

Route 18 is a radial route that operates between downtown Little Rock and the McAlmont neighborhood in North Little Rock. Route 18 provides connections to several trip generators, including North Little Rock City Hall, Rose City Shopping Center, Verizon Arena, Meadow Park Elementary School and Redwood Elementary School.



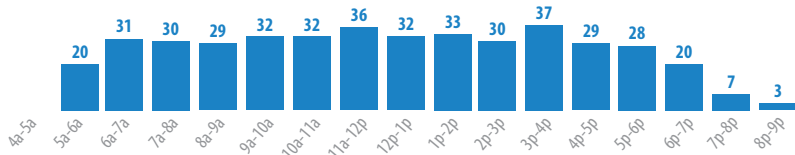
SERVICE PATTERNS: Weekday and Saturday service operates along a consistent alignment from the River Cities Travel Center to Jamison Avenue and Hwy 161, primarily along Washington Avenue, Sam Evans Drive, Broadway and Bethany Road. Route 18 includes a counter-clockwise terminal loop. Sunday service terminates at Bethany Road and Hwy 161. There are opportunities to transfer to Routes 4, 7, 10 and 13 at Main Street and Washington Avenue.

SCHEDULE: Service operates on weekdays, Saturdays and Sundays.

	Span of Service	Typical Headway (minutes)	One-Way Trips
Weekdays	5:19 a.m.-8 p.m.		47
Early AM	Before 6:15 a.m.	30	5
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.	27	9
Evening/Night	6:15 p.m. and Later	45	6
Saturdays	5:19 a.m.-6:20 p.m.	40	42
Sundays	8:40 a.m.-4:26 p.m.	58	18

RIDERSHIP: Route 18 is a strong performing route, with 541 passengers per weekday. Ridership is relatively high throughout the day, with a spike from 10 a.m. to 1 p.m.

Weekday Passengers Per Hour:



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

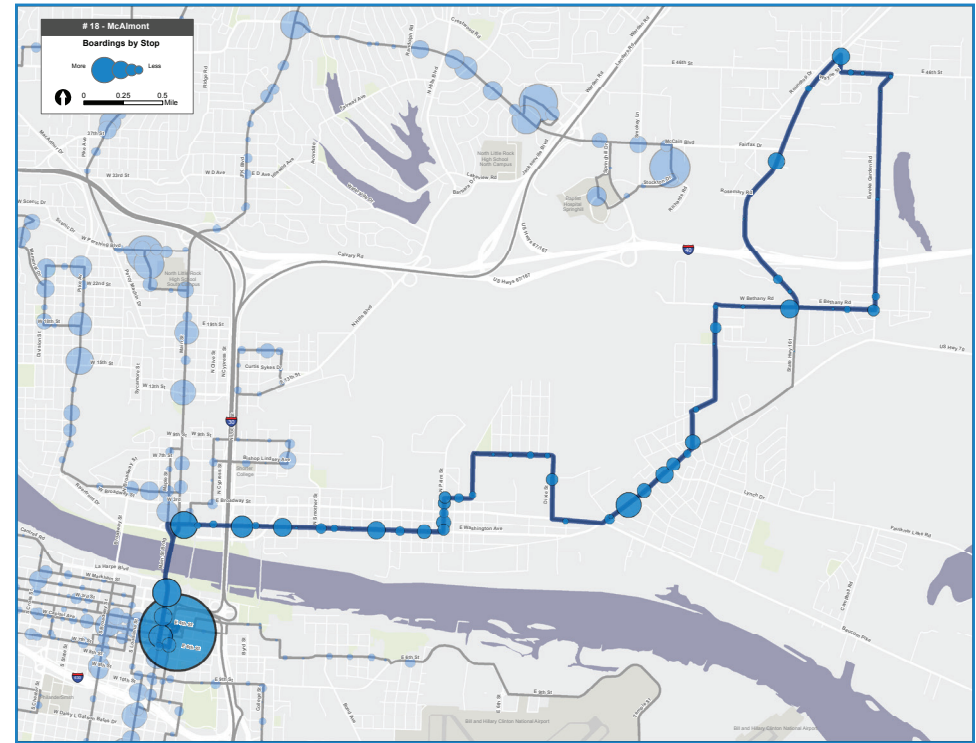
PERFORMANCE: Route 18 performs well in terms of riders per revenue vehicle hour and riders per trip throughout the week:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	524	6	231	7	91	6
Riders per Revenue Vehicle	17.7	7	9.0	11	12.6	6
Rider/Trip	11.5	8	8.0	8	7.3	6

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 15th – Northern loop terminus
Average Speed (mph)	14.4	Ranked 12th – Fast along State Hwy 161
Stop Spacing (stops per mile)	5.1	Ranked 12th – Average
Schedule Convenience (best headway)	27	Typically 40 minutes
Schedule Regularity	Fairly Irregular	Irregular during PM peak and night



STRENGTHS, WEAKNESSES AND OPPORTUNITIES

STRENGTHS:

- Route 18 has strong ridership from downtown to Broadway Street and Glenview Lane.
- The route serves unique markets in eastern North Little Rock.

WEAKNESSES:

- Ridership is low past Broadway Street and Glenview Lane.
- Significant amount of one-way ridership along large terminal loop.
- Headways are irregular and oftentimes long.

OPPORTUNITIES:

- Truncate route near Broadway and Glenview Lane, preserving service where ridership is highest.
- Consider replacing terminal loop with community shuttle service anchored at the North Little Rock Walmart. Community shuttle could operate as a “flex” or demand-response service.