

West Central / John Barrow Road

Route 9 is a crosstown route that operates between Midtown Target and Colonel Glenn Road. The route serves Brady Elementary School, Parkview Arts and Sciences Magnet High School and Romine Elementary School, as well as The Cottages housing community. Route 9 is a newer route, launched in 2013.

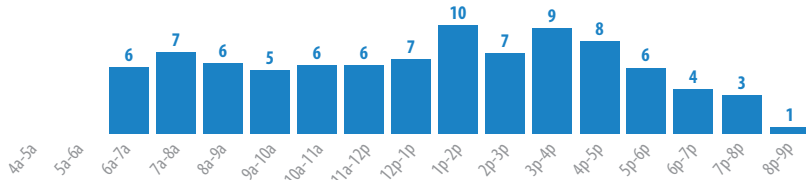


SERVICE PATTERNS: All service operates along a consistent alignment from the Midtown Target to Colonel Glenn and John Barrow Roads, primarily along Markham Street, John Barrow Road, Colonel Glenn Road and 36th Street. Route 9 includes a large clockwise terminal loop. There are opportunities to transfer to Routes 3, 5, 21 and 22 at the Midtown Target and to Route 14 at The Cottages on 36th Street.

SCHEDULE: Service operates with hourly service on weekdays and Saturdays (on Sundays, Routes 5 and 14 operate along part of the service area).

	Span of Service	Typical Headway (minutes)	One-Way Trips
Weekdays	6:02 a.m.-8:22 p.m.		30
Early AM	Before 6:15 a.m.	60	1
AM Peak	6:15-8:15 a.m.	60	4
Midday	8:15 a.m.-3:15 p.m.	60	14
PM Peak	3:15-6:15 p.m.	60	8
Evening/Night	6:15 p.m. and Later	60	5
Saturdays	6:02 a.m.-6:22 p.m.	60	26
Sundays	—	—	—

Weekday Passengers Per Hour:



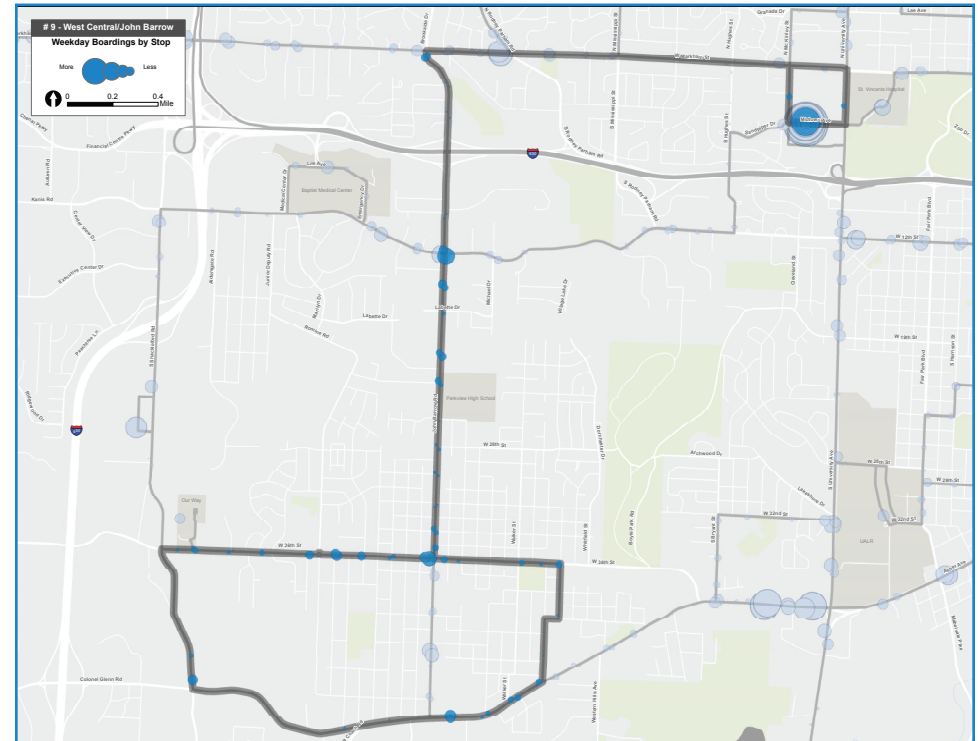
RIDERSHIP and PERFORMANCE: Route 9 is among the lowest performing routes in the network, carrying only seven passengers per hour and 3.4 per trip.

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	101	22	63	22	—	—
Riders per Revenue Vehicle	7.1	25	5.0	22	—	—
Rider/Trip	3.4	25	2.4	21	—	—

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)	1.6	Ranked 22nd – L-shaped service with large loop
Average Speed (mph)	15.1	Ranked 10th – Relatively fast
Stop Spacing (stops per mile)	5.9	Ranked 15th – Average
Schedule Convenience (best headway)	60	Outbound service on clockface
Schedule Regularity	Very Regular	Consistent all day



STRENGTHS, WEAKNESSES AND OPPORTUNITIES

STRENGTHS:

- Service design is simple and straightforward.
- Route 9 serves a unique market, providing north-south service along John Barrow Road.

WEAKNESSES:

- Route 9 is the least productive route in the system for weekdays and Saturdays
- John Barrow Road is a relatively low-density population and employment corridor.
- Route 9 lacks a strong anchor on its southern end, and competes with Route 14, which provides less direct but more frequent service to the Midtown area.

OPPORTUNITIES:

- To attract riders, Route 9 needs a strong southern anchor such as Walmart. A limited stop route connecting Walmart at Shackleford Crossings and the Cottages before continuing on to Midtown Target may prove more productive than the current route.