



**RTS Mission Statement:**  
To provide our community with a safe,  
courteous and reliable transportation alternative.



# Rapid Transit Feasibility Study

**Update to the MTPO CAC,  
TAC, BPAB, MTPO Board,  
and Plan East Gainesville  
Subcommittee**



**Tindale-Oliver & Associates, Inc.**  
Planning and Engineering

# Today's Agenda

- Study objectives
- Overview of Tasks
- Key BRT Objectives
- Public Involvement
- Evaluation Tool, Criteria and Scoring
- Initial Corridor Scores
- Next Steps

# Study Objectives

- Determine the ***feasibility*** of Bus Rapid Transit improvements on a ***locally preferred corridor*** for eligibility in Federal ***Small Starts*** and ***Very Small Starts*** program
- Implement a ***public involvement plan*** that incorporates public involvement activities designed to ***educate residents about BRT*** and ***obtain public opinions*** and feedback.
- Assess the ***potential application*** of bus service enhancements, BRT transit technologies, and specific premium transit elements to the study corridors.

# Small Starts Must:

- Be new corridor-based bus project with all of the following minimum elements:
  - *Substantial transit stations,*
  - *Traffic signal priority/pre-emption,*
  - *Low-floor vehicles* or level boarding,
  - *Branding* of the proposed service, and
  - *10 minute peak/15 minute off peak headways* or better while operating at least *14 hours per weekday.*

# Very Small Starts Must Have:

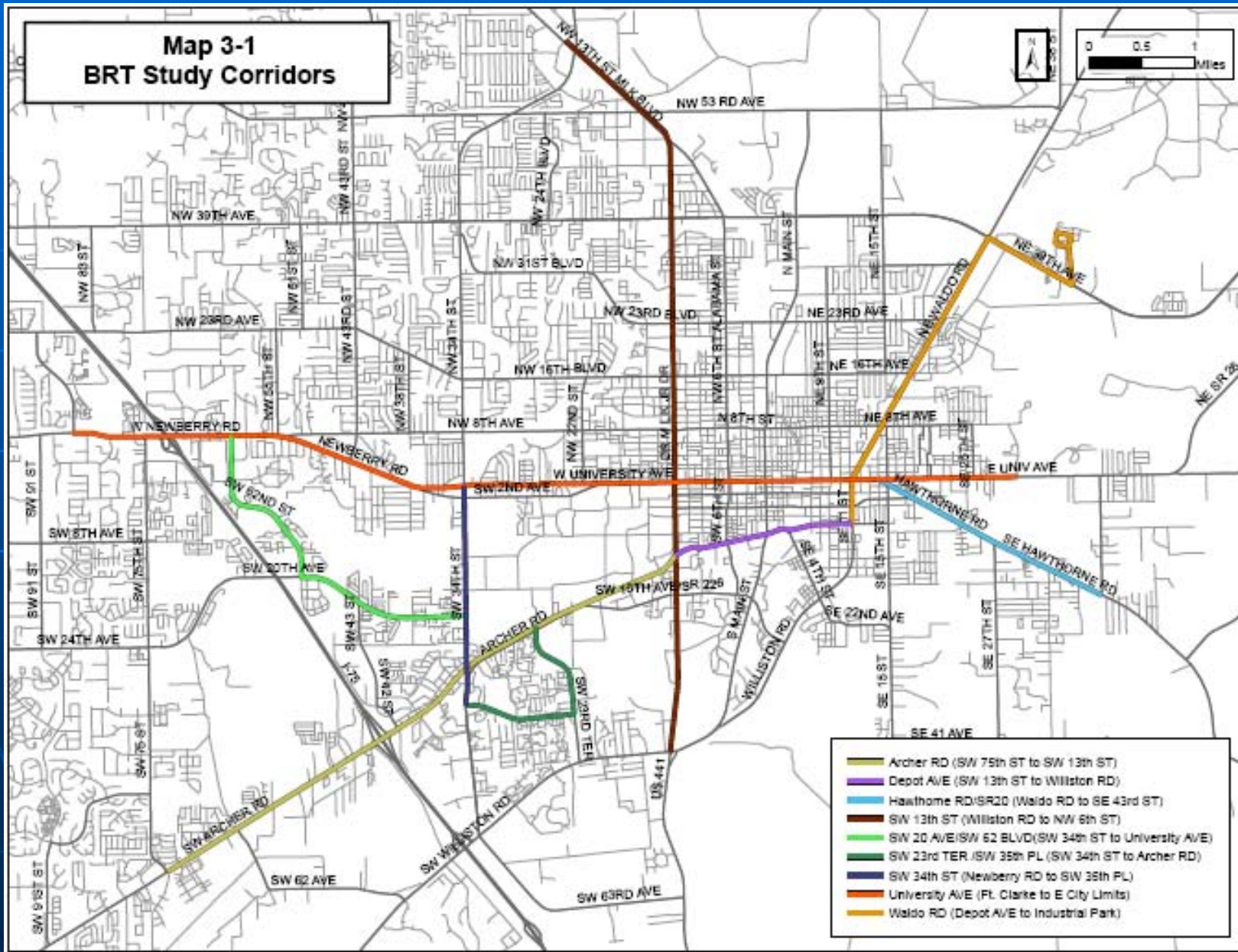
- ***Substantial transit stations,***
- ***Traffic signal priority/pre-emption***
- ***Low-floor vehicles*** or level boarding,
- ***Branding*** of the proposed service,
- ***10 minute peak/15 minute off peak headways*** or better while operating at least ***14 hours per weekday,***
- Are in corridors with ***existing riders*** that ***exceed 3,000 per average weekday***

# Study Objectives

- Conduct a ***corridor assessment and prioritization analysis*** to determine the best corridors for near term BRT application.
- Ensure ***consistency with the 2025 LRTP*** in regard to improving mobility and alleviating traffic congestion in the Gainesville area.
- Provide an ***environmentally-friendly alternative transportation choice*** for Gainesville.



# Potential BRT Corridors



# Overview of Tasks

- Task 1: Project Management & Coordination
- Task 2: Develop a Public Involvement Plan (PIP) and conduct public workshops
- Task 3: Collect Data and coordinate with local transportation organizations
- Task 4: Identify Potential Corridors for Rapid Transit Consideration
- Task 5: Develop Criteria Screening Process for Corridor Evaluation



# Overview of Tasks

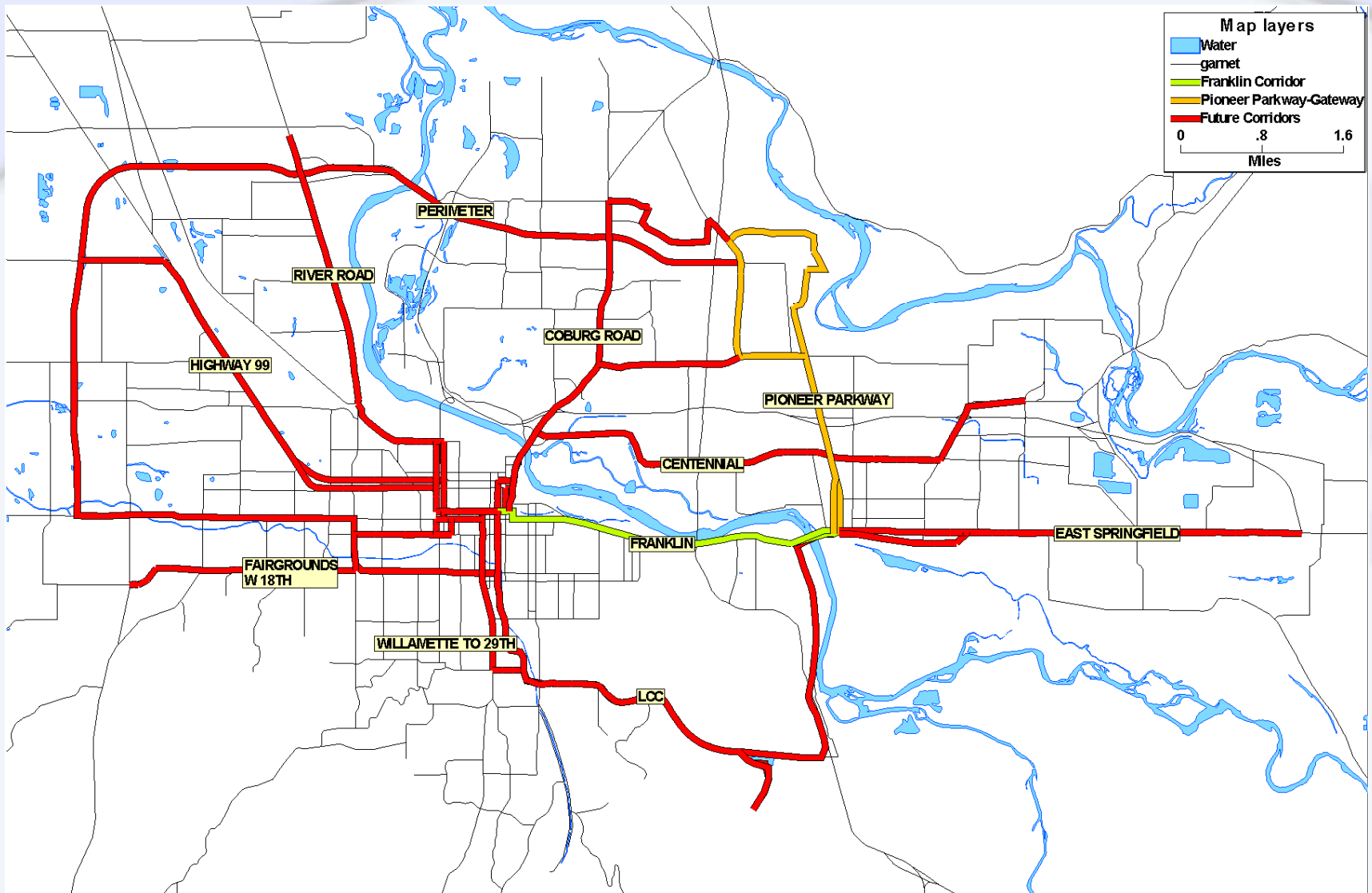
- Task 6: Conduct Technology Assessment
- Task 7: Conduct Corridor Selection and Refinement
- Task 8: Prioritize Alternative Service/Configurations
- Task 9: Select Final Priority Corridors and Prepare Implementation Plans
- Task10: Develop BRT Project Schedule and Milestones
- Task11: Prepare Draft – Final Report

# BRT Key Objectives

- Improve image of transit
  - Operate like rail
    - “Stations” rather than “stops”
    - Unique identity/branding
  - Use new technology
    - Signal priority, real-time signs, stop announcements
  - Reduce travel time by 20%
  - Develop in partnership with City and community
- Increase corridor ridership



# EmX System Map



# Public Involvement Plan

- Direct Involvement Activities
  - Project Management Team
  - Opinion Surveys
  - Public Workshops
  - Stakeholder Interviews
  - BRT Symposium
  - Local Government Agencies
  - MTPo Board and Advisory Committees

# Public Involvement Plan

- Indirect involvement activities
  - Public Involvement Plan
  - Web-blast newsletter – corresponds to workshop phases
  - Press releases/flyers – workshops
  - Technical reports posted to RTS Web site
  - Legal advertisement
  - Mailing/contact lists
  - Additional Presentation and Workshop Materials



# Public Involvement Activities

- BRT Symposium
  - October 2008
- Open House Workshops
  - October 2008
- Consensus Building Workshops
  - January 2009
- Prioritization Workshop
  - Later phase



# Evaluation Tool

- Purpose: Identify data and measures that could be applied to all eight corridors equitably
- Potentially weight criteria and measures to emphasize importance
- Four Parts:
  - Market Potential
  - Travel Flows/Patterns
  - Roadway/Intersection Improvements
  - Accessibility/Compatibility

# Market Potential

- Current corridor ridership
- Potential BRT corridor ridership
- Density Threshold Analysis =  
Employment and residential density  
using 2007 and 2035 data
- Transit Dependency
- University context area and riderhip
- Public Involvement

# Travel Flows/Patterns

- Existing and future Travel Demand Flows (2007 and 2035)
- Existing and Future trip lengths (2007 and 2035)

# Roadway/Intersection Improvements and Accessibility

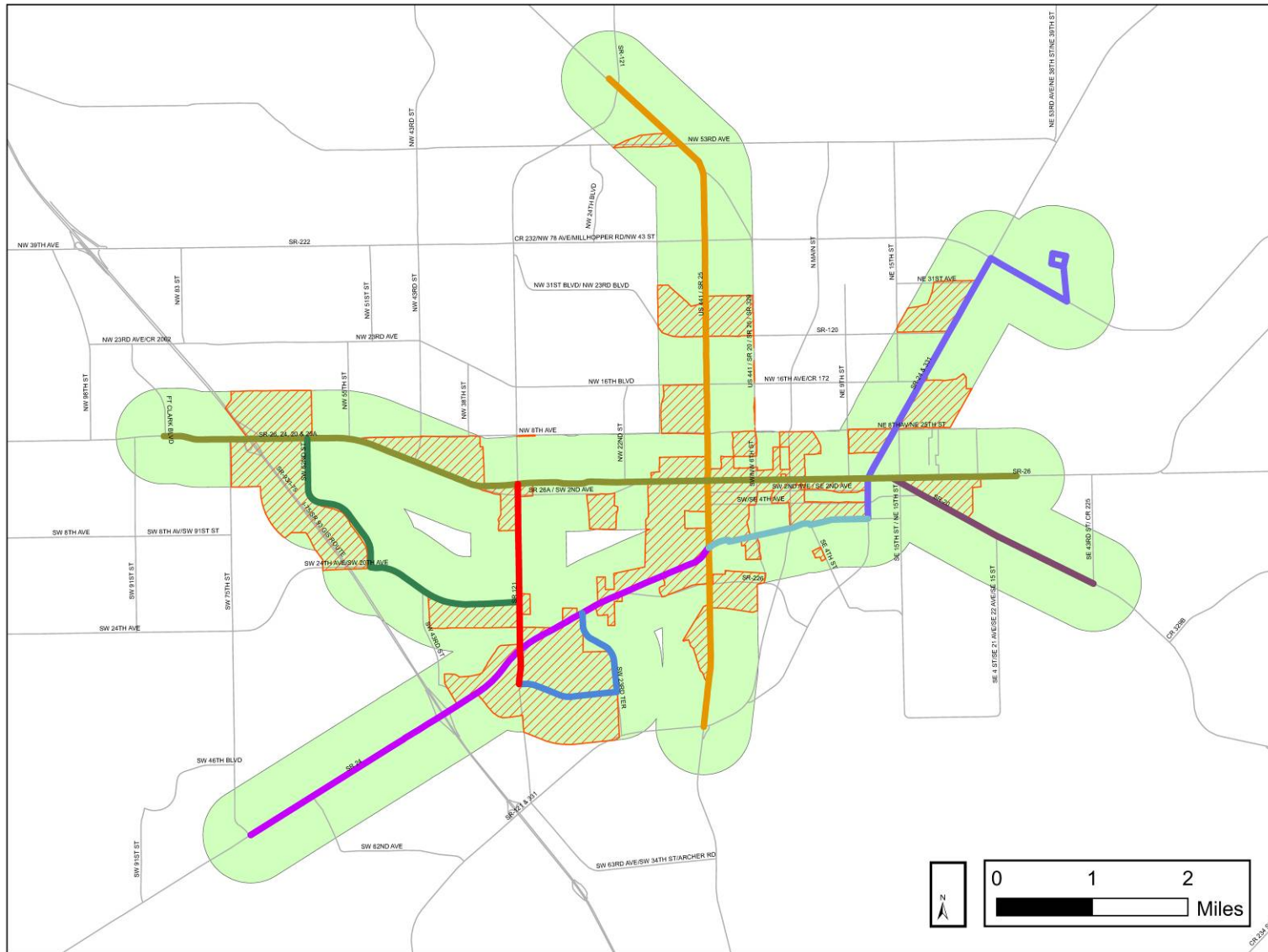
- Roadway/Intersection Improvements
  - Right-of-way availabilities
  - Intersection geometries
- Accessibility
  - Transit connectivity
  - Coordination of improvements
  - Environmental Justice



Strategy/Objective	Criteria	Measure	Weight
A. Transit Demand/Market Potential	1. Current corridor ridership - 2007	Total existing average weekday ridership per mile	3
	2. Projected future corridor ridership	Projected future average weekday ridership per mile	3
	3. Existing conditions Density Threshold Assessment (DTA) - 2007	DTA index scoring based on combined existing residential and employment density within a ½-mile buffer of proposed corridor	2
	4. Future conditions Density Threshold Assessment (DTA) - 2035	DTA index scoring based on combined future residential and employment density within a ½-mile buffer of proposed corridor	2
	5. Transit dependency	Index scoring based on Census demographics related to propensity for transit use within ½-mile buffer of proposed corridor	2
	6. University context area	Percent of proposed corridor adjacent to or within ½-mile of census tracts with residential areas consisting of > 30% student population	2
	7. University ridership	Percent of proposed corridor that overlaps existing local bus routes experiencing > 40% student and university faculty ridership	2
	8. Public Involvement	Total votes earned by analysis corridors preferred by public workshop participants	1
B. Travel Flows/Traffic Condition	1. Existing travel demand model flows - 2007	Number of person trips per mile occurring between TAZs within a ½-mile buffer of the proposed corridor	1
	2. Future travel demand model flows - 2035	Number of person trips per mile occurring between TAZs within a ½-mile buffer of the proposed corridor	1
	3. Existing trip lengths - 2007	Proportion of longer person trips occurring between TAZs within a ½-mile buffer of the proposed corridor	1
	4. Future trip lengths -2035	Proportion of longer person trips occurring between TAZs within a ½-mile buffer of the proposed corridor	1
C. Roadway/Intersection Improvements	1. Right-of-way availability	Width of available right-of-way or excess roadway capacity available for exclusive running way facilities from GIS parcel data	3
	2. Intersection geometries	Number of intersections eligible for bus preferential treatment applications per total signalized intersections	2
D. Accessibility/Compatibility	1. Transit connectivity	Number of transfer opportunities with existing non-parallel transit routes per mile	1
	2. Potential for coordinated improvements	Review of transportation system modifications to include planned and/or programmed roadway, bicycle and pedestrian facilities along the corridor	2
	3. Environmental justice	Coverage of minority and/or other underrepresented populations within ½-mile buffer of the corridor	2

# Analysis Tool with Criteria and Measures

# 2007 Density Threshold Analysis



## RTS Rapid Transit Study

### Legend

#### BRT Study Corridors

- Archer RD (SW 75th ST to SW 13th ST)
- Depot Ave (SW 13th ST to Williston RD)
- Hawthorne RD/SR20 (Waldo RD to SE 43rd ST)
- SW 13th ST (Williston RD to NW 6th ST)
- SW 20 Ave/SW 62 Blvd (SW 34th ST to University Ave)
- SW 23rd TER / SW 35th PL (SW 34th ST to Archer RD)
- SW 34th ST (Newberry RD to SW 35th PL)
- University Ave (FL Clarke to E City Limits)
- Waldo RD (Depot Ave to Industrial Park)

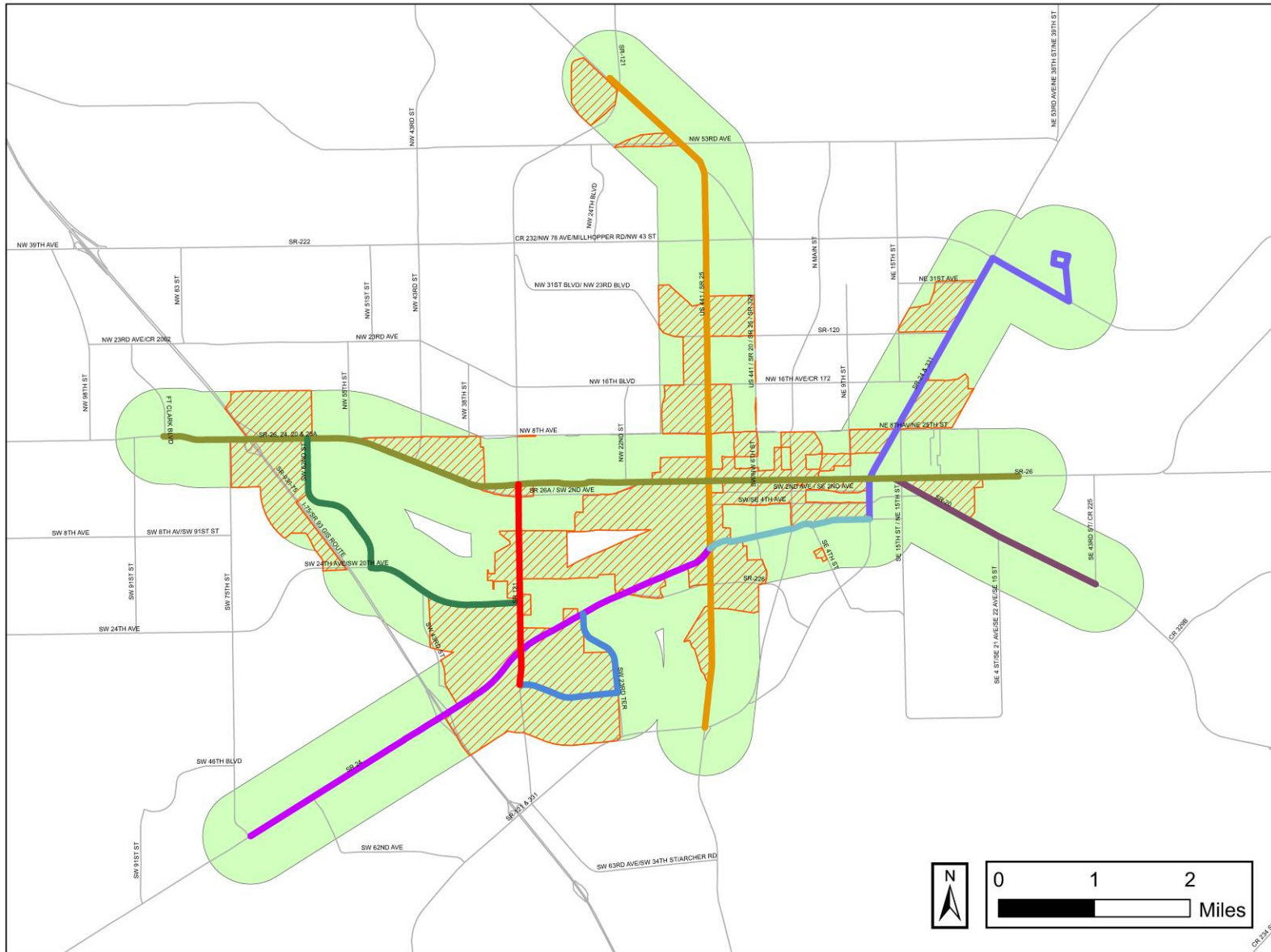
#### 2007 Density Threshold Analysis

- High Employment and/or Residential Density TAZs
- 0.5-mile Buffer

#### Roadway

2007  
Density Threshold Analysis

# 2035 Density Threshold Analysis



## RTS Rapid Transit Study

### Legend

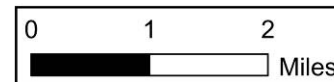
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- SW 34th ST (Newberry RD to SW 35th PL)
- University Ave (Ft. Clarke to E City Limits)
- Waldo RD (Depot Ave to Industrial Park)

#### 2035 Density Thresholds Analysis

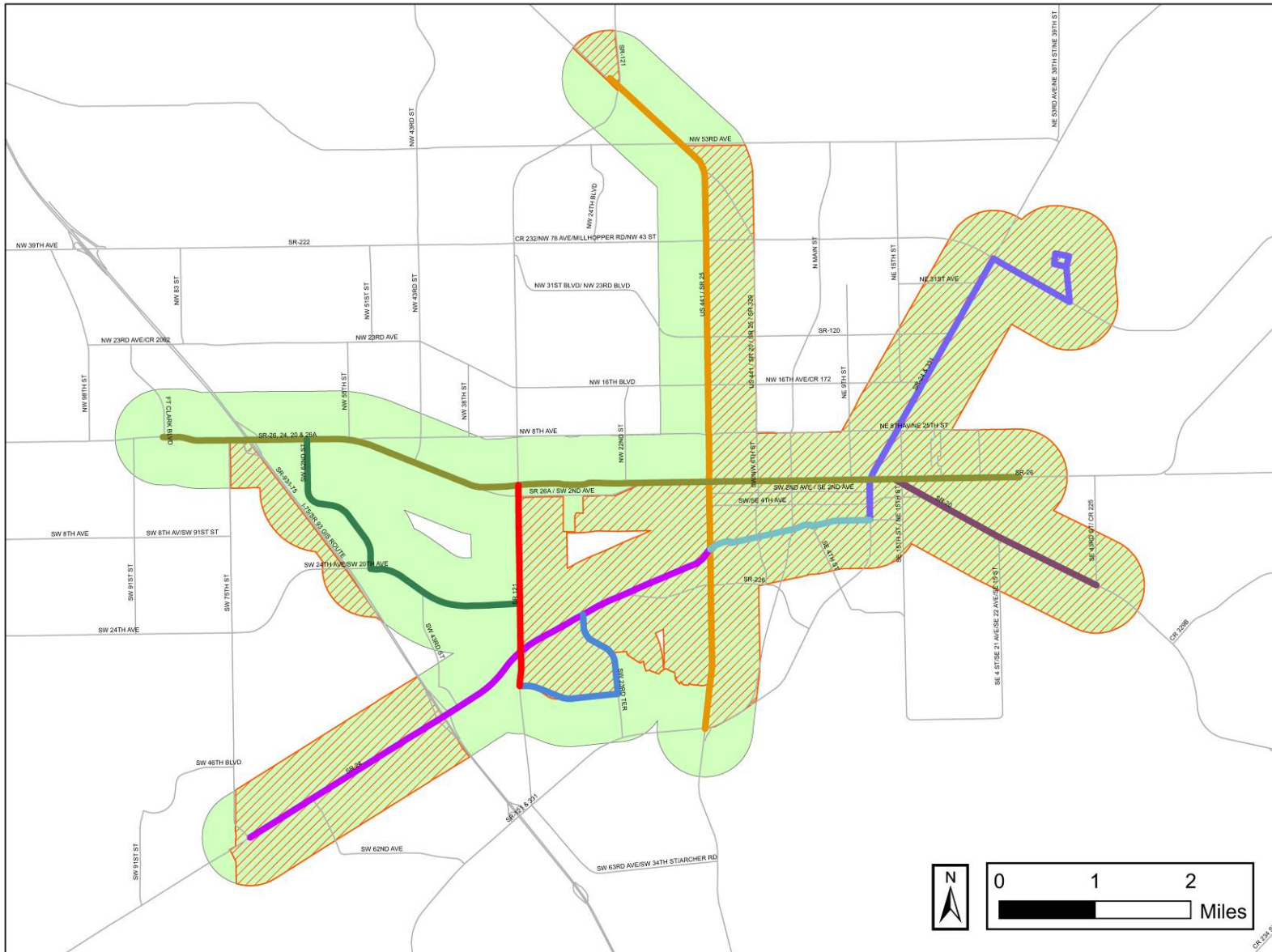
- High Employment and/or Population Density TAZs
- 0.5-mile Buffer
- Roadway

2035  
Density Threshold Analysis





# Environmental Justice



## RTS Rapid Transit Study

### Legend

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- Archer RD (SW 75th ST to SW 13th ST)
- Depot AVE (SW 13th ST to Williston RD)
- Hawthorne RD/SR20 (Waldo RD to SE 43rd ST)
- SW 13th ST (Williston RD to NW 6th ST)
- SW 20 AVE/SW 62 BLVD (SW 34th ST to University AVE)
- SW 23rd TER /SW 35th PL (SW 34th ST to Archer RD)
- SW 34th TER (Newberry RD to SW 35th PL)
- University AVE (Ft. Clarke to E City Limits)
- Waldo RD (Depot AVE to Industrial Park)

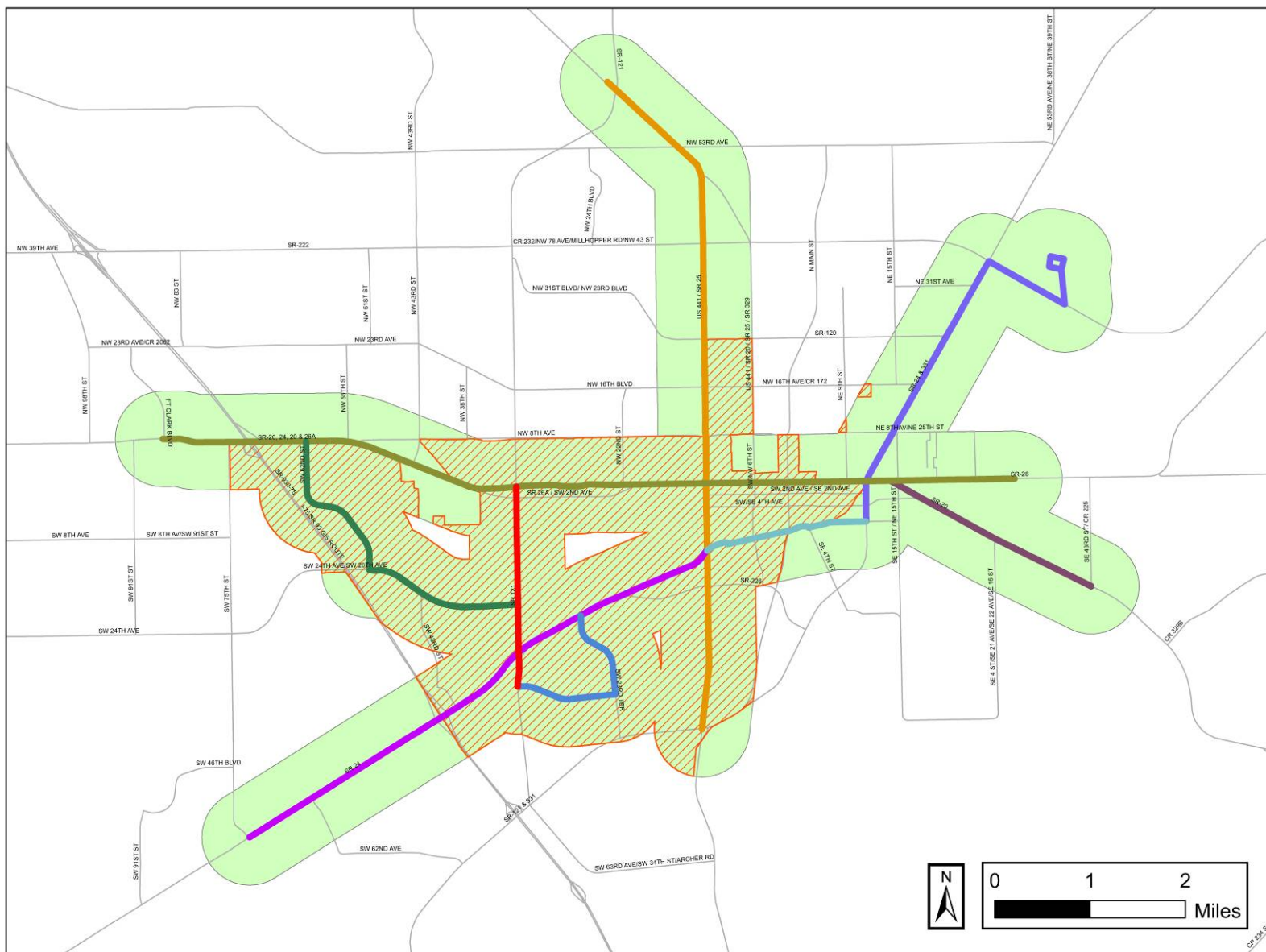
#### Minority Tracts

- ▨ Tracts with Minority Population > 30%
- ▨ 0.5-mile Buffer

#### Roadway

Environmental Justice



# University Context Area



**RTS**  
**Rapid Transit Study**

### Legend

### BRT Study Corridors

- Archer RD (SW 75th St to SW 13th St)
- Depot AVE (SW 13th St to Williston RD)
- Hawthorne RD/SR20 (Waldo RD to SE 43rd St)
- SW 13th St (Williston RD to NW 6th St)
- SW 20 AVE/SW 62 BLVD (SW 34th St to University AVE)
- SW 23rd TER/SW 35th PL (SW 34th St to Archer RD)
- SW 34th St (Newberry RD to SW 35th PL)
- University AVE (E. Clarke to E City Limits)
- Waldo RD (Depot AVE to Industrial Park)
- University Context Area**
-  Tracts with Student Population > 30%
- 0.5-mile Buffer**
-  Roadway

## University Context Area

 Tracts with Student Population > 30%

0.5-mile Buffer

 Roadway

University Context Area



# Initial Scores – With Weights

Corridor	Criteria
	Total Score
Archer RD (SW 75th ST to SW 13th ST)	89
Depot AVE (SW 13th ST to Williston RD)	77
Hawthorne RD/SR20 (Waldo RD to SE 43rd ST)	51
SW 13th ST (Williston RD to NW 6th ST)	41
SW 20 AVE/SW 62 BLVD(SW 34th ST to University AVE)	81
SW 23rd TER /SW 35th PL (SW 34th ST to Archer RD)	95
SW 34th ST (Newberry RD to SW 35th PL)	97
University AVE (Ft. Clarke to E City Limits)	41
Waldo RD (Depot AVE to Industrial Park)	55

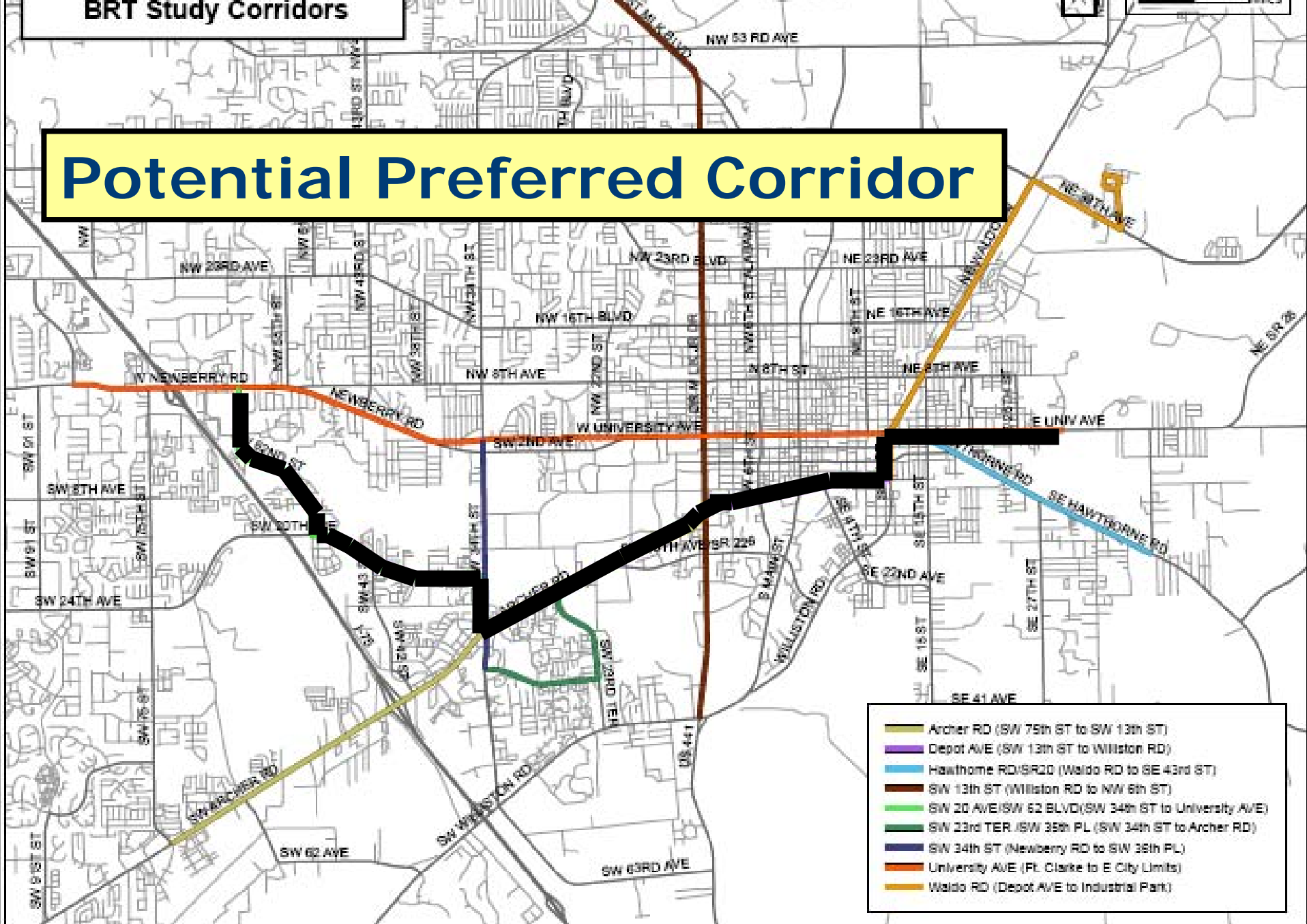
# Initial Scores – No weights

Corridor	Criteria
	Total Score
Archer RD (SW 75th ST to SW 13th ST)	51
Depot AVE (SW 13th ST to Williston RD)	43
Hawthorne RD/SR20 (Waldo RD to SE 43rd ST)	29
SW 13th ST (Williston RD to NW 6th ST)	23
SW 20 AVE/SW 62 BLVD(SW 34th ST to University AVE)	45
SW 23rd TER /SW 35th PL (SW 34th ST to Archer RD)	47
SW 34th ST (Newberry RD to SW 35th PL)	53
University AVE (Ft. Clarke to E City Limits)	27
Waldo RD (Depot AVE to Industrial Park)	33

# Next Steps

- Conduct Technology Assessment
- Refine Corridors
- Develop preferred configurations
- Establish final locally preferred corridor

# Potential Preferred Corridor



# Potential First Phase BRT

