

# Shorter College

Route 7 is a radial route operating between downtown Little Rock and 13th and Walnut Streets in North Little Rock. Route 7 provides connections to destinations in North Little Rock including Eastgate Terrace Housing Project, Verizon Arena, Dickey Stephens Park and Shorter College.

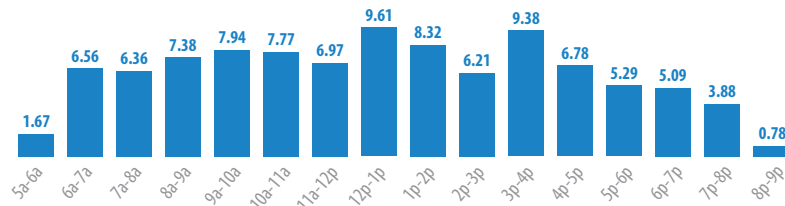
**SERVICE PATTERNS:** Route 7 operates varying inbound and outbound alignments. From the River Cities Travel Center, the route travels to 13th & Walnut Streets in North Little Rock, primarily along Broadway, Magnolia and Locust Street.

**SCHEDULE:** Service operates on weekdays and Saturdays.

	Span of Service	Typical Headway (minutes)	One-Way Trips
<b>Weekdays</b>	5:50 a.m.-8:23 p.m		38
Early AM	Before 6:15 a.m.	45	2
AM Peak	6:15-8:15 a.m.	45	5
Midday	8:15 a.m.-3:15 p.m.	45	24
PM Peak	3:15-6:15 p.m.	45	7
Evening/Night	6:15 p.m. and Later	50	5
<b>Saturdays</b>	5:50 a.m.-6:43 p.m.	45	34
<b>Sundays</b>	-	-	-

**RIDERSHIP:** Ridership is steady throughout the day with a minor midday peak.

Percentages of Weekday Passengers Per Hour:



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

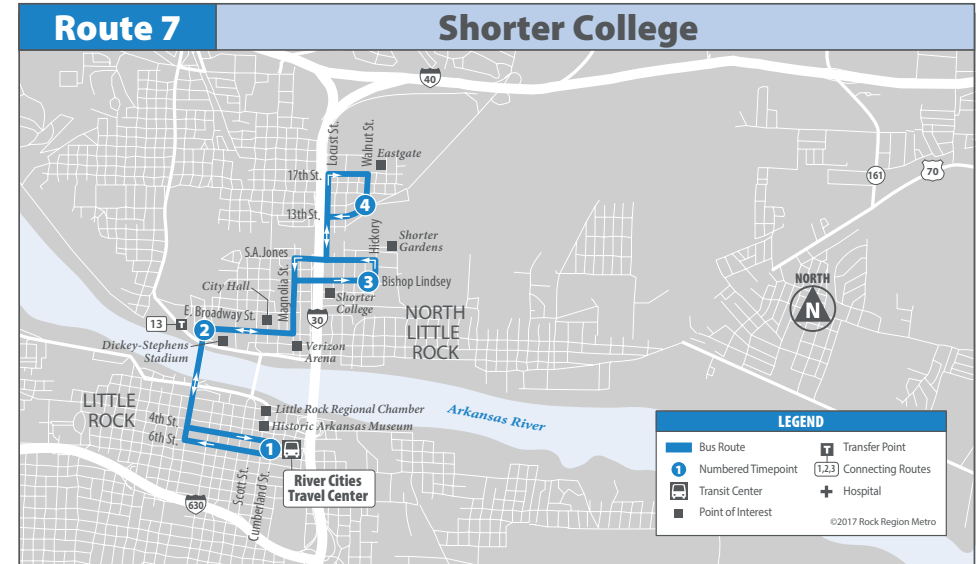
**PERFORMANCE:** Route 7 is not one of METRO's strongest performing routes.

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
<b>Ridership</b>	124	16	69	16	-	-
<b>Riders per Revenue Hour</b>	9.8	16	6.1	16	-	-
<b>Rider per Trip</b>	3.3	21	2.0	18	-	-

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
<b>Directness (end-to-end vs. most direct route)</b>	1.2	Ranked 14th – Loop and one-way patterns
<b>Average Speed (mph)</b>	10.5	Ranked 25th – Slowest route in system
<b>Stop Spacing (stops per mile)</b>	6	Ranked 17th – Frequent
<b>Schedule Convenience (best headway)</b>	35	Difficult to memorize start times
<b>Schedule Regularity</b>	Very Regular	Frequency drops in evening



## STRENGTHS, WEAKNESSES AND OPPORTUNITIES

### STRENGTHS:

- Route serves high-need, low-income communities in North Little Rock.

### WEAKNESSES:

- Route is indirect with mid-route and terminal loop.
- Ridership is low relative to other METRO services.

### OPPORTUNITIES:

- Realign route to operate out and back along same road; this will reduce travel time and simplify the route.
- Reduce span of service to improve overall ridership productivity.