

# Shorter College

Route 7 is a radial route operating between downtown Little Rock and 13th and Walnut Streets in North Little Rock. Route 7 provides connections to destinations in North Little Rock including North Little Rock City Hall, Eastgate Terrace Housing Project, Verizon Arena and Shorter College.



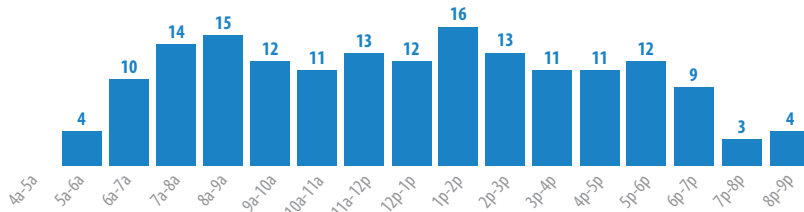
**SERVICE PATTERNS:** Route 7 operates varying inbound and outbound alignments. From the River Cities Travel Center, the route travels to 13th and Walnut Streets in North Little Rock, primarily along Scott Street, Olive Street, and Locust Street. The route has multiple one-way directional patterns, including a northern terminus loop. The primary transfer opportunity is at the River Cities Travel Center.

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

	Span of Service	Typical Headway (minutes)	One-Way Trips
<b>Weekdays</b>	5:55 a.m.–8:19 p.m.		49
Early AM	Before 6:15 a.m.	35	2
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	45	6
<b>Saturdays</b>	5:55 a.m.–6:38 p.m.	35	45
<b>Sundays</b>	–	–	–

**RIDERSHIP:** Route 7 carries fewer riders as compared with other METRO routes. Ridership is steady throughout the day.

**Weekday Passengers Per Hour:**



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

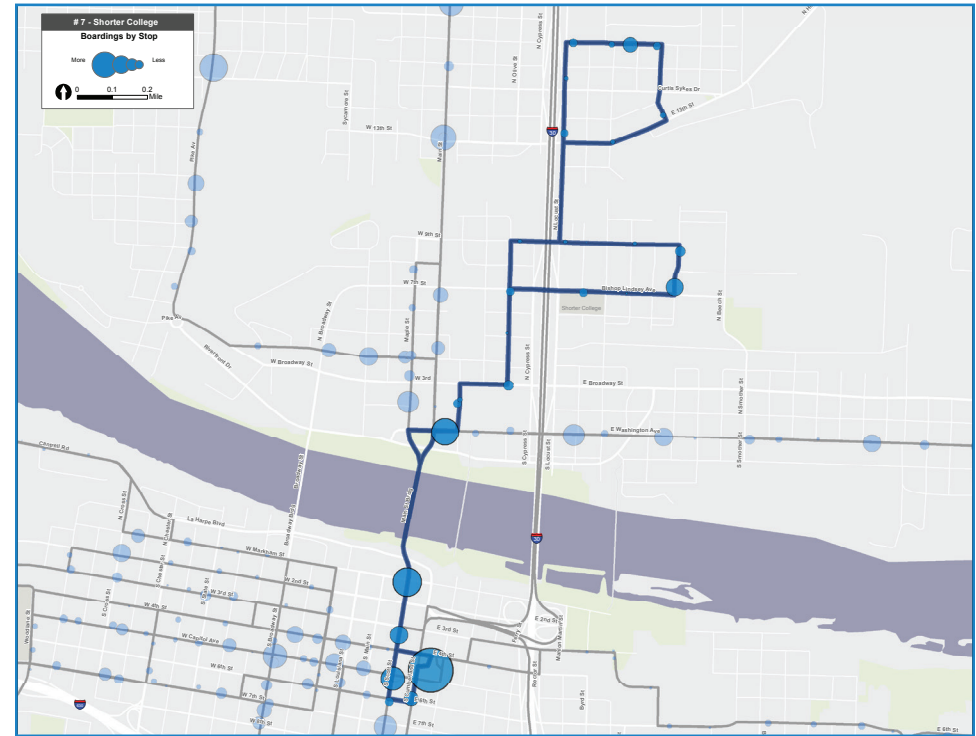
**PERFORMANCE:** Route 7 is not one of METRO's strongest performing routes.

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
<b>Ridership</b>	177	16	92	16	–	–
<b>Riders per Revenue Vehicle</b>	12.2	12	7.1	15	–	–
<b>Rider/Trip</b>	4.5	21	3.5	18	–	–

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
<b>Directness (end-to-end vs. most direct route)</b>	1.2	Ranked 14th – Loop and one-way patterns
<b>Average Speed (mph)</b>	10.5	Ranked 25th – Slowest route in system
<b>Stop Spacing (stops per mile)</b>	6	Ranked 17th – Frequent
<b>Schedule Convenience (best headway)</b>	35	Difficult to memorize start times
<b>Schedule Regularity</b>	Very Regular	Frequency drops in evening



## STRENGTHS, WEAKNESSES AND OPPORTUNITIES

**STRENGTHS:**

- Route serves high-need, low-income communities in North Little Rock.

**WEAKNESSES:**

- Route is indirect with mid-route and terminal loop.
- Ridership is low relative to other METRO services.

**OPPORTUNITIES:**

- Realign route to operate out and back along same road; this will reduce travel time and simplify the route.
- Reduce span of service to improve overall ridership productivity.