

Mabelvale / Downtown

Route 17 is a radial route that serves downtown Little Rock and the Walmart near Baseline Road. Route 17 serves numerous major activity centers, including Walmart, the Bess Chisum Stephens Community Center, the UA – Little Rock, University Shopping Center, Village Shopping Center, the Arkansas State Capitol and Arkansas Children's Hospital.

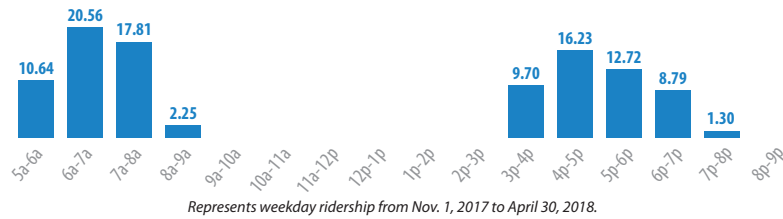
SERVICE PATTERNS: Most Route 17 trips operate from the River Cities Travel Center to the Walmart near Baseline Road. These trips travel along 7th Street, University Avenue and Baseline Road. There are opportunities to transfer to Routes 22 and 23 at Walmart and Routes 14 and 22 at University Shopping Center. From Midtown to Baseline, Route 17 service closely parallels Route 22.

SCHEDULE: Service operates only during weekday peak periods only, with no service from 8:39 a.m. until 2:07 p.m. (on Saturdays and Sundays, Route 22 covers much of the Route 17 service area).

| | Span of Service | Typical Headway (minutes) | One-Way Trips |
|------------------|---------------------|---------------------------|---------------|
| Weekdays | 5:22 a.m.-7:07 p.m. | | 12 |
| Early AM | Before 6:15 a.m. | 40 | 3 |
| AM Peak | 6:15-8:15 a.m. | 40 | 3 |
| Midday | 8:15 a.m.-3:15 p.m. | – | – |
| PM Peak | 3:15-6:15 p.m. | 60 | 5 |
| Evening/Night | 6:15 p.m. and Later | 60 | 1 |
| Saturdays | – | – | – |
| Sundays | – | – | – |

RIDERSHIP: Ridership is highest between 6 a.m. and 8 a.m.

Percentages of Weekday Passengers Per Hour:



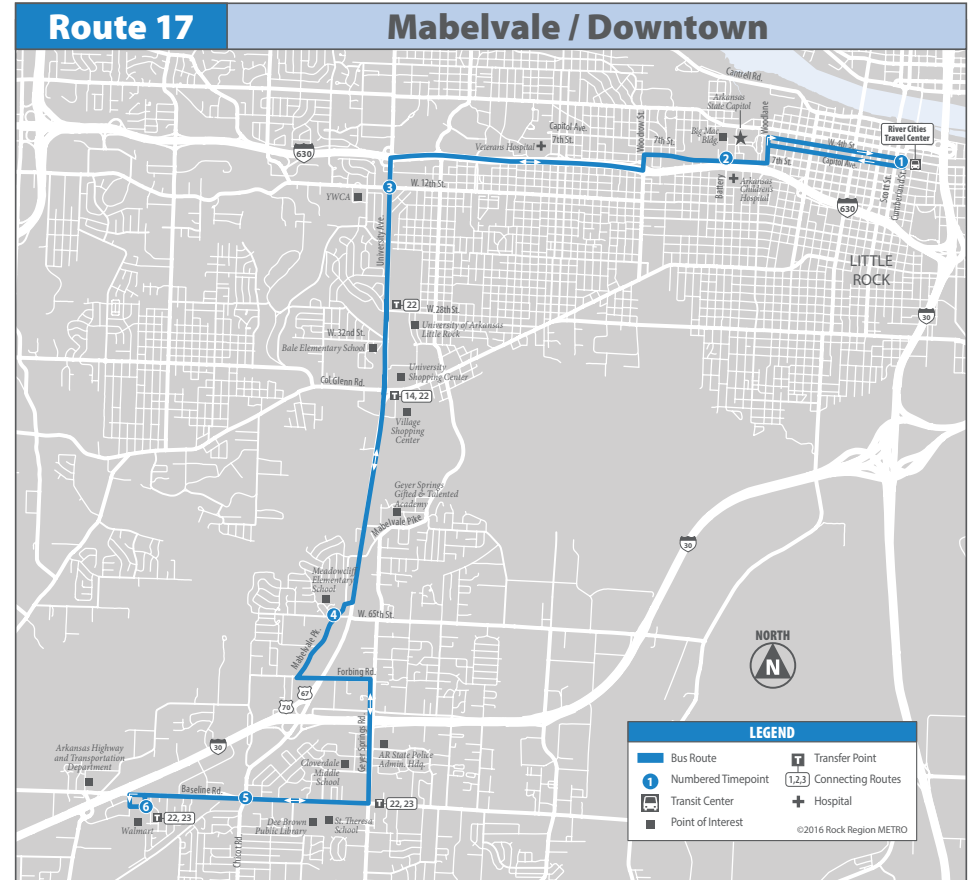
PERFORMANCE: Route 17 performs poorly in terms of riders per revenue vehicle hour, but is relatively strong in terms of riders per trip:

| | Weekday | | Saturday | | Sunday | |
|--------------------------------|---------|------|----------|------|--------|------|
| | Value | Rank | Value | Rank | Value | Rank |
| Ridership | 84 | 18 | – | – | – | – |
| Riders per Revenue Hour | 9.4 | 17 | – | – | – | – |
| Rider per Trip | 7 | 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) | 1.1 | Ranked 7th – L-shaped pattern |
| Average Speed (mph) | 16.6 | Ranked 6th – Portion of service along I-630 |
| Stop Spacing (stops per mile) | 4.5 | Ranked 9th – Well spaced |
| Schedule Convenience (best headway) | 30 | Large gap in midday service |
| Schedule Regularity | Very Regular | No consistency in headways |



STRENGTHS, WEAKNESSES AND OPPORTUNITIES

STRENGTHS:

- Service is relatively direct with few unnecessary deviations.
- The route serves several strong trip generators, including UA – Little Rock at and the Arkansas State Capitol.

WEAKNESSES:

- Route 17 does not serve a unique or well-defined market.
- Route 17 competes with Route 23 on service to downtown.

OPPORTUNITIES:

- Adding an additional trip to the each peak period would provide improved service for commuters between southwest Little Rock and downtown Little Rock.