

Pulaski Heights

Route 1 is a radial route that serves downtown Little Rock west to Cantrell Road and Mississippi Avenue. Route 1 provides connections to several trip generators, including the Arkansas State Capitol, Pulaski Heights Middle School, Arkansas Schools for the Deaf and Blind, Mount St. Mary Academy, Forest Park Elementary School, the Heights Shopping District and the Amtrak station in downtown Little Rock.

SERVICE PATTERNS: All service operates end-to-end from the River Cities Travel Center to Keightley Drive and Cantrell Road, primarily along 3rd Street, Markham Street, Kavanaugh Boulevard and Cantrell Road. There are opportunities to transfer to Route 22 along Kavanaugh Boulevard. Service is interlined with Route 2 at the River Cities Travel Center.

SCHEDULE: Service operates on weekdays and Saturdays.

	Span of Service	Typical Headway (minutes)	One-Way Trips
Weekdays	5:30 a.m. - 7:14 p.m.		46
Early AM	Before 6:15 a.m.	35	3
AM Peak	6:15-8:15 a.m.	35	6
Midday	8:15 a.m.-3:15 p.m.	35	24
PM Peak	3:15-6:15 p.m.	35	10
Evening/Night	6:15 p.m. and Later	35	3
Saturdays	5:30 a.m.-7:14 p.m.	45	36
Sundays	-	-	-

RIDERSHIP: Ridership is highest during the PM peak (4-6 p.m.), with a similar peaking pattern in the morning between 6 and 8 a.m.

Percentages of Weekday Passengers Per Hour:



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

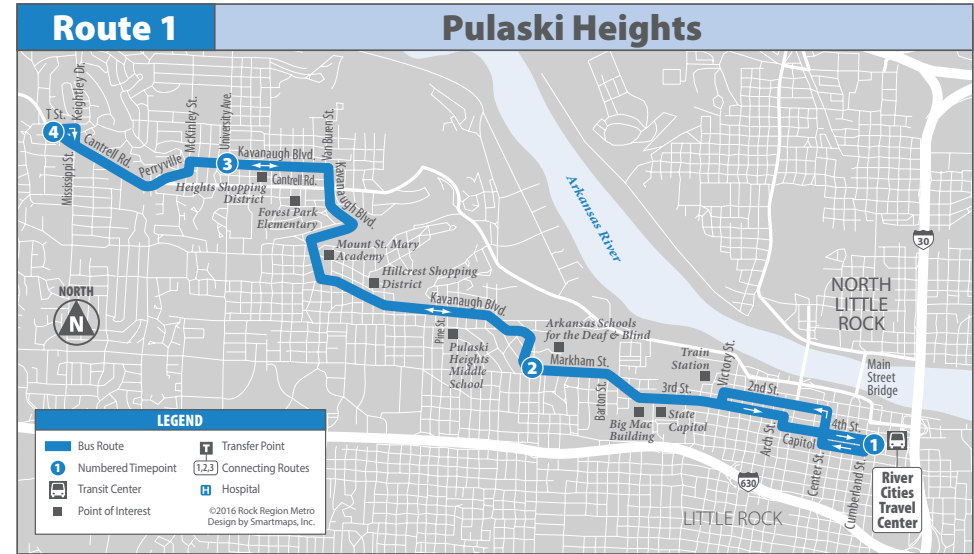
PERFORMANCE: Route 1 performs poorly in terms of riders per revenue vehicle hour and is slightly below average in terms of riders per trip:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	233	13	124	14	-	-
Riders per Revenue Hour	10.0	15	7.6	14	-	-
Rider per Trip	5.1	16	3.4	14	-	-

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 10th – Diversions serve strong markets
Average Speed (mph)	13.3	Ranked 16th – Slowed due to frequent stops
Stop Spacing (stops per mile)	6.7	Ranked 21st – Frequent stops slow service
Schedule Convenience (best headway)	30	Typically 35 minutes
Schedule Regularity	Very Regular	Excellent



STRENGTHS, WEAKNESSES AND OPPORTUNITIES

STRENGTHS:

- Service is relatively direct with few unnecessary deviations.
- Route serves a diverse mix of destinations and land uses.

WEAKNESSES:

- Route terminates short of several areas of potentially high ridership further west on Cantrell, including large apartment and retail complexes.
- Non-clockface service frequency (35-minute headways).
- Service frequency does not adjust during peak and off-peak periods to correspond to ridership patterns.
- No Sunday service.

OPPORTUNITIES:

- Extend route further west to Rodney Parham Road or Taylor Loop Road.
- Consider interlining Route 1 with outer end of Route 8 to allow for more direct travel between Cantrell and Rodney Parham corridors.
- Adjust peak and off-peak schedules to better match service with frequency.