

Baseline / Southwest

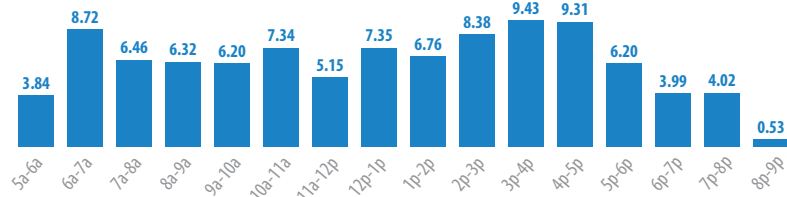
Route 23 is a radial route that operates from downtown Little Rock to the UA – Pulaski Technical College South Campus and the border of Pulaski County with Saline County. Route 23 provides connections to the Outlets of Little Rock, Walmart on Baseline Road, Little Rock Job Corps Center, Metropolitan Career Technical School and Baseline Elementary School.

SERVICE PATTERNS: All service operates end to end from the River Cities Travel Center to the UA – Pulaski Technical College South Campus, primarily along I-30, Scott Hamilton Drive and Baseline Road. There are opportunities to transfer to Routes 17 and 22 at Walmart on Baseline.

SCHEDULE: Service operates on weekdays, Saturdays and Sundays.

	Span of Service	Typical Headway (minutes)	One-Way Trips
Weekdays	5:21 a.m.-8:43 p.m.		38
Early AM	Before 6:15 a.m.	35	3
AM Peak	6:15-8:15 a.m.	35	6
Middy	8:15 a.m.-3:15 p.m.	35	16
PM Peak	3:15-6:15 p.m.	35	9
Evening/Night	6:15 p.m. and Later	45	4
Saturdays	5:34 a.m.-7:00 p.m.	35	29
Sundays	9:15 a.m.- 4:42 p.m.	90	20

Percentages of Weekday Passengers Per Hour:



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

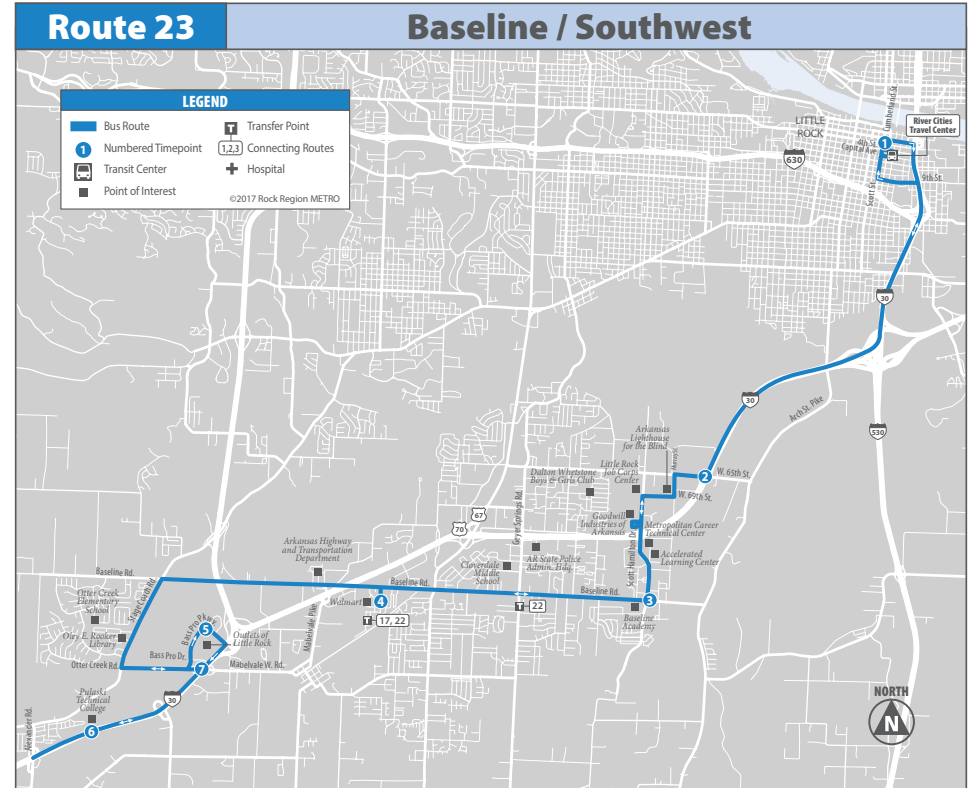
RIDERSHIP and PERFORMANCE: Route 23 performs well in terms of ridership and riders per trip. Long trip lengths make the route less productive in terms of riders per revenue vehicle hour:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	406	9	253	7	94	6
Riders per Revenue Hour	12.6	13	10.6	9	6.7	11
Rider per Trip	10.7	5	8.7	4	4.7	8

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)	1.6	Ranked 21st – Slight snaking pattern
Average Speed (mph)	22.5	Ranked 5th – Portion of route travels along I-30
Stop Spacing (stops per mile)	2.8	Ranked 5th – No stops along I-30
Schedule Convenience (best headway)	35	Drop in mid-day
Schedule Regularity	Fairly Regular	Variation in early AM and evening



STRENGTHS, WEAKNESSES AND OPPORTUNITIES

STRENGTHS:

- Route 23 serves a variety of strong anchors and key destinations, including the Walmart on Baseline Road and the UA – Pulaski Technical College South Campus.
- Ridership is relatively strong, ranking in the Top 10 of METRO bus routes on all service days.

WEAKNESSES:

- Service is infrequent.
- Location of the UA – Pulaski Technical College South Campus along the I-30 service road requires somewhat circuitous routing due to lack of arterial road access.

OPPORTUNITIES:

- Adding later trips from the Outlets of Little Rock would better serve retail employees in this area.