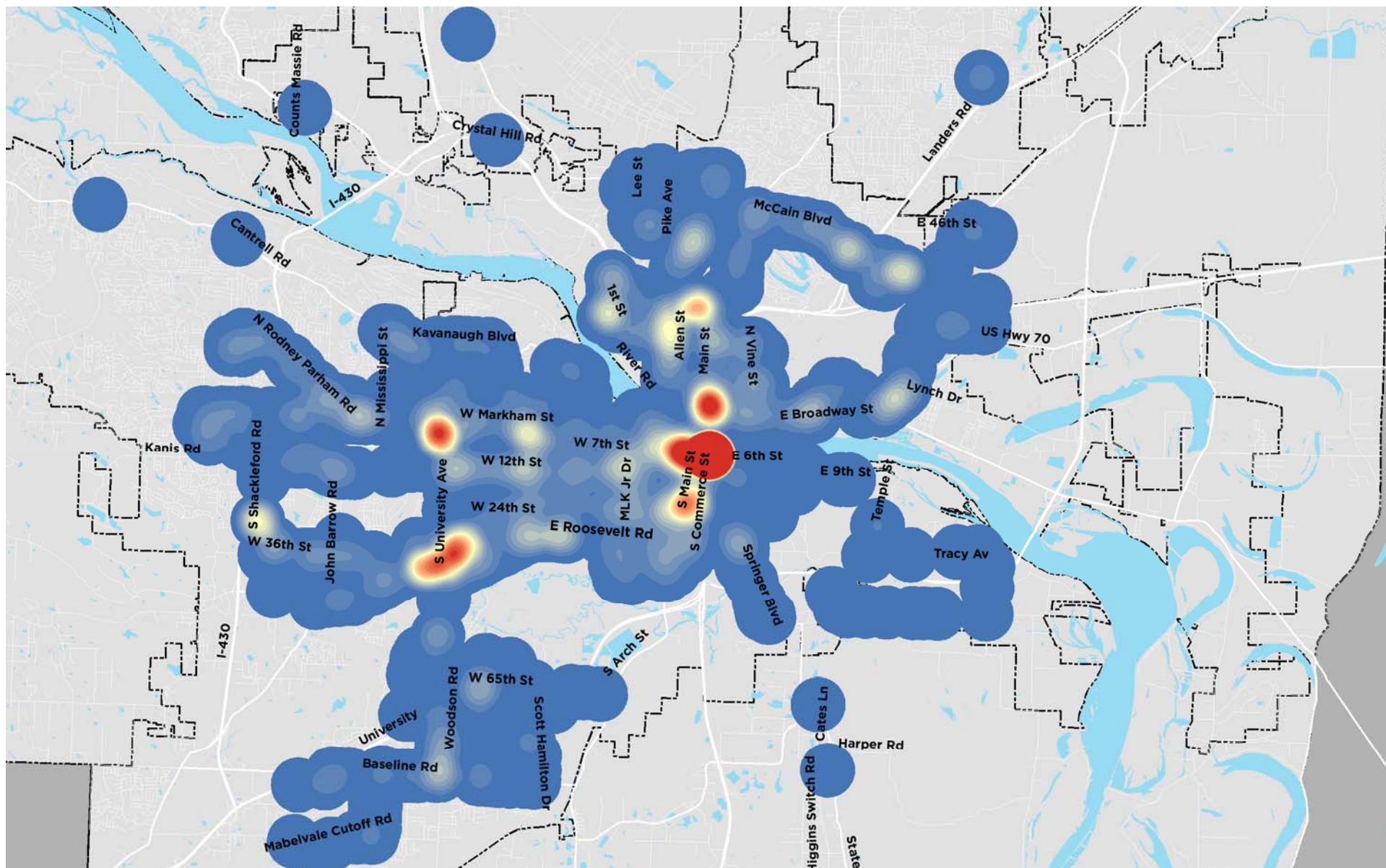
Strategic Approach

- 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

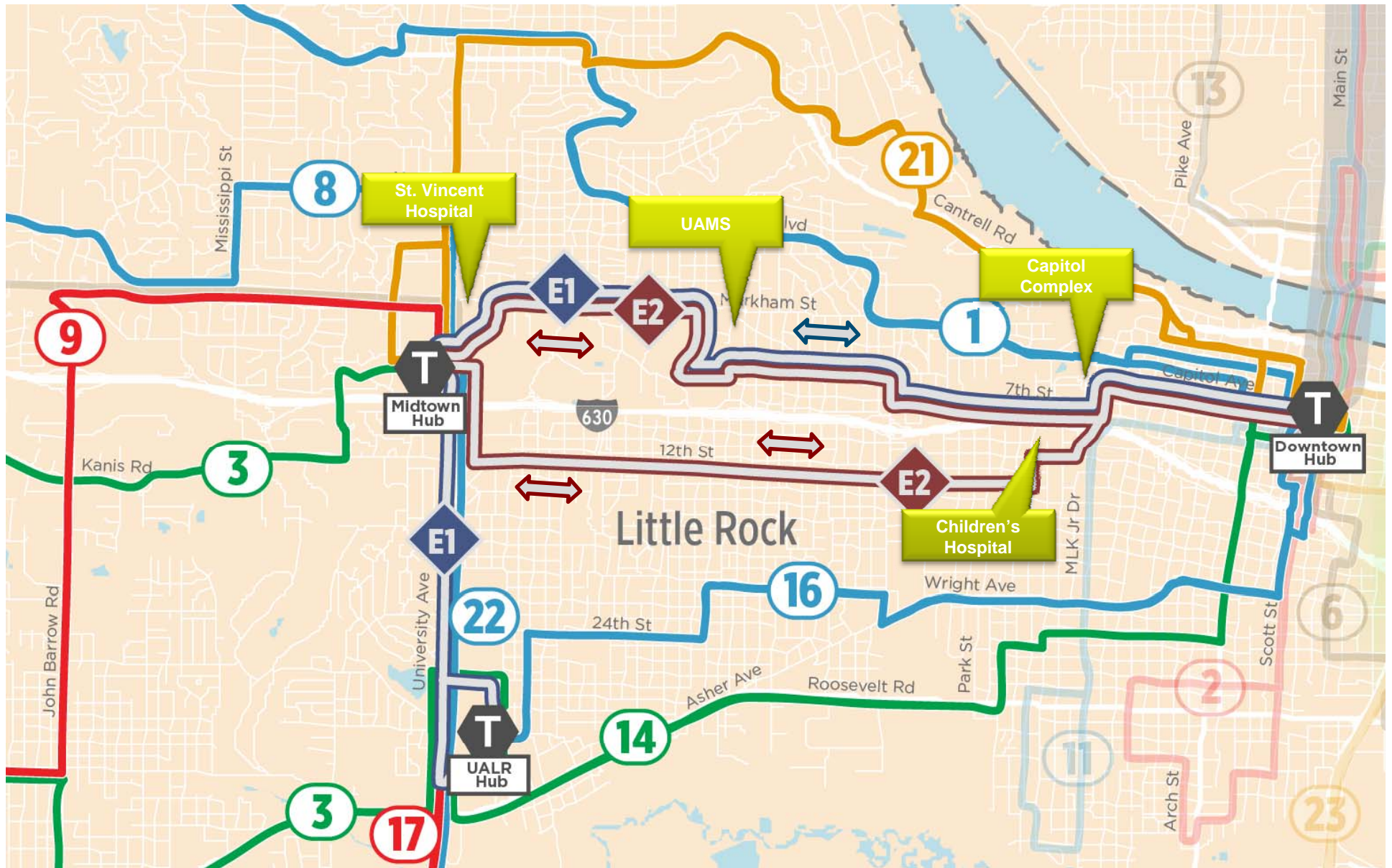


Enhanced Service Corridors

- 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

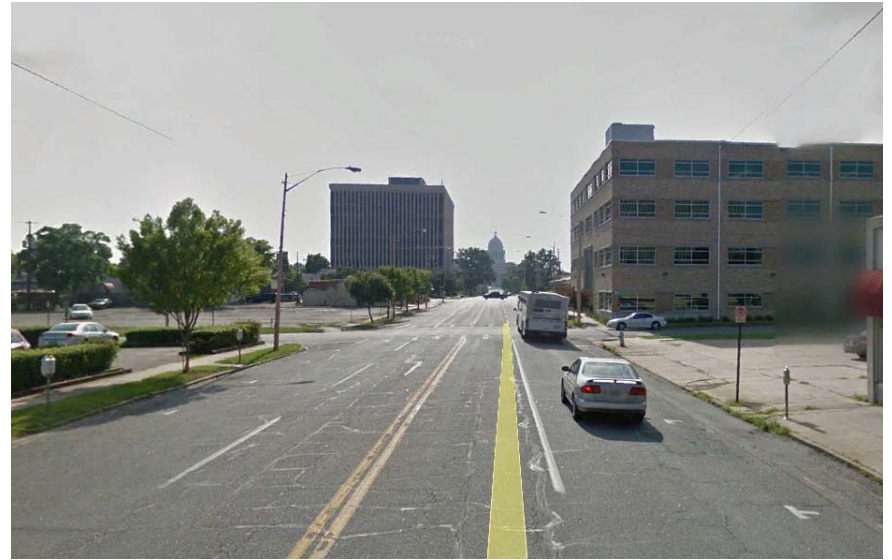
- Anchor enhanced service with transit hubs
 - Transit hub in each activity center





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



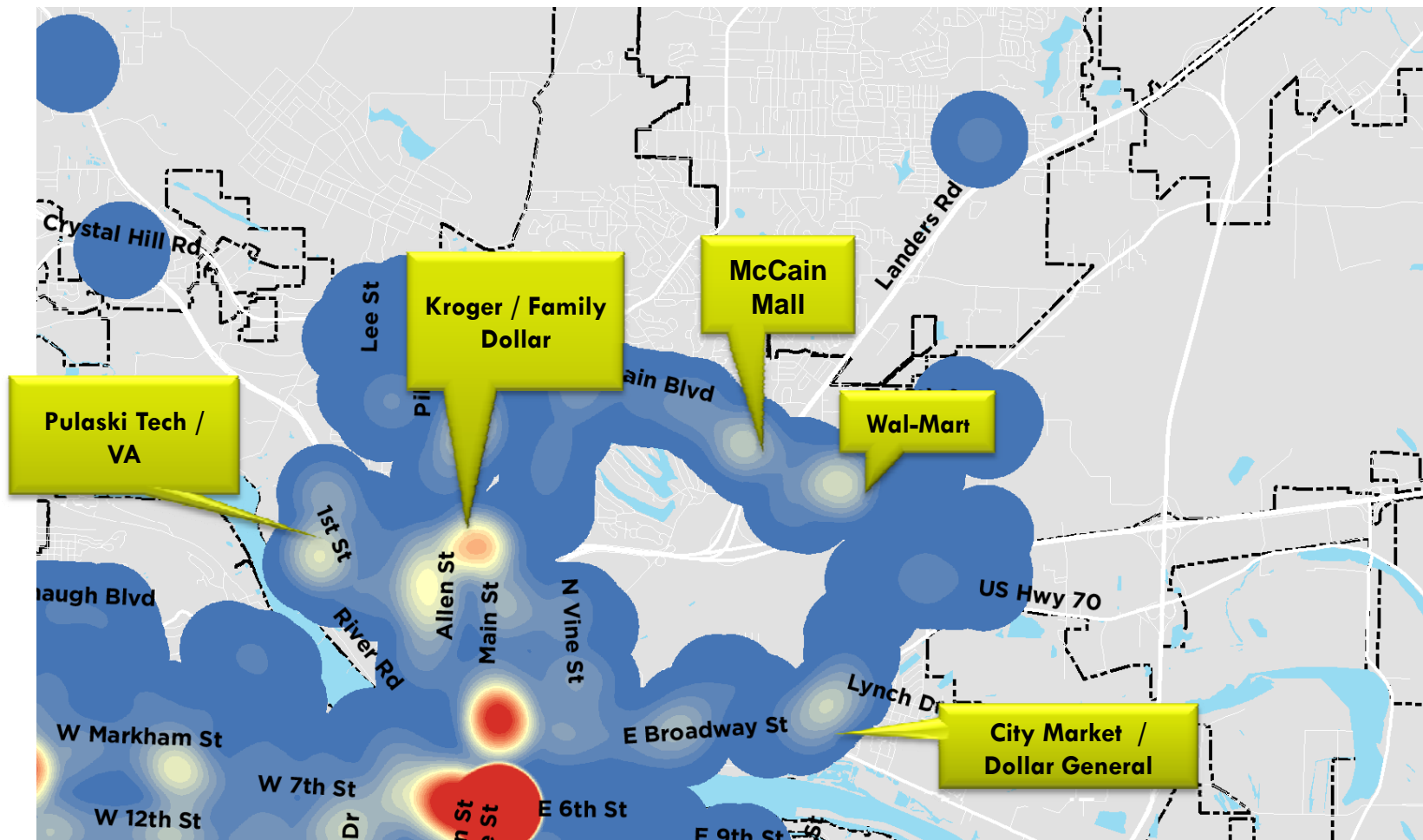
Cost Comparison – BRT v. Streetcar

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

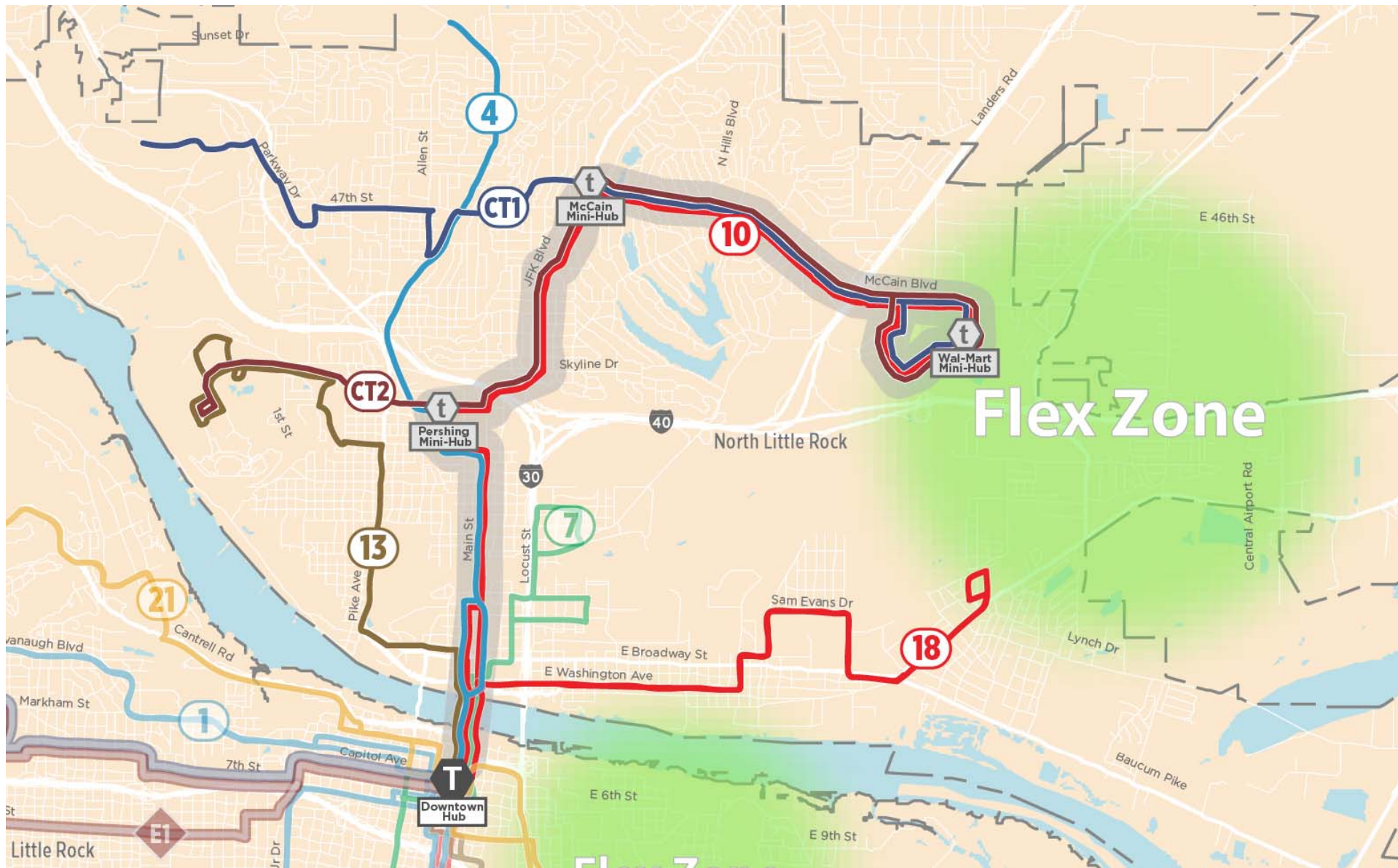
- Frequent Service
- Grid Network
- Mini-Hubs/Superstops

North Little Rock



North Little Rock Network

- Increase service on high ridership routes
 - Pulaski Tech
 - McCain Mall
 - McAlmont
- 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
- Introduce Flex Zone
 - Flex or on-call zones anchored at Wal-Mart mini-hub



North Little Rock Network



Express Network

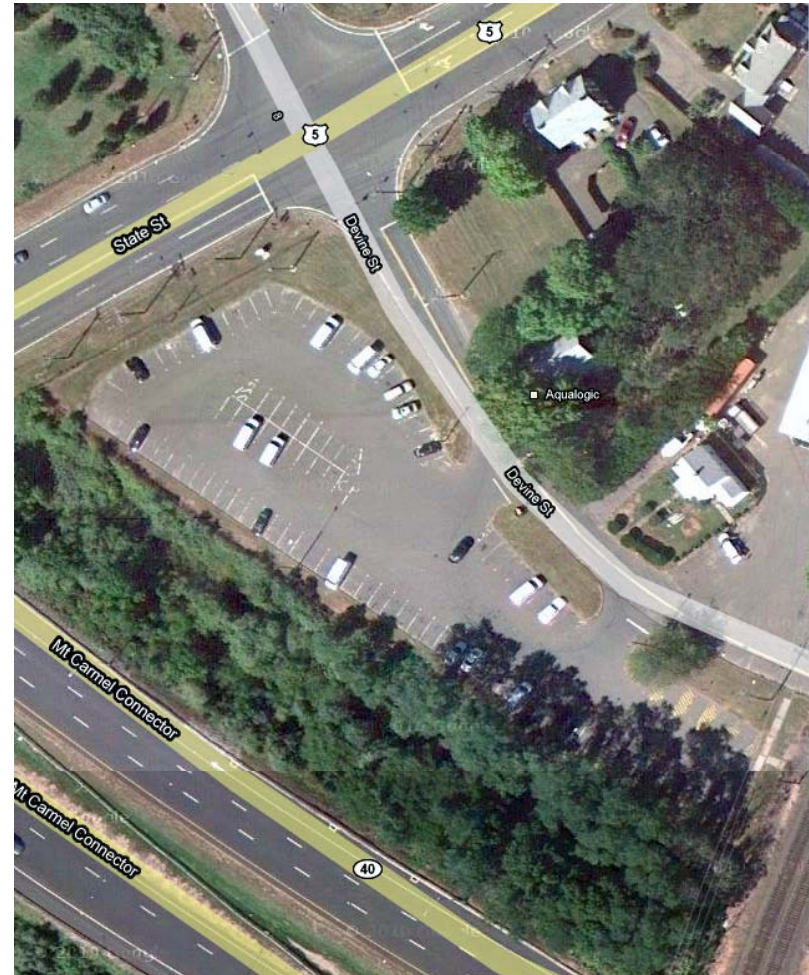
- Link to Hubs and Mini-hubs
- Support with park and ride lots
- Add mid-day trip

Express Bus Network

- Add mid-day trip
- Emphasize express service to airport
- Interline routes
- Identify park-and-ride opportunities



Dedicated and Shared Use Park and Ride

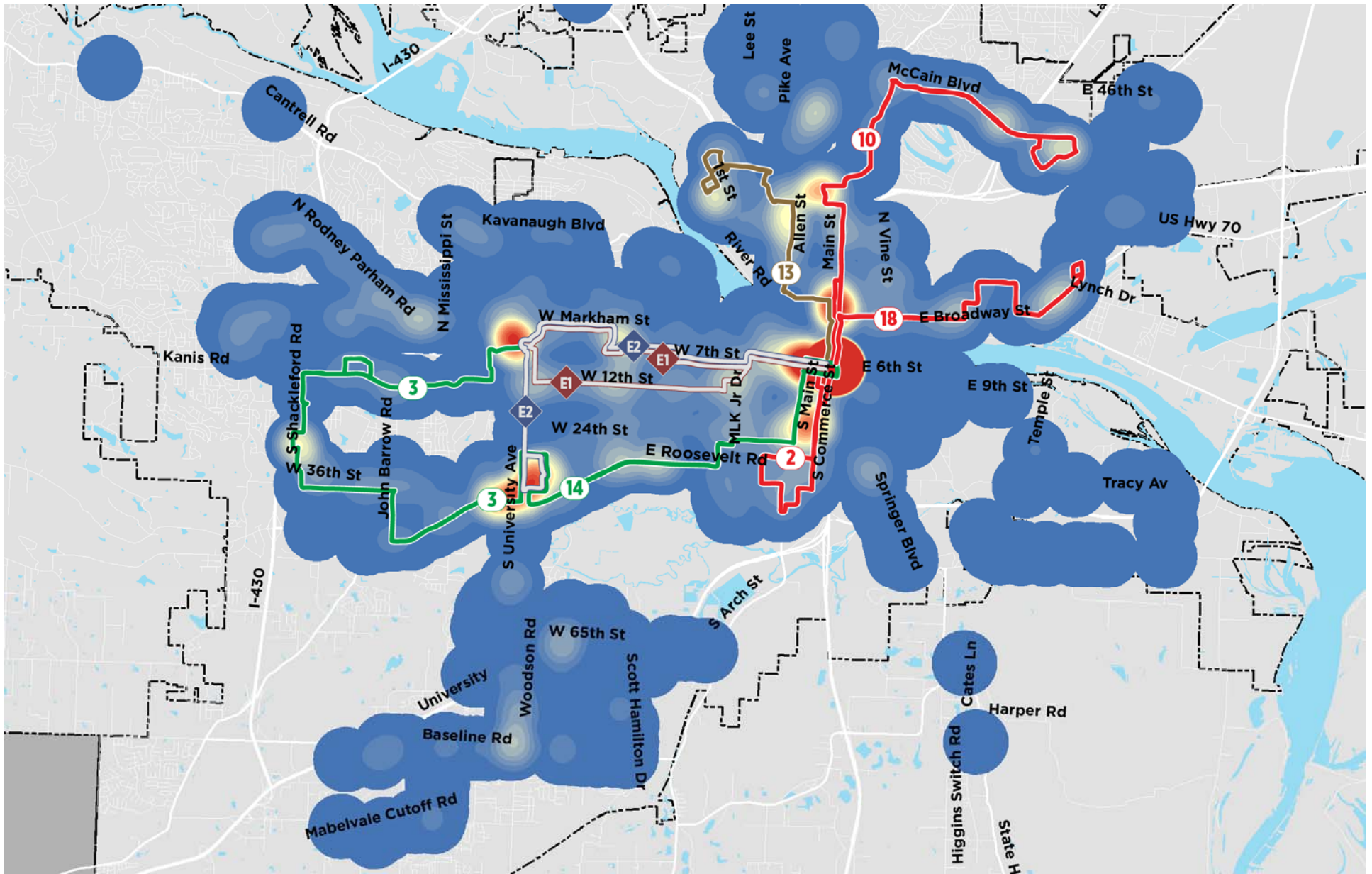


Local Service Network

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

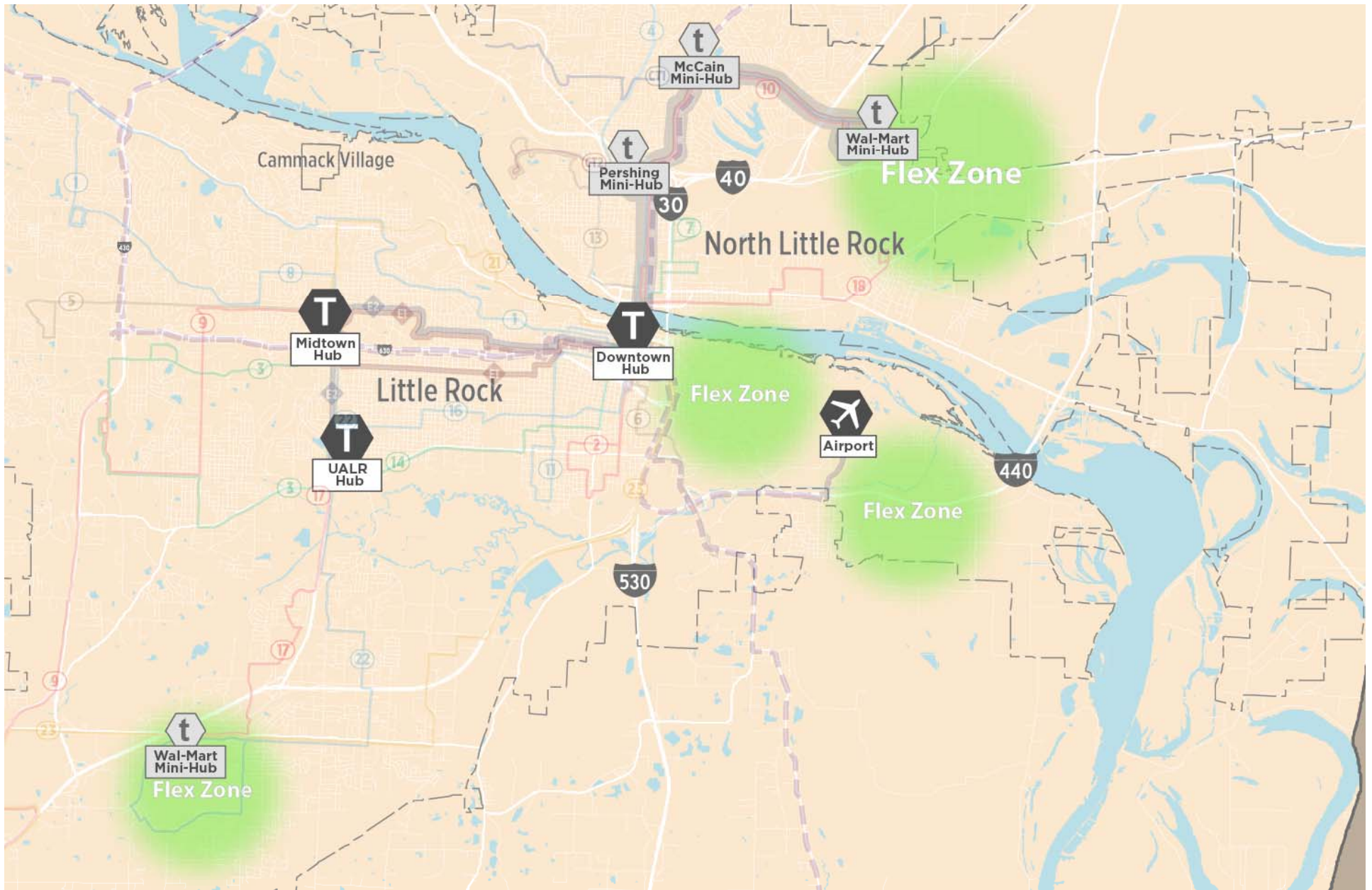
Other Service Improvement Concepts

- 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
 - Higher ridership routes become 30 minute routes
 - Transition to clock-face service frequencies
 - 35 minute to 30 minute routes
 - Requires finding efficiencies in individual routes
 - Lower ridership routes become 60 minute services



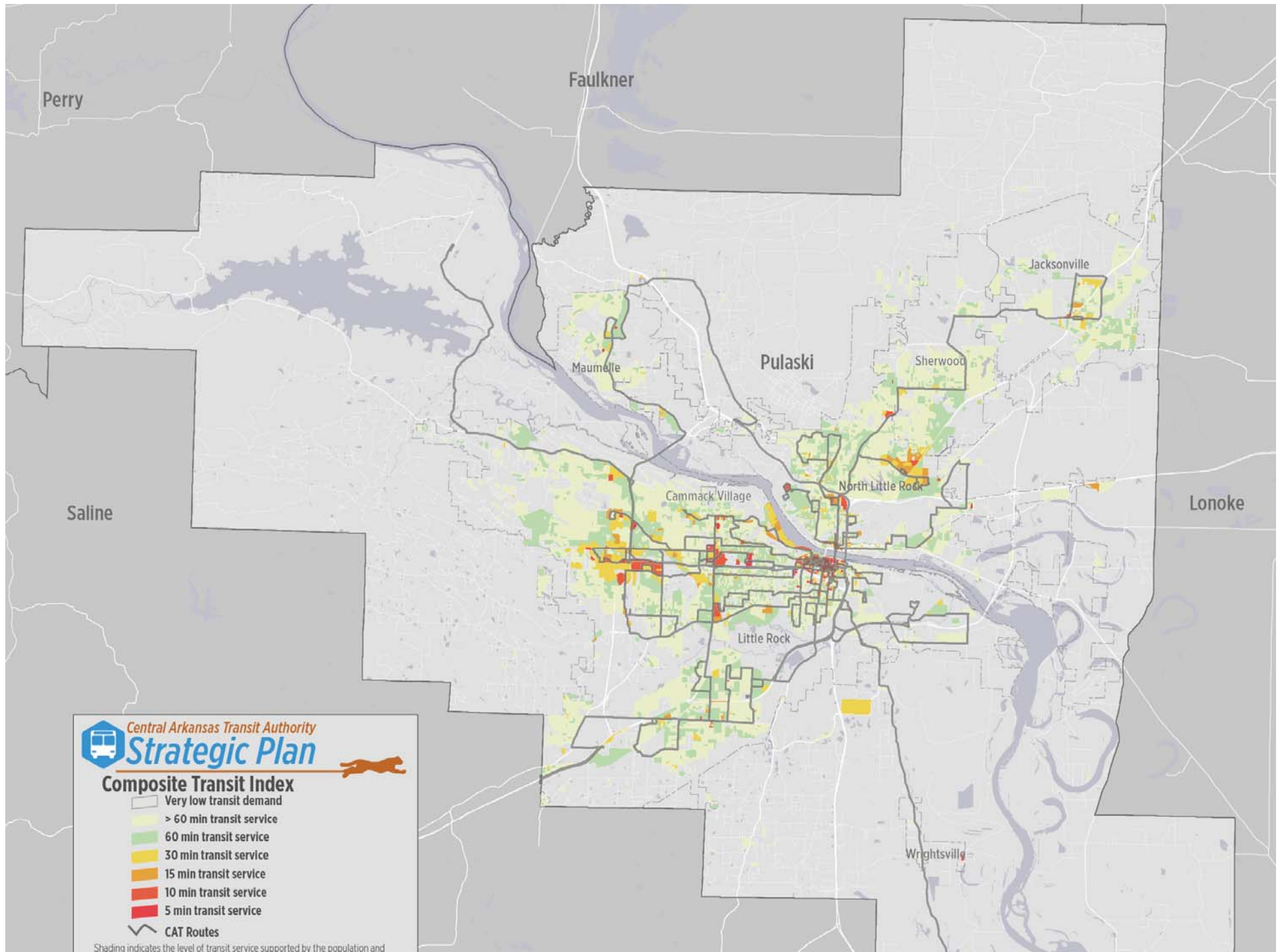
Flex Service / Community Shuttles

- Low density/High need areas
 - Urban / suburban flex services
 - On-call service
 - 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



Flex Service / Community Shuttles

- Demographic and land-use analyses suggest immediate service expansion opportunities exist in:
 - Far west Little Rock
 - Maumelle
 - Sherwood
 - Jacksonville
- Phased service implementation, tied to service standards and service performance should be considered



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





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 role
 - Vanpool program can boost CATA's NTD ridership numbers





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