17 Mabelvale / Downtown

Route 17 is a radial route that serves downtown Little Rock and the Walmart near Baseline Road. Route 17 serves numerous major activity centers, including Walmart, the Bess Chisum Stephens Community Center, the University of Arkansas at Little Rock, University Shopping Center, Village Shopping Center, the Arkansas State Capitol and Arkansas Children's Hospital.

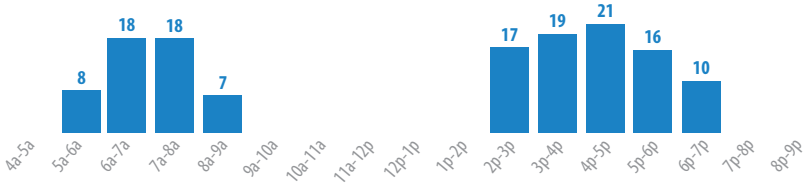
SERVICE PATTERNS: Most Route 17 trips operate from the River Cities Travel Center to the Walmart near Baseline Road. These trips travel along 7th Street, University Avenue and Geyer Springs Road, with a terminal clockwise loop. A few trips operate more direct inbound service during the midday and PM peak, bypassing the Meadowcliff neighborhood and 7th Street. There are opportunities to transfer to Route 23 at Walmart 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 a.m. until 2:07 p.m. (on Saturdays and Sundays, Route 22 covers much of the Route 17 service area).

	Span of Service	Typical Headway (minutes)	One-Way Trips
Weekdays	5:03 a.m.-6:20 p.m.		19
Early AM	Before 6:15 a.m.	35	5
AM Peak	6:15-8:15 a.m.	55	4
Midday	8:15 a.m.-3:15 p.m.	41	3
PM Peak	3:15-6:15 p.m.	60	6
Evening/Night	6:15 p.m. and Later	–	1
Saturdays	–	–	–
Sundays	–	–	–

RIDERSHIP: Route 17's ridership is low relative to other METRO routes, with 229 passengers per weekday. Ridership is highest during the afternoon commute times (4 to 5 p.m.), with a smaller peak in the morning.

Weekday Passengers Per Hour:



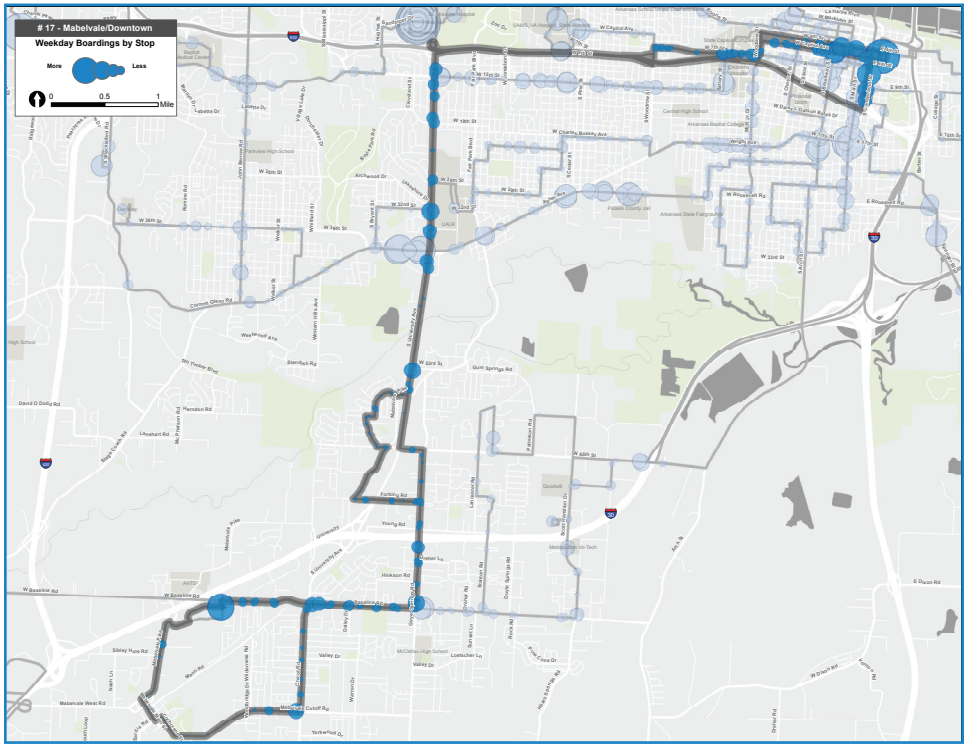
PERFORMANCE: Route 17 performs poorly in terms of riders per revenue vehicle hour, but is relatively strong in terms of riders per trip:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	229	15	–	–	–	–
Riders per Revenue Vehicle	12.9	16	–	–	–	–
Rider/Trip	12.0	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 20th – L-shaped pattern with loop
Average Speed (mph)	17.8	Ranked 8th – Portion of service along I-630
Stop Spacing (stops per mile)	4.5	Ranked 7th – Well spaced
Schedule Convenience (best headway)	35	Large gap in midday service
Schedule Regularity	Very Irregular	No consistency all day in headways



STRENGTHS, 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 Arkansas State Capitol.

WEAKNESSES:

- Route 17 does not serve a unique or well-defined market.
- Route 17 competes with Route 23 on service to downtown.

OPPORTUNITIES:

- Consider using Route 17 to operate express service to the Walmart on Baseline Road.

Rock Region | METRO