



## **The Jonesboro Economical Transit System**

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The JETS Community Advisory Board, in a special meeting on October 28, 2008, unanimously approved a recommended change in JETS fixed routes as proposed by the JETS staff. The routes, as adjusted, would provide a significant expansion to JETS fixed route service, adding some 15% to the territory that is directly served. The result of serious route analysis that has been on-going since early July, these changes to JETS fixed routes are designed to provide more comprehensive and more economical service to the citizens of Jonesboro. These route changes are intended to be effective January 5, 2009, following approval by the Public Service Committee and the Jonesboro City Council, and after the required public notice being given throughout November and December.

The new system will serve Jonesboro with six fixed "metro" loops and an industrial loop, each having a bus running an hour route. Currently JETS has two fixed routes, each with two buses running service between terminals each hour. Additionally, JETS currently has one fixed route serving south Jonesboro with one bus that runs a two hour path between terminals and another connecting the Industrial Park with north Jonesboro each hour.

Another additional change will result in only three of JETS six routes serving Turtle Creek Mall. Currently all of JET service is routed through TCM, with the Mall serving as one of only three JETS transfer stations. The six new routes will have at least a dozen transfer stations, thereby giving JETS riders many more options as to how they might traverse Jonesboro.

Although all current non-industrial fixed routes may see some adjustment in the time of service to a particular stop, only a few of current fixed route stops will be abandoned. These stops that will no longer be directly served have shown extremely small ridership over the last six months. Additionally, most of the abandoned stops are within 1-2 blocks of the new JETS routes. The Board, in taking this action, also noted that JETS has received over the past three months serious community requests for expansion into the Jonesboro neighborhoods that will now see JETS service.

An important portion of the redesign of JETS routes is a major change to its service to the Jonesboro Industrial Park. Experience has shown the industrial fixed route to be very non-productive during the period between 8:00 am and 3:00 pm. Accordingly, JETS will discontinue its service along the industrial loop during those hours. However, JETS will redesign its early morning and late afternoon service to the Jonesboro industrial community to enhance the opportunity for those employed in the Industrial Park to use JETS. The new industrial route will begin from Downtown Jonesboro at 5:00 am, 30 minutes earlier than any JETS service currently begins, stop at the ASU Student Health Center for the convenience of those who either work at ASU or who live in the area of North Stadium/East Johnson, stop also at Turtle Creek Mall, and then proceed to significantly expanded service along the roads of the Industrial Park. The 5:00 am run is designed to have an employee delivered to his/her

work site by 5:45 am. JETS will also repeat this loop at 6:00 am and 7:00 am for those who employment begins at 7:00 am and 8:00 am. These industrial loops will be reversed in the afternoon to return employees to their stops of origin. The afternoon loops will be run at 3:00, 4:00, and 5:00 p.m.

Moreover, the JETS Board noted in approving the significant adjustment to JETS routes that almost all of the cost associated with this move will be offset by the savings of not running the Industrial Route from 8:00 am-3:00 pm, from ridership in the areas that will be newly served, and by increased ridership in south Jonesboro that is currently served inadequately. The Board also noted that the changes that it was approving will not affect JETS Paratransit service.

The JETS Community Advisory Board and JETS Transportation Coordinator request the Public Service Committee and the Jonesboro City Council approval of the proposed adjustment to JETS routes described above at the earliest possible opportunity.

**Note: Please See Attached Route Map and Route Descriptions**