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

<table>
<thead>
<tr>
<th>Projections</th>
<th>BRT</th>
<th>Streetcar</th>
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</thead>
<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>
</tr>
<tr>
<td>Operating Cost</td>
<td>$95 per hour</td>
<td>$112 per hour</td>
</tr>
<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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</tbody>
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North Little Rock

- Frequent Service
- Grid Network
- Mini-Hubs/Superstops
North Little Rock

- Kroger / Family Dollar
- McCain Mall
- Wal-Mart
- City Market / Dollar General
- Pulaski Tech / VA
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
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