SERVICE PATTERNS: All service operates end to end from the River Cities Travel Center to the Pulaski Technical College South Campus, primarily along I-30, Scott Hamilton Drive and Baseline Road. There are opportunities to transfer to Routes 17 and 22 at Walmart near Baseline Road and Route 15 at 69th Street and Scott Hamilton Drive.

SCHEDULE: Service operates on weekdays, Saturdays and Sundays.

<table>
<thead>
<tr>
<th>Span of Service</th>
<th>Typical Headway (minutes)</th>
<th>One-Way Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekdays</td>
<td>5:33 a.m. - 8 p.m.</td>
<td>32</td>
</tr>
<tr>
<td>Early AM</td>
<td>Before 6:15 a.m.</td>
<td>55</td>
</tr>
<tr>
<td>AM Peak</td>
<td>6:15 - 8:15 a.m.</td>
<td>55</td>
</tr>
<tr>
<td>Midday</td>
<td>8:15 a.m. - 3:15 p.m.</td>
<td>55</td>
</tr>
<tr>
<td>PM Peak</td>
<td>3:15 - 6:15 p.m.</td>
<td>60</td>
</tr>
<tr>
<td>Evening/Later</td>
<td>6:15 p.m. and Later</td>
<td>65</td>
</tr>
<tr>
<td>Saturdays</td>
<td>5:33 a.m. - 6:20 p.m.</td>
<td>55</td>
</tr>
<tr>
<td>Sundays</td>
<td>9:15 a.m. - 4 p.m.</td>
<td>45</td>
</tr>
</tbody>
</table>

RIDERSHIP and PERFORMANCE: Route 23 performs well in terms of ridership and riders per trip. Long trip lengths make the route less productive in terms of riders per revenue vehicle hour.

<table>
<thead>
<tr>
<th>Weekday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ridership</td>
<td>389</td>
<td>267</td>
</tr>
<tr>
<td>Riders per Revenue Vehicle</td>
<td>13.7</td>
<td>10.4</td>
</tr>
<tr>
<td>Rider/Trip</td>
<td>12.2</td>
<td>7.2</td>
</tr>
</tbody>
</table>

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

SERVICE DESIGN:

<table>
<thead>
<tr>
<th>Value</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.2</td>
<td>Ranked 19th – Slight snaking pattern</td>
</tr>
<tr>
<td>21.9</td>
<td>Ranked 6th – Portion of route travels along I-30</td>
</tr>
<tr>
<td>2.8</td>
<td>Ranked 6th – No stops along I-30</td>
</tr>
<tr>
<td>55</td>
<td>Slight drop in evening</td>
</tr>
</tbody>
</table>

STRENGTHS, WEAKNESSES AND OPPORTUNITIES

STRENGTHS:

- Route 23 serves a variety of strong anchors and key destinations, including the Walmart on Baseline Road and the Pulaski Technical College South Campus.
- Ridership is relatively strong, ranking in the Top 10 of METRO bus routes on all service days.

WEAKNESSES:

- Service is infrequent.
- Location of the Pulaski Technical College South Campus along the I-30 service road requires somewhat circuitous routing due to lack of arterial road access.

OPPORTUNITIES:

- Consider dropping frequency to 60 minutes to operate on clockface headways.