

# Annual Transit Ridership Monitoring Report

Fiscal Year 2012-13

March 31, 2014



Metropolitan Transportation Planning Organization  
for the Gainesville Urbanized Area



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for the Gainesville Urbanized Area

2009 NW 67th Place  
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With Assistance from:

North Central Florida Regional Planning Council  
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March 31, 2014

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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 48 routes in the system, including nine routes that serve the University of Florida campus. During full service weekdays, the Regional Transit System operates 25 fixed routes, five 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, 1991-2013

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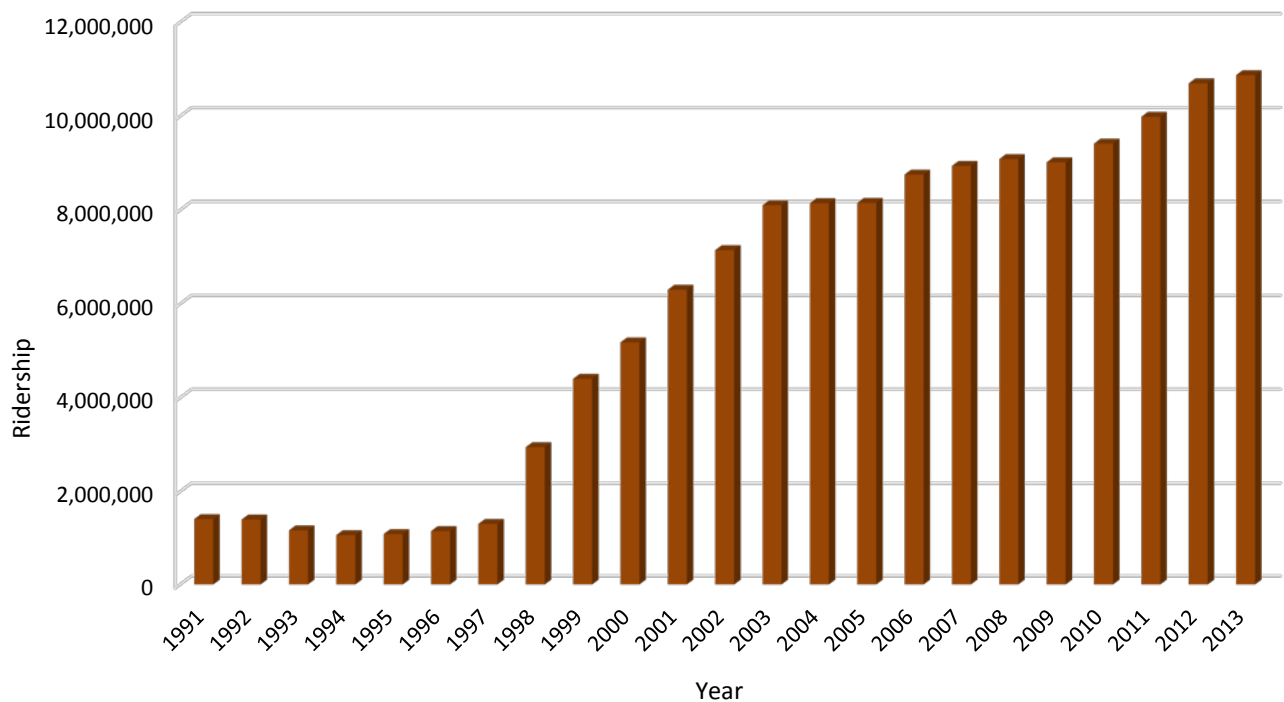
## Chapter I: Annual Ridership Trend Systemwide, 1991-2013

This chapter provides an overview of the systemwide transit ridership trends from 1991 to 2013 (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 2013 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.

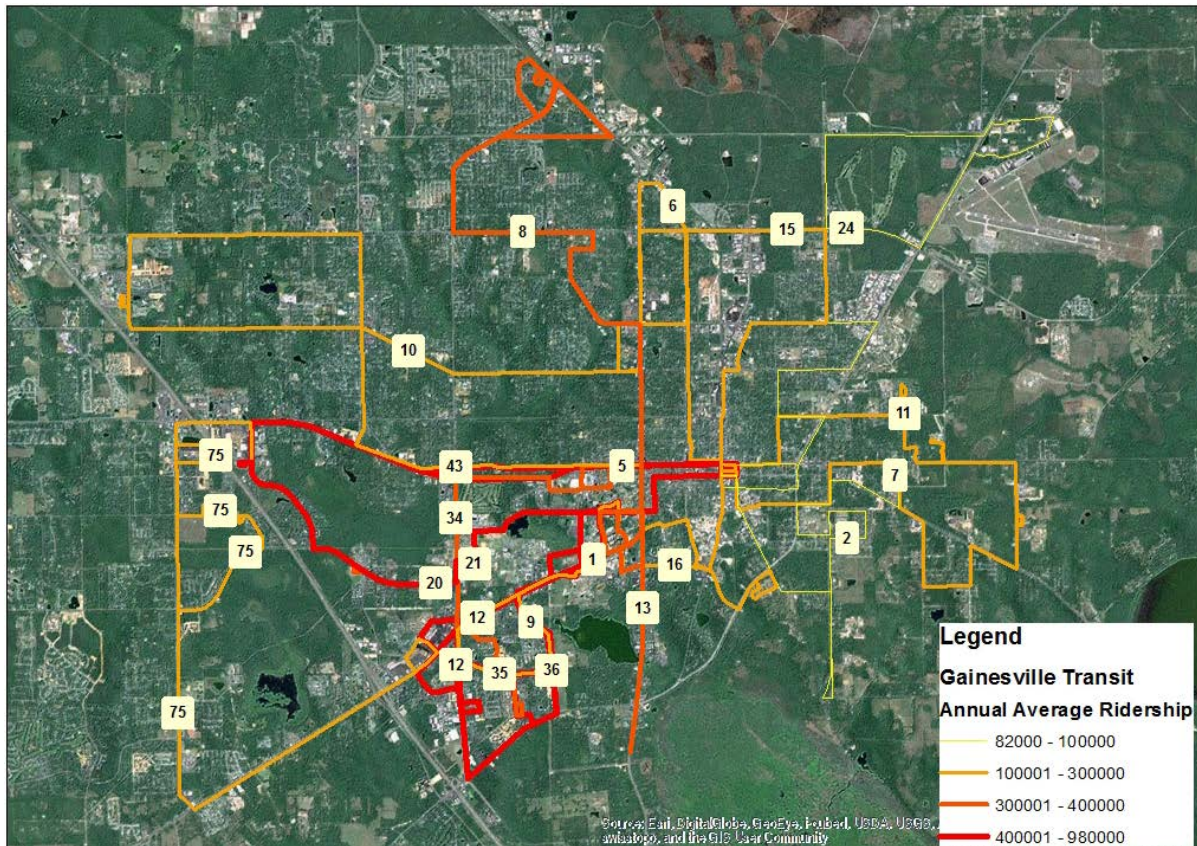
Illustration 1.1

### Annual Regional Transit System Ridership Systemwide, 1991-2013



## Illustration 1.2

### Annual Average Ridership Systemwide, 2007-2013



# Chapter II

## Monthly Ridership Trend

### City Routes, 2007-2013

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## Chapter II: Monthly Ridership Trend City Routes, 2007-2013

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, and 35. Illustration 2.1 shows the annual total ridership for each route for Fiscal Year 2012-13. Illustration 2.2 shows the distribution of annual ridership for all the city routes for Fiscal Year 2012-2013. The following paragraphs and illustrations show monthly growth trends for the routes with highest annual average ridership.

**Table 2.1**

### **Major Trip Generators and Attractors - City of Gainesville Fiscal Year 2012-13**

| <b>Generator/Attractor</b>                           | <b>Bus Route</b>                               |
|------------------------------------------------------|------------------------------------------------|
| 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                                              | 25                                             |
| 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.

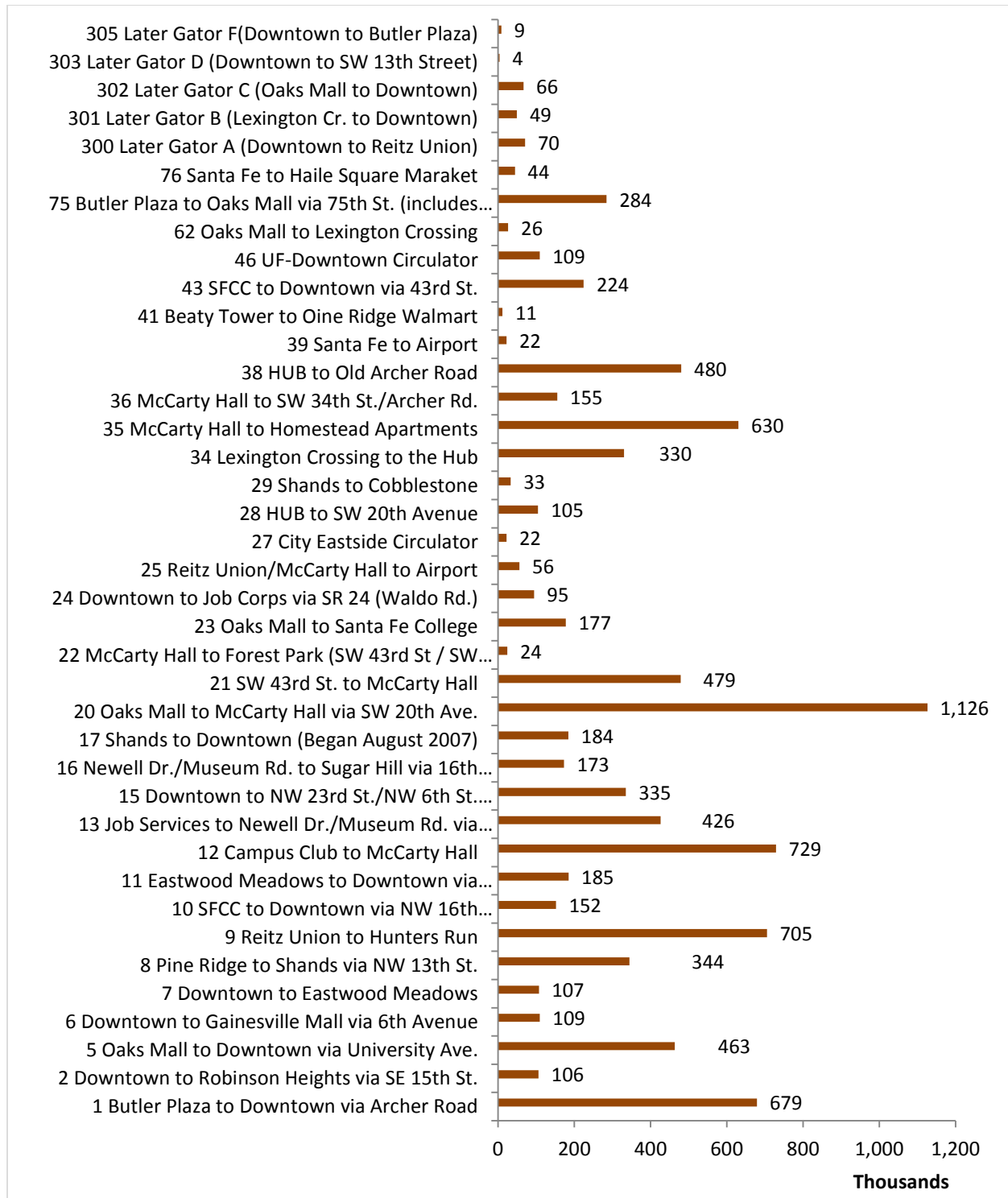
**Table 2.2**

**Total Ridership - City Routes**  
**Fiscal Year 2012-13**

| <b>Route Number</b> | <b>Route Name</b>                                                     | <b>FY 2013 Total</b> |
|---------------------|-----------------------------------------------------------------------|----------------------|
| 1                   | Butler Plaza to Downtown via Archer Road                              | 678,539              |
| 2                   | Downtown to Robinson Heights via SE 15th Street                       | 105,841              |
| 5                   | Oaks Mall to Downtown via University Avenue                           | 463,376              |
| 6                   | Downtown to Gainesville Mall via 6th Avenue                           | 109,296              |
| 7                   | Downtown to Eastwood Meadows                                          | 106,868              |
| 8                   | Pine Ridge to Shands via NW 13th Street                               | 344,200              |
| 9                   | Reitz Union to Hunters Run                                            | 705,308              |
| 10                  | Santa Fe College to Downtown via NW 16th Avenue/University Avenue     | 151,945              |
| 11                  | Eastwood Meadows to Downtown via University Avenue                    | 184,577              |
| 12                  | Campus Club to McCarty Hall                                           | 728,761              |
| 13                  | Job Services to Newell Drive/Museum Road via 13th Street              | 426,069              |
| 15                  | Downtown to NW 23rd Street/NW 6th Street (includes Saturday service)  | 334,766              |
| 16                  | Newell Drive/Museum Road to Sugar Hill via 16th Avenue                | 172,879              |
| 17                  | Shands to Downtown                                                    | 184,012              |
| 20                  | Oaks Mall to McCarty Hall via SW 20th Avenue                          | 1,125,822            |
| 21                  | SW 43rd Street to McCarty Hall                                        | 479,117              |
| 22                  | McCarty Hall to Forest Park (SW 43rd St / SW 24th Avenue)             | 23,934               |
| 23                  | Oaks Mall to Santa Fe College                                         | 177,337              |
| 24                  | Downtown to Job Corps via SR 24 (Waldo Road)                          | 94,560               |
| 25                  | Reitz Union/McCarty Hall to Airport                                   | 55,894               |
| 27                  | City Eastside Circulator                                              | 21,873               |
| 28                  | University of Florida Hub to SW 20th Avenue                           | 104,833              |
| 29                  | Shands to Cobblestone                                                 | 32,889               |
| 34                  | Lexington Crossing to the University of Florida Hub                   | 330,046              |
| 35                  | McCarty Hall to Homestead Apartments                                  | 630,106              |
| 36                  | McCarty Hall to SW 34th Street/Archer Road                            | 155,074              |
| 38                  | University of Florida Hub to Old Archer Road                          | 480,319              |
| 39                  | Santa Fe to Airport                                                   | 21,924               |
| 41                  | Beaty Tower to Oine Ridge Walmart                                     | 11,050               |
| 43                  | Santa Fe College to Downtown via 43rd Street                          | 224,397              |
| 46                  | University of Florida Downtown Circulator                             | 109,113              |
| 62                  | Oaks Mall to Lexington Crossing                                       | 26,322               |
| 75                  | Butler Plaza to Oaks Mall via 75th Street (includes Saturday service) | 284,170              |
| 76                  | Santa Fe to Haile Square Maraket                                      | 44,044               |
| 300                 | Later Gator A (Downtown to Reitz Union)                               | 70,444               |
| 301                 | Later Gator B (Lexington Crossing to Downtown)                        | 49,166               |
| 302                 | Later Gator C (Oaks Mall to Downtown)                                 | 66,487               |
| 303                 | Later Gator D (Downtown to SW 13th Street)                            | 3,838                |
| 305                 | Later Gator F (Downtown to Butler Plaza)                              | 8,613                |

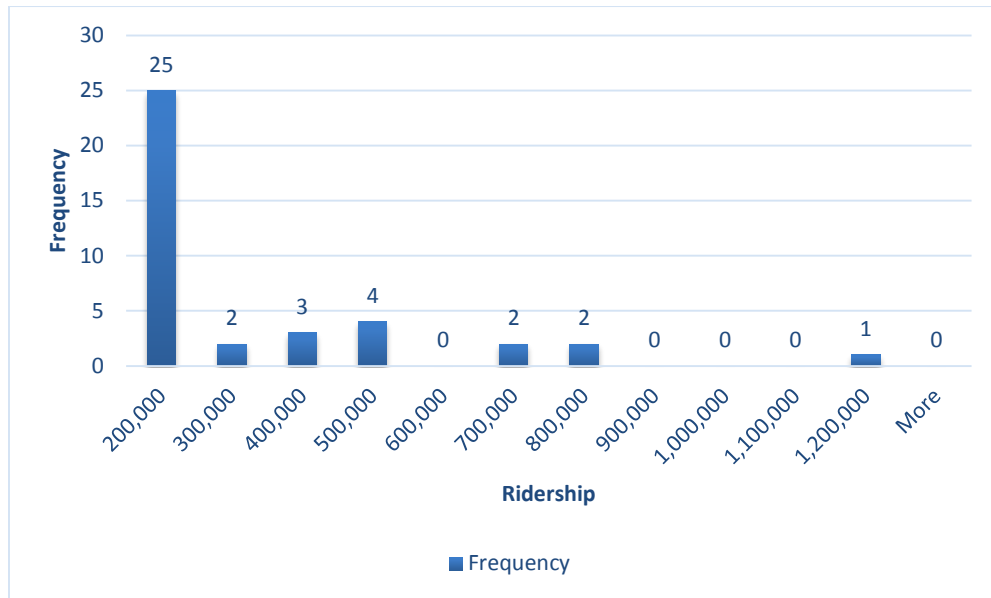
## Illustration 2.1

### Total Ridership - City Routes Fiscal Year 2012-13



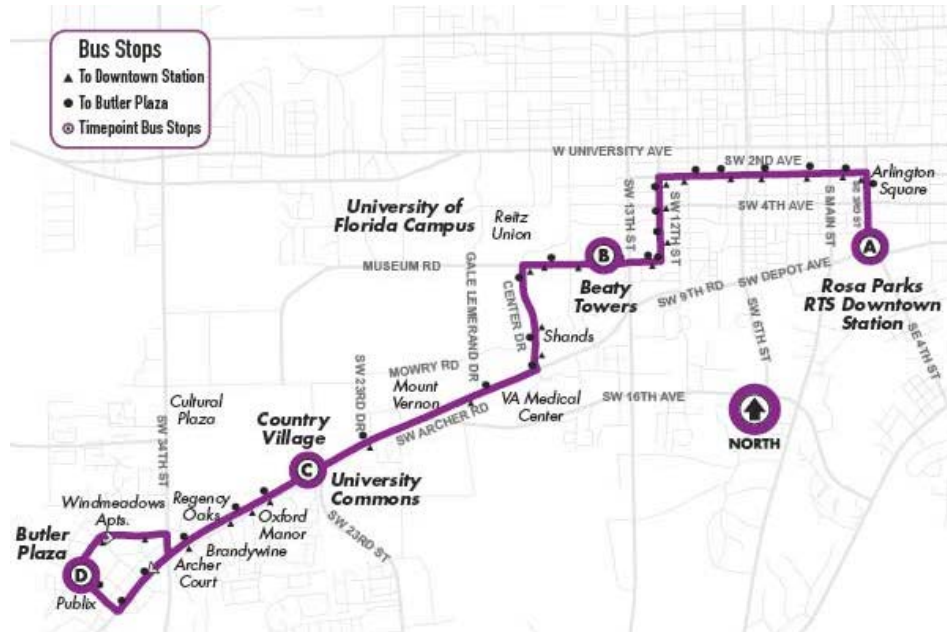
## Illustration 2.2

### Ridership Distribution - City Routes Fiscal Year 2012-13



### Illustration 2.3

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

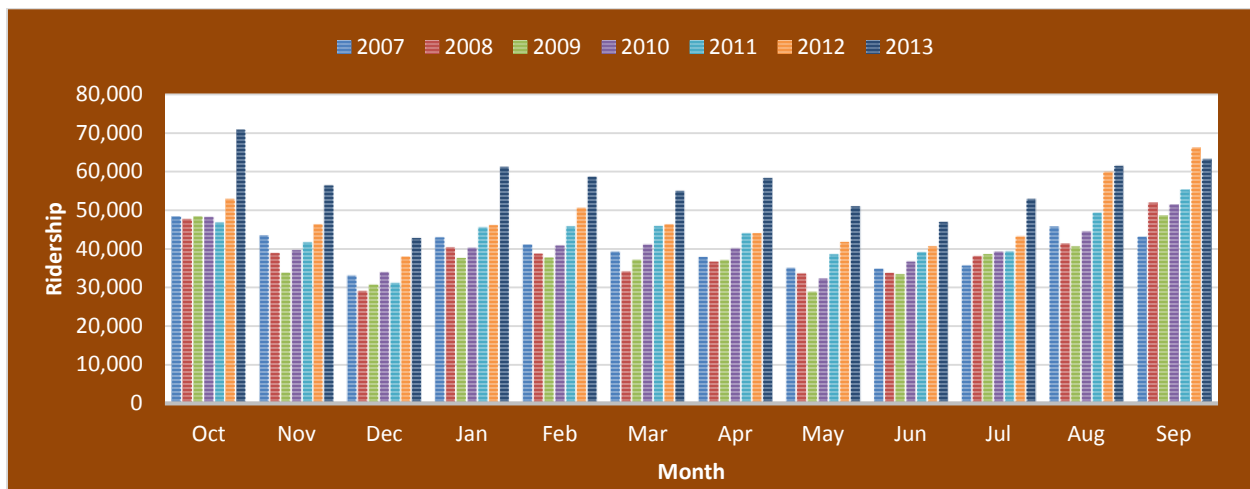


Source: <http://go-rt.com/schedule.php>

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

### Illustration 2.4

#### Monthly Trend for Route 1 City of Gainesville, 2007-2013



## Illustration 2.5

### Route 9 Map Reitz Union to Hunters Run

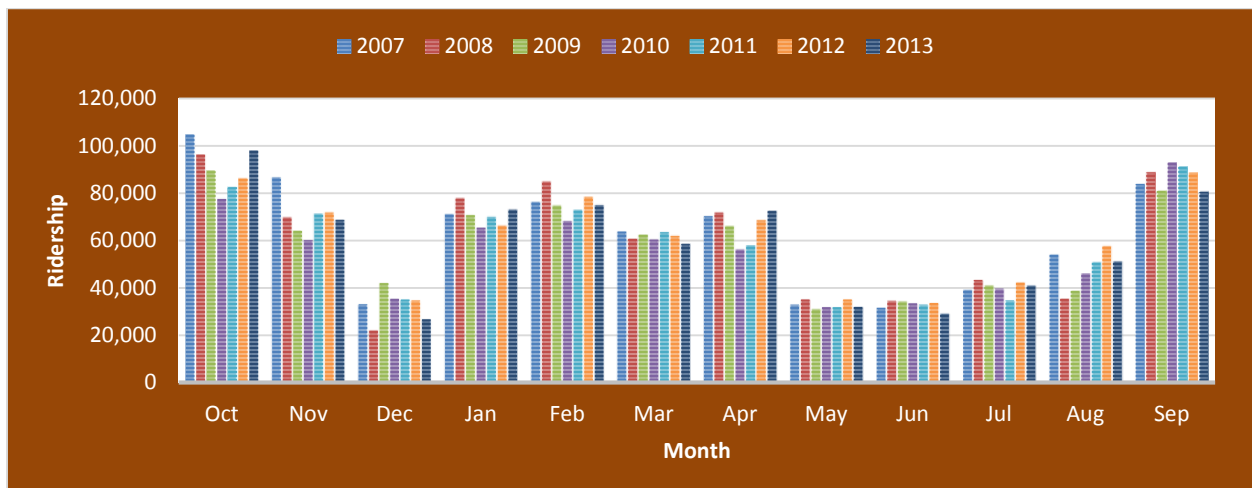


Source: <http://go-rtts.com/schedule.php>

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

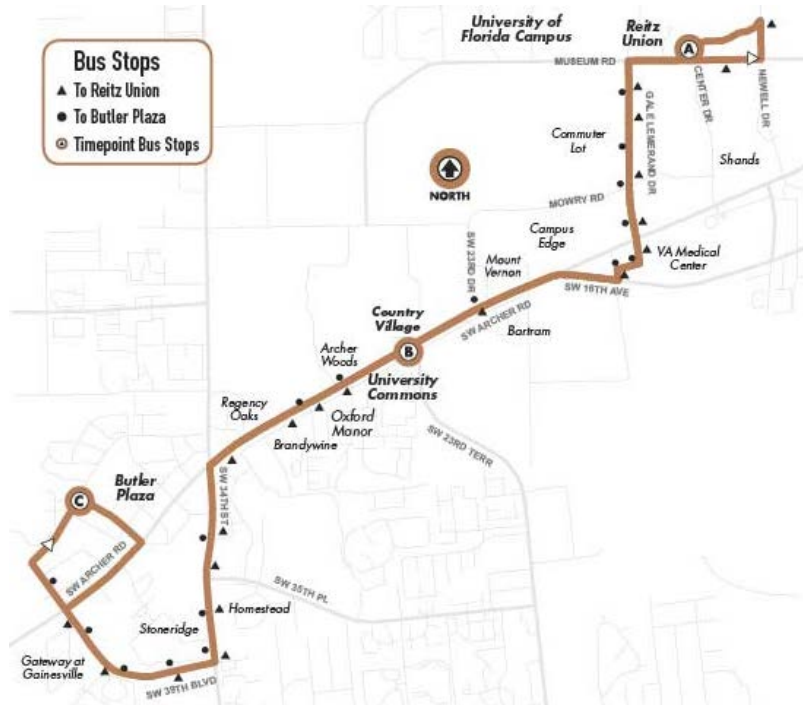
## Illustration 2.6

### Monthly Trend for Route 9 City of Gainesville, 2007-2013



## Illustration 2.7

### Route 12 Map Reitz Union to Butler Plaza

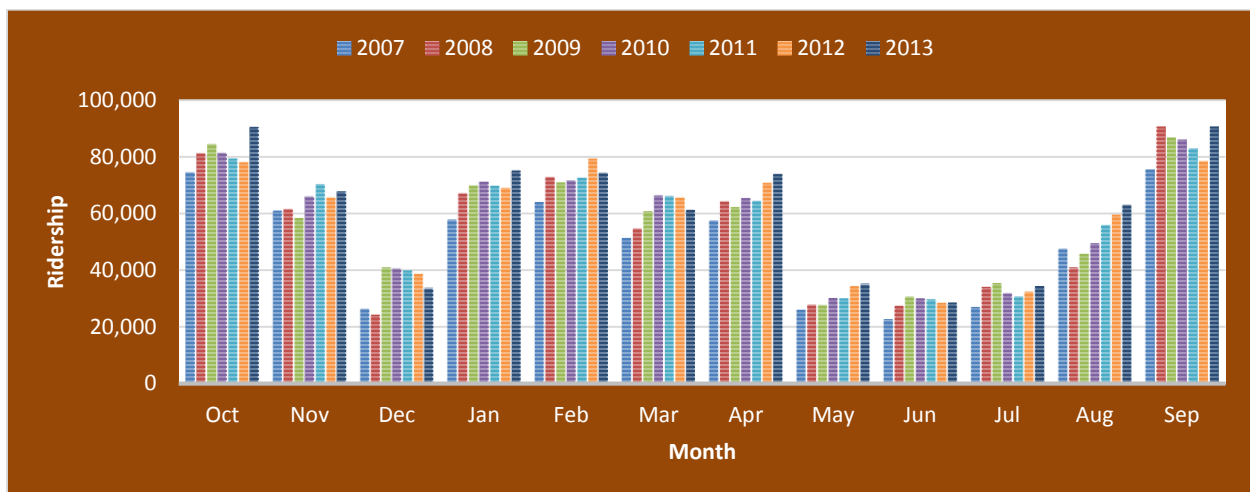


Source: <http://go-rt.com/schedule.php>

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

## Illustration 2.8

### Monthly Trend for Route 12 City of Gainesville, 2007-2013



## Illustration 2.9

### Route 20 Map Oaks Mall to Reitz Union

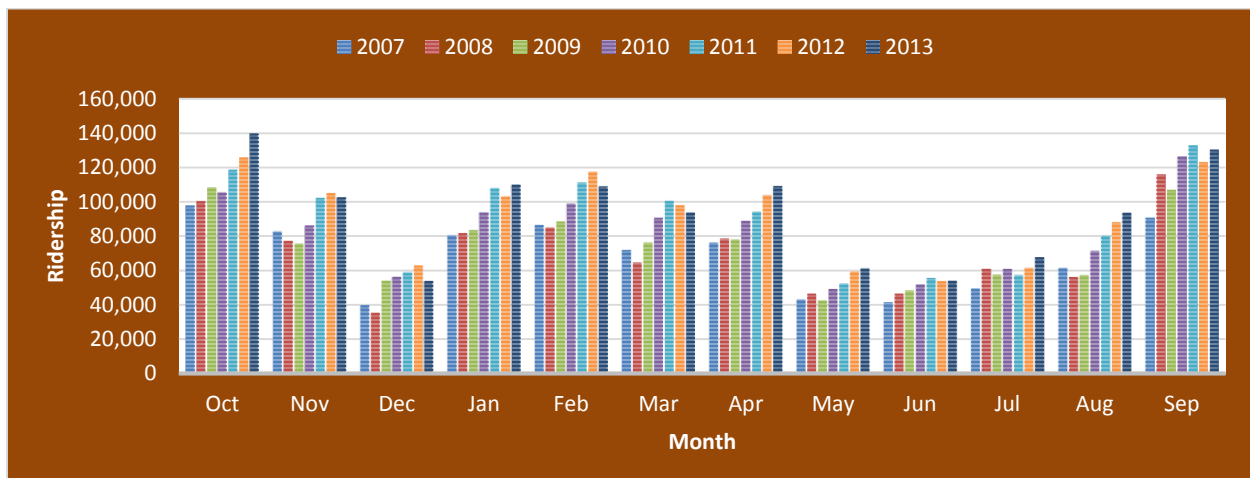


Source: <http://go-rt.com/schedule.php>

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 2.10

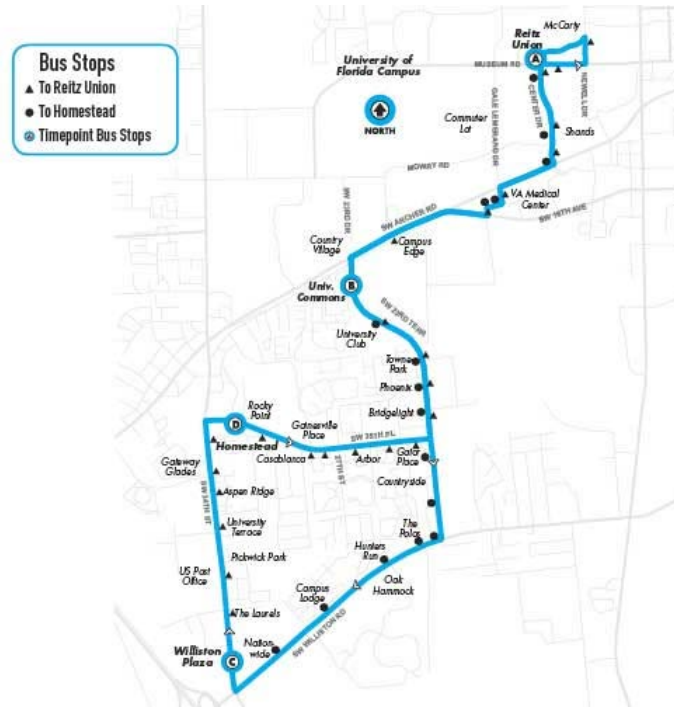
### Monthly Trend for Route 20 City of Gainesville, 2007-2013





## Illustration 2.11

### Route 35 Map Reitz Union to Homestead

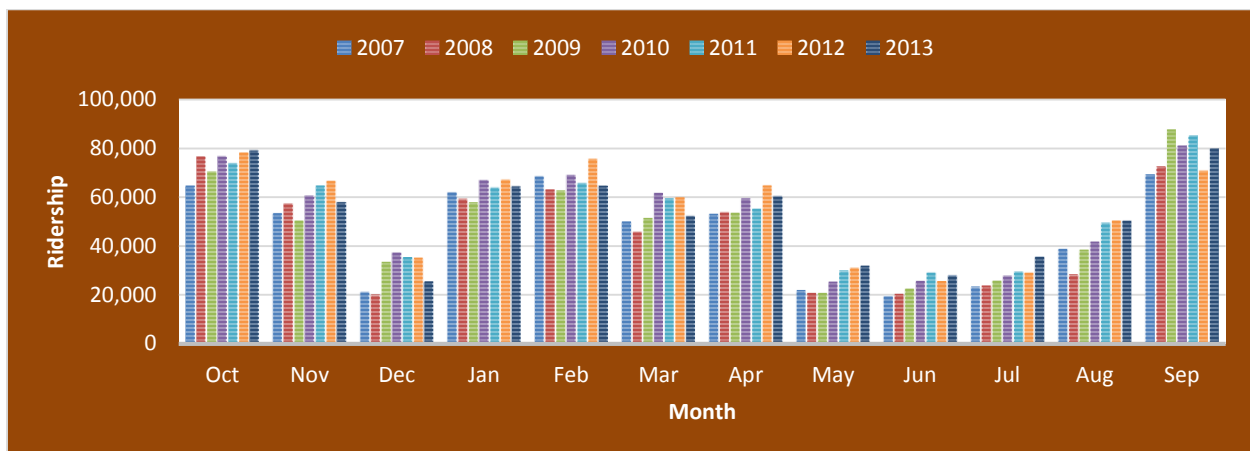


Source: <http://go-rt.com/schedule.php>

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

## Illustration 2.12

### Monthly Trend for Route 35 City of Gainesville, 2007-2013



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# Chapter III

## Monthly Ridership Trend

### Campus Routes, 2007-2013

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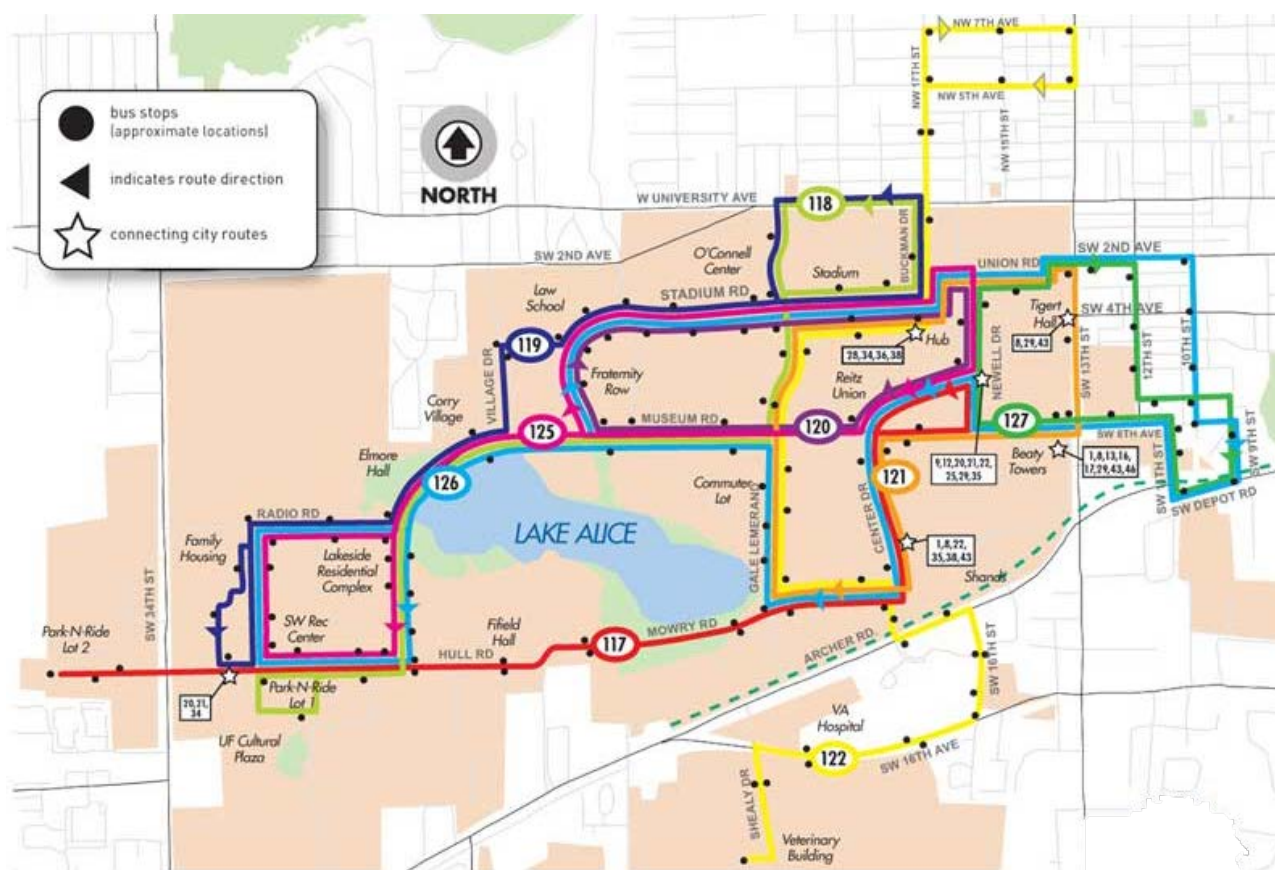
## Chapter III: Monthly Ridership Trend Campus Routes, 2007-2013

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 2013. Generally, the monthly ridership for routes 125 increased; route 117, 118, 119, 120, 126 and 127 remain almost unchanged; routes 121 decreased; route 122 has both increase and decrease in different months.

Illustration 3.1

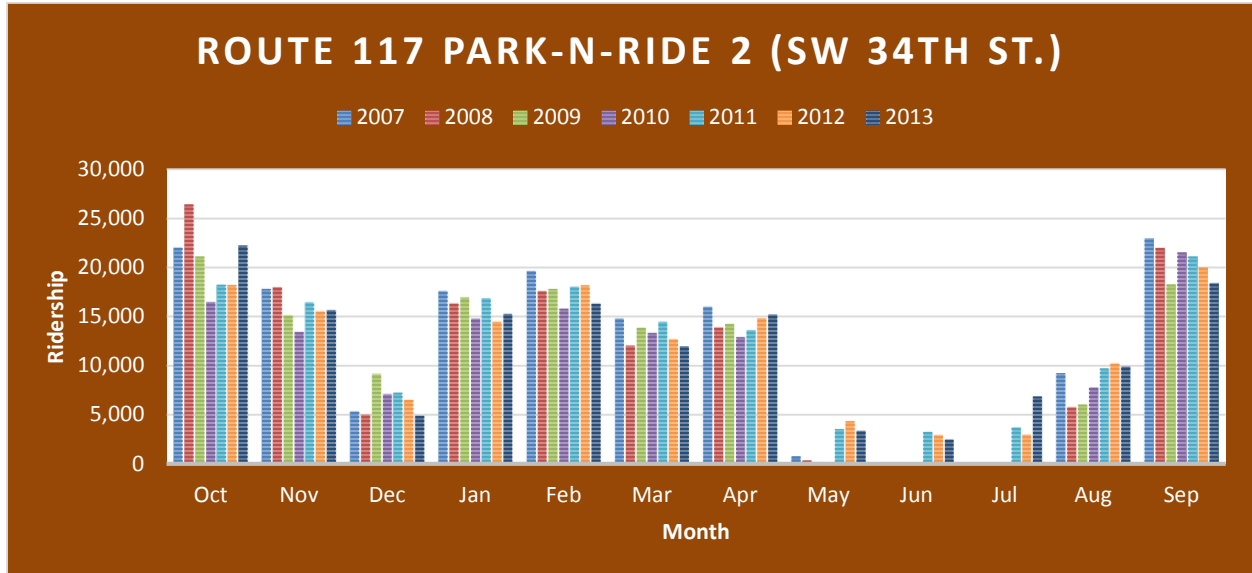
Campus Routes Map 2013



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

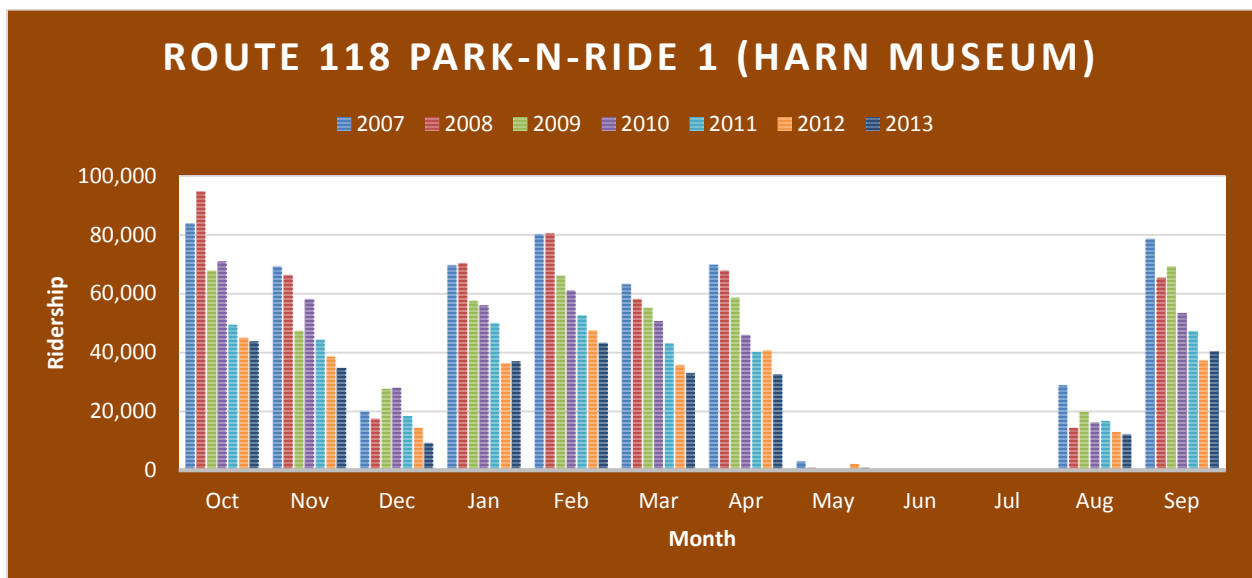
### Illustration 3.2

#### Monthly Trend for Route 117 University of Florida Campus Routes, 2007-2013



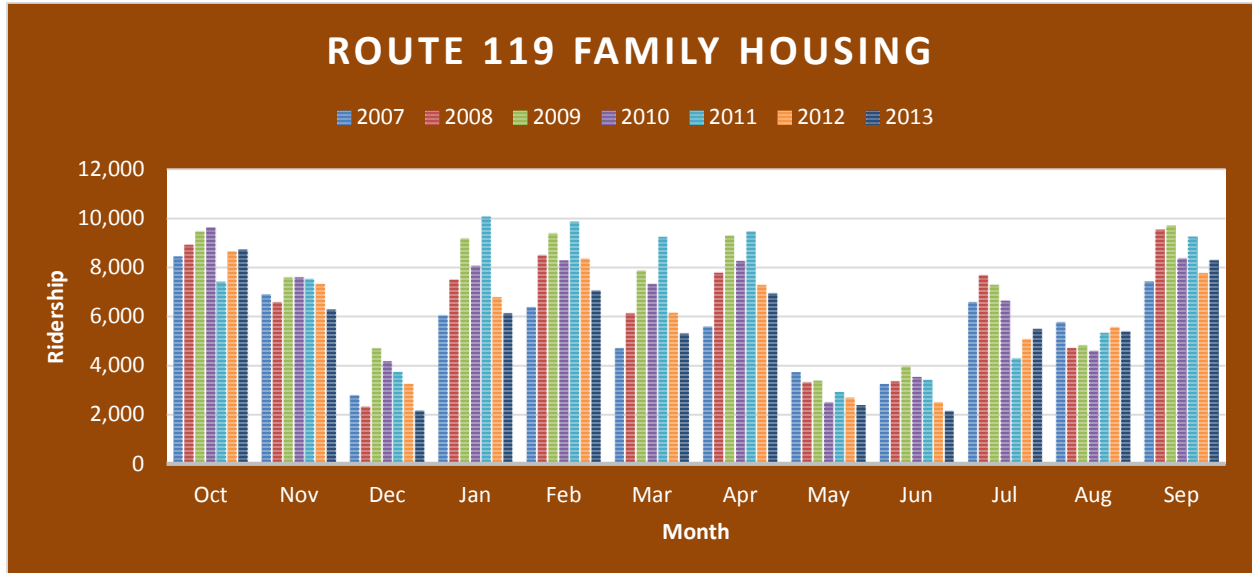
### Illustration 3.3

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



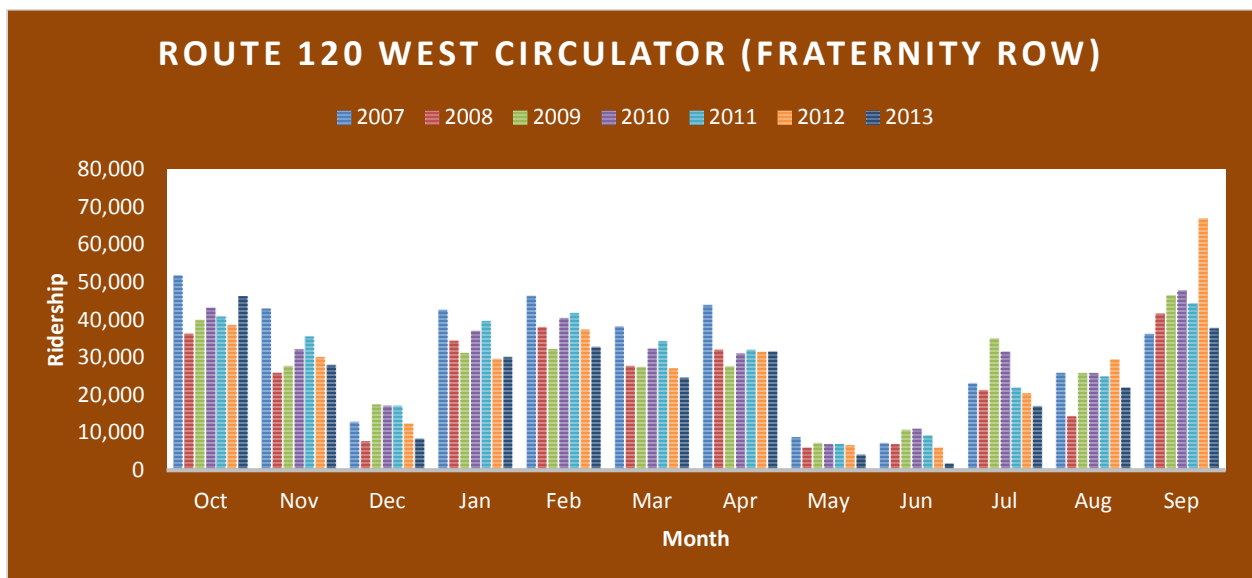
### Illustration 3.4

#### Monthly Trend for Route 119 University of Florida Campus Routes, 2007-2013



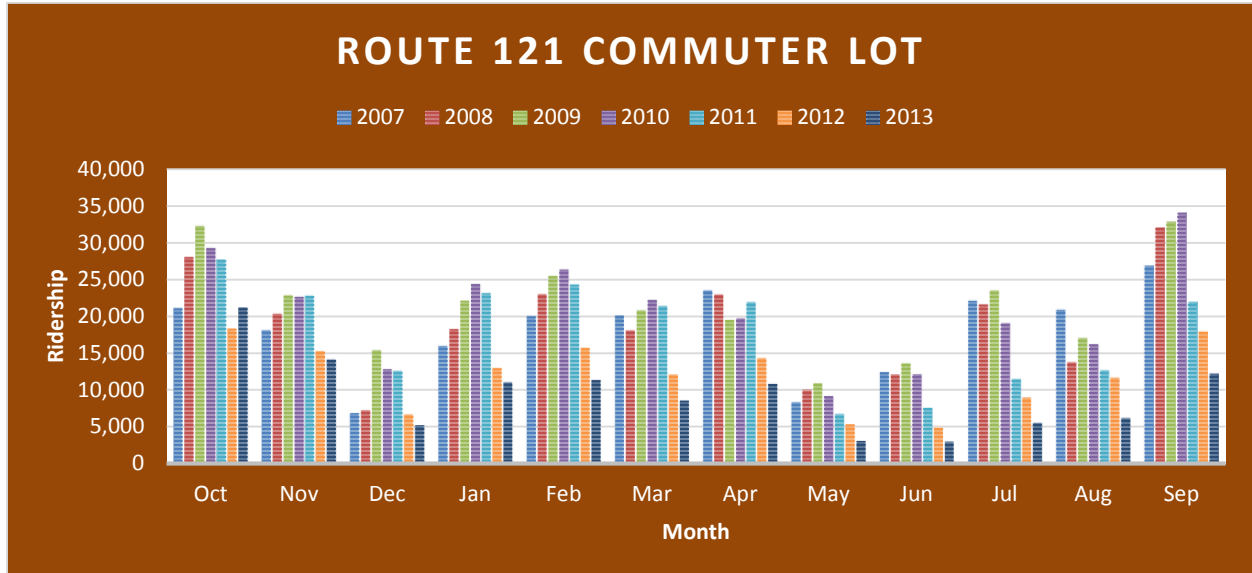
### Illustration 3.5

#### Monthly Trend for Route 120 University of Florida Campus Routes, 2007-2013



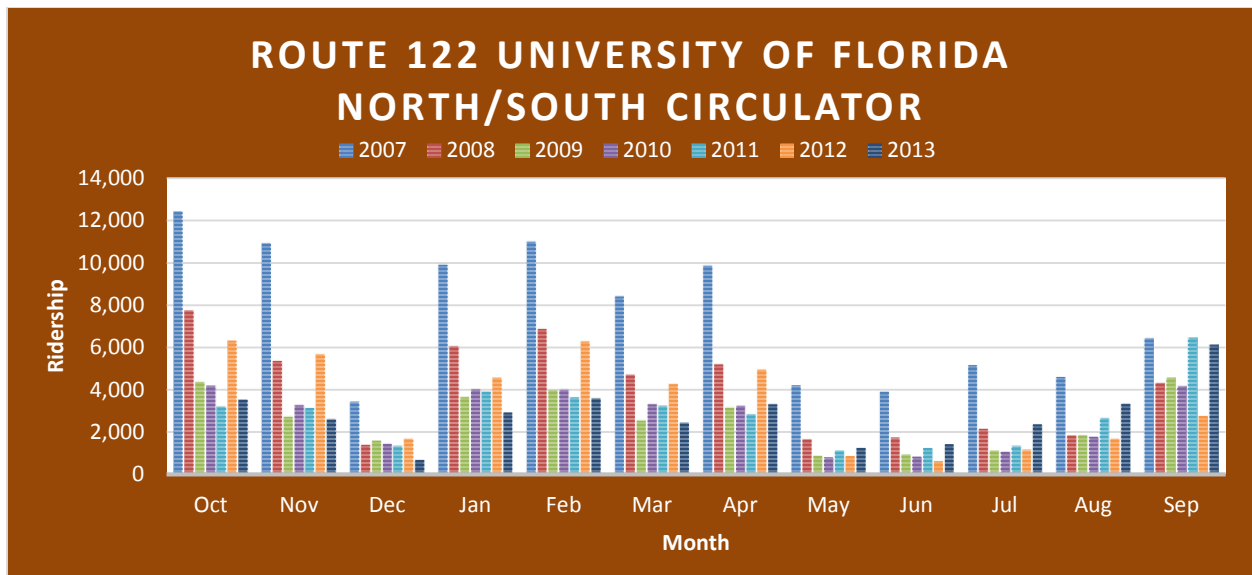
### Illustration 3.6

#### Monthly Trend for Route 121 University of Florida Campus Routes, 2007-2013



### Illustration 3.7

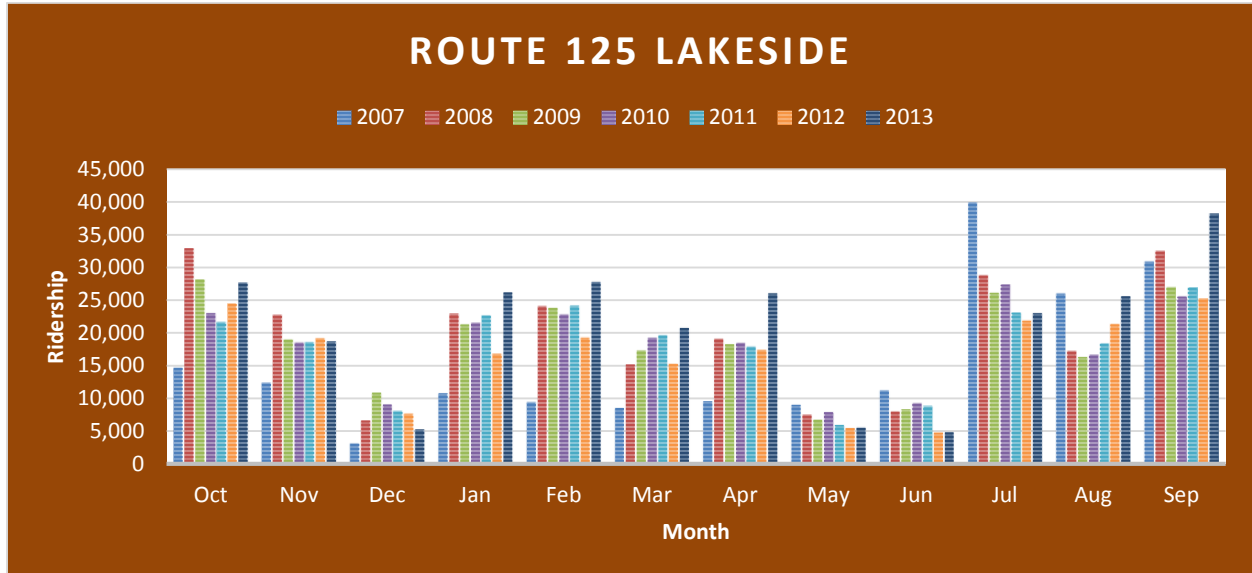
#### Monthly Trend for Route 122 University of Florida Campus Routes, 2007-2013





### Illustration 3.8

#### Monthly Trend for Route 125 University of Florida Campus Routes, 2007-2013



### Illustration 3.9

#### Monthly Trend for Route 126 University of Florida Campus Routes, 2007-2013

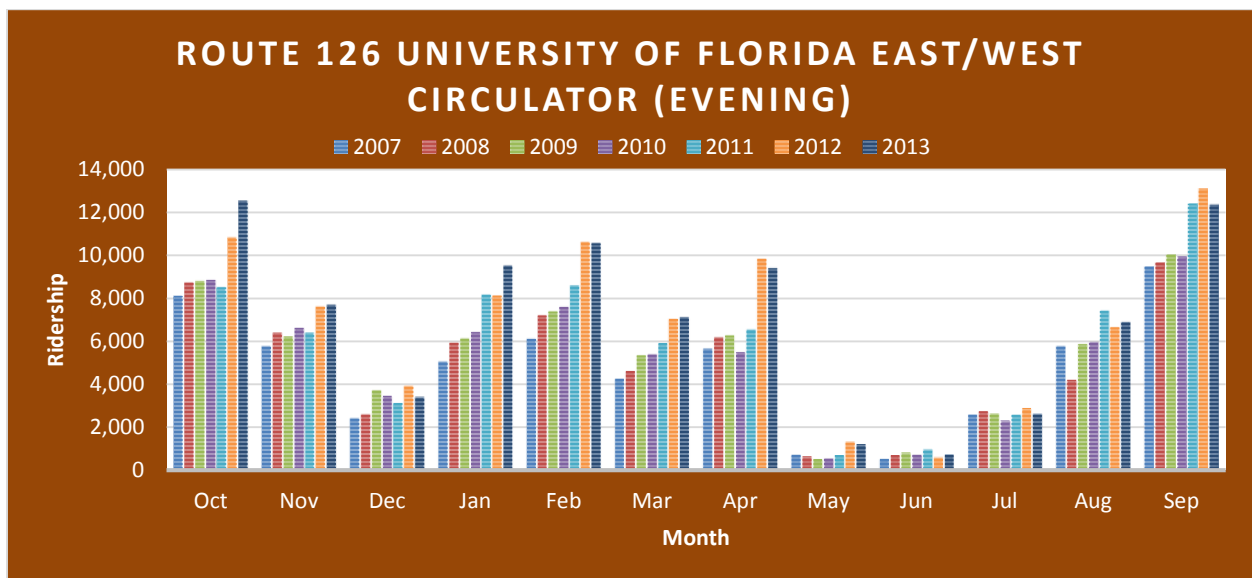


Illustration 3.10

Monthly Trend for Route 127  
University of Florida Campus Routes, 2007-2013

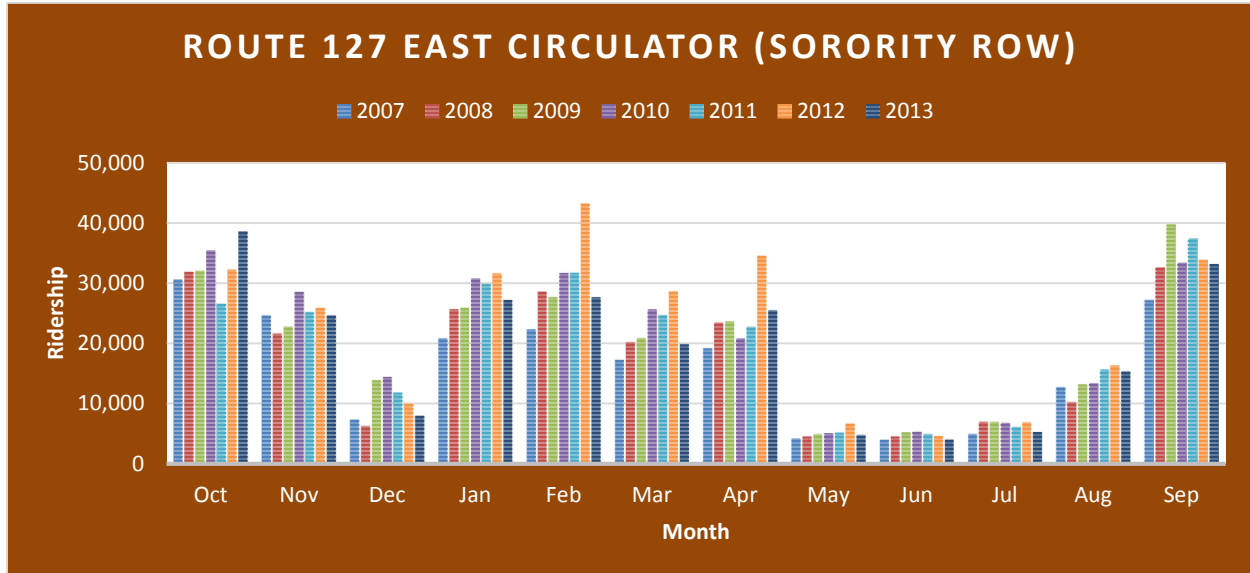


Illustration 3.11 provides a summary of the annual total ridership for University of Florida campus routes for Fiscal Year 2012-13. It indicates that route 118 and route 120 still has the highest annual ridership among campus routes in 2013.

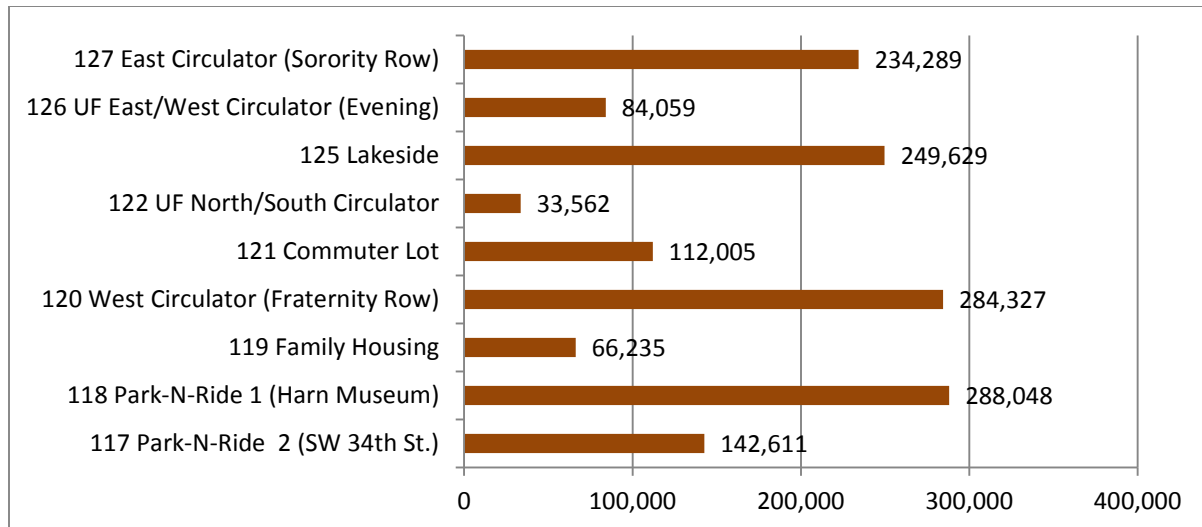
**Table 3.1**

**Total Ridership - Campus Routes  
Fiscal Year 2012-13**

| Route Number | Route Name                                           | Fiscal Year 2012-13 Total |
|--------------|------------------------------------------------------|---------------------------|
| 117          | Park-N-Ride 2 (SW 34th Street)                       | 142,611                   |
| 118          | Park-N-Ride 1 (Harn Museum)                          | 288,048                   |
| 119          | Family Housing                                       | 66,235                    |
| 120          | West Circulator (Fraternity Row)                     | 284,327                   |
| 121          | Commuter Lot                                         | 112,005                   |
| 122          | University of Florida North/South Circulator         | 33,562                    |
| 125          | Lakeside                                             | 249,629                   |
| 126          | University of Florida East/West Circulator (Evening) | 84,059                    |
| 127          | East Circulator (Sorority Row)                       | 234,289                   |

**Illustration 3.11**

**Total Ridership - Campus Routes  
Fiscal Year 2012-13**



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# Appendix A

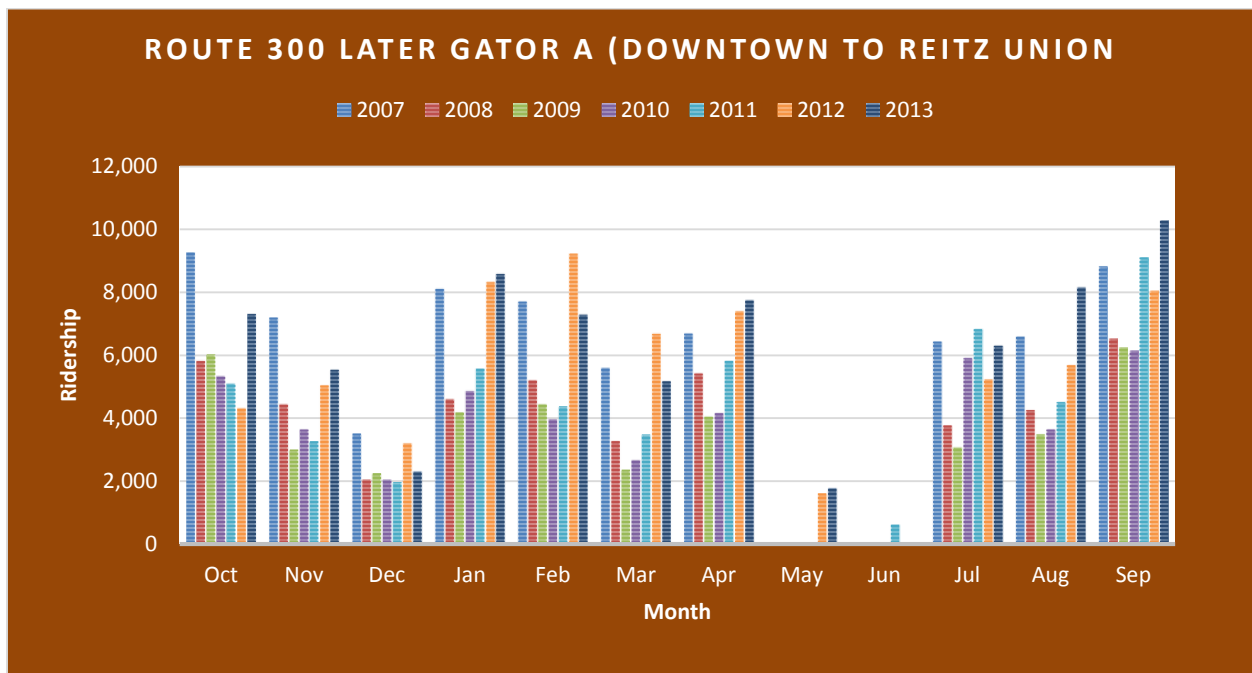
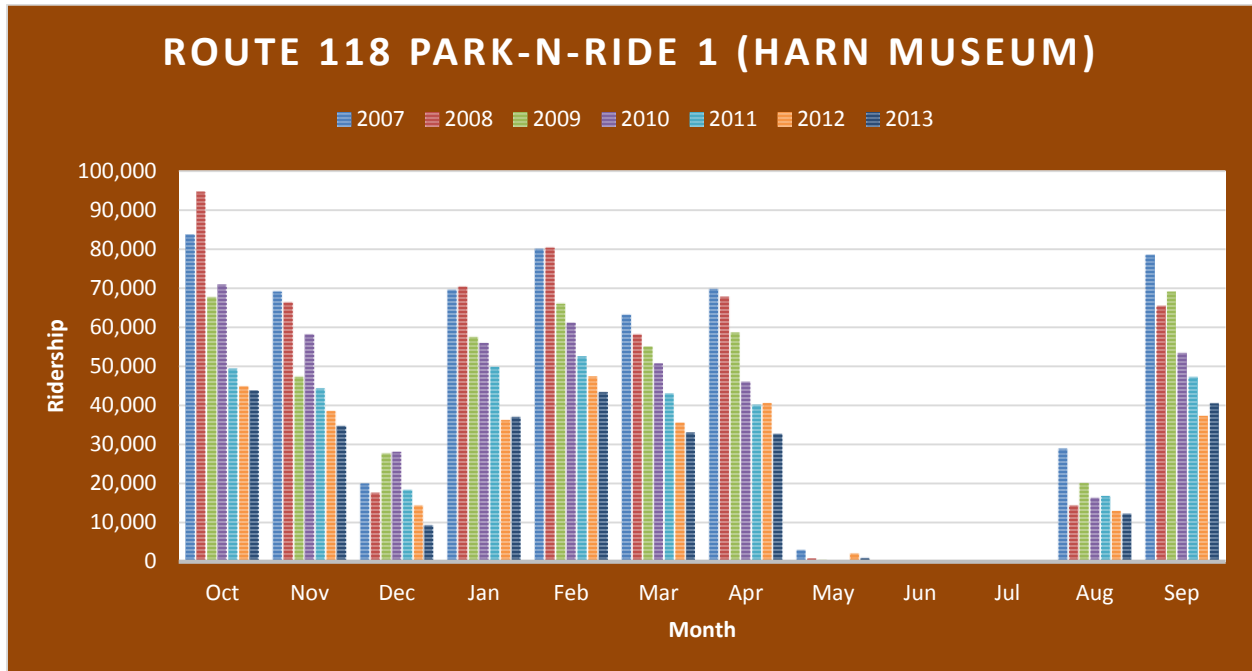
## Monthly Ridership Trend

### Seasonal Routes, 2007-2013

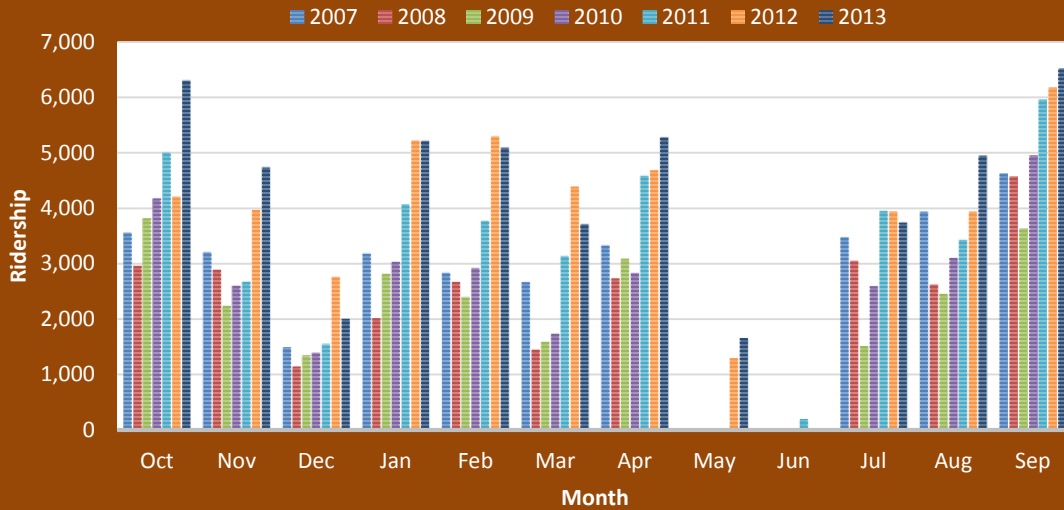
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## Appendix A: Monthly Ridership Trend Seasonal Routes, 2007-2013

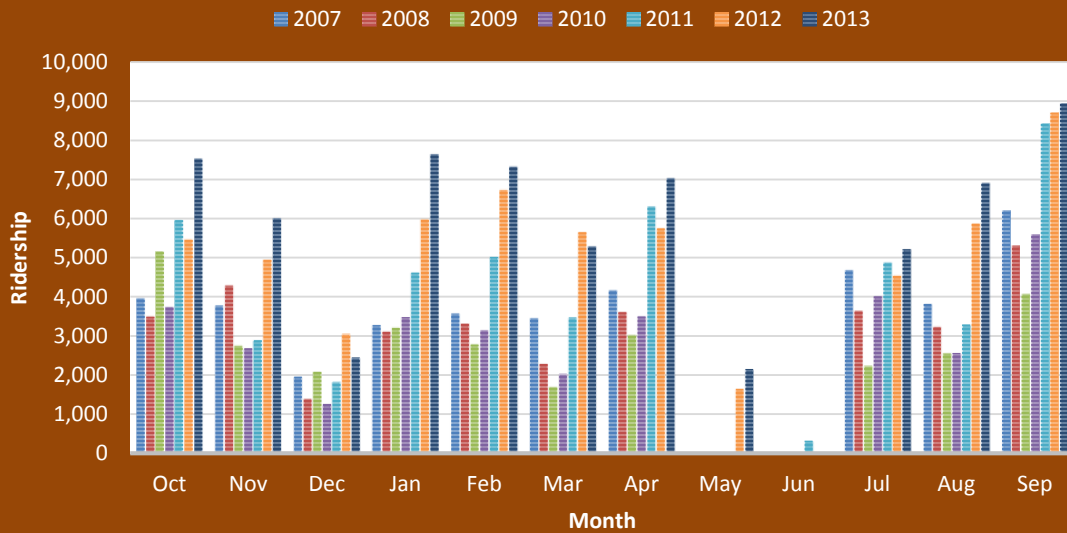
This appendix contains the illustrations of the ridership of seasonal routes (reduced service in summer).



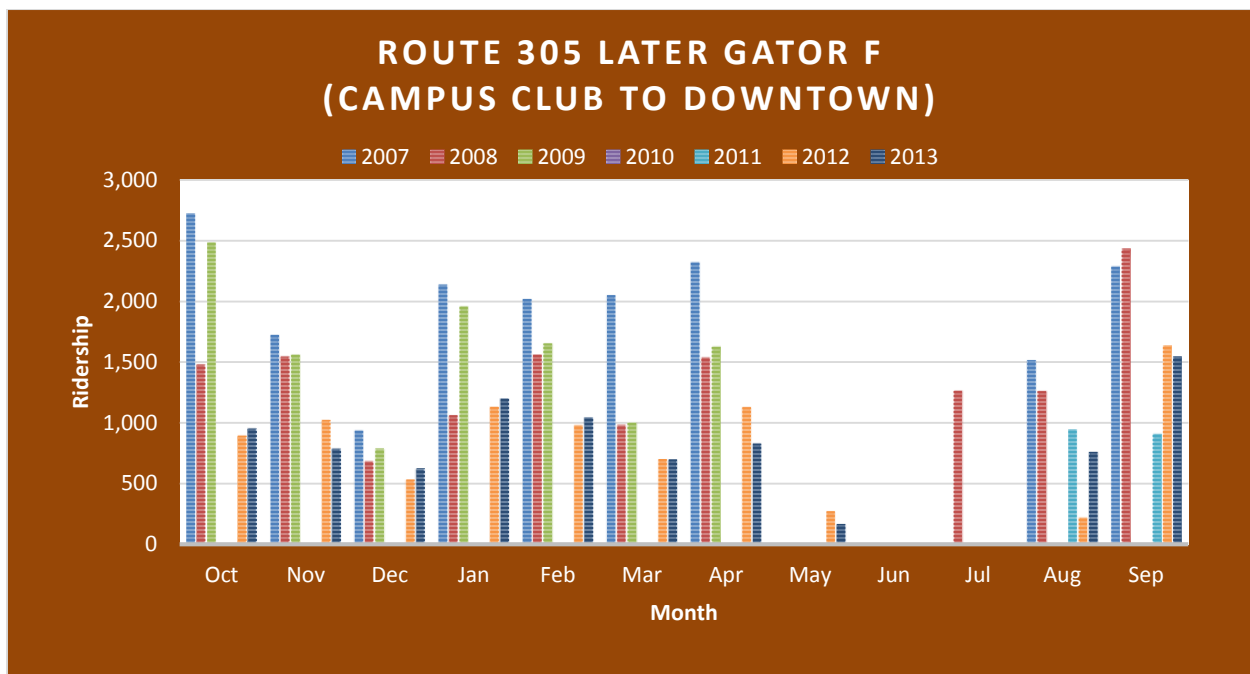
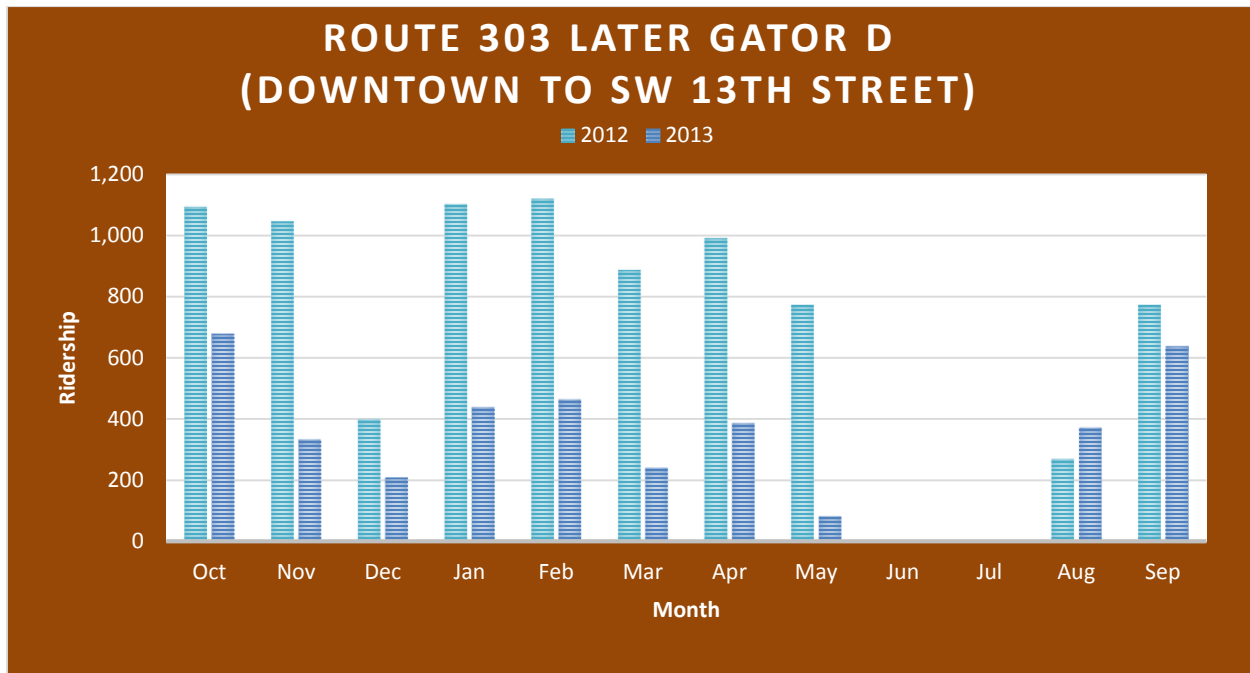
### ROUTE 301 LATER GATOR B (LEXINGTON CROSSING TO DOWNTOWN)



### 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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