

Clinton Center/Airport

Route 12 is a radial route that serves neighborhoods east and southeast of downtown Little Rock. It is designed primarily to provide coverage and connections to the Clinton Presidential Center, Heifer International, East Little Rock Recreation Center and Clinton National Airport.

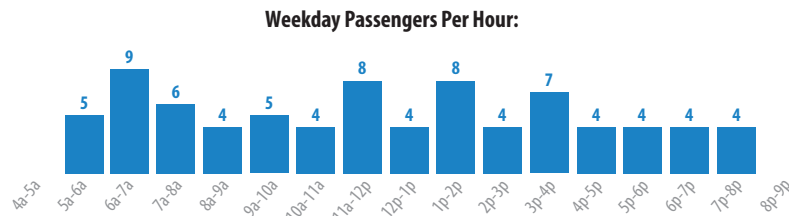


SERVICE PATTERNS: Route 12 has a single operating pattern that travels from the River Cities Travel Center to the Clinton National Airport. Buses travel primarily along 6th Street and Airport Road. Transfers are only available in downtown Little Rock.

SCHEDULE: Service operates on weekdays and Saturdays.

	Span of Service	Typical Headway (minutes)	One-Way Trips
Weekdays	5:49 a.m.-7:48 p.m.		43
Early AM	Before 6:15 a.m.	40	2
AM Peak	6:15-8:15 a.m.	40	6
Midday	8:15 a.m.-3:15 p.m.	40	21
PM Peak	3:15-6:15 p.m.	40	10
Evening/Night	6:15 p.m. and Later	45	4
Saturdays	5:49 a.m.-6:52 p.m.	40	41
Sundays	—	—	—

RIDERSHIP: Route 12 is one of METRO's lowest performing routes in terms of ridership. Ridership is relatively consistent throughout the day.



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

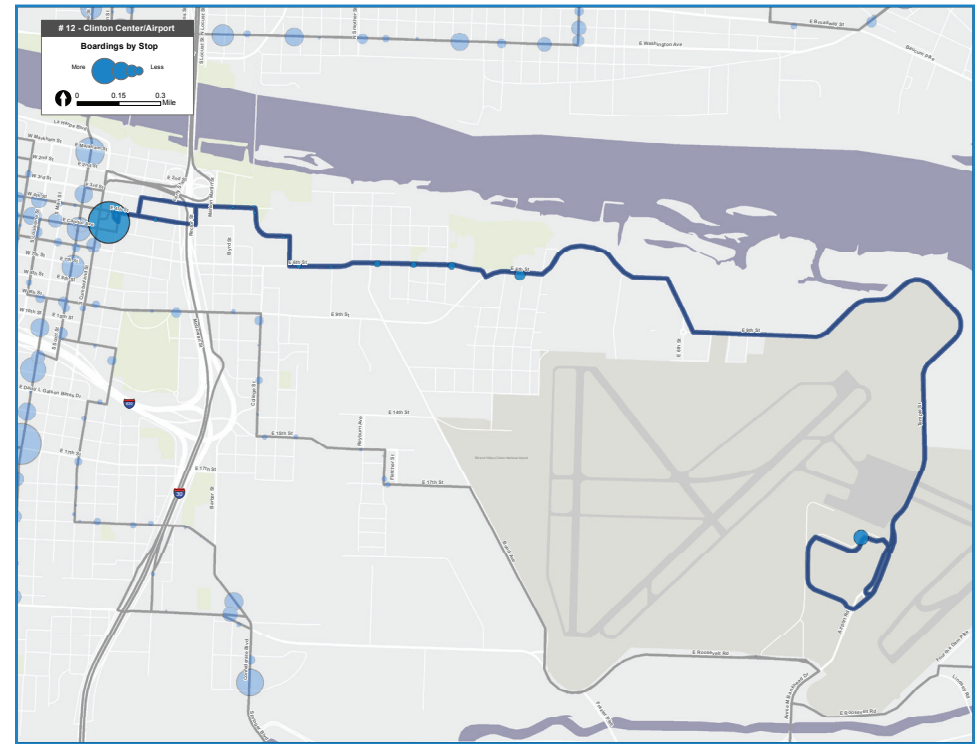
PERFORMANCE: Route 12 is a low-performing route in all categories measured.

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	79	20	45	20	14	13
Riders per Revenue Vehicle	5.7	23	3.5	19	2.0	13
Rider/Trip	2.6	25	1.9	21	3.0	11

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)	1.0	Ranked 3rd – Very direct
Average Speed (mph)	14.7	Ranked 11th – Fast service
Stop Spacing (stops per mile)	3.1	Ranked 6th – Well spaced
Schedule Convenience (best headway)	40	Typically 40 minutes
Schedule Regularity	Fairly Regular	Minor inconsistency during peaks



STRENGTHS, WEAKNESSES AND OPPORTUNITIES

STRENGTHS:

- Route 12 provides connections to neighborhoods and employment sites between downtown and the Clinton National Airport.

WEAKNESSES:

- Route 12 serves a low-density environment that is becoming more industrial, including airport-related activity, and less residential.

OPPORTUNITIES:

- Adjust schedule to provide convenient transfers from the streetcar to the airport.