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/](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

- Under 16: 0.0%
- 16-18: 0.0%
- 19-24: 3.3%
- 25-34: 10.8%
- 35-44: 18.5%
- 45-54: 26.5%
- 55-64: 37.8%
- 65-74: 2.8%
- 75+: 0.5%
Voter Poll – Response Profile - Sex

- Female: 53.4%
- Male: 46.6%
Voter Poll – Response Profile - Race

- Caucasian: 74.1%
- African American: 24.6%
- Hispanic: 1.0%
- Asian: 0.3%
- Other: 0.0%
Voter Poll – Respondent Profile – Political Affiliation

Democrat: 45.0%
Republican: 20.5%
Libertarian: 3.0%
Independent: 21.5%
Other: 4.3%
No Answer: 5.8%
Voter Poll – Respondent Profile – Education

- Some High School: 2.3%
- High School Graduate: 20.0%
- Some College: 26.5%
- College Graduate: 30.8%
- Graduate / Advanced Degree: 19.5%
- No Answer: 1.0%
Voter Poll – Results – Pulaski County

- Right Track: 60.3%
- Wrong Track: 23.5%
- No Opinion: 16.3%
Voter Poll – Results – Impressions of CATA

- Favorable: 53.4%
- Neutral: 38.8%
- Unfavorable: 7.8%
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
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

<table>
<thead>
<tr>
<th>Projections</th>
<th>BRT</th>
<th>Streetcar</th>
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<tbody>
<tr>
<td>Construction Cost</td>
<td>$35 million / mile</td>
<td>$60 million / mile</td>
</tr>
<tr>
<td>Vehicle Cost</td>
<td>$500,000 - $2 million</td>
<td>$4.5 million</td>
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<tr>
<td>Operating Cost</td>
<td>$95 per hour</td>
<td>$112 per hour</td>
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<tr>
<td>Ridership</td>
<td>35 passengers per revenue hour</td>
<td>40 passengers per revenue hour</td>
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<tr>
<td>Economic Impact</td>
<td>Medium</td>
<td>High</td>
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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 affect 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