

Pinnacle Mountain Express

Route 25 is an express route that serves downtown Little Rock west to Roland, located roughly 20 miles to the northwest of downtown Little Rock. Route 25 connects Little Rock with Roland, including access to Pinnacle Mountain State Park and Lake Maumelle.

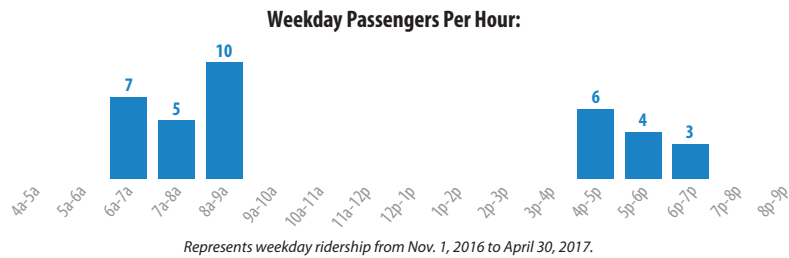


SERVICE PATTERNS: All Route 25 trips operate along a consistent route between the River Cities Travel Center and downtown Roland. The route operates along I-630, I-430, Cantrell Road and Arkansas River Trail. There are no transfer opportunities outside of downtown Little Rock.

SCHEDULE: Route 25 has eight one-way trips daily on weekdays only.

	Span of Service	Typical Headway (minutes)	One-Way Trips
Weekdays	6:15 a.m.-6:43 p.m.		44
Early AM	Before 6:15 a.m.	35	3
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.	44	8
Evening/Night	6:15 p.m. and Later	45	6
Saturdays	5:43 a.m.-6:40 p.m.	40	40
Sundays	8:48 a.m.-4:20 p.m.	45	22

RIDERSHIP: Route 25 operates limited service, and ridership is low.



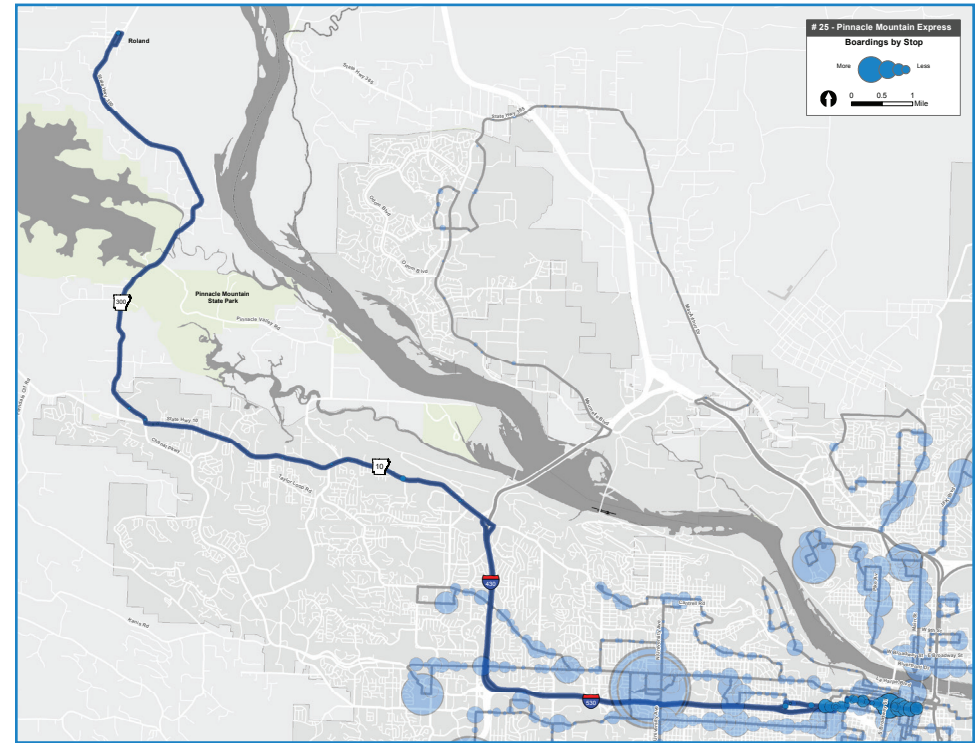
PERFORMANCE: Performance on Route 25 is low. Low ridership is expected given the level of service provided, but performance is also low in terms of riders per hour and per trip.

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	3.2	25	-	-	-	-
Riders per Revenue Vehicle	44	8	-	-	-	-
Rider/Trip	5.5	19	-	-	-	-

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)	1.4	Ranked 20th – Fastest pattern over most direct
Average Speed (mph)	30.1	Ranked 1st – Large portion along interstate
Stop Spacing (stops per mile)	0.7	Ranked 1st – Non-stop along I-430 and I-630
Schedule Convenience (best headway)	30	Only four trips
Schedule Regularity	Very Irregular	Peak service only



STRENGTHS, WEAKNESSES AND OPPORTUNITIES

STRENGTHS:

- Operates along a fast and direct alignment.
- Provides direct connections between downtown Little Rock and Roland.

WEAKNESSES:

- Low ridership and low performance in terms of riders per trip.

OPPORTUNITIES:

- Reduce service by half to two peak period trips (i.e. two AM and two PM trips a day).
- Consider opportunities to tie Route 25 with recreational opportunities. This may include weekend service, or promoting bike and bus opportunities.