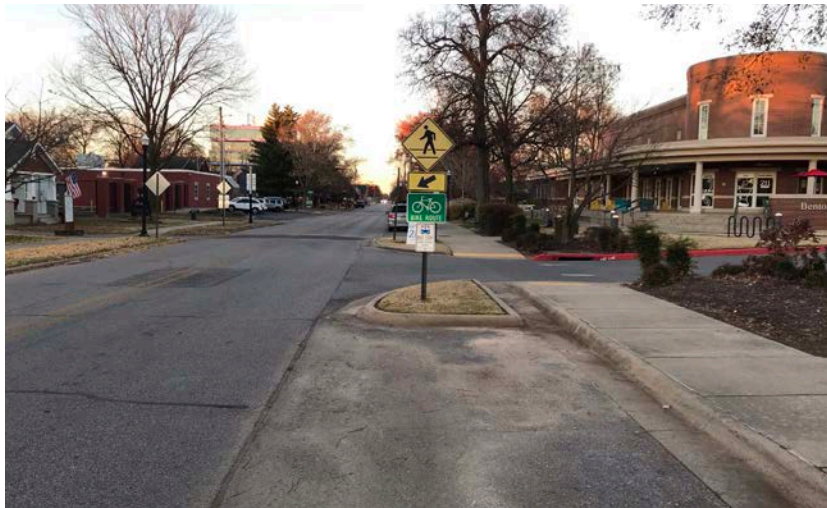




ORT OZARK REGIONAL TRANSIT

BUS STOP ENHANCEMENTS PLAN | October 2022



ACKNOWLEDGEMENTS



STAKEHOLDERS



CONSULTANT



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1

BACKGROUND



Introduction

ORT and its partner jurisdictions have recognized the need to develop a plan to improve bus stops throughout the Northwest Arkansas region, both to provide a basic level of accessibility as well as creating a safe and comfortable atmosphere for riders. This Plan provides a full understanding of existing conditions and a path forward to implementing improvements. This Plan is intended to be utilized in coordination with Connect Northwest Arkansas, the region's guide for expanded transit services.

Based on the recommendations and implementation actions identified in this Plan, ORT and its partner jurisdictions can pursue grant and

other funding opportunities to improve transit accessibility and comfort for riders. The Bus Stop Enhancements Plan consists of three phases:

- A comprehensive and detailed inventory of all 420 ORT bus stops. (December 2022 – April 2022)
- An evaluation of infrastructure improvements and passenger amenities at each stop. (April 2022 – July 2022)
- Completion of a plan with recommendations to implement desired improvements. (July 2022 – September 2022)



Ozark Regional Transit

Ozark Regional Transit (ORT) provides transportation service for the Northwest Arkansas region. Services operate within a four-county region consisting of Benton, Carroll, Madison, and Washington counties. Current services include:

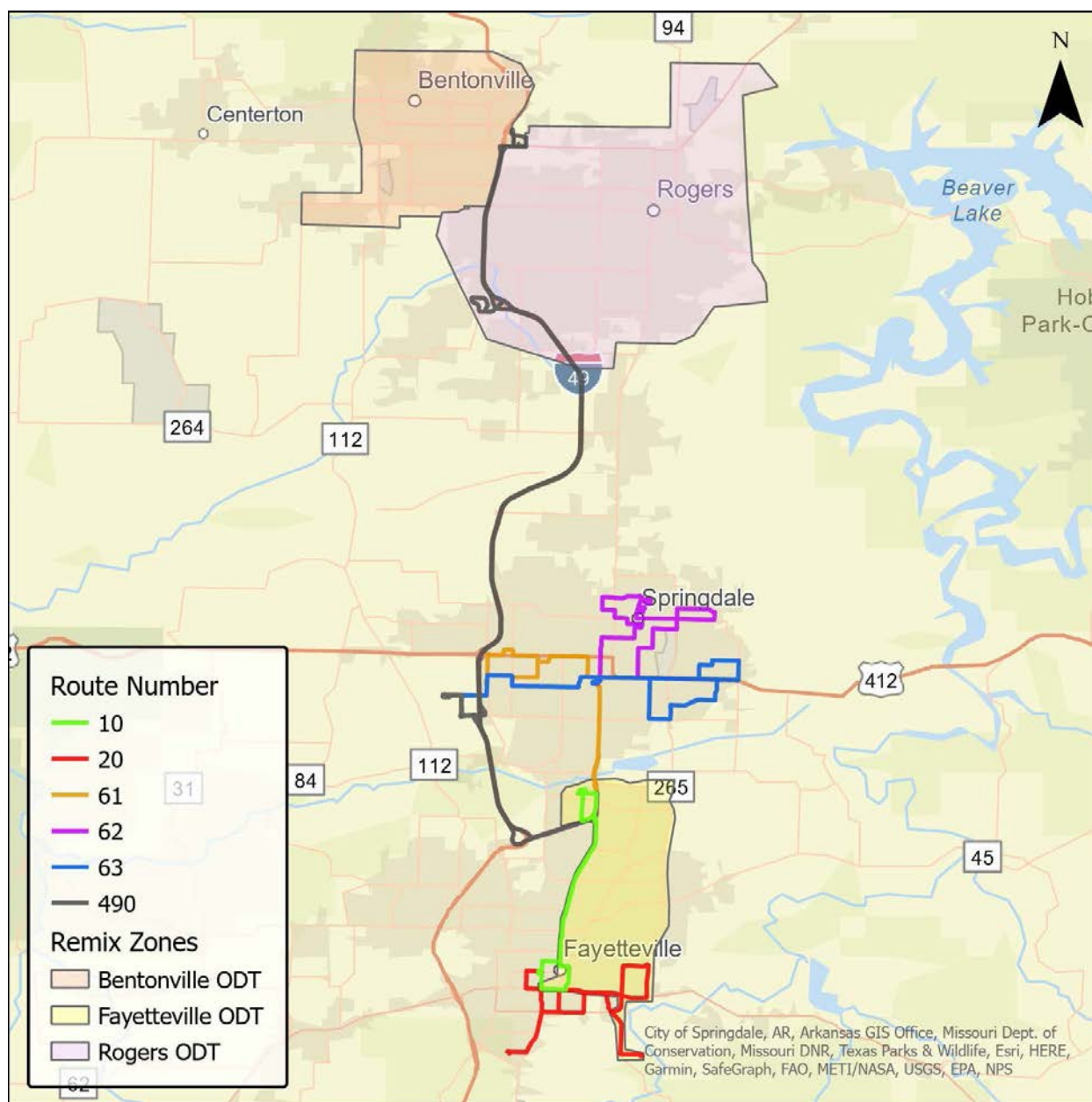
- Fixed-Route Bus service operating primarily within the cities of Bentonville, Fayetteville, Rogers, and Springdale. A total of six routes are provided, including three local routes in Springdale, two local routes in Fayetteville, and a regional commuter route connecting all four cities along I-49.
- ADA Complementary Paratransit service is available for ADA-eligible residents who are unable to use fixed-route bus service in Washington and Benton counties within 3/4-mile of any ORT fixed or commuter route.
- Non-ADA Demand Response service is available in Washington, Benton, and Madison counties to those that do not qualify for an ADA paratransit ride and live outside the 3/4-mile from any ORT fixed or commuter route.
- On-Demand Transit (ODT) is a new service available within the cities of Bentonville, Fayetteville, and Rogers. This service allows for an expanded service area and users to book an on-demand trip using a smartphone app.

Figure 1.1 shows existing fixed-route and on-demand services. For all services, ORT provided 156,234 unlinked passenger trips in 2021. Prior to the COVID-19 pandemic, the system carried 271,936 riders in 2019.

Since 2021, ORT has been transitioning some fixed route services to the new “on-demand” model. This includes portions of Bentonville, Rogers, and Fayetteville. On-demand service allows ORT to cover larger areas and provides more flexibility to riders, since trips can be booked directly to specific destinations rather than relying only on marked bus stops. In addition to these benefits, this service is providing ORT with valuable data on ridership patterns that are more granular than can be achieved through fixed-route data points. This information will be a valuable tool to continue planning and implementation of new services and bus stop improvements in the region.

Ozark Regional Transit coordinates with and provides connections to the region’s other fixed route provider: Razorback Transit. Operated by the University of Arkansas, Razorback Transit’s primary goal is to provide transportation to and from the campus. It operates exclusively within Fayetteville and schedules vary based on the school calendar. The primary connection points between these two systems are the Northwest Arkansas Mall and Hillcrest Towers.

Northwest Arkansas is also home to several Federal Transit Administration (FTA) 5310 transportation providers, who offer service to elderly and disabled residents. ORT coordinates with these providers as needed to provide quality transportation for residents.

FIGURE 1.1: OZARK REGIONAL TRANSIT SYSTE

Planning Background

There are a number of plans within the Northwest Arkansas region that recognize the need for enhanced transit services and support for improved amenities at stops. The following is a summary of plans and programs that relate to or have specific language describing transit improvements, and more specifically transit stop improvements. Most of the plans and programs mentioned refer to the Northwest Arkansas region, but some are city specific. Some cities do not have specific plans or programs related to transit or rely on parts of regional plans for their city, and thus were not included in this section.

CONNECT NORTHWEST ARKANSAS

Connect Northwest Arkansas is a 10-Year Transit Development Plan (TDP) that was completed in August 2020. It is currently the guiding document for the growth of transit service in the region. The plan was prepared by the Northwest Arkansas Regional Planning Commission, in partnership with Ozark Regional Transit and Razorback Transit. The Plan is a “blueprint” for improving and expanding transit in the Northwest Arkansas region. The plan includes extensive review and analysis of existing services, an assessment of unmet needs and opportunities, and ultimately a vision for what transit should look like over the next 10 years.

The plan sets an aggressive goal of growing the region's transit to a total of 29 routes and 75 peak buses in 10 years. The plan seeks to improve service frequency throughout the system. The number of people and jobs within ¼-mile of a frequent bus route (defined as 30 minute headways or better) would increase from about 59,000 people now to more than 164,000 people in 10 years. The plan defines four types of service, and defines standards and targets for each:

- Regional Service: service from city to city along a major arterial at high frequencies with limited stops.
- Frequent Service: service that has demand for more frequent service due to destinations, ridership, and density.
- Coverage Service: less-frequent fixed routes serving less dense areas but where transit need is significant.
- Mobility Zones: designated areas with demand response service available to help provide first-last mile solutions, set in the place of unproductive fixed routes/deviations.

Service recommendations are divided into three phases. When fully implemented, the Plan projects ridership would grow 315 percent. About \$34.5 million in new annual operating funding would be needed to grow the system according to this plan.



2045 METROPOLITAN TRANSPORTATION PLAN

The 2045 Metropolitan Transportation Plan (MTP) serves as the 25-year regional transportation plan for Northwest Arkansas. It provides a long-range, comprehensive look at the region's transportation needs and implementation strategies including, but not limited to highways, transit, and bicycle and pedestrian facilities. Pursuant to federal law, the MTP includes the establishment and use of performance-based approach to transportation decision making. The Northwest Arkansas Regional Planning Commission (NWARPC) creates and maintains the MTP.

The plan also advises transit providers to complete the FTA-required Transit Asset Management (TAM) Plan, which both ORT and Razorback Transit have created and adopted. The MTP includes goals and objectives relevant to multimodal access, including transit specifically. These goals include:

- “Increase transportation mobility and accessibility for both persons and freight, thus promoting economic vitality in the region.”
- “Encourage transit supportive infrastructure to be implemented at the time of new construction or improvements.
- “Maximize the capacity and reliability of existing road and transit facilities on regionally significant routes and minimize the need for new roadways.”
- “Endeavor to reduce congestion by supporting alternative transportation modes”
- “Provide adequate and steady funding to operate existing public transit systems and implement recommendations of Connect NWA Transit Development Plan.”

TRANSPORTATION IMPROVEMENT PROGRAM (Northwest Arkansas Regional Transportation Study)

The Transportation Improvement Program (TIP) includes all transportation improvements planned or programmed within the Metropolitan Planning Area utilizing Federal funds for all or part of their implementation costs. The purpose of the TIP is to assist in coordinating the use of these funds for the area-wide transportation improvements and to ensure projects are in conformance with the MTP. The NARTS regional transportation goal is to provide a comprehensive multi-modal transportation system which most efficiently serves the human and economic needs of the metropolitan area. Additionally, FTA grant recipients are required to link investment priorities from the STIP/TIP to achieve performance targets based upon the grant recipient's TAM plan.

2018 GREATER NWA DEVELOPMENT STRATEGY

The 2018 Greater NWA Development Strategy is a blueprint created by the Northwest Arkansas Council outlining improvements needed for the region to develop, attract and retain top talent, generate pioneering ideas and grow tomorrow's great companies. The plan highlights the region's needs to improve its technological capacity and entrepreneurial ecosystem, continue to build its middle-skills workforce, and continue to build robust physical and social infrastructure to support economic growth.

The plan explains as one of its tenants that that "Access to people, places, products, and services fosters economic and social mobility. Northwest Arkansas risks falling behind if it is unable to provide an infrastructure that supports economic, professional, and personal growth." The plan also mentions that to make progress toward this goal, the Northwest Arkansas Council should coordinate public transit opportunities with large employers, and explore ways to expand on-demand, point-to-point service to ease the cost burden and provide mobility options to residents with limited

access to reliable transportation. Another goal of the plan is to advance infrastructure priorities to support the economic competitiveness, development, and population growth of Northwest Arkansas. One objective under this goal is to ensure that the services and funding of ORT and Razorback Transit keep up with the rapid population growth of and long-term needs of NWA.

NWA REGIONAL BICYCLE AND PEDESTRIAN MASTER PLAN

The NWA Regional Bicycle and Pedestrian Master Plan sets a clear path for NWA to link its communities and regional destinations with a world-class transportation network. The plan was developed by NWARPC, with the support of communities and advocates throughout NWA. The plan will be utilized to create a regional network of bicycle and pedestrian on-road and off-road trail facilities and routes within 32 communities of NWA in Benton and Washington Counties. The plan outlines short-term, mid-term, and long-term recommendations to move communities quickly towards projects on the ground and Walk/Bike Friendly Community (BFC/WFC) designations. The planning team led a comprehensive regional planning process involving extensive public involvement and community participation, including the development of 25 Individual Community Action Plans for communities with a population over 1,000.

In relation to multi-modal connections, the plan stated "Connections to school buses, public transit, park-and-ride lots, airports and other forms of transportation are important for residents and visitors. Although the NWA region has limited public transit at this time, it is still important to consider connections between multiple modes of travel." In the Community Action Plans section, multi-modal connections are emphasized in every city connected to the ORT transit network. In each of these relevant action plans, it is recommended "Bicycle parking, infrastructure connectivity, and other amenities should be considered here."

FAYETTEVILLE MOBILITY PLAN

The Fayetteville Mobility Plan was created by the City of Fayetteville from 2016-2018 as a means to identify opportunities for street and sidewalk improvements to enhance the livability of the city for the current growing population and for future generations. The plan takes guidance from the City Plan 2030 and evaluates the existing conditions of the transportation network in Fayetteville.

Goals of the plan include a transportation network safe for all users, equity, emphasizes multi-modal mobility, and a transportation system that promotes and supports economic growth and sustainability. Relevant objectives in the plan include providing multiple transportation options and enhancing access to, and use of, local transit services. Existing conditions were evaluated, and recommendations were made with the prior goals in mind. One of the Transit Recommendations included in the plan is to “partner with ORT and Razorback Transit to expedite transit amenities through funding or policy relief. Such activities might include programs to support the installation of transit shelters on key local and regional routes or the prioritization and construction of new sidewalks adjacent to transit lines.”

FAYETTEVILLE MASTER TRANSPORTATION PLAN

The Fayetteville Master Street Plan is a policy document to help guide decisions regarding location, form, function, design, and classification of streets and trails. The Master Transportation Plan contains the Master Trails Plan and the Master Street plan. The Master Transportation Plan plans for the development of a multi-modal transportation system in the form of streets, sidewalks, bike lanes, trails, and transit.

The Master Transportation Plan highlights the construction of bus benches, shelters, and pull-offs as a critical part of a successful transportation system but admits the need for these facilities is the provider's decision. Therefore, the plan recommends consulting

with transportation providers prior to the design of any new street, or major street improvement project to determine if the need for new facilities exists.

BENTONVILLE COMMUNITY PLAN (2018)

The Bentonville Community Plan is the official comprehensive plan for the City of Bentonville. The plan is intended to serve as a roadmap for the community as it evolves, grows, and changes over the next 10 to 20 years. The Plan is built on a foundation of guiding principles including thoughtful growth, sustainable economy, welcoming and diverse, and the Bentonville experience. The approach used to develop the Bentonville Community Plan included the following major components: listening, inventorying and assessing, data analysis, establishing a vision, scenario testing, developing plans, and implementation strategies.

The plan outlines regional mobility recommendations to maximize the benefit of other transportation investments and help the Bentonville community achieve goals presented in this plan. One of these recommendations is Transit Corridor Infrastructure and Facility Improvements. The plan recommends working with ARDOT and ORT to implement improvements to passenger waiting facilities including basic shelters, rider information, and designated connections to public sidewalks.

BENTONVILLE MASTER STREET PLAN (2021)

The Master Street Plan provides guidance on multi-modal transportation elements including public transit and active transportation. The plan includes a composite transit score that identified portions of the community with higher transit potential. Pedestrian considerations were an important part of the plan, noting that “sidewalks to and from transit stops are considered a minimum for encouraging multimodal connectivity.” Recommended pedestrian considerations within ¼ mile of the transit stops include sidewalks, safe crossings, shaded walking paths, street lighting, and navigational support (i.e., maps,

signage, clearly marked transit stops). The plan also includes a recommended transit network and phased implementation plan for new services and stops.

BENTONVILLE BIKE AND PEDESTRIAN MASTER PLAN (2021)

This plan proposes an active transportation network that “increases access to key community destinations, as well as encourages bicycling and walking for numerous trip types throughout the community.” The plan includes guidance for considering the compatibility and design implications of bicycle and pedestrian facilities with nearby bus stops. Additionally, populations commuting to work by transit was used as a factor in the equity analysis that was used to develop recommendations. The plan acknowledges areas with higher transit dependence could most benefit from active transportation improvements that allow for the use of multiple modes to access destinations throughout the community.

NWA TRANSPORTATION ALTERNATIVES ANALYSIS (2014)

This study reviewed north-south transit alternatives in Washington and Benton counties. The resulting Locally Preferred Alternative from this process was Commuter Rail on the right of way of the A&M Railroad, along with a new location segment from Bentonville to Bella Vista. Since this plan was completed, this alternative has not been pursued. The study did, however, review bus rapid transit (BRT) as an alternative along the Highway 71B corridor.

BUS RAPID TRANSIT (BRT) STUDY FOR HIGHWAY 71B CORRIDOR (2018)

Based on the findings of the Alternatives Analysis study in 2014, ORT conducted a study focused on the possibility of BRT along the Highway 71B corridor. The purpose of this study was to evaluate the feasibility of implementing BRT along Highway 71B and develop recommendations for implementation. The study recognized the need

for limited stops on the corridor with shelters, raised platforms, and electronic signage. The study also included 16 identified general bus stop areas within the corridor.

ROGERS COMPREHENSIVE GROWTH MAP

The Comprehensive Growth Map (CGM) is the City's official land-use plan and growth management system that provides a foundation for making land-use decisions. One of the principles of this plan is “growth patterns should reinforce the needs of transit,” as well as encouraging walkable development and accessibility improvements.

DOWNTOWN ROGERS INITIATIVE PLAN

This plan includes discussion of how Rogers can “enhance walkability with additional street aesthetics such as park benches, street signs, public art from local artists, improved lighting and other eye-level attractions that increase foot traffic.” Bus stop amenities can enhance walkability while also providing access to transit. The plan also presents a case for future rail transit serving Downtown Rogers. Improving access to existing services is a necessary step to growing and encouraging transit use to the point where rail transit may be a viable solution in the future.

DOWNTOWN SPRINGDALE MASTER PLAN

This plan is a roadmap for the revitalization of Downtown Springdale, seeking to capitalize on downtown's assets while providing visionary and implementable solutions for future success. ORT's Route 62 travels through downtown, with several stops on Emma, Holcomb, and Johnson streets. The Mobility & Circulation section of the Plan includes the goal of “Improve walking and cycling condition and amenities throughout Downtown Springdale to enhance comfort, safety, accessibility, and enjoyment.” Improving and promoting walking and cycling goes hand-in-hand with transit access. Making it easier for people to walk to a bus stop also improves the overall walkability and accessibility of the community.

The Northwest Arkansas Region

The Northwest Arkansas region (as defined by the Census-designated Fayetteville-Springdale-Rogers, AR Metropolitan Statistical Area) has a population of 548,634 people as reported in the 2020 Census. This represents a growth of more than 24 percent since 2010, and more than 68 percent since 2000. Between 2010 and 2020, the region is the 13th fastest growing MSA (out of 384) in the United States, and the 6th fastest growing among MSAs with more than 500,000 people.

Figure 1.2 shows the geographic distribution of the 2010-2020 percentage growth within the region. Much of this growth has been focused on outlying portions of the four primary cities, as well as smaller surrounding cities and rural areas. Population numbers for each of the four largest cities in the region, and the cities in which ORT provides fixed route or on-demand transit services, are shown in Table 1.1.

FIGURE 1.2: NORTHWEST ARKANSAS POPULATION GROWTH

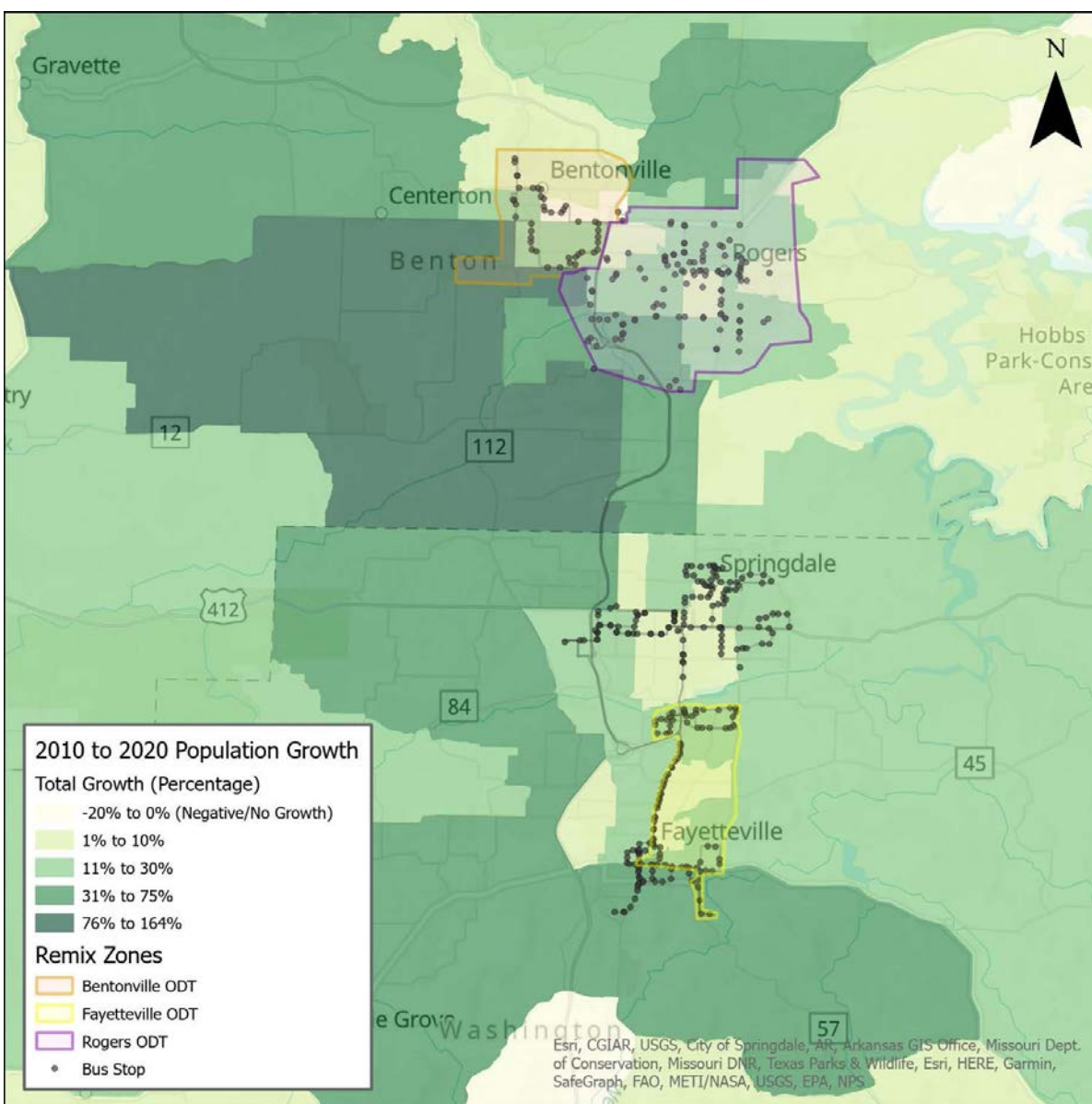


TABLE 1.1: POPULATION CHANGE BY CITY

CITY	APRIL 1, 2010	JULY 1, 2020	JULY 1, 2021
FAYETTEVILLE	73,580	94,020	95,230
SPRINGDALE	69,797	87,390	87,609
ROGERS	55,964	70,123	71,112
BENTONVILLE	35,301	54,675	56,734

Source: U.S. Census Bureau, Vintage 2021 Population Estimates, www.census.gov/programs-surveys/popest.html

This population growth has outpaced the growth of transportation services and infrastructure in the region, and public transit in particular. In addition to total population numbers, economic data indicates a need for affordable transportation options for

lower-income populations. Based on data from the American Community Survey shown in Table 1.2, this need is most apparent in Fayetteville and Springdale, where the percent of population living in poverty is higher than the region as a whole.

TABLE 1.2: ECONOMIC FACTORS BY CITY

CITY	POPULATION IN LABOR FORCE 2016-2020 ¹	MEDIAN HOUSEHOLD INCOME 2016-2020 ²	PERSONS IN POVERTY
FAYETTEVILLE	63.8%	\$47,350	22.3%
SPRINGDALE	69.1%	\$51,868	16.1%
ROGERS	69.7%	\$65,511	9.8%
BENTONVILLE	70.7%	\$84,340	7.1%

Project Overview

As shown in the prior sections, the need and desire for expanded transit service in Northwest Arkansas is documented. Connect Northwest Arkansas provides a regional plan for future growth for the region and for Ozark Regional Transit specifically. Connect Northwest Arkansas focuses on the growth of transit services and how to fund and operate these services in the most efficient and productive way possible. The Plan acknowledges the need to maximize access to these services with quality bus stops that provide amenities to passengers. While high-level bus stop guidelines are provided, this is not the focus of the Connect Northwest Arkansas plan.

ORT recognized the need for a plan specifically focused on dramatically improving existing bus stops and the provision of additional stop improvements in the future. The ORT Bus Stop Enhancements Plan seeks to expand access to transit throughout the region by defining and prioritizing the improvements needed. Many existing stops are difficult or uncomfortable to access and not inviting to existing or potential riders. For those with limited mobility, such as persons using a wheelchair, the vast majority of stops are not accessible.

The planning process included engagement with stakeholders, ORT operations staff, and bus riders. This outreach allowed the project team to understand the needs of riders as well as for ORT's efficient operations. Information obtained through these efforts led to the creation of the vision statements at the end of this section, and a definition of the goals and objectives guiding the direction of the project. These engagement efforts are detailed below.

STAKEHOLDER ENGAGEMENT

ORT works collaboratively with local jurisdictions, the region's metropolitan planning organization, and the state Department of Transportation. The following entities are stakeholders in the Bus Stop Enhancement Plan and were engaged throughout the duration of the project:

- City of Bentonville
- City of Fayetteville
- City of Rogers
- City of Springdale
- Razorback Transit
- Northwest Arkansas Regional Planning Commission
- Arkansas Department of Transportation

Each of these stakeholders play a role in advancing transit in Northwest Arkansas, whether through operating connecting services, providing access to funding, or providing and maintaining street, sidewalk, and other infrastructure on which ORT operates and riders use to access services. These stakeholders were consulted throughout the duration of the project.

Meetings with the four local jurisdictions were held during each of the three project phases.

- Document existing conditions and develop goals and objectives.
- Assist with bus stop evaluation and develop strategies for improvement.
- Review recommendations and prioritize next steps.

The recommendations of this Plan reflect this process and seek to meet the goals and objectives established in the initial project phase.

OPERATIONS ENGAGEMENT

Feedback was collected from ORT operations staff who manage and operate the system on a daily basis. The project team discussed bus stop conditions and needs with bus operators both at bus stops and through internal safety meetings. The operators are the frontline staff that see bus stops and interact with riders on a daily basis and have the best knowledge of the issues, challenges, and opportunities. Operators also relay the needs and opinions of their riders and see how riders use and access ORT stops.

Dispatch, maintenance, and administrative staff were also consulted for their views on the operational impacts of bus stops and the needs of riders. During internal interviews and listening sessions, the project team heard about general needs as well as challenges relating to specific stops. A general lack of accessibility was noted during these interactions, as well as the need for lighting, shade and shelter, and other elements throughout the system.



RIDER ENGAGEMENT & OBSERVATIONS

Public engagement was conducted through targeted outreach at high-ridership bus stops to gather input from riders who use ORT services. The goal of this engagement was to talk directly to riders who use these stops, and to learn about their needs and receive ideas for improvement. To maximize interactions with riders, the project team visited ORT's three highest ridership stops: Hillcrest Towers, Walmart on Pleasant, and NWA Mall. The project team also conducted observations at these and other selected stops to learn

RIDERSHIP DATA

The project team evaluated ridership data for the fall of 2021 and spring of 2022 provided by ORT. Figures 1.3 and 1.4 show average daily ridership by stop as of April 2022 for both fixed-route and on-demand transit services. Fixed-route ridership reflects boardings and alightings at marked bus stops. Fixed-route service operates primarily in Fayetteville and Springdale. On-demand ridership reflects actual pickup and dropoff locations which in most cases does not correspond to a marked bus stop, due to the flexibility of this service. On-demand service operates in Bentonville, Rogers, and portions of Fayetteville.

As an indicator of current demand, this ridership data is a primary factor used in the evaluation of bus stops for future improvements as detailed in Section 2. Plan recommendations are focused on improving stops with significant ridership activity, although other factors are considered as well. Figure 1.3 shows ridership activity in Bentonville and Rogers. Figure 1.4 shows ridership activity in Fayetteville and Springdale. As seen in these figures, the corridor with the highest existing ridership levels is the Business 71 corridor in Springdale and Fayetteville, although other pockets of significant ridership also exist. Transfer points at NWA Mall, Walmart on Pleasant, and Hillcrest Towers are the highest-activity stops in the system.

FIGURE 1.3:RIDERSHIP – NORTH

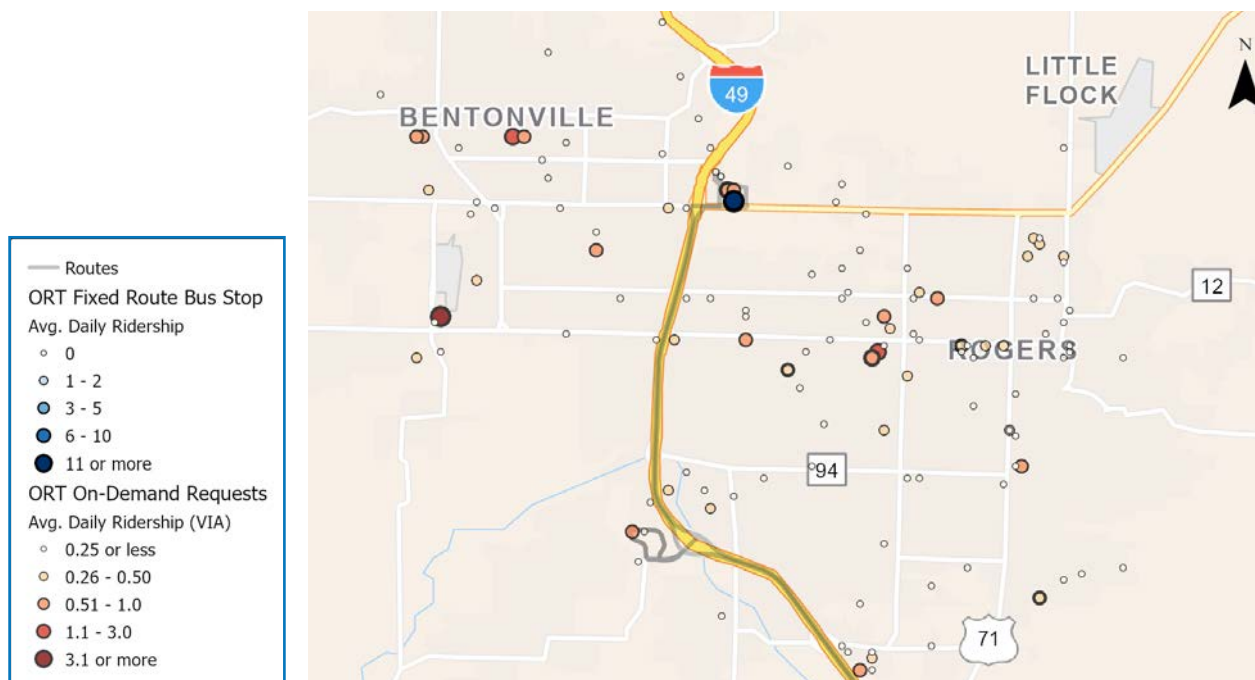
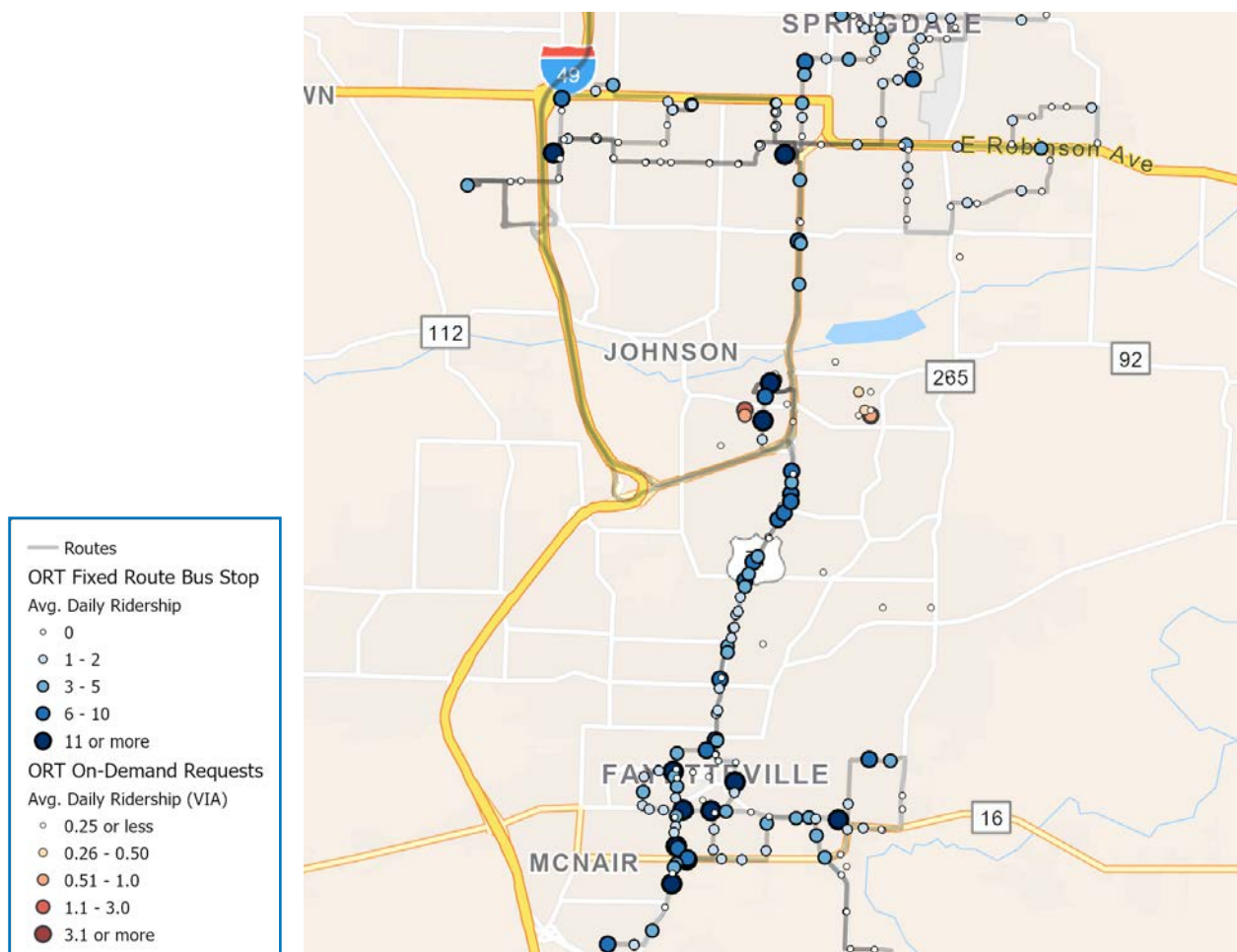


FIGURE 1.4: RIDERSHIP – SOUTH



Vision for Bus Stop Enhancements

The planning process included developing a vision for transit infrastructure and amenities in Northwest Arkansas. The vision was created and defined through stakeholder, operations, and rider engagement. The recommendations (Section 4) and implementation (Section 5) of this Plan are oriented toward achieving a vision for bus stop infrastructure in Northwest Arkansas. This vision includes:

- **Safety should be the top priority when planning, designing, and implementing improvements.**

Transit users should safely navigate to stops, wait for the bus in a non-hazardous environment, and board and alight the bus safely. Safety of bus drivers, as well as other drivers and street users, should be a primary consideration as well.

- **All bus stops should be accessible.** Every stop in the ORT system should meet ADA accessibility standards for bus stops. Bus riders deserve to be able to get on and off buses and to their destinations safely, regardless of their mobility limitations.
- **Improvements should be prioritized at locations to have the highest impact,** such as locations with the highest ridership, demonstrated need, and major activity centers.

- **Bus stops should be comfortable, inviting, and present transit as a quality community amenity.**

- **Enhancing bus stops should be a consideration of public infrastructure and private development activities adjacent to bus stops.**

Street, sidewalk, or trail projects, for example, should incorporate bus stop improvements in planning, design, and construction.

- **Bus stop improvements should be coordinated with service changes and upgrades as planned in Connect Northwest Arkansas.**

This Bus Stop Enhancements Plan is ORT's new regional plan for bus stop infrastructure and amenities. It is intended to work in conjunction with the service and operations recommendations of Connect Northwest Arkansas to expand transit access throughout the region.



2

INVENTORY



Inventory Process

To develop a complete understanding of the opportunities and challenges associated with bus stops in the ORT system, a comprehensive inventory of all stops was conducted. This process included an on-site survey of every stop in the system. The primary inventory process was conducted between January 24-28, 2022, with follow-up fieldwork and desk review continuing through May 2022.

On-site surveys included documentation of all characteristics of a bus stop, as detailed in the next section. The survey included a full documentation of existing conditions at the bus stop according to industry-standard practices, as well as photos of the stop and its surroundings.

Survey Instrument

The project team prepared a field survey instrument based on the *Toolkit for the Assessment of Bus Stop Accessibility and Safety* developed by Easter Seals Project ACTION. This toolkit is considered an industry standard for a detailed inventory of bus stop conditions and has been utilized by numerous transit properties around the country.

According to the toolkit, it is “intended to be a convenient resource that can be used to enhance the accessibility of specific bus stops or help in the development of a strategic plan to achieve system-wide accessibility.” In addition to providing the basis for the survey, the toolkit provides sections on the principles of bus stop design and strategies for creating accessible and safe bus stops.

FIGURE 2.1: TOOLKIT BUS STOP ASSESSMENT



TABLE 2.1: SURVEY CATEGORIES (CONSOLIDATED)

BUS STOP INVENTORY COLLECTION SURVEY	
BUS STOP DETAILS	
Route	
Bus Stop Code	
Location	
PART A: IDENTIFICATION AND LOCATION	
Street name and nearest cross street	Position of stop in relation to intersection
Shelter (presence of shelter)	Adjacent property and land use information
Bus route direction	
PART B: PEDESTRIAN ACCESS FEATURES	
Landing area position, material, issues and obstacles	Landing pad connectivity to sidewalk
Primary trip generators and land uses nearby	Nearest street crossing
Sidewalk presence, width, barriers, and condition	Intersection pedestrian amenities
Companion bus stop location and connections to other transportation services	
PART C: PEDESTRIAN COMFORT AMENITIES	
Shelter type, dimensions, and orientation	Seating type and condition
Wheelchair maneuverability around shelter	Trash receptacle type and condition
Shelter condition	
PART D: SAFETY AND SECURITY FEATURES	
Bus stop location in relation to travel lanes, shoulders, or parking	Potential traffic hazards
Street speed limit and number of lanes	Lighting type, glare, and distribution of lighting
Traffic controls at nearest intersection	Landscaping issues
PART E: INFORMATION FEATURES	
Bus stop sign	
Route, schedule, or map information	
Real-time information display	
Signage ADA compliance and information provided for people with visual impairments	
PART F: IMAGES	
Bus stop sign pole	Sidewalks
Landing pad	Crosswalk
Shelter	Curb cuts
Bench	Traffic signals/stop signs
Trash can	Bike racks
Anything else installed at the bus stop	View from stop to North, South, East, and West

Key Findings

The bus stop survey inventory collected this detailed information on each stop in the system. These data are fully documented in a database for use by ORT and partner organizations moving forward. The information collected forms the basis for the analysis and recommendations presented later in this plan.

In total, 414 stops were successfully reviewed during the survey process (Note: not all 420 stops were still active or able to be accessed). Out of these 414 stops:

- 386 (93%) have a bus stop sign.
- 323 (78%) have a nearby sidewalk.
- 150 (36%) have a nearby sidewalk of 5' or greater.
- In relation to the nearest intersection, 185 (45%) stops are "Nearside", 141 (34%) are "Far side", and 88 (21%) are considered mid-block or not near an intersection.
- 23 (6%) have a trash receptacle.
- 61 (14%) have a concrete landing area of at least 5' x 8' and are connected to a sidewalk.
- 36 (9%) have a bench (an additional 4 stops have some other type of seating nearby).
- 22 (5%) have a shelter.

Figure 2.2 shows the existing ORT stops with ADA boarding and sidewalk connectivity. Figure 2.3 shows existing stops with shelters.

FIGURE 2.2: MAP OF STOPS WITH ADA BOARDING AND SIDEWALK CONNECTIVITY

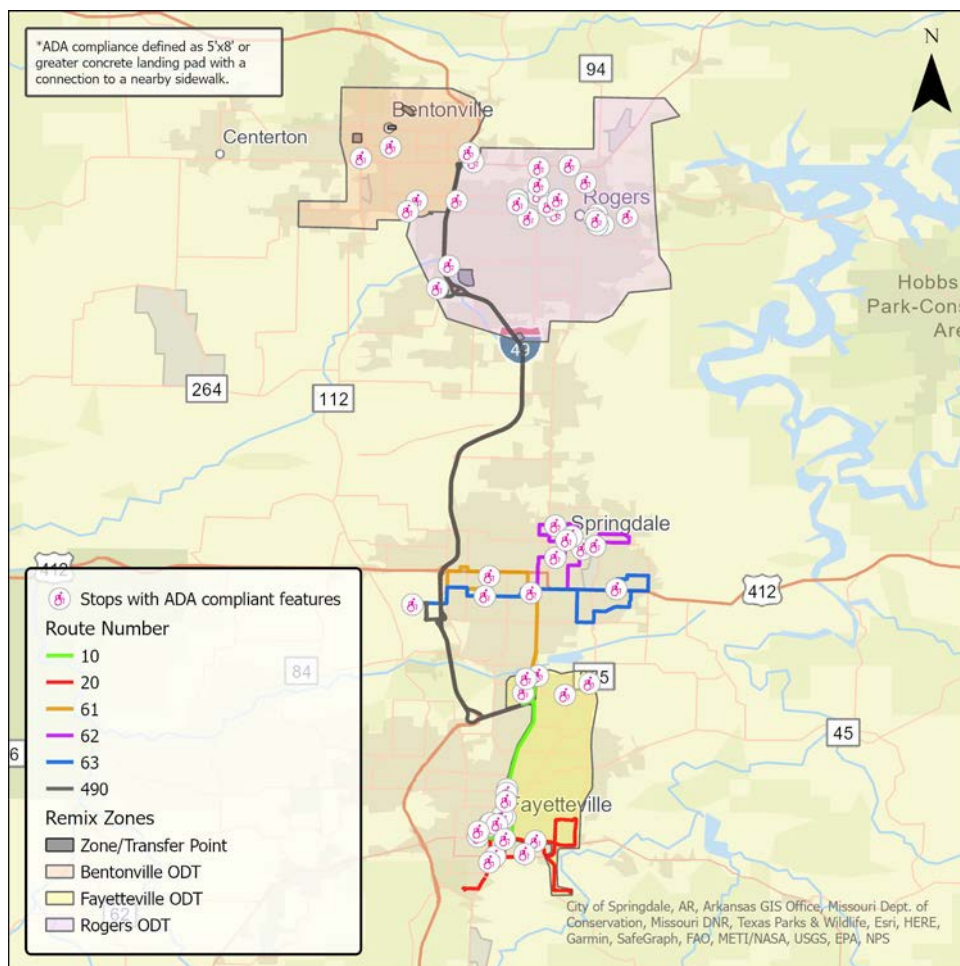
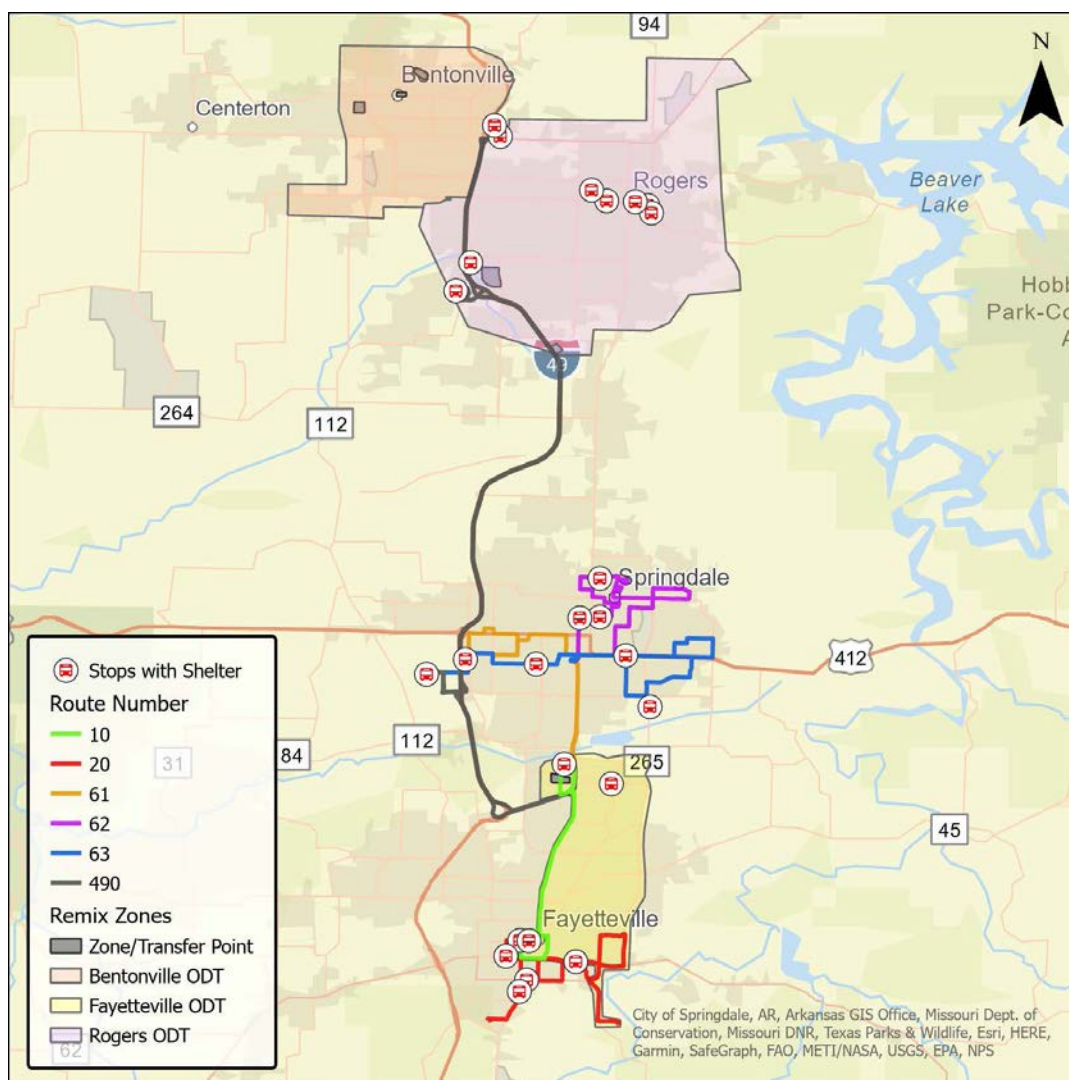


FIGURE 2.3: MAP OF STOPS WITH SHELTERS

The following findings represent the overarching issues, challenges, and opportunities for bus stops throughout the ORT system. The general findings are presented here; findings relating to specific bus stops are presented in sections 3 and 4 of this plan. A summary of each bus stop in the system is provided in Appendix A.

LACK OF ADA ACCESSIBILITY

The primary takeaway from the data collection efforts indicate the majority of stops are not ADA compliant. Many stops have a sidewalk nearby; but very few stops (14 percent) have a concrete landing pad connected to the sidewalk.

A landing pad is what allows riders using a wheelchair to be able to board a bus utilizing a ramp or lift extending from the bus. For those able to walk to and from the stop, a concrete landing pad provides an unobstructed space intended to be free of tripping or other hazards, and free of mud or other unstable surfaces. The landing pad, in addition to the bus stop sign, adds visibility to the bus stop and makes clear the location that the front door of the bus will stop. This helps passengers know where to wait for the bus, and helps passengers be more visible to the bus operator.

As noted in the Vision in Section 1, making all bus stops accessible is a primary goal of this plan.

LIMITED PASSENGER AMENITIES

Fewer than nine percent of stops have passenger amenities installed at the stop, other than a stop sign. Less than six percent of stops have a shelter. These data indicate numerous stops throughout the system do not have a place for passengers to sit to wait for the bus, or no shade or shelter from inclement weather.

A lack of these amenities discourages ridership, especially among choice riders with other transportation options available to them. Amenities such as benches and shelters also have a promotional benefit by displaying a welcoming and comfortable environment to potential passengers. Residents are more likely to use transit when these amenities are present, and the community is more likely to view transit favorably and recognize as a quality public service to support and potentially use.

Lighting is an important component as well. Most bus stops noted as having lighting are lit by street lights. While this lighting is important and provides an element of safety, the lighting is not an element of the stop and usually not situated at an optimal location for riders. Lighting specifically designed for the stop, especially when integrated with other amenities, has a far greater benefit to visibility and safety.



WELL-MAINTAINED AMENITIES

The ORT amenities in place today are generally in good condition and appear to be well-maintained. For example, 23 out of 24 shelters were graded as “Good” or “Excellent” condition (4 or 5 out of 5). In addition, 25 out of 33 benches were similarly graded as “Good” or “Excellent.” This shows ORT’s process for installing and maintaining amenities, as well as replacing parts as needed, is adept at ensuring passengers have quality amenities where they are provided.

LOW-COST OPPORTUNITIES

As established above, the majority of stops lack basic passenger amenities and are not ADA compliant. Many stops throughout the system have the opportunity to be updated and made accessible at a fairly minimal cost. Stops with existing sidewalk where the back of sidewalk is at least 8’ from the curb, and separated by a strip of grass, only need a small section of concrete (the landing pad) installed connecting the sidewalk to the curb in order to achieve ADA compliance. If coordinated with a larger project already impacting the right-of-way, such as a sidewalk or street project, the landing pad is a negligible additional cost as part of a larger project. Detailed recommendations, design considerations, and cost estimates for these opportunities are presented in Section 4.



Existing Conditions Overview

The following images show examples of different types of bus stops and amenities present in the ORT system. The numbers under the following photos indicate the bus stop number as assigned by ORT. A full inventory of stops is provided in Appendix A.

INACCESSIBLE STOP EXAMPLES



62-13



10-08

PARTIALLY ACCESSIBLE STOP EXAMPLES



63-55



R153

FULLY ACCESSIBLE STOP EXAMPLES



20-10



R290

EXISTING BENCHES



20-39



20-10



TC5



TC2



TC1



62-24



62-07



R188



R245



10-18



11-41



20-30



11-05



63-42

EXISTING TRASH RECEPTACLES



TC5



R290



TC1



Remix-a328d5



TC2



62-24



R245



10-40

EXISTING SHELTERS



TC5 (no front panel). Also at 62-06, 62-07, TC6, 30-16, 62-32, 62-07, R190, R161, 490-1, R100



20-39 (with front panel)



TC1 (wider, no front panel)



20-28 (same model, gray, with solar panel). Also at 20-10, 10-40



R188



R245

EXISTING BICYCLE RACKS



62-06



10-10

On-Demand Transit Stops

After the Bus Stop Enhancements Plan began, ORT debuted a new service model in sections of the service area, replacing several fixed routes with “On-Demand Transit” (ODT) service. This new service in Bentonville and Fayetteville matches service operating in Rogers since 2020. ODT operates as a flex service within a specified zone, where riders are able to schedule rides and receive curb-to-curb service within the zone. This allows ORT buses to cover a larger service area and providing additional flexibility for riders.

ODT SERVICE BACKGROUND

These new services include:

- Rogers: ORT began new ODT service in January 2020.
- Bentonville: ORT replaced Route 11 with new ODT service in February 2022.
- Fayetteville: ORT replaced Route 30 with new ODT service in February 2022.

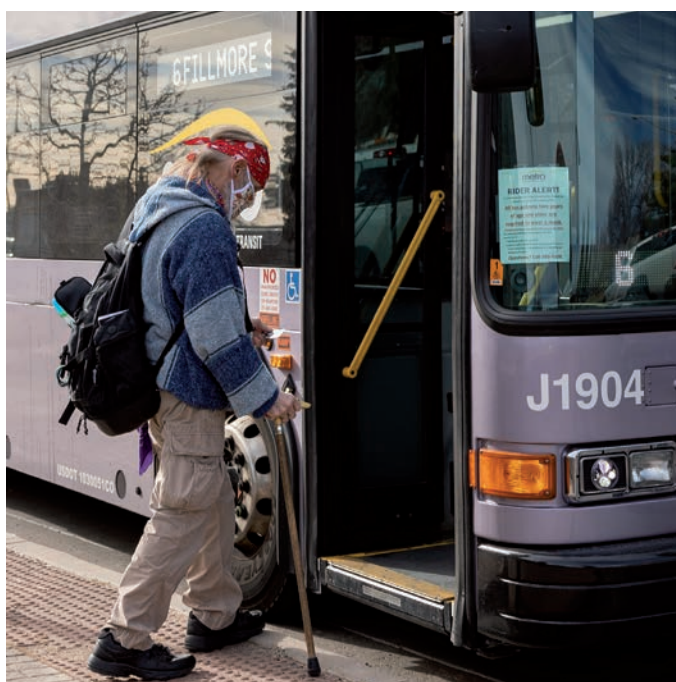
The ODT service model allows ORT to collect ridership data at a fine-grained level not achievable in the past. Rather than only knowing which bus stops are being used, data from ODT services provide a more detailed look at where riders need to go, without regard to where bus stops are physically placed. In addition these data allow ORT to develop better fixed routes in the future, based on more exact destination information.

METHODOLOGY FOR EVALUATING ODT STOPS

Due to the ability for passengers to schedule trips between specific points, the sheer number of boarding and alighting locations do not allow for a complete inventory of these locations. Additionally, these locations are flexible and can be adjusted by ORT in real time based on operational, traffic, safety, or other considerations. Evaluating these locations in the same manner as fixed route stops is impractical. However, the ridership activity, and the apparent need and demand for future infrastructure and amenities, is considered in this plan.

While operating new ODT service, ORT and partner jurisdictions have maintained existing bus stop signs as they existed during fixed route service. The Bus Stop Enhancements project team conducted the survey inventory for these stops in the same manner as existing fixed route stops. ODT ridership data was evaluated based on actual pickup and drop off points. In order to identify the magnitude and cost estimates of needed improvements, this ridership was tied to the nearest fixed route stop. The resulting recommendations are thus presented as being specific to the fixed route stop, where the drop-offs and pickups are not necessarily occurring. However, this allows ORT and partner organizations to know the scale of improvements needed and the general vicinity of where they are most in demand.

The exact location for improvements will need to be further evaluated in a future process depending on the continuation or modification of ODT service or the restoration of fixed route service. The recommendations and implementation sections (Sections 4 and 5) of this report specify which stops are currently served by fixed routes and which are served by on-demand.



3

EVALUATION

Operations Review

After completing the full inventory of bus stops locations and conditions, stops were reviewed in additional detail based on factors relating to service performance, site conditions, and a larger scale view of surroundings. This process was also informed by interviews with and input obtained from ORT front-line staff, as well as through engagement with riders at selected bus stops.

Ozark Regional Transit bus operators, dispatchers, supervisors, maintenance, and administrative staff provided feedback throughout the bus stop evaluation process. This input helped the project team understand operational concerns and considerations from those responsible for managing and operating the system on a daily basis. The project team talked to bus operators after ORT's monthly safety meeting, as well as at layover points while in service.

These front-line staff provided valuable feedback on general issues as well as specific problematic bus stops. Several common themes emerged from this communication:

- Bus operators often have to stop at locations other than the marked bus stop in order to allow passengers in a wheelchair or with other mobility limitations to be able to board the bus. For example, if a stop does not have an ADA landing pad, the operator may pull up to the nearest driveway in order to have a hard surface to be able to deploy the ramp and allow a person in a wheelchair to board.
- Lighting was noted as an issue in many locations throughout the system. This was specifically noted at some stops along U.S. 71 Business. Without

adequate lighting, especially during winter, operators may have a difficult time seeing passengers who are waiting at the stop, or being able to discern from a rider and someone who may just be walking near the stop. Additionally, this is a potential safety hazard for passengers, who are less visible and less able to see their surroundings. "Eyes on the street" is an important factor in Crime Prevention Through Environmental Design (CPTED). ORT continues to apply the CPTED principles and considerations when improving all bus stops.

- Some stops do not provide adequate space for a rider to stand safely or comfortably at the stop, due to a guardrail, steep slope, landscaping, or other site elements. In these situations, riders waiting at the designated stop may be at an unsafe distance to passing traffic. In these situations, riders often choose to stand at safe locations where operators may not be able to see them when passing by a stop.
- The above situations, collectively, cause operators to make adjustments while in service to best accommodate passengers. While this discretion is expected of operators, it can distract from their primary task of driving safely and providing reliable transportation.
- Sidewalks and crosswalks were identified as critical needs and are lacking in some parts of the system. Portions of Springdale were noted as particularly lacking in sidewalks. This limited infrastructure makes it more difficult to access stops, especially for those with mobility limitations.

Rider Input & Observations

The project team conducted public outreach at the three highest-activity bus stops in the ORT system: Northwest Arkansas Mall, Hillcrest Towers, and Walmart Supercenter on Pleasant. These are also the locations where transfer activity is most prevalent, with riders transferring from one route to another, and the schedule allowing for a 5-10 minute layover.

The project team conducted brief interviews of riders to gather input on general areas of concern, opinions on specific bus stops, and near-term priorities for improvement. In addition to this input, these sessions were a valuable opportunity to observe rider behavior as it relates to accessing and waiting at bus stops as well as boarding and alighting buses. Transfer activity and rider destinations were also noted. Specific input and observations received at each major activity location are discussed below:

NORTHWEST ARKANSAS MALL BUS STOP

The Northwest Arkansas Mall bus stop has three benches in total, which serve a useful function shortly before and during transfer periods. A second shelter could be provided as ridership during these periods warrants another shelter and during summer months some riders elect to stand underneath the tree behind the shelter, as this allows for a breeze that could not be felt in the shelter.

Ridership activity at the stop was split between people visiting the mall (or surrounding areas) and people transferring between routes. Rider impressions of the stop were generally positive. One rider noted there are not enough seats for riders. Multiple riders noted a need for shelters at more stops along the routes to provide shade.



Northwest Arkansas Mall

HILLCREST TOWERS BUS STOP

The stop at Hillcrest Towers provides two shelters, a stand-alone bench, and two trash receptacles for riders. These amenities are warranted based on ridership activity observed at the stop as well as indicated by data.

Ridership activity was mixed between people walking to the stop from throughout the neighborhood, Hillcrest Towers residents, and people transferring between routes 10 and 20. Rider impressions of the stop were generally positive. One rider noted the shelters are great for providing shade, but also blocks the breeze (interviews

and observations were conducted on a hot and sunny day in July). One Hillcrest Towers resident at the stop noted that a non-profit used to provide bread and canned goods, but this was discontinued due to some disruptive behavior. When asked about other stops along the routes, riders stated that more benches and shelters were needed throughout the system. One rider noted people disrespecting the stops, and not putting trash into the trash receptacles. Additional ideas included providing Wi-Fi for riders and providing water fountains at stops.



Hillcrest Towers Bus Stop

WALMART SUPERCENTER ON PLEASANT BUS STOP

The stop at Walmart serves as a layover and transfer point for the Springfield routes (61, 62, and 63) operated by ORT. The stop is located south of the Walmart main entrance, with curb space for multiple buses. The location is not preferable from a safety and operations standpoint due to buses needing to drive through the parking lot, and in front of the main entrance, to access the stop. The stop has three benches and a trash receptacle against the building. A passenger shelter is not provided at the stop; however, a temporary break area set up for Walmart employees next to the stop and riders tend to utilize this for shade.

Ridership consisted primarily of people traveling to or from Walmart, but also included a few riders transferring between routes. The lack of shade at the stop was noticeable and uncomfortable on a hot day and stated by riders as a need for the stop. Walmart employees stated riders use their break area, and advocated for a separate shelter/shade structure for bus riders. Regarding other stops used by riders interviewed, the need for better sidewalks and more shelters were common themes.



Walmart Supercenter on Pleasant

Bus Stop Prioritization

Each bus stop in the system was evaluated based on eight primary criteria to ensure a well-rounded consideration of needs and opportunities. These criteria shown below range from service usage data such as ridership, site conditions at and around the stop, and a broader view of nearby destinations and accessibility. The following criteria were developed based on discussion and input from ORT and project stakeholders.

** Note: These evaluations were conducted at the planning level, utilizing site observations and GIS data. This project did not include engineering or design tasks.*

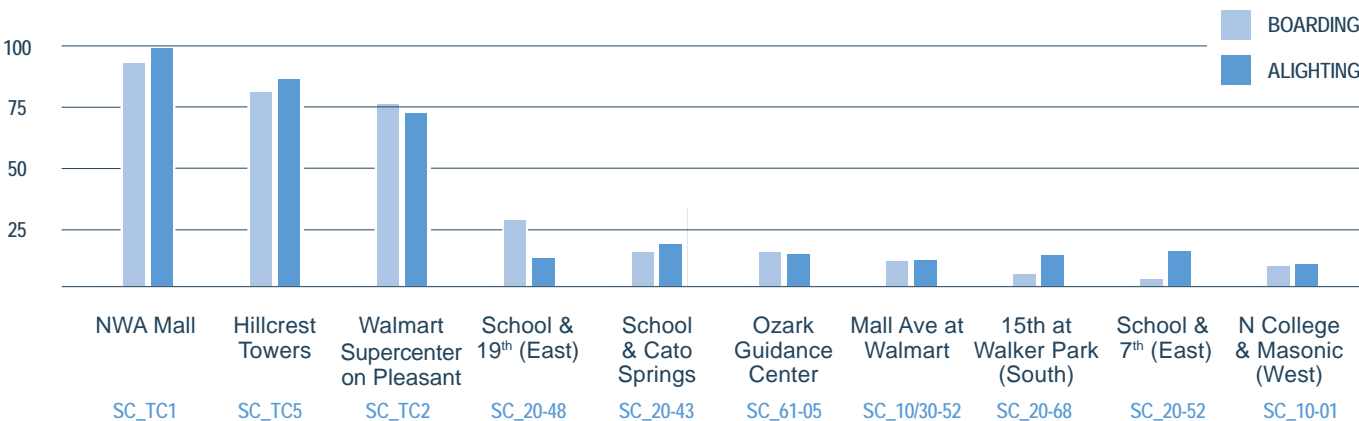
RIDERSHIP

An initial screening of bus stops occurred using ridership data. Stop-level ridership data were collected for August 2019 (prior to COVID-19), November 2021, and April 2022. Average daily ridership numbers were evaluated for each of these time periods. The project team primarily focused on April 2022 data. Not only did this represent the most recent data available, but it also reflects ridership after recent service changes that replaced fixed routes with on-demand service in Bentonville and Fayetteville in February 2022. Additionally, April

2022 data allowed for collecting reliable data for on-demand ridership, in addition to fixed route ridership.

Bus stops for further consideration had at least one average daily rider (combined on + off) for either fixed route or on-demand service. The review also included stops that had at least one daily rider in November 2021, even if less than one in April 2022. This led to a total of 134 stops being selected for further review for the remainder of the factors. One stop was unable to be fully reviewed due to construction.

TABLE 3.1: ORT TOP 10 HIGHEST-ACTIVITY STOPS (AVG. DAILY RIDERS)



EXISTING STOP CONDITION*

The primary components for review of existing conditions included presence and condition of landing pad, sidewalks, and passenger amenities at or in the immediate vicinity of the stop. The bus stop inventory was completed in January 2022. Table 3.2 defines a rating of 1 to 5 for existing stop conditions, and the total number of stops for each rating. Approximately 44 percent of stops rated 2 out of 5, which indicates no amenities other than a sign. No landing area is present, but a sidewalk may be nearby.

TABLE 3.2: SUMMARY OF EXISTING STOP CONDITIONS

RATING	EXISTING STOP CONDITION	# OF STOPS
1	No amenities other than a sign, no concrete at landing area, no sidewalk nearby	23
2	No amenities other than a sign, no concrete at landing area, but nearby sidewalk present	58
3	Concrete at landing area but not large enough for ADA (8' from back of curb), or not connected to a sidewalk	26
4	ADA-compliant landing pad, connected to sidewalk, no passenger amenities	9
5	ADA-compliant landing pad, connected to sidewalk, and a bench AND/OR shelter	17
	Total stops evaluated (average daily ridership >1)	133

PEDESTRIAN ACCESSIBILITY

The third factor in the bus stop assessment is consideration of how accessible the stop is to nearby destinations, based on sidewalks, crosswalks, ADA ramps, adjacent street network, and other factors. To quantify this factor, stops were assigned a value of 1 to 5 based on how well the stop connects to surrounding destinations via sidewalk, ramp, and crosswalk infrastructure. Approximately 30 percent of the stops have a full sidewalk network within a block of the bus stop. Another 43 percent have some sidewalk network with gaps within one block of the stop.

TABLE 3.3: PEDESTRIAN ACCESSIBILITY RATINGS

PEDESTRIAN ACCESSIBILITY RATING	# OF STOPS
1 = no sidewalk in vicinity of the stop	14
2 = sidewalk present but does not connect to any destinations	15
3 = sidewalk connects to at least one nearby destination	9
4 = sidewalk network exists within approx. 1 block of stop, may have some gaps	57
5 = full sidewalk network within approx. 1 block of stop, crosswalk present	38
Total stops evaluated (average daily ridership >1)	133

*Each stop was evaluated using the toolkit assessment outlined in Section 2.

The details for each ORT stop are presented in Appendix A.

RIGHT-OF-WAY AND SITE CONSTRAINTS

The project team reviewed Right-of-way (ROW) limits at prioritized locations and other site features and constraints, such as utilities, impacting feasibility of improvements. This review was based on data provided by each city and NWARPC. In addition, January 2022 survey site photos and maps were reviewed for site limitations or potential obstructions to future improvements. Ratings of 1 to 3 were given to each stop based on the conditions present at the stop. Almost half of the stops allow for a landing pad and sidewalks at existing stops. Another 33 percent of the total stops have an area allowing a landing pad.

TABLE 3.4: RIGHT-OF-WAY AND SITE CONSTRAINTS RATINGS

RIGHT-OF-WAY AND SITE CONDITIONS RATING	# OF STOPS
1 = ROW and sidewalk elements do not allow for ADA clear zone with present configuration	27
2 = ROW and site elements allow for a landing pad at least 8' from back of curb (ADA clear zone)	44
3 = ROW and site elements allow for a landing pad at least 10' from back of curb (allows for small shelter and 4' clearance to curb)	63
Total stops evaluated (average daily ridership >1)	134

**Note: ADA clear zone and landing pad - an area clear of obstructions and measures eight feet (perpendicular to the curb) by five feet (parallel to the curb), connected to a pedestrian path or accessible walkway, and a firm stable surface. The landing pad can include part of the sidewalk.*

COMPATIBILITY WITH CONNECT NORTHWEST ARKANSAS

The fifth factor is compatibility with the Connect Northwest Arkansas (CNWA) Plan. Existing bus stops were rated based on proposed stops likely to be served by future Regional and Frequent routes in the Plan. A rating of 1 to 3 was assigned based on whether the stop would be located on a route in the plan, and the frequency of the future service. In some cases, the level of detail in the plan required some estimation. Over 70 percent of existing stops are served by future routes in CNWA. Approximately 57 percent of those stops will have 15-minute service or better in the future plan.

TABLE 3.5: CONNECT NORTHWEST ARKANSAS COMPATIBILITY RATINGS

CNWA COMPATIBILITY RATINGS	# OF STOPS
1 = stop appears to not be served in CNWA	37
2 = stop appears to be served in CNWA, route frequency 20-60 min	20
3 = stop appears to be served in CNWA, route frequency 15 min or better	77
Total stops evaluated (average daily ridership >1)	134

ACTIVITY CENTERS

Major trip origins and destinations in the region were evaluated to determine key ridership generators or locations with unmet demand. The January 2022 survey data were reviewed to determine ridership at each stop. Land use data and input from cities were also used to determine key locations needing improvements. The results of this qualitative analysis were used to assist in the evaluation where other factors may not suggest a need for substantial facilities.

TRAFFIC CONDITIONS AND ROADWAY FACTORS

Based on data from the local cities and NWARPC, the project team reviewed existing or potential traffic hazards, vehicle access challenges, or other factors that may impact the location of improvements. Street centerlines and other transportation data, aerial photos, stop survey site photos, and some planimetric data were reviewed. Issues or considerations were noted for 55 out of 134 stops. Where present, the following conditions and potential hazards were noted, among other considerations:

- Sight distance concerns with installation of stop amenities. Some stops may need to move further from intersection or driveway.
- Potential issues with a bus blocking a driveway while loading at a stop; in some cases noting a need to consolidate driveways or other access management considerations.
- Sub-optimal location with regard to crosswalks or other accessibility amenities.
- Locations where moving stop from nearside to farside (or in some cases, vice versa) would be preferable.
- Locations where stops could potentially move from private property to public right-of-way.

TRANSIT PROPENSITY (SOCIOECONOMIC FACTORS)

This evaluation factor seeks to prioritize locations within or directly connected to Census Tracts with higher densities, as well as other Census Tracts with higher transit needs due to one or fewer vehicles for the household, or with lower household incomes. Title VI data and equitable provision of service were also reviewed. Factors evaluated include:

- Total Population
- Private jobs (work)
- Percent of population in poverty
- Percent of households with zero vehicles
- Percent of non-white population (including people of Hispanic/Latino origin)

The project team utilized Census, American Community Survey, and Longitudinal Employer-Household Dynamics (LEHD) data available in Remix transit planning software contracted by ORT and NWARPC. Stops with high percentages of the above factors were noted as having higher transit propensity and given preference in recommendations for future improvements, while also considering other factors.



Amenity Options

A summary of the existing bus stop inventory was presented in Section 2, with details of each stop provided in Appendix A, as well as in a comprehensive database of conditions. Prioritizing the bus stops for level of amenities is the next step in the evaluation process. The project team began the evaluation using the existing conditions data as well as feedback and experiences of staff and riders to form initial recommendations, which are shown in Section 4.

The ORT multiple amenity options for the bus stops are depicted in the following pages. The project stakeholders for the study developed a list of potential stop improvements and passenger amenities to consider for recommendations. Examples of each type of infrastructure improvement or amenity are provided below.



ADA BOARDING & ALIGHTING AREAS: For ADA compliance, a firm, stable surface (e.g., concrete) of at least 8' x 5' is required at a location aligned with the front door of the bus.



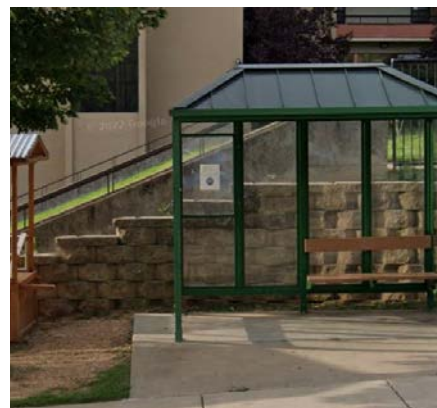
ADA ACCESSIBLE ROUTE: Bus stop boarding, and alighting areas connected to streets, sidewalks, or pedestrian paths.



BUS STOP SIGN: Bus stops marked with signs indicate to passengers where the bus will stop and publicize the availability of the service to the general public.



BENCH: Providing seating at or near the bus stop will drastically improve the quality of the stop and the comfortability of the passenger. Available seating can provide an increased awareness of the service to the general public.



SYSTEM INFORMATION – BASIC: High-ridership bus stops should include a visual marker, station or stop name, route map, and schedule.



SAFETY LIGHTING: Lighting enhances a passenger's sense of safety and security at a bus stop and allows the bus operator to see passengers waiting. Lighting should illuminate the bus stop waiting area and eliminate shadow areas.



ADDITIONAL SHELTER/ BENCHES/TRASH: The highest ridership stops in the system may warrant more than one bench, shelter, or other amenities. This determination should be made based on total boardings as well as by observations at the stop to document passenger behavior and needs.



LANDSCAPING/PLANTERS: Landscaping can improve the aesthetics of the bus stop and give passengers an increased sense of security. Landscaping should not interfere with the pedestrian path.



TRASH RECEPTACLE: Trash receptacles can improve the aesthetics of the bus stop by combatting litter.



REAL-TIME ARRIVAL SIGNAGE: Real-time arrival signage provides passengers with the most up-to-date information about the transit services. These signs can also provide passengers with an increased sense of security as they can show time until the next bus, route changes or detours, emergency messages, and many other options.



ART/PLACEMAKING: A passenger's bus stop experience may be enhanced by providing artwork or newspaper boxes, in this case, both!



SHELTER: Shelters provide protection from the elements while waiting for the bus. Installment of a shelter is typically based on passenger volume, number of routes that serve the stop, demographics of the area, adequate space, and proximity to activity centers.



MULTIPLE BAYS OR PULL-OFF LANE: Pull off lanes or multiple bays promote continued traffic flow on the street and safer boarding and alighting for passengers.



BICYCLE RACKS: Bicycle racks give passengers the option to park their bicycle at the stop if they are unable or prefer not to take their bicycle on the bus. These racks also prevent people from locking their bicycles to the sign pole or other nearby structures.

4

RECOMMENDATIONS

Connect Northwest Arkansas Guidance

Connect Northwest Arkansas, while focused on the provision of service rather than on bus stop improvements, did include some limited discussion of standards for bus stop amenities. These include:

- Minimum standards for a basic set of passenger amenities provided at each stop location. Different amenity levels should be applied to stops when applicable. In general, available funding, service types, ridership, and transfer totals should all be used to gauge which amenity level should be implemented at a stop. The below Table 4.1 from Connect Northwest Arkansas recommends three levels of improvement. .
- A far-side bus stop is one that follows a signalized intersection, allowing the bus to pass through traffic and for users to board/alight safely near crosswalks/ pedestrian infrastructure. This is the ideal stop location as it provides a safe environment for pedestrians and causes the least traffic disruption. Figure 4.1 shows an example farside stop from the CNWA Plan.

RECOMMENDED BUS STOP LEVELS FROM CONNECT NORTHWEST ARKANSAS

AMENITIES	LEVEL 1	LEVEL 2	LEVEL 3
ADA Accessibility	X	X	X
Bus Sign	X	X	X
System Information	X	X	X
Shelter & Bench		X	X
Sidewalk Connectivity		X	X
Safety Lighting			X
Trash Bag/Can			X
Landscaping/Planters			X
Art/Placemaking			X

FIGURE 4.1: FAR-SIDE STOP EXAMPLE FROM CONNECT NORTHWEST ARKANSAS



Improvement Levels

Connect Northwest Arkansas recommended three “levels” of bus stop improvements as general guidance. Level 1 stops are to have ADA Accessibility, a Bus Sign, and System Information. Level 2 stops add a Shelter & Bench and Sidewalk Connectivity, Level 3 stops add Safety Lighting, Trash Bag/Can, Landscaping/Planters, and Art/Placemaking.

This guidance from CNWA was used as a baseline while considering levels of improvement in the Bus Stop Enhancements Plan. Engagement with stakeholders, operations staff, and riders included a discussion of defining additional potential amenities as well as adding a fourth level of improvement. The final recommended levels for improvement are shown in Table 4.1 below. Level 1 is the basic level for all stops. Level 4 has the highest level of amenities for the bus stops with the highest activity.

TABLE 4.2: BUS STOP FINAL IMPROVEMENT LEVELS

STOP AMENITY	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
ADA Boarding and Alighting Area	X	X	X	X
ADA Accessible Route	X	X	X	X
Bus Stop Sign	X	X	X	X
System Information - Basic	X	X	X	X
Safety Lighting		X	X	X
Bench		X	X	X
Trash Receptacle			X	X
Shelter			X	X
Bicycle Racks			X	X
Landscaping/Planters				X
Art/Placemaking				X
Multiple Bays or Pulloff Lane				X
Additional Shelter/Benches/Trash				X
Real-time Arrival Signage				X

Table 4.2 shows the baseline for each level. A particular stop may have amenities of a higher level, depending on unique situations and opportunities. For example, bicycle racks will be prioritized at stops adjacent to bicycle facilities such as the Razorback Greenway, at a location where significant bicycle usage has been observed or is expected, or at an idea location for bicycles to serve as a first/last-mile connector to and from transit.

Based on the criteria in Section 3, the project team assigned a recommended level of improvement to all stops in the ORT system. These recommendations were made according to the project vision established in Section 1, which include upgrading all stops to a basic level of ADA accessibility, and providing comfortable and inviting passenger amenities at many more locations. Figures 4.2 and 4.3 show the recommended improvement levels throughout the system.

FIGURE 4.2 - RECOMMENDED IMPROVEMENT LEVELS – NORTH SECTION (BENTONVILLE AND ROGERS)

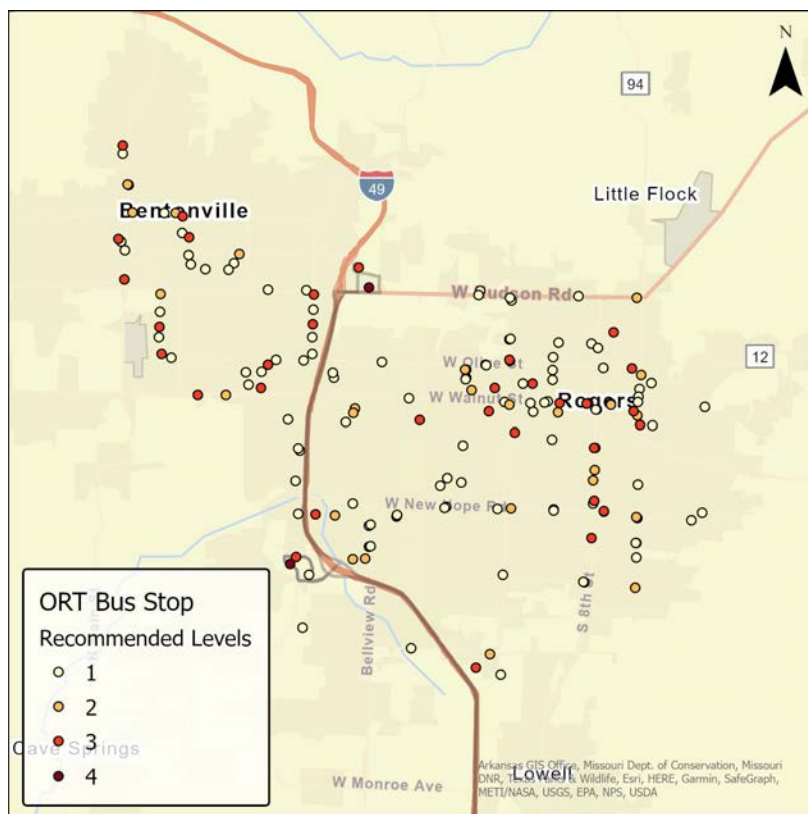
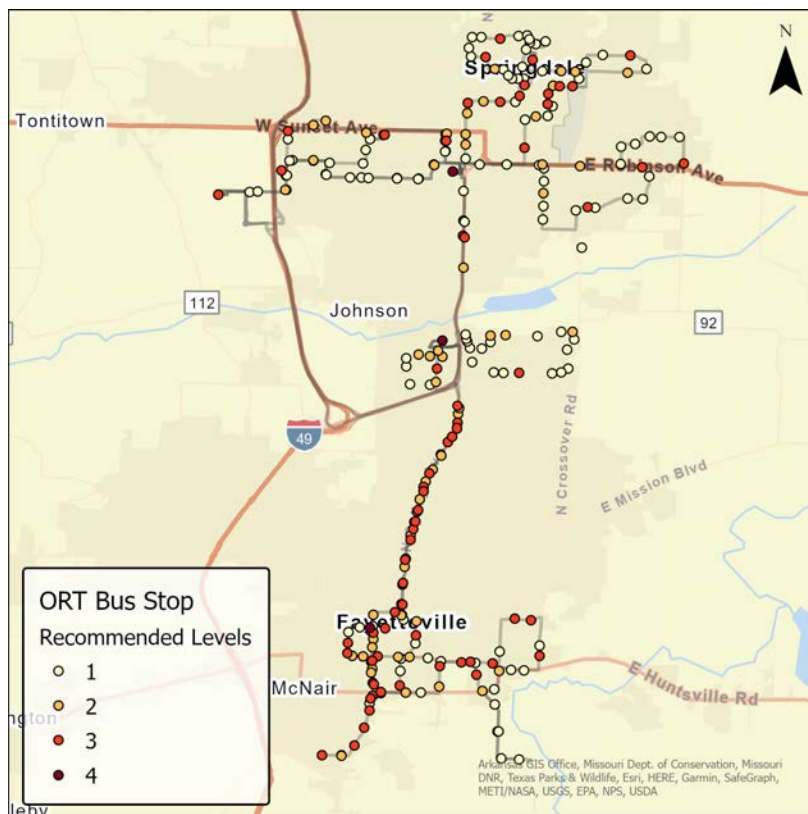


FIGURE 4.3 - RECOMMENDED IMPROVEMENT LEVELS – SOUTH SECTION (FAYETTEVILLE AND SPRINGDALE)



AVERAGE DAILY RIDERS

Comparing recommended improvement levels to existing stop conditions provides a picture of how much the ORT system will be transformed by these changes. Table 4.3 below shows the total number of stops recommended for each level of improvement, compared to the estimated* existing stop level. Ridership numbers (based on April 2022) for each stop level are listed as well. Approximately 58 percent of current ridership activity occurs at existing Level 3 stops, and none

at Level 4 stops. After improvements, 89 percent of ridership activity will occur at Level 3 or 4 stops. Table 4.4 shows the total population that lives within ¼-mile of a stop for each level.

(* The improvement level of existing stops are estimated, as some existing stops do not fit the recommended future improvement levels. Level 0.5 denotes stops that have a sidewalk or a landing pad, but not both, and are not ADA compliant.)

TABLE 4.3: BUS STOP IMPROVEMENT LEVELS – NUMBER OF STOPS

EXIST. LEVEL	STOPS	AVERAGE DAILY RIDERS				REC. LEVEL	STOPS	AVERAGE DAILY RIDERS			
		FIXED	ODT	TOTAL	%			FIXED	ODT	TOTAL	%
0	90	101	8	109	9.4%	0					
0.5	277	282	33	315	27.3%	0.5					
1	22	36	0	36	3.1%	1	218	33	1	33	2.9%
2	7	29	2	31	2.7%	2	91	79	10	89	7.7%
3	21	636	27	663	57.5%	3	103	454	36	490	42.4%
4						4	5	520	23	543	47.0%
Total	417	1,085	70	1,154		Total	417	1,085	70	1,154	

TABLE 4.4: BUS STOP IMPROVEMENT LEVELS – TOTAL POPULATION WITHIN ¼-MILE

EXIST. LEVEL	STOPS	TOTAL POPULATION WITHIN 1/4 MILE				REC. LEVEL	STOPS	TOTAL POPULATION WITHIN 1/4 MILE			
		FIXED	ODT	TOTAL	PCT			FIXED	ODT	TOTAL	PCT
0	90	37,280	23,162	60,442	26.6%	0					
0.5	277	61,372	59,392	119,659	52.7%	0.5					
1	22	11,484	5,556	17,040	7.5%	1	218	54,037	55,214	109,251	43.4%
2	7	7,328	1,962	9,290	4.1%	2	91	37,151	28,400	65,445	26.0%
3	21	14,769	5,769	20,538	9.0%	3	103	45,999	28,016	73,996	29.4%
4						4	5	3,101	203	3,304	1.3%
Total	417	132,233	95,841	226,969		Total	417	140,288	111,833	251,996	

TABLE 4.5: BUS STOP IMPROVEMENT LEVELS – MINORITY POPULATION WITHIN ¼-MILE

EXIST. LEVEL	STOPS	MINORITY POPULATION WITHIN 1/4 MILE			
		FIXED	ODT	TOTAL	PCT
0	90	19,455	9,472	28,927	28.3%
0.5	277	30,713	22,777	53,277	52.2%
1	22	5,629	1,676	7,305	7.2%
2	7	3,707	956	4,663	4.6%
3	21	6,243	1,710	7,953	7.8%
4					
Total	417	65,747	36,591	102,125	

REC. LEVEL	STOPS	MINORITY POPULATION WITHIN 1/4 MILE			
		FIXED	ODT	TOTAL	PCT
0					
0.5					
1	218	29,952	20,804	50,756	45.8%
2	91	16,271	11,087	27,328	24.7%
3	103	21,195	10,180	31,359	28.3%
4	5	1,376	21	1,397	1.3%
Total	417	68,794	42,092	110,840	

As shown in the above tables, the recommendations of this plan, when fully implemented, will lead to a dramatic improvement in the accessibility and amenities provided to passengers and the general public. This improvement is demonstrated by the following metrics. (Note: all ridership data includes both boardings and alightings):

- The number of riders that use, and total population that lives near, stops with shelters (a Level 3 amenity) will be dramatically increased.
 - The percentage of ridership getting on or off of a bus at a bus stop with a shelter will increase from 57 percent to 90 percent.
 - The percentage of population living within ¼-mile of a stop with a shelter (as compared to all stops) will increase from 13 percent to 34 percent.

- Currently, 88 percent of stops are not fully accessible, and these stops are used by 37 percent of ORT's daily ridership (431 daily riders). Approximately 80 percent of the population that live within ¼-mile of a bus stop, are near a stop that is not accessible. When fully implemented, all of these riders will be able to use stops with basic ADA accessibility.
- Pursuant to Title VI policies and procedures, the benefits of these improvements will accrue to minority populations at a rate comparable to the overall population. The percentage of minority population living within ¼-mile of a stop with a shelter (as compared to all stops) will increase from 12 percent to 32 percent.

Level 1 Stops – Accessibility

Level 1 stops consist of lower-ridership fixed-route stops, areas with lower ODT ridership, and areas with lesser service levels. Many of these areas have fewer trip generators nearby, or in the vicinity of a higher-level stop anticipated to get more use, in some cases providing secondary access to an activity center. For stops serving the fixed-route system, Level 1 stops generally have less than one rider (on + off) per day on average and therefore it is difficult to justify the cost and maintenance of amenities at the stop. Some Level 1 stops may have requests for a higher level but there is no room for improvements in the near-term, and therefore may be a temporary condition until the stop can be upgraded further.

However, these stops still provide important access points to the transit system, and in some cases may be the only way for people to access affordable transportation service. It is important to strategically upgrade all stops for residents with limited mobility, including those who use a wheelchair. In many cases, especially when a sidewalk and ADA ramps are already present, the cost of achieving ADA compliance can be very low, requiring only a landing pad of at least 5' x 8' (can include sidewalk area) at the front-door boarding location of the bus. Renderings for Level 1 stops are shown in Figures 4.4 and 4.5. Two options are shown, depending on the position of the sidewalk relative to the curb. All stops recommended for Level 1 are shown in Table 4.6.

FIGURE 4-4 – LEVEL 1 RENDERING WITH SIDEWALK AT CURB



FIGURE 4-5 – LEVEL 1 RENDERING WITH ADA COMPLIANT CONNECTION

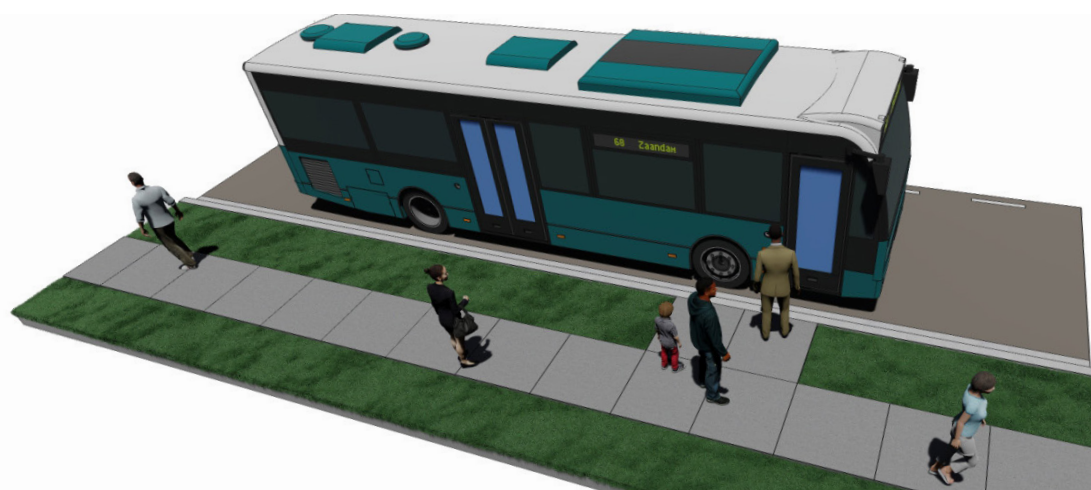


TABLE 4.6: LEVEL 1 STOPS – ACCESSIBILITY

REC. LEVEL	CITY	SERVICE TYPE	BUS STOP CODE	LOCATION
1	Bentonville	OD	SC_11-08	30th St at Bradford House
1	Bentonville	OD	SC_11-10	Moberly & 28th
1	Bentonville	OD	SC_11-11	Moberly & Best
1	Bentonville	OD	SC_11-13	Moberly & 17th
1	Bentonville	OD	SC_11-14	14th & O
1	Bentonville	OD	SC_11-16	10th & G
1	Bentonville	OD	SC_11-17	10th & C
1	Bentonville	OD	SC_11-18	10th & Main
1	Bentonville	OD	SC_11-19	Main & 8th
1	Bentonville	OD	SC_11-20	A & 4th
1	Bentonville	OD	SC_11-23	Central & D
1	Bentonville	OD	SC_11-26	I & 8th
1	Bentonville	OD	SC_11-28	D & 18th
1	Bentonville	OD	SC_11-29	D & 24th
1	Bentonville	OD	SC_11-30	Airport Rd & Walton
1	Bentonville	OD	SC_11-33	34th & J
1	Bentonville	OD	SC_11-34	J & 30th
1	Bentonville	OD	SC_11-35	28th & Medical Center Pkwy
1	Bentonville	OD	SC_11-36	28th & Moberly
1	Bentonville	OD	SC_11-40	H & 8th
1	Bentonville	OD	SC_11-42	11th & NW J
1	Bentonville	OD	SC_11-43	14th & Moberly
1	Bentonville	OD	SC_11-Temp	Walmart Temporary Stop
1	Fayetteville	FR	SC_10-50	Willow & Huntsville
1	Fayetteville	FR	SC_10-53	Spring & N College
1	Fayetteville	FR	SC_10-Temp	Hillcrest Towers (Route 10 Temporary Stop)
1	Fayetteville	FR	SC_20-06	MLK Blvd & College (South)
1	Fayetteville	FR	SC_20-08	MLK Blvd & Mashburn (South)
1	Fayetteville	FR	SC_20-09	Huntsville & Morningside (South)
1	Fayetteville	FR	SC_20-11	Curtis & Huntsville
1	Fayetteville	FR	SC_20-13	Happy Hollow & 4th
1	Fayetteville	FR	SC_20-16	Armstrong & Pump Station Rd (East)
1	Fayetteville	FR	SC_20-17	Huntsville & Crossover
1	Fayetteville	FR	SC_20-18	Huntsville & Ray

TABLE 4.6: LEVEL 1 STOPS – ACCESSIBILITY

REC. LEVEL	CITY	SERVICE TYPE	BUS STOP CODE	LOCATION
1	Fayetteville	FR	SC_20-30	Hill & Treadwell
1	Fayetteville	FR	SC_20-31	Center & Gregg
1	Fayetteville	FR	SC_20-33	Happy Hollow & 15th
1	Fayetteville	FR	SC_20-37	Crossover & Wyman
1	Fayetteville	FR	SC_20-41	School & 19th (West)
1	Fayetteville	FR	SC_20-44	Clydesdale at Tyson (North)
1	Fayetteville	FR	SC_20-54	Armstrong & Pump Station (West)
1	Fayetteville	FR	SC_20-55	Borick Dr at Superior Industries
1	Fayetteville	FR	SC_20-56	Borick Dr at Armstrong
1	Fayetteville	FR	SC_20-57	15th & M&N Augustine Foundation
1	Fayetteville	FR	SC_20-58	Armstrong at Fayetteville Services
1	Fayetteville	FR	SC_20-65	School & 7th (West)
1	Fayetteville	FR	SC_20-70	S College at Senior Center
1	Fayetteville	OD	SC_30-01	Frontage & Zion
1	Fayetteville	OD	SC_30-02	Frontage at Chick-fil-A
1	Fayetteville	OD	SC_30-03	Frontage & Shepherd
1	Fayetteville	OD	SC_30-04	Shepherd & Cadillac
1	Fayetteville	OD	SC_30-05	Vantage & Chrysler
1	Fayetteville	OD	SC_30-08	Zion & Old Missouri
1	Fayetteville	OD	SC_30-09	Zion & Valley Lake
1	Fayetteville	OD	SC_30-11	Crossover at Vantage Point
1	Fayetteville	OD	SC_30-12	Crossover & Sterling
1	Fayetteville	OD	SC_30-13	Millennium & Crossover Rd
1	Fayetteville	OD	SC_30-14	Millennium & Joyce
1	Fayetteville	OD	SC_30-15	Joyce & Sunbest
1	Fayetteville	OD	SC_30-17	Joyce & Parkview
1	Fayetteville	OD	SC_30-18	Joyce & Vantage
1	Fayetteville	OD	SC_30-19	Joyce & Stearns
1	Fayetteville	OD	SC_30-1A	Frontage at Cumulus Media
1	Fayetteville	OD	SC_30-23	Steele at Razorback Theater
1	Fayetteville	OD	SC_30-24	Steele at Academy Sports
1	Fayetteville	OD	SC_30-25	Van Asche & Steele
1	Fayetteville	OD	SC_30-26	Van Asche & Mall Ave
1	Rogers	OD	SC_R103	8th & Poplar (East)

TABLE 4.6: LEVEL 1 STOPS – ACCESSIBILITY

REC. LEVEL	CITY	SERVICE TYPE	BUS STOP CODE	LOCATION
1	Rogers	OD	SC_R104	8th & Poplar (West)
1	Rogers	OD	SC_R111	8th & New Hope (West)
1	Rogers	OD	SC_R113	New Hope & 13th (North)
1	Rogers	OD	SC_R114	New Hope & 13th (South)
1	Rogers	OD	SC_R116	New Hope & Dixieland (South)
1	Rogers	OD	SC_R117	New Hope & 26th (North)
1	Rogers	OD	SC_R118	New Hope & 26th (South)
1	Rogers	OD	SC_R119	Hampton at Jamestown Rehab (North)
1	Rogers	OD	SC_R120	Hampton at Jamestown Rehab (South)
1	Rogers	OD	SC_R121	Hampton & Bellview (North)
1	Rogers	OD	SC_R122	Hampton & Bellview (South)
1	Rogers	OD	SC_R123	Bellview & Crown (West)
1	Rogers	OD	SC_R124	Bellview & Crown (East)
1	Rogers	OD	SC_R129	JB Hunt & Pauline Whitaker
1	Rogers	OD	SC_R150	46th & Locust (West)
1	Rogers	OD	SC_R152	Regional Sports Park (West)
1	Rogers	OD	SC_R155	2nd & Chestnut
1	Rogers	OD	SC_R158	Olive & 8th
1	Rogers	OD	SC_R159	Northwest Park
1	Rogers	OD	SC_R160	13th & Rozell
1	Rogers	OD	SC_R163	Regional Sports Park (East)
1	Rogers	OD	SC_R164	15th & Walnut
1	Rogers	OD	SC_R165	Poplar & 15th
1	Rogers	OD	SC_R168	2nd & Maple
1	Rogers	OD	SC_R169	2nd & Cedar
1	Rogers	OD	SC_R170	8th & Crescent
1	Rogers	OD	SC_R171	Sunset & 9th
1	Rogers	OD	SC_R172	Greer Lingle Middle School
1	Rogers	OD	SC_R173	13th & Olive
1	Rogers	OD	SC_R174	Persimmon & Dixieland
1	Rogers	OD	SC_R179	Dixieland & Easy (West)
1	Rogers	OD	SC_R180	Dixieland & Easy (East)
1	Rogers	OD	SC_R181	Hudson & 23rd (South)
1	Rogers	OD	SC_R182	Hudson & 23rd (North)

TABLE 4.6: LEVEL 1 STOPS – ACCESSIBILITY

REC. LEVEL	CITY	SERVICE TYPE	BUS STOP CODE	LOCATION
1	Rogers	OD	SC_R183	Olive & 22nd (North)
1	Rogers	OD	SC_R184	Olive & 22nd (South)
1	Rogers	OD	SC_R185	24th & Locust (West)
1	Rogers	OD	SC_R186	24th & Locust (East)
1	Rogers	OD	SC_R187	Walnut & Dixieland
1	Rogers	OD	SC_R189	Aldi Grocery
1	Rogers	OD	SC_R191	Rogers Technology High School
1	Rogers	OD	SC_R192	Rogers Aquatic Center at 26th
1	Rogers	OD	SC_R193	1st & Nursery (West)
1	Rogers	OD	SC_R194	1st & Nursery (East)
1	Rogers	OD	SC_R198	New Hope & 8th (South)
1	Rogers	OD	SC_R202	Walnut & 13th (North)
1	Rogers	OD	SC_R207	24th & Seminole
1	Rogers	OD	SC_R208	Seminole & 25th
1	Rogers	OD	SC_R209	46th & Locust (East)
1	Rogers	OD	SC_R210	52nd & Redbud (West)
1	Rogers	OD	SC_R211	52nd & Redbud (East)
1	Rogers	OD	SC_R214	Olive & 37th (North)
1	Rogers	OD	SC_R215	Dixieland & Pleasant Crossing
1	Rogers	OD	SC_R216	Pleasant Grove & Southern Hills
1	Rogers	OD	SC_R217	Pleasant Grove & Pinnacle Hills
1	Rogers	OD	SC_R218	Pinnacle Hills & Pinnacle Pointe
1	Rogers	OD	SC_R219	52nd & Stoney Brook
1	Rogers	OD	SC_R221	New Hope & Financial Pkwy
1	Rogers	OD	SC_R222	Walnut & Valley West
1	Rogers	OD	SC_R223	Dixieland & Price
1	Rogers	OD	SC_R225	New Hope & Pinewoods
1	Rogers	OD	SC_R226	1st at Veterans Park
1	Rogers	OD	SC_R227	13th & Oak
1	Rogers	OD	SC_R228	Arkansas & Locust
1	Rogers	OD	SC_R232	Cherry at The Railyard
1	Rogers	OD	SC_R233	Lake Atalanta
1	Rogers	OD	SC_R236	Horsebarn at 52nd
1	Rogers	OD	SC_R240	Price & 8th (South)

TABLE 4.6: LEVEL 1 STOPS – ACCESSIBILITY

REC. LEVEL	CITY	SERVICE TYPE	BUS STOP CODE	LOCATION
1	Rogers	OD	SC_R241	Price & 8th (North)
1	Rogers	OD	SC_R244	Hudson & 8th
1	Rogers	OD	SC_R247	Promenade at Watermark
1	Rogers	OD	SC_R248	24th & Mulberry
1	Rogers	OD	SC_R249	Old Wire & Audrey
1	Springdale	FR	SC_61/63-19	Luvane & 48th
1	Springdale	FR	SC_61-01	West End at Foxfire Apts (East)
1	Springdale	FR	SC_61-04	Thompson & Morlan
1	Springdale	FR	SC_61-06	48th at NWA Convention Center
1	Springdale	FR	SC_61-10	Spring Meadows Apts
1	Springdale	FR	SC_61-15	Springdale & Carley Rd (North)
1	Springdale	FR	SC_61-16	Springdale & Carley Rd (South)
1	Springdale	FR	SC_61-17	Luvane & Sandy
1	Springdale	FR	SC_61-18	Luvane & 40th
1	Springdale	FR	SC_61-23	West End & Kirsten (West)
1	Springdale	FR	SC_61-24	West End at Foxfire Apts (West)
1	Springdale	FR	SC_61-26	Thompson & Southfield (West)
1	Springdale	FR	SC_61-27	Thompson & Southfield (East)
1	Springdale	FR	SC_62-01	Crutcher & Hart
1	Springdale	FR	SC_62-03	Success & Cleveland
1	Springdale	FR	SC_62-09	Christian & Union
1	Springdale	FR	SC_62-10	First United Methodist Church
1	Springdale	FR	SC_62-16	Pleasant & Schmeiding
1	Springdale	FR	SC_62-22	Caudle & Park
1	Springdale	FR	SC_62-23	Maple & Holcomb
1	Springdale	FR	SC_62-25	Johnson & Mill
1	Springdale	FR	SC_62-26	Johnson & Main
1	Springdale	FR	SC_62-27	Johnson & Blair
1	Springdale	FR	SC_62-28	Pleasant & Davis
1	Springdale	FR	SC_62-29	Huntsville & Shiloh
1	Springdale	FR	SC_62-30	Backus & Marylyn
1	Springdale	FR	SC_62-31	Harps Grocery
1	Springdale	FR	SC_62-34	Sanders & Ritter
1	Springdale	FR	SC_62-35	Lowell Rd & Sanders

TABLE 4.6: LEVEL 1 STOPS – ACCESSIBILITY

REC. LEVEL	CITY	SERVICE TYPE	BUS STOP CODE	LOCATION
1	Springdale	FR	SC_62-36	Mill & Sunnydale
1	Springdale	FR	SC_62-37	Mill & Plum
1	Springdale	FR	SC_62-38	Mill & Huntsville
1	Springdale	FR	SC_62-40	Huntsville & Berry
1	Springdale	FR	SC_62-44	Monitor & Huntsville
1	Springdale	FR	SC_62-46	Mountain & Old Missouri
1	Springdale	FR	SC_62-47	Old Missouri & Rhodes
1	Springdale	FR	SC_62-55	Manor Loop & Mansion Way
1	Springdale	FR	SC_62-56	Mansion Loop at Mill Creek Apts
1	Springdale	FR	SC_62-57	Mansion Way & Mill
1	Springdale	FR	SC_63-10	Adrian & Butterfield Coach
1	Springdale	FR	SC_63-11	Adrian & Mark
1	Springdale	FR	SC_63-12	Adrian & Dick Smith
1	Springdale	FR	SC_63-13	Parson Hills Elementary
1	Springdale	FR	SC_63-14	Oriole & Hummingbird
1	Springdale	FR	SC_63-15	Oriole & Robinson
1	Springdale	FR	SC_63-16	Hidden Lake Apartments
1	Springdale	FR	SC_63-17	Electric & Hidden Lake
1	Springdale	FR	SC_63-18	Electric at Keystone Crossing Apts
1	Springdale	FR	SC_63-23	Electric & Orchard
1	Springdale	FR	SC_63-25	Ivey & Old Missouri
1	Springdale	FR	SC_63-26	Powell & Chateau
1	Springdale	FR	SC_63-27	Powell & Queens
1	Springdale	FR	SC_63-28	Powell & Oakridge
1	Springdale	FR	SC_63-29	Powell & Robinson
1	Springdale	FR	SC_63-31	Robinson & Powell (South)
1	Springdale	FR	SC_63-32	Robinson & Turner (South)
1	Springdale	FR	SC_63-35	Cambridge & Robinson (West)
1	Springdale	FR	SC_63-36	Chapman at Tyson Elementary (North)
1	Springdale	FR	SC_63-37	Chapman & Johnson (North)
1	Springdale	FR	SC_63-38	Chapman & Carley (North)
1	Springdale	FR	SC_63-39	Chapman & Jean (North)
1	Springdale	FR	SC_63-40	40th & Chapman (East)
1	Springdale	FR	SC_63-41	Ozark Guidance Center (West)

TABLE 4.6: LEVEL 1 STOPS – ACCESSIBILITY

REC. LEVEL	CITY	SERVICE TYPE	BUS STOP CODE	LOCATION
1	Springdale	FR	SC_63-43	Watkins & Mary Frances (North)
1	Springdale	FR	SC_63-44	Watkins & Mary Frances (South)
1	Springdale	FR	SC_63-45	48th & Watkins (East)
1	Springdale	FR	SC_63-46	Ozark Guidance Center (East)
1	Springdale	FR	SC_63-47	Luvane & 48th (South)
1	Springdale	FR	SC_63-48	Luvane at Links Apts (South)
1	Springdale	FR	SC_63-49	40th & Chapman (West)
1	Springdale	FR	SC_63-50	Chapman & Jean (South)
1	Springdale	FR	SC_63-51	Chapman & Carley (South)
1	Springdale	FR	SC_63-52	Chapman & Johnson (South)
1	Springdale	FR	SC_63-53	Chapman at Tyson Elementary (South)
1	Springdale	FR	SC_63-55	Old Missouri & Palisades
1	Springdale	FR	SC_TC3	Jones Center
1	Springdale	FR	SC_TC8	Georges Employment Center

Level 2 Stops – Basic Amenities

Level 2 amenities consist of stops generally with one and five riders on average per day (on + off). However, this varies due to other factors evaluated in Section 3. With daily use from riders, seating will be utilized on a regular basis, but it is difficult to justify the cost of a shelter and related maintenance staffing and costs. Some Level 2 stops may be considered for Level 3 amenities, but have right-of-way or site constraints, or a shelter might create a sight distance issue with nearby traffic.

Some Level 2 stops may have existing ridership for Level 1 amenities but are located on a corridor, such as the Business U.S. 71 corridor in portions of Fayetteville and Springdale, identified as future high-capacity transit corridors in Connect Northwest Arkansas. At a minimum, Level 2 stop amenities are planned for future service and ridership growth.

Figure 4.6 shows a rendering of a Level 2 stop. Table 4.7 identifies all recommended Level 2 stops.

FIGURE 4-7 – LEVEL 2 RENDERING

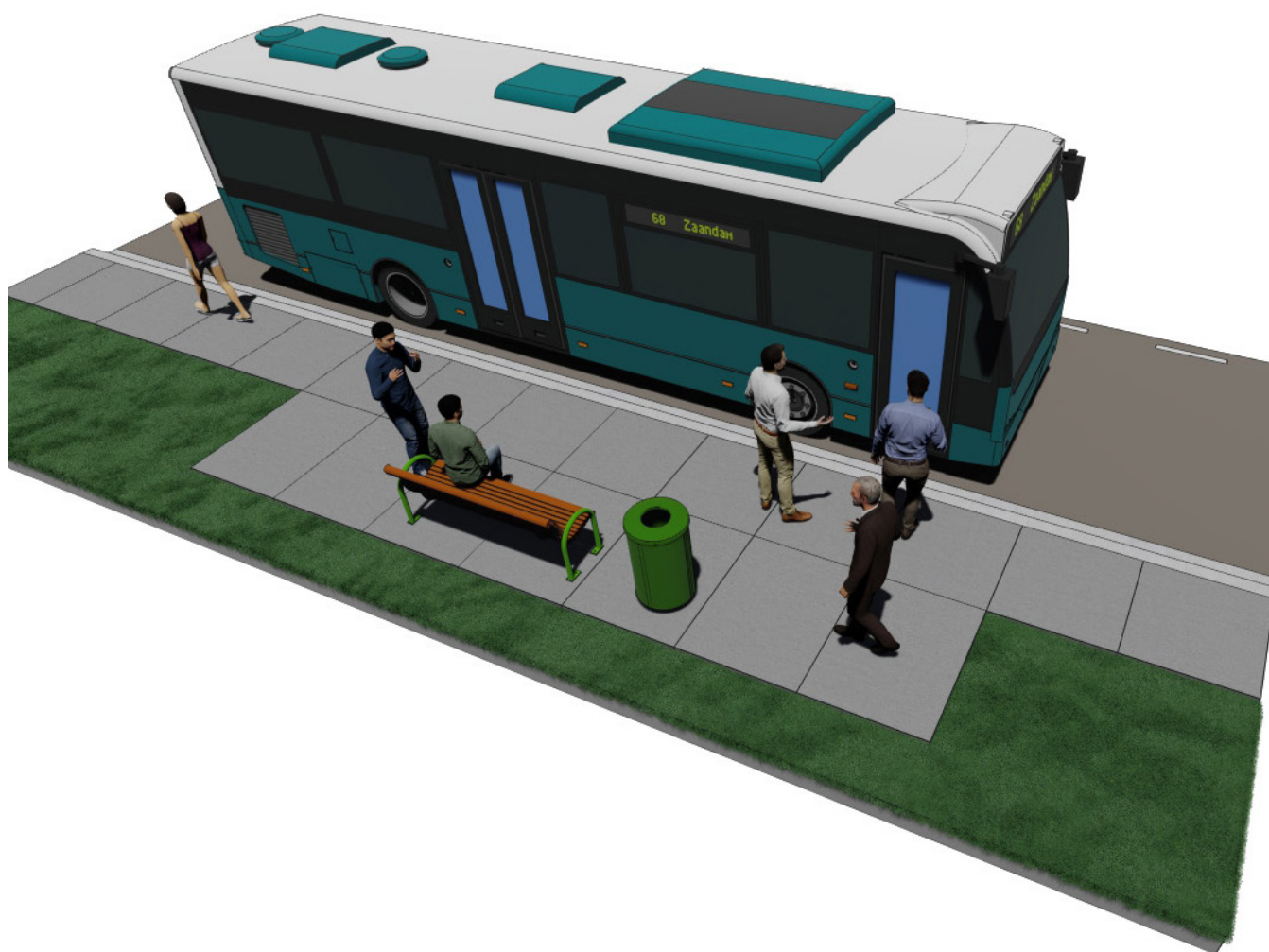


TABLE 4.7: LEVEL 2 STOPS – BASIC AMENITIES

REC. LEVEL	CITY	SERVICE TYPE	BUS STOP CODE	LOCATION
2	Bentonville	OD	SC_11-02	Central & Walton
2	Bentonville	OD	SC_11-22	Central at First United Methodist
2	Bentonville	OD	SC_11-24	Walton & 7th (West)
2	Bentonville	OD	SC_11-25	Walton & 7th (East)
2	Bentonville	OD	SC_11-27	D & 14th
2	Bentonville	OD	SC_11-32	Walton & Fountain
2	Bentonville	OD	SC_11-39	8th at Brightwater
2	Fayetteville	FR	SC_10/20-07	MLK Blvd & S College
2	Fayetteville	FR	SC_10/30-51	Mall Ave & Van Asche
2	Fayetteville	FR	SC_10/30-53	Mall Ave & Georgetowne Square
2	Fayetteville	FR	SC_10-04	N College & Golden Eagle (West)
2	Fayetteville	FR	SC_10-07	N College at Mermaids (West)
2	Fayetteville	FR	SC_10-08	N College & Poplar (West)
2	Fayetteville	FR	SC_10-09	N College & Green Acres (West)
2	Fayetteville	FR	SC_10-10	N College & Sycamore (West)
2	Fayetteville	FR	SC_10-14	N College & North (West)
2	Fayetteville	FR	SC_10-15	N College & Trenton (West)
2	Fayetteville	FR	SC_10-18	Mountain at Library
2	Fayetteville	FR	SC_10-28	N College & North (East)
2	Fayetteville	FR	SC_10-34	N College & Township (East)
2	Fayetteville	FR	SC_10-35	N College & Sunbridge (East)
2	Fayetteville	FR	SC_10-36	N College & Golden Eagle (East)
2	Fayetteville	FR	SC_10-38	N College & Masonic (East)
2	Fayetteville	FR	SC_10-41	N College & Lafayette (West)
2	Fayetteville	FR	SC_10-42	N College & Dickson
2	Fayetteville	FR	SC_10-43	N College & Longview (West)
2	Fayetteville	FR	SC_10-46	School & Dickson
2	Fayetteville	FR	SC_10-47	School & Archibald Yell
2	Fayetteville	FR	SC_10-52	Willow & Spring
2	Fayetteville	FR	SC_10-54	N College & Dickson
2	Fayetteville	FR	SC_20-07	MLK Blvd & Willow
2	Fayetteville	FR	SC_20-27	MLK Blvd & Gregg
2	Fayetteville	FR	SC_20-34	Happy Hollow & Huntsville
2	Fayetteville	FR	SC_20-36	Morningside & Chesapeake Way

TABLE 4.7: LEVEL 2 STOPS – BASIC AMENITIES

REC. LEVEL	CITY	SERVICE TYPE	BUS STOP CODE	LOCATION
2	Fayetteville	FR	SC_20-38	15th & Washington
2	Fayetteville	FR	SC_20-46	Clydesdale at Tyson (South)
2	Fayetteville	FR	SC_20-51	School & 9th (East)
2	Fayetteville	FR	SC_20-53	School & Rock
2	Fayetteville	FR	SC_20-59	MLK Blvd at Walmart Market
2	Fayetteville	FR	SC_20-60	Curtis & 15th
2	Fayetteville	FR	SC_20-66	School at Varsity House
2	Fayetteville	OD	SC_30-06	Vantage & Zion
2	Fayetteville	OD	SC_30-07	Zion at Park Lake Apts
2	Fayetteville	OD	SC_30-10	Zion at Fayetteville Athletic Club
2	Fayetteville	OD	SC_30-20	Joyce & Mall Ave
2	Fayetteville	OD	SC_30-21	Joyce at Best Buy
2	Fayetteville	OD	SC_30-22	Joyce at Taco Bell
2	Rogers	OD	SC_R101	Walnut & 6th (South)
2	Rogers	OD	SC_R102	Walnut & 6th (North)
2	Rogers	OD	SC_R108	8th & Olrich (East)
2	Rogers	OD	SC_R109	8th & Olrich (West)
2	Rogers	OD	SC_R115	New Hope & Dixieland (North)
2	Rogers	OD	SC_R125	Promenade & Crown (North)
2	Rogers	OD	SC_R126	Promenade & Crown (South)
2	Rogers	OD	SC_R153	Turtle Creek Apts (West)
2	Rogers	OD	SC_R156	Harps Grocery on 2nd
2	Rogers	OD	SC_R162	Turtle Creek Apts (East)
2	Rogers	OD	SC_R167	Poplar & 13th
2	Rogers	OD	SC_R176	Maple & 24th (South)
2	Rogers	OD	SC_R195	1st & New Hope (West)
2	Rogers	OD	SC_R196	1st & New Hope (East)
2	Rogers	OD	SC_R204	Dixieland & Walnut (East)
2	Rogers	OD	SC_R212	Promenade & Poplar (West)
2	Rogers	OD	SC_R213	Promenade & Poplar (East)
2	Rogers	OD	SC_R220	Promenade & Green Acres
2	Rogers	OD	SC_R224	1st & Laura
2	Rogers	OD	SC_R229	Hudson & 2nd
2	Rogers	OD	SC_R237	Poplar St at Haas Hall

TABLE 4.7: LEVEL 2 STOPS – BASIC AMENITIES

REC. LEVEL	CITY	SERVICE TYPE	BUS STOP CODE	LOCATION
2	Rogers	OD	SC_R243	Pleasant Grove & Dixieland
2	Springdale	FR	SC_61/63-04	Luvane at Links Apts
2	Springdale	FR	SC_61-07	Reiff at Fairfield Inn Marriott
2	Springdale	FR	SC_61-08	Reiff & 40th
2	Springdale	FR	SC_61-09	West End at St Raphael Catholic Church (West)
2	Springdale	FR	SC_61-13	Thompson at Northwest Athletic Club
2	Springdale	FR	SC_61-14	West End at St Raphael Catholic Church (East)
2	Springdale	FR	SC_61-21	Carley & Sunset
2	Springdale	FR	SC_62-05	Springdale Aquatic Center
2	Springdale	FR	SC_62-14	Caudle & Hill
2	Springdale	FR	SC_62-17	Pleasant & Cheatham
2	Springdale	FR	SC_62-18	Pleasant & Mayes
2	Springdale	FR	SC_62-21	Maple & Ash
2	Springdale	FR	SC_62-41	Huntsville & Jefferson
2	Springdale	FR	SC_62-42	Huntsville at Jones Center
2	Springdale	FR	SC_62-48	Huntsville & Kawneer
2	Springdale	FR	SC_62-49	Emma & Park
2	Springdale	FR	SC_62-53	Huntsville & Thompson
2	Springdale	FR	SC_63-21	Brookhaven Apts
2	Springdale	FR	SC_63-22	Robinson at First Staff
2	Springdale	FR	SC_63-30	Robinson & Powell (North)
2	Springdale	FR	SC_63-42	48th & Watkins (West)
2	Springdale	FR	SC_63-54	Cambridge & Robinson (East)

Level 3 Stops – Enhanced Amenities

Level 3 stops warrant a high level of infrastructure and amenities to serve a larger ridership base or anticipated growth in the near future. While there is no specific ridership threshold for a Level 3 stop, generally all stops with at least five fixed-route riders per day (on + off) are recommended for Level 3, plus additional stops of significant importance due to other factors reviewed in Section 3.

Level 3 stops are considered the highest level of improvement for stops not considered a transfer location, layover point, regional hub, or similar location where a bus should not be stopped in regular traffic. Unlike Level 1 and 2 stops, Level 3 stops require additional maintenance costs due to regular trash removal and shelter cleaning.

Figure 4.7 illustrates a rendering of a Level 3 stop, and a list of all recommended Level 3 stops are shown in Table 4.8.

FIGURE 4.7 – LEVEL 3 RENDERING

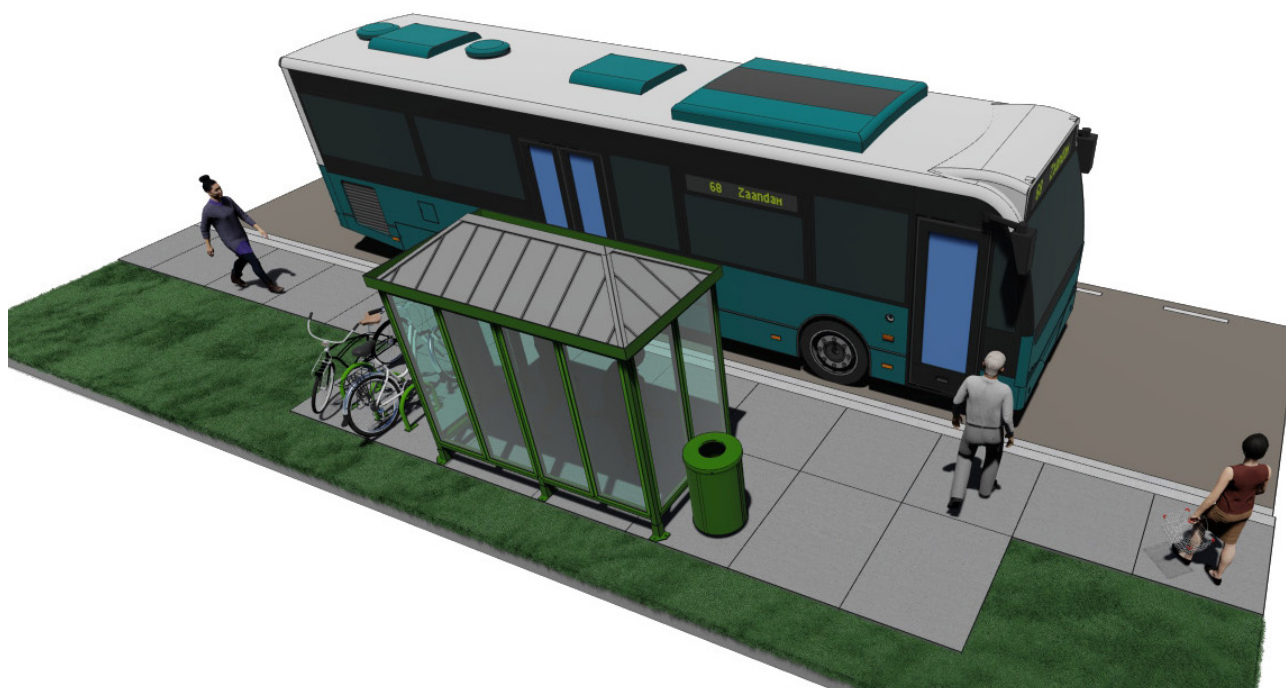


TABLE 4.8: LEVEL 3 STOPS – ENHANCED AMENITIES

REC. LEVEL	CITY	SERVICE TYPE	BUS STOP CODE	LOCATION
3	Bentonville	OD	SC_11-01	Bentonville Library
3	Bentonville	OD	SC_11-03	Harps Grocery
3	Bentonville	OD	SC_11-04	Walmart Supercenter
3	Bentonville	OD	SC_11-05	Touchstone Apts
3	Bentonville	OD	SC_11-06	D & Airport Rd

TABLE 4.8: LEVEL 3 STOPS – ENHANCED AMENITIES

REC. LEVEL	CITY	SERVICE TYPE	BUS STOP CODE	LOCATION
3	Bentonville	OD	SC_11-07	Benton County Senior Center
3	Bentonville	OD	SC_11-09	John Hollow at Northwest Medical Center
3	Bentonville	OD	SC_11-12	Moberly & 20th
3	Bentonville	OD	SC_11-21	A & 2nd
3	Bentonville	OD	SC_11-37	Moberly & 14th
3	Bentonville	OD	SC_11-38	I & 14th
3	Bentonville	OD	SC_11-41	Walton & Rainbow
3	Bentonville	FR	SC_490-1	NWACC Shewmaker Center
3	Fayetteville	FR	SC_10/30-52	Mall Ave at Walmart
3	Fayetteville	FR	SC_10-01	N College & Masonic (West)
3	Fayetteville	FR	SC_10-02	N College & Harold (West)
3	Fayetteville	FR	SC_10-03	N College & Appleby (West)
3	Fayetteville	FR	SC_10-05	N College & Sunbridge (West)
3	Fayetteville	FR	SC_10-06	N College & Township (West)
3	Fayetteville	FR	SC_10-19	N College at VA
3	Fayetteville	FR	SC_10-27	N College & Rebecca (East)
3	Fayetteville	FR	SC_10-29	N College & Evelyn Hills
3	Fayetteville	FR	SC_10-30	N College & Sycamore (East)
3	Fayetteville	FR	SC_10-31	N College at Chief Motel
3	Fayetteville	FR	SC_10-32	N College & Poplar (East)
3	Fayetteville	FR	SC_10-33	N College at Mermaids (East)
3	Fayetteville	FR	SC_10-37	N College at Hobby Lobby
3	Fayetteville	FR	SC_10-39	N College & Rolling Hills
3	Fayetteville	FR	SC_10-40	Center & Church
3	Fayetteville	FR	SC_10-45	Dickson at CUMC
3	Fayetteville	FR	SC_10-48	MLK Blvd & Locust
3	Fayetteville	FR	SC_10-51	Willow & Rock
3	Fayetteville	FR	SC_10-55	N College & Lafayette (East)
3	Fayetteville	FR	SC_20-02	School at Fayetteville Library
3	Fayetteville	FR	SC_20-10	Huntsville & Seven Hills (South)
3	Fayetteville	FR	SC_20-12	Curtis & Fairlane
3	Fayetteville	FR	SC_20-14	Cliffs Blvd at Cliffs Apts
3	Fayetteville	FR	SC_20-15	Cliffs Blvd & Platinum

TABLE 4.8: LEVEL 3 STOPS – ENHANCED AMENITIES

REC. LEVEL	CITY	SERVICE TYPE	BUS STOP CODE	LOCATION
3	Fayetteville	FR	SC_20-19	Huntsville at CEO (North)
3	Fayetteville	FR	SC_20-20	Huntsville & Erika (North)
3	Fayetteville	FR	SC_20-28	Hill & MLK Blvd
3	Fayetteville	FR	SC_20-29	Hill & Stone
3	Fayetteville	FR	SC_20-35	Morningside & Fairlane
3	Fayetteville	FR	SC_20-39	15th at Walker Park (North)
3	Fayetteville	FR	SC_20-40	School & Salvation (West)
3	Fayetteville	FR	SC_20-43	School & Cato Springs
3	Fayetteville	FR	SC_20-45	Washington County Operations
3	Fayetteville	FR	SC_20-47	School at Grandview Apts
3	Fayetteville	FR	SC_20-48	School & 19th (East)
3	Fayetteville	FR	SC_20-49	School & 15th (East)
3	Fayetteville	FR	SC_20-50	School & 13th (East)
3	Fayetteville	FR	SC_20-52	School & 7th (East)
3	Fayetteville	FR	SC_20-61	Crossover & Turtle Creek
3	Fayetteville	FR	SC_20-67	School & 13th St (West)
3	Fayetteville	FR	SC_20-68	15th at Walker Park (South)
3	Fayetteville	FR	SC_20-69	S College & 13th
3	Fayetteville	OD	SC_30-16	Joyce & Park Oaks
3	Rogers	OD	SC_R100	Elm & 2nd
3	Rogers	OD	SC_R105	8th & Willow (West)
3	Rogers	OD	SC_R106	8th & Willow (East)
3	Rogers	OD	SC_R112	8th & New Hope (East)
3	Rogers	OD	SC_R128	Hunt Tower
3	Rogers	OD	SC_R151	Walmart on Pleasant Grove
3	Rogers	OD	SC_R154	Walmart Supercenter at 21st
3	Rogers	OD	SC_R157	Rogers Activity Center
3	Rogers	OD	SC_R161	Rogers Apartments
3	Rogers	OD	SC_R177	Dixieland & Olive (West)
3	Rogers	OD	SC_R178	Dixieland & Olive (East)
3	Rogers	OD	SC_R188	Mercy Hospital
3	Rogers	OD	SC_R190	Center for Non Profits
3	Rogers	OD	SC_R197	New Hope & 8th (North)

TABLE 4.8: LEVEL 3 STOPS – ENHANCED AMENITIES

REC. LEVEL	CITY	SERVICE TYPE	BUS STOP CODE	LOCATION
3	Rogers	OD	SC_R199	Walnut & 9th (North)
3	Rogers	OD	SC_R200	Walnut & 9th (South)
3	Rogers	OD	SC_R206	Rogers Public Library
3	Rogers	OD	SC_R231	Frisco Station Mall
3	Rogers	OD	SC_R234	28th & Wellington
3	Rogers	OD	SC_R235	Easy St at Doubletree Apts
3	Rogers	OD	SC_R242	8th at Town & Country
3	Rogers	OD	SC_R245	1st at Butterfly Garden
3	Springdale	FR	SC_61-02	West End & Kirsten (East)
3	Springdale	FR	SC_61-03	Springdale Ave at Neighborhood Market (South)
3	Springdale	FR	SC_61-05	Ozark Guidance Center
3	Springdale	FR	SC_61-11	Thompson at Midway Trailer Park (West)
3	Springdale	FR	SC_61-12	Thompson at Midway Trailer Park (East)
3	Springdale	FR	SC_61-20	48th & Sunset
3	Springdale	FR	SC_61-22	Springdale at Neighborhood Market (North)
3	Springdale	FR	SC_62-04	Mill Creek Apts
3	Springdale	FR	SC_62-06	Springdale Library
3	Springdale	FR	SC_62-07	Northwest Medical Center
3	Springdale	FR	SC_62-08	Christian & Thompson
3	Springdale	FR	SC_62-13	Crutcher & Gates
3	Springdale	FR	SC_62-24	Emma & Spring
3	Springdale	FR	SC_62-32	Sanders at Razorback Greenway
3	Springdale	FR	SC_62-45	Mountain at Eastwood Apts
3	Springdale	FR	SC_62-50	Park at Springdale Senior Center
3	Springdale	FR	SC_62-51	Park & Success
3	Springdale	FR	SC_62-52	Holcomb at Salvation Army
3	Springdale	FR	SC_62-54	Emma & Baggett
3	Springdale	FR	SC_62-58	Jones Center
3	Springdale	FR	SC_63-08	Ozark Regional Transit
3	Springdale	FR	SC_63-09	Harps Grocery
3	Springdale	FR	SC_63-24	Electric & Old Missouri
3	Springdale	FR	SC_TC6	NWACC Washington County

Level 4 Stops – Mobility Hubs

Level 4 mobility hubs reflect the most critical stops in the ORT system, from the standpoint of ridership, connectivity, and visibility in the community. These stops warrant additional amenities based on current or future ridership projections. Level 4 stops will likely have a pull-off lane or other facility to allow for layovers, transfer activity, and driver breaks.

Five stops in the system are designated as Level 4. This includes two in Fayetteville, and one each in Bentonville,

Rogers, and Springdale. Three of the stops—NWA Mall, Hillcrest Towers, and Walmart Supercenter on Pleasant—already serve as ORT's primary transfer and layover points and have the highest ridership in the system.

The two other locations are established stops that have shifted primarily to ODT service (NWACC Burns Hall) or are at an emerging regional activity center still under development (Pinnacle Hills & Champions). Table 4.9 shows the five Level 4 mobility hubs. Additional discussion and detail for each of the stops follow the table.

TABLE 4.8: LEVEL 4 STOPS – MOBILITY HUBS

REC. LEVEL	CITY	SERVICE TYPE	BUS STOP CODE	LOCATION
4	Bentonville	FR	SC_R290	NWACC Burns Hall
4	Fayetteville	FR	SC_TC1	NWA Mall
4	Fayetteville	FR	SC_TC5	Hillcrest Towers
4	Rogers	OD	SC_R127	Pinnacle Hills & Champions
4	Springdale	FR	SC_TC2	Walmart Supercenter on Pleasant



NORTHWEST ARKANSAS MALL

The NWA Mall stop serves as a transfer and layover point for ORT routes 10, 61 and 490 and Razorback Transit Route 26. The stop provides adequate space for passengers and a location where ORT buses can layover without significant traffic impacts. While the stop is in proximity and accessible to the mall's south anchor department store (currently vacant), the nearest active entrance is approximately 300 feet to the west and not connected by an accessible path.

Recommendation (Near-Term): ORT should work with the mall to develop an accessible path from the stop to the mall entrance next to JC Penny. In addition, a second shelter could be added due to high passenger activity at the stop.

Recommendation (Long-Term): ORT should coordinate with the mall to identify a new location that would not require the bus to travel to the interior access road to the mall, while still providing close access. This could include converting a portion of the underutilized parking lot to a new transit facility. Ideally the location would have greater

visibility than the current stop, such as at the southeast corner of the mall, visible and accessible from College Ave. Such a facility should integrate Level 4 amenities such as attractive landscaping, public art, real-time arrival signage, and other amenities as appropriate for the site.



HILLCREST TOWERS (FAYETTEVILLE)

The Hillcrest Towers stop serves as a transfer and layover point for ORT routes 10 and 20 and Razorback Transit routes 13 and 17. The stop is located immediately in front of Hillcrest Towers, a senior housing facility.

This location provides a natural ridership base for the stop, but the stop attracts riders from the surrounding neighborhood as well, between Downtown Fayetteville and the University of Arkansas campus. The stop has an accessible ADA boarding area, sidewalks, and an accessible path to the building and along the street. The stop however is located on a significant slope, potentially causing challenges for people with limited mobility.

Recommendations: ORT should coordinate with Razorback Transit and the City of Fayetteville on enhanced Level 4 facilities at this important stop. These include public art installations integrated with the stop, real-time arrival signage with enhanced passenger information, and other potential amenities to be determined through further public and stakeholder engagement, such as Wi-Fi.



WALMART ON PLEASANT (SPRINGDALE)

The Walmart on Pleasant stop serves as a transfer and layover point for ORT routes 61, 62, and 63. It is located on private property (Walmart) just to the south of the main entrance to the store. This stop presents operational challenges due to buses having to travel through the busy parking lot to access the stop. This is an undesirable situation, with significant risks and hazards that ORT aims to avoid. However, this is a critical stop providing essential shopping for riders and serves as a connection point between three routes. Additionally, the stop provides an important operational function by providing drivers a layover and restroom break.

Recommendation (Near-Term): A shelter, or an awning attached to the building, should be provided to provide shade and shelter for passengers waiting

at the stop. This would provide a more comfortable location for riders as well as giving riders a space outside of the Walmart employee break area.

Recommendation (Long Term): To improve safety and operational efficiency, the stop should be moved to the outer access road or an adjacent street. A planning, conceptual engineering, and design process will be

required to fully identify and evaluate these opportunities. Preliminary options for consideration include Robinson Ave. to the north of Walmart, or vacant land located between the outer access drive and Pleasant Street, south of Arvest Bank. Additional options may include conversion of a portion of the outer parking lot area to a new transit facility, more easily accessible for buses.



NWACC BURNS HALL (BENTONVILLE)

The NWACC Burns Hall stop serves as a stop on ORT Route 490 as well as the Bentonville and Rogers on-demand services. It is located on the circle drive of the main entrance to Northwest Arkansas Community College. There are two shelters and a stand-alone bench. The stop is accessible for boarding and has an accessible path to the building entrance. This stop serves as a transfer point between multiple on-demand services and fixed route 490, and will be an important connection for any future fixed route services, including a high-capacity transit option connecting Bentonville and Rogers as discussed in Connect Northwest Arkansas.

Recommendation: ORT should work with NWACC and the City of Bentonville to install Level 4 amenities at the stop. Options include integrating public art, real-time arrival signage, and Wi-Fi. Rider and stakeholder engagement will be key to determining the right mix of amenities.



PINNACLE HILLS & CHAMPIONS (ROGERS)

The Pinnacle Hills & Champions stop is relatively new and is served by Route 490 as well as the Rogers On-Demand service. This stop will be the anchor of the rapidly developing “Uptown” district in Rogers, a major entertainment, employment, and housing hub for the region. The stop includes an enhanced shelter (of a unique design compared to most of the system), bicycle racks, and is fully accessible. Ridership at this stop is expected to grow, and will become a hub for the area.

Recommendation: ORT should pursue Level 4 amenities at the stop, including but not limited to real-time arrival signage and the integration of art, if desired by stakeholders and the community.

Other Recommendations

Other ORT recommendations focus on system-wide improvements or changes to policies and procedures. These items should be implemented to ensure stops are improved and maintained on a continuous basis, and the improvements maximize community benefit.

SYSTEM-WIDE RECOMMENDATIONS

Upgrade to double-sided bus stop signs. Double-sided “blade” signs improve the visibility of bus stops, especially for people approaching the stop on foot or on a bicycle. Traffic signs are oriented toward drivers coming from a specific direction, but people walking or biking to a bus stop can be expected to come to the stop from any direction. This approach also has a promotional benefit and making transit more visible in the community. When this change is implemented, opportunities to add information to signage, such as route number or other information, should be evaluated.

Add service and route information to stops. ORT is already planning this addition, by adding QR codes to stops so that users can use their smartphones to access route and schedule information. ORT should evaluate the use and success of this program, and evaluate the need to provide information for riders who may not have a smartphone.

Consistent placement of bus stop signs. When implemented, this plan will lead to many more stops with landing pads and passenger facilities. It will be important to ensure bus stop signs are installed consistently in relation to the boarding pads and other amenities. The signs denote where the bus will stop and where the front door of the bus will be positioned, and signals to the passenger where to be visible to the driver and where to board the bus.

POLICY & PROCESS RECOMMENDATIONS

Integrate stops with related infrastructure projects.

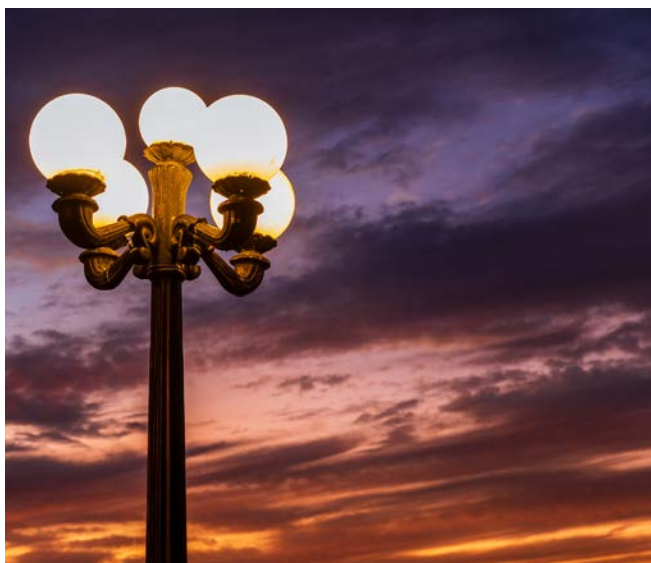
Street, sidewalk, intersection, utility and other projects occurring in the vicinity of a transit stop should include improvements at and around the stop to achieve ADA compliance. Landing pads should be sized according to the recommended stop level. Coordination should occur with ORT to ensure the improvements are located at an optimal location and amenities can be added either concurrently or in the future.

Improve stops with private development. ORT’s current partner jurisdictions for Fixed-Route and ODT service (Bentonville, Fayetteville, Rogers, and Springdale) should have development review procedures that require transit facilities to be evaluated, considered, and provided where appropriate.

Include accessible stops with new services. When future fixed-routes services are implemented, capital funding should be set aside to be able to provide accessible (Level 1) stops at the time of implementation. In addition to providing a safer and higher quality service for customers, this will give the new service a greater chance for success and community support.

Conduct walkability audits prior to improvements. Prior to implementing specific improvements, ORT and the partner cities should conduct a walking audit of the area around the stop. This will ensure that new infrastructure is built based on the perspective of a pedestrian accessing the stop to and from nearby destinations.

Plan and advocate for transit-oriented development. Transportation and development should be viewed as an integrated system with each impacting the other. A successful transit system needs development patterns that support safe walking and biking, and densities that provide for substantial housing, employment, and other opportunities in close proximity to transit. While higher-density development is the most beneficial to transit (and vice versa), even moderate and lower-density developments can be designed in ways to promote transit access.



Continue and expand arts partnerships. ORT has already begun a partnership with Crystal Bridges to provide art at selected bus stops. This partnership may have the potential to expand to locations throughout the system. Integrating public art with transit is a great way to increase interest in the system while also providing passengers with something interesting to see while waiting for the bus.

Evaluate electrification infrastructure. ORT has taken steps to plan for and procure electric vehicles in the future. In addition to evaluating impacts and needs at the ORT administrative and maintenance facility, Level 4 stops should be evaluated with regard to charging facilities needed to support the fleet in the future. This includes determining space for infrastructure as well as utility needs, and safety considerations.

Integrate bus stop improvements with bicycle facilities. Several stops are located adjacent to new on-street bicycle lanes, and provide an opportunity for ORT to work with local jurisdictions on pioneering new “floating stops” or other concepts to provide access to these stops without negatively impacting bicycle safety. Candidate stops include Northwest Medical Center, Maple & Ash, Maple & Holcomb, and Holcomb at Salvation Army, all in the City of Springdale.



5

IMPLEMENTATION



A plan to improve bus stops systematically and effectively requires an implementation plan specifying the steps to be taken once the plan is complete, as well as establishing reasonable horizons for progress. The implementation plan takes the recommendations established in Section 4 and presents planning-level cost estimates for each type of improvement. In each section, implementation costs are presented for each jurisdiction, for the improvement of existing stops. Also, costs are estimated for integrating stop improvements with the future services envisioned in Connect Northwest Arkansas.

Cost Estimates

Cost estimates were developed for each type of improvement. These cost estimates are derived from numerous sources, including actual ORT costs, estimates for amenities from vendors, and observed costs for other similar projects. Costs include site work such as concrete installation, ADA ramps, and installation of amenities based on the recommended level of the stop. The costs are based on upgrading the stop from the current level of improvement to the recommended level.

*****NOTE:** These are planning-level estimates, not based on engineering evaluation of individual locations. All costs are in 2022 dollars, and do not include any potential project development costs such as design, right-of-way acquisition, or utility relocation. ***

Table 5.1 provides an overview of the total costs of improvement by city, as well as the number of stops in each recommended improvement level.

TABLE 5.1: TOTAL COST ESTIMATES BY CITY

CITY	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	TOTAL STOPS	TOTAL COST
Bentonville	23	7	13	1	44	\$501,846
Fayetteville	44	40	44	2	130	\$1,457,410
Rogers	76	22	22	1	121	\$770,938
Springdale	75	22	24	1	122	\$901,832
Total	218	91	103	5	417	\$3,632,026

Fayetteville is the region's largest city, exhibits the highest ridership numbers, and is home to the University of Arkansas. Due to these factors, Fayetteville has the most recommended level 2-4 stops as compared to the other cities, and the overall highest cost. However, transit demand and ridership is expected to grow throughout the region, and all four cities are recommended for a vast expansion in transit infrastructure compared to existing conditions. Critically, all stops are recommended to achieve Level 1 status—ADA compliance—in the time frame of the plan.

Table 5.2 provides the cost inputs and assumptions used for the stop-level cost estimates. This table serves as a menu of items that were included in each cost based on the existing and recommended improvement level, and the prescribed amenities to be included at each type of stop (see Table 4.1). For example, upgrading an existing stop with no sidewalk to Level 1 standard includes both "ADA Accessible Route" and "ADA Boarding and Alighting Area (Level 1 Stops)." Whereas upgrading a stop with a sidewalk only involves the "ADA Boarding and Alighting Area (Level 1 Stops)" cost.

TABLE 5.2: COST INPUTS & ASSUMPTIONS

ITEM	UNIT	QTY	UNIT PRICE	CONTINGENCY	TOTAL COST
ADA Accessible Route	EA	1.0	\$8,133	1.3	\$10,573
ADA Boarding and Alighting Area (Level 1 Stops)	SY	6.2	\$90	1.3	\$728
ADA Boarding and Alighting Area (Level 2 and 3 Stops)	SY	27.0	\$90	1.3	\$3,159
Bus Stop Sign	EA	1.0	\$50	1.3	\$65
System Information - Basic	EA	1.0	\$75	1.3	\$98
Safety Lighting	EA	1.0	\$1,575	1.3	\$2,048
Wall-Mounted Bench	LF	10.0	\$75	1.3	\$975
Wall-Mounted Trash Receptacle	EA	1.0	\$650	1.3	\$845
5' x 10' Brasco International Slimline Hip Shelter	EA	1.0	\$9,575	1.3	\$12,448
Bicycle Rack	EA	1.0	\$475	1.3	\$618
Landscaping/Planters	SY	4.0	\$108	1.3	\$562
Art/Placemaking	EA	1.0	\$1,600	1.3	\$2,080
Multiple Bays or Pull-off Lanes	EA	1.0	\$11,887	1.3	\$15,453
Additional Shelter/Benches/Trash	EA	1.0	\$10,300	1.3	\$13,390
Real-time arrival signage	EA	1.0	\$5,000	1.3	\$6,500
Stand-Alone Bench	EA	1.0	\$750	1.3	\$975
Stand-Alone Trash Receptacle	EA	1.0	\$1,200	1.3	\$1,560

Additional assumptions: Cost estimates are in 2022 dollars, do not include ROW/utility relocations, and assume the Brasco Slimline Hip model of shelter is used.

The following sections list cost estimates for each stop in each city. For readability, Level 1 stops have been combined with a total cost in each table.

Bentonville

Bentonville, while having the fewest number of stops, exhibits significant demand for transit service and therefore is recommended for significant growth in the number and scope of transit amenities. Only one stop in Bentonville, NWACC Burns Hall, currently has fixed-route service. Costs for this facility are programmed for additional Level 4 amenities to strengthen its role as a hub of both fixed-route and on-demand services, connection point between Bentonville and Rogers, and significant ridership from college students and staff.

Because none of the other stops currently have fixed-route service, ORT and the City of Bentonville will need to conduct additional analysis before installing improvements. While the existing marked bus stops are evaluated in this plan, the specific location of each stop may need to shift depending

on the nature and location of on-demand pick-ups and drop-offs, or the future restoration of fixed-route service.

The appropriate near-term improvements in Bentonville will depend heavily on the continuation of on-demand service or the restoration of fixed-route service. For example, future fixed route stops at Benton County Senior Center and Northwest Medical Center are more likely to occur at the most optimal and nearest on-street location rather than at the front door of the facility. While improved stops at these locations are included in these cost estimates, the phasing of improvements will depend on additional planning and data analysis to determine the precise stop location depending on the type of service selected. Table 5.3 includes the Bentonville bus stop cost estimates.

TABLE 5.3: BENTONVILLE BUS STOP IMPROVEMENTS

STOP CODE	STOP NAME	LEVEL	EST. COST
SC_R290**	NWACC Burns Hall	4	\$37,985
SC_11-01	Bentonville Library	3	\$20,254
SC_11-03	Harps Grocery	3	\$20,254
SC_11-04	Walmart Supercenter	3	\$30,827
SC_11-05	Touchstone Apts	3	\$19,364
SC_11-06	D & Airport Rd	3	\$30,827
SC_11-07	Benton County Senior Center	3	\$20,254
SC_11-09	John Hollow at Northwest Medical Center	3	\$20,254
SC_11-12	Moberly & 20th	3	\$20,254
SC_11-21	A & 2nd	3	\$20,254
SC_11-37	Moberly & 14th	3	\$20,254
SC_11-38	I & 14th	3	\$20,254
SC_11-41	Walton & Rainbow	3	\$20,254
SC_490-1	NWACC Shewmaker Center	3	\$0
SC_11-02	Central & Walton	2	\$6,344
SC_11-22	Central at First United Methodist	2	\$6,344
SC_11-24	Walton & 7th (West)	2	\$6,344
SC_11-25	Walton & 7th (East)	2	\$16,917
SC_11-27	D & 14th	2	\$16,917
SC_11-32	Walton & Fountain	2	\$6,344
SC_11-39	8th at Brightwater	2	\$16,917
Various	All Level 1 Stops Combined (23 stops)	1	\$124,430
Total			\$501,846

**Note: Costs do not include major modifications for a transfer station.

Fayetteville

As the largest city and transit trip generator in the region, recommended improvements and costs in Fayetteville are the highest of the four cities. A significant number of stops are already improved to Level 3; but many others are recommended in this plan. As most stops are currently served with fixed-route service, improvements can be made without a change to service model or operations.

Of special note, Level 2 stop improvement or higher is recommended for the entire the College Ave. corridor (Route 10) from NWA Mall to Downtown Fayetteville. This corridor, already a critical link in the existing

system, is called out for potential high-capacity transit service in Connect Northwest Arkansas. Therefore, the future high-capacity corridor will be Level 2 or higher.

Stop improvements in Fayetteville should be coordinated with Razorback Transit. Some stops serve both ORT and RT, while others do not, but may in the future. Cost estimates for stops Level 2 and above reflect Razorback Transit's specifications for the size of concrete pad needed at both the front and back doors of a 40' bus. (Note: This specification has been used for cost estimates in all cities.) Table 5.4 shows the Fayetteville bus stop cost estimates.

TABLE 5.4: FAYETTEVILLE BUS STOP IMPROVEMENTS

STOP CODE	STOP NAME	LEVEL	EST. COST
SC_TC1	NWA Mall	4	\$37,985
SC_TC5	Hillcrest Towers	4	\$37,985
SC_10/30-52	Mall Ave at Walmart	3	\$16,699
SC_10-01	N College & Masonic (West)	3	\$20,254
SC_10-02	N College & Harold (West)	3	\$30,827
SC_10-03	N College & Appleby (West)	3	\$20,254
SC_10-05	N College & Sunbridge (West)	3	\$20,254
SC_10-06	N College & Township (West)	3	\$20,254
SC_10-19	N College at VA	3	\$20,254
SC_10-27	N College & Rebecca (East)	3	\$19,364
SC_10-29	N College & Evelyn Hills	3	\$20,254
SC_10-30	N College & Sycamore (East)	3	\$30,827
SC_10-31	N College at Chief Motel	3	\$30,827
SC_10-32	N College & Poplar (East)	3	\$30,827
SC_10-33	N College at Mermaids (East)	3	\$30,827
SC_10-37	N College at Hobby Lobby	3	\$30,827
SC_10-39	N College & Rolling Hills	3	\$30,827
SC_10-40	Center & Church	3	\$0
SC_10-45	Dickson at CUMC	3	\$19,364
SC_10-48	MLK Blvd & Locust	3	\$20,254

TABLE 5.4: FAYETTEVILLE BUS STOP IMPROVEMENTS

STOP CODE	STOP NAME	LEVEL	EST. COST
SC_10-51	Willow & Rock	3	\$20,254
SC_10-55	N College & Lafayette (East)	3	\$19,364
SC_20-02	School at Fayetteville Library	3	\$20,254
SC_20-10	Huntsville & Seven Hills (South)	3	\$0
SC_20-12	Curtis & Fairlane	3	\$20,254
SC_20-14	Cliffs Blvd at Cliffs Apts	3	\$20,254
SC_20-15	Cliffs Blvd & Platinum	3	\$20,254
SC_20-19	Huntsville at CEO (North)	3	\$30,827
SC_20-20	Huntsville & Erika (North)	3	\$30,827
SC_20-28	Hill & MLK Blvd	3	\$0
SC_20-29	Hill & Stone	3	\$20,254
SC_20-35	Morningside & Fairlane	3	\$20,254
SC_20-39	15th at Walker Park (North)	3	\$0
SC_20-40	School & Salvation (West)	3	\$20,254
SC_20-43	School & Cato Springs	3	\$20,254
SC_20-45	Washington County Operations	3	\$30,827
SC_20-47	School at Grandview Apts	3	\$30,827
SC_20-48	School & 19th (East)	3	\$0
SC_20-49	School & 15th (East)	3	\$20,254
SC_20-50	School & 13th (East)	3	\$20,254
SC_20-52	School & 7th (East)	3	\$20,254
SC_20-61	Crossover & Turtle Creek	3	\$20,254
SC_20-67	School & 13th St (West)	3	\$20,254
SC_20-68	15th at Walker Park (South)	3	\$20,254
SC_20-69	S College & 13th	3	\$30,827
SC_30-16	Joyce & Park Oaks	3	\$0
SC_10/20-07	MLK Blvd & S College	2	\$16,917
SC_10/30-51	Mall Ave & Van Asche	2	\$6,344
SC_10/30-53	Mall Ave & Georgetowne Square	2	\$6,344
SC_10-04*	N College & Golden Eagle (West)	2	\$16,917
SC_10-07*	N College at Mermaids (West)	2	\$6,344
SC_10-08*	N College & Poplar (West)	2	\$16,917
SC_10-09*	N College & Green Acres (West)	2	\$16,917
SC_10-10	N College & Sycamore (West)	2	\$6,344
SC_10-14*	N College & North (West)	2	\$3,023

TABLE 5.4: FAYETTEVILLE BUS STOP IMPROVEMENTS

STOP CODE	STOP NAME	LEVEL	EST. COST
SC_10-15	N College & Trenton (West)	2	\$3,023
SC_10-18	Mountain at Library	2	\$0
SC_10-28*	N College & North (East)	2	\$6,344
SC_10-34	N College & Township (East)	2	\$6,344
SC_10-35	N College & Sunbridge (East)	2	\$16,917
SC_10-36*	N College & Golden Eagle (East)	2	\$16,917
SC_10-38*	N College & Masonic (East)	2	\$16,917
SC_10-41	N College & Lafayette (West)	2	\$3,023
SC_10-42*	N College & Dickson	2	\$3,023
SC_10-43	N College & Longview (West)	2	\$6,344
SC_10-46	School & Dickson	2	\$6,344
SC_10-47	School & Archibald Yell	2	\$6,344
SC_10-52	Willow & Spring	2	\$6,344
SC_10-54	N College & Dickson	2	\$3,023
SC_20-07	MLK Blvd & Willow	2	\$16,917
SC_20-27	MLK Blvd & Gregg	2	\$6,344
SC_20-34	Happy Hollow & Huntsville	2	\$6,344
SC_20-36	Morningside & Chesapeake Way	2	\$6,344
SC_20-38	15th & Washington	2	\$16,917
SC_20-46	Clydesdale at Tyson (South)	2	\$16,917
SC_20-51	School & 9th (East)	2	\$16,917
SC_20-53	School & Rock	2	\$6,344
SC_20-59	MLK Blvd at Walmart Market	2	\$6,344
SC_20-60	Curtis & 15th	2	\$16,933
SC_20-66	School at Varsity House	2	\$6,344
SC_30-06	Vantage & Zion	2	\$6,344
SC_30-07	Zion at Park Lake Apts	2	\$16,917
SC_30-10	Zion at Fayetteville Athletic Club	2	\$6,344
SC_30-20	Joyce & Mall Ave	2	\$6,344
SC_30-21	Joyce at Best Buy	2	\$6,344
SC_30-22	Joyce at Taco Bell	2	\$6,344
Various	All Level 1 Stops Combined (44 stops)	1	\$122,862
Total			\$1,457,410

Rogers

Transit service in Rogers was converted to On-Demand Transit in 2020. The only stops currently served by fixed-route service are in the Uptown area, including the proposed Level 4 stop Pinnacle Hills & Champions. Therefore, prior to the construction of improved stops, steps will need to be taken to evaluate the service model in these areas. If on-demand transit is to remain, exact stop locations may need to be modified to better match on-demand ridership patterns. If fixed-route service is reintroduced, route alignments may shift based on the data gathered during on-demand service.

In addition to the Pinnacle Hills & Champions Level 4 stop, there are numerous high-profile locations in

Rogers where transit improvements should be targeted, based on ODT observations and data. These include two Walmart locations, Center for Non Profits, Frisco Station Mall, Pinnacle Hills Promenade, and several large apartment complexes with substantial ridership.

As in Bentonville, the phasing of stop improvements will depend on the continuation of on-demand service and/or the restoration of fixed-route service. Cost estimates reflect stop improvements most likely to occur with fixed-route service, at previously-marked stops. These improvements can also apply to on-demand stops, but the locations may shift due to the flexible nature of the service. Table 5.5 shows the Rogers bus stop cost estimates.

TABLE 5.5: ROGERS BUS STOP IMPROVEMENTS

STOP CODE	STOP NAME	LEVEL	EST. COST
SC_R127	Pinnacle Hills & Champions	4	\$37,985
SC_R100	Elm & 2nd	3	\$0
SC_R105	8th & Willow (West)	3	\$20,254
SC_R106	8th & Willow (East)	3	\$30,827
SC_R112	8th & New Hope (East)	3	\$20,254
SC_R128	Hunt Tower	3	\$20,254
SC_R151	Walmart on Pleasant Grove	3	\$20,254
SC_R154	Walmart Supercenter at 21st	3	\$20,254
SC_R157	Rogers Activity Center	3	\$20,254
SC_R161	Rogers Apartments	3	\$0
SC_R177	Dixieland & Olive (West)	3	\$20,254
SC_R178	Dixieland & Olive (East)	3	\$20,254
SC_R188	Mercy Hospital	3	\$0
SC_R190	Center for Non Profits	3	\$20,254
SC_R197	New Hope & 8th (North)	3	\$20,254
SC_R199	Walnut & 9th (North)	3	\$20,254
SC_R200	Walnut & 9th (South)	3	\$30,827
SC_R206	Rogers Public Library	3	\$20,254
SC_R231	Frisco Station Mall	3	\$16,699

TABLE 5.5: ROGERS BUS STOP IMPROVEMENTS

STOP CODE	STOP NAME	LEVEL	EST. COST
SC_R234	28th & Wellington	3	\$20,254
SC_R235	Easy St at Doubletree Apts	3	\$20,254
SC_R242	8th at Town & Country	3	\$30,827
SC_R245	1st at Butterfly Garden	3	\$0
SC_R101	Walnut & 6th (South)	2	\$6,344
SC_R102	Walnut & 6th (North)	2	\$6,344
SC_R108	8th & Olrich (East)	2	\$16,917
SC_R109	8th & Olrich (West)	2	\$16,917
SC_R115	New Hope & Dixieland (North)	2	\$6,344
SC_R125	Promenade & Crown (North)	2	\$6,344
SC_R126	Promenade & Crown (South)	2	\$6,344
SC_R153	Turtle Creek Apts (West)	2	\$6,344
SC_R156	Harps Grocery on 2nd	2	\$6,344
SC_R162	Turtle Creek Apts (East)	2	\$6,344
SC_R167	Poplar & 13th	2	\$6,344
SC_R176	Maple & 24th (South)	2	\$16,917
SC_R195	1st & New Hope (West)	2	\$6,344
SC_R196	1st & New Hope (East)	2	\$6,344
SC_R204	Dixieland & Walnut (East)	2	\$6,344
SC_R212	Promenade & Poplar (West)	2	\$6,344
SC_R213	Promenade & Poplar (East)	2	\$6,344
SC_R220	Promenade & Green Acres	2	\$6,344
SC_R224	1st & Laura	2	\$6,344
SC_R229	Hudson & 2nd	2	\$6,344
SC_R237	Poplar St at Haas Hall	2	\$6,344
SC_R243	Pleasant Grove & Dixieland	2	\$6,344
Various	All Level 1 Stops Combined (77 stops)	1	\$168,930
Total			\$770,938

Springdale

Springfield has the second-highest population in the region, and has significant unmet need for transit service and facilities. The city's transit hub is the Walmart Supercenter on Pleasant. As summarized in Section 4, this location is in need of near-term improvements to increase comfort for riders, while a more substantial mobility hub facility is being planned for the longer term. While some stops in the city already achieve level 2 or 3 standards, there are additional community services and shopping destinations

with stops in need of upgrades. These include grocery stores, Salvation Army, medical facilities, and apartment complexes. Additionally, portions of the city are lacking sidewalks; Level 1 improvements in these areas will have a dramatic impact in the ability for people to be able to walk or use a wheelchair to get to bus stops and other locations throughout the city. Table 5.6 shows the Springdale bus stop cost estimates.

TABLE 5.6: SPRINGDALE BUS STOP IMPROVEMENTS

STOP CODE	STOP NAME	LEVEL	EST. COST
SC_TC2	Walmart Supercenter on Pleasant	4	\$37,985
SC_61-02	West End & Kirsten (East)	3	\$20,254
SC_61-03	Springdale Ave at Neighborhood Market (South)	3	\$20,254
SC_61-05	Ozark Guidance Center	3	\$0
SC_61-11	Thompson at Midway Trailer Park (West)	3	\$30,827
SC_61-12	Thompson at Midway Trailer Park (East)	3	\$30,827
SC_61-20	48th & Sunset	3	\$20,254
SC_61-22	Springdale at Neighborhood Market (North)	3	\$20,254
SC_62-04	Mill Creek Apts	3	\$0
SC_62-06	Springdale Library	3	\$0
SC_62-07	Northwest Medical Center	3	\$19,364
SC_62-08	Christian & Thompson	3	\$30,827
SC_62-13	Crutcher & Gates	3	\$30,827
SC_62-24	Emma & Spring	3	\$16,699
SC_62-32	Sanders at Razorback Greenway	3	\$0
SC_62-45	Mountain at Eastwood Apts	3	\$30,827
SC_62-50	Park at Springdale Senior Center	3	\$19,364
SC_62-51	Park & Success	3	\$20,254
SC_62-52	Holcomb at Salvation Army	3	\$20,254
SC_62-54	Emma & Baggett	3	\$20,254
SC_62-58	Jones Center	3	\$20,254
SC_63-08	Ozark Regional Transit	3	\$16,699
SC_63-09	Harps Grocery	3	\$20,254

TABLE 5.6: SPRINGDALE BUS STOP IMPROVEMENTS

STOP CODE	STOP NAME	LEVEL	EST. COST
SC_63-24	Electric & Old Missouri	3	\$20,254
SC_TC6	NWACC Washington County	3	\$0
SC_61/63-04	Luvenc at Links Apts	2	\$6,344
SC_61-07	Reiff at Fairfield Inn Marriott	2	\$6,344
SC_61-08	Reiff & 40th	2	\$16,917
SC_61-09	West End at St Raphael Catholic Church (West)	2	\$6,344
SC_61-13	Thompson at Northwest Athletic Club	2	\$16,917
SC_61-14	West End at St Raphael Catholic Church (East)	2	\$6,344
SC_61-21	Carley & Sunset	2	\$6,344
SC_62-05	Springdale Aquatic Center	2	\$6,344
SC_62-14	Caudle & Hill	2	\$16,917
SC_62-17	Pleasant & Cheatham	2	\$16,917
SC_62-18	Pleasant & Mayes	2	\$16,917
SC_62-21	Maple & Ash	2	\$6,344
SC_62-41	Huntsville & Jefferson	2	\$6,344
SC_62-42	Huntsville at Jones Center	2	\$6,344
SC_62-48	Huntsville & Kawneer	2	\$6,344
SC_62-49	Emma & Park	2	\$0
SC_62-53	Huntsville & Thompson	2	\$6,344
SC_63-21	Brookhaven Apts	2	\$6,344
SC_63-22	Robinson at First Staff	2	\$16,917
SC_63-30	Robinson & Powell (North)	2	\$6,344
SC_63-42	48th & Watkins (West)	2	\$0
SC_63-54	Cambridge & Robinson (East)	2	\$6,344
Various	All Level 1 Stops Combined (75 stops)	1	\$244,728
Total			\$901,832

**Note: Costs do not include major modifications for a transfer station.

Other Communities

ORT bus stops currently only serve the four cities listed above. However, it is understood that Northwest Arkansas is a rapidly growing region and the fixed-route system will eventually need to serve other communities to provide meaningful connections throughout the region. While this Plan does not recommend specific stops in other communities not yet served, such stops are likely in the future, based on the growth of the region as exhibited in Figure 1.2.

New services in other communities, especially fixed-routes, should have a capital cost allocated to provide Level 1 stops along the new route, and potentially including Level 2 and Level 3 stops at selected locations. While costs may vary due to site conditions, the average costs used in this plan can be applied at a planning level to determine rough costs for installing bus stops along new or extended routes.

The average cost, in 2022 dollars, of providing a new stop at a location with no sidewalk (cost includes ADA loading pad and accessible path to nearest intersection):

- Level 1 Stop: \$11,464
- Level 2 Stop: \$16,917
- Level 3 Stop: \$30,827

The average cost, in 2022 dollars, of providing a new stop at a location with a sidewalk present (cost includes ADA loading pad connecting to the sidewalk):

- Level 1 Stop: \$890
- Level 2 Stop: \$6,344
- Level 3 Stop: \$20,254

Future Stop Improvements – Connect Northwest Arkansas Implementation

This Bus Stop Enhancements Plan focuses on improving existing stops throughout the ORT system. One objective of the plan is to align future infrastructure improvements with the service recommendations of Connect Northwest Arkansas.

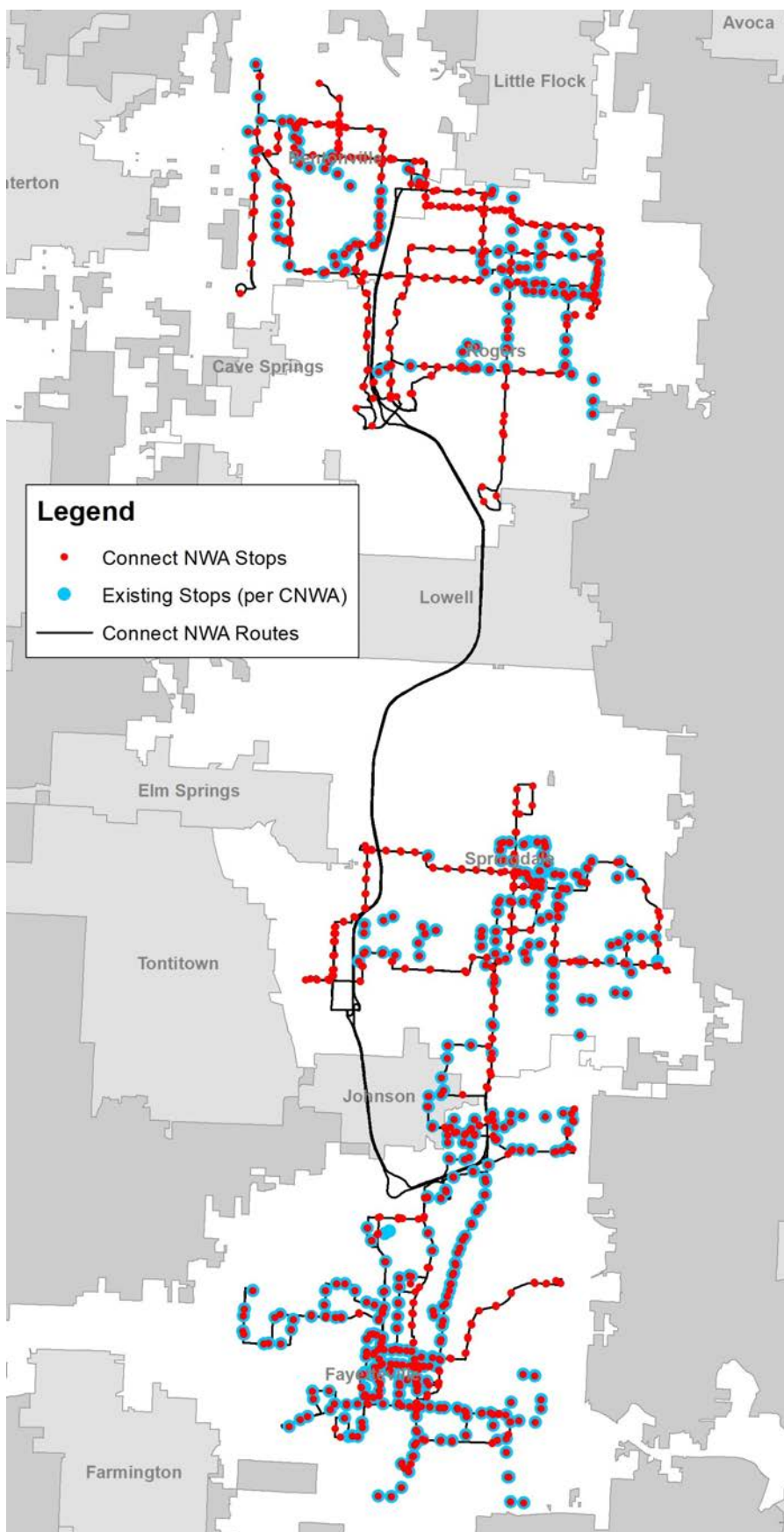
Connect Northwest Arkansas recommended new and modified routes in all four cities in the ORT service area, and separated the recommendations into three phases. These recommendations included an estimation of bus stops for the new routes. To estimate improvement levels and costs, the number of Level 1, Level 2, and Level 3 stops are assumed based on the recommendations for existing stops included in this plan. Similarly, the current condition of the location where the stops is to be installed—whether or not it has an adjacent sidewalk—is also assumed to match the condition of existing stops.

The estimated costs of adding new stops along future fixed-route services as recommended in Connect Northwest Arkansas are shown in Table 5.7. The location of these stops from Connect Northwest Arkansas Plan are shown in Figure 5.1. These costs include all phases of the CNWA Plan, but do not include mobility hubs recommended in this plan, as these are unique sites and large infrastructure projects outside the scope of this Plan. Assigning an estimated costs to these facilities requires a more detailed understanding of future sites.

TABLE 5.7: FUTURE STOPS RECOMMENDED IN CONNECT NORTHWEST ARKANSAS

CITY	# STOPS	EST. COST
Bentonville	120	\$1,143,433
Fayetteville	131	\$1,248,248
Rogers	183	\$1,743,735
Springdale	152	\$1,448,349
Total	586	\$5,583,765

FIGURE 5.1: CONNECT NORTHWEST ARKANSAS STOPS USED FOR COST ESTIMATES



Note: Due to changes in the ORT system between 2020 and 2022, the number of stops considered “existing” in Connect Northwest Arkansas (and used for these estimates) does not match the number of stops evaluated in this plan.

Funding Opportunities

A number of federal programs may be leveraged to implement ORT bus stop improvements. A list of current federal funding programs provided under the Infrastructure and Investment Jobs Act (IIJA), also known as the Bipartisan Infrastructure Law (BIL), are described below.

- **Urbanized Area Formula Grants (5307)** provides capital and operating assistance as well as transportation planning activity funding. The Northwest Arkansas region received approximately \$3.5 million in 5307 funds in FY 2022, with approximately \$1.9 million dedicated to ORT.
- **Bus and Bus Facilities Program (5339)** allows fixed-route operators to purchase buses and improve bus stops. The Northwest Arkansas region received \$272,182 in 5339 funds in FY 2022, with \$136,091 dedicated to ORT. There is also a similar competitive discretionary 5339 program, which amounted to approximately \$372 million for bus and bus stop improvements throughout the nation.
- **Rebuilding American Infrastructure with**

Sustainability and Equity (RAISE), formally known as BUILD and TIGER, is a discretionary grant program with a wide range of eligibility. \$2.2 billion was made available under this program in FY 2022, which is typically very competitive due to the wide range of eligibility. The minimum award size is \$5 million.

- **Other Federal Programs** include discretionary grant programs that can be leveraged to fund roadway improvement projects including bus stop improvements. The Safe Streets For All (SS4A) program provides \$1 billion annually for safety improvements with a focus on active transportation. Improvements such as complete streets may also include improved bus stops.

The 5339 discretionary grant program is the most appropriate federal grant funding opportunity to pursue stand-alone bus stop improvements. Other grant programs such as SS4A for complete street type of projects should be coordinated with ORT to incorporate bus stop improvements as applicable.



Near-Term Priorities

It is important that ORT and its partner jurisdictions are prepared to take advantage of grant and other funding opportunities as they arise. This would allow the Bus Stop Enhancements Plan to be implemented incrementally, as resources allow. While the prior sections represent the full recommendations of this Plan, the project team determined a need to define a smaller set of improvements that are high priority and could be designed and implemented quickly. ORT will work with each city to pursue grant and other funding opportunities, design, and construction for these improvements.

With the goal of implementing these improvements as early as 2023, only locations where improvements could be designed and built quickly are included. This requires the stop to already have adequate space for the desired amenities, with no property acquisition or major sitework needed outside of the footprint of the stop location.

The recommended near-term priorities are at stops that already have higher levels of ridership and service, but are lacking in accessibility and passenger amenities. Improving these stops will enhance the transit experience for an estimated 226 riders per day. Additionally, these amenities will be at highly-visible locations and demonstrate local investment in transit as an important component of regional multimodal transportation. The priority improvements for each city are listed below.



BENTONVILLE

Near-term priority stops in Bentonville were selected based on proximity to major destinations in the community where there is substantial nearby activity on ORT's existing on-demand transit service. These are also locations that would be suitable for future fixed-route stops should ORT and the City of Bentonville revive fixed-route service in the city. These stops are also at locations that would be served by "Phase I Routes" in Connect Northwest Arkansas. The four near-term priority stops in Bentonville are shown in Table 5.7 below. Each stop would be upgraded to a Level 3 improvement. The estimated cost for these improvements is approximately \$92,000 in 2022 dollars. Engineering and design services would be needed to design these improvements and confirm exact costs at each location.

TABLE 5.7: NEAR-TERM PRIORITIES: BENTONVILLE

STOP CODE	STOP NAME	LEVEL	EST. COST
SC_11-01	Bentonville Library	3	\$20,254
SC_11-03	Harps Grocery	3	\$20,254
SC_11-04	Walmart Supercenter	3	\$30,827
SC_11-12	Moberly & 20th	3	\$20,254
Total			\$91,589

FAYETTEVILLE

Four near-term priority stops were selected in Fayetteville based on existing high-ridership locations in the city that are lacking in basic accessibility and have no passenger amenities, and that are not already programmed for improvement through Fayetteville's 71B project. Each of the stops selected as near-term priorities would continue to be served after implementation of Connect Northwest Arkansas. One of

the stops would transition to on-demand service as part of a new Mobility Zone in the plan's Phase I improvements.

The four near-term priority stops in Fayetteville are shown in Table 5.8 below. Each stop would be upgraded to a Level 3 improvement. The estimated cost for these improvements is approximately \$81,000 in 2022 dollars. Engineering and design services would be needed to design these improvements and confirm exact costs at each location.

TABLE 5.8: NEAR-TERM PRIORITIES: FAYETTEVILLE

STOP CODE	STOP NAME	LEVEL	EST. COST
SC_10-01	N College & Masonic (West)	3	\$20,254
SC_20-52	School & 7th (East)	3	\$20,254
SC_20-14	Cliffs Blvd at Cliffs Apts	3	\$20,254
SC_10-48	MLK at Locust	3	\$20,254
Total			\$81,016

ROGERS

Near-term priority stops in Rogers were selected based on proximity to major destinations in the community where there is substantial nearby activity on ORT's existing on-demand transit service. These are also locations that would be suitable for future fixed-route stops, as ORT and the City of Rogers pursue planning for new fixed-route service connecting Downtown Rogers to the growing area of Uptown Rogers. These stops

are also at locations that would be served by "Phase I Routes" in Connect Northwest Arkansas. The four near-term priority stops in Rogers are shown in Table 5.9 below. Each stop would be upgraded to a Level 3 improvement. The estimated cost for these improvements is approximately \$77,000 in 2022 dollars. Engineering and design services would be needed to design these improvements and confirm exact costs at each location.

TABLE 5.8: NEAR-TERM PRIORITIES: ROGERS

STOP CODE	STOP NAME	LEVEL	EST. COST
SC_R154	Walmart Supercenter at 21st	3	\$20,254
SC_R157	Rogers Activity Center	3	\$20,254
SC_R206	Rogers Public Library	3	\$20,254
SC_R231	Frisco Station Mall	3	\$16,699
Total			\$77,461

SPRINGDALE

Five near-term priority stops were selected in Springdale based on existing high-ridership locations in the city that have existing fixed-route service that is planned to be maintained in the long term. Four of these locations are inaccessible and have no existing passenger amenities, and would be upgraded to a Level 3 improvement, including new shelters.

One location, Walmart Supercenter on Pleasant, is an existing accessible stop with a bench and trash receptacle, but lacking a shelter. The location is also problematic operationally, as buses are required to navigate through

the Walmart parking lot to access the stop. This stop is proposed to move to the outer access road of the Walmart parking lot, near Arvest Bank. The exact location will be determined through future engineering work, but will include Level 3 improvements, with the intention of a future project to further upgrade the site to a Level 4 mobility hub.

The five near-term priority stops in Springdale are shown in Table 5.10 below. The estimated cost for these improvements is approximately \$129,000 in 2022 dollars. Engineering and design services would be needed to design these improvements and confirm exact costs at each location.

TABLE 5.9: NEAR-TERM PRIORITIES: SPRINGDALE

STOP CODE	STOP NAME	LEVEL	EST. COST
SC_TC2	Walmart Supercenter on Pleasant	4	\$37,985
SC_61-20	48th & Sunset	3	\$20,254
SC_62-31	Harps Grocery	3	\$20,254
SC_61-11	Thompson at Midway Trailer Park (West)	3	\$30,827
SC_62-07	Northwest Medical Center	3	\$19,364
Total			\$128,684



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APPENDIX