

Rodney Parham

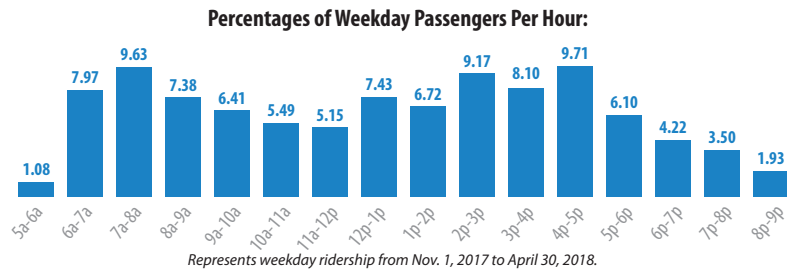
Route 8 is a radial route that connects downtown Little Rock with neighborhoods to the west, terminating at Green Mountain and Rainwood Dr. Route 8 provides connections to several trip generators, including Breckenridge Village, Forest Heights Middle School, Hall High School, Pulaski Heights Middle School and Little Rock Union Station.

SERVICE PATTERNS: Route 8 operates on the same alignment for nearly all trips. The outbound alignment includes service from the River Cities Travel Center to Green Mountain and Rainwood Drives, primarily along 3rd Street, West Markham, H Street and Rodney Parham Road. After 6:19 p.m. on weekdays and all day Sunday, buses no longer serve downtown and instead terminate at the Midtown Target. There are opportunities to transfer to Routes 3, 5, 9, and 22 at Midtown.

SCHEDULE: Service operates on weekdays, Saturdays and Sundays.

	Span of Service	Typical Headway (minutes)	One-Way Trips
Weekdays	5:29 a.m.-8:47 p.m.		33
Early AM	Before 6:15 a.m.	50	1
AM Peak	6:15-8:15 a.m.	50	6
Midday	8:15 a.m.-3:15 p.m.	50	16
PM Peak	3:15-6:15 p.m.	50	7
Evening/Night	6:15 p.m. and Later	80	3
Saturdays	6:20 a.m.-6:18 p.m.	45	32
Sundays	9:12 a.m.-4:40 p.m.	45	20

RIDERSHIP: Ridership is highest during morning and evening peak periods.



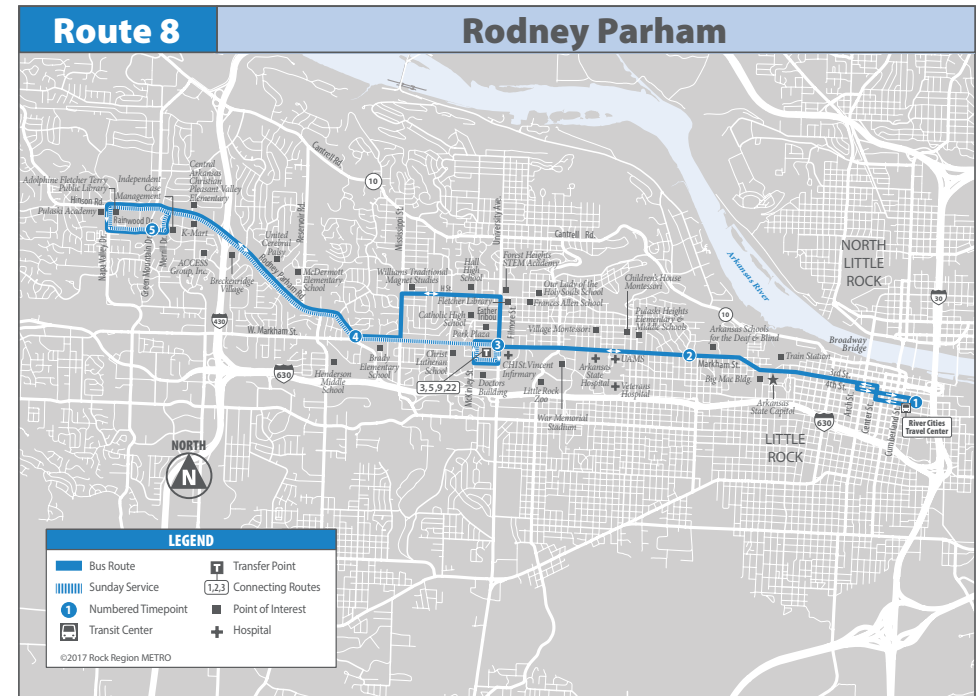
PERFORMANCE: Relative to other METRO routes, Route 8 performs well in terms of ridership, but is average in terms of weekday riders per revenue vehicle hour and riders per trip:

	Weekday		Saturday		Sunday	
	Value	Rank	Value	Rank	Value	Rank
Ridership	327	11	161	11	45	11
Riders per Revenue Hour	12.8	12	7.1	15	7.4	10
Rider per Trip	9.9	6	5	10	2.3	11

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 4th – Minor winding pattern
Average Speed (mph)	16.4	Ranked 7th – Above average
Stop Spacing (stops per mile)	5.4	Ranked 14th – Average
Schedule Convenience (best headway)	45	Typically 45 minutes
Schedule Regularity	Fairly Regular	Evening service is inconsistent



STRENGTHS, WEAKNESSES AND OPPORTUNITIES

STRENGTHS:

- Route is anchored by several high-ridership stops and locations on its western end.
- Service is direct and almost entirely bi-directional.

WEAKNESSES:

- Ridership is strongest in downtown Little Rock, Midtown and the western end of the route.
- Ridership is very low after 7 p.m.

OPPORTUNITIES:

- Increased frequency would improve transfer opportunities at Midtown and reduce travel times.