

# Presidential Center/East 6th Street

Route 12 is a radial route that serves neighborhoods east and southeast of downtown Little Rock. It is designed primarily to provide coverage and connections to the Clinton Presidential Center, Heifer International and East Little Rock Recreation Center.

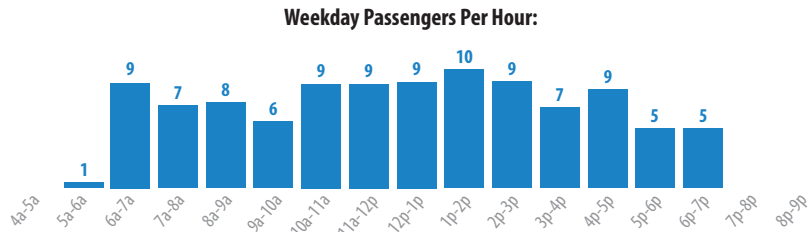


**SERVICE PATTERNS:** Route 12 has a single operating pattern that travels from the River Cities Travel Center to 21st and Security Streets. Buses travel primarily along 6th Street, Townsend, 11th Street, College Street and 15th Street. Transfers are only available in downtown Little Rock.

**SCHEDULE:** Service operates on weekdays and Saturdays.

	Span of Service	Typical Headway (minutes)	One-Way Trips
<b>Weekdays</b>	5:49 a.m.-6:36 p.m.		39
Early AM	Before 6:15 a.m.	36	2
AM Peak	6:15-8:15 a.m.	40	6
Midday	8:15 a.m.-3:15 p.m.	40	21
PM Peak	3:15-6:15 p.m.	44	8
Evening/Night	6:15 p.m. and Later	–	2
<b>Saturdays</b>	5:49 a.m.-6:36 p.m.	40	39
<b>Sundays</b>	–	–	–

**RIDERSHIP:** Route 12 is one of METRO's lowest performing routes in terms of ridership. Ridership is relatively consistent throughout the day.



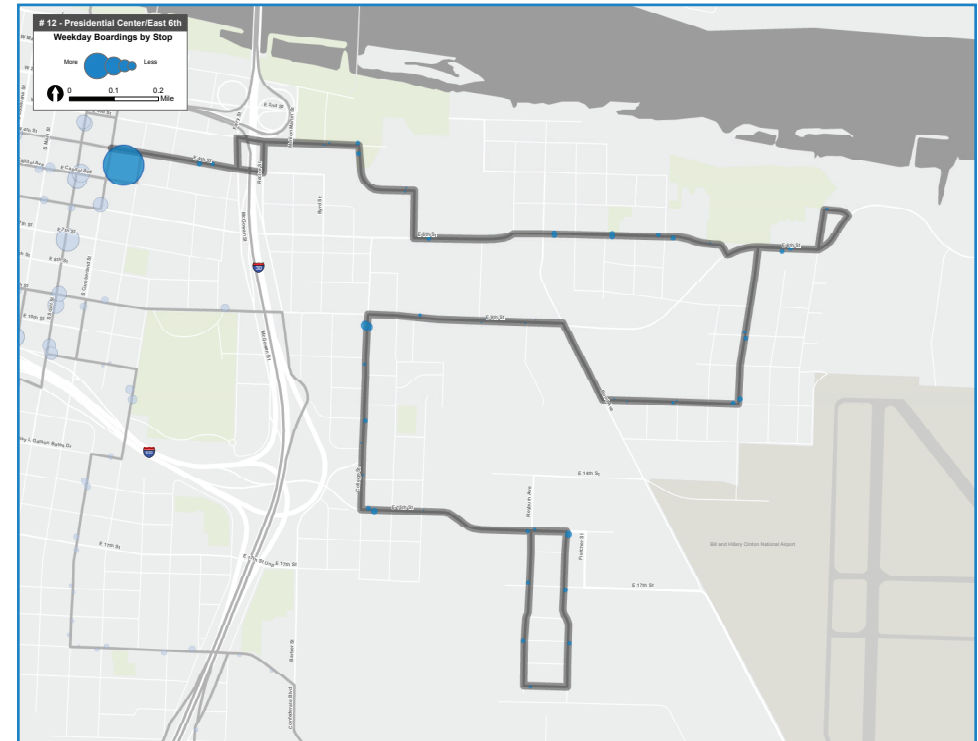
**PERFORMANCE:** Route 12 is a low-performing route in all categories measured.

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
<b>Ridership</b>	114	21	76	20	–	–
<b>Riders per Revenue Vehicle</b>	8.8	23	5.8	21	–	–
<b>Rider/Trip</b>	2.9	26	1.9	22	–	–

Weekday rank is of 26 routes; Saturday, of 22 routes; and Sunday, of 13 routes

**SERVICE DESIGN:**

	Value	Comment
<b>Directness (end-to-end vs. most direct route)</b>	2.1	Ranked 25th – Indirect coverage oriented route
<b>Average Speed (mph)</b>	15.0	Ranked 11th – Fast service
<b>Stop Spacing (stops per mile)</b>	6.1	Ranked 16th – Frequent stops
<b>Schedule Convenience (best headway)</b>	36	Typically 40+ minutes
<b>Schedule Regularity</b>	Fairly Regular	Minor inconsistency during peaks



## STRENGTHS, WEAKNESSES AND OPPORTUNITIES

**STRENGTHS:**

- Route 12 provides connections to neighborhoods and employment sites between downtown and 21st and Security Streets.

**WEAKNESSES:**

- Route 12 is complicated and difficult to understand and use. The alignment is circuitous and service has irregular schedule.
- Route 12 serves a low-density environment that has become more industrial, including airport-related activity, and less residential.

**OPPORTUNITIES:**

- Replace Route 20 service to airport by serving this area on Route 12, with stops near downtown hotels along the way. This move consolidates high-tourism stops along the same route.