

# Connect Northwest Arkansas

## 10-Year Transit Development Plan



RAZORBACK TRANSIT





# Providers and Funders of Fixed Route Transit

- **2 Providers of Fixed Route Transit**
  - U of A Razorback Transit (Provided exclusively in Fayetteville)
  - Ozark Regional Transit (Provided in 4 cities)
- **Fixed Route Transit provided in Bentonville, Fayetteville, Rogers, Springdale**
  - 11 Routes operated by ORT, 900-1,000 unlinked trips per day
  - 10 Routes operated by Razorback Transit, 8,000-10,000 unlinked trips per day
- **Bentonville, Fayetteville, Rogers, Springdale + U of A Provide Local Funding for Fixed Route Transit**
- **NWARPC, as the Designated Recipient, allocates FTA Federal Funding to ORT and Razorback Transit**



# NWA 2020 Fixed Route Transit Funding

(Major Sources – not including charters, advertising, and fares)

NWARPC FTA Designated Recipient	\$3,000,000
FTA 5307	\$2,700,000
FTA 5339	\$ 300,000
U of A Student Fees (RT)	\$2,000,000
U of A Allocation (RT)	\$ 322,483
½ Cent State & Sales Tax – City Turnback	\$1,760,137
Bentonville	\$ 125,757 (general fund)
Fayetteville	\$ 805,228 (ORT \$532,228 and RT \$273,000)
Rogers	\$ 467,670
Springdale	\$ 361,710
State Rental Car Tax	\$ 582,256
Franchise Fees	\$ 75,470

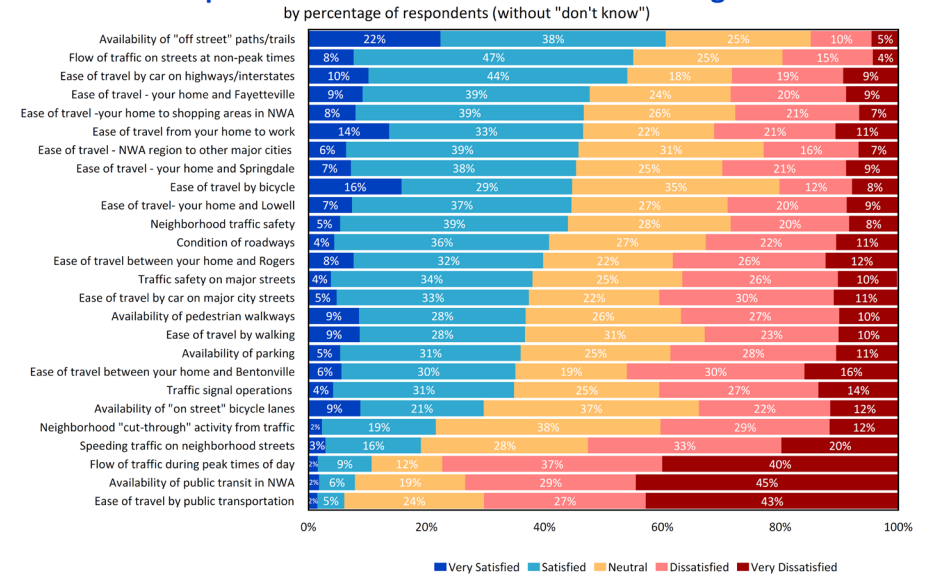
**Approximately  
\$8,000,000  
Per/Year  
(2020)**



# 2019 Scientific-Based Transportation Survey

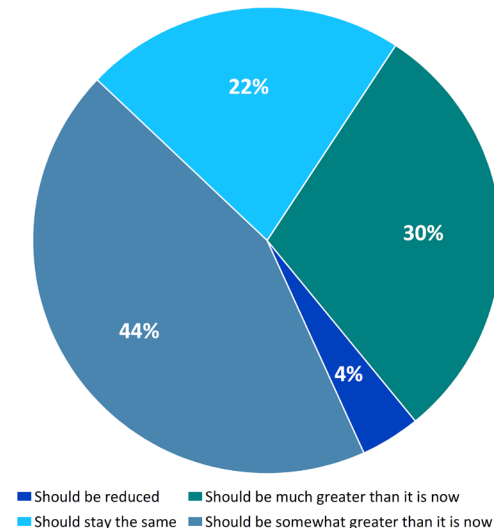
- Desire to improve existing service – Survey results indicated NWA residents are dissatisfied with the current level of service and have interest in future high capacity transit
- Support for additional funding for transit. The region lacks dedicated funding for transit – local funding subject to the annual city budget process in each of the four cities
- Federal Funding based on population, population density, and vehicle revenue miles
- Existing funding levels limit any significant changes and/or expansion to current level of service

## Q2. How satisfied are you with following aspects of transportation in the Northwest Arkansas region?

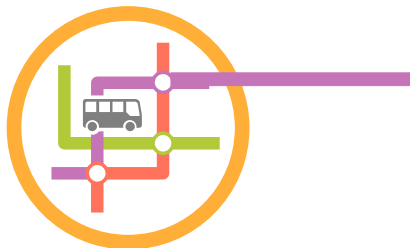


## Q13. How do you think the current level of funding for public transportation in the Northwest Arkansas region should change over the next TEN years?

by percentage of respondents (without "not provided")

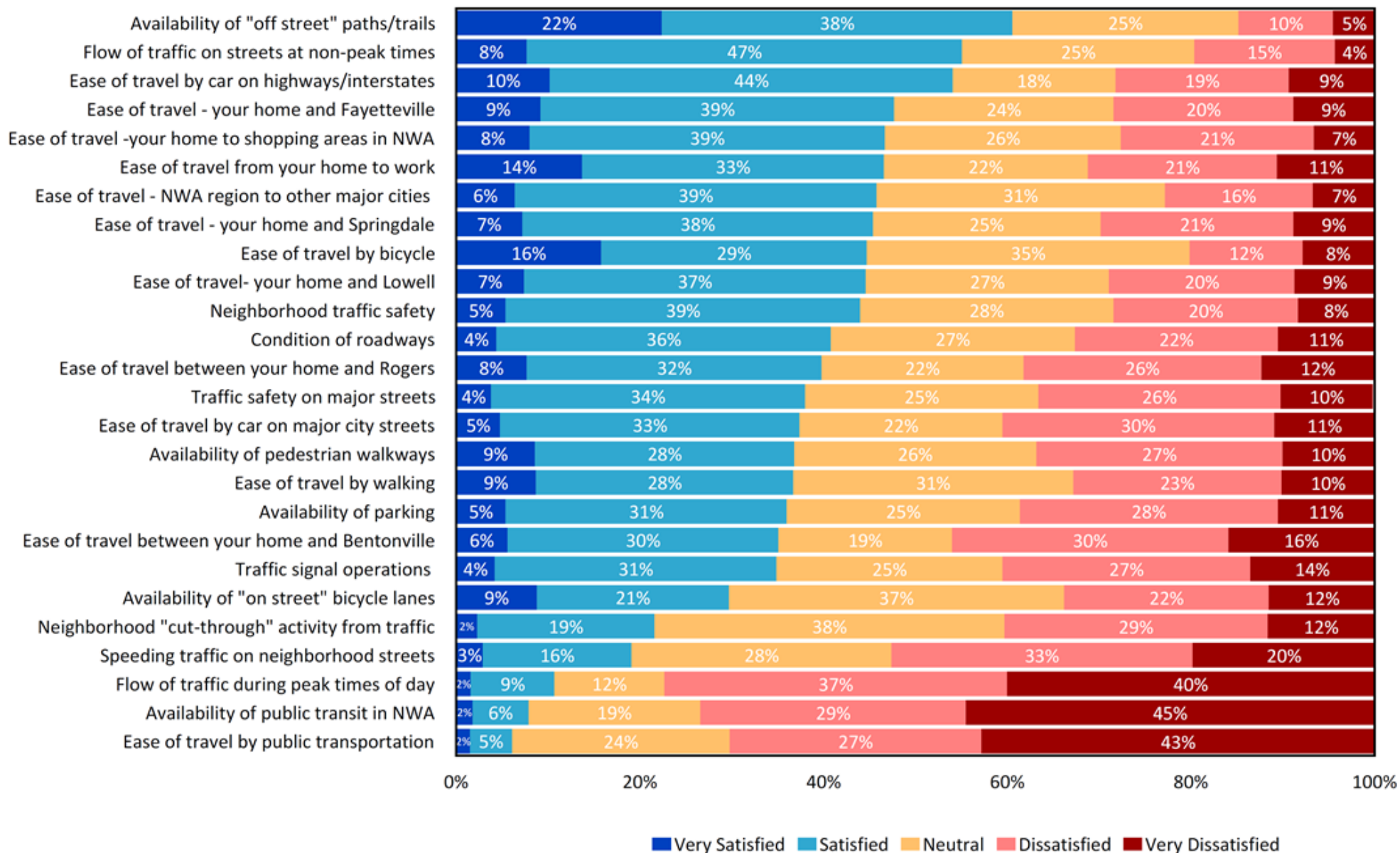






## Q2. How satisfied are you with following aspects of transportation in the Northwest Arkansas region?

by percentage of respondents (without "don't know")

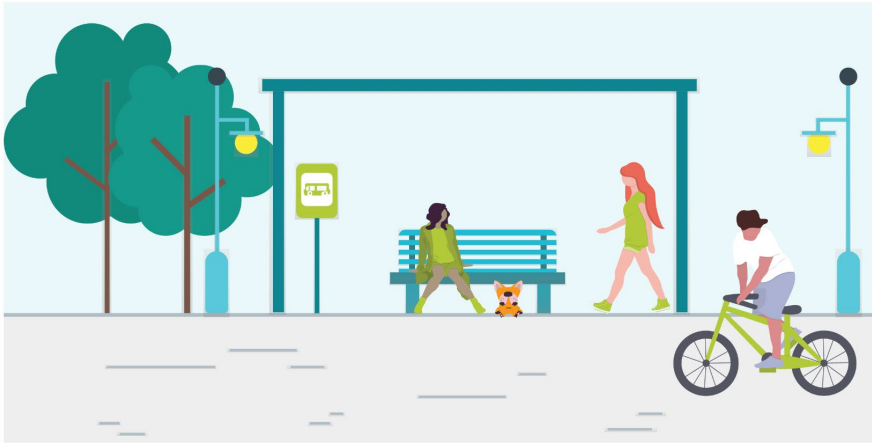


# Connect NWA Vision

If you *connect* people and save them *time*, you give them *freedom*.



# What Makes Transit Effective



## Effective Transit...

TAKES ME WHERE I  
WANT TO GO

...WHEN I WANT TO GO  
THERE

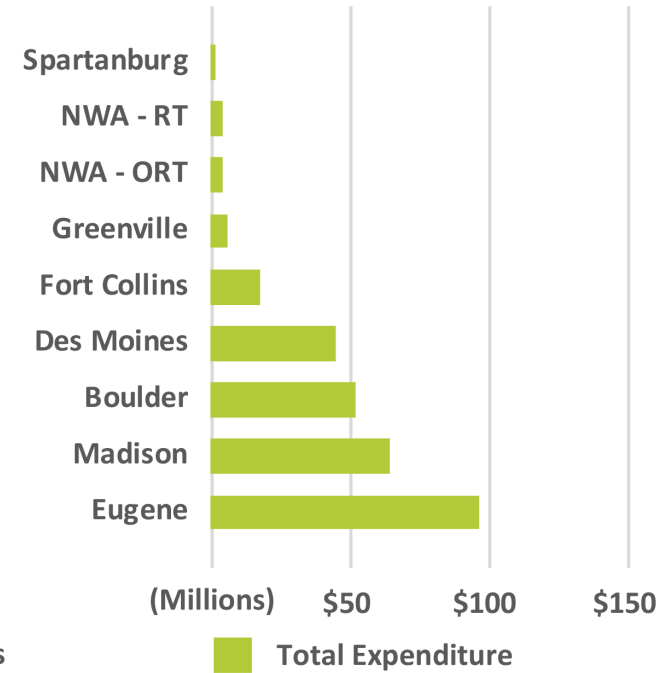
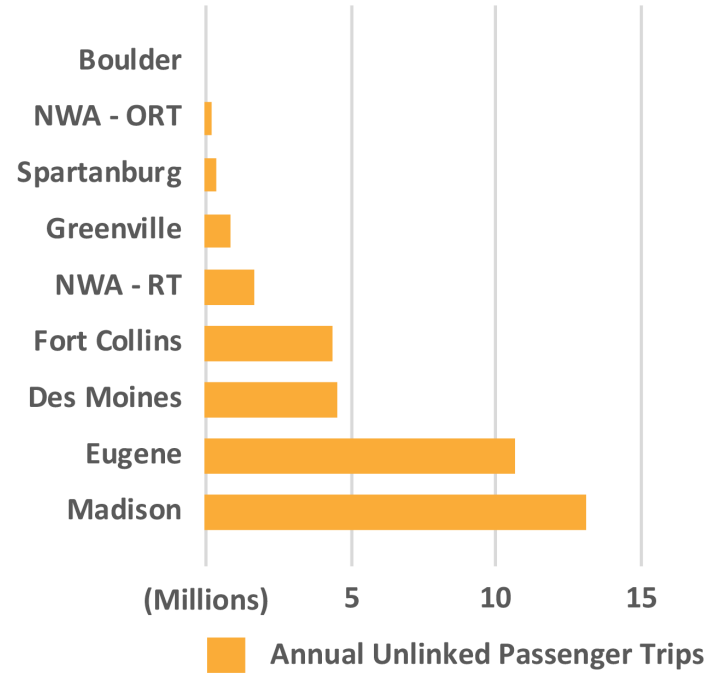
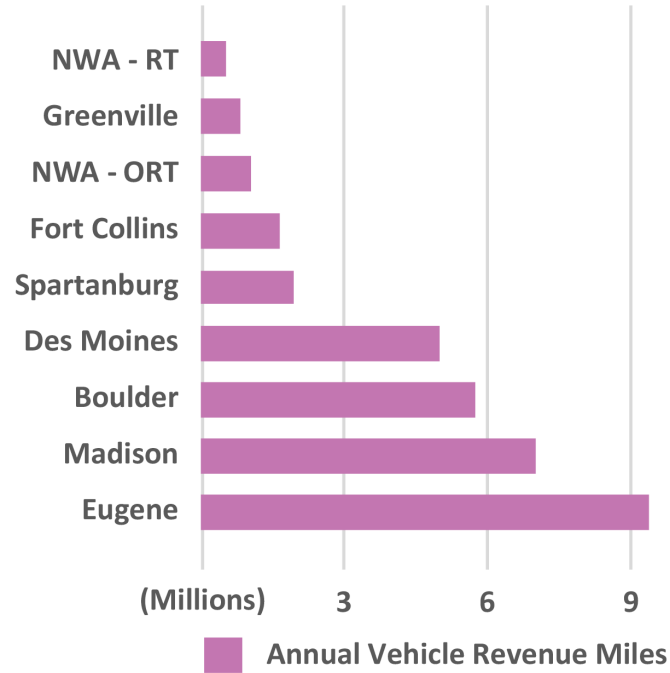
IT IS  
RELIABLE

IT SAVES  
ME TIME

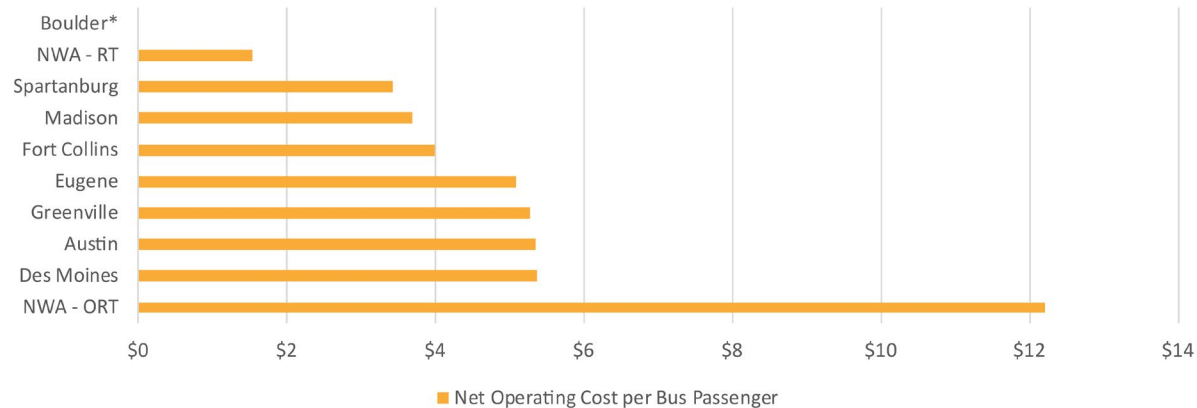
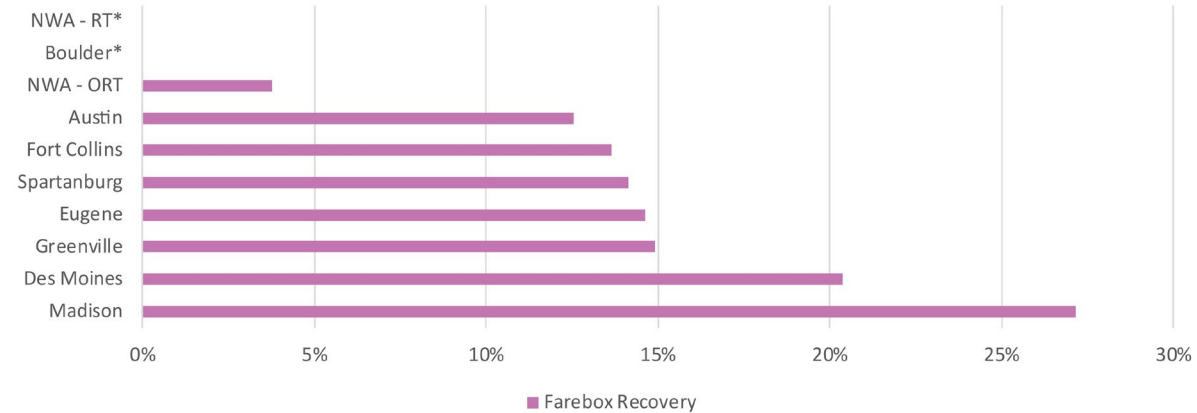
IT GIVES ME  
FREEDOM



# What Makes Transit Effective



# What Makes Transit Effective



URBAN AREA	OPERATING COST PER BUS PASSENGER	FAREBOX RECOVERY RATE
AUSTIN, TX	\$5.34	13%
BOULDER, CO	*	*
DES MOINES, IA	\$5.36	20%
EUGENE, OR	\$5.09	15%
FORT COLLINS, CO	\$3.99	17%
GREENVILLE, SC	\$5.27	17%
MADISON, WI	\$3.69	27%
<b>NWA - ORT</b>	<b>\$12.20</b>	<b>2%</b>
<b>NWA - RT</b>	<b>\$1.54</b>	<b>--</b>
SPARTANBURG, SC	\$3.43	14%

\* Data unavailable for these measures

-- RT is subsidized by student fees and does not charge fares



# What Supports Transit?

## Density



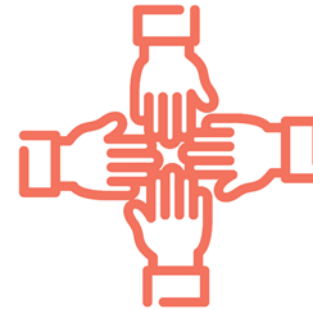
Transit works best when stops are located near a variety of destinations where people want to go, such as job centers, schools, medical facilities, and housing complexes.

## Connectivity



Transit should provide seamless transitions to other routes, park & rides, sidewalks, and bicycle routes. This ensures ease and comfort for passengers navigating the system.

## Community Support



Whether you advocate for transit at city hall or simply choose to ride the bus, support from the community encourages local leaders to invest in transit.

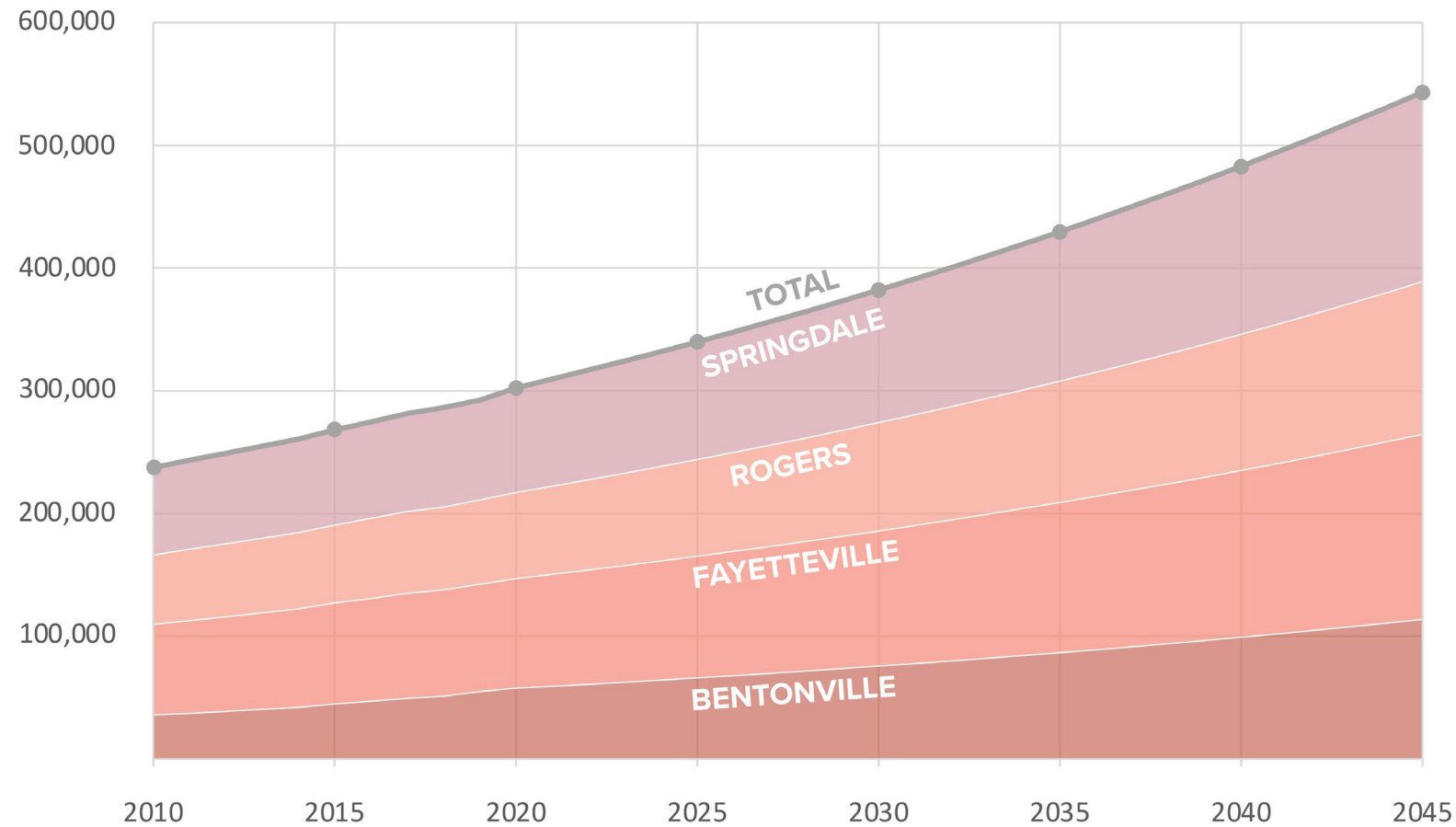
## Ease of Use



Transit should be easy to navigate and convenient to use. When transit is integrated with technology, it can make taking transit an easy choice for travel.



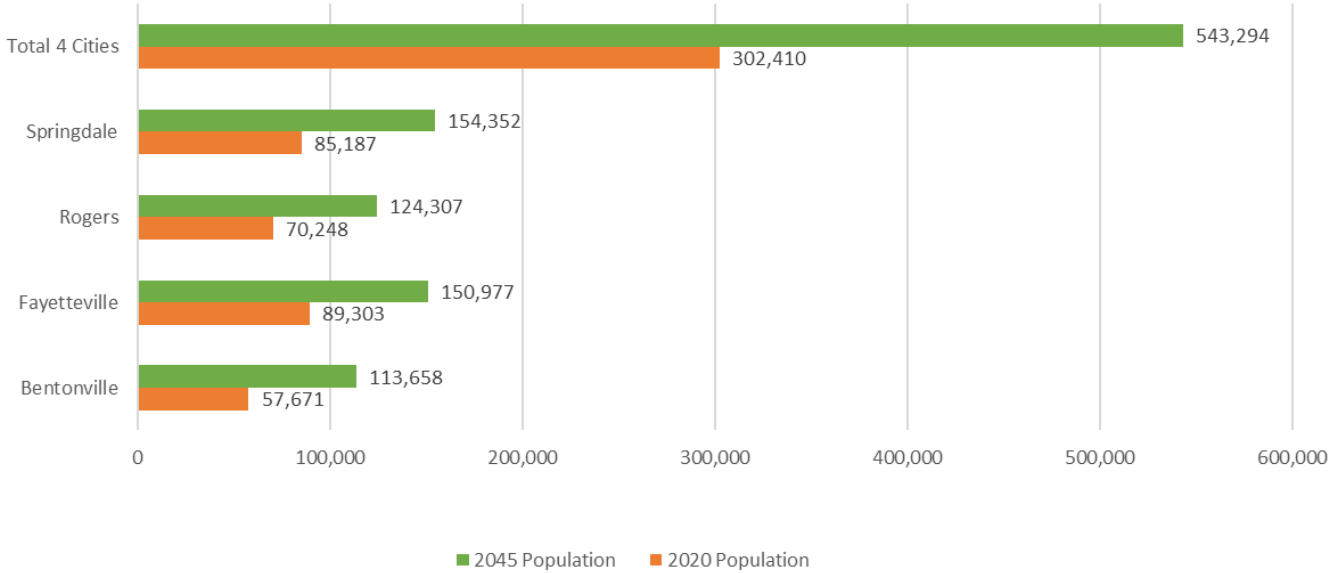
# Regional Growth



# Regional Growth Projections - 2045

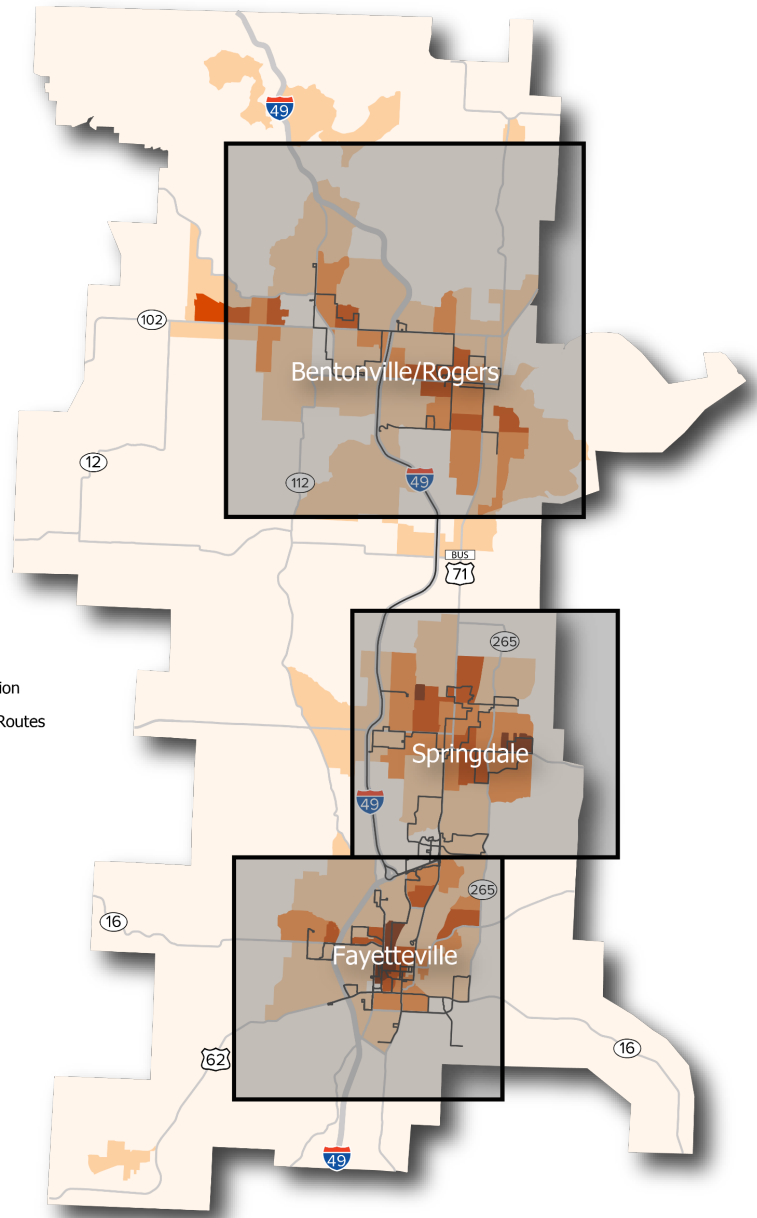
City Name	2020 Population	2045 Population	2020 to 2045 Difference	Percent Change 2020 to 2045	Annual Average Growth Rate 2020 to 2045
Bentonville	57,671	113,658	55,987	97.1%	2.8%
Fayetteville	89,303	150,977	61,674	69.1%	2.1%
Rogers	70,248	124,307	54,059	77.0%	2.3%
Springdale	85,187	154,352	69,165	81.2%	2.4%
Total 4 Cities	302,410	543,294	240,884		

Four Largest Cities





# Study Area

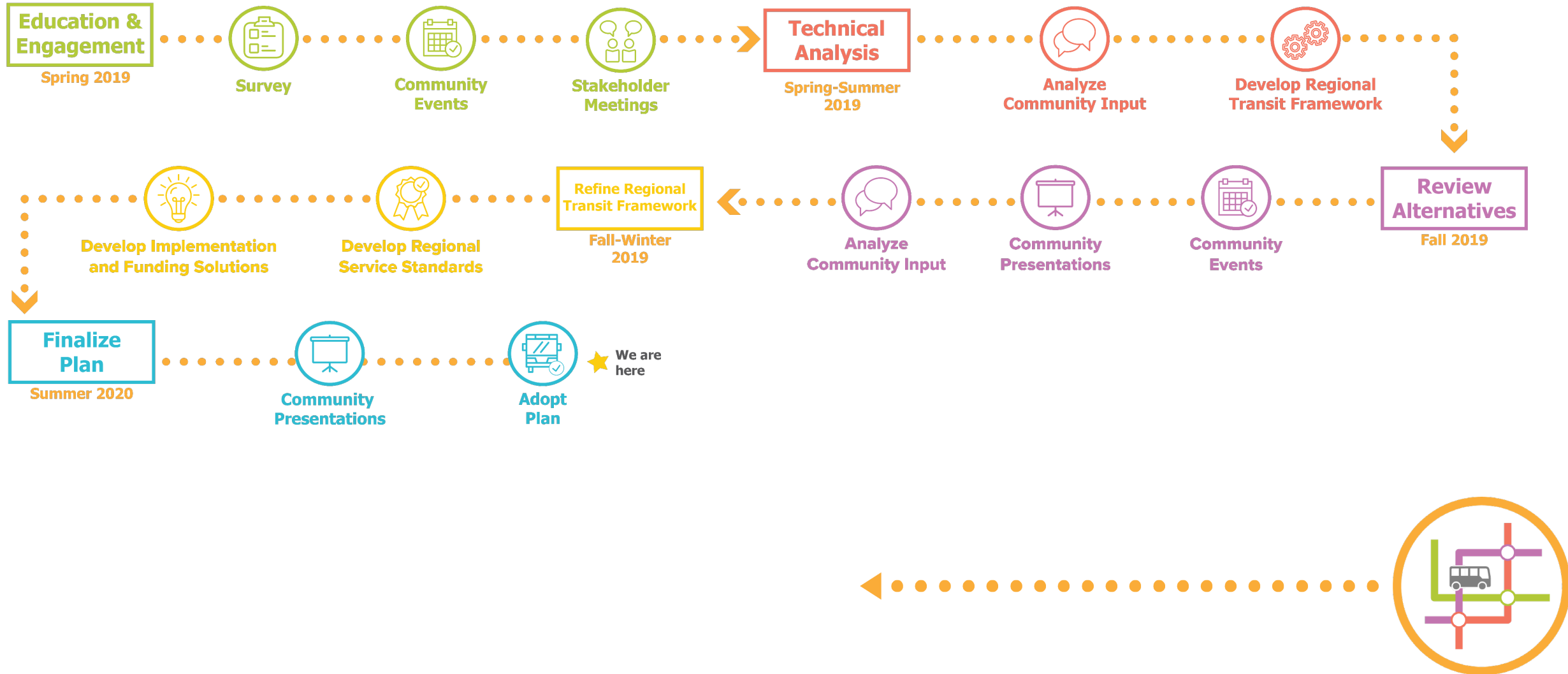


# What all is in the plan...?

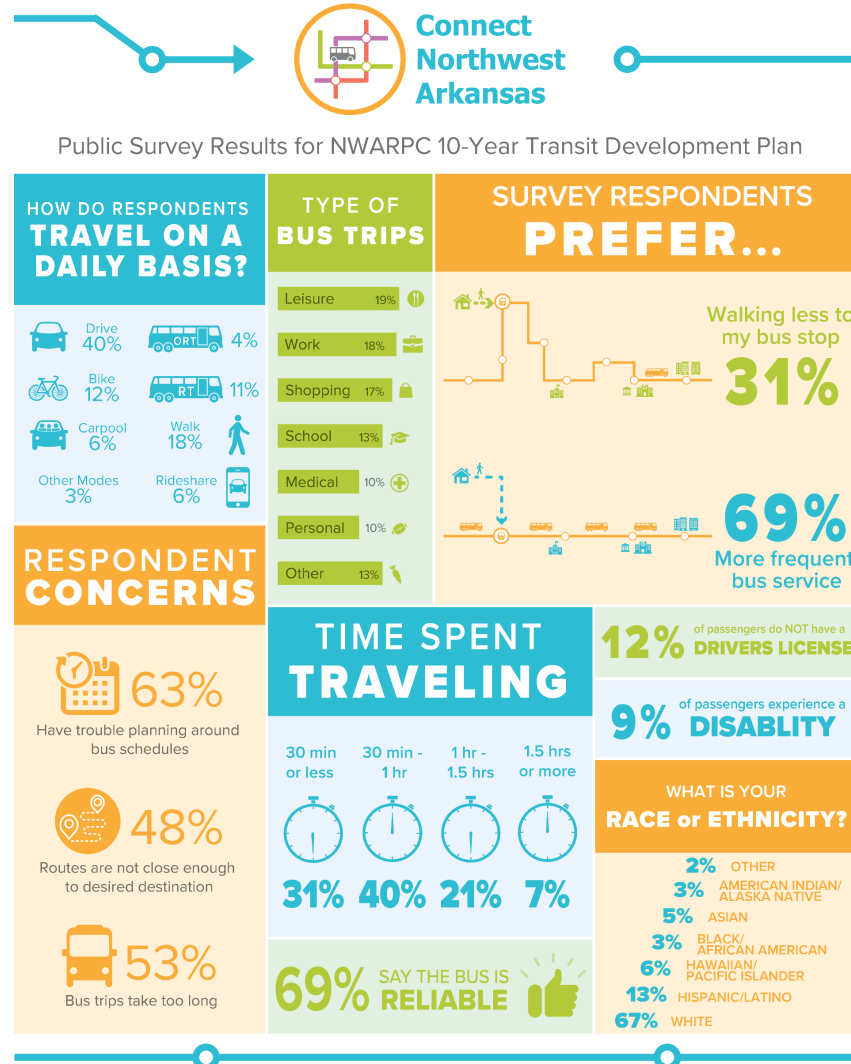
- Executive Summary
- Public Engagement
- Existing Conditions Analysis
- Operations Analysis
- Benchmarking Review (Peer Review)
- Mobility HUB Analysis
- Regional Transit Framework
- Regional Service Standards
- Phased and Prioritized Implementation Plan
- Transit Investment Recommendations (How much it costs and how do we fund it?)
- XNA Whitepaper
- FTA STOPS Ridership forecasts
- Long-term High Capacity Transit (HCT) Recommendations



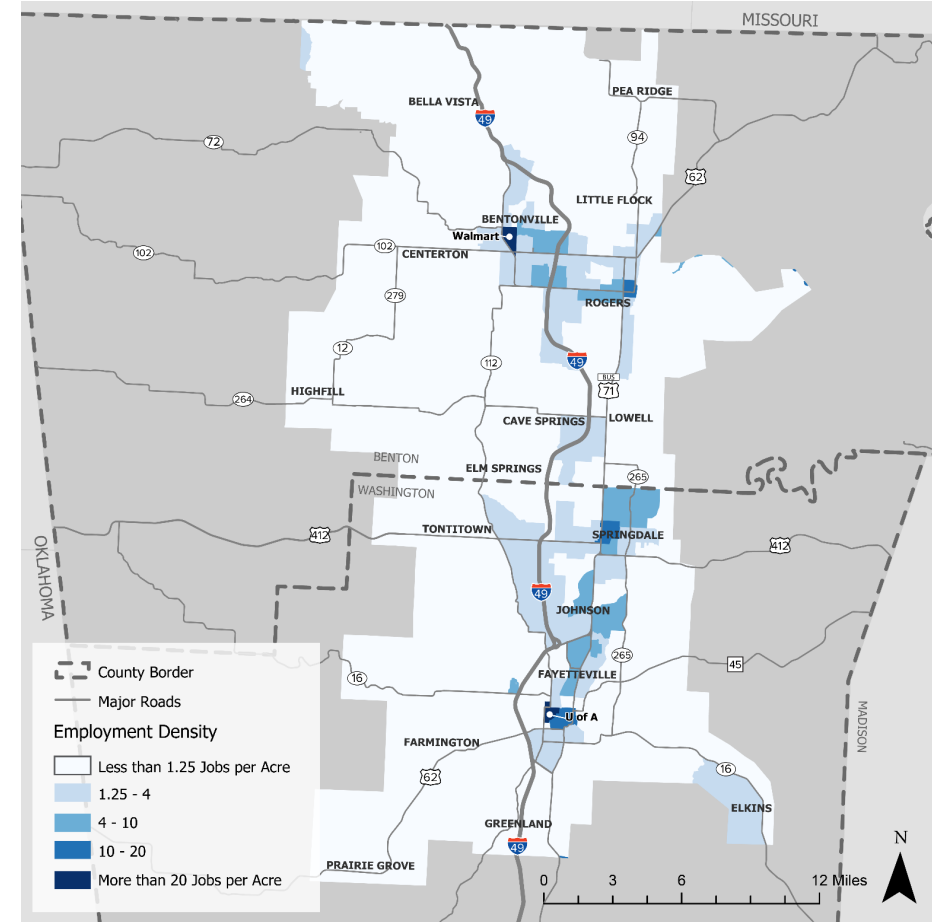
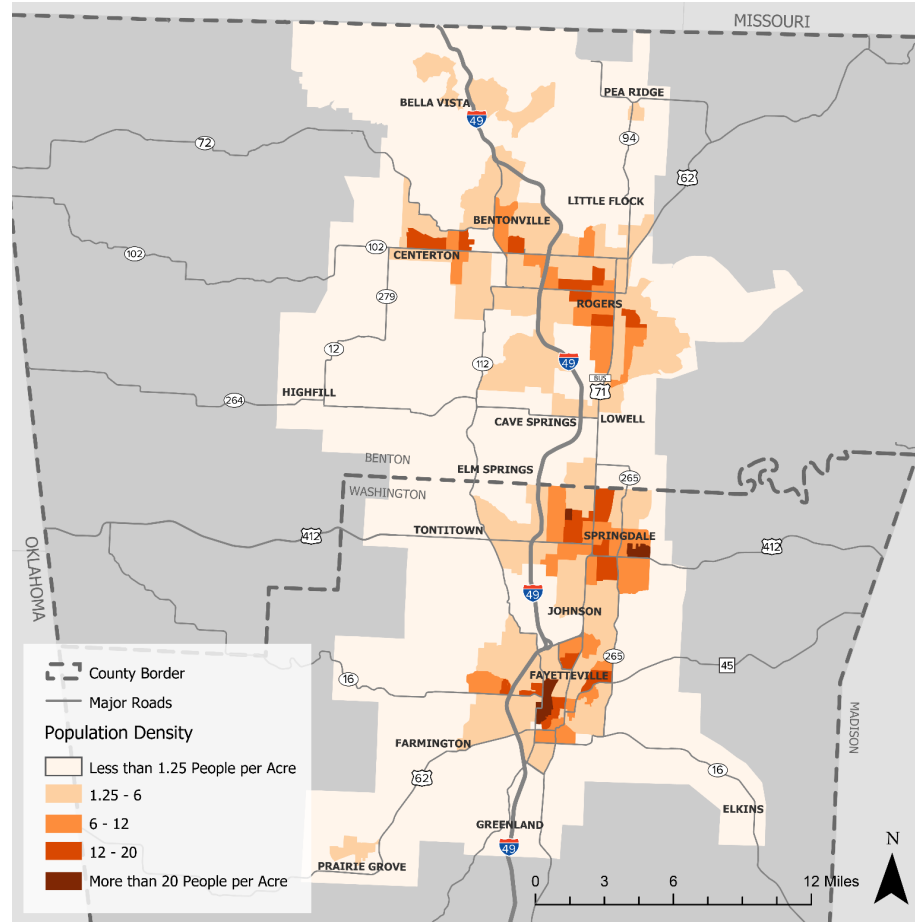
# PROCESS



# Public Engagement

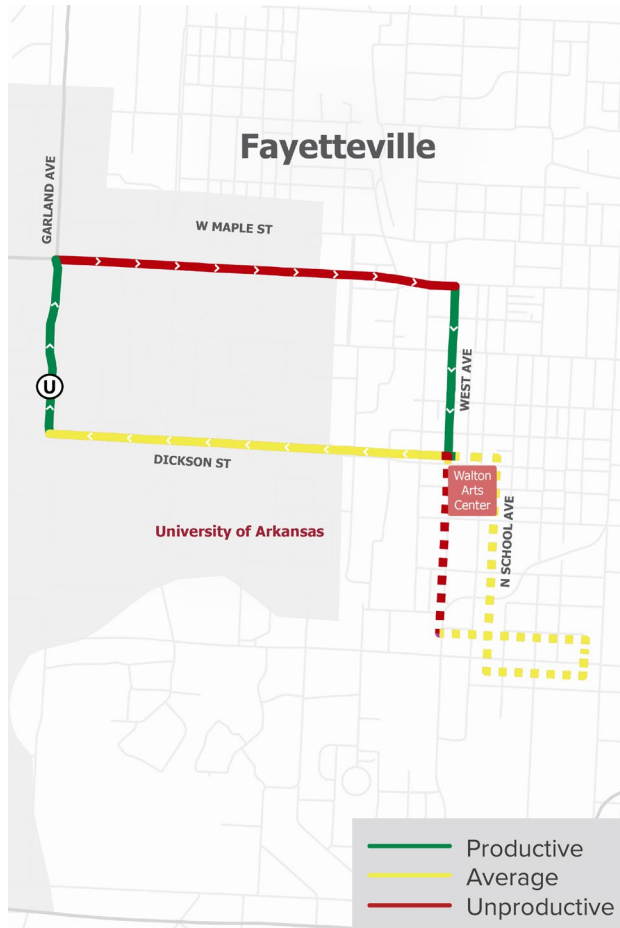


# Market Analysis – Transit Potential



# Operational Analysis

## Route Profiles



### ON-TIME PERFORMANCE

**80%**  
On-Time

**19%**  
Early

**1%**  
Late

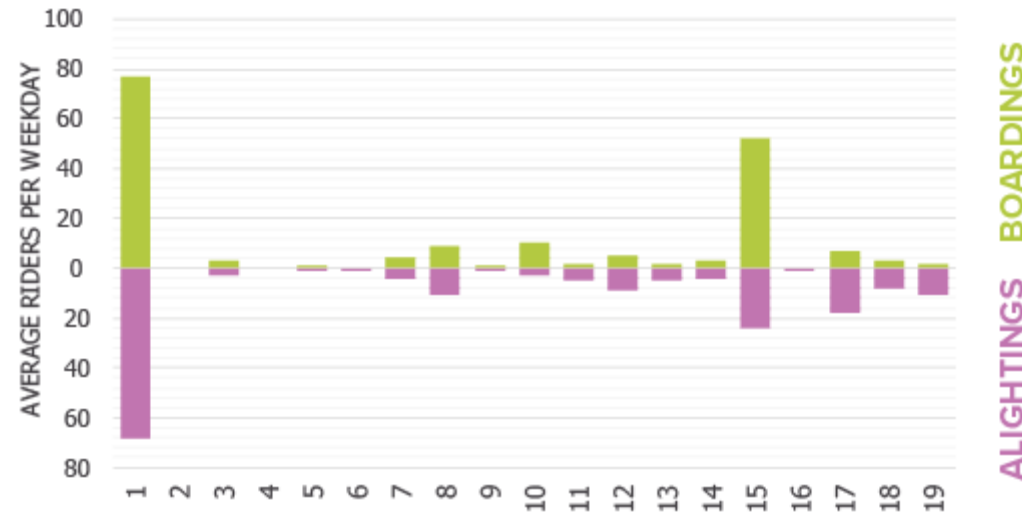


**1**  
Peak Bus



**28,572**  
People & Jobs

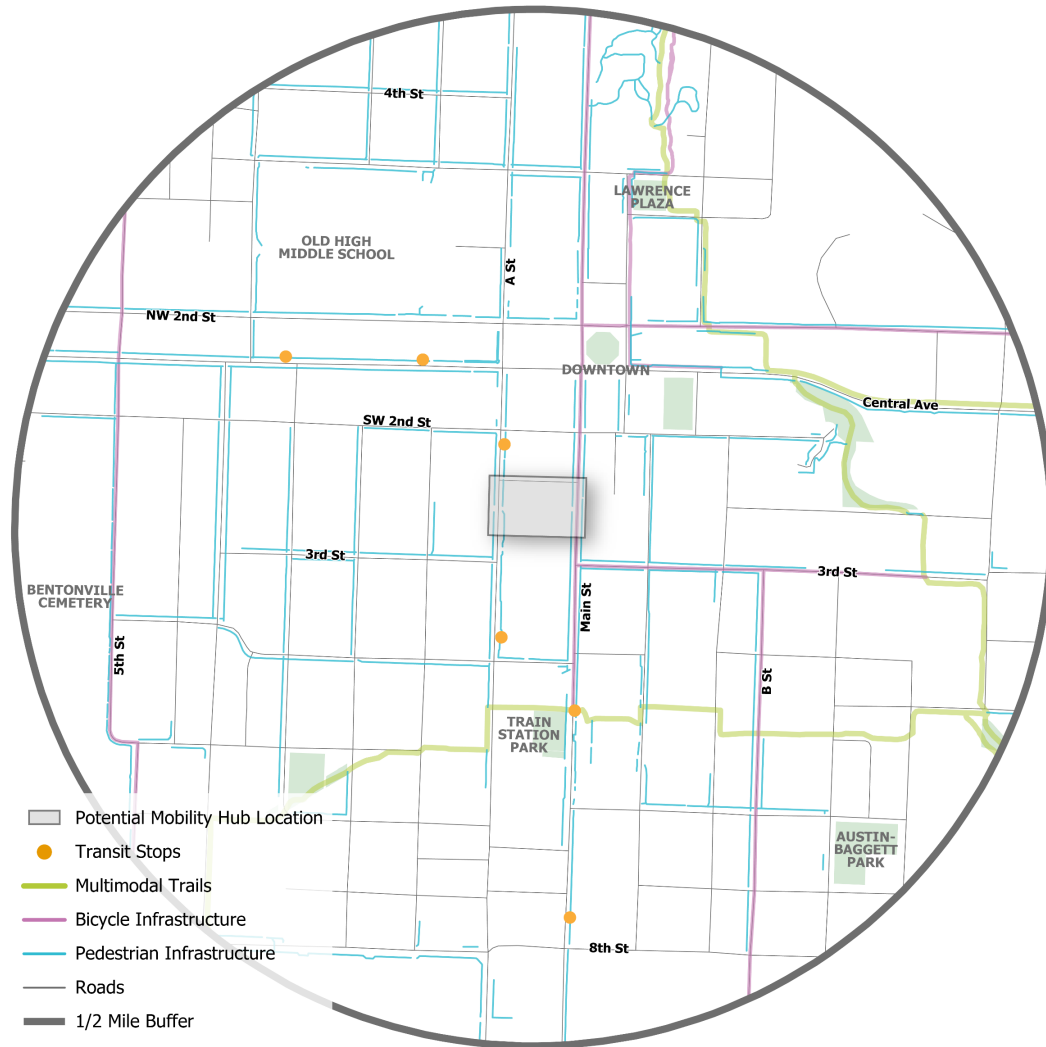
### RIDERSHIP BY STOP



BOARDINGS  
ALIGHTINGS



# Mobility Hub Analysis



- Agency recommended locations paired with quantitative analysis based on:
  - Future productions/attractions
  - Future population/employment
  - Existing active transportation infrastructure
  - Transit ridership
  - Park and Ride connectivity

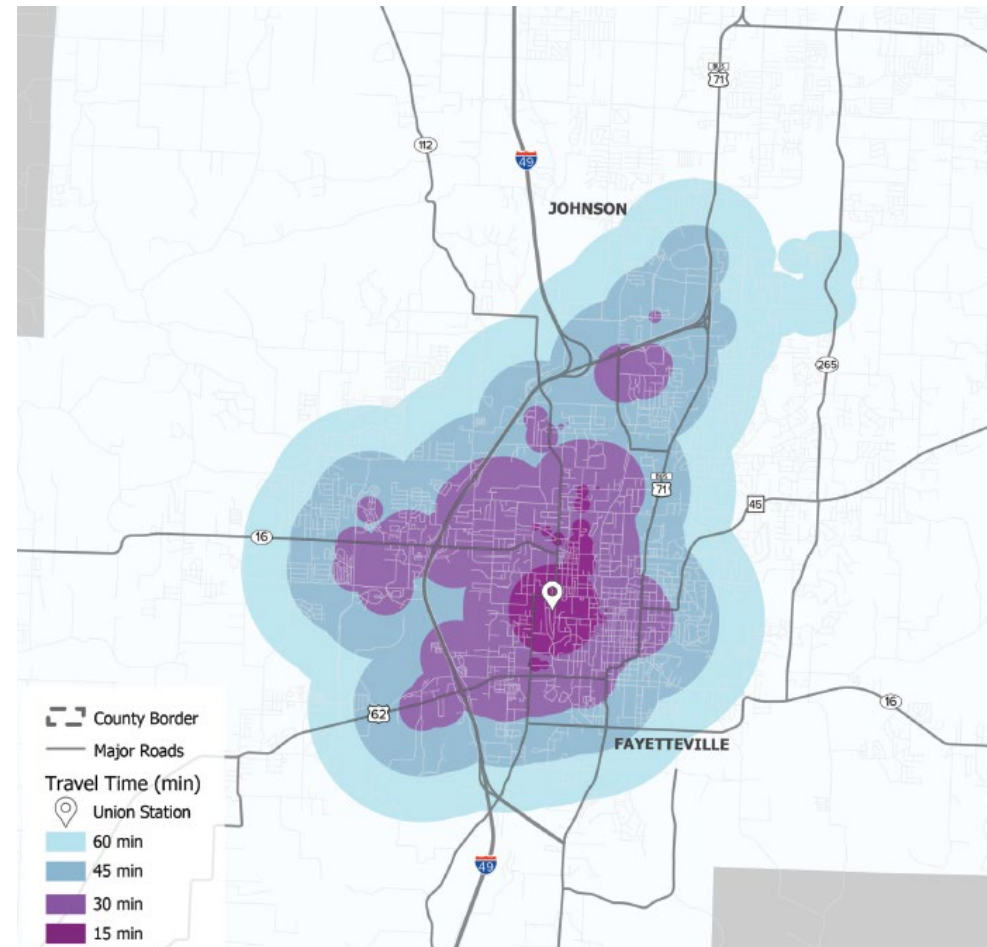




# Key Findings

What did we learn?

- Community Support for Transit
- Relationship between ridership and funding / land use and transit
- NWA needs to become “transit ready”
- The desire for more intuitive and frequent transit that saves time and improves connectivity.
- Additional local funding will need to be identified in order to implement Connect NWA.





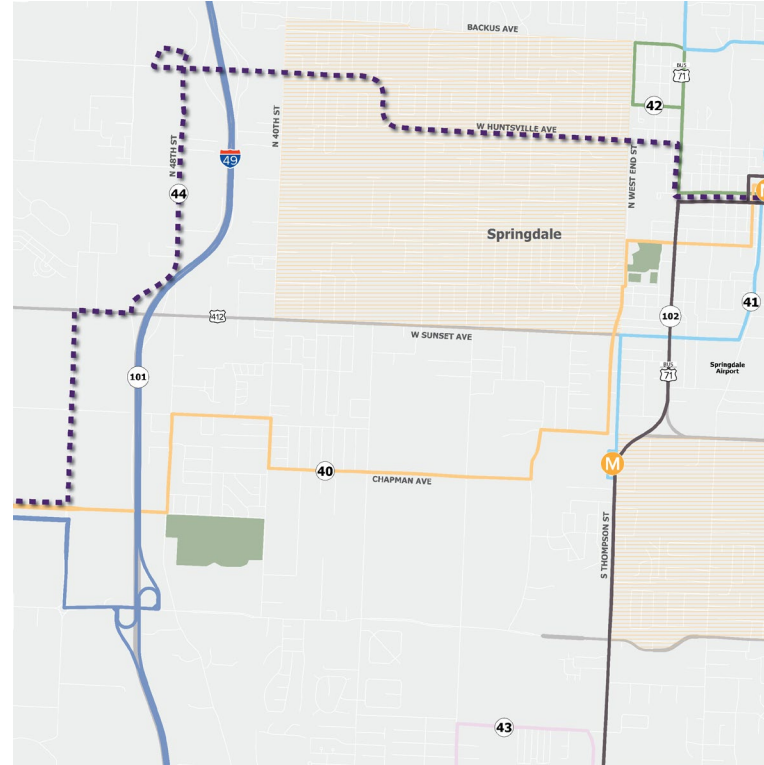
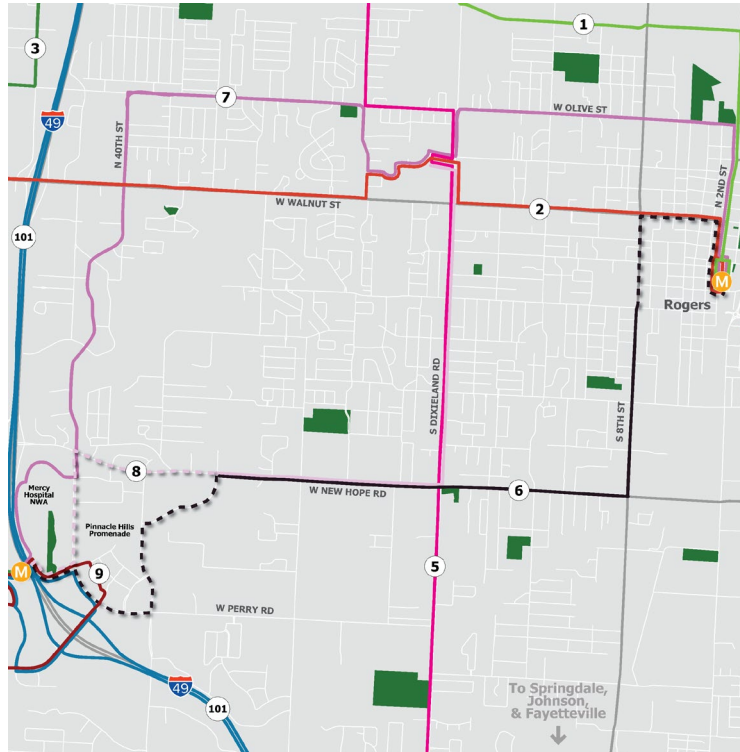
# Regional Transit Framework



## REGIONAL TRANSIT BENEFITS OF CONNECT NWA

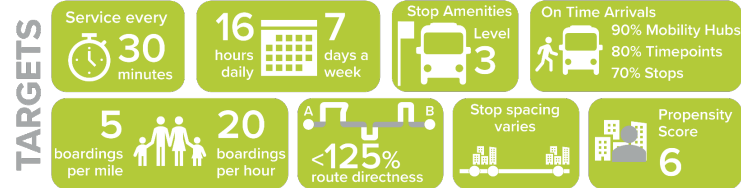
		Bentonville		Fayetteville		Rogers		Springdale		Region	
		Existing	Future	Existing	Future	Existing	Future	Existing	Future	Existing	Future
System Characteristics											
 Transit Routes #		1	7	15	15	3	8	4	7	23	31
	Peak Buses	1	15	27	40	4	19	5	17	37	70
Service Coverage											
  1/4 mile Walkshed		31,451	40,426	66,484	67,404	26,045	37,421	45,647	50,382	169,627	195,633
Frequent Service Coverage (30 minutes or better)											
 1/4 mile Walkshed		0	33,412	59,357	63,447	0	22,042	0	42,441	59,357	161,342
Travel Time to Mobility Hubs											
 Travel Time Zone Minutes #	60	61,000	125,827	80,646	129,189	23,859	113,578	68,727	161,966	234,233	530,561
	45	44,247	81,604	47,290	76,793	14,787	45,767	45,507	110,593	151,831	314,757
	30	33,580	41,908	24,886	37,189	8,042	12,860	23,562	43,280	90,069	135,237
	15	13,009	14,739	6,408	6,474	2,533	2,583	8,686	10,263	30,636	34,059

# Regional Transit Framework

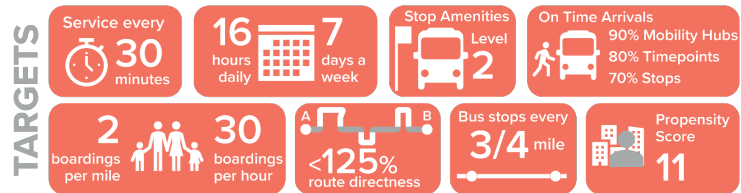


# Regional Service Standards

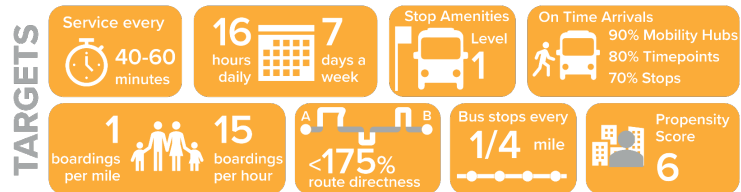
## REGIONAL CONNECTORS



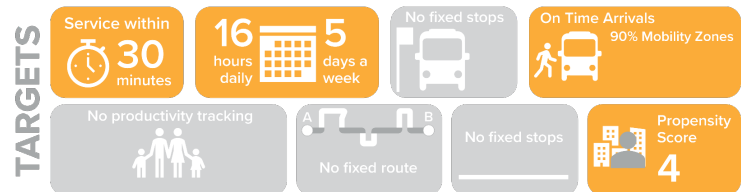
## FREQUENT SERVICE



## COVERAGE SERVICE



## MOBILITY ZONES

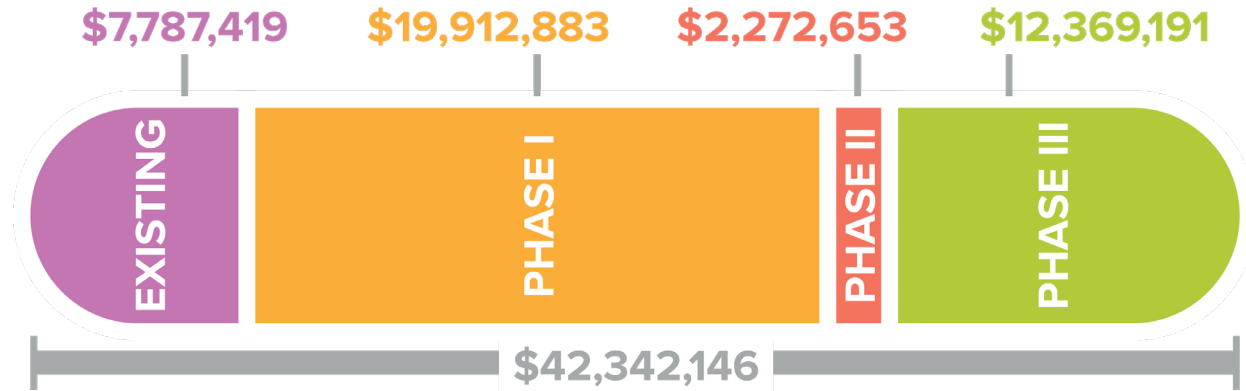


- Living Tool
- Internal & External resource for how and why transit is delivered in NWA



# Project Implementation

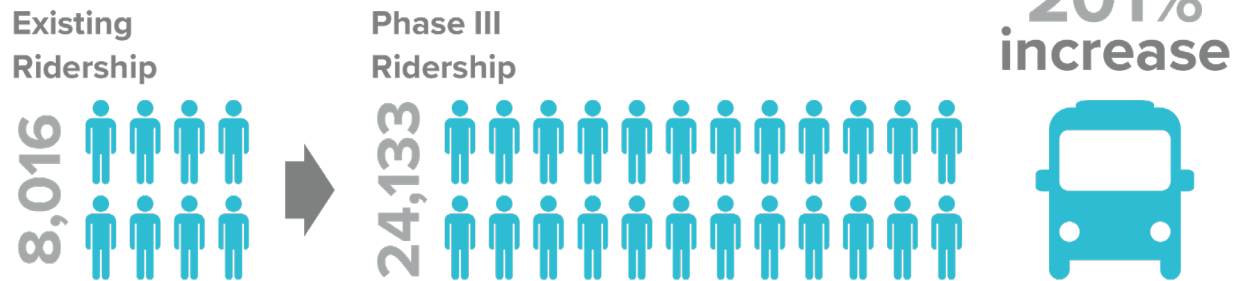
## Phased Transit Investment



How did we prioritize?

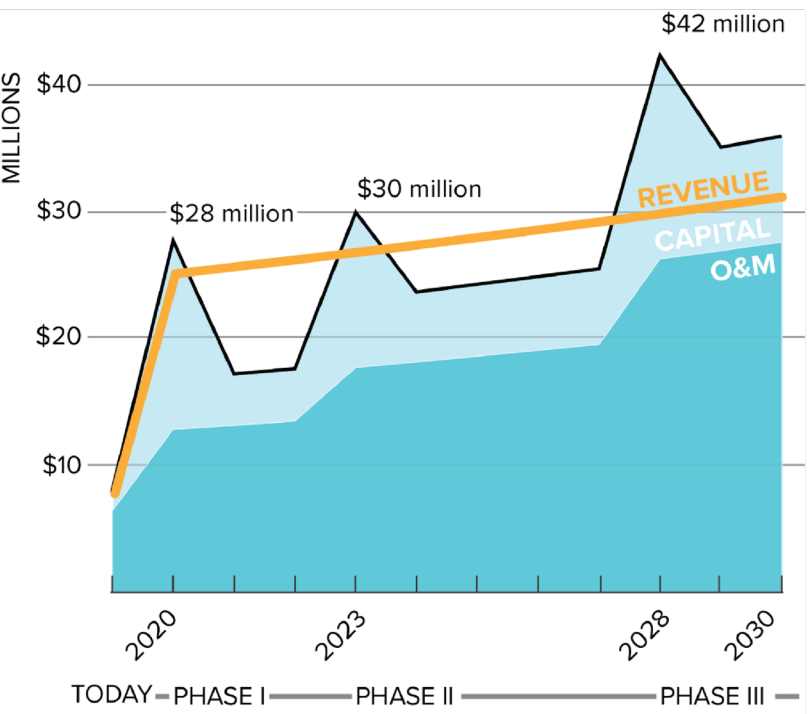
- Transit Need
- Transit Potential
- Forecasted Ridership

## Ridership Increase

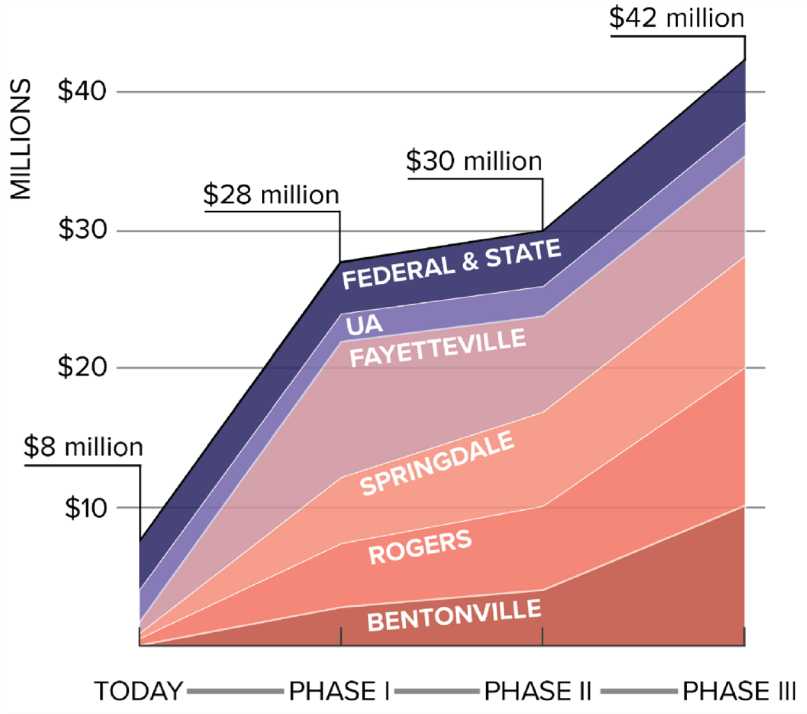


# Transit Investment

Regional Transit Costs and Revenues



Funding Contributions by Phase



# Bentonville User Profile

## BENTONVILLE RESIDENT



Connect NWA cuts my trip from Point A to Point B (S. Walton Dr. Walmart) by **40 minutes**. Compared to ORT 11, ORT 2 provides **15 minute frequency**, and also serves me **Monday through Sunday**. The new system even connects me to Downtown Rogers with no transfers.

### — BEFORE —

Travel Time  
**48 min**



Span  
**M - F**



Frequency  
**60 min**



### — AFTER —

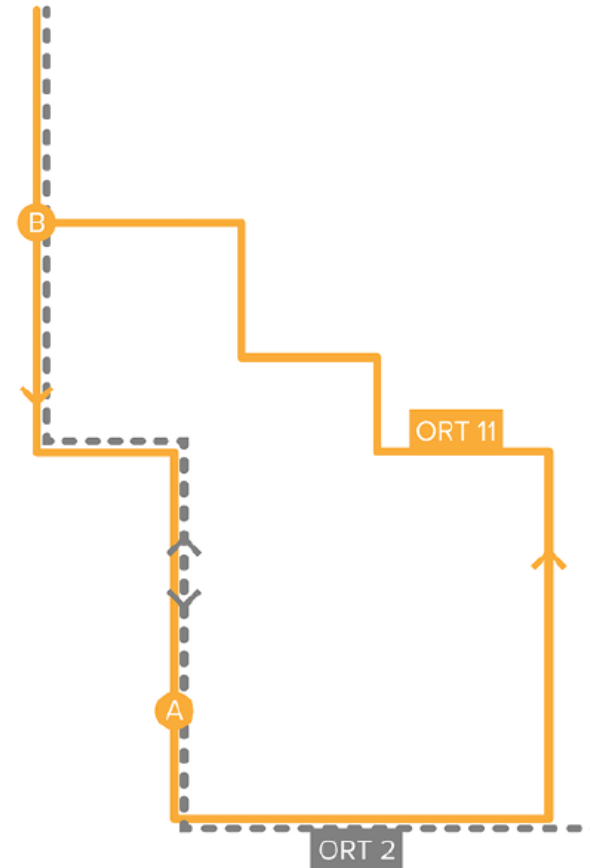
Travel Time  
**8 min**



Span  
**M - Sun**



Frequency  
**15 min**



# Bentonville City Profile



## LOCAL MATCH COST

Phase I: **\$2,884,547**

Phase II: **\$4,119,309**

Phase III: **\$10,227,205**



## ADDED DAILY HOURS OF SERVICE (WEEKDAY)

Existing: 13

Future: 192

Phase I: 57

Phase II: 84

Phase III: 192



## ADDED ROUTES

Existing: 1

Future: 7

Frequent: 6

Coverage: --

Regional Connector: 1



## ADDED DAILY RIDERSHIP

Existing: 62

Future: 1,291

Percent Increase:  
1,900%



## ADDED PEAK BUSES

Existing: 1

Future: 15



## ADDED PROPENSITY COVERAGE (POP+JOBS)

Existing: 31,451

Future: 40,426

Percent Increase: 29%

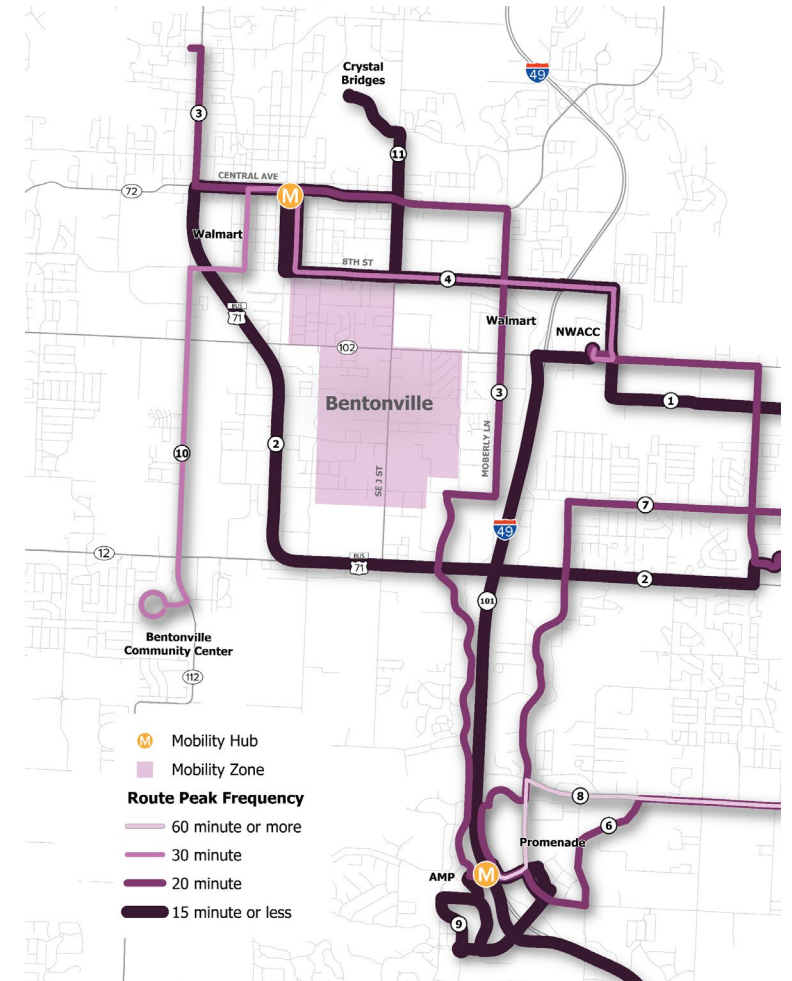


## OTHER SERVICES

Expanded Saturday Service

Added Sunday Service

Mobility Zone/Paratransit Service





# Fayetteville User Profile

## FAYETTEVILLE RESIDENT



If I missed Route 20 on my way to the Arkansas Research and Technical Center, I would have to wait an entire hour before getting picked up. Connect NWA provides me a **direct route** with a **quick travel time**, with a **high frequency**. Now if I'm not on time, it isn't a big deal because service is **frequent** and **reliable**.

### BEFORE

Travel Time  
74 min



Frequency  
60 min



Span  
M - F



6:00 ☀  
to  
7:00 ☾

### AFTER

Travel Time  
24 min



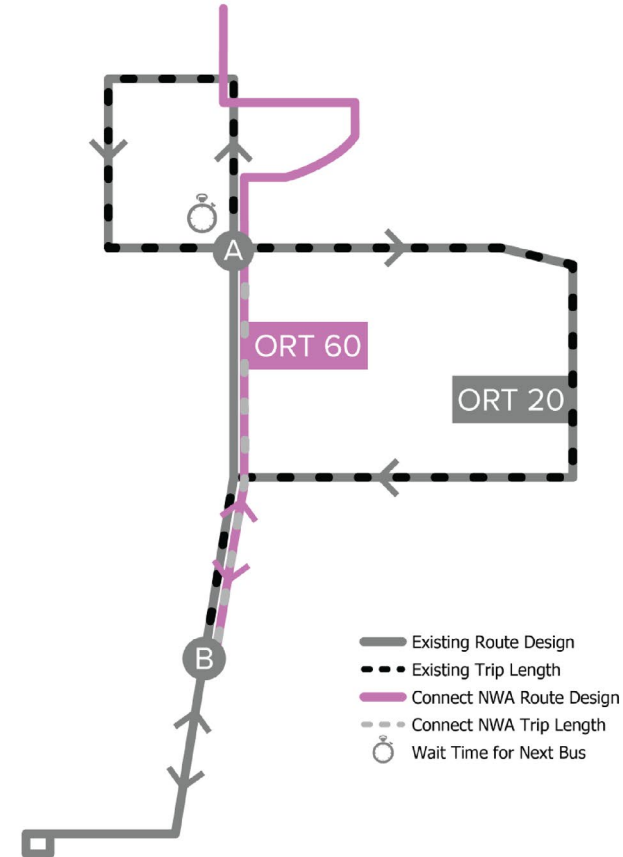
Frequency  
15 min



Span  
M - Sun



6:00 ☀  
to  
10:00 ☾





# Fayetteville City Profile



## LOCAL MATCH COST

Phase I: **\$9,804,469**

Phase II: **\$6,910,103**

Phase III: **\$7,208,463**



## ADDED DAILY HOURS OF SERVICE (WEEKDAY)

Existing: 318

Future: 400

Phase I: 349

Phase II: 387

Phase III: 400



## ADDED ROUTES

Existing: 15

Future: 15

Frequent: 13

Coverage: --

Regional Connector: 2



## ADDED DAILY RIDERSHIP

Existing: 7,485      Percent Increase:

Future: 14,100      90%



## ADDED PEAK BUSES

Existing: 27

Future: 40



## ADDED PROPENSITY COVERAGE (POP+JOBS)

Existing: 66,484

Future: 67,404

Percent Increase: 1%

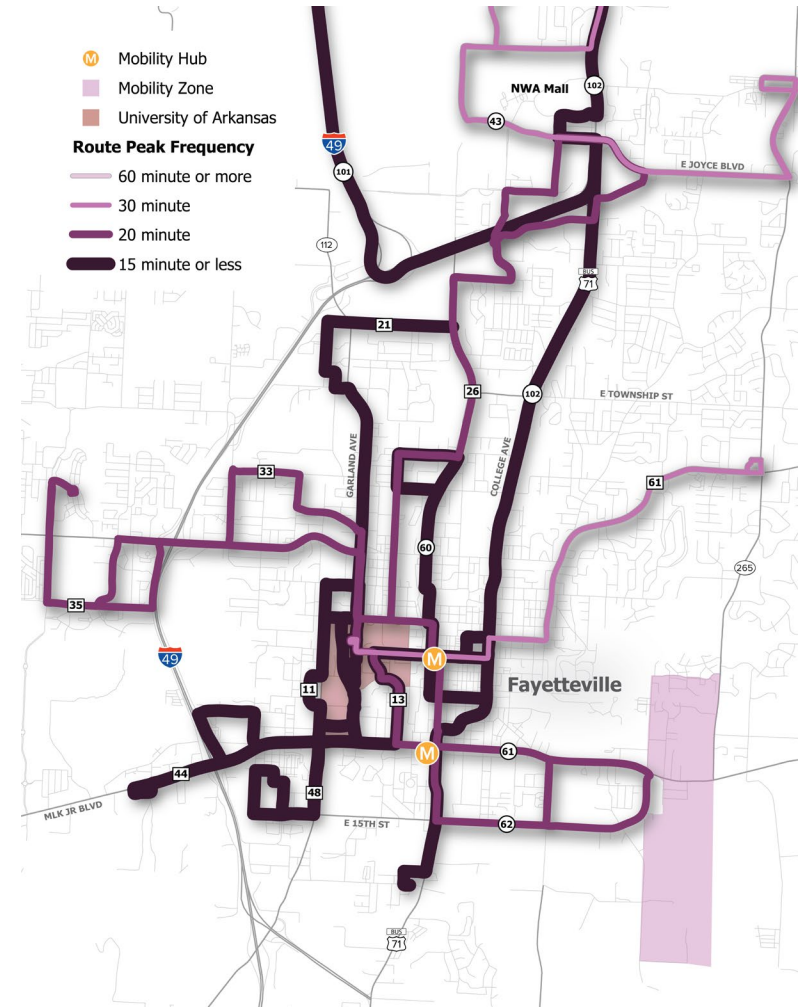


## OTHER SERVICES

Expanded Saturday Service

Added Sunday Service

Mobility Zone/Paratransit Service



# Rogers User Profile

## ROGERS RESIDENT



Route 51 used to provide service no later than 5 pm. As an NWACC student, this allowed me to only take public transportation to class. I then had to rely on rideshare or taxi service to get home. Connect NWA now provides **high quality transit** until **10 pm**, allowing me to use **ORT** for both trips.

### — BEFORE —

Travel Time  
**33 min**



Frequency  
**60 min**



Span  
**M - F**



**7:04** ☀  
to  
**5:04** ☾

### — AFTER —

Travel Time  
**15 min**



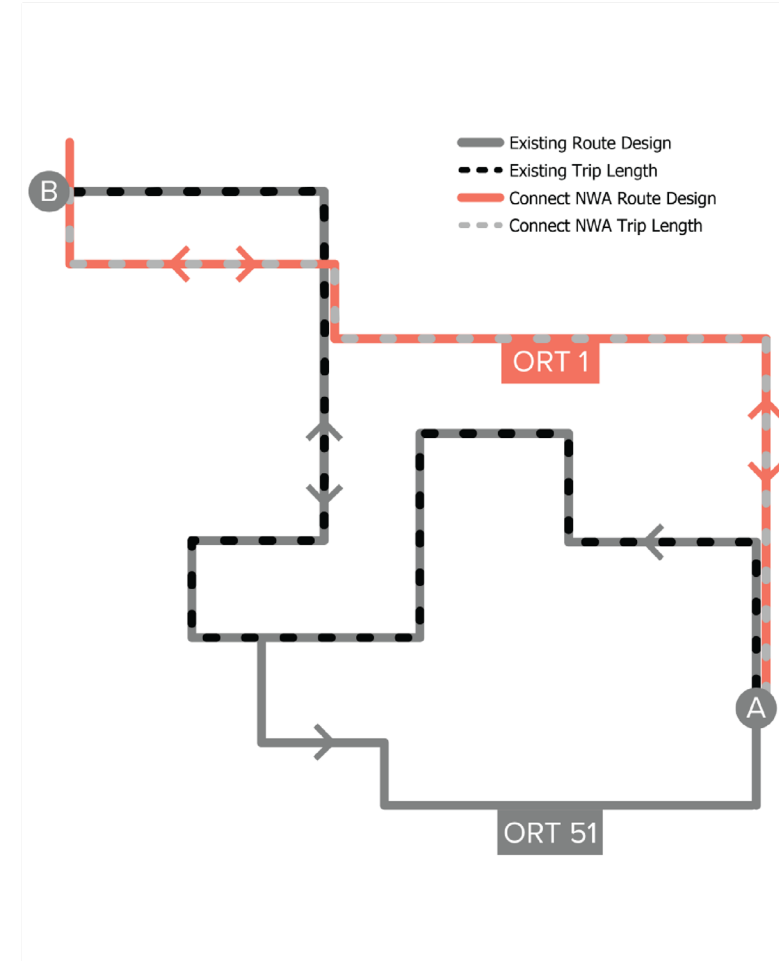
Frequency  
**15 min**



Span  
**M - Sun**



**6:00** ☀  
to  
**10:00** ☾



# Rogers City Profile



## LOCAL MATCH COST

Phase I: **\$4,584,211**

Phase II: **\$6,049,519**

Phase III: **\$9,960,984**



## ADDED DAILY HOURS OF SERVICE (WEEKDAY)

Existing: 23

Future: 241

Phase I: 118

Phase II: 165

Phase III: 241



## ADDED ROUTES

Existing: 3

Future: 8

Frequent: 6

Coverage: 1

Regional Connector: 1



## ADDED DAILY RIDERSHIP

Existing: 120

Future: 2,429

Percent Increase:  
1,900%



## ADDED PEAK BUSES

Existing: 4

Future: 19



## ADDED PROPENSITY COVERAGE (POP+JOBS)

Existing: 26,045

Future: 37,421

Percent Increase: 44%

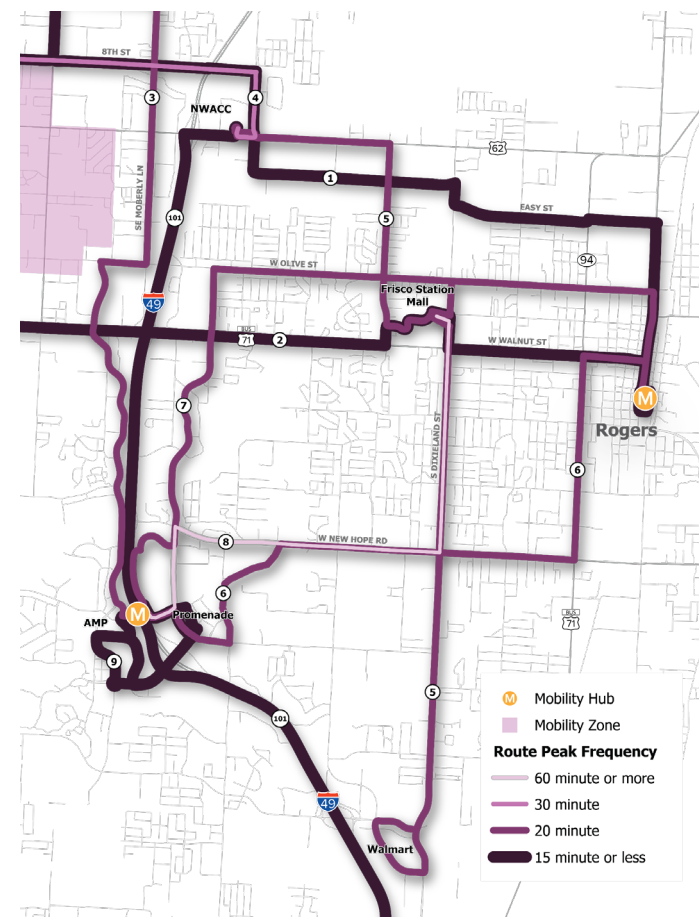


## OTHER SERVICES

Expanded Saturday Service

Added Sunday Service

Paratransit Service



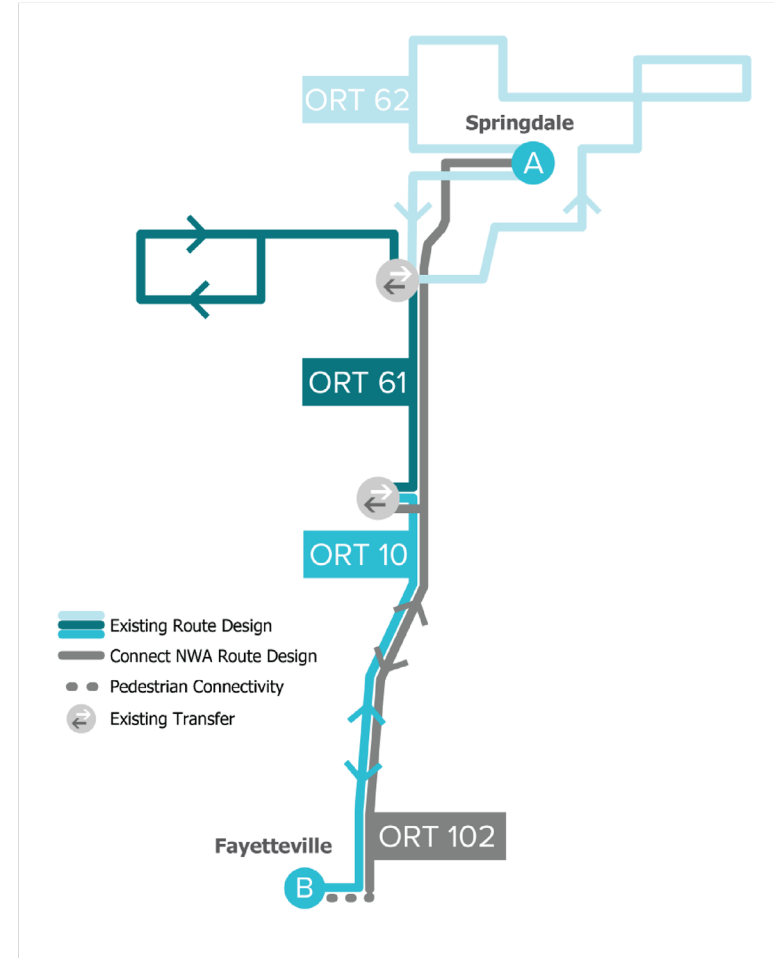
# Springdale User Profile

## SPRINGDALE RESIDENT



Before Connect NWA, I had to transfer twice, using three routes to get from Downtown Springdale to Downtown Fayetteville. Now Route 102 gets me from Point A to Point B in **35 minutes** with **no transfers**. Connect NWA also provides convenient routes in between which help me get around the NWA region more **efficiently**.

BEFORE		AFTER	
Travel Time >60 min	Span M - F	Travel Time 35 min	Span M - Sun
Frequency 30/60 min	6:00 ☀ to 7:00 ☾	Frequency 20 min	6:00 ☀ to 10:00 ☾



# Springdale City Profile



## LOCAL MATCH COST

Phase I: **\$4,769,349**

Phase II: **\$6,801,272**

Phase III: **\$8,052,104**



## ADDED DAILY HOURS OF SERVICE (WEEKDAY)

Existing: 37

Future: 197

Phase I: 104

Phase II: 166

Phase III: 197



## ADDED ROUTES

Existing: 4

Future: 7

Frequent: 4

Coverage: 1

Regional Connector: 2



## ADDED DAILY RIDERSHIP

Existing: 314    Percent Increase: 1,500%

Future: 5,250



## ADDED PEAK BUSES

Existing: 5

Future: 17



## ADDED PROPENSITY COVERAGE (POP+JOBS)

Existing: 45,647

Future: 50,382

Percent Increase: 10%

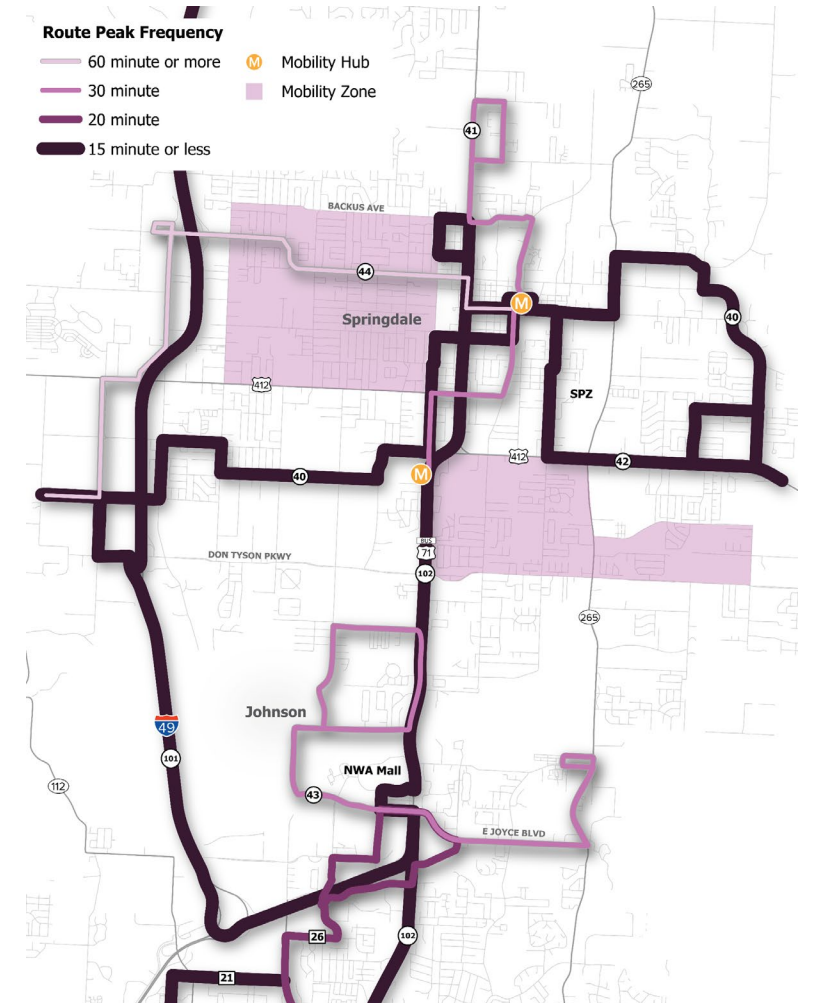


## OTHER SERVICES

Expanded Saturday Service

Added Sunday Service

Mobility Zone/Paratransit Service



# Thank you

If you *connect* people and save them *time*, you give them *freedom*.

