

Baptist Medical Center

Route 3 is a radial route that links downtown Little Rock with several key destinations, including the federal courthouse, the Bess Chisum Stephens Community Center, Arkansas Heart Hospital, Arkansas Children's Hospital, Baptist Medical Center, Doctors Building, Midtown Target and the Walmart at Shackleford Crossings.

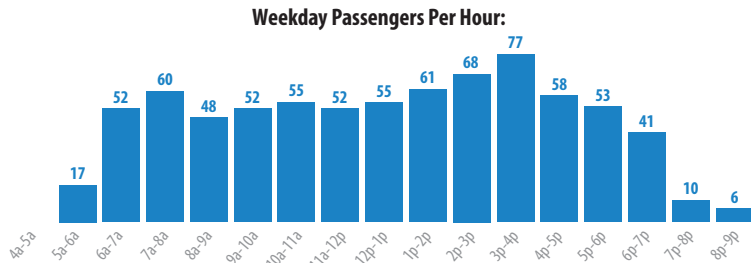


SERVICE PATTERNS: All service operates along a consistent alignment from the River Cities Travel Center to the Walmart at Shackleford Crossings, primarily along Capitol Avenue, 12th Street, Kanis Road, and Shackleford Road. Passengers can transfer to routes 5, 8, 9, and 22 at the Midtown Target on Midtown Avenue and Routes 9 and 14 at Walmart at Shackleford Crossings. Outbound service is interlined with Route 14 at the Walmart at Shackleford Crossings, while inbound service interlines with Route 14 at the River Cities Travel Center.

SCHEDULE: Service operates on weekdays, Saturdays and Sundays.

	Span of Service	Typical Headway (minutes)	One-Way Trips
Weekdays	5:20 a.m.-8:45 p.m.		51
Early AM	Before 6:15 a.m.	30	3
AM Peak	6:15-8:15 a.m.	35	7
Midday	8:15 a.m.-3:15 p.m.	35	24
PM Peak	3:15-6:15 p.m.	35	10
Evening/Night	6:15 p.m. and Later	40	7
Saturdays	5:20 a.m. - 7:06 p.m.	35	47
Sundays	9:13 a.m.-4:43 p.m.	45	21

RIDERSHIP: Route 3 is METRO's fourth highest ridership route, with 847 passengers per weekday. Ridership is highest during the late afternoon hours from 1 p.m. to 5 p.m.



Represents weekday ridership from Nov. 1, 2016 to April 30, 2017.

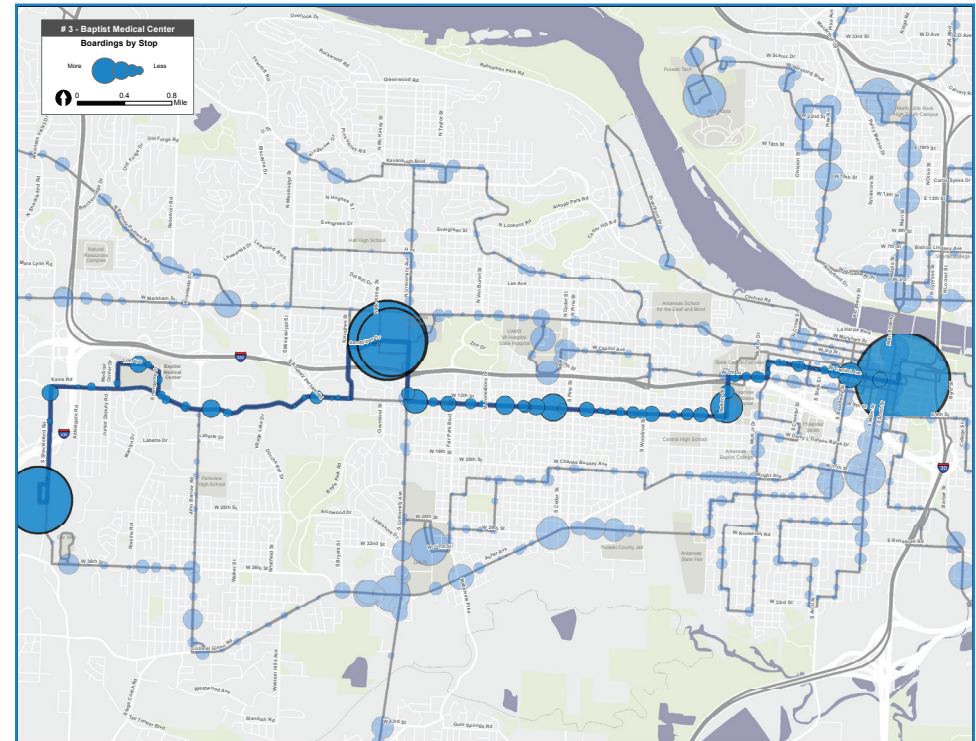
PERFORMANCE: Route 3 is in the top third of METRO routes in terms of weekday riders per revenue vehicle hour and 3rd for riders per trip. Ridership is relatively high as compared to other METRO services.

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	917	1	501	3	180	3
Riders per Revenue Vehicle	21.4	4	12.9	7	14.3	4
Rider/Trip	16.6	4	12.3	4	10.6	5

Weekday rank is of 25 routes; Saturday, of 21 routes; and Sunday, of 13 routes. Ridership from Nov. 1, 2016 to April 30, 2017 is represented.

SERVICE DESIGN:

	Value	Comment
Directness (end-to-end vs. most direct route)	1.2	Ranked 17th – Small terminus hook pattern
Average Speed (mph)	13.1	Ranked 17th – Due to frequent stops
Stop Spacing (stops per mile)	6.4	Ranked 19th – Frequent
Schedule Convenience (best headway)	30	Typically 35 minutes
Schedule Regularity	Very Regular	Variation in early AM and evening



STRENGTHS, WEAKNESSES AND OPPORTUNITIES

STRENGTHS:

- Service is relatively direct and easy to understand.
- Route has strong anchors (downtown and Walmart) and a mix of destinations that generate steady ridership.

WEAKNESSES:

- Non-clockface service frequency (35-minute headways).
- Stops are closely spaced which may impact travel time and on-time performance.

OPPORTUNITIES:

- Consolidate stops to make service faster and increase on-time performance.