

West Central / John Barrow Road

Route 9 is a crosstown route that operates between Midtown Target and Shackleford Crossings. 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.

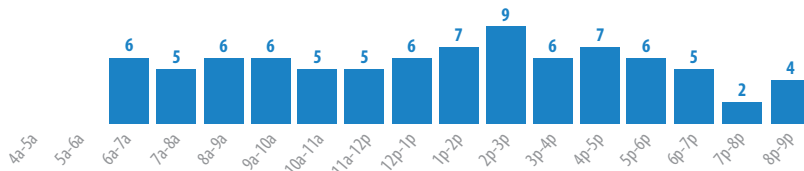


SERVICE PATTERNS: All service operates along a consistent alignment from the Midtown Target to 12 Street/Kanis and John Barrow Roads, primarily along 12th Street, Kanis, John Barrow Road and 36th Street. There are opportunities to transfer to Routes 3, 5, 8 and 22 at the Midtown Target and to Route 3 and 14 at the Shackleford Crossings Walmart.

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.-8:50 p.m.		28
Early AM	Before 6:15 a.m.	65	1
AM Peak	6:15-8:15 a.m.	65	3
Midday	8:15 a.m.-3:15 p.m.	65	13
PM Peak	3:15-6:15 p.m.	65	6
Evening/Night	6:15 p.m. and Later	65	5
Saturdays	6:02 a.m.-6:22 p.m.	65	26
Sundays	—	—	—

Weekday Passengers Per Hour:



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

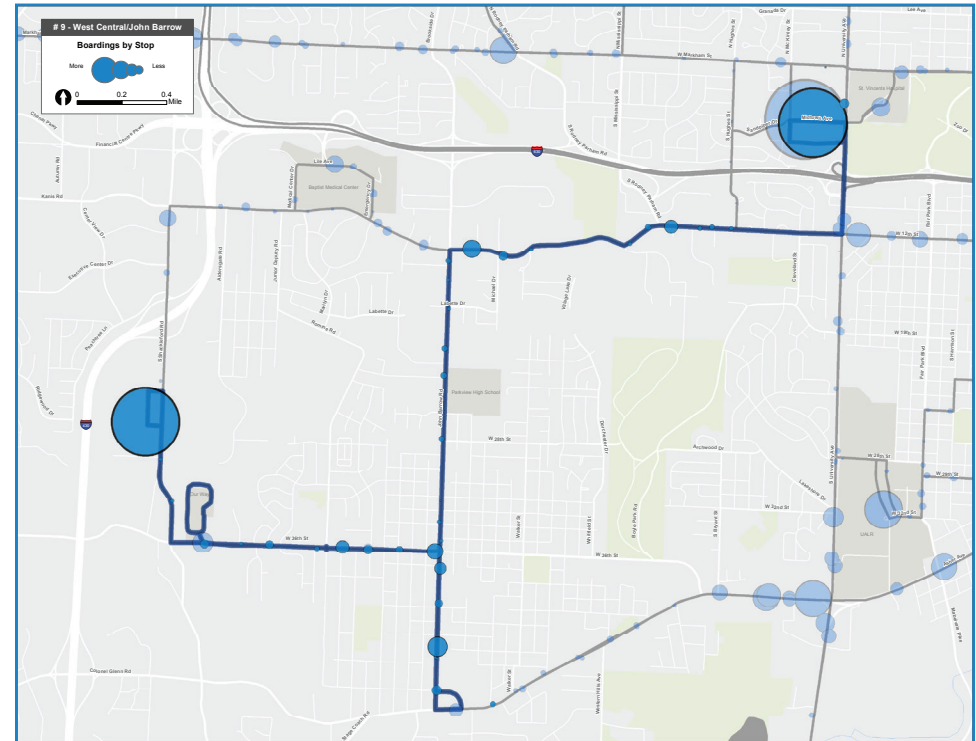
RIDERSHIP and PERFORMANCE: Route 9 is among the lowest performing routes in the network, carrying only seven passengers per hour and 3.4 per trip.

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	69	22	34	21	—	—
Riders per Revenue Vehicle	4.7	24	2.7	20	—	—
Rider/Trip	3.6	23	2.4	20	—	—

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)	1.7	Ranked 22nd – L-shaped service
Average Speed (mph)	16	Ranked 10th – Above average
Stop Spacing (stops per mile)	5.7	Ranked 15th – Average
Schedule Convenience (best headway)	65	Difficult to memorize start times
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.

OPPORTUNITIES:

- Increased frequency would improve transfer opportunities at Midtown and reduce travel times.