

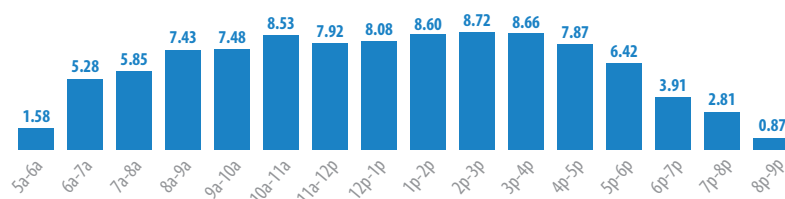
SERVICE PATTERNS: All trips on Route 10 are the same, with minor variations between the outbound and inbound trips. The route travels from the River Cities Travel Center to McCain Mall. From downtown Little Rock, the route operates primarily along Main Street, John F. Kennedy Boulevard and McCain Boulevard. There are opportunities to transfer to Route 4 at 22nd and Main Streets as well as Routes 4 and 18 at Verizon Arena.

SCHEDULE: Service operates on weekdays, Saturdays and Sundays.

	Span of Service	Typical Headway (minutes)	One-Way Trips
Weekdays	5:30 a.m.-8:45 p.m.		59
Early AM	Before 6:15 a.m.	35	4
AM Peak	6:15-8:15 a.m.	30	9
Midday	8:15 a.m.-3:15 p.m.	30	28
PM Peak	3:15-6:15 p.m.	30	12
Evening/Night	6:15 p.m. and Later	45	6
Saturdays	5:30 a.m.-7:08 p.m.	45	36
Sundays	9:17 a.m.-4:48 p.m.	45	21

RIDERSHIP: Ridership is highest between 10 a.m. and 4 p.m.

Percentages of Weekday Passengers Per Hour:



Represents weekday ridership from Nov. 1, 2017 to April 30, 2018.

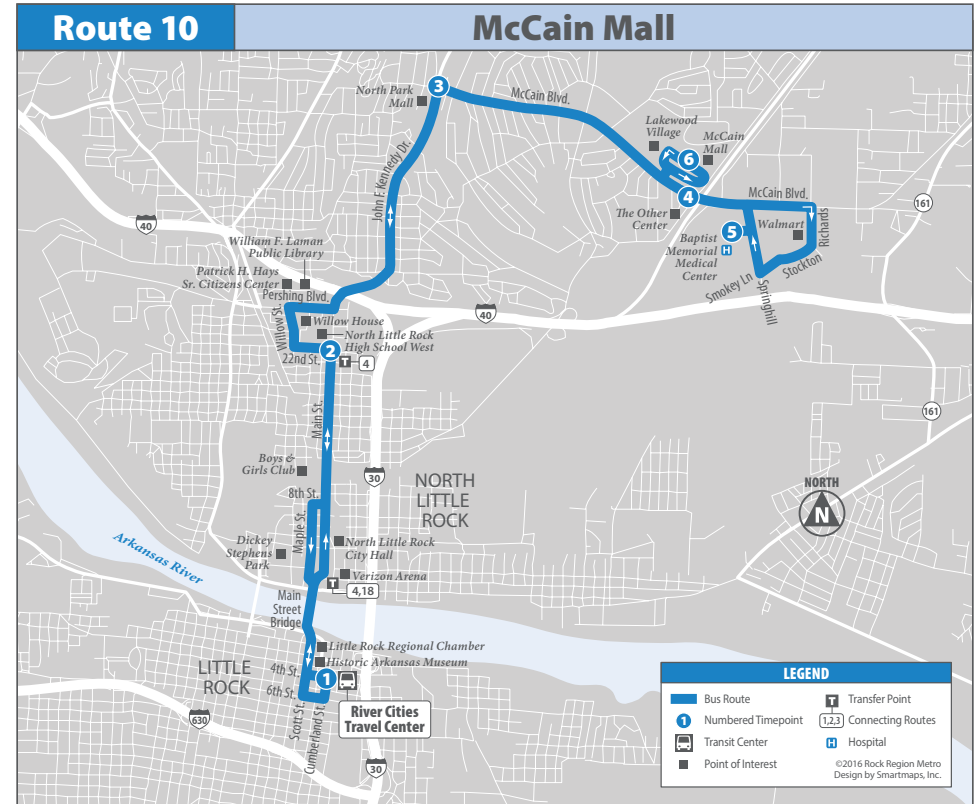
PERFORMANCE: As one of the highest ridership routes, Route 10 performs well relative to other METRO routes in all categories throughout the week:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	785	1	560	1	216	2
Riders per Revenue Hour	20.8	2	23.4	2	15.4	3
Rider per Trip	13.3	4	15.5	1	10.3	2

Weekday rank is of 25 routes; Saturday, of 21 routes; and Sunday, of 13 routes. Ridership from Nov. 1, 2017 to April 30, 2018 is represented.

SERVICE DESIGN:

	Value	Comment
Directness (end-to-end vs. most direct route)	1.7	Ranked 23rd – L-shape pattern in North Little Rock
Average Speed (mph)	12.2	Ranked 21st – Deviations significantly slow service
Stop Spacing (stops per mile)	5.1	Ranked 13th – Average
Schedule Convenience (best headway)	30	Outbound service on clockface headways
Schedule Regularity	Very Regular	Slight drop in evening



STRENGTHS, WEAKNESSES AND OPPORTUNITIES

STRENGTHS:

- Highly productive route, particularly on weekends.
- Serves a unique market with several very strong trip generators.

WEAKNESSES:

- Route must deviate from direct path to serve key destinations including The Willow House and McCain Mall, due to land use.
- Weekend service frequency likely limits ridership.

OPPORTUNITIES:

- Route 10 could benefit from some elements of enhanced bus service like higher frequency and enhanced passenger amenities at heavily used stops.
- Close coordination with site owners and the City of North Little Rock may allow for pedestrian improvements that could reduce the need for deviations from primary arterials to serve key destinations. Improvements may include sidewalk and enhanced crosswalks near McCain Mall and “complete streets” traffic calming along Pershing Boulevard.