

# Annual Transit Ridership Monitoring Report

Fiscal Year 2011-12

March 29, 2013



Metropolitan Transportation Planning Organization  
for the Gainesville Urbanized Area



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With Assistance from:

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March 29, 2013

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# Introduction

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# Introduction

Public transportation is provided in the City of Gainesville, and adjacent areas of Alachua County, by the City of Gainesville Regional Transit System. The Regional Transit System operates a fleet of 88 diesel buses on its fixed-route system within a service area of approximately 74 square miles and over 149,000 population. There are 36 routes in the system, including ten routes that serve the University of Florida campus. During full service weekdays, the Regional Transit System operates 21 fixed routes, four late evening routes and nine routes on the University of Florida campus.

From 1991 through 1994, the Regional Transit System experienced declining ridership. However, in 1997, a partnership between the University of Florida and the City of Gainesville enabled the Regional Transit System to realign some of its existing fixed routes and to increase frequencies to provide better connections between routes and better service to the University of Florida campus. This partnership included pre-paid unlimited transit access for all University of Florida students, staff and faculty. Since 1996, ridership on the system has increased from about two million annual riders to more than ten million annual riders today.

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# Chapter I

## Annual Ridership Trend Systemwide, 1991-2012

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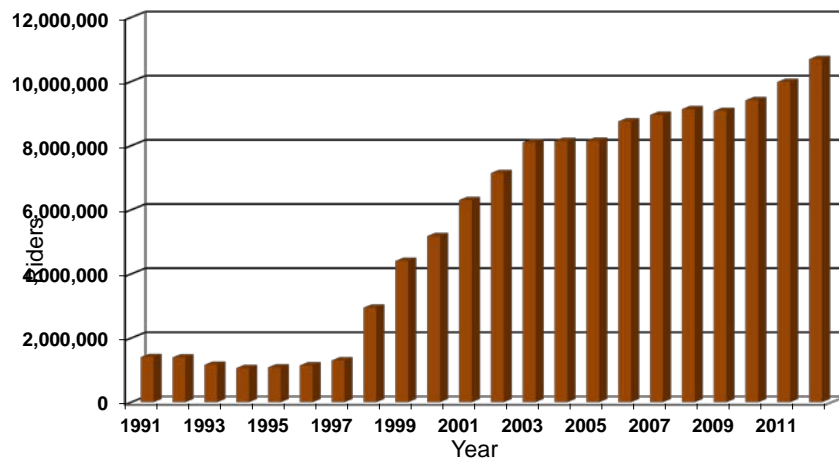
## Chapter I: Annual Ridership Trend Systemwide, 1991-2012

This chapter provides an overview of the systemwide transit ridership trends from 1991 to 2012 (see Illustration 1.1). Significant increases in ridership started in 1998, the year after the City of Gainesville and the University of Florida partnership was established.

Illustration 1.2 shows the distribution of average annual ridership from 2007 to 2012 on different routes. As shown in Illustration 1.2, routes 1, 5, 9, 12, 20 and 35 have the highest annual average ridership, ranging from 400,000 riders per day to 925,000 riders per day.

Illustration 1.1

### Annual Regional Transit System Ridership Systemwide, 1991-2012





# Chapter II

## Monthly Ridership Trend

### City Routes, 2007-2012

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## Chapter II: Monthly Ridership Trend City Routes, 2007-2012

The Transportation Mobility element of the City of Gainesville Comprehensive Plan identifies 23 areas as major trip “generators” or “attractors”. These areas are identified based on the existing and future land use map series, including neighborhood centers within the City and those identified by Alachua County in the unincorporated portions of the Gainesville Urbanized Area.

The routes with the highest annual average ridership are 1, 9, 12, 20, 21 and 35. Illustration 2.1 shows the annual total ridership for each route for Fiscal Year 2011-12. The following paragraphs and illustrations show monthly growth trends for each of these routes.

**Table 2.1**

### Major Trip Generators and Attractors - City of Gainesville Fiscal Year 2011-12

Generator/Attractor	Bus Route
Santa Fe College	6, 10, 43
Oaks Mall	5, 20, 75
Archer Road/Butler Plaza	1, 12, 34, 75
Westgate Regency	5, 43
Millhopper	10, 43
Ridgeway Village	8
Northwood Village	8
NW 13th Street at 39th Avenue	6, 15
Gainesville Mall	6, 8, 15
University of Florida, Shands and Veteran's Hospital	1, 5, 8, 9, 10, 12, 13, 16, 20, 21, 35, 36, 43
SW 13th Street	8, 13, 16
Downtown Gainesville	1, 2, 5, 6, 7, 43, 24, 11, 15, 10
Gainesville Shopping Center	13
Airport	None
Tacachale (Sunland Center)	24
SE Hawthorne Road at SE 27th Street	7
Royal Park Plaza	5, 43

Source: City of Gainesville Regional Transit System Transit Development Plan Fiscal Year 2007 – Fiscal Year 2011, July 2006, page I-31.

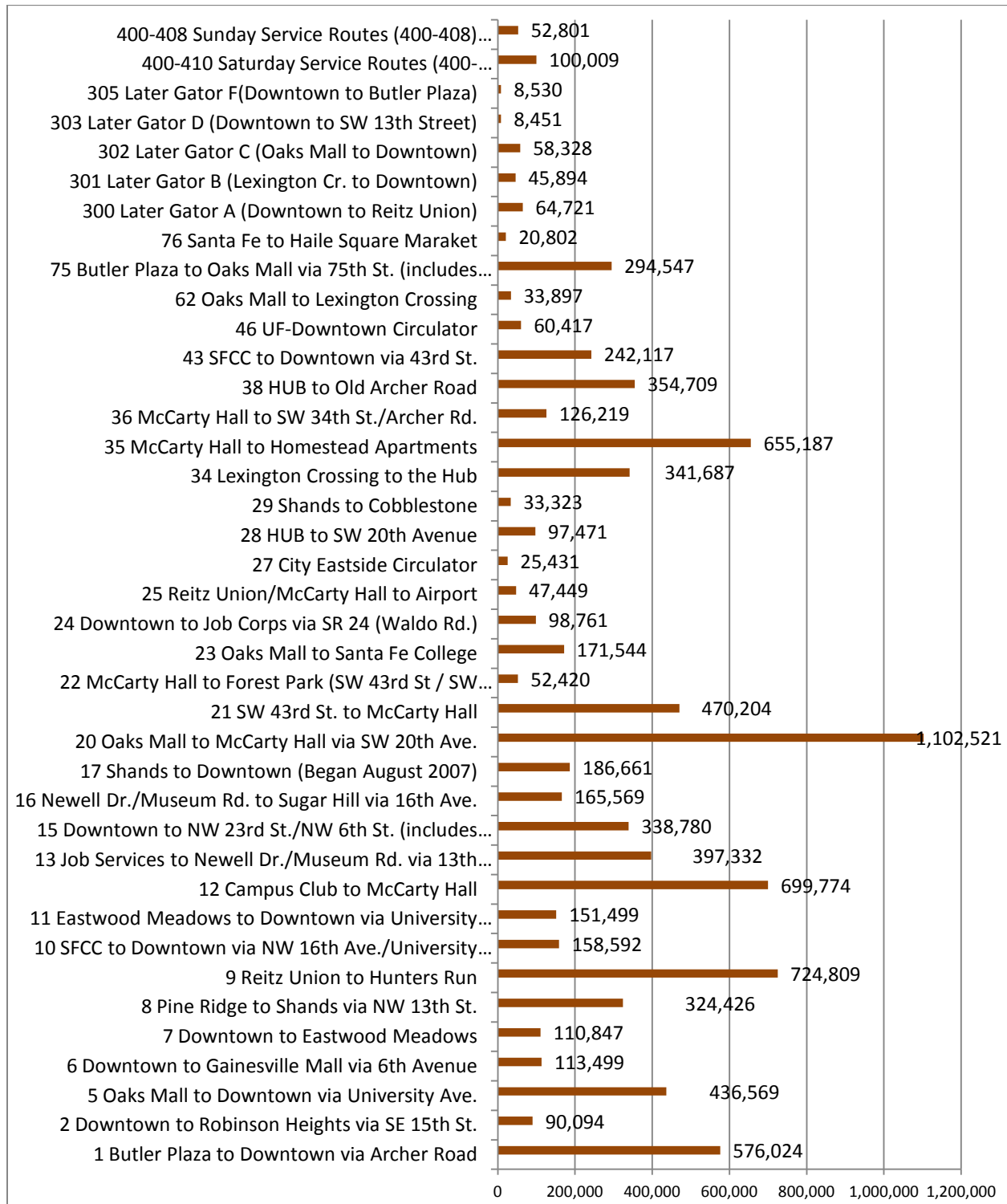
**Table 2.2**

**Total Ridership - City Routes**  
**Fiscal Year 2011-12**

<b>Route Number</b>	<b>Route Name</b>	<b>FY 2012 Total</b>
1	Butler Plaza to Downtown via Archer Road	576,024
2	Downtown to Robinson Heights via SE 15th Street	90,094
5	Oaks Mall to Downtown via University Avenue	436,569
6	Downtown to Gainesville Mall via 6th Avenue	113,499
7	Downtown to Eastwood Meadows	110,847
8	Pine Ridge to Shands via NW 13th Street	324,426
9	Reitz Union to Hunters Run	724,809
10	Santa Fe College to Downtown via NW 16th Avenue/University Avenue	158,592
11	Eastwood Meadows to Downtown via University Avenue	151,499
12	Campus Club to McCarty Hall	699,774
13	Job Services to Newell Drive/Museum Road via 13th Street	397,332
15	Downtown to NW 23rd Street/NW 6th Street (includes Saturday service)	338,780
16	Newell Drive/Museum Road to Sugar Hill via 16th Avenue	165,569
17	Shands to Downtown	186,661
20	Oaks Mall to McCarty Hall via SW 20th Avenue	1,102,521
21	SW 43rd Street to McCarty Hall	470,204
22	McCarty Hall to Forest Park (SW 43rd St / SW 24th Avenue)	52,420
23	Oaks Mall to Santa Fe College	171,544
24	Downtown to Job Corps via SR 24 (Waldo Road)	98,761
25	Reitz Union/McCarty Hall to Airport	47,449
27	City Eastside Circulator	25,431
28	University of Florida Hub to SW 20th Avenue	97,471
29	Shands to Cobblestone	33,323
34	Lexington Crossing to the University of Florida Hub	341,687
35	McCarty Hall to Homestead Apartments	655,187
36	McCarty Hall to SW 34th Street/Archer Road	126,219
38	University of Florida Hub to Old Archer Road	354,709
43	Santa Fe College to Downtown via 43rd Street	242,117
46	University of Florida Downtown Circulator	60,417
62	Oaks Mall to Lexington Crossing	33,897
75	Butler Plaza to Oaks Mall via 75th Street (includes Saturday service)	294,547
76	Santa Fe to Haile Square Maraket	20,802
300	Later Gator A (Downtown to Reitz Union)	64,721
301	Later Gator B (Lexington Crossing to Downtown)	45,894
302	Later Gator C (Oaks Mall to Downtown)	58,328
303	Later Gator D (Downtown to SW 13th Street)	8,451
305	Later Gator F (Downtown to Butler Plaza)	8,530
400-410	Saturday Service Routes (400-410)(excluding 407)	100,009
400-408	Sunday Service Routes (400-408) (excluding 409 & 410)	52,801

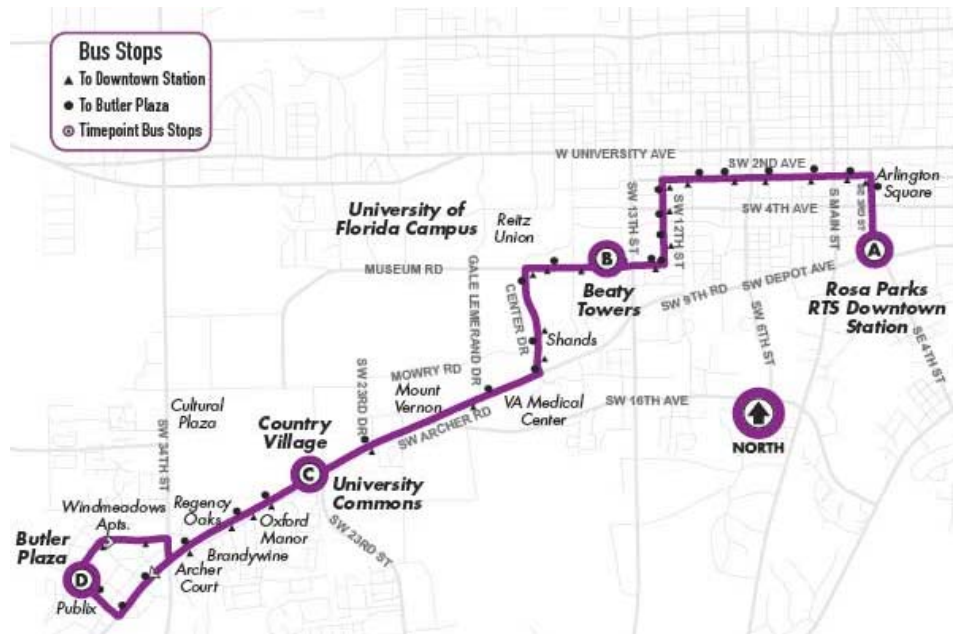
## Illustration 2.1

### Total Ridership - City Routes Fiscal Year 2010-11



## Illustration 2.2

### Route 1 Map Rosa Parks Downtown Station to Butler Plaza

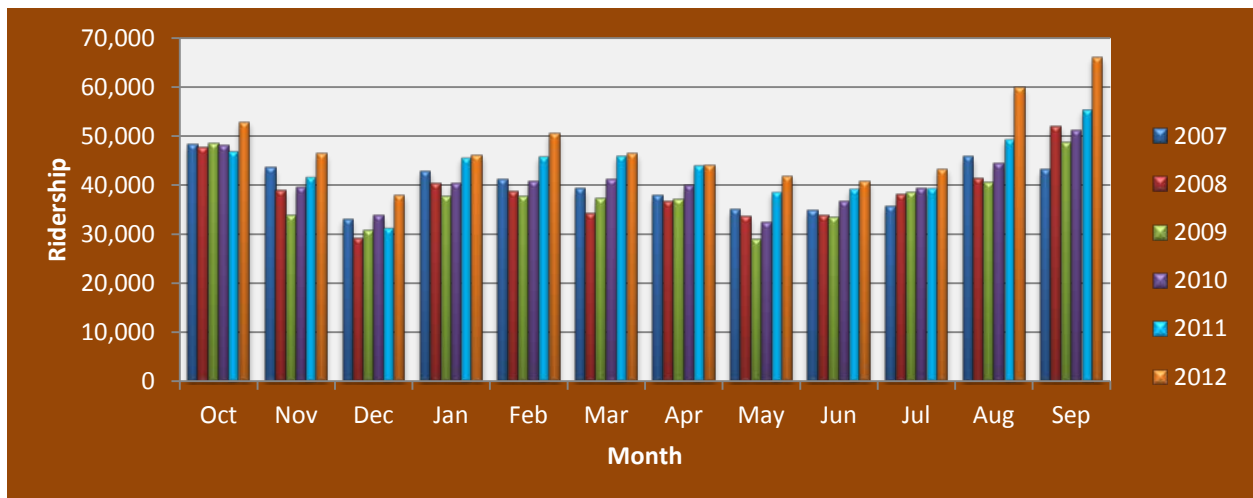


Source: <http://go-rt.com/schedule.php>

Illustration 2.3 shows monthly ridership on Route 1 from Rosa Parks Downtown Station to Butler Plaza.

## Illustration 2.3

### Monthly Trend for Route 1 City of Gainesville, 2007-2011



## Illustration 2.4

### Route 9 Map Reitz Union to Hunters Run

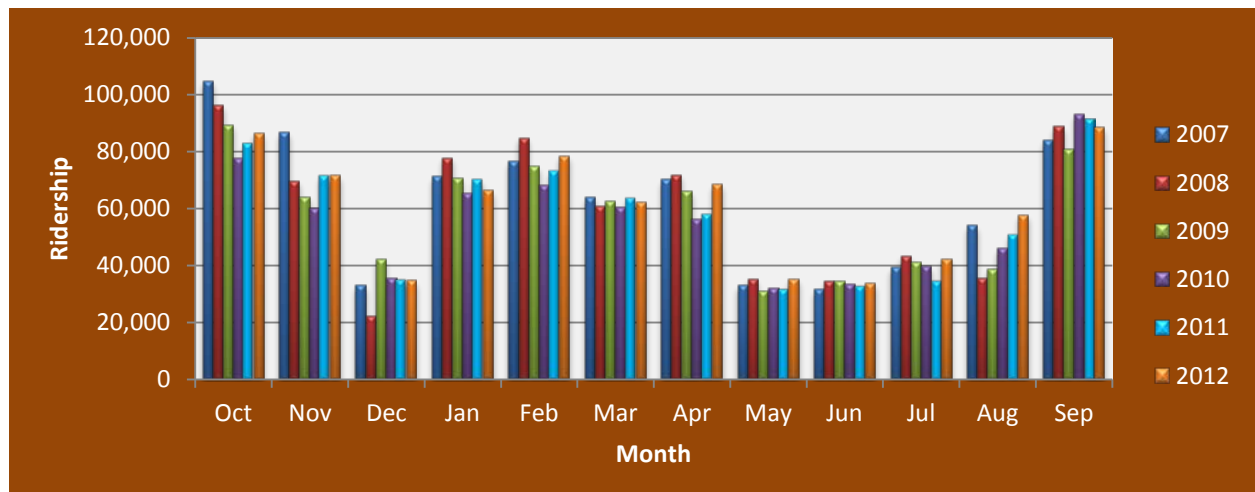


Source: <http://go-rtts.com/schedule.php>

Illustration 2.5 shows monthly ridership trends for Route 9 from Reitz Union to Hunters Run.

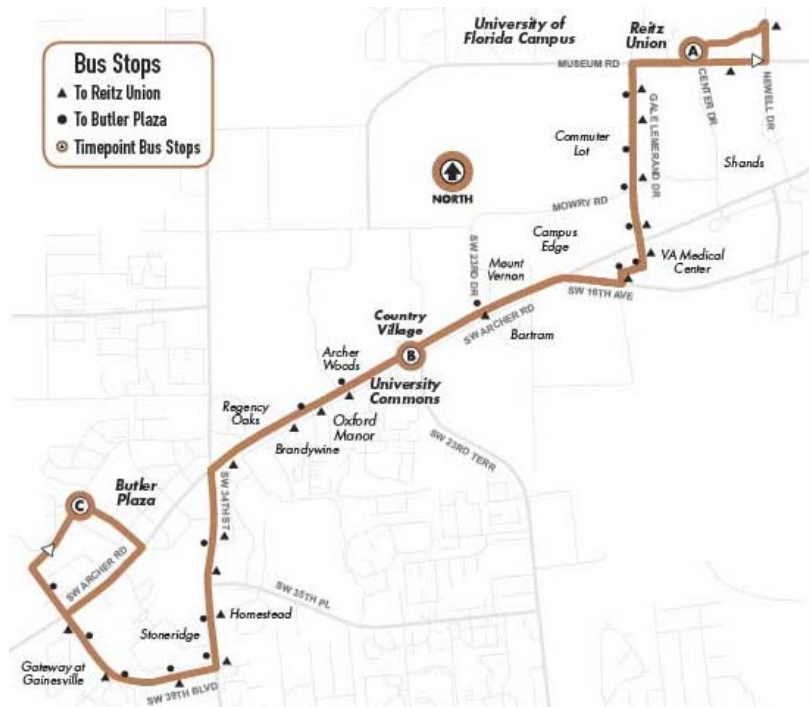
## Illustration 2.5

### Monthly Trend for Route 9 City of Gainesville, 2007-2011



## Illustration 2.6

### Route 12 Map Reitz Union to Butler Plaza

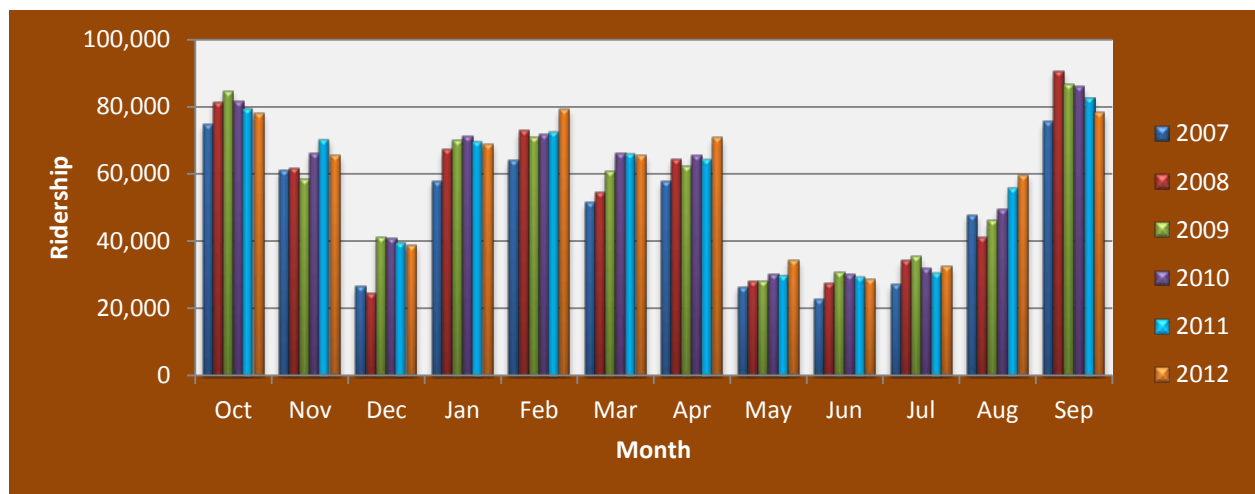


Source: <http://go-rt.com/schedule.php>

Illustration 2.7 shows monthly ridership trends for Route 12 from Reitz Union to Butler Plaza.

## Illustration 2.7

### Monthly Trend for Route 12 City of Gainesville, 2007-2011



## Illustration 2.8

### Route 20 Map Oaks Mall to Reitz Union



Source: <http://go-rt.com/schedule.php>

Illustration 2.9 shows monthly ridership trends on Route 20 from Reitz Union to Oaks Mall. The monthly ridership on Route 20 increased during Fiscal Year 2010-11 compared with previous monthly ridership except for the month of July.

## Illustration 2.9

### Monthly Trend for Route 20 City of Gainesville, 2007-2011

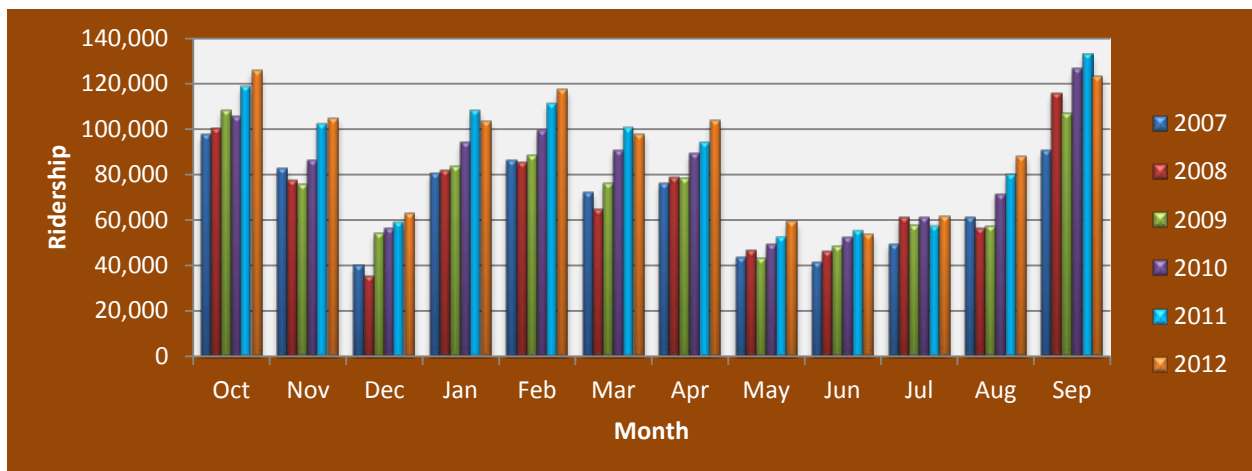




Illustration 2.10

Route 21 Map Reitz Union to Cabana Beach



Source: <http://go-rt.com/schedule.php>

Illustration 2.11 shows monthly ridership trends on Route 21 from Reitz Union to Cabana Beach. The monthly ridership on Route 21 increased dramatically during the summer (May, June, and July) for Fiscal Year 2010-11 compared with other months.

Illustration 2.11

Monthly Trend for Route 21  
City of Gainesville, 2007-2011

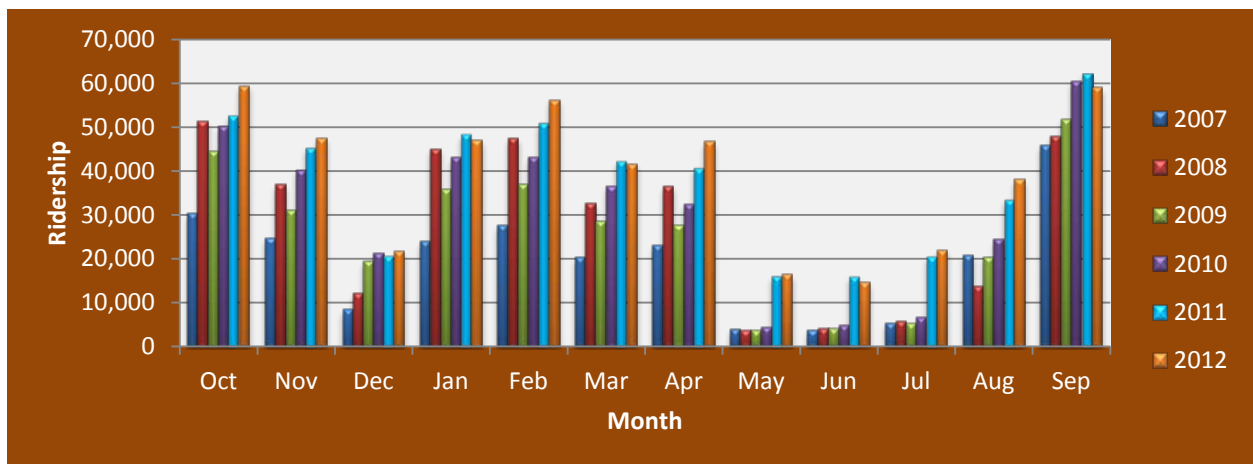
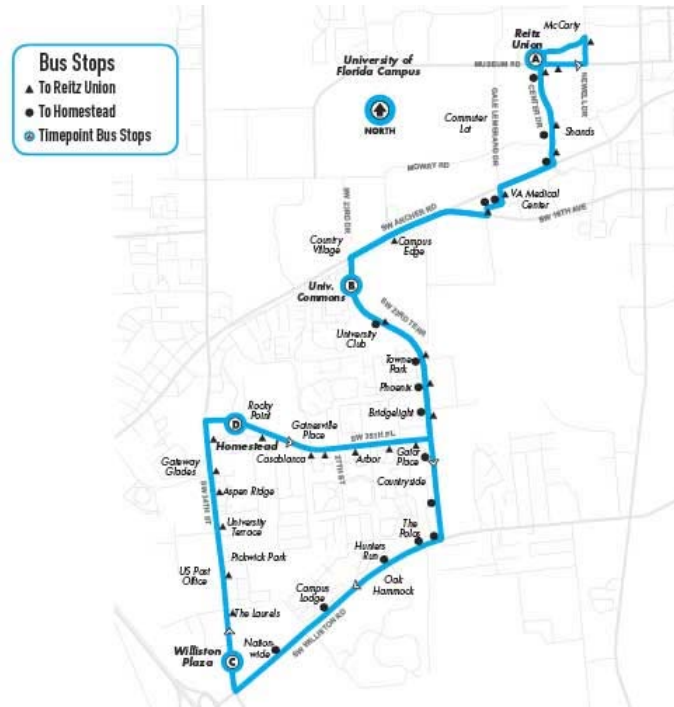




Illustration 2.12

Route 35 Map Reitz Union to Homestead

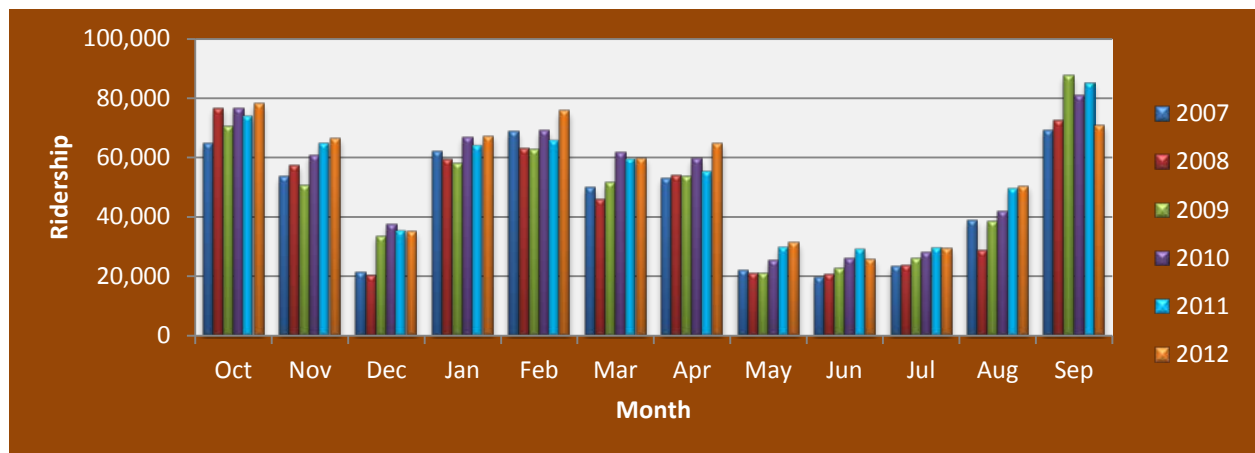


Source: <http://go-rt.com/schedule.php>

Illustration 2.13 shows monthly ridership trends on Route 35 from Reitz Union to Homestead.

Illustration 2.13

Monthly Trend for Route 35  
City of Gainesville, 2007-2011



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# Chapter III

## Monthly Ridership Trend

### Campus Routes, 2007-2012

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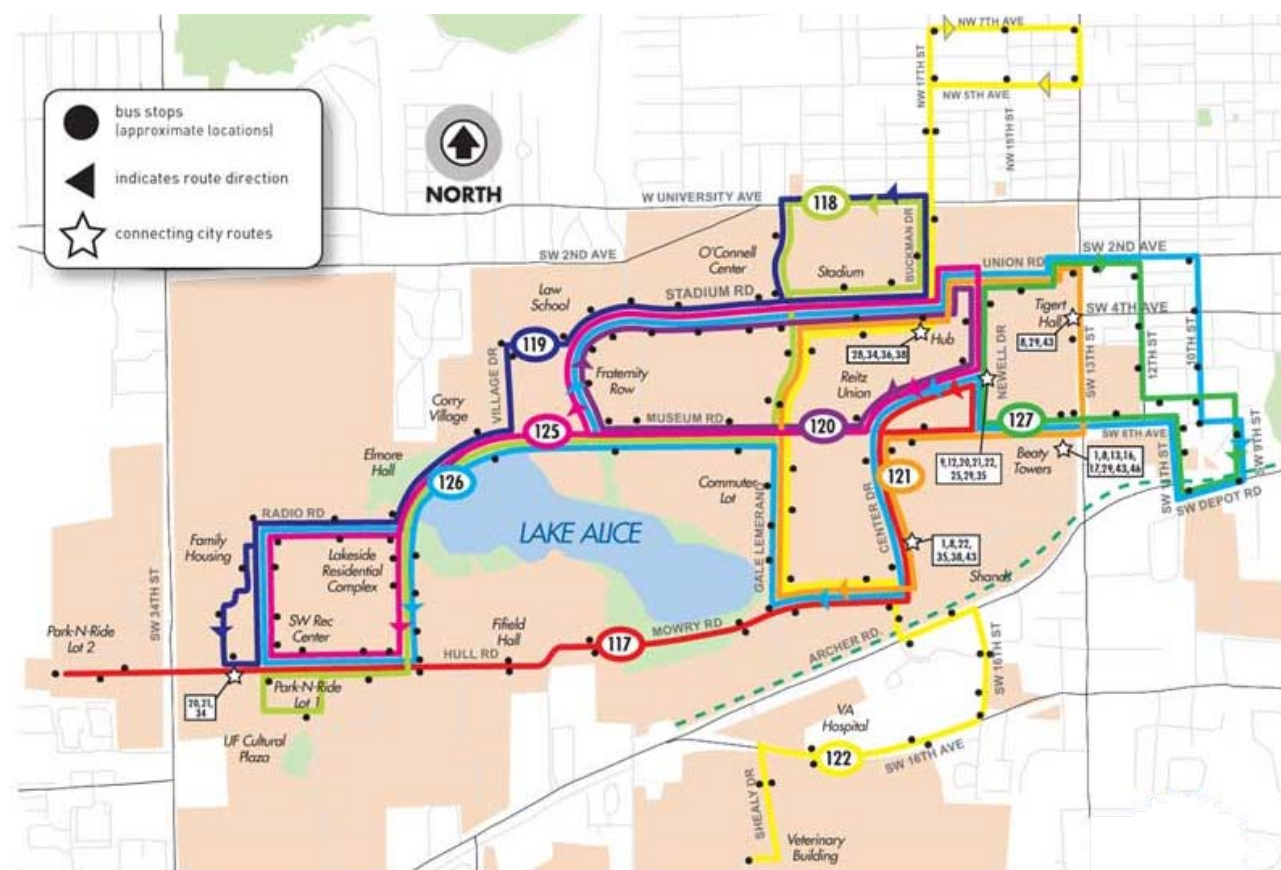
## Chapter III: Monthly Ridership Trend Campus Routes, 2007-2012

The Regional Transit System operates nine routes on the University of Florida campus (see Illustration 3.1). This section discusses monthly ridership trends for these nine routes. Compared with city routes, these routes have a greater proportion of student riders. Therefore, their ridership is influenced by the University's academic calendar. For example, all of these routes experienced a significant decrease in ridership during the months of December, May and June.

More than half of the campus routes had a decreasing monthly ridership trend from 2007 to 2012. Generally, the monthly ridership for routes 120, 126 and 127 increased, and routes 117, 118, 119, 121, 122, and 125 decreased.

Illustration 3.1

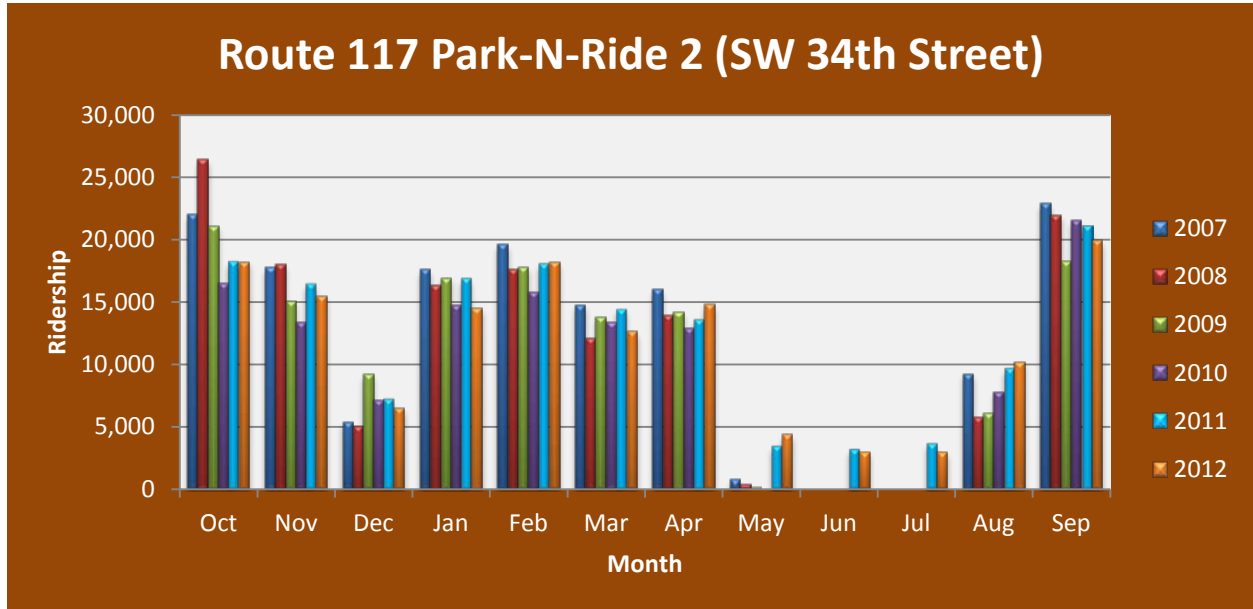
Campus Routes Map 2012



Source: <http://go-rt.com/schedule.php>

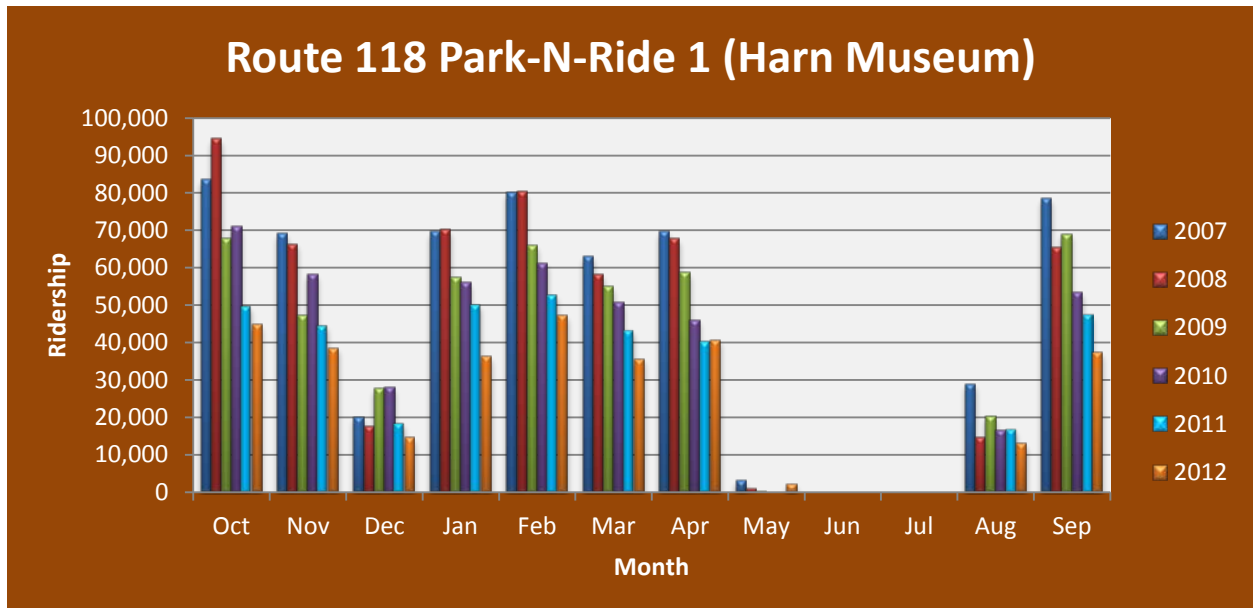
### Illustration 3.2

#### Monthly Trend for Route 117 University of Florida Campus Routes, 2007-2012



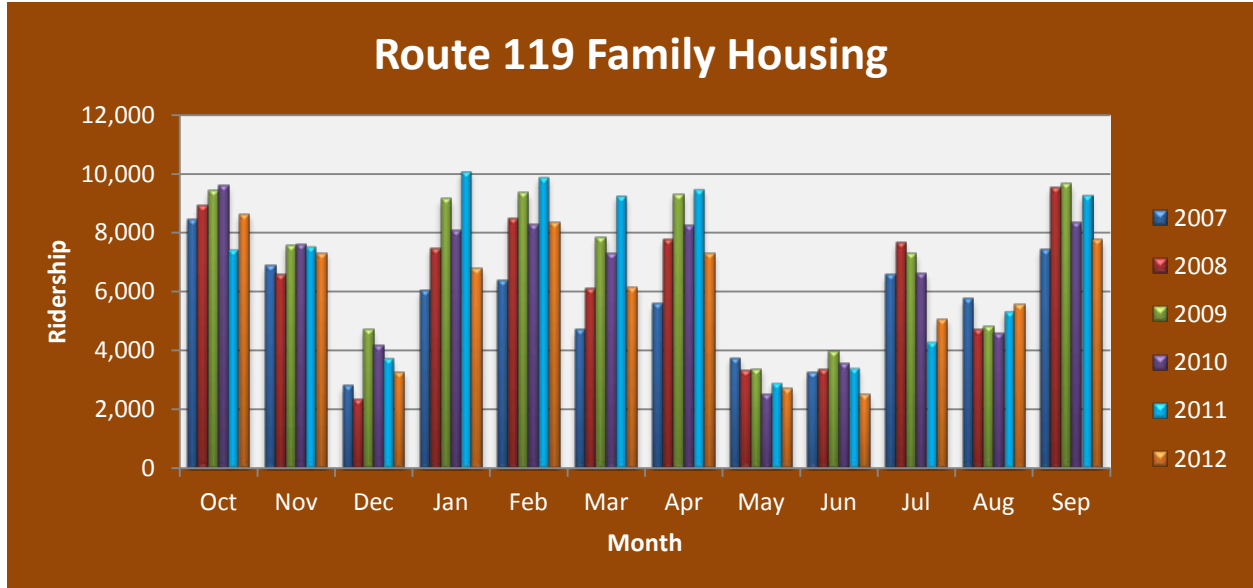
### Illustration 3.3

#### Monthly Trend for Route 118 University of Florida Campus Routes, 2007-2012



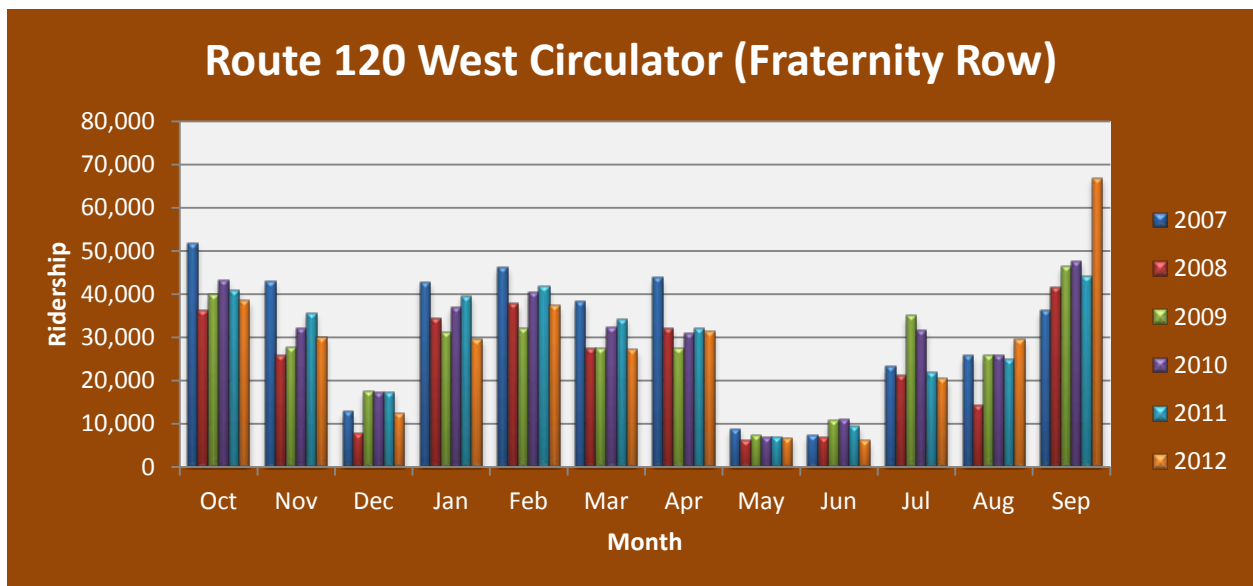
### Illustration 3.4

#### Monthly Trend for Route 119 University of Florida Campus Routes, 2007-2012



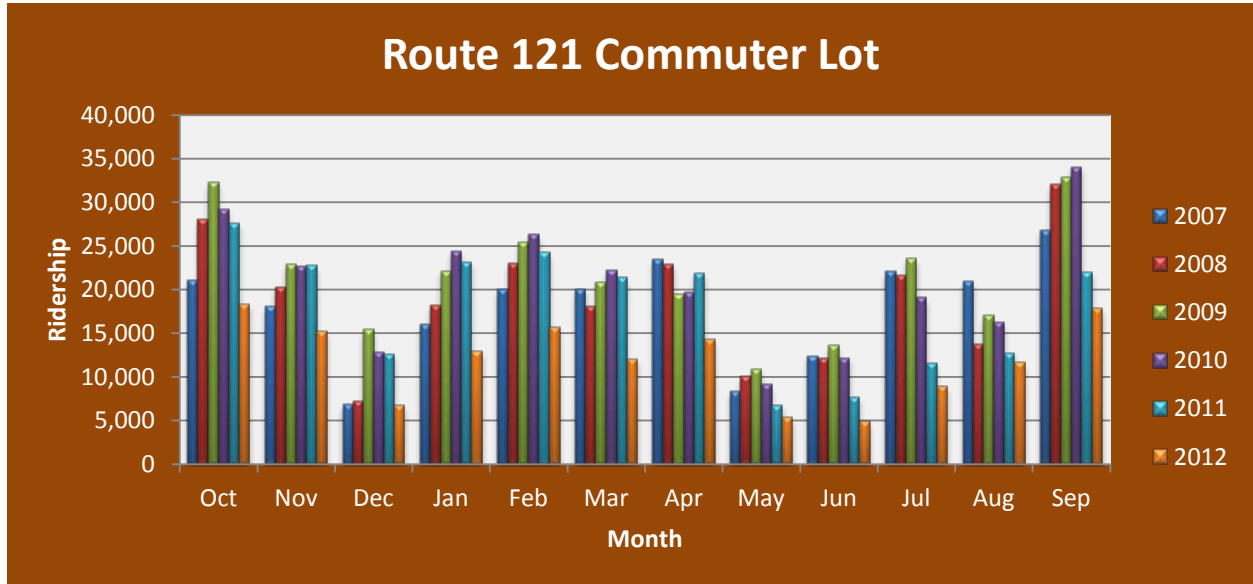
### Illustration 3.5

#### Monthly Trend for Route 120 University of Florida Campus Routes, 2007-2012



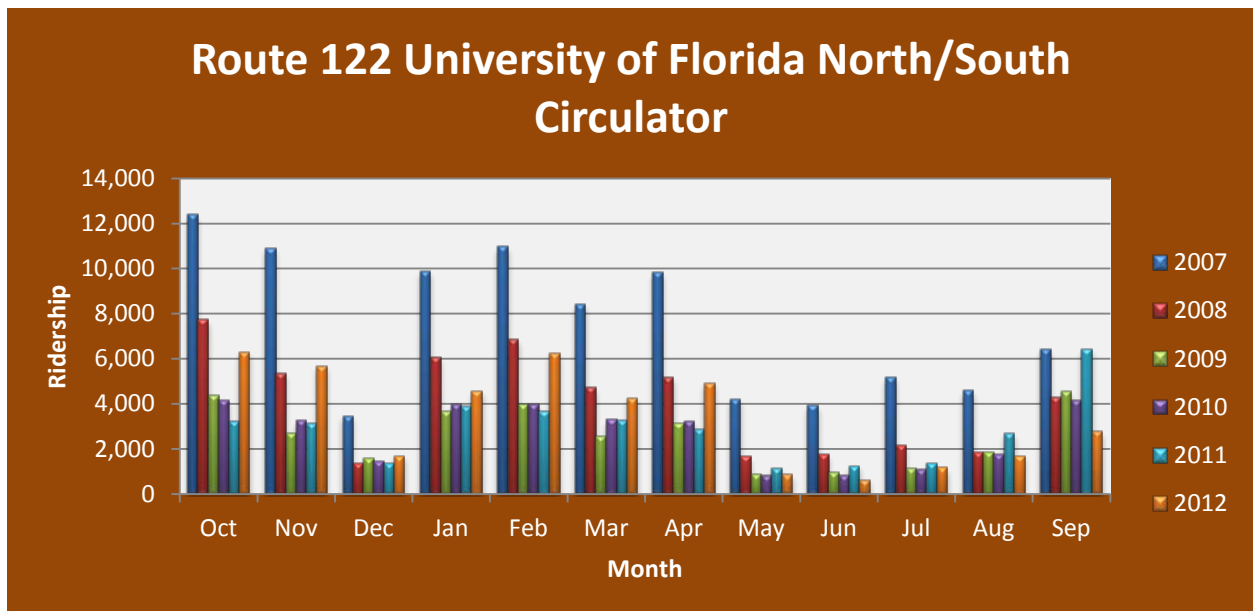
### Illustration 3.6

#### Monthly Trend for Route 121 University of Florida Campus Routes, 2007-2012



### Illustration 3.7

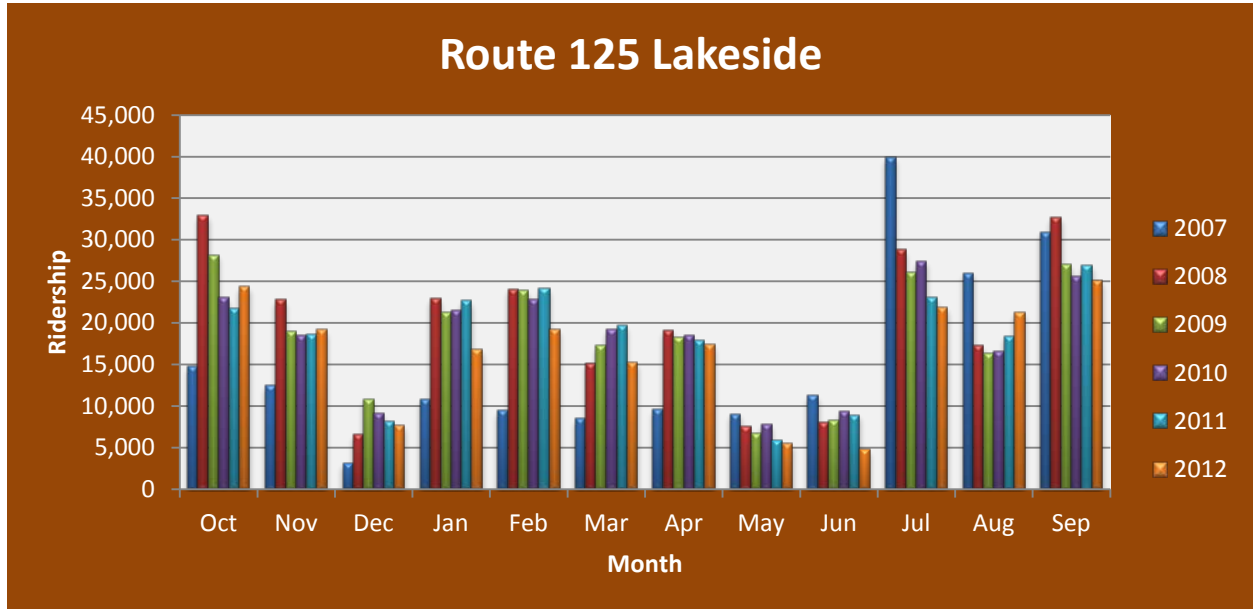
#### Monthly Trend for Route 122 University of Florida Campus Routes, 2007-2012





**Illustration 3.8**

**Monthly Trend for Route 125  
University of Florida Campus Routes, 2007-2012**



**Illustration 3.9**

**Monthly Trend for Route 126  
University of Florida Campus Routes, 2007-2012**

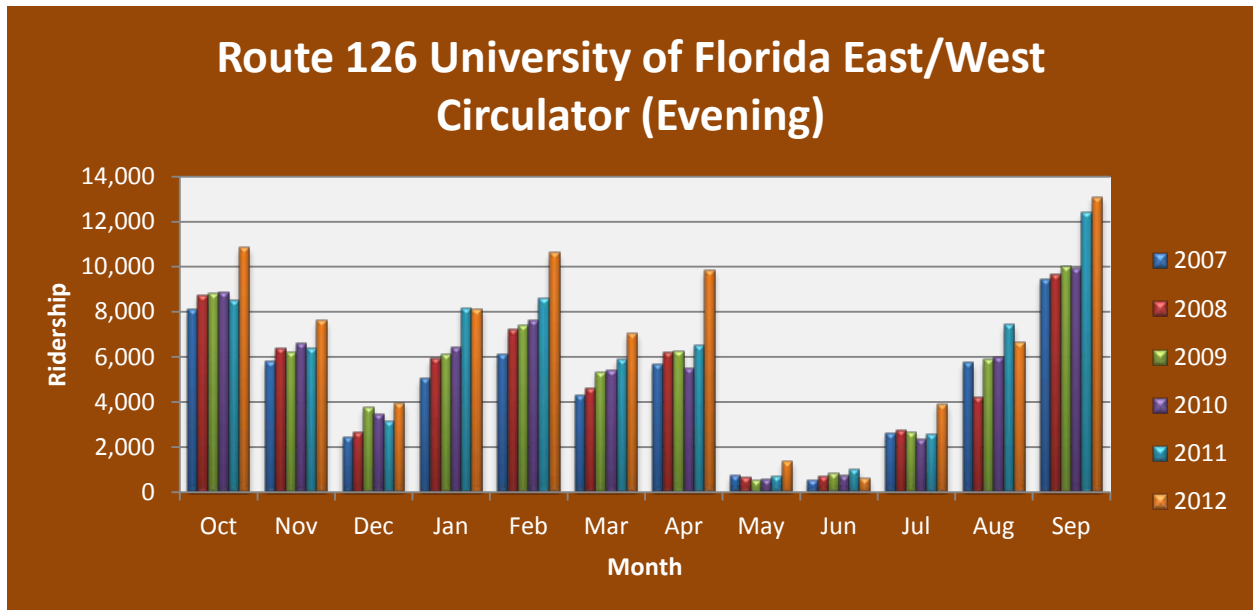


Illustration 3.10

Monthly Trend for Route 127  
University of Florida Campus Routes, 2007-2012

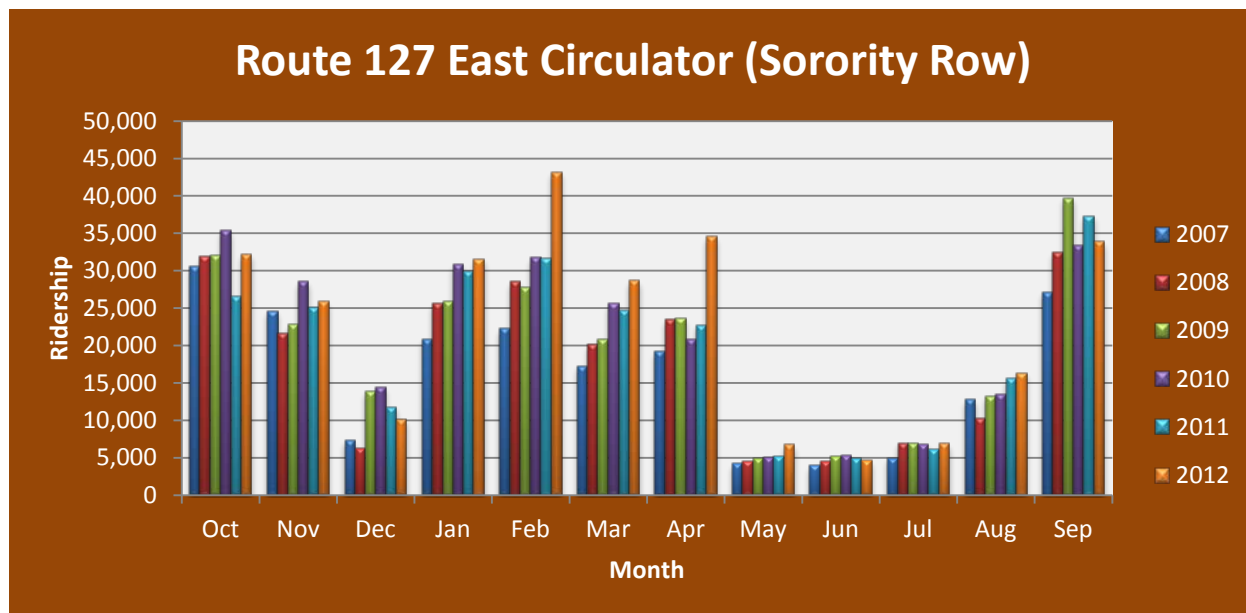


Illustration 3.11 provides a summary of the annual total ridership for University of Florida campus routes for Fiscal Year 2011-12. It indicates that route 118 and route 120 still has the highest annual ridership among campus routes in 2012.

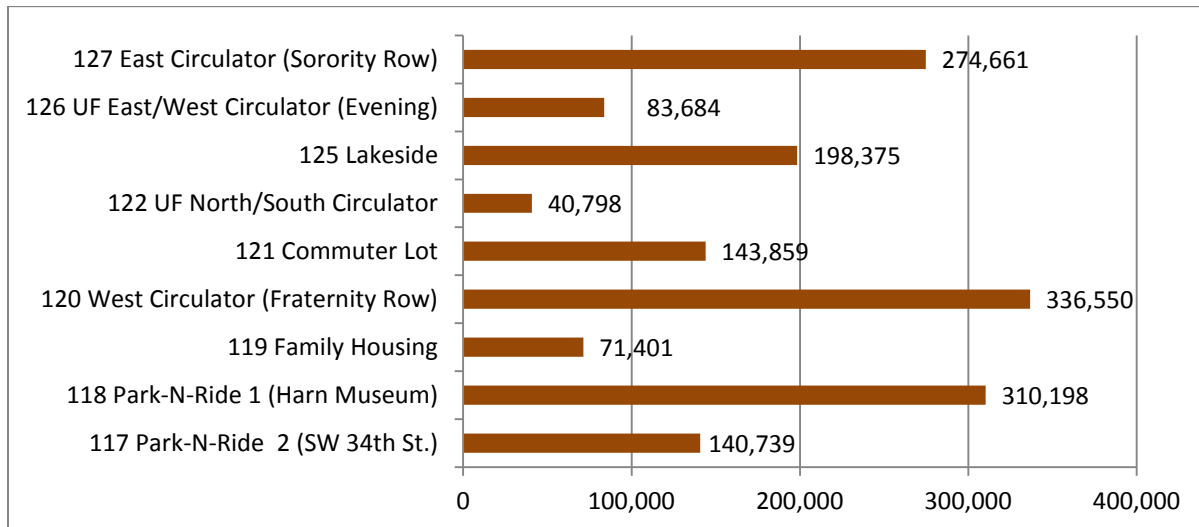
**Table 3.1**

**Total Ridership - Campus Routes  
Fiscal Year 2011-12**

Route Number	Route Name	Fiscal Year 2010-11 Total
117	Park-N-Ride 2 (SW 34th Street)	140,739
118	Park-N-Ride 1 (Harn Museum)	310,198
119	Family Housing	71,401
120	West Circulator (Fraternity Row)	336,550
121	Commuter Lot	143,859
122	University of Florida North/South Circulator	40,798
125	Lakeside	198,375
126	University of Florida East/West Circulator (Evening)	83,684
127	East Circulator (Sorority Row)	274,661

**Illustration 3.11**

**Total Ridership - Campus Routes  
Fiscal Year 2011-12**



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# Appendix A

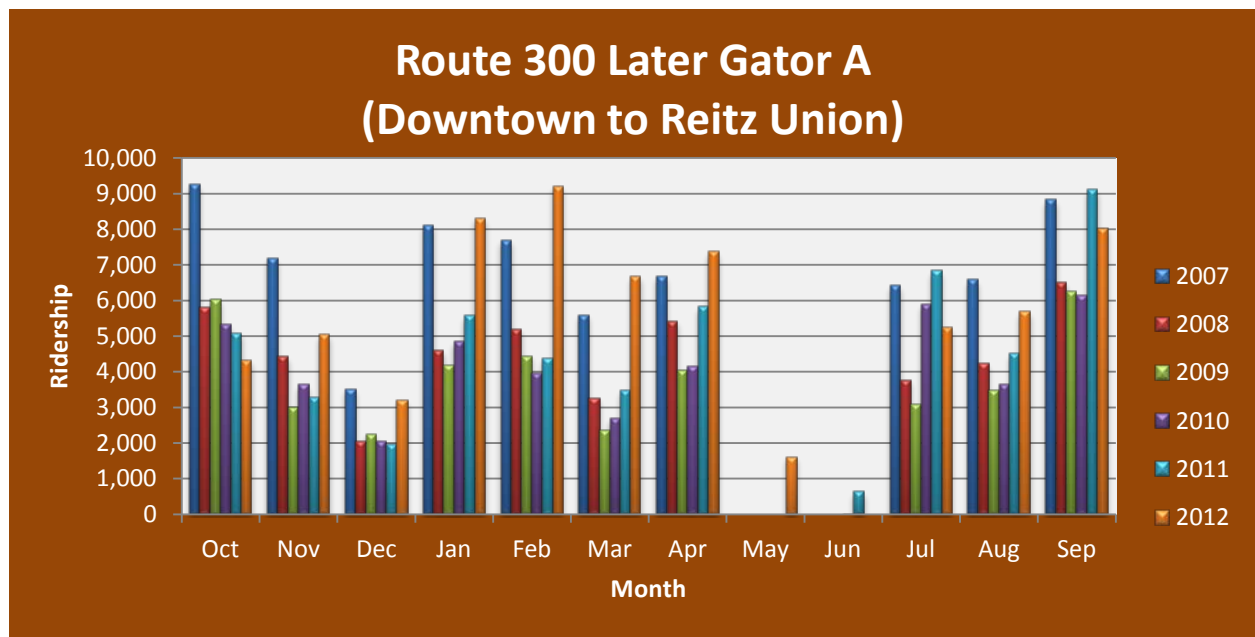
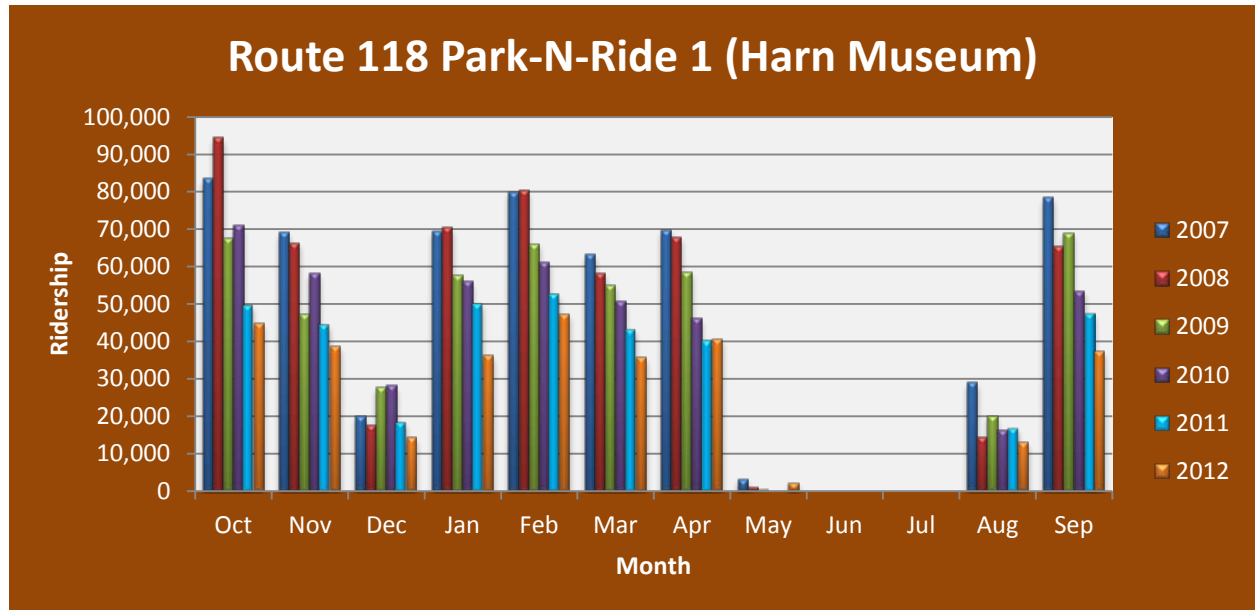
## Monthly Ridership Trend

### Seasonal Routes, 2007-2012

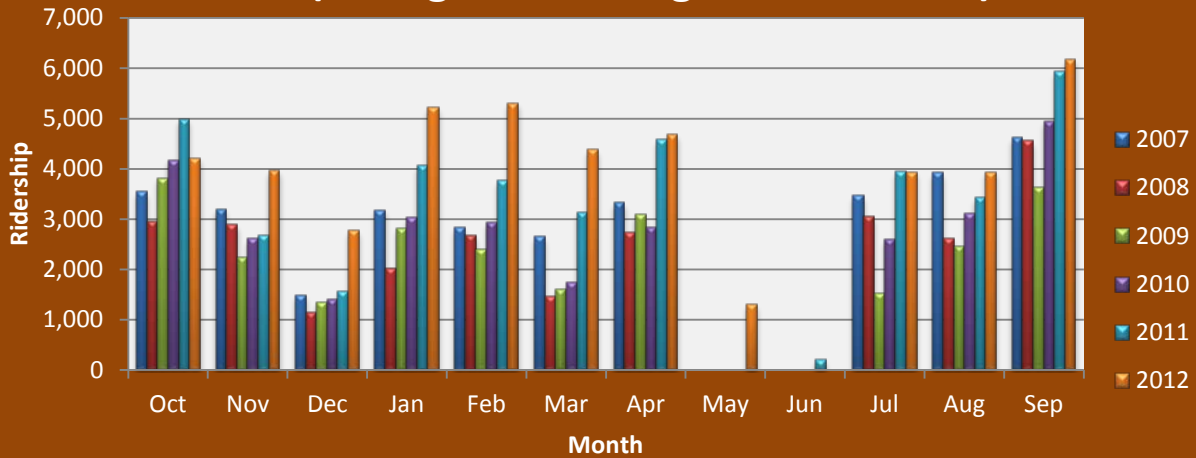
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## Appendix A: Monthly Ridership Trend Seasonal Routes, 2007-2012

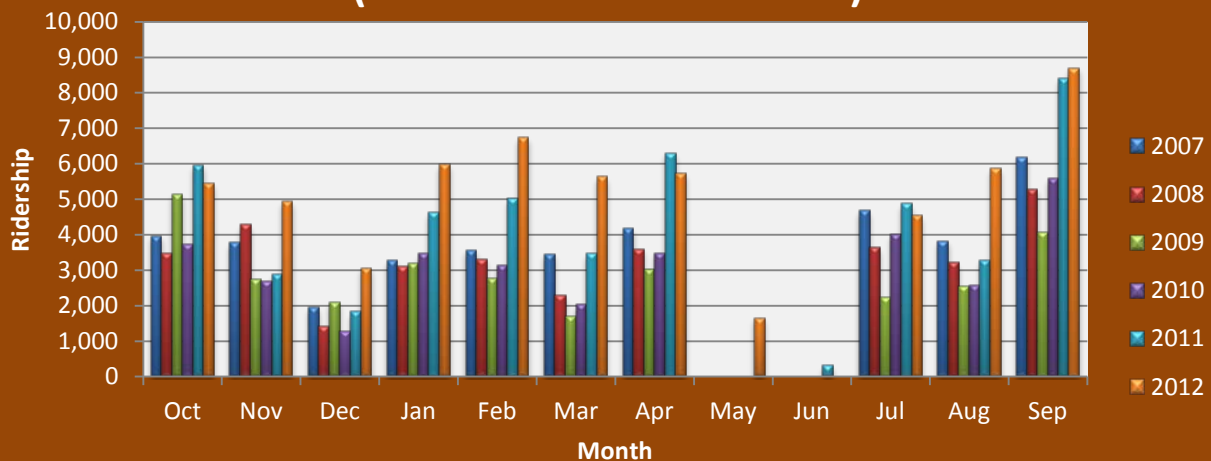
This appendix contains the illustrations of the ridership of seasonal routes (reduced service in summer).



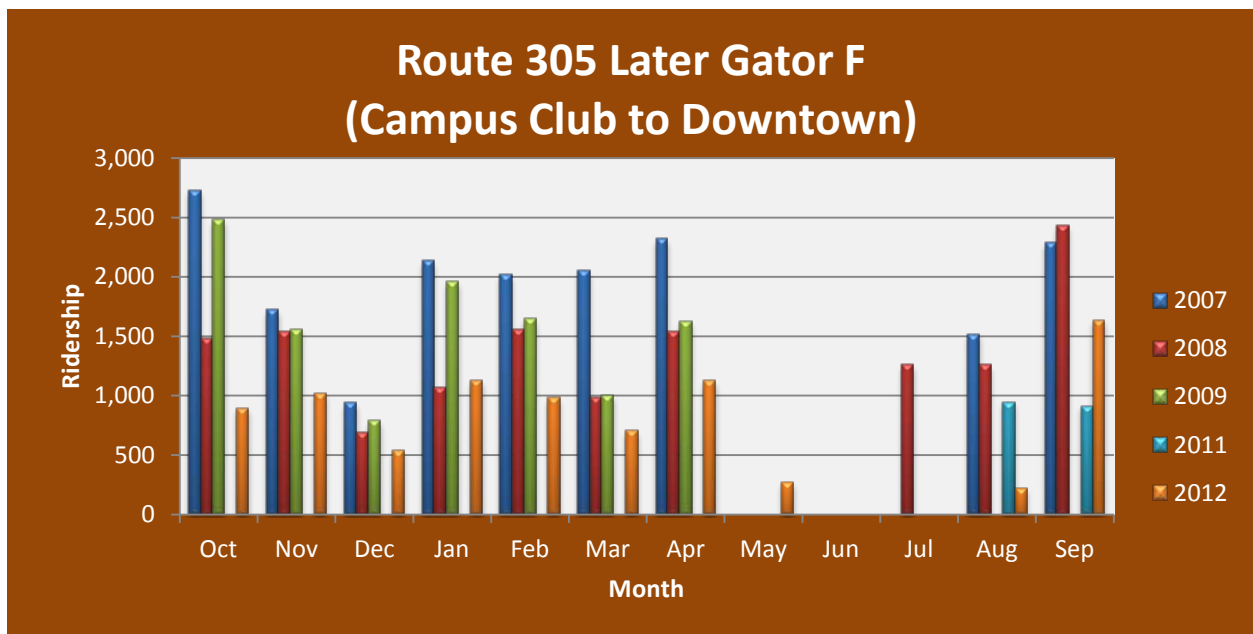
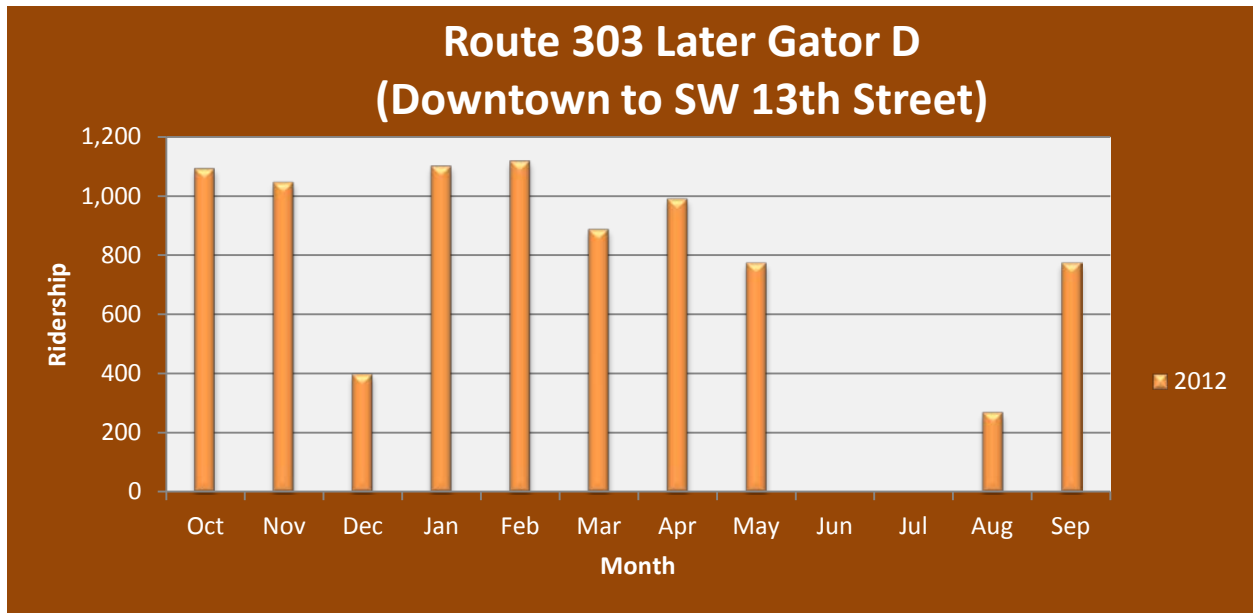
### Route 301 Later Gator B (Lexington Crossing to Downtown)



### Route 302 Later Gator C (Oaks Mall to Downtown)







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# Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area

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