

Route 14 is a radial route that serves downtown Little Rock and neighborhoods west of the city, terminating at Walmart and Shackleford Crossings. Major destinations along Route 14 include University Shopping Center, the UA – Little Rock and Village Shopping Center.



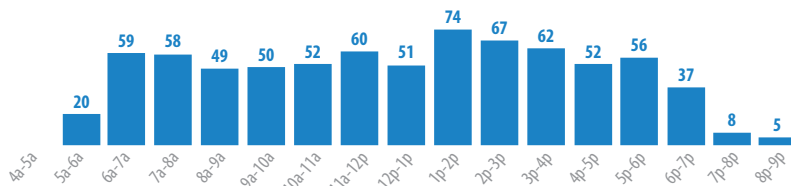
**SERVICE PATTERNS:** All Route 14 trips operate with the same alignment from the River Cities Travel Center to Shackleford Crossings, traveling via Charles Bussey, Roosevelt Road, Asher Avenue, Colonel Glenn Road and 36th Street. Service deviates to directly serve the Cottages and Shackleford Crossings. There are opportunities to transfer to Route 9 at John Barrow Road and Colonel Glenn Road, and Route 11 along Charles Bussey. Inbound service is interlined with Route 3 at the River Cities Travel Center, while outbound is interlined at Walmart at Shackleford Crossings.

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

	Span of Service	Typical Headway (minutes)	One-Way Trips
<b>Weekdays</b>	5:18 a.m.- 8 p.m.		50
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	45	6
<b>Saturdays</b>	5:18 a.m.-6:20 p.m.	35	45
<b>Sundays</b>	9:12 a.m.-4 p.m.	45	20

**RIDERSHIP:** Route 14 is METRO's third highest ridership route, with 864 passengers per weekday. Ridership is highest in the afternoon between 1 and 3 p.m.; ridership is also strong during the AM peak.

Weekday Passengers Per Hour



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

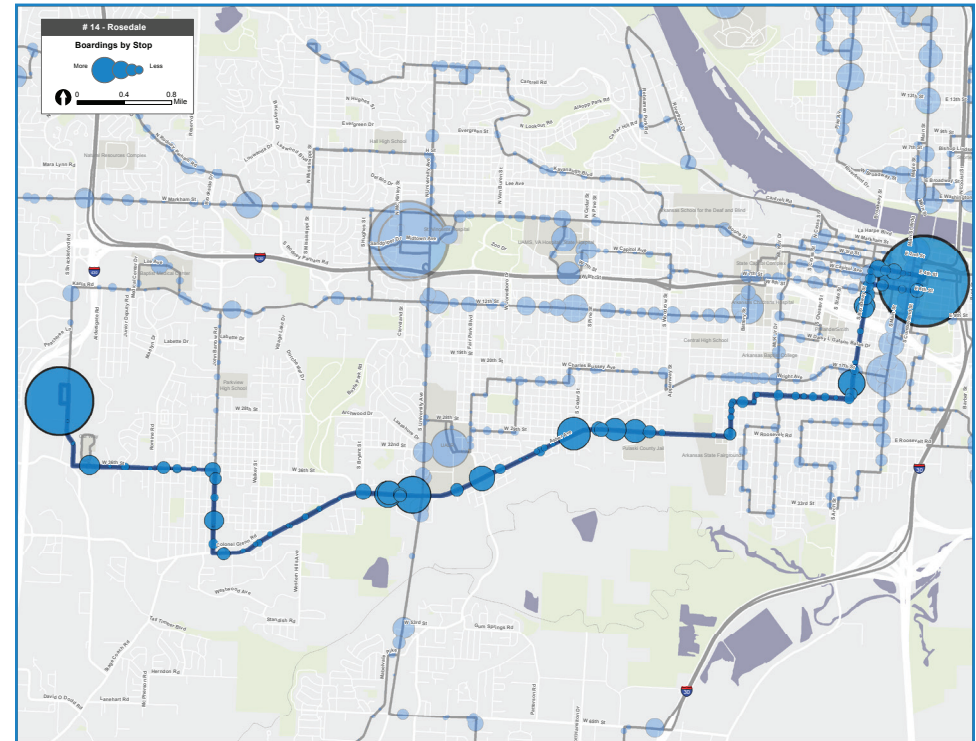
**PERFORMANCE:** Route 14 is among METRO's highest performing routes:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
<b>Ridership</b>	902	2	578	1	200	2
<b>Riders per Revenue Vehicle</b>	21.0	5	14.8	5	15.7	3
<b>Rider/Trip</b>	17.3	3	14.0	2	13.0	2

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 16th – L-shape at terminus
<b>Average Speed (mph)</b>	12.8	Ranked 18th – Due to deviations
<b>Stop Spacing (stops per mile)</b>	6.9	Ranked 22nd – Frequent stops slow service
<b>Schedule Convenience (best headway)</b>	30	Typically 35 minutes
<b>Schedule Regularity</b>	Very Regular	Excellent



**STRENGTHS, WEAKNESSES AND OPPORTUNITIES**

**STRENGTHS:**

- Service is relatively direct with few unnecessary deviations.
- Route has strong anchors and a mix of destinations that generate steady ridership.

**WEAKNESSES:**

- Frequent stop placement in some segments impacts impact travel time and on-time performance. Long travel times, in turn, impact the ability to operate the service on a clock-faced schedule.

**OPPORTUNITIES:**

- Consolidate some stops near University Avenue.
- Use reduced travel time to create clockface service frequency.