



Existing Conditions Report

September 2022

Prepared by



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1 INTRODUCTION

Huntsville Transit

Huntsville Transit is the City of Huntsville's public transportation provider. Huntsville Transit consists of fixed-route bus service, branded as Orbit, and complementary paratransit service, branded as Access.

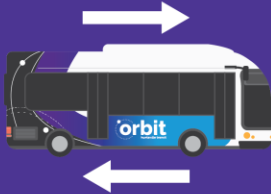
Orbit comprises ten routes that converge at the Huntsville Transfer Station on the edge of Downtown. Each route operates Monday through Saturday mostly along major arterial streets. Access is curb-to-curb demand-response service for eligible riders, including persons with a disability, personal care attendants, and senior citizens.



Recent Progress

In July 2019, Huntsville Transit embarked on a series of service and capital improvements based on recommendations from its previous transit study. A range of improvements were implemented which resulted in an increase in fixed-route ridership and substantial decrease in rider travel time.

Loop routes replaced with **two-way service** for convenience



Saturday service added for Orbit and Access



Weekday service extended from 6PM to 9PM



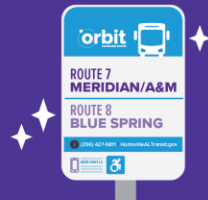
Service area for Access extended from 3/4 miles of Orbit routes to city limits



Service for Routes 1, 2, and 4 upgraded from every 60 mins to **every 30 mins**



All bus stops upgraded with **new and improved signage**



New transit hub at Dr. Richard Showers Sr. Recreation Center added for connection point



Ten older bus stops replaced with **solar lighted shelters with 3/8" safety glass**



By the end of 2019, **Orbit ridership increased by 14% and rider travel time decreased by approximately 30%**

Project Overview and Timeline

Go Huntsville Transit is a year-long project that includes a comprehensive evaluation of Orbit and Access service and a robust community engagement program. Outputs from this project will include recommendations for service enhancements, policy refinements, and capital improvements that will further advance Huntsville Transit.



Existing Conditions Report

The Existing Conditions Report details recent and evolving conditions of Huntsville Transit. This initial report will serve as a baseline for the development of initial service and capital concepts.



CHAPTER 2 provides an overview of Huntsville Transit service characteristics and ridership trends.



CHAPTER 3 provides detailed profiles for each Orbit route.



CHAPTER 4 examines the demographic characteristics, employment densities, and travel patterns within Huntsville.



CHAPTER 5 summarizes results of the recent Orbit rider survey.



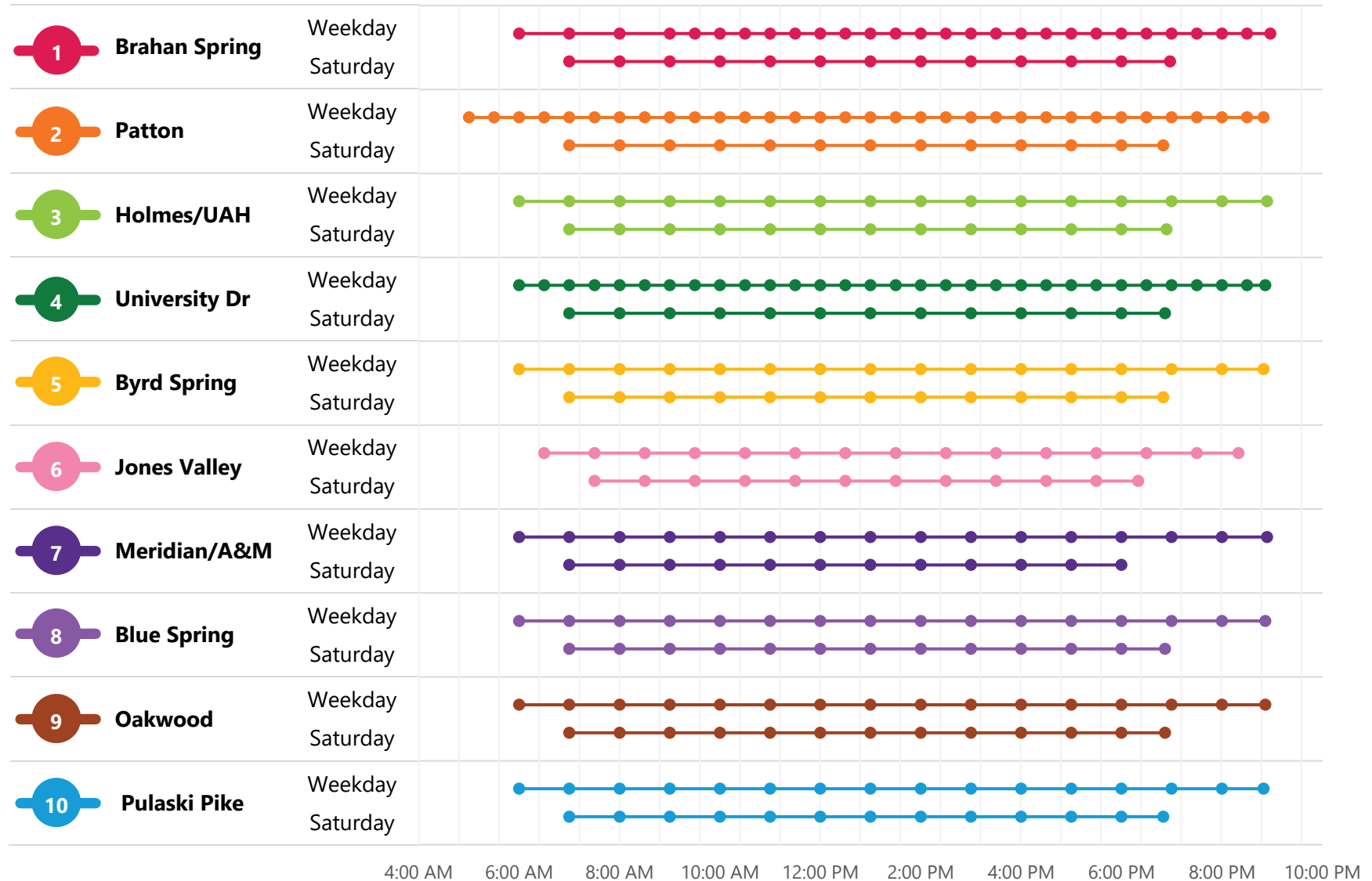
CHAPTER 6 identifies key findings identified in previous chapters of the report.

2 HUNTSVILLE TRANSIT

Orbit Fixed-Route Service

Orbit consists of ten routes that operate on weekdays from 6:00 a.m. to 9:00 p.m. and on Saturday from 7:00 a.m. to 7:00 p.m. **Routes 1, 2** and **4** operate with 30-minute frequency on weekdays and hourly service on Saturday. **Routes 3, 5, 6, 7, 8** and **9** operate hourly service Monday through Saturday. Fixed route service operates thirteen buses on weekdays and 10 buses on Saturday.

Service Availability



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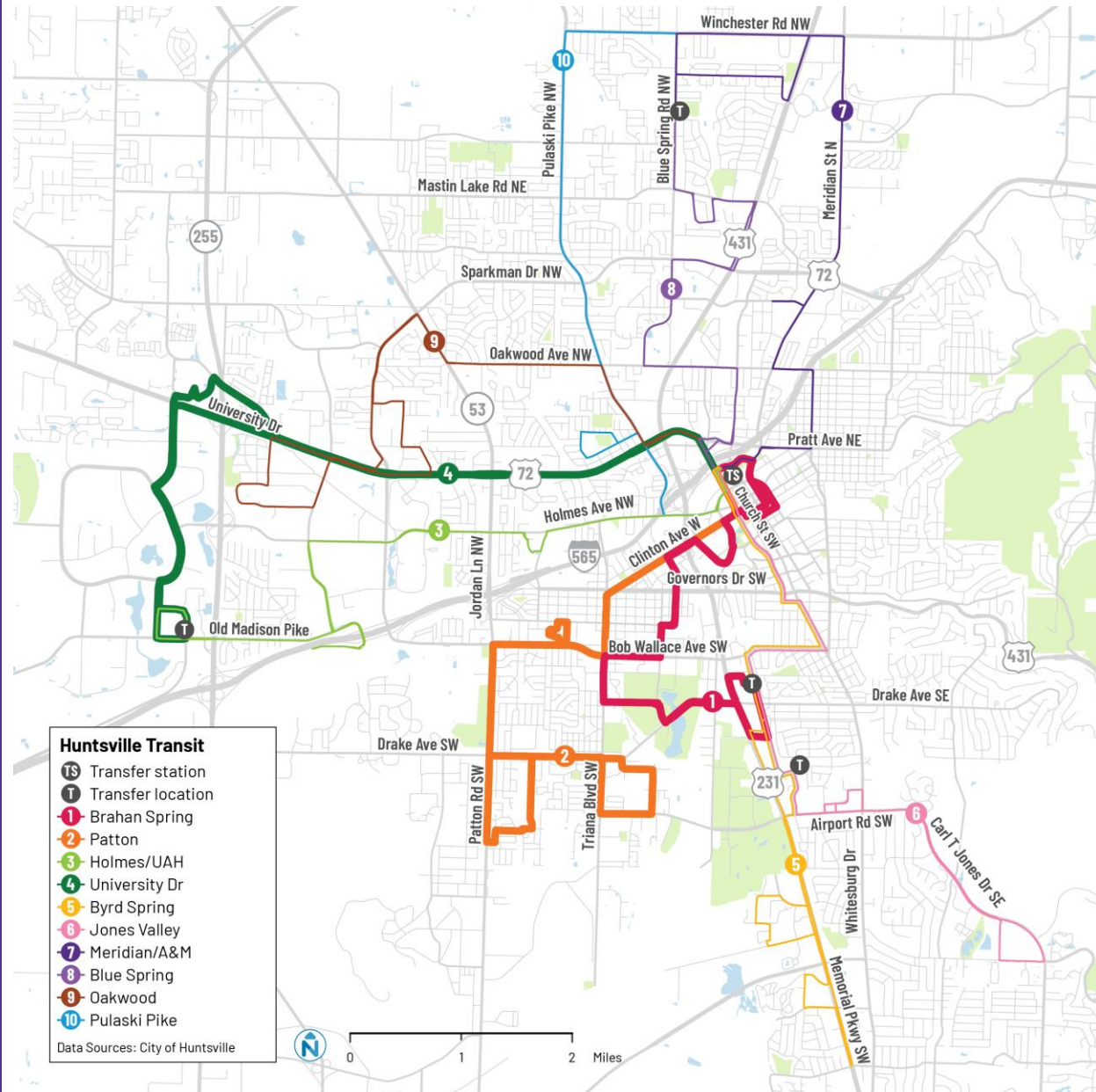
Orbit Route Network

Orbit consists of ten routes that connect and radiate from Huntsville Transfer Station. Buses depart the Transfer Station at the top and/or bottom of the hour. Routes 1, 3, and 4 run with 30 minute frequency on weekdays. All other routes operate hourly service.

Routes 3 and 4 also connect at Bridge Street Town Centre, the western terminal for both routes.

Routes 7, 8 and 10 also connect at the Dr. Richard Showers, Sr. Recreation Center, the northern terminal for each route.

Routes 5 and 6 share alignment between the Downtown Transfer Station and Airport Road. Route 5 departs the Transfer Station at the top of the hour while Route 6 departs at the bottom of the hour—this segment consequently hosts 30-minute service.



Huntsville Transfer Station

The Huntsville Transfer Station serves as the primary connection point for Orbit routes. Apart from **Route 6**, all routes connect at the top of the hour. **Routes 1, 2, 4, and 6** connect at the bottom of the hour.

The Transfer Station is located on the northern edge of Huntsville's downtown, at the intersection of Church St NW and Cleveland Ave NW. Bus bays are located northeast of the main building. The facility includes an approximately 5,000 square foot outdoor plaza and a 600-square foot indoor waiting area that provides shelter and air conditioning. Nine bus bays, each designed to accommodate vehicles under 35 feet, wrap the main facility.

New Huntsville Transfer Station

The Huntsville Transfer Station will be replaced by a new station in 2024. The new station will be located north of I-565 with vehicle access along Pratt Ave and Church St. Once the new station opens, the current station will transition to a service center for bus cleaning and fueling. The new Transfer Station will have fourteen 45-foot covered bus bays and will allow for the expansion of existing bus service. New features will include a perimeter security fence and an upgraded video surveillance system. It will also feature real-time arrival signs for buses and newer, modern signage. There will be enclosed, air conditioned waiting areas for Orbit customers as well as a drop-off and pick-up site for TNCs such as Lyft and Uber. The new development is made possible by a \$12.5 million Federal Transit Administration (FTA) grant that will cover 80% of the costs of the new station, with the city covering the remainder.



Source: Fuqua & Partners Architects

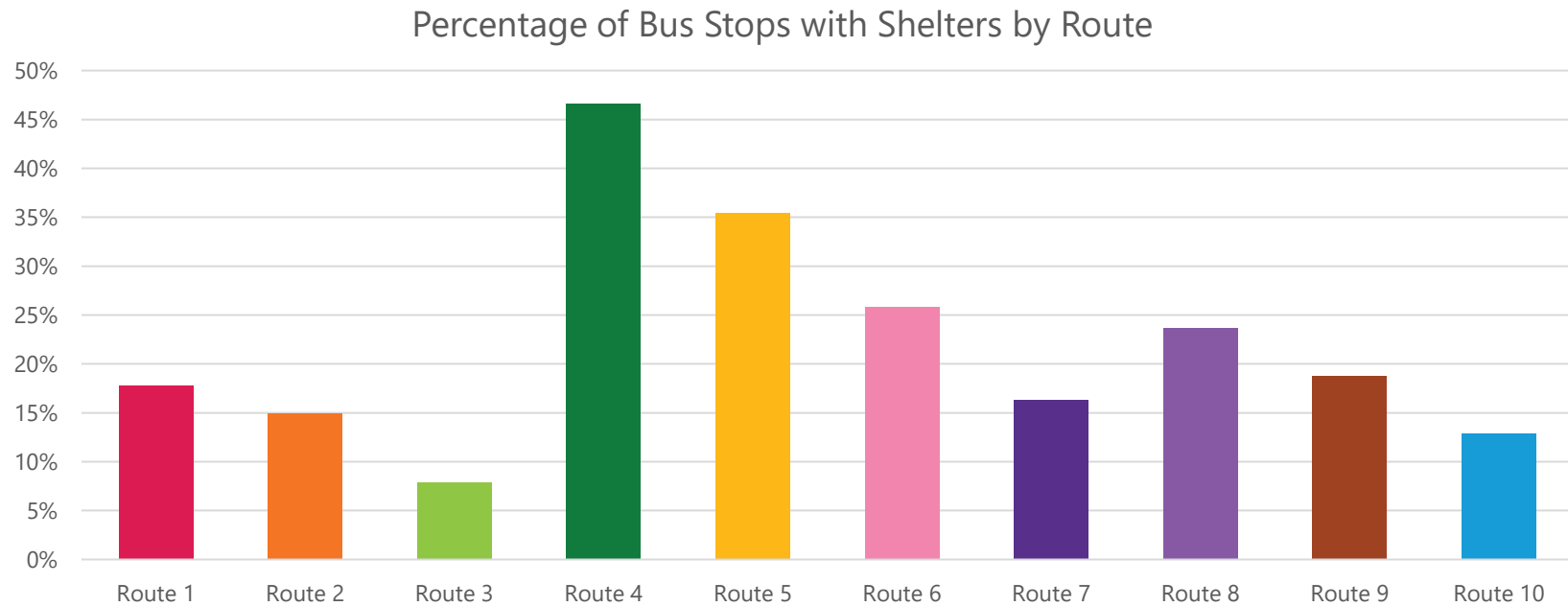
Bus Stops

The ten Orbit routes pick up and drop off riders at 357 different bus stops, plus the Transfer Station, at which all routes terminate. Bus stop amenities, including shelters, make connections more pleasant by providing well-lit, covered areas often with seating and system information. Twenty-five percent of all bus stops in Huntsville have a shelter.

Station/Stop Type	Count	Percent of Total
Bus stop with shelter	88	25%
Bus stop with no shelter	269	75%
Total	357	100%

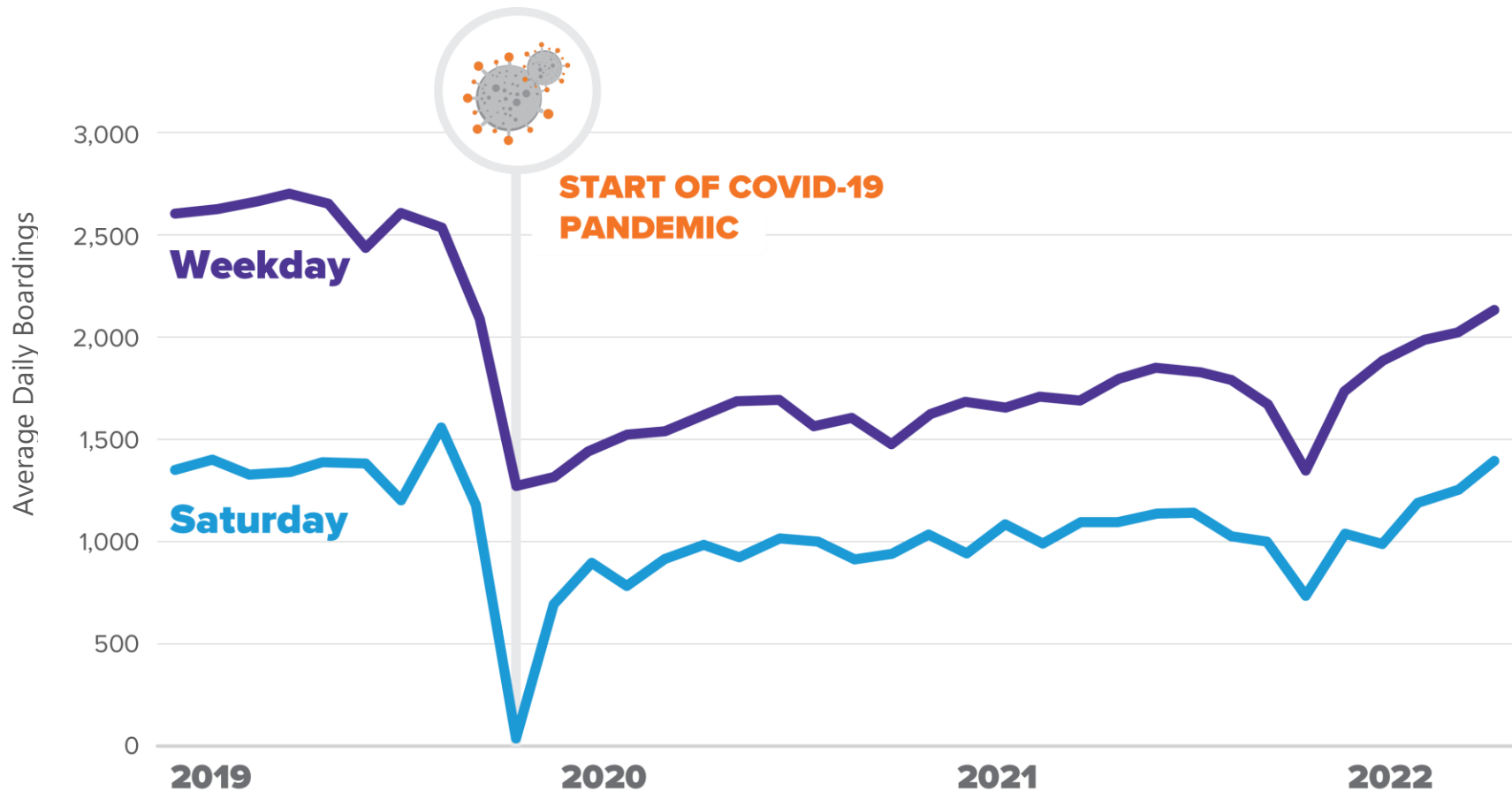
Bus Stop Amenities by Route

Route 4 has the highest proportion of bus stop with shelters, at 47%. More than 20% of bus stops on **Routes 5, 6, and 8** have shelters. **Route 3** has the lowest proportion of sheltered stops at 8%.



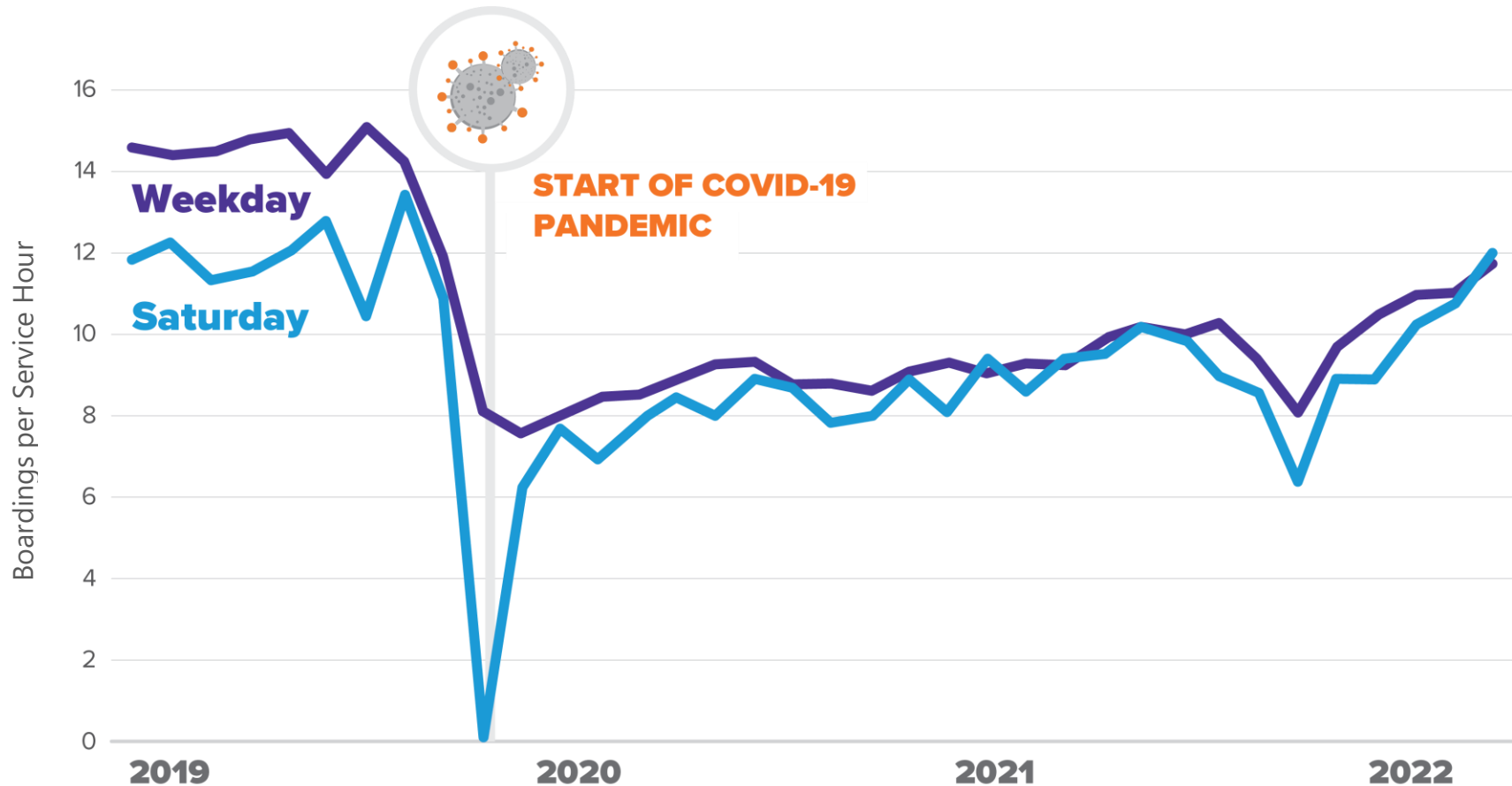
Historical Orbit Ridership

Pre-pandemic, Orbit ridership had increased by 14% as a result of many factors including the service, capital, and policy improvements made by Huntsville Transit. However, transit systems across the country experienced unprecedented ridership losses during the COVID-19 pandemic. Orbit was no exception. Since the initial shutdown in March 2020, weekday and Saturday ridership has been increasing steadily since April 2020. A dip in ridership systemwide occurred in early 2022 due to severe weather events in the region. Weekday ridership is currently at 82% of pre-pandemic levels while Saturday ridership has exceeded pre-pandemic levels.



Historical Orbit Ridership Productivity

Ridership productivity, calculated by dividing boardings by service hours, is a useful measure of efficiency when comparing days of service and individual routes. On weekdays, Orbit service operates more hours in the day, beginning earlier, terminating later, and with more frequency than on Saturday. However, in productivity, Saturday service has recently surpassed weekday service. This statistic indicates the possibility for unmet demand on Saturday and even Sunday.



Existing Conditions Report

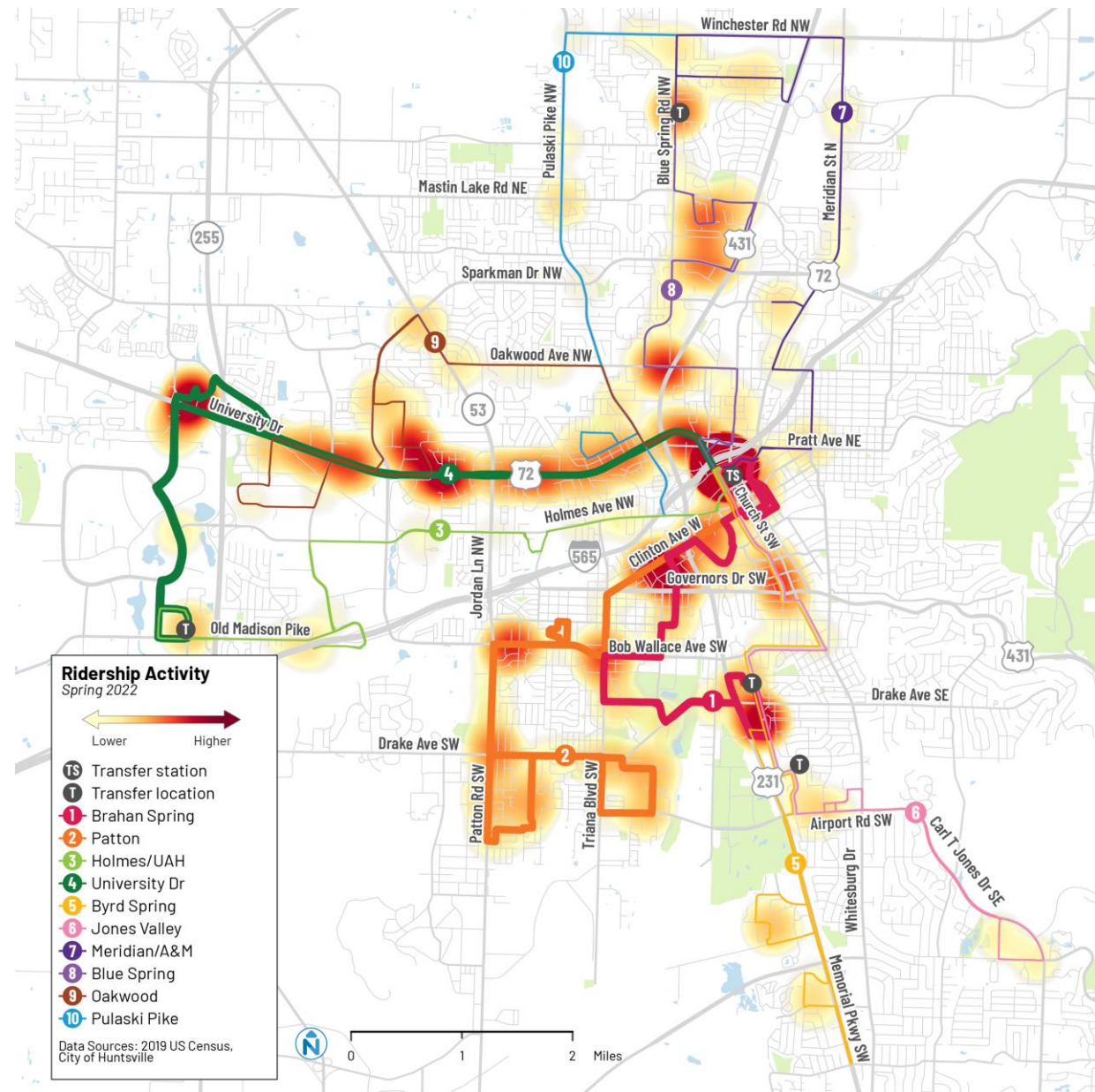
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Orbit Ridership

The Huntsville Transfer Station has the highest ridership activity of any location in the system.

The University Drive corridor, served by **Route 4**, generates high ridership with its mix of retail destinations and adjacent high-density housing. High ridership on this corridor can also be attributed to frequency of service. Other ridership hotspots include:

- Walmart Supercenter and Parkway Place shopping center along L and N Dr. served by **Routes 1, 5, and 6**.
- Huntsville Housing Authority properties along Clinton Ave and Seminole Dr served by **Routes 1 and 2**.
- High-density housing and social services along Ascent Trail served by **Route 9**.
- Walmart Neighborhood Market served by **Route 2**.
- Kroger and Department of Human Resources along Oakwood Ave served by **Route 8**.



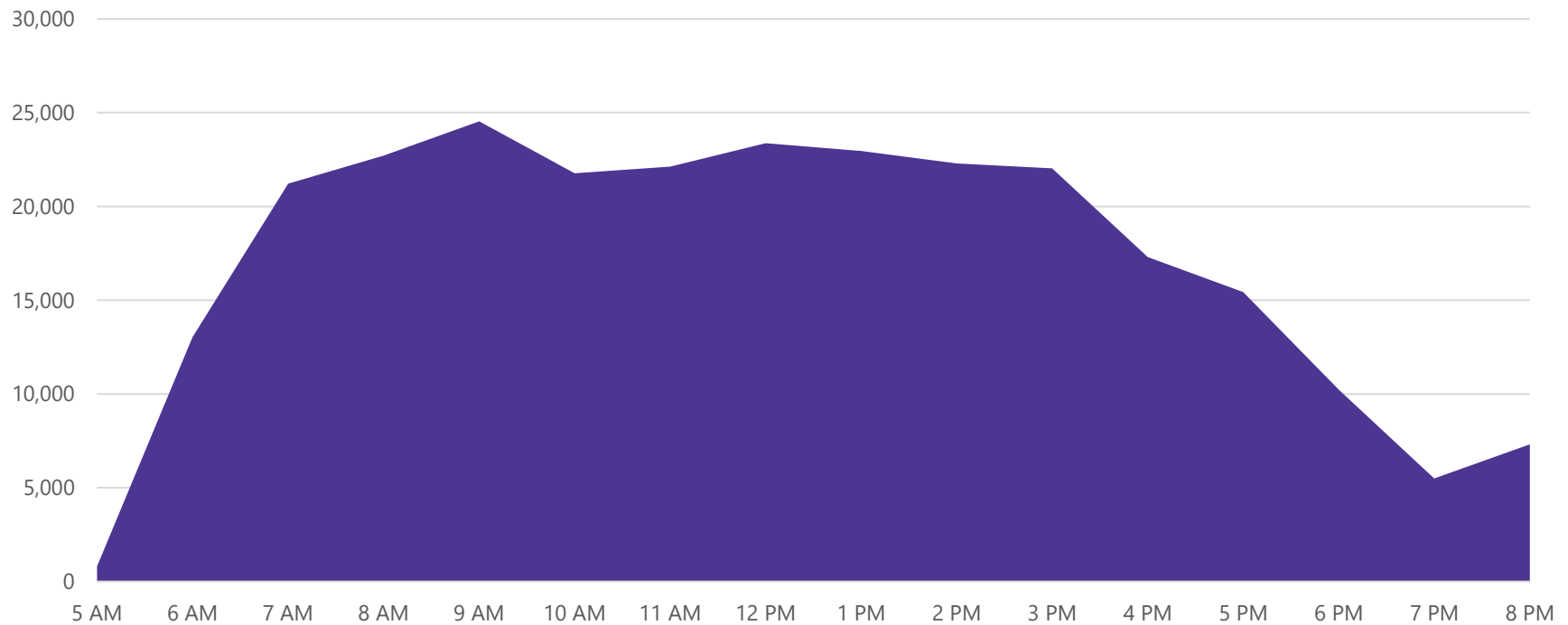
Highest Ridership Bus Stops

Rank	Stop name	Routes served	Destinations served	Average daily boardings
1	Walmart Supercenter at L and N Dr	1, 5, 6	Walmart Supercenter	41
2	Walmart Supercenter at University Dr	4	Walmart Supercenter	39
3	Executive Dr at Downtown Rescue Mission	9	Downtown Rescue Mission (nonprofit organization)	27
4	Dr. Richard Showers Recreation Center	7, 8, 10	Showers Recreation Center	22
5	Bob Wallace Ave and 17 th St SW	2	Walmart Neighborhood Market	20
6	Clinton Ave at Indiana St	2	Huntsville Housing Authority residential complexes	20
7	University Dr at Henderson Rd	4	High-density residential, fast-food establishments	18
8	University Dr at Putman Dr	4	High-density residential	17
9	Triana Blvd and SW 14 th Ave	1	Dollar General, fast-food establishments	15
10	Clinton Ave at Pinhook Creek	1, 2	Post Office, Still Serving Veterans (non-profit organization)	14

System Ridership by Time of Day

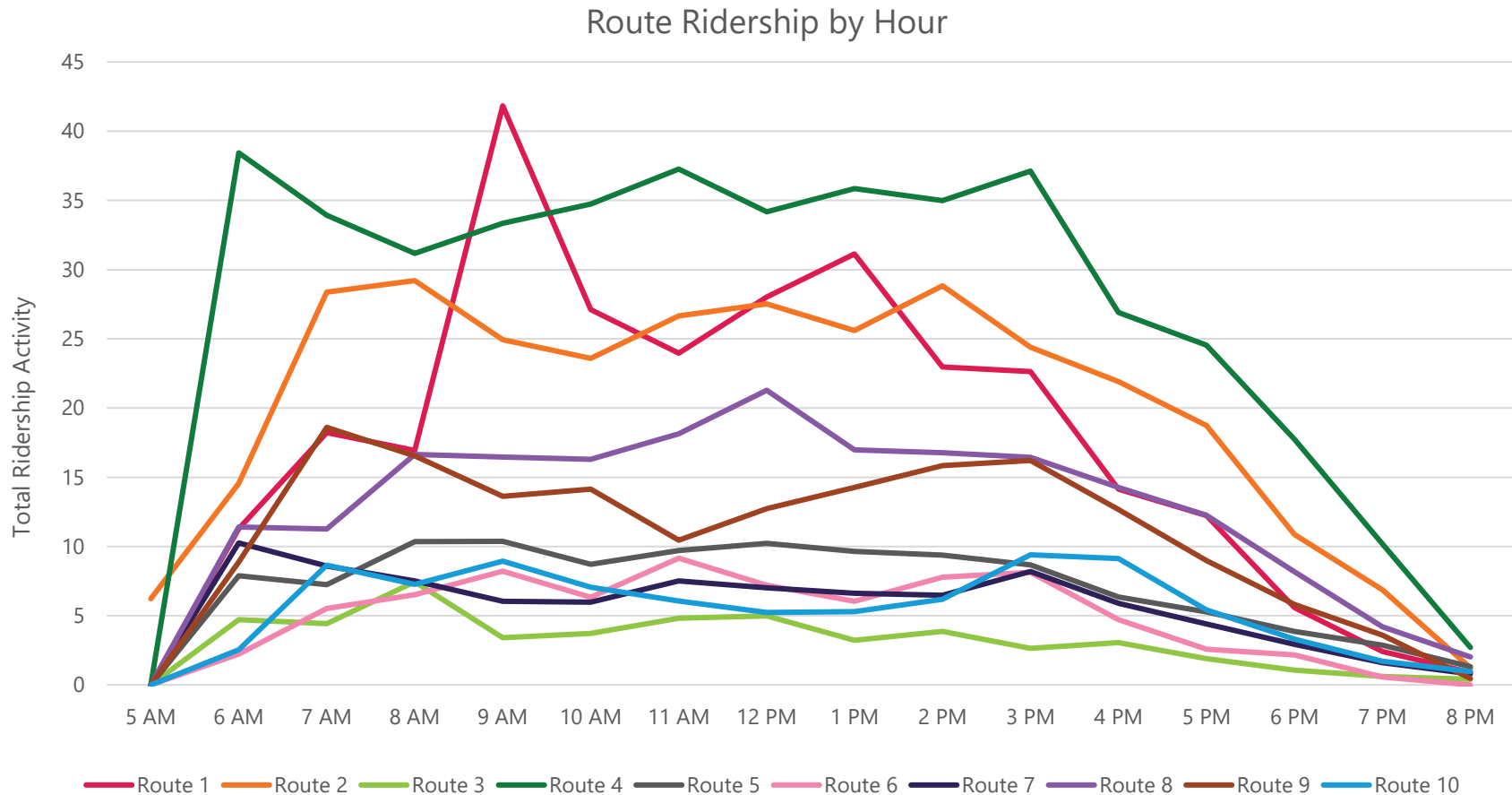
Huntsville Transit's ridership plateaus between 7:00 a.m. and 3:00 p.m. Ridership then drops off steadily, with a slight uptick after 7:00 p.m. The lack of pronounced morning and afternoon peaks demonstrates that the transit system is used for many trip purposes other than morning and evening work commutes.

System Ridership by Hour



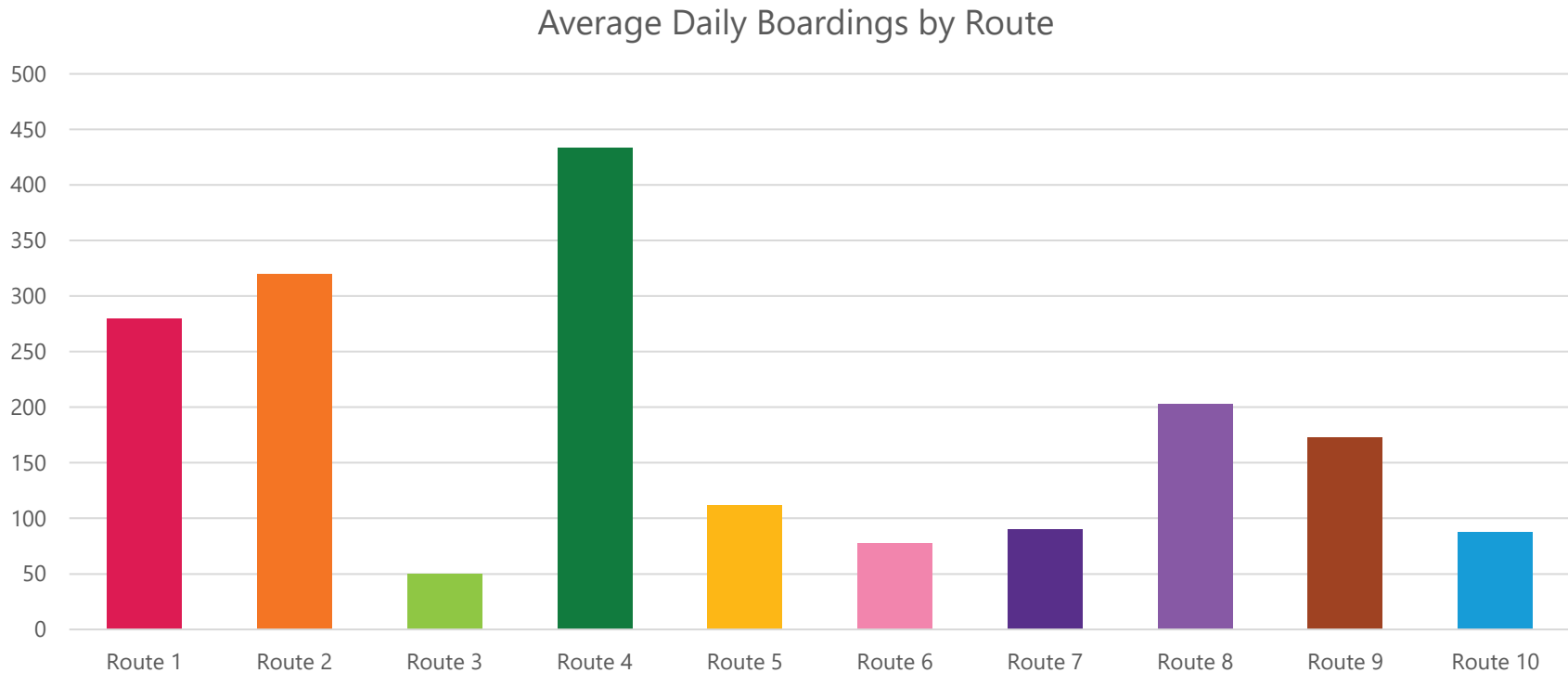
Route Ridership by Time of Day

Route 1 has the highest peak ridership, with an average of over 40 riders at 9:00 a.m. **Route 4** peaks early in the day, at 6:00 a.m., and ridership remains relatively consistent thereafter, finally dropping off after 3:00 p.m. All routes see a decline in ridership after 3:00 p.m. Three routes—**Routes 3, 6, and 10**—on average carry fewer than 10 riders per hour. **Routes 5 and 7** on average each carry just over 10 riders at various times in the morning between 6:00 a.m. and 12:00 p.m.



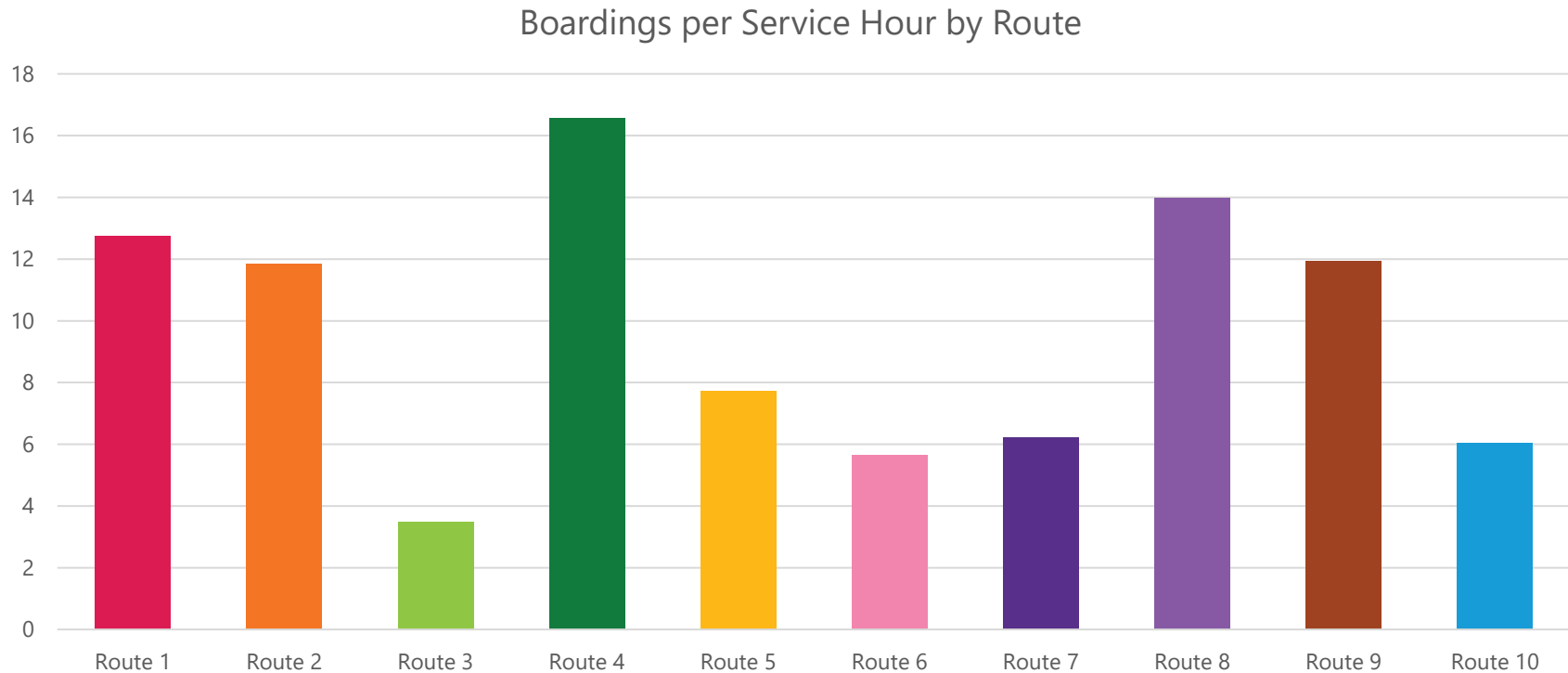
Ridership by Route

Route 4 has the highest ridership, with an average of 433 daily boardings, followed by **Route 2** with 319 daily boardings, then **Route 1** with 279 daily boardings. **Routes 3**, which has been detoured due to construction at Old Madison Pike and Research Park Blvd, generates the lowest ridership, with an average of 50 daily boardings.



Productivity by Route

In addition to generating the highest ridership, **Route 4** is also the most productive Orbit route, as defined by boardings per service hour. **Routes 1** and **2** also have high productivity. Notably, even though **Routes 8** and **9** only generate moderate ridership they are among the most productive routes in the Orbit system, indicating a need for more frequent service.



ACCESS PARATRANSIT SERVICE

Huntsville Transit offers a Demand Response service called "Access." The service is available to individuals with disabilities as well as individuals over the age of 65 who live within the service area but not within $\frac{3}{4}$ of a mile of a bus route. Riders can schedule a pickup Monday through Friday between the hours of 6:00 a.m. and 9:00 p.m., and on Saturday between the hours of 7:00 a.m. and 7:00 p.m. Rides must be requested by phone or email. A Personal Care Attendant is permitted to board the paratransit bus with a rider, also free of charge.

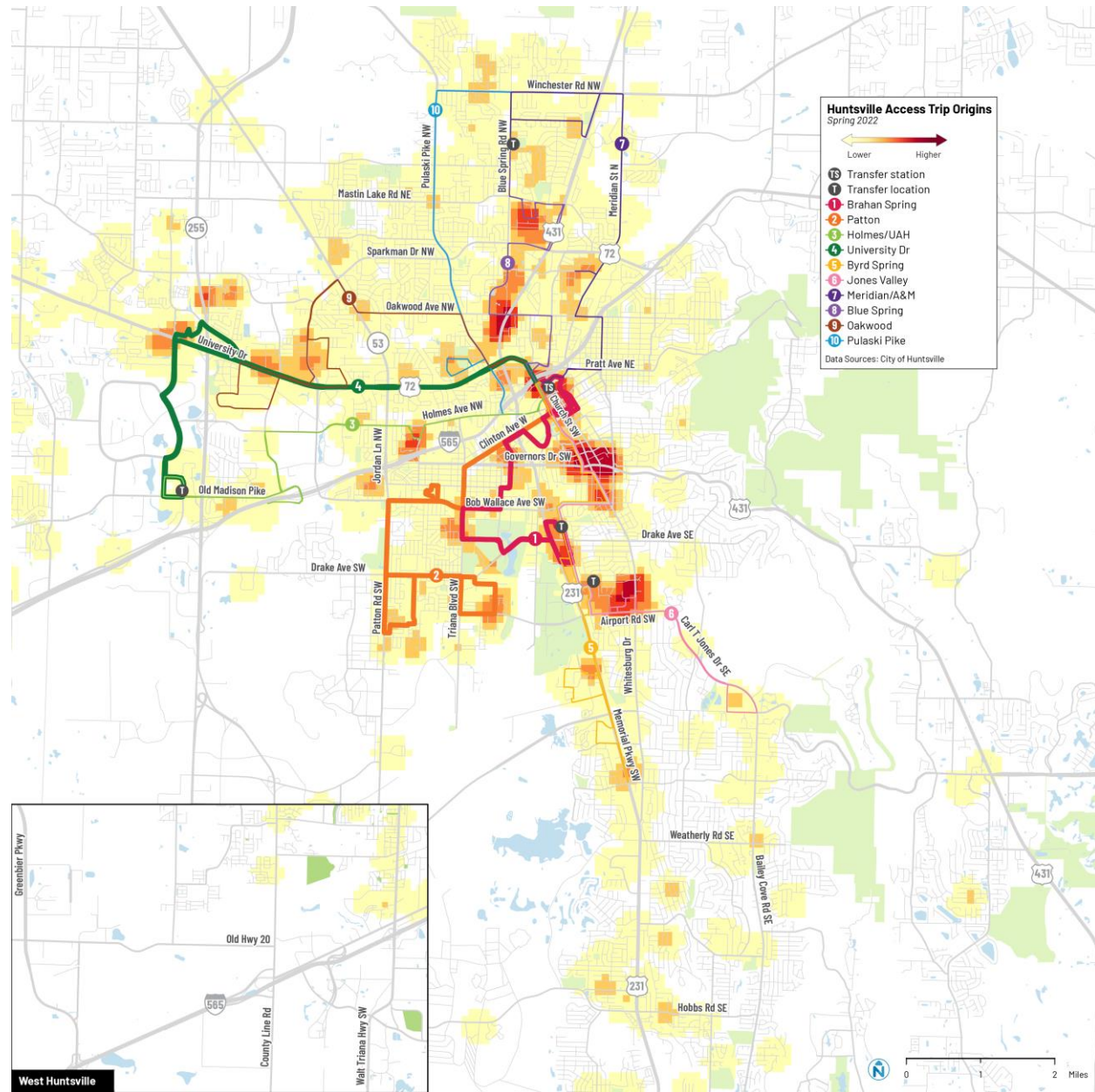
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Access Trip Patterns

The top 10 trip generators for Access are:

- Huntsville Hospital
- Fresenius Kidney Care (multiple locations)
- Walmart Supercenter (multiple locations)
- UAB Huntsville Family Medicine
- The Orthopaedic Center
- Heart Center
- Clearview Cancer Institute
- Huntsville Hospital Imaging
- The Eye Center
- Mental Health Center of Madison County



RIDE UNITED

Ride United is a demand-response transportation program managed by United Way and operated by Lyft. Ride United provides short-term transportation to pre-employment activities (e.g. drug screening, assessment/test, fingerprinting, job interview, job fair), the first weeks of employment, classes/training, COVID-19 vaccine appointments, and some medical appointments. United Way of Madison County partners with local business to fund the program.

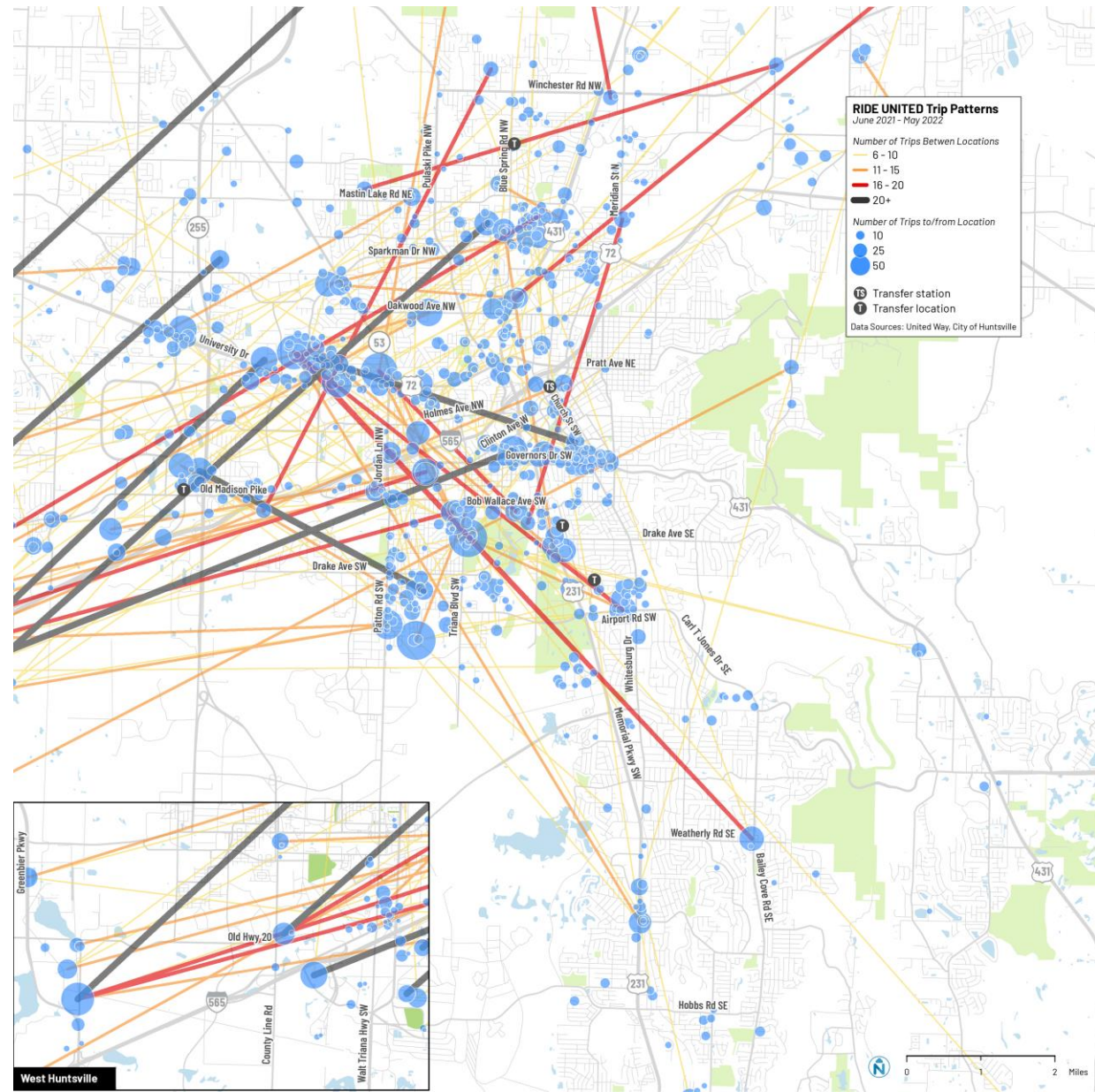
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Ride United Trip Patterns

The top 10 trip generators in the Ride United program are:

- Bullets
- Huntsville Hospital
- Vuteq
- Tree Haven Glenn Apartments
- Pathfinder
- Huntsville Recovery
- Huntsville Place Apartments
- XPO Logistics
- Capri Apartments
- LR Patton Apartments
- Walmart Supercenter on University Dr.



FLEET

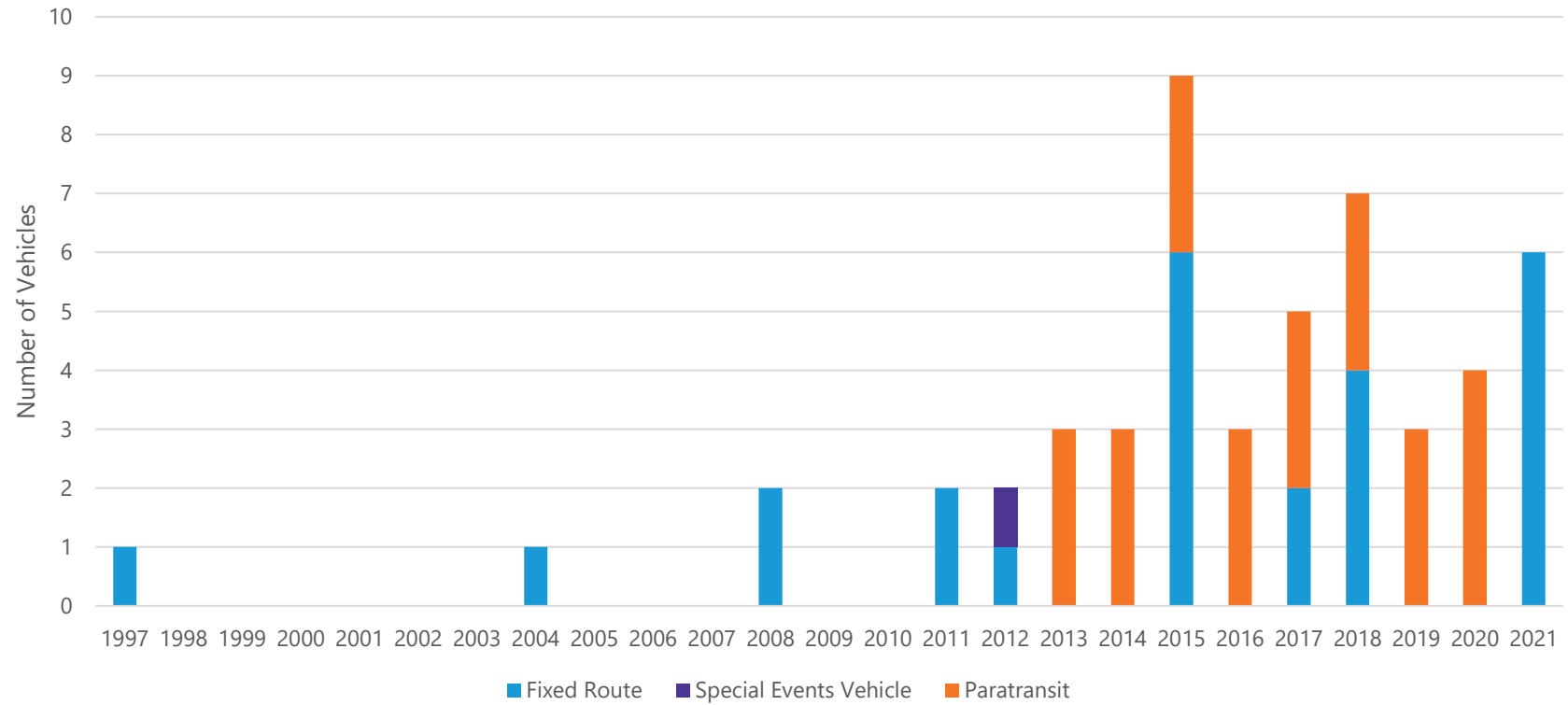
Huntsville Transit operates a fleet of vehicles that provide either fixed route service (Orbit) or demand response service (Access) as well as one trolley vehicle that is used for historic tours of downtown Huntsville and special events. The fixed route and paratransit vehicles use diesel fuel. All fixed route buses are manufactured by El Dorado and range in length from 30' to 32', accommodating 28 seated passengers. The trolley vehicle is manufactured by Freightliner and seats 28 passengers. All paratransit vehicles are manufactured by Ford. Newer fleet vehicles (manufactured after 2014) are Starcraft Starlite models. Older vehicles (manufactured pre-2014) are Goshen models. Each accommodate 8-12 seated passengers.

Service Type	Vehicle Type	Active Vehicles
Orbit	30'-35' diesel-powered Bus	25
Trolley	Diesel-powered trolley	1
Access	Diesel-powered Cutaway van	25

Existing Conditions Report

Go Huntsville Transit

Fleet Composition by Service Type



FARE POLICY

Huntsville Transit uses a relatively simple fare structure where categories are characterized by the age of the rider. Fares do not vary between peak and off-peak hours nor by days of the week. There are three main categories for Orbit fares, plus transfers which are always free upon request. There is one Access category.

Full-fare riders have three options when purchasing a fare. They may purchase a one-way fare, a book of 20 one-way tickets, or a monthly pass for unlimited rides. As of 2022 riders also have the option of purchasing tickets online or through a mobile application called Token Transit (www.tokentransit.com). The one-way fare may be purchased in cash upon boarding the bus, at the Transfer Station, or on the Token Transit app. The 20-fare book may only be purchased at the Transfer Station on Monday-Friday between 8:00 a.m. and 5:00 p.m. The monthly pass offers the best value for daily commuters, as riders only need to ride an average of 1.5 times per day to break even and may be purchased on the Token Transit app. Purchasing on the app ensures a full 30-days of rides, whereas previously passes were available only by calendar month.

Fare Pricing

Category	Price	Discount	Description
Adult (Full Fare)	\$1.00	--	Orbit one-way fare. Adults paying this fare do not require identification.
	\$18.00	10%	A book of 20 one-way tickets can be purchased at the Transfer Station on Monday-Friday between 8:00 a.m. and 5:00 p.m.
	\$30.00	--	Monthly pass can be purchased at the Transfer Station on Monday-Friday between 8:00 a.m. and 5:00 p.m.
Reduced	\$0.50	50%	Seniors (65+) and disabled citizens, Medicare/Medicaid card holders with valid ID, students with valid student ID, children 6 and under. To use a discounted fare, riders must show qualifying ID.
Children	Free	--	Children under 32" are free when accompanied by a paying adult. Limited to 2 children per fare.
Transfer	Free	--	All Orbit transfers are free.
Paratransit	\$2.00	--	Access one-way fare.

3 ROUTE PROFILES

Every Huntsville Shuttle route is summarized in two-page format on the following pages. Each route summary includes a description of current service patterns, ridership, route performance, route design, strengths, and weaknesses. Ridership data are from March-May 2022.

1 BRAHAN SPRING

Route 1 serves Downtown Huntsville, Seminole Drive, Brahan Spring Park, as well as several employment and retail destinations along L and N Drive.

Destinations

	Grocery	Walmart Supercenter, Kroger
	Shopping	Parkway Place Shopping Center and Walmart Supercenter
	Education	None
	Medical	None
	Social Service	Food Bank of North Alabama, Salvation Army
	Recreation	Big Spring Park, Senior Center, Merrimack Sports Complex, Brahan Spring Recreation Center
	Library	Downtown Library
	Attraction	Huntsville Museum of Art, Lowe Mill ARTS & Entertainment, Von Braun Center

Service Characteristics

Service	Hours of Operation	Headway	Buses
Weekday	6:00 a.m. – 9:00 p.m.	30	2
Saturday	7:00 a.m. – 7:00 p.m.	60	1

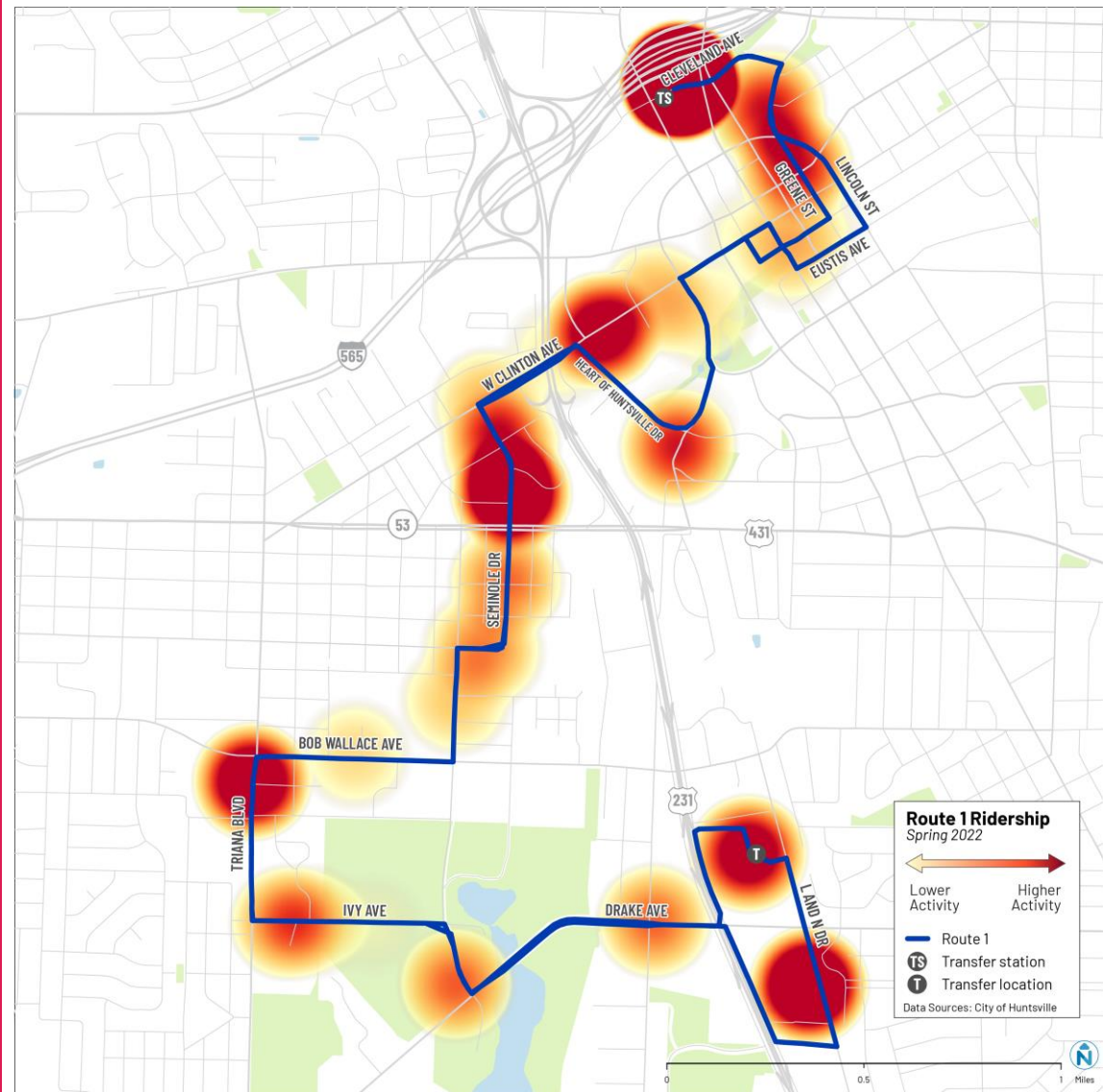
Strengths

- Route 1 operates every 30 minutes on weekdays
- Route 1 ranks third in ridership and productivity
- Route 1 serves several Huntsville Housing Authority public housing properties (Summit Apartments, Todd Towers, Butler Terrace, Johnson Towers, and Brookside)
- Route 1 serves Downtown Huntsville, retail centers, recreational destinations

Weaknesses

- Route 1 has a large terminal loop which results in an indirect path to and/or from Parkway Place and Walmart Super center

Ridership Activity



2 PATTON

Route 2 serves Clinton Avenue West and high-density housing in Southwest Huntsville.

Destinations

	Grocery	Walmart Neighborhood Market
	Shopping	None
	Education	None
	Medical	None
	Social Services	Alabama Department of Rehabilitation Services
	Recreation	Merrimack Sports Complex
	Library	None
	Attraction	None

Service Characteristics

Service	Hours of Operation	Headway	Buses
Weekday	5:00 a.m. – 9:00 p.m.	30	2
Saturday	7:00 a.m. – 7:00 p.m.	60	1

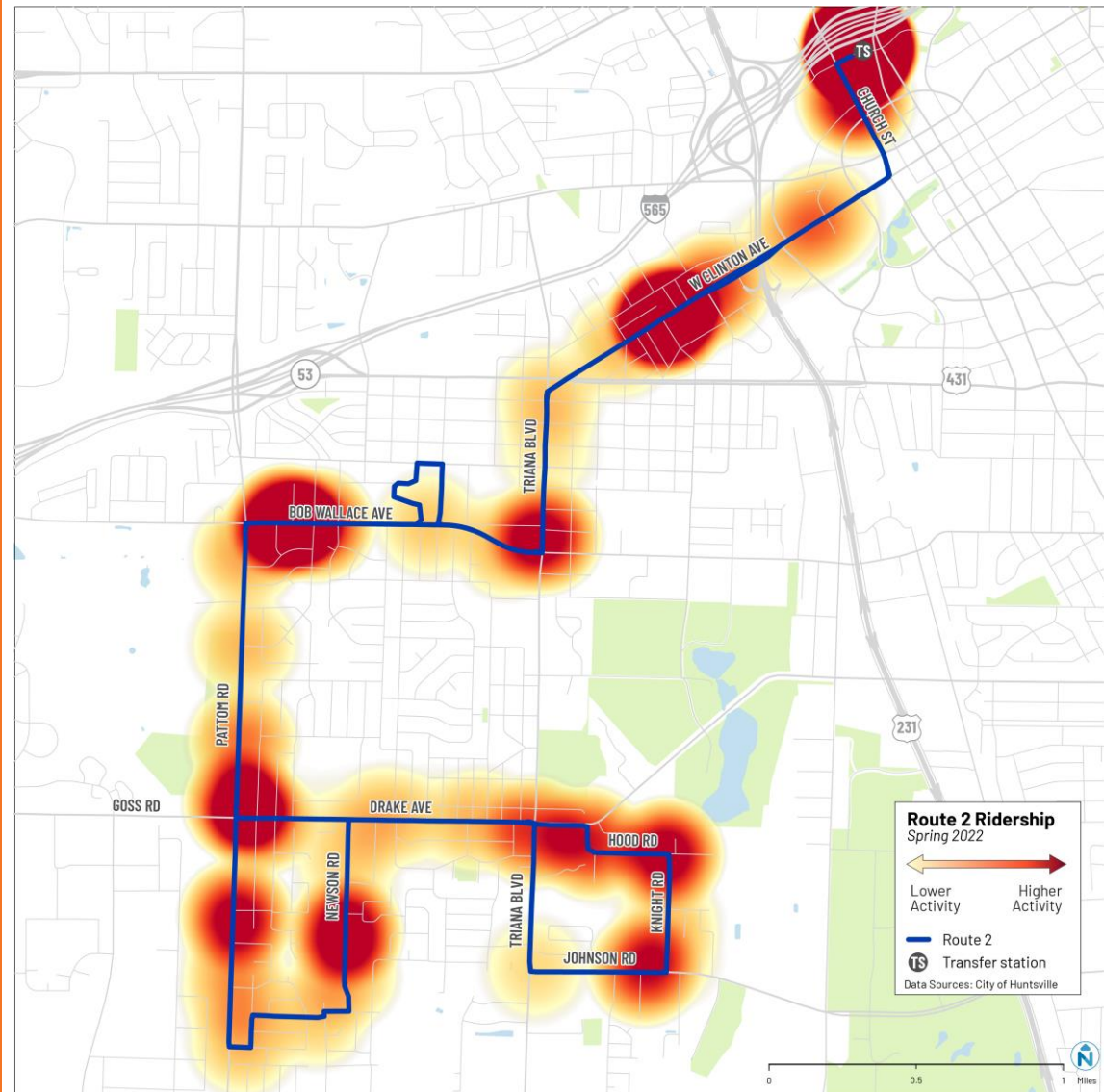
Strengths

- Route 2 operates every 30 minutes on weekdays
- Route 2 begins service at 5:00 a.m. on weekdays, one hour earlier than other Orbit routes
- Route 2 has high ridership along most of its segments

Weaknesses

- Route 2 has a mid-route deviation to serve Valley Gardens Apartments which presents operational hazards due to narrow streets and perpendicular parking spaces
- Route 2 has different inbound and outbound alignments due to its inability to make a left turn from Patton Rd to Telstar Rd in the outbound direction
- Route 2 has a large terminal loop









Ridership Activity



3 HOLMES/UAH

Route 3 operates along Holmes Avenue and Old Madison Pike, serving the University of Alabama in Huntsville, Calhoun Community College, and the U.S. Space & Rocket Center.

Destinations

	Grocery	None
	Shopping	Bridge Street Town Centre
	Education	The University of Alabama in Huntsville, Calhoun Community College
	Medical	Huntsville VA
	Social Service	None
	Recreation	None
	Library	None
	Attraction	U.S. Space & Rocket Center

Service Characteristics

Service	Hours of Operation	Headway	Buses
Weekday	6:00 a.m. – 9:00 p.m.	60	1
Saturday	7:00 a.m. – 7:00 p.m.	60	1

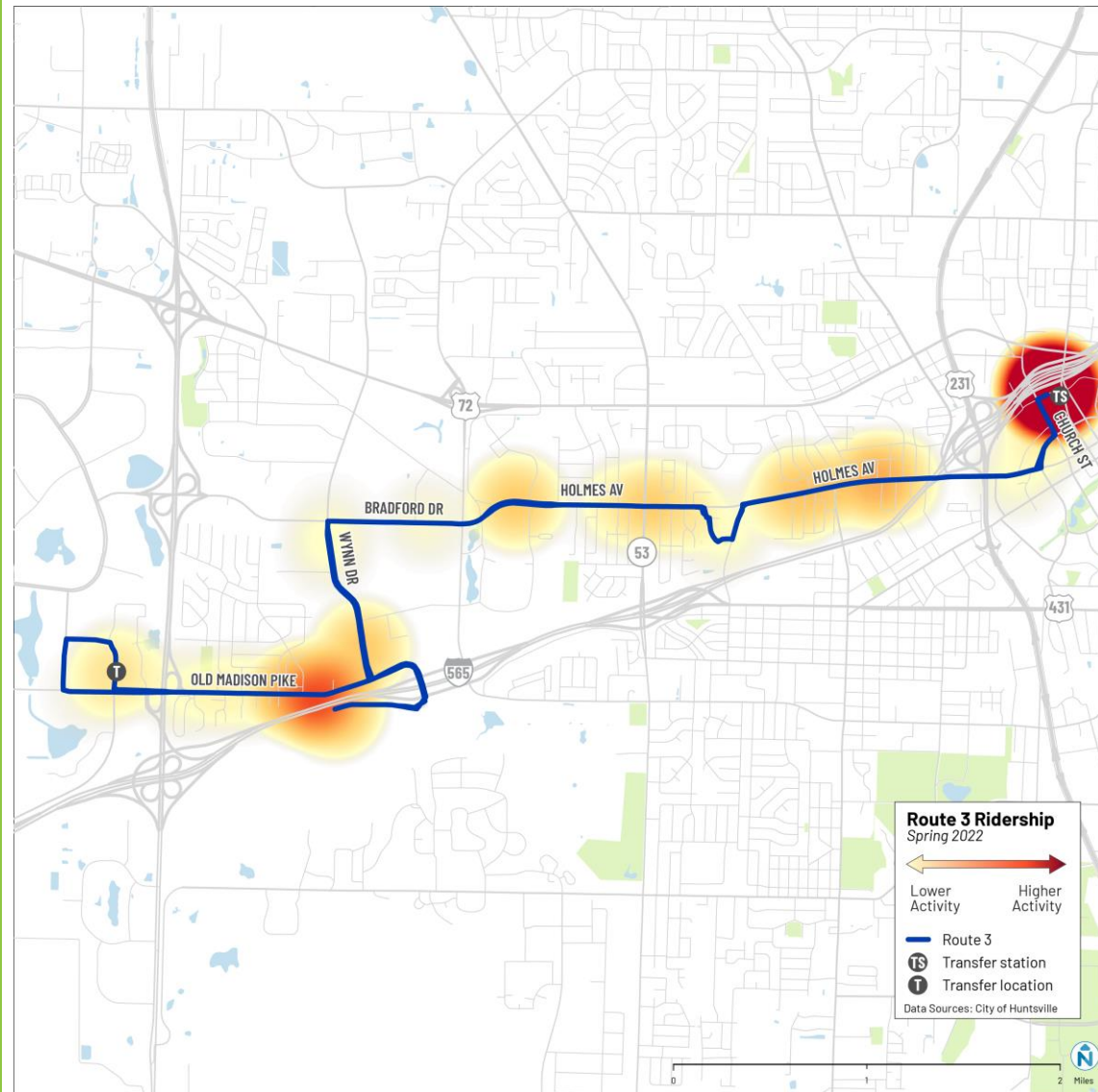
Strengths

- Route 3 has moderate ridership at Calhoun Community College
- Route 3 has a mostly direct alignment
- Route 3 has timed connections with Route 4 at Bridge Street Town Centre

Weaknesses

- Route 3 is the lowest ridership and least productive in the Orbit system
- Route 3 generates minimal ridership in deviating to the US Space & Rocket Center


Ridership Activity



4 UNIVERSITY DR

Route 4 is the busiest in the Orbit system, with high ridership activity throughout the University Drive corridor.

Destinations

	Grocery	Walmart Supercenter
	Shopping	Walmart Supercenter, Bridge Street Town Centre
	Education	None
	Medical	Huntsville Hospital
	Social Service	None
	Recreation	None
	Public Library	None
	Attraction	None

Service Characteristics

Service	Hours of Operation	Headway	Buses
Weekday	6:00 a.m. – 9:00 p.m.	30	2
Saturday	7:00 a.m. – 7:00 p.m.	60	1

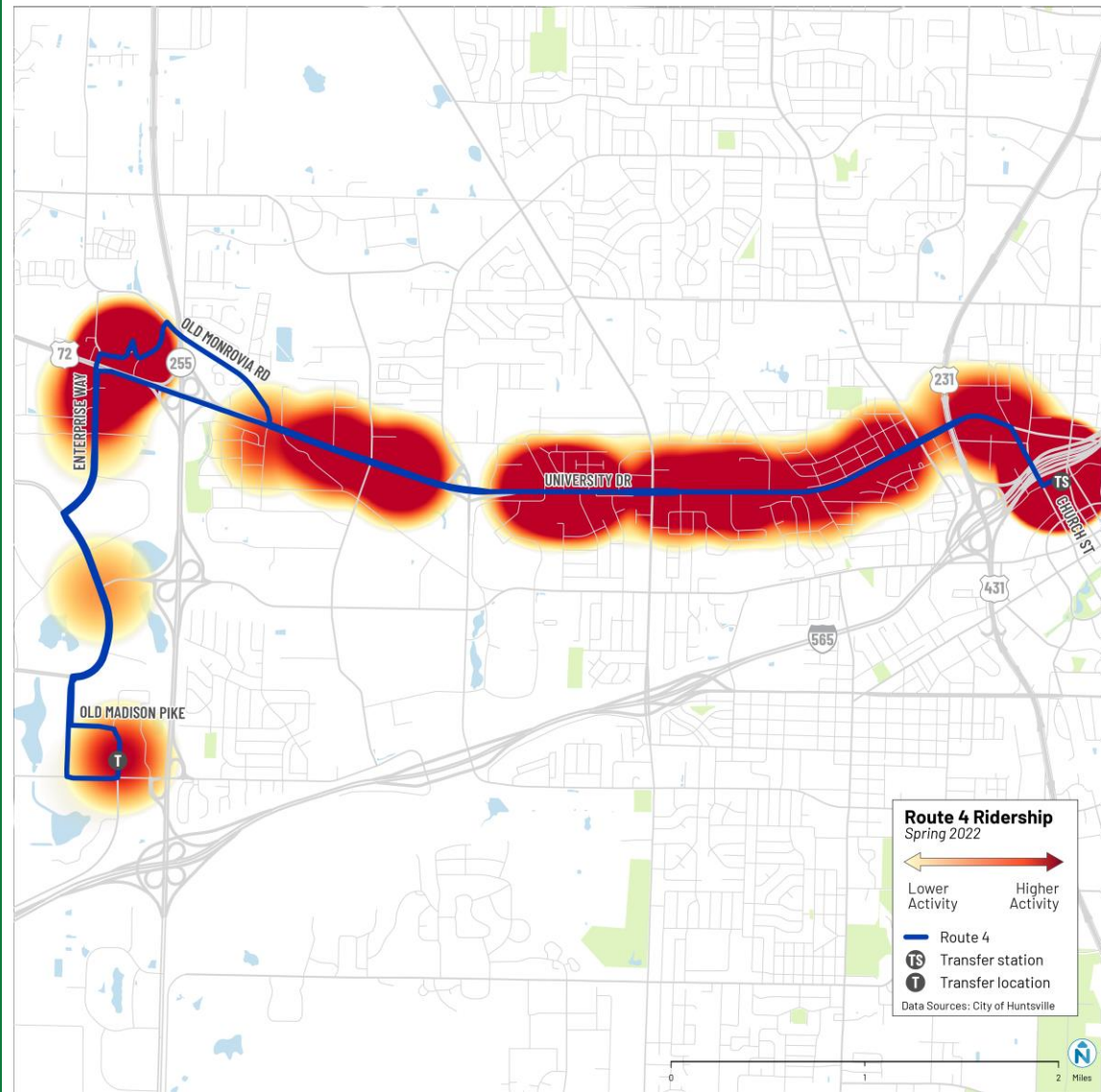
Strengths

- Route 4 operates every 30 minutes on weekdays
- Route 4 has high ridership activity between the Transfer Station and Enterprise Way
- Route 4 serves a diverse mix of high-density housing, shopping, and low-wage jobs
- Route 4 has timed connections with Route 3 at Bridge Street Town Centre

Weaknesses

- The Walmart Supercenter bus stop is located at the storefront, resulting in occasional delay
- Walmart Supercenter is served in the outbound direction only, which results in many riders having to travel out of direction








Ridership Activity



5 BYRD SPRING

Route 5, along with Route 6, connects riders to Huntsville Hospital. Route 5 also serves the Memorial Parkway corridor in South Huntsville.

Destinations

	Grocery	Publix, Walmart Supercenter, Kroger
	Shopping	Walmart Supercenter, Parkway Place
	Education	None
	Medical	Huntsville Hospital
	Social Service	None
	Recreation	Big Spring Park
	Public Library	Huntsville Museum of Art
	Attraction	Huntsville Museum of Art

Service Characteristics

Service	Hours of Operation	Headway	Buses
Weekday	6:00 a.m. – 9:00 p.m.	60	1
Saturday	7:00 a.m. – 7:00 p.m.	60	1

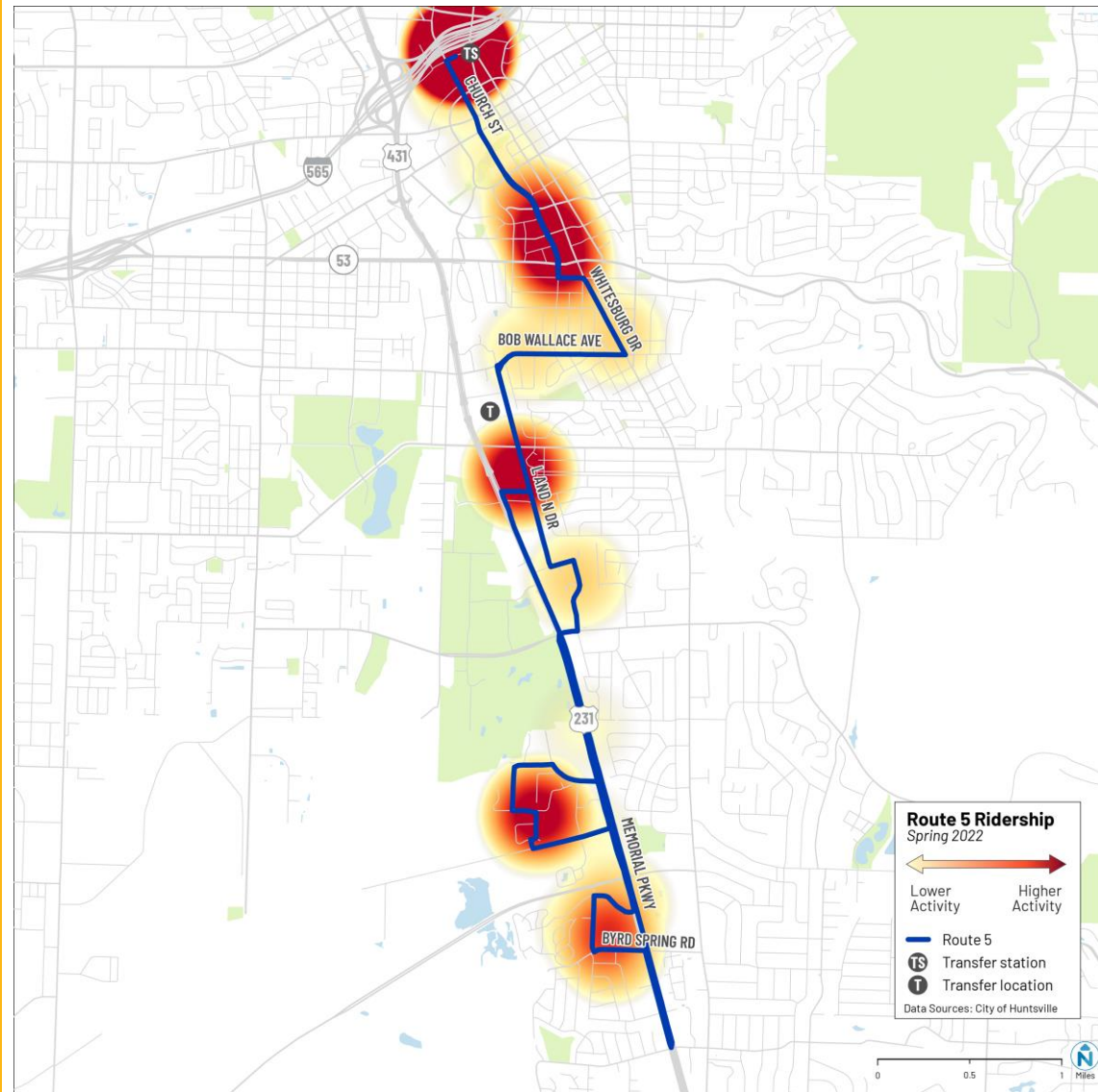
Strengths

- Route 5 has a common alignment with Route 6 between the Transfer Center and Airport Rd, creating a 30-minute service corridor
- Route 5 has high ridership at Huntsville Hospital, Parkway Place, and apartment communities along Golf Rd and Byrd Spring Rd

Weaknesses

- Route 5 has a tight schedule due to extension south to Kroger shopping center at Logan Dr SW
- Service along Memorial Parkway south of Walmart Supercenter is essentially a large terminal loop, which results in many riders having to travel out of direction
- Route 5 travels within a short distance of John Hunt Park but does not have a stop within walking distance


Ridership Activity



6 JONES VALLEY

Route 6, along with Route 5, connects riders to Huntsville Hospital. Route 6 also serves Crestwood Medical Center and Valley Bend in Southeast Huntsville.

Destinations

	Grocery	Publix (2)
	Shopping	Valley Bend at Jones Farm
	Education	None
	Medical	Huntsville Hospital, Crestwood Medical Center
	Social Service	None
	Recreation	Big Spring Park
	Public Library	Huntsville Museum of Art
	Attraction	Huntsville Museum of Art

Service Characteristics

Service	Hours of Operation	Headway	Buses
Weekday	6:30 a.m. – 8:30 p.m.	60	1
Saturday	7:30 a.m. – 6:30 p.m.	60	1

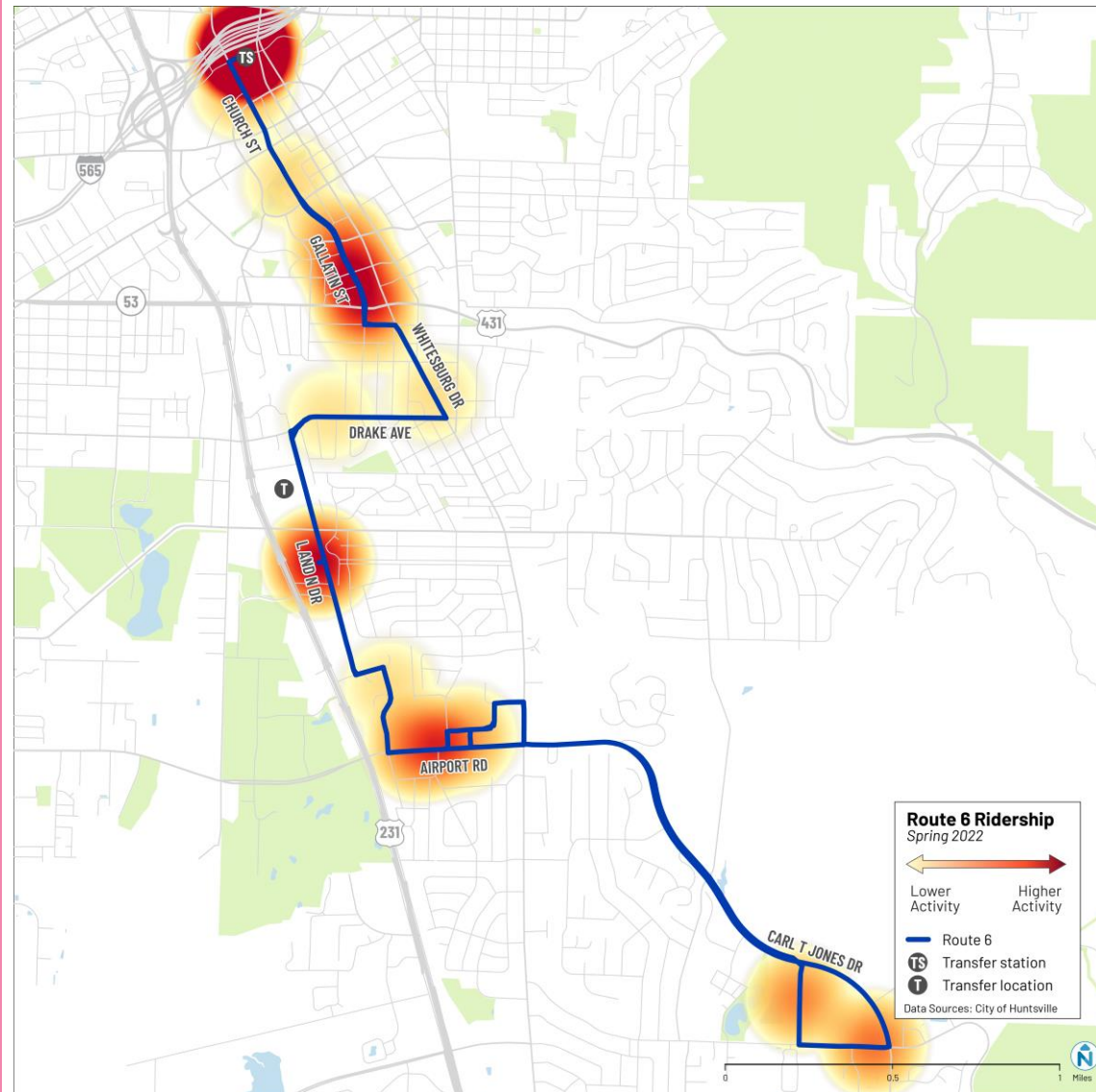
Strengths

- Route 6 has a common alignment with Route 5 between the Transfer Center and Airport Rd, creating a 30-minute service corridor
- Route 6 has high ridership at Huntsville Hospital, Parkway Place, and Crestwood Medical Center

Weaknesses

- Route 6 has the second lowest ridership and second lowest productivity in the Orbit system

Ridership Activity



7 MERIDIAN/A&M

Route 7 operates serves Drake State and Alabama A&M. Route 7 connects with Routes 8 and 10 at the Showers Center.

Destinations

	Grocery	None
	Shopping	None
	Education	Alabama A&M University, Drake State Community and Technical College
	Medical	Madison County Health Department
	Social Service	None
	Recreation	Showers Recreation Center
	Public Library	None
	Attraction	Alabama State Black Archives Research Center and Museum

Service Characteristics

Service Level	Service Span	Headway	Peak Vehicles
Weekday	6:00 a.m. – 9:00 p.m.	60	1
Saturday	7:00 a.m. – 7:00 p.m.	60	1

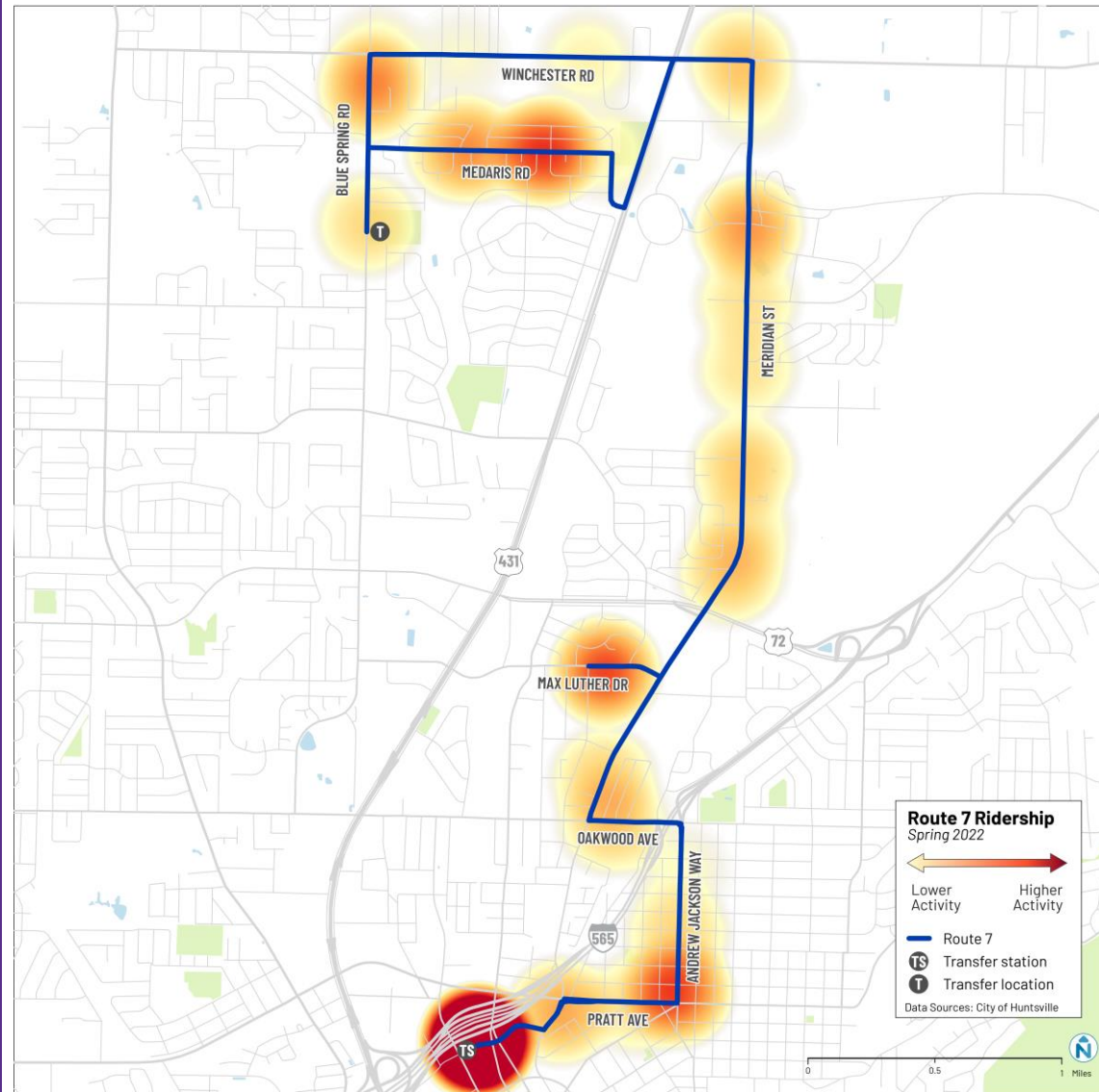
Strengths

- Route 7 has timed connections with Routes 8 and 10 at Dr. Showers Recreation Center

Weaknesses

- Ridership is also low at Alabama A&M, which operates its own bus system
- Route 7 has a large terminal loop due to the lack of a signal light at Memorial Pkwy and Medaris Rd









Ridership Activity



8 BLUE SPRING

Route 8 serves several key destinations in North Huntsville. Route 8 connects with Routes 7 and 10 at the Showers Center.

Destinations

	Grocery	Walmart Supercenter, Kroger
	Shopping	Walmart Supercenter
	Education	None
	Medical	None
	Social Service	Alabama Department of Human Resources, Alabama Career Center System
	Recreation	Showers Recreation Center
	Public Library	None
	Attraction	None

Service Characteristics

Service Level	Service Span	Headway	Peak Vehicles
Weekday	6:00 a.m. – 9:00 p.m.	60	1
Saturday	7:00 a.m. – 7:00 p.m.	60	1

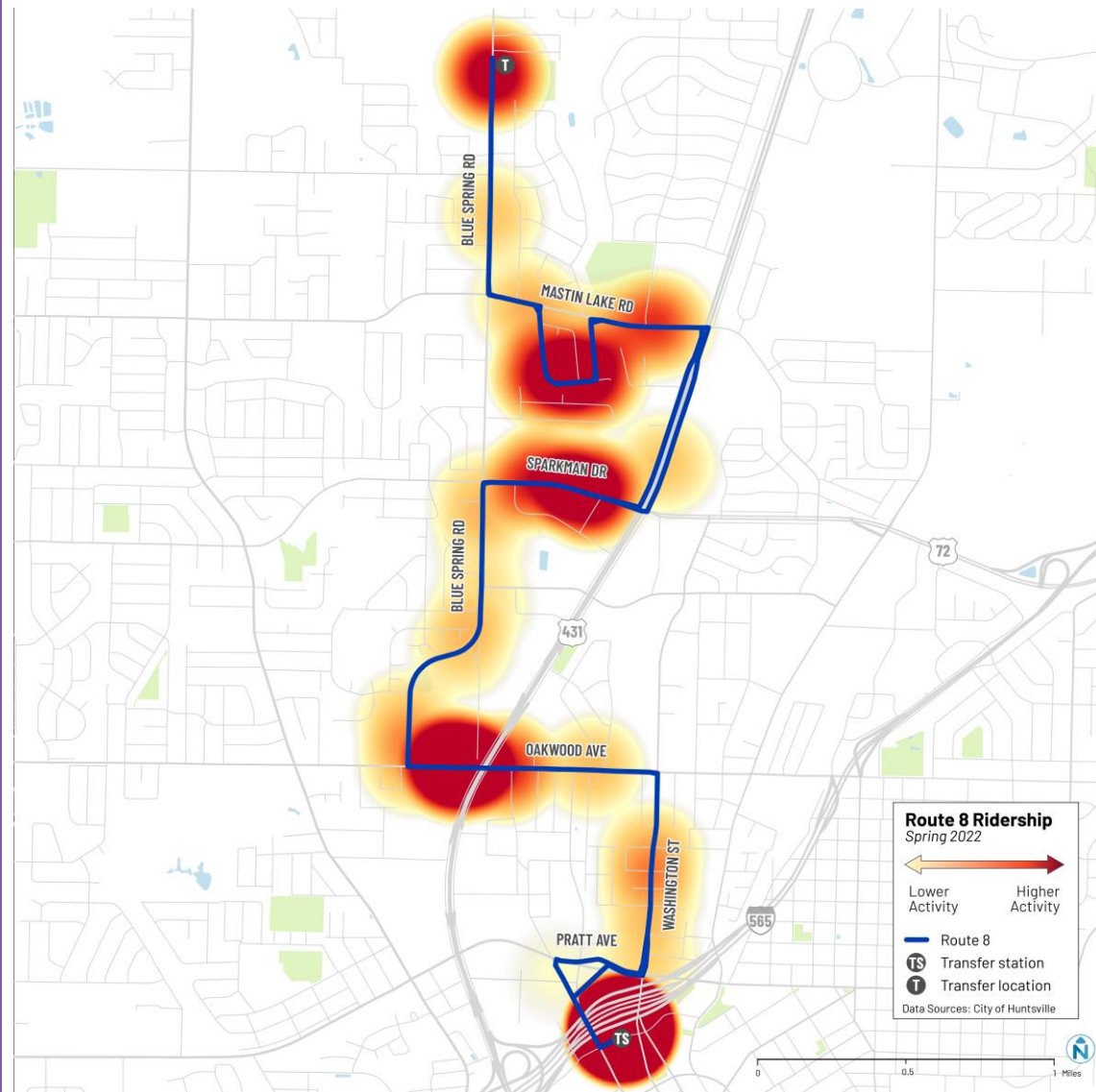
Strengths

- Route 8 has timed connections with Routes 7 and 10 at Dr. Showers Recreation Center
- Route 8 serves multiple grocery stores

Weaknesses

- The outbound bus stop on Sparkman Dr across from the Walmart Supercenter is located midblock and does not have a pedestrian crossing
- The inbound bus stop on Sparkman Dr in front of the Walmart Supercenter does not have a direct sidewalk path









Ridership Activity



9 OAKWOOD

Route 9 mostly operates along Oakwood Avenue and Sparkman Drive, serving a large cluster of high-density housing.

Destinations

	Grocery	Walmart Neighborhood Market
	Shopping	Midcity
	Education	Oakwood University
	Medical	US Social Security Administration
	Social Service	None
	Recreation	None
	Public Library	None
	Attraction	The Orion Amphitheater

Service Characteristics

Service Level	Service Span	Headway	Peak Vehicles
Weekday	6:00 a.m. – 9:00 p.m.	60	1
Saturday	7:00 a.m. – 7:00 p.m.	60	1

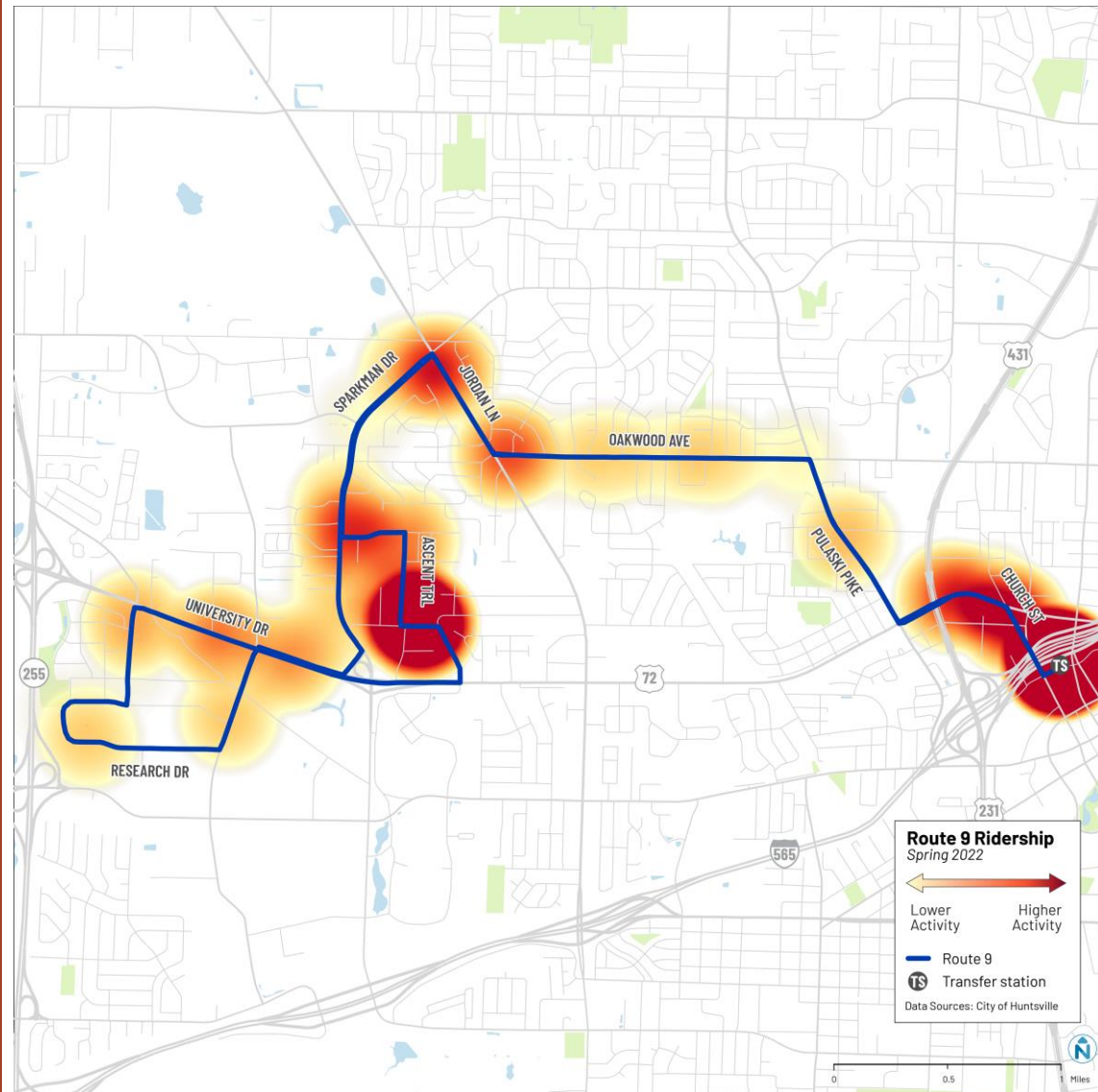
Strengths

- Route 9 has high ridership along Ascent Trail

Weaknesses

- Route 9 has low ridership along terminal loop






Ridership Activity



10 PULASKI PIKE

Route 10 serves the Calvary Hill neighborhood and Pulaski Pike corridor. Route 10 also connects with Routes 7 and 8 at the Showers Center.

Destinations

	Grocery	Sav-A-Lot, IGA
	Shopping	None
	Education	None
	Medical	Huntsville Family Health Center
	Social Service	None
	Recreation	Showers Recreation Center
	Public Library	North Huntsville Public Library, Cavalry Hill Public Library
	Attraction	None

Service Characteristics

Service Level	Service Span	Headway	Peak Vehicles
Weekday	6:00 a.m. – 9:00 p.m.	60	1
Saturday	7:00 a.m. – 7:00 p.m.	60	1

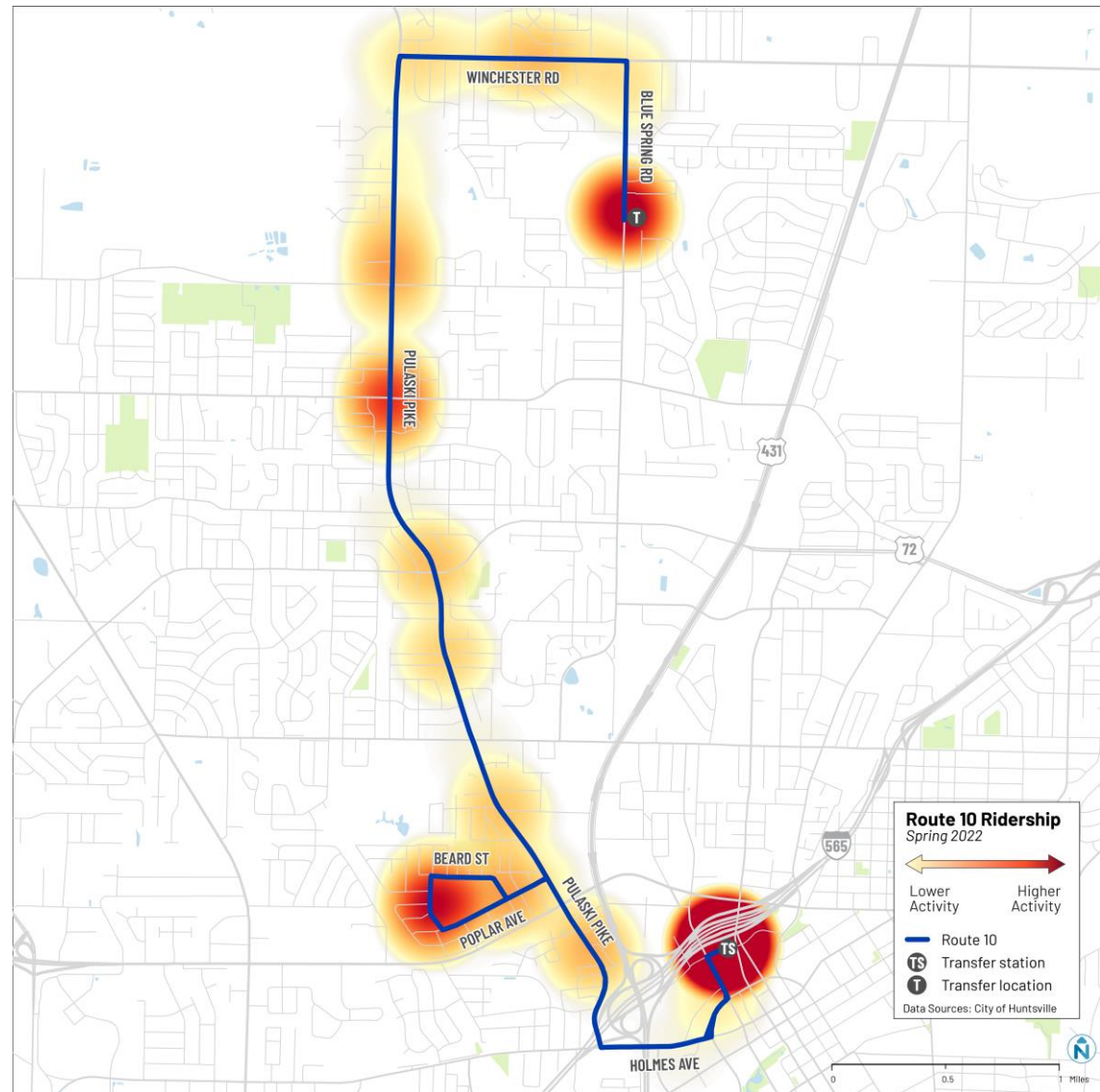
Strengths

- Route 10 has timed connections with Routes 7 and 8 at Dr. Showers Recreation Center
- Route 10 has a mostly direct alignment
- Route 10 has a mid-route deviation to Calvary Park that generates high ridership activity

Weaknesses

- Route 10 has low ridership along most of Pulaski Pike
- The new North Huntsville Public Library at the intersection of Sparkman Dr and Pulaski Pike is located uphill and approximately 1,000' from the nearest Route 10 bus stops

Ridership Activity



4 TRANSIT MARKET

Transit connects people to places.

This chapter summarizes transit market conditions in Huntsville by examining densities of specific demographic and socioeconomic groups, highlighting employment distributions and travel patterns, and identifying key destinations.

Existing Conditions Report

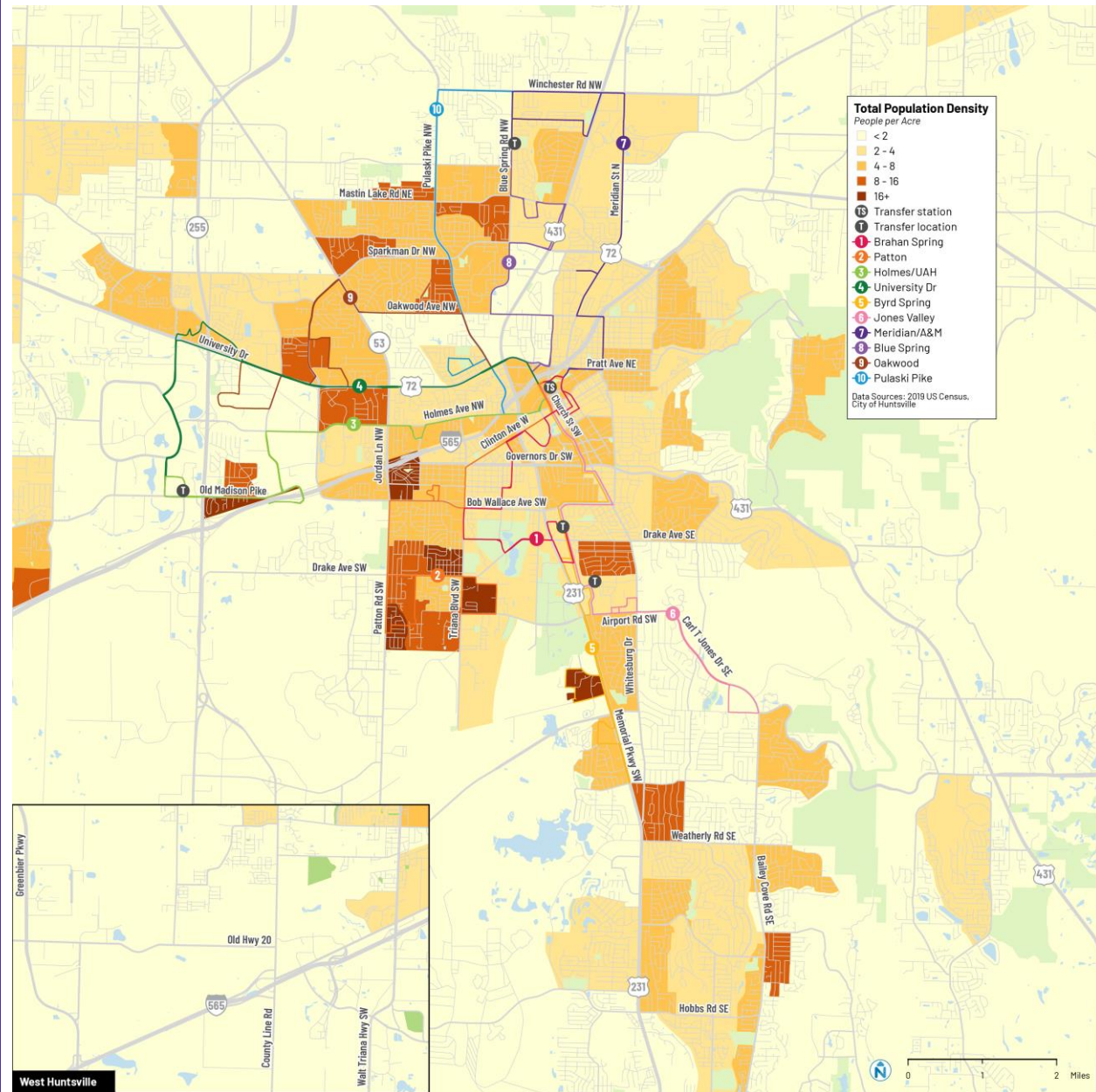
Go Huntsville Transit

Total Population

Population density is one of the most important factors influencing transit demand. High-density residential areas have more people within walking distance to major corridors able to support transit service.

Areas with high population density that are unserved or potentially underserved include:

- Whitesburg Dr between Lily Flagg Rd SE and Weatherly Rd SE
- Bailey Cove Rd SE and Mountain Gap Rd SE
- Sparkman Dr NW between Admore Highway and Pulaski Pike NW



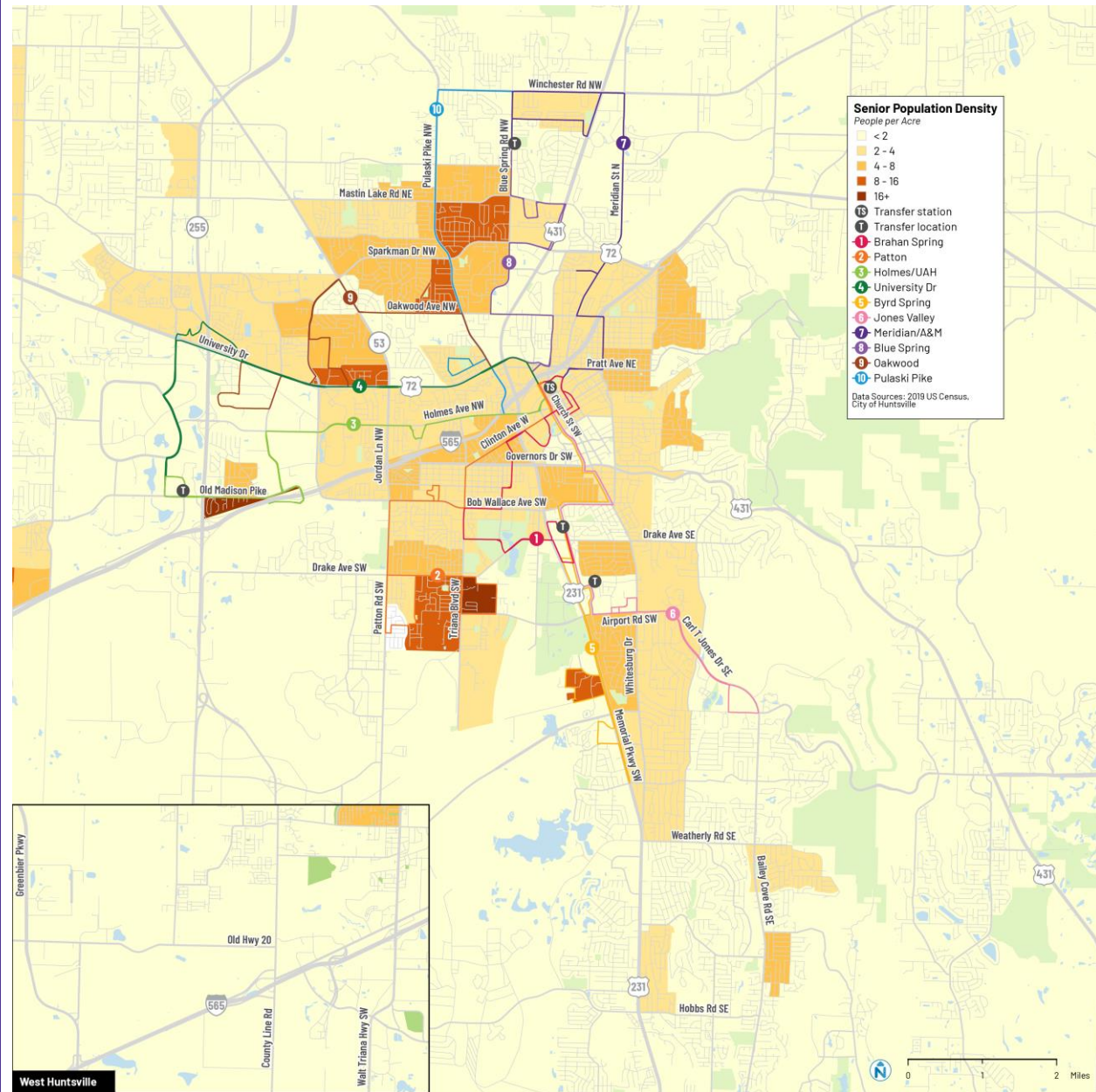
Existing Conditions Report

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Seniors

Transit provides a safe and low-cost alternative to driving a personal vehicle. Many older adults choose to transition from driving a personal vehicle to transit due to health, cost, and/or safety reasons.

Areas with high concentrations of senior residents are widely dispersed across Huntsville, with areas to the southwest and north holding the highest senior population density.



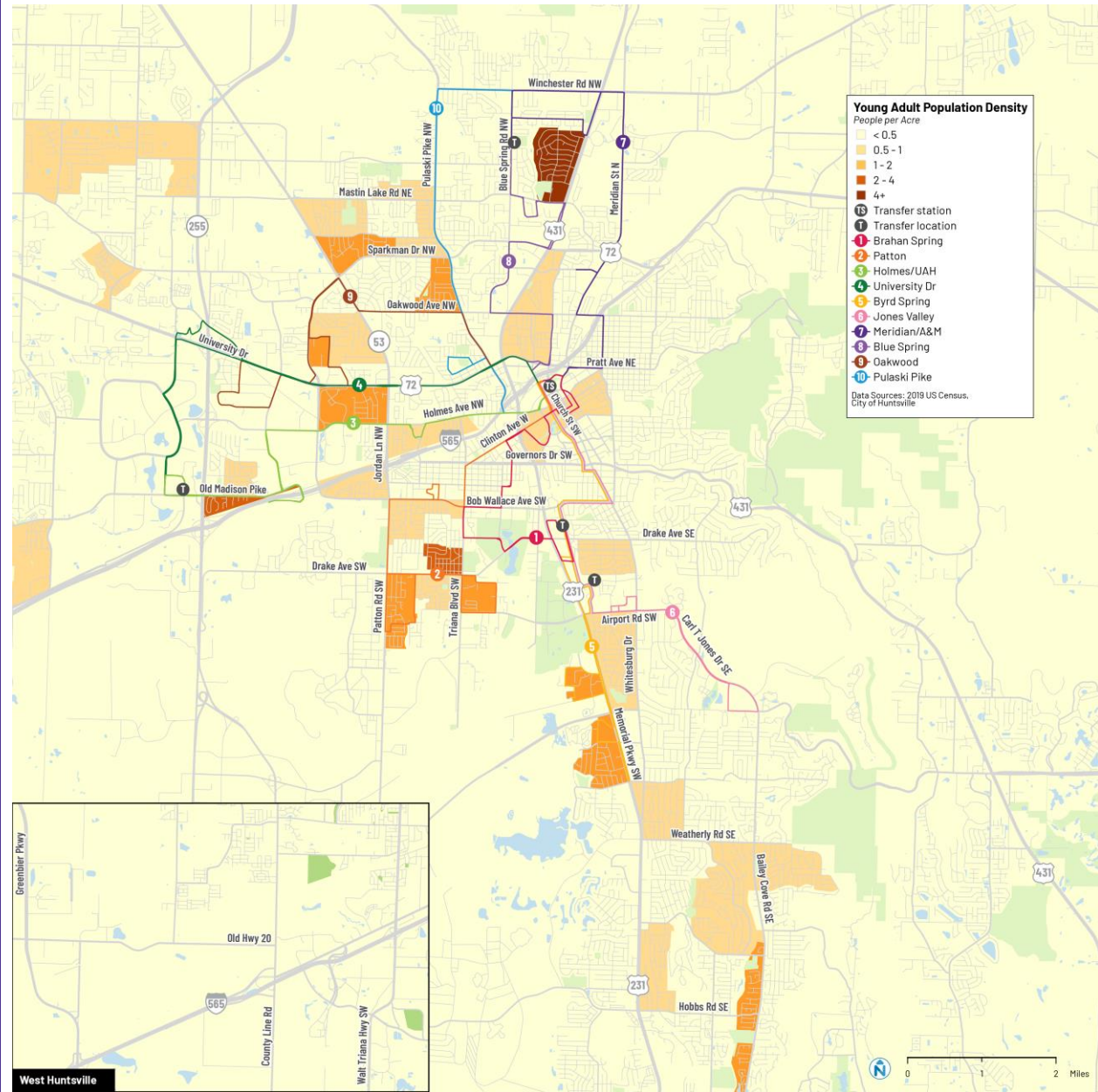
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Young Adults

Young adults, typically ages 18-25 in Huntsville are most densely concentrated in the areas near Alabama A&M, UAH, and downtown core. Young adults are less likely than their middle-aged counterparts to own a personal vehicle and are more likely to consider transit a viable transportation option.

Neighborhoods in southwestern and far southern Huntsville also show higher concentrations of young adults.



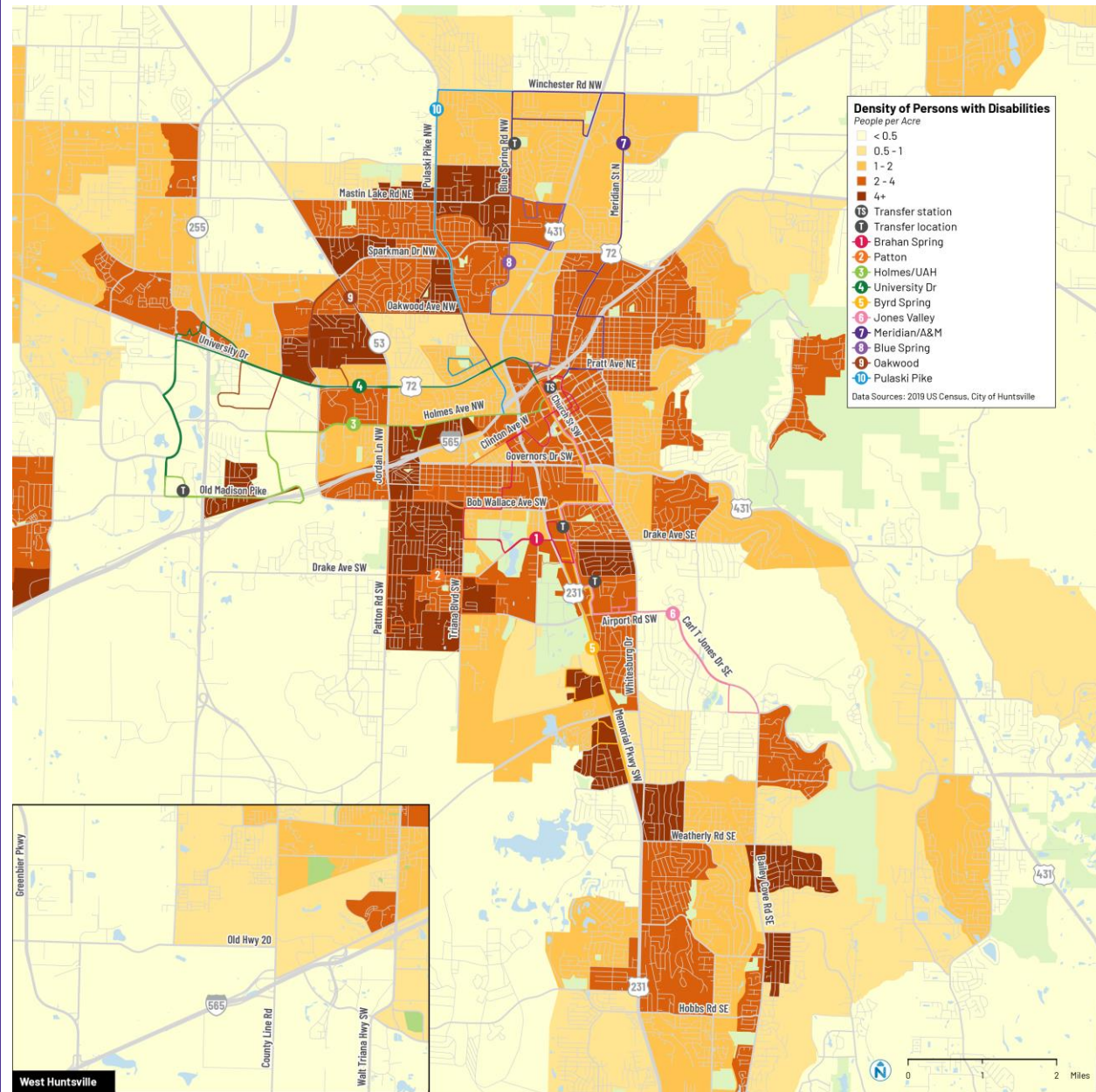
Existing Conditions Report

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Persons with Disabilities

People with a disability may be unable to operate a vehicle or feel more comfortable on public transportation. Transit stops must also accommodate persons with disabilities.

People with disabilities are more densely concentrated in southwestern Huntsville and near Crestwood Medical Center. First Seventh-Day Adventist Apartments and high-density housing along University Drive also show higher concentrations of people with disabilities.



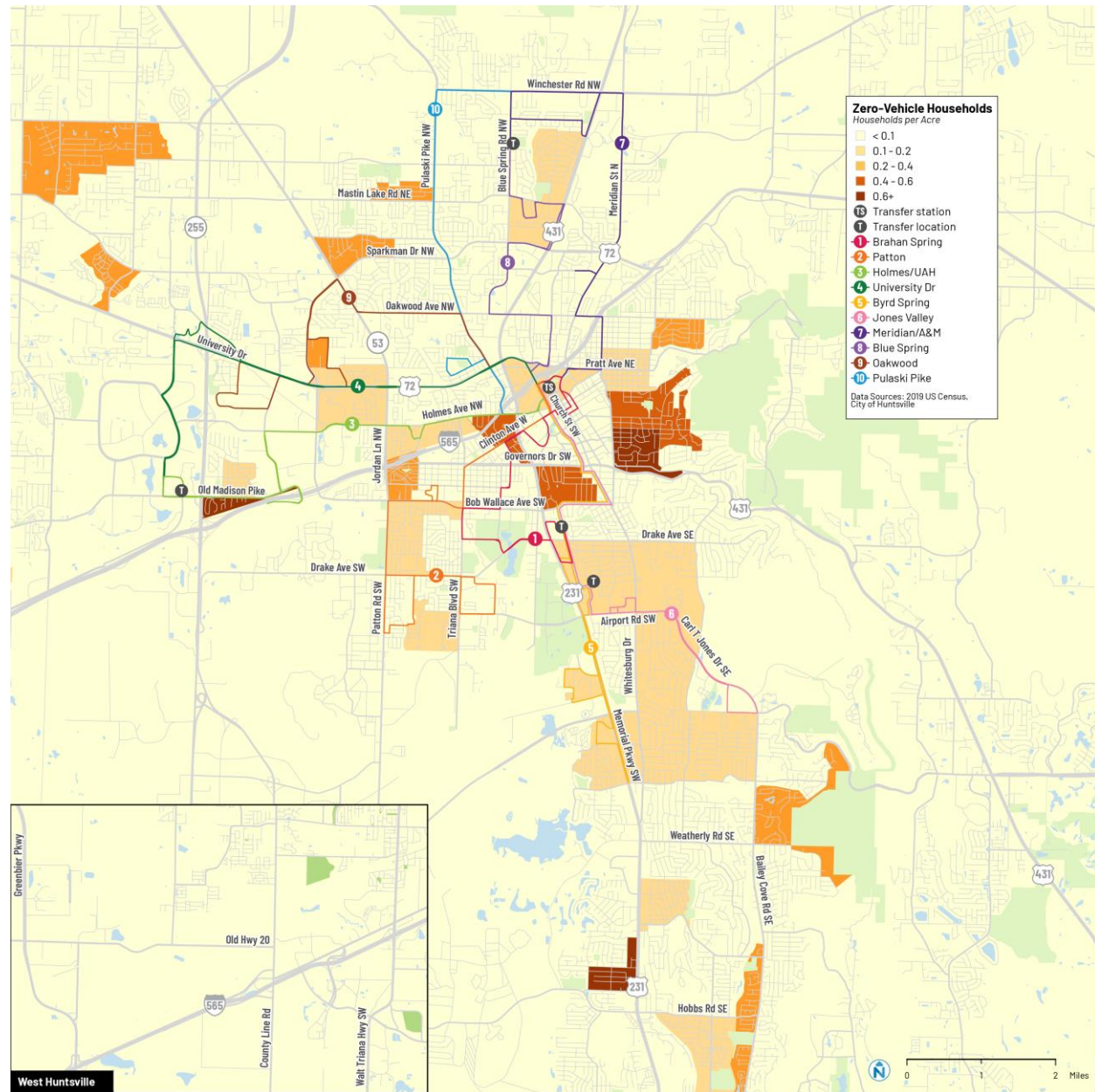
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Households without a Personal Vehicle

Huntsville residents with limited vehicle access are likely to use public transportation as their sole means of transportation. Areas with a high concentration of zero-vehicle households include:

- Five Points neighborhood
- Areas surrounding Huntsville High School between Governors Dr SW, Whitesburg Dr, Bob Wallace Ave SW, and Memorial Pkwy
- Old Madison Pike between Research Park Blvd NW and Wynn Dr NW



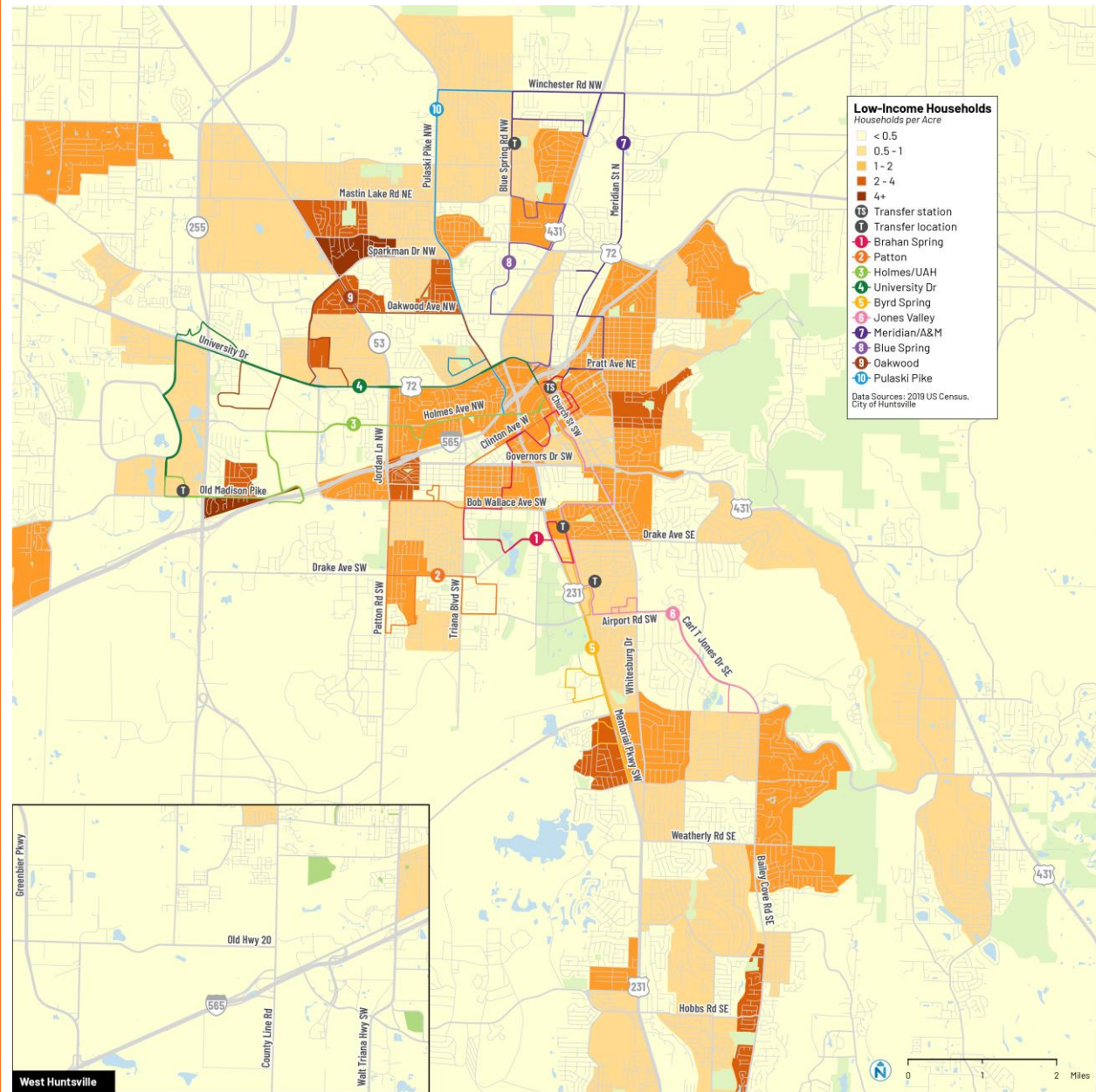
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Low-Income Households

Traditionally, low-income populations are less likely to own or have access to a vehicle and more likely to use public transit as their sole means of transportation. Access to transit then serves as a critical connection to employment, retail, and other services.

Low-income areas are widely dispersed across Huntsville, with pockets near Alabama A&M and UAH likely represent students. Elsewhere, the inner core of Huntsville, far north and northwest, south and some parts of southwest Huntsville have higher concentrations of low-income households.



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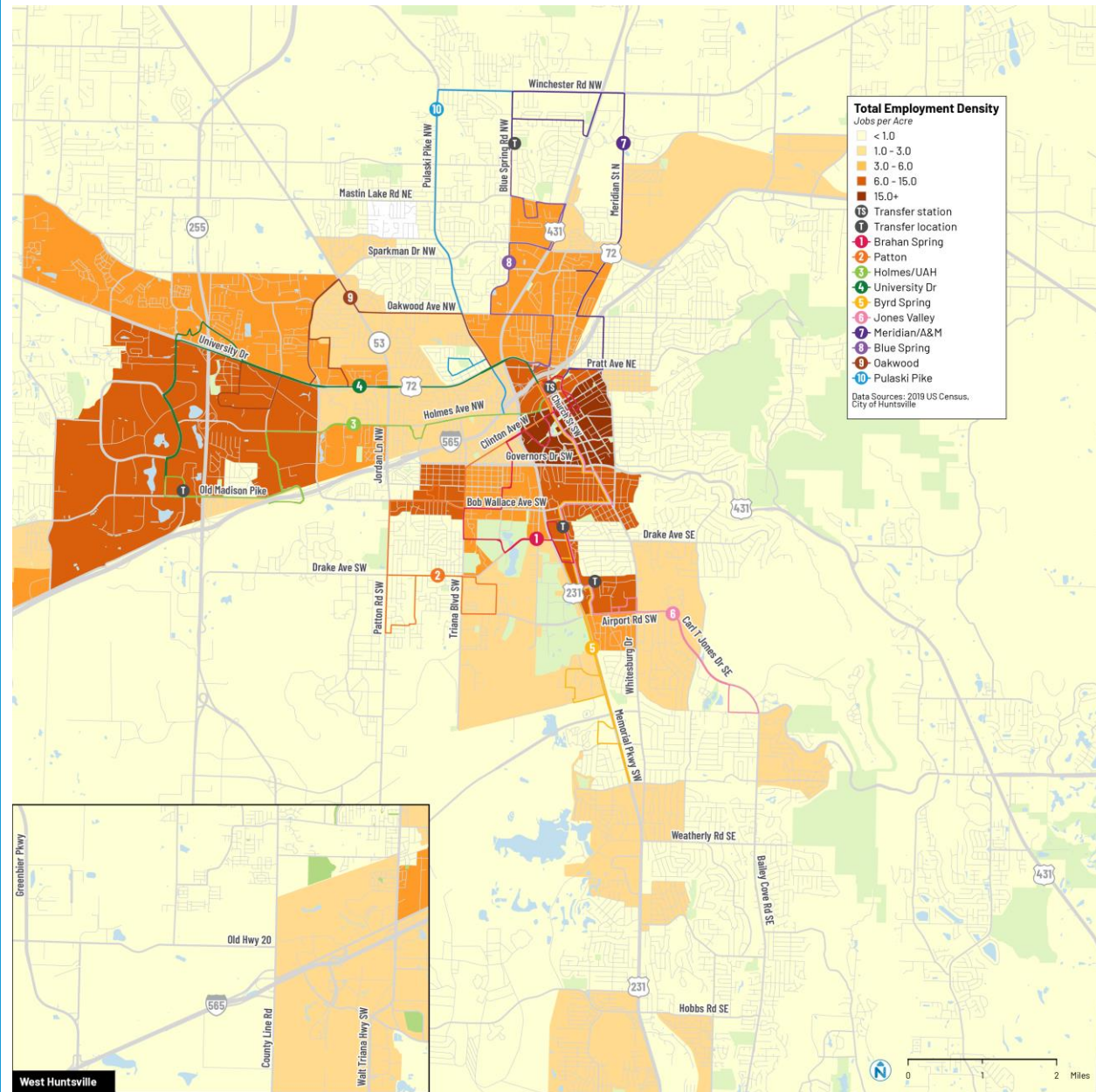
Total Employment

Employment density, similar to population density is one of the most important factors to influence transit demand. Higher densities of employers and residents increases walkability to transit corridors, supporting more frequent service.

The highest employment densities in Huntsville can be found in the following areas:

- Downtown Huntsville
- Huntsville Hospital district
- Research Park
- Bridge Street Town Center
- Parkway Place
- Crestwood Medical Center

Note: Accurate employment data for Redstone Arsenal is not publicly available.



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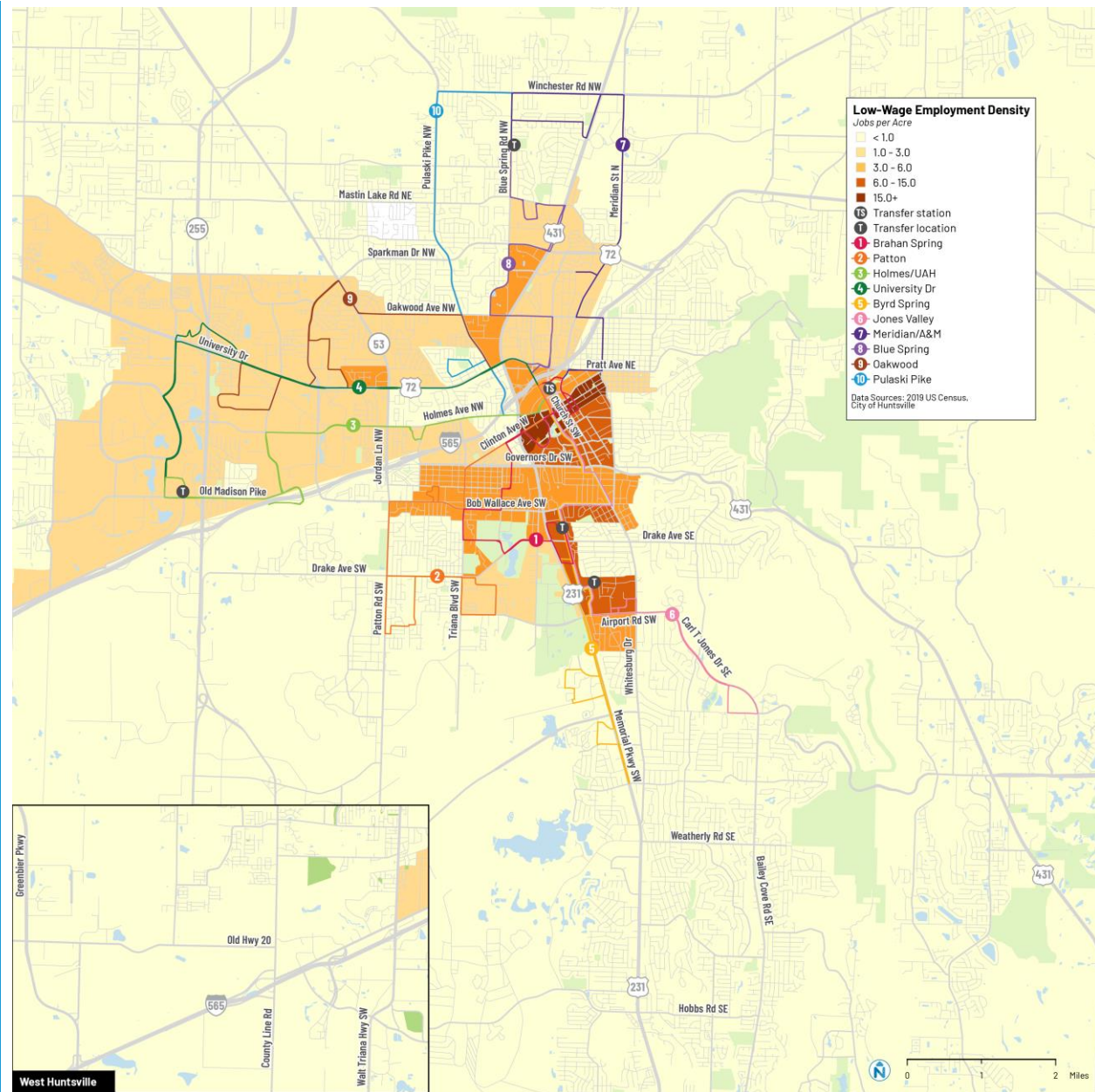
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Low-Wage Employment

Low-wage employment densities can indicate areas where enhanced transit service may be needed due to varying car ownership levels and non-traditional working hours showing the need for extended hours of service.

High concentrations of low-wage jobs are present in the following areas:

- Clinton Ave W through Central Huntsville
- Huntsville Medical District near Airport Rd SW
- University Drive
- Bridge Street Town Center
- Parkway Place Shopping Center
- Crestwood Medical Center



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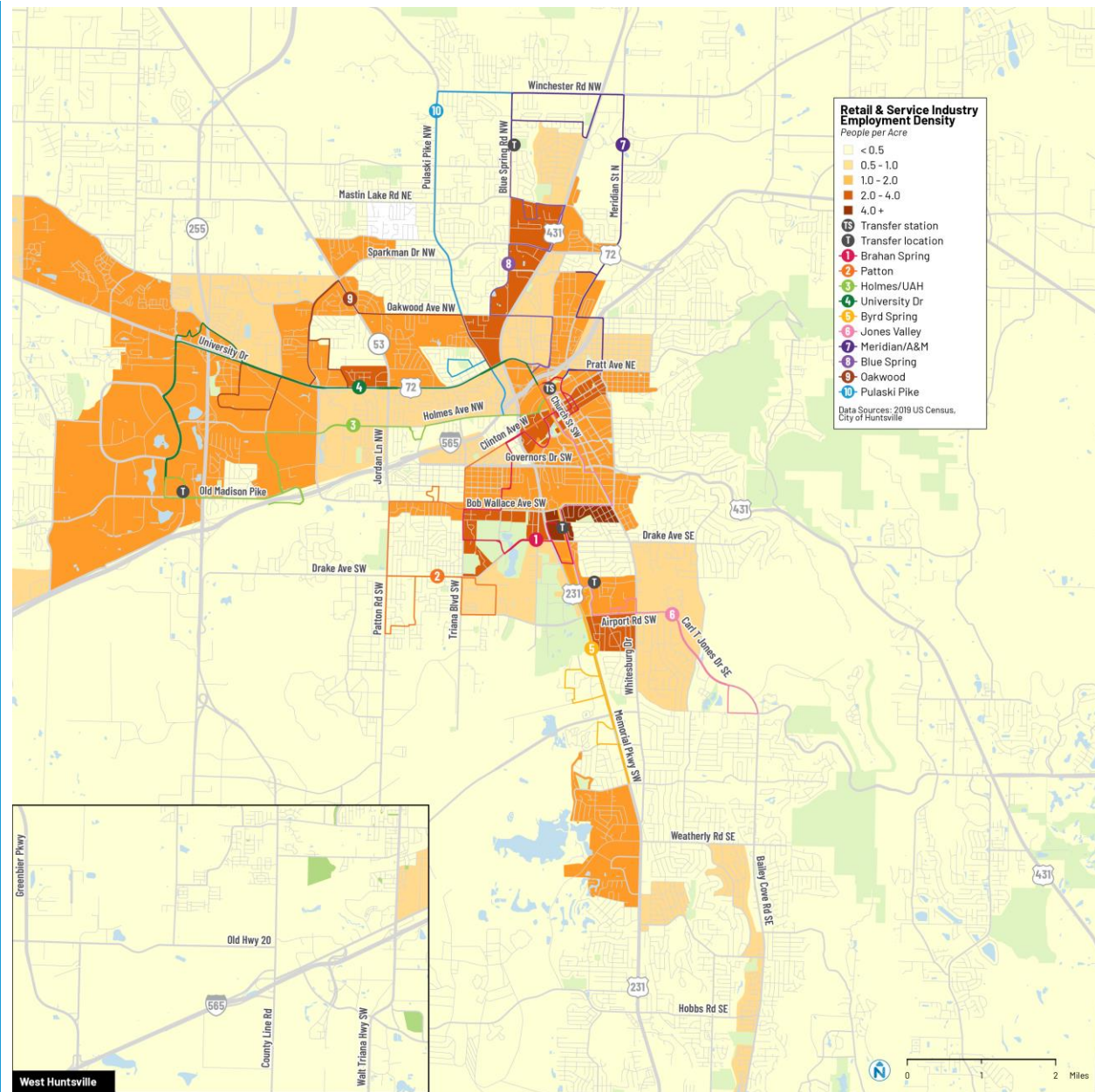
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Retail Jobs

Densities of retail jobs can share similarities to low-wage employment areas where car ownership may vary and working hours can span from the early morning to late evening. Varying car ownership and work hours can create transit demand at traditionally off-peak times. Areas with a high density of retail positions should see an array of public transit options.

High concentrations of retail jobs are present in the following areas:

- Bridge Street Town Center
- Parkway Place Shopping Mall
- Clinton Ave W in Central Huntsville
- Highway 431 corridor near Route 8

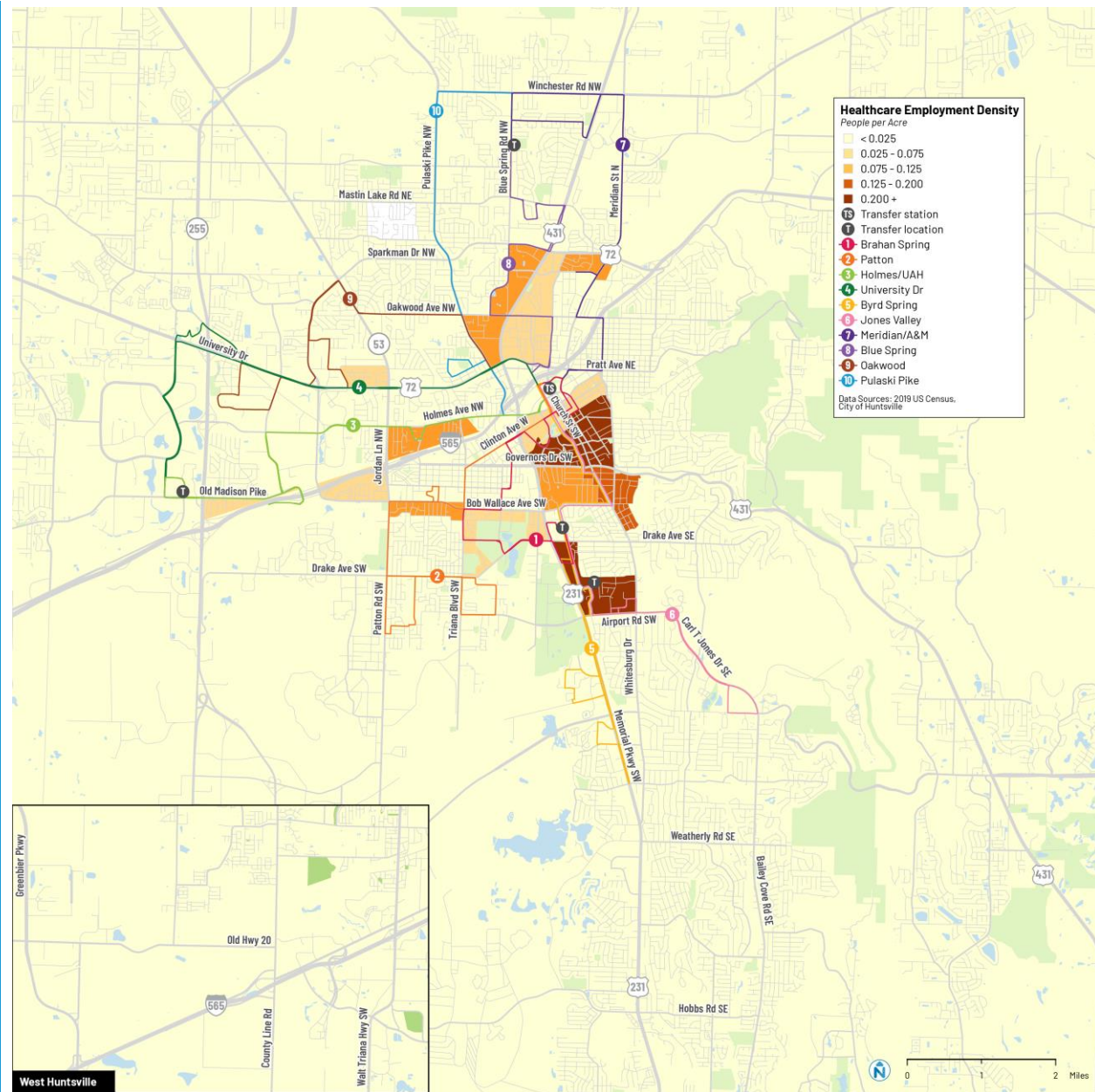


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Healthcare Jobs

Concentrations of healthcare jobs can largely be found south of Central Huntsville near Governors Dr SW and Huntsville Medical Center. Medical employees tend to work longer hours, and commute during traditionally off-peak hours.

Considerations for these employees can include wider spans of service for routes serving these areas.



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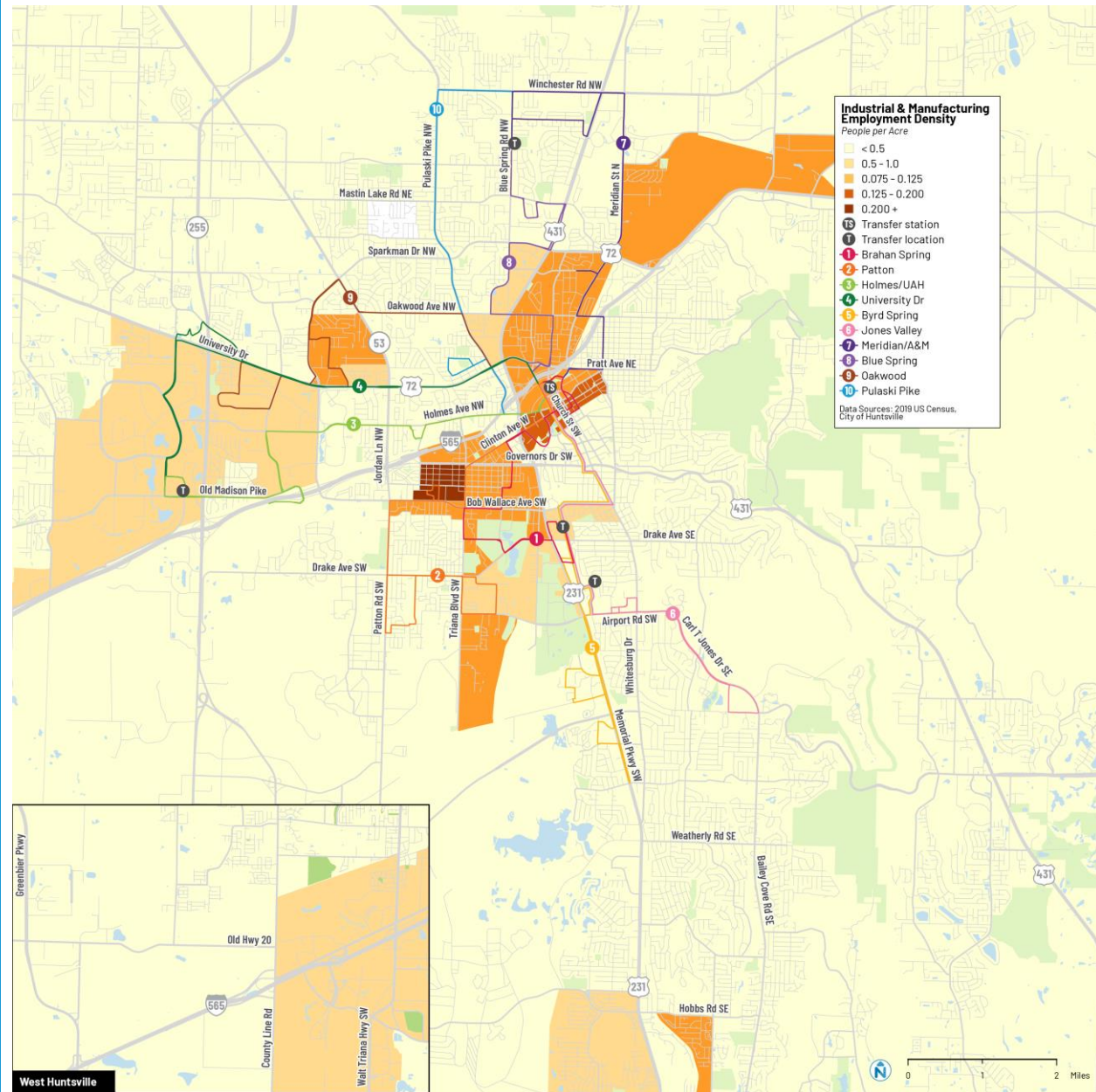
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Manufacturing Jobs

Manufacturing job concentration can be indicative of employment that relies on set shift-times and can produce lots of demand in a short span of time.

Areas with high concentrations of manufacturing jobs that may require enhanced service at specific times are:

- Between I-565 and Bob Wallace Ave SW, bounded by Highway 231 and Patton Rd SW
- Northeast of central Huntsville near the current Route 7
- Triana Blvd SW & Johnson Rd SW near current Route 2



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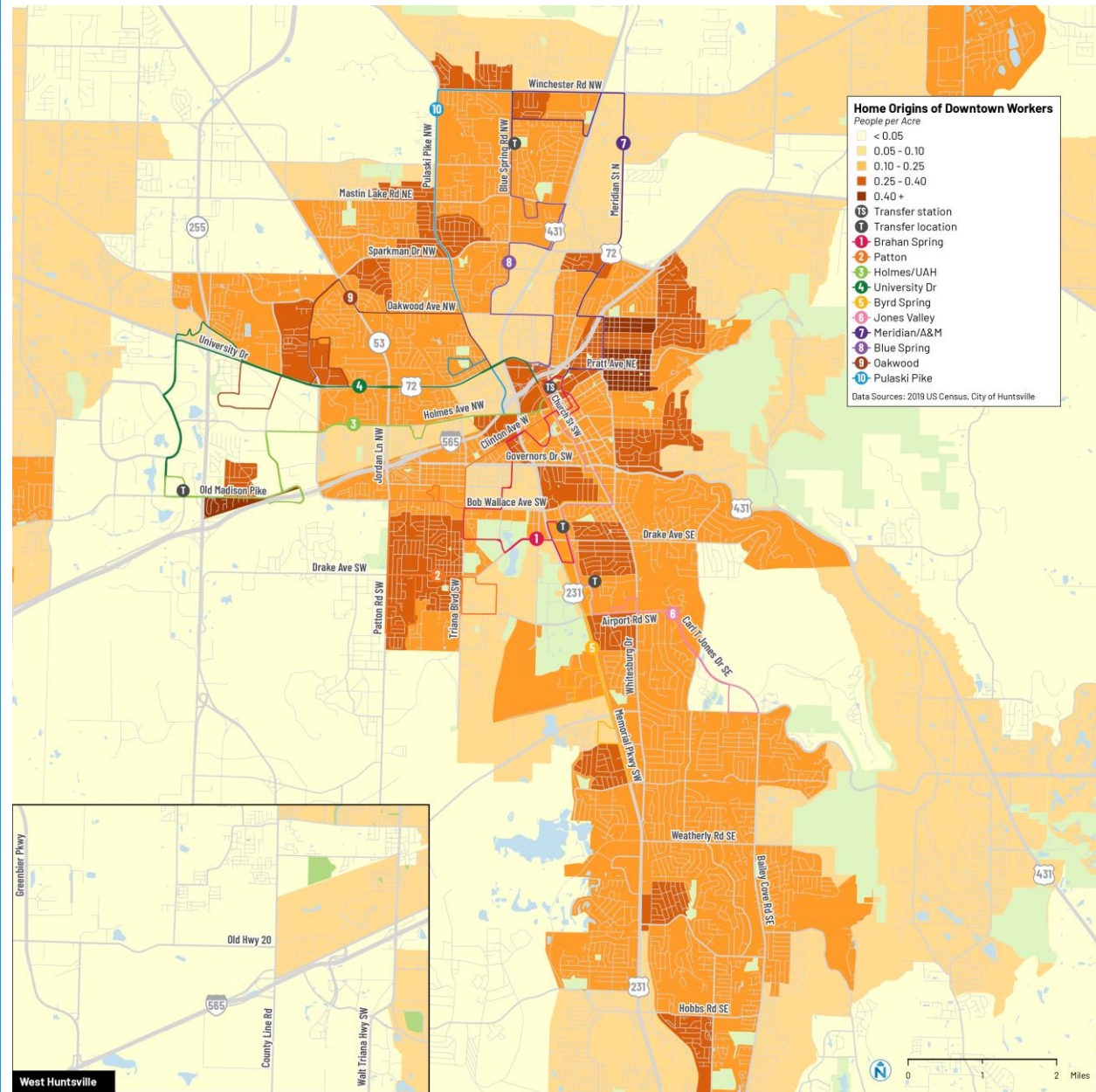
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Home Origins of Downtown Employees

Besides residents of central Huntsville, the population of commuters to downtown Huntsville is dispersed.

The largest concentration of downtown commuters can be found in these areas:

- Pratt Ave NE and surrounding neighborhood
- Drake Ave SE near current Route 1
- Drake Ave SW and neighborhood surrounding Ridgecrest Elementary
- Pockets north of Highway 72 on Route 9

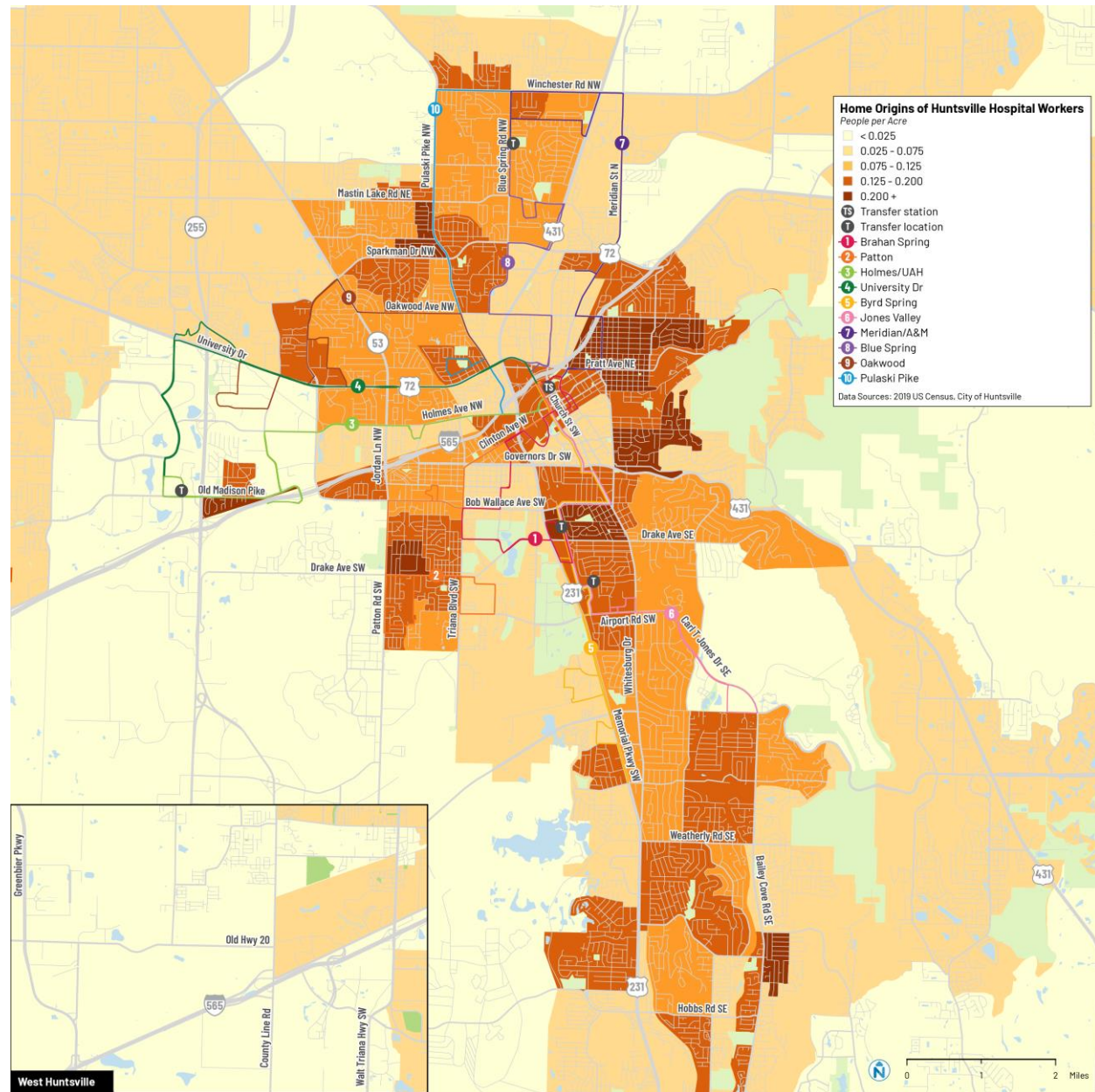


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Home Origins of Huntsville Hospital Employees

Huntsville Hospital employees are significantly dispersed throughout the region. Higher concentrations of these workers are located in South Huntsville, Five Points, the Blossomwood neighborhood, and southwest Huntsville.



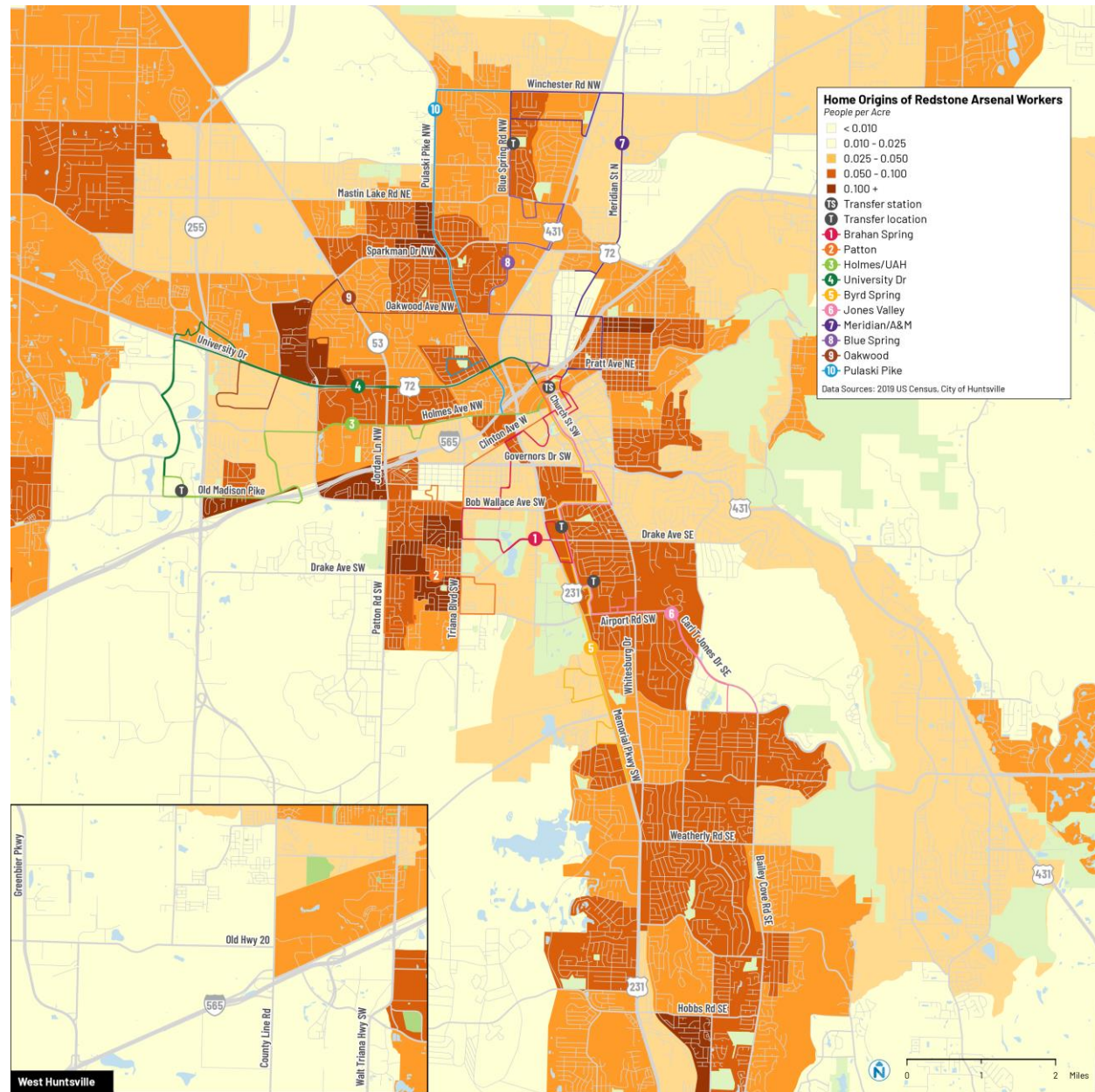
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Home Origins of Redstone Arsenal Employees

Redstone Arsenal serves as a large employment center in southwest Huntsville though for security purposes cannot have transit service on-base.

Arsenal employees are significantly dispersed throughout the city with especially high densities in southwest Huntsville near Drake Ave SW and Route 2, and southeast Huntsville along the Highway 231 corridor.



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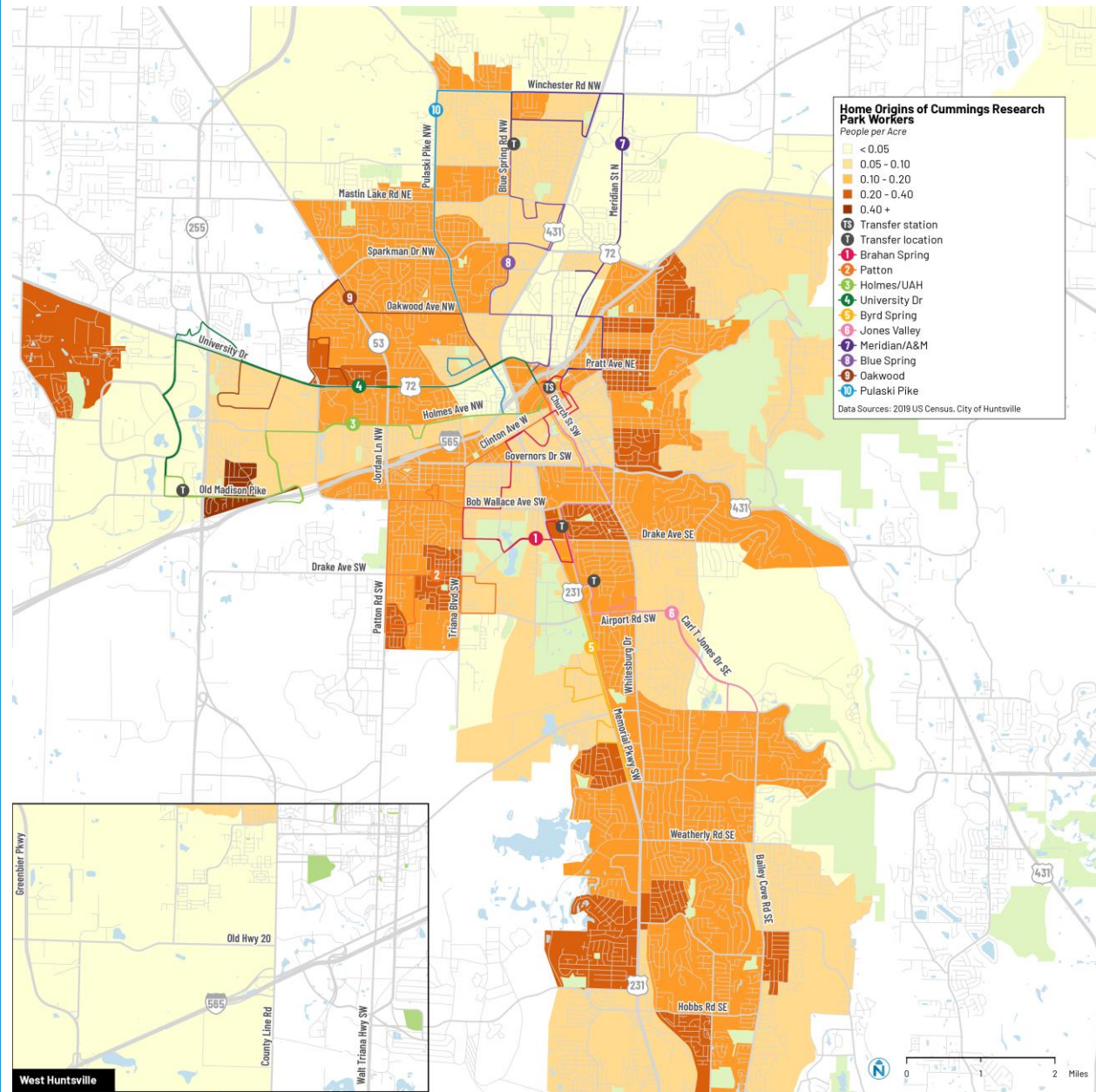
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Home Origins of Cummings Research Park Employees

Cummings Research Park is Huntsville's first research park and the second largest in the country.

Bounded by University Dr and I-565 and bisected by Research Park Blvd, Cummings is home to approximately 300 companies, including Teledyne Brown Engineering, UAH, Lockheed Martin, Redstone Federal Credit Union, Calhoun Community College, ADTRAN, Dynetics and HudsonAlpha.

Employees of Cummings Research Park reside throughout Huntsville and beyond, with the highest densities along Old Madison Pike, Slaughter Rd, in South Huntsville, and east of downtown Huntsville.



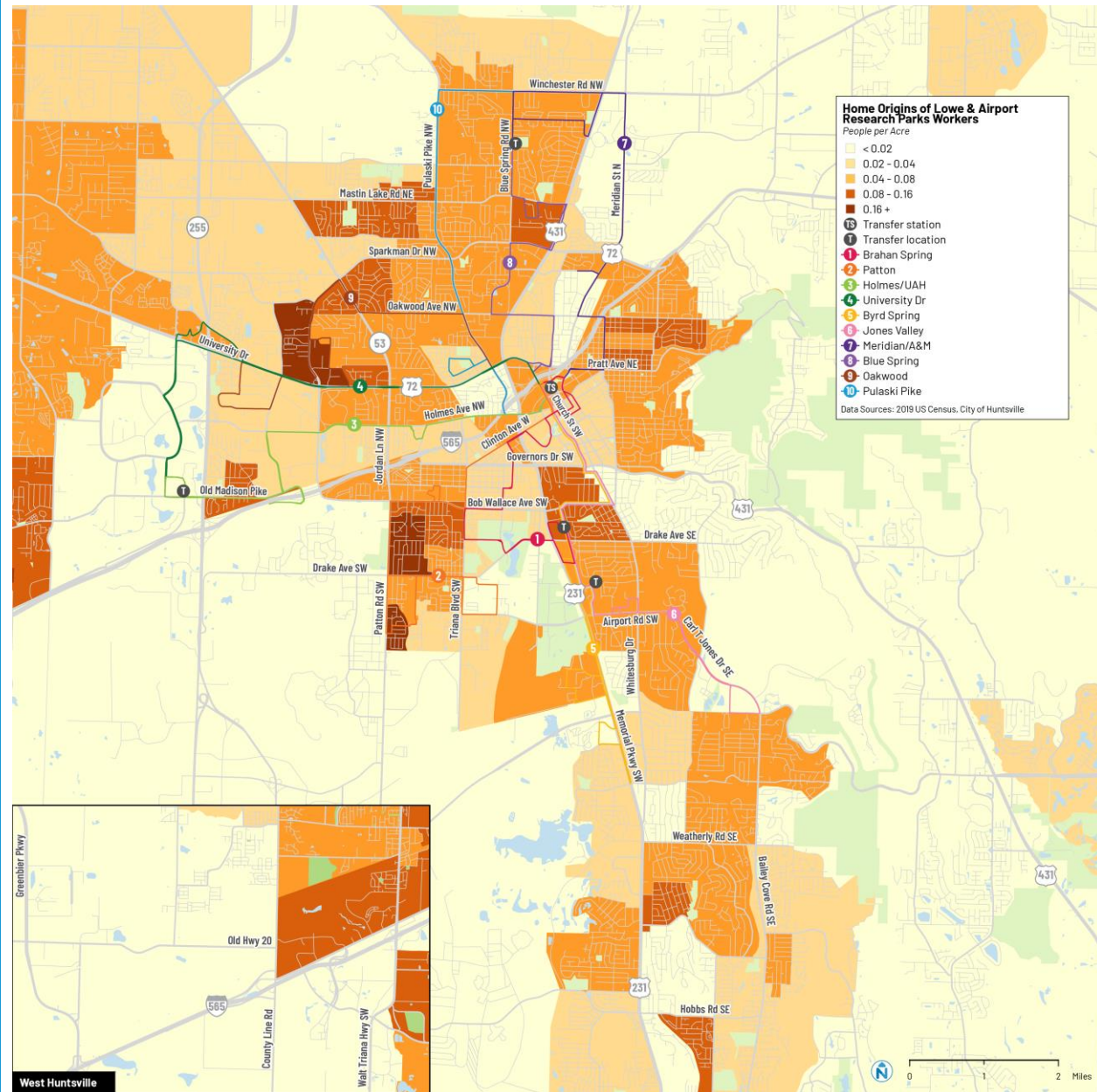
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Home Origins of Jetplex Employees

Locally known as Jetplex, the Lowe and Airport Research Parks are located south of I-565 and east of Huntsville International Airport. Major companies include BASF, Kohler, and SES.

Areas with high concentrations of Lowe and Airport Research Park employees include Southwest Huntsville east of Patton Rd and along Sparkman Dr just north of University Dr.



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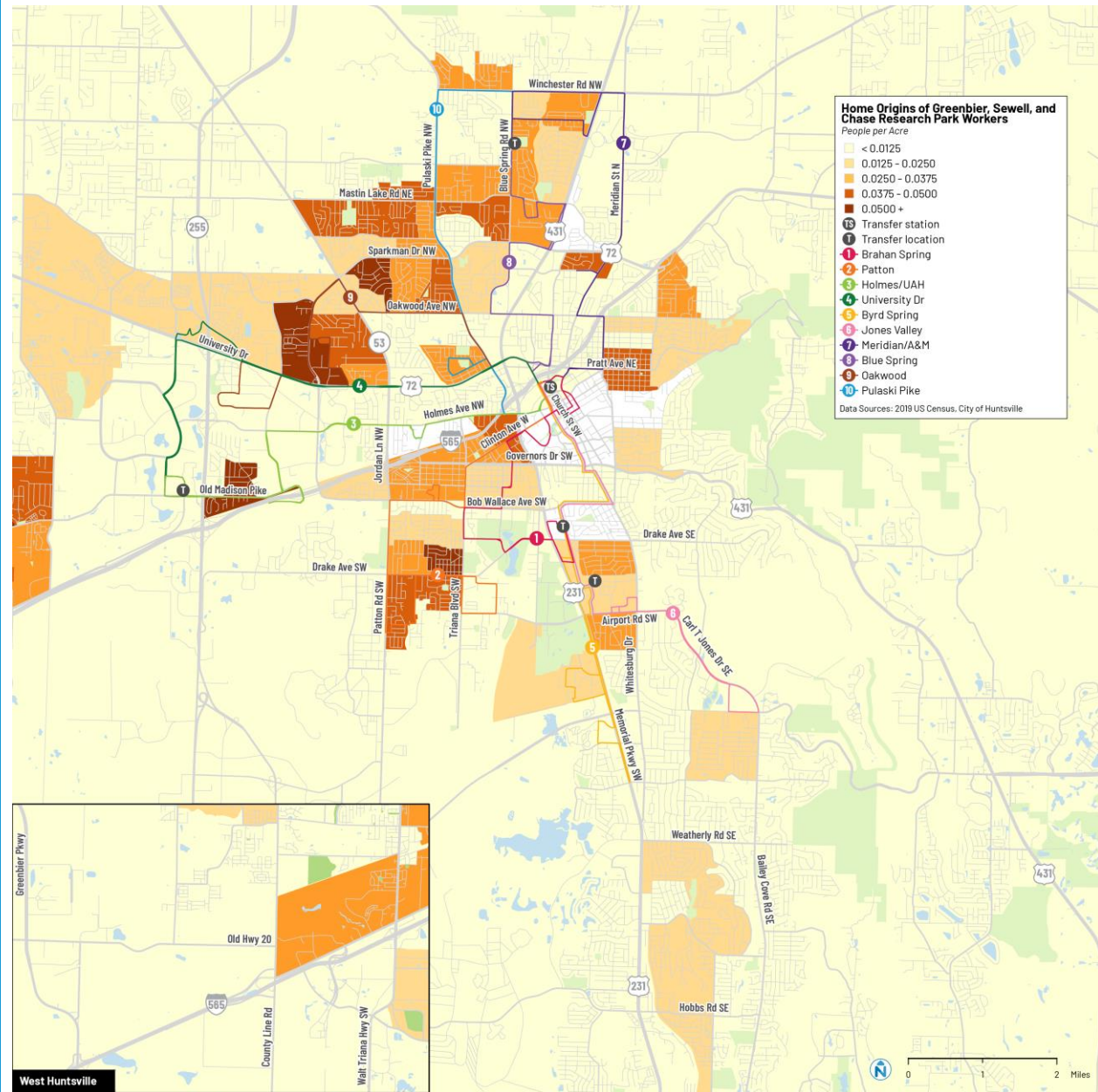
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Home Origins of Greenbrier Park Employees

Located in Far West Huntsville along I-565 and Greenbriar Pkwy, Greenbrier, Sewell, and Chase Research Parks are among the largest and fastest growing in the country.

Major companies include Mazda Toyota Manufacturing, Polaris, Target Distribution, Amazon Fulfillment Center, GE Aviation, YKTA, and DaikyoNishikawa.

Areas with high concentrations of Greenbrier, Sewell, and Chase Research Park employees include Southwest Huntsville east of Patton Rd, Old Madison Pike, and along Sparkman Dr between University Dr and Pulaski Pike.

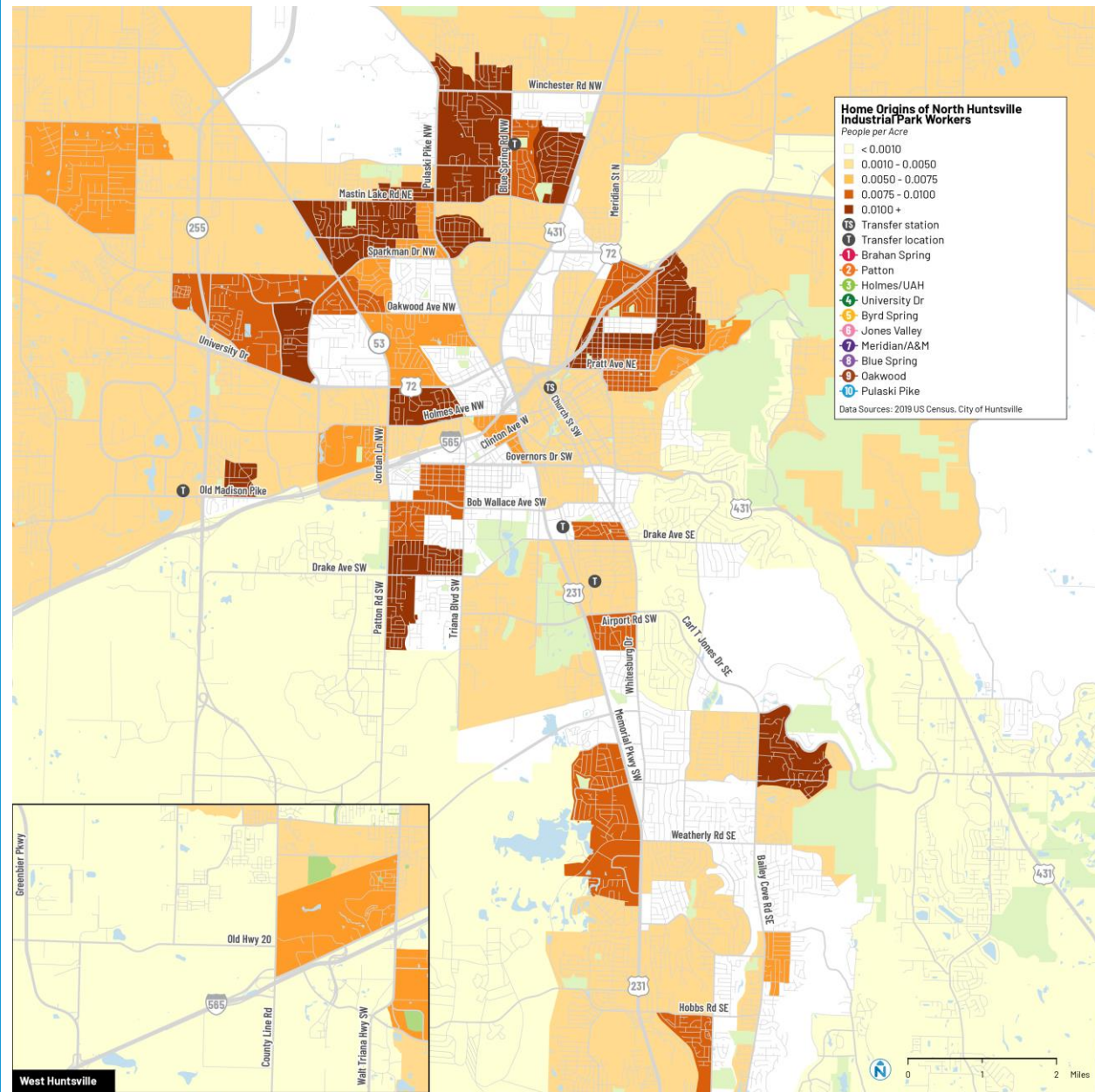


Existing Conditions Report Go Huntsville Transit

Home Origins of North Huntsville Industrial Park Employees

North Huntsville Industrial Park is located east of Pulaski Pike and north of Bob Wade Ln. Major companies include TMMAL and Meta Data Center.

Employees of North Huntsville Industrial Park predominately reside in North Huntsville and Southwest Huntsville.



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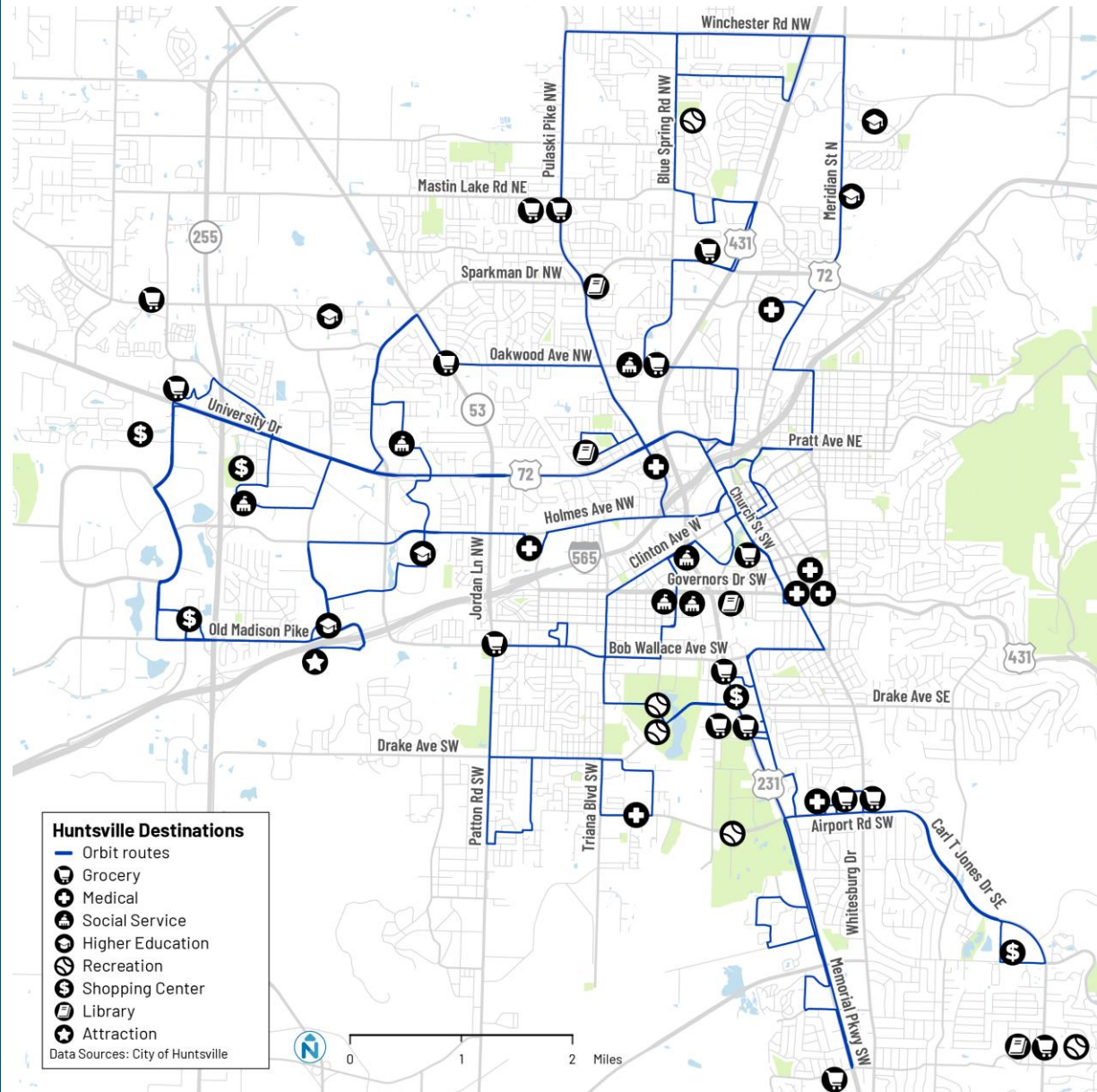
Go Huntsville Transit

Major Destinations

Orbit serves a variety of community destinations, including grocery stores, medical facilities, social service organizations, colleges, universities, community centers, shopping centers, and libraries.

However, several new destinations have emerged in recent years that are currently unserved by transit. These destinations include:

- Sandra Moon Community Complex
- John Hunt Park
- Publix Super Market at The Pinnacle at Providence



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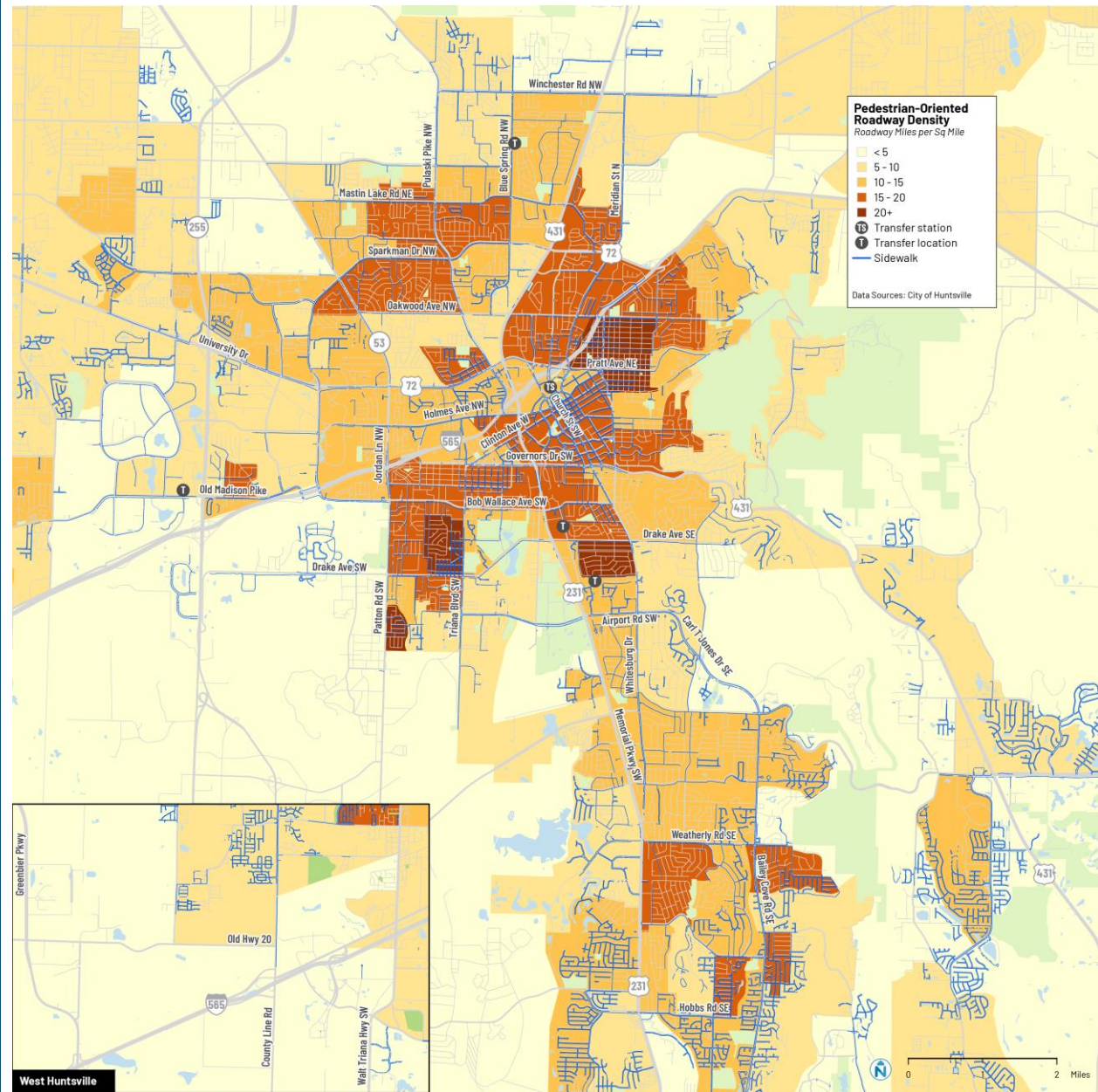
Pedestrian Access

The presence of sidewalks or walkable neighborhood streets are critical to transit access. Very walkable neighborhoods currently served by Orbit include:

- Five Points
- Crestwood
- Merrimack
- Lowe Mill
- Oakmont

Neighborhoods with poor walkability currently served by Orbit include:

- Rolling Hills
- Lakewood
- Jones Valley



Existing Conditions Report

Go Huntsville Transit

5 RIDER CHARACTERISTICS

This chapter will be updated to include the results from in-person and online rider surveys.

Existing Conditions Report

Go Huntsville Transit

6 KEY FINDINGS

Huntsville Transit (Orbit fixed-route service and Access paratransit service) does not operate on Sunday. Many riders and stakeholders have expressed a need for Sunday service.

Saturday service is slightly more productive than weekday service, indicating the need for longer hours and frequency upgrades on Saturday.

Orbit service ends at 9:00 p.m. on weekdays and at 7:00 p.m. on Saturday, earlier than the end time of employees working night shifts.

Only Orbit Routes 1, 2 and 4 run every 30 minutes on weekdays. Other Orbit routes run hourly on weekdays. However, Orbit Routes 8 and 9 generate ridership loads comparable to Orbit Routes 1, 2, and 4, indicating the need for 30-minute service Orbit for Routes 8 and 9 on weekdays.

Orbit Route 2 serves some of the most densely populated areas of Huntsville. However, the route serves few destinations compared to most other Orbit routes. Opportunities for improving Orbit Route 2 include providing riders with direct service to employment, higher education, and recreation.

Recently, new development and requests for transit service have increased in South Huntsville. The highest demand for transit exists along Memorial Parkway.

A new Huntsville Transfer Station with increased bus capacity and improved rider amenities is planned to open in 2024 at Church St and Pratt Ave. South Huntsville routes will have to travel a longer distance to reach the new station.

Recently established community destinations such as Sandra Moon Community Complex and John Hunt Park and are not currently served by Orbit.