

Jacksonville / Sherwood Express

Route 36 is a radial express route that provides service between downtown Little Rock and Jacksonville and Sherwood. Route 36 provides connections to the Little Rock Air Force Base and North Park Mall. The express route also serves two park and ride lots, one at the Jacksonville Shopping Center and another at the Gravel Ridge Baptist Church.

SERVICE PATTERNS: Route 36 makes 12 one-way trips a day. Each trip operates from the River Cities Travel Center to Jacksonville along John F. Kennedy Drive, Kiehl Avenue, Jacksonville Cut Off Road, Main Street and Vandenburg Boulevard. Service travels non-stop along I-30 and Hwy 67/167 to Jacksonville (outbound) in the morning and to Little Rock (inbound) in the afternoon. Passengers may transfer to Route 10 at North Park Mall.

SCHEDULE: Service operates on weekdays only with three morning and three afternoon round trips.

	Span of Service	Typical Headway (minutes)	One-Way Trips
Weekdays	5:50 a.m.-7:35 p.m.		12
Early AM	Before 6:15 a.m.	20	3
AM Peak	6:15-8:15 a.m.	35	3
Middy	8:15 a.m.-3:15 p.m.	-	-
PM Peak	3:15-6:15 p.m.	35	4
Evening/Night	6:15 p.m. and Later	60	2
Saturdays	-	-	-
Sundays	-	-	-

RIDERSHIP: Route 36 operates limited service and ridership is low.

Percentages of Weekday Passengers Per Hour:



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

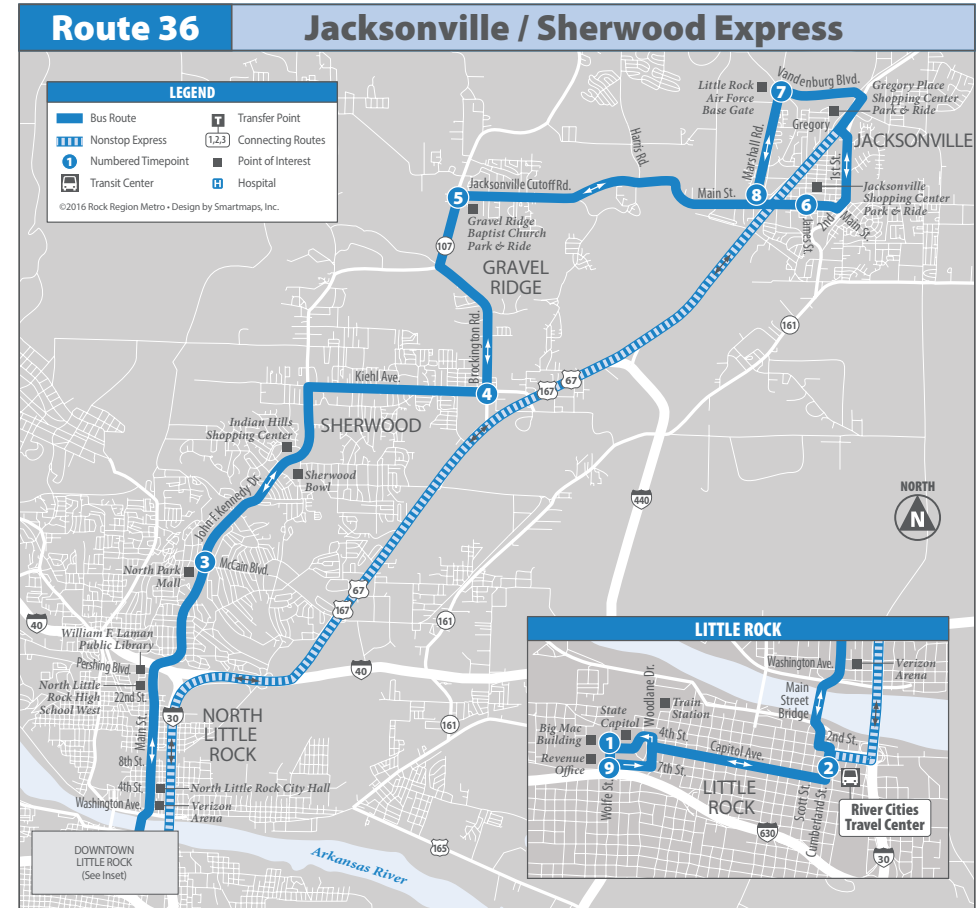
PERFORMANCE: Given Route 36's limited service and relatively strong ridership, the productivity of the route is strong in terms of riders per trip:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	59	23	1	22	-	-
Riders per Revenue Hour	6.3	22	-	-	-	-
Rider per Trip	4.9	17	-	-	-	-

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)	1.0	Ranked 1st – Small loop at northern terminus
Average Speed (mph)	28.2	Ranked 2nd – Non-stop along I-30
Stop Spacing (stops per mile)	1.6	Ranked 4th – Express service
Schedule Convenience (best headway)	20	Varies significantly
Schedule Regularity	Very Irregular	Peak service only



STRENGTHS, WEAKNESSES AND OPPORTUNITIES

STRENGTHS:

- Relatively strong performing route, particularly in comparison to other express routes.
- Route offers park and ride lots, which help expand access to the service.
- Local portion of the route attracts riders.

WEAKNESSES:

- Service is limited to peak periods and weekdays.
- Does not serve a clear, well-defined market: Route design appears to be oriented to Air Force Base, but ridership at the base is not strong and, instead, riders use local part of route.

OPPORTUNITIES:

- Evaluate demand at Air Force Base and be sure route meets specific needs.
- Consider expanding local portion of the route, or tying service to another local route.
- May need expanded marketing and outreach campaign to attract riders.