

Dr. M.L.K. Jr. Drive

Route 11 is a radial route that connects downtown Little Rock with neighborhoods south. The route terminates at 34th Street and Dr. M.L.K. Jr. Drive. Route 11 provides connections to Philander Smith College, Arkansas Baptist College, Arkansas Children's Hospital, MLK Magnet Elementary School and the Sunset Terrace housing community.

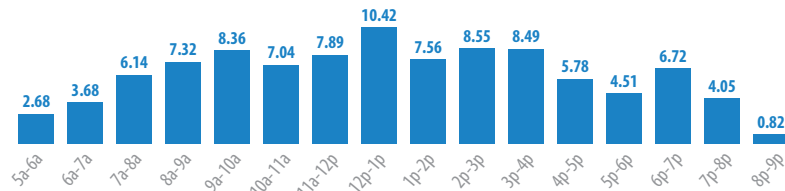
SERVICE PATTERNS: Route 11 operates on the same alignment for all trips. The route travels from the River Cities Travel Center to 34th Street and Dr. M.L.K. Jr. Drive, primarily along 7th Street, Dr. M.L.K. Jr. Drive and Battery Street. The southern end of Route 11 has a counter-clockwise terminal loop that runs along 24th Street, Battery Street, 34th Street and Dr. M.L.K. Jr. Drive. There are opportunities to transfer to Route 16 at Wright Avenue and Dr. M.L.K. Jr. Drive and Route 14 at Charles Bussey Avenue and Dr. M.L.K. Jr. Drive.

SCHEDULE: Service operates on weekdays, Saturdays and Sundays.

	Span of Service	Typical Headway (minutes)	One-Way Trips
Weekdays	5:35 a.m.-8:27 p.m.	45	44
Early AM	Before 6:15 a.m.	45	3
AM Peak	6:15-8:15 a.m.	45	5
Middy	8:15 a.m.-3:15 p.m.	45	19
PM Peak	3:15-6:15 p.m.	45	7
Evening/Night	6:15 p.m. and Later	45	6
Saturdays	5:35 a.m.-6:47 p.m.	45	36
Sundays	8:40 a.m.-4:27 p.m.	45	22

RIDERSHIP: Ridership on Route 11 is average; the route carries 243 passengers on weekdays. Demand is relatively consistent throughout the day.

Percentages of Weekday Passengers Per Hour:



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

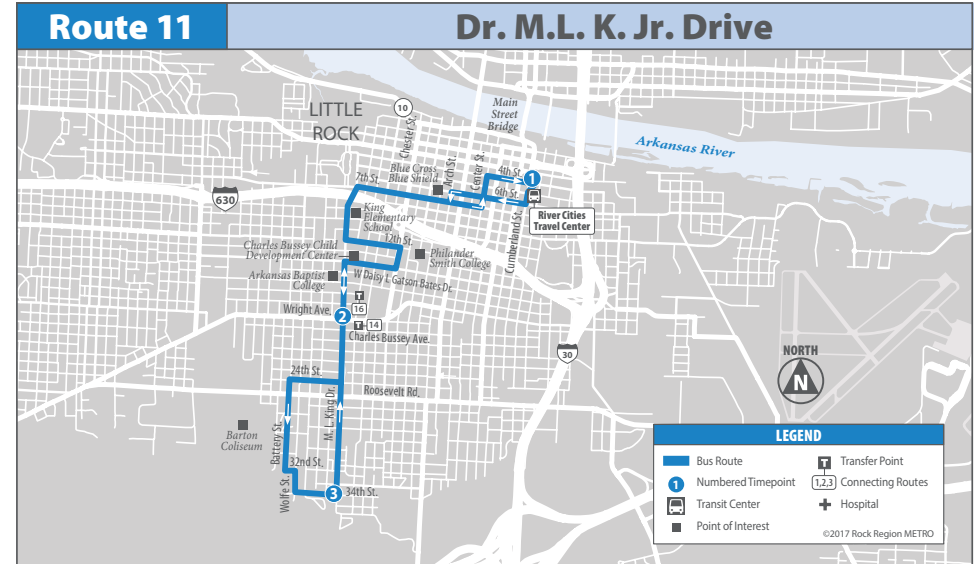
PERFORMANCE: Route 11 performs well in terms of riders per revenue vehicle hour, but is less productive in terms of riders per trip:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	169	15	109	15	33	12
Riders per Revenue Hour	13.7	11	9.4	11	4.8	12
Rider per Trip	4.2	19	3	15	1.5	12

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)	1.2	Ranked 18th – Loop at terminus
Average Speed (mph)	14.4	Ranked 13th – Average
Stop Spacing (stops per mile)	7.9	Ranked 24th – Frequent throughout the route
Schedule Convenience (best headway)	40	Typically 40 minutes
Schedule Regularity	Fairly Regular	Minor inconsistency during peaks



STRENGTHS, WEAKNESSES AND OPPORTUNITIES

STRENGTHS:

- Relatively direct service.

WEAKNESSES:

- Southern end of route lacks a strong anchor.
- Service area, especially in the southern end of the route, is very low density.

OPPORTUNITIES:

- Consider shortening the route to create clockface frequency.