

Annual Transit Ridership Monitoring Report

Fiscal Year 2015-16

June 5, 2017



Metropolitan Transportation Planning Organization
for the Gainesville Urbanized Area

Annual Transit Ridership Monitoring Report

Fiscal Year 2015-16

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for the Gainesville Urbanized Area

2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200

With Assistance from:

North Central Florida Regional Planning Council
2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200

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June 5, 2017

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Introduction

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Introduction

Public transportation is provided in the City of Gainesville, and adjacent unincorporated 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 in population. There are 58 routes in the system, including 11 routes that serve 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. In 2011, a partnership between Santa Fe College and the City of Gainesville enabled the Regional Transit System to enhance service to the Santa Fe College campus. This partnership included pre-paid unlimited transit access for all Santa Fe College 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 Trends

Systemwide, 1991-2016

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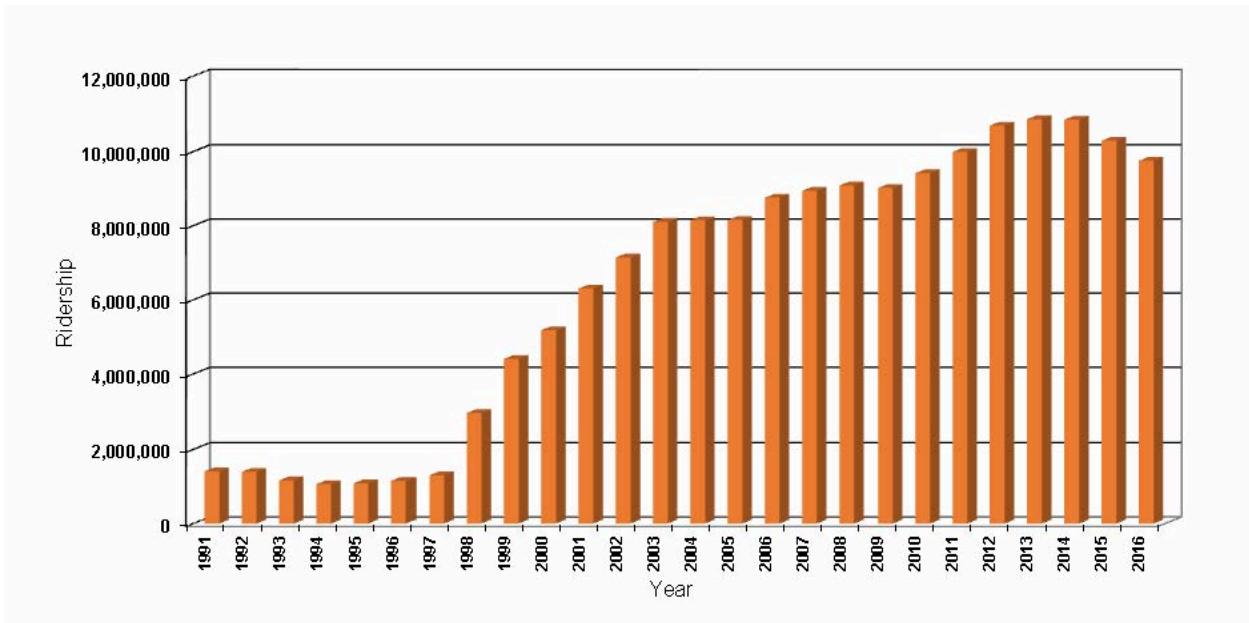
Chapter I: Annual Ridership Trends System-wide, 1991-2016

This chapter provides an overview of the system-wide transit ridership trends from 1991 to 2016 (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 2008 to 2016 on major City routes. As shown in Illustration 1.2, Routes 1, 5, 9, 12, 20 and 35 have the highest annual average ridership, ranging from 100,000 riders to 400,000 riders per year.

Illustration 1.1

Annual Regional Transit System Ridership System-wide, 1991-2016



Chapter II

Monthly Ridership Trends

City Routes, 2008-2016

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Chapter II: Monthly Ridership Trends City Routes, 2008-2016

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 Routes 1, 9, 12, 20, and 35. Illustration 2.1 shows the annual total ridership for each route for Fiscal Year 2015-16. Illustration 2.2 shows the distribution of annual ridership for all the city routes for Fiscal Year 2015-16. The following paragraphs and illustrations show monthly growth trends for the routes with the highest annual average ridership.

Table 2.1

Major Trip Generators and Attractors - City of Gainesville Fiscal Year 2015-16

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 Shopping Center	5, 43
Millhopper Shopping Center	10, 43
Ridgeway Village Shopping Center	8
Northwood Village Shopping Center	8
NW 13th Street at 39th Avenue	6, 15
Gainesville Mall	6, 8, 15
University of Florida, Shands and Veterans Hospital	1, 5, 8, 9, 10, 12, 13, 16, 20, 35, 36, 43
Southwest 13th Street	8, 13, 16
Downtown Gainesville	1, 2, 5, 6, 7, 43, 24, 11, 15, 10
Gainesville Shopping Center	13
Gainesville Regional Airport	25
Tacachale Developmental Disability Center	24
Southeast Hawthorne Road at SE 27th Street	7
Royal Park Plaza Cinema	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 2015-16

Route Number	Route Name	FY 2016 Total
1	Rosa Parks Downtown Station to Butler Plaza Shopping Center	651,637
2	Rosa Parks Downtown Station to Northeast Walmart Supercenter	70,126
3	Rosa Parks Downtown Station to North Main Post Office	26,601
5	Rosa Parks Downtown Station to Oaks Mall	436,851
6	Rosa Parks Downtown Station to Plaza Verde Shopping Center	82,605
7	Rosa Parks Downtown Station to Eastwood Meadows Apartments	72,879
8	Shands Hospital to North Walmart Supercenter	290,526
9	University of Florida Reitz Union to Hunters Run Subdivision	512,119
10	Rosa Parks Downtown Station to Santa Fe College	113,046
11	Rosa Parks Downtown Station to Eastwood Meadows Apartments	136,567
12	Reitz Union to Butler Plaza Shopping Center	704,775
13	University of Florida Beaty Towers to Career Source	334,563
15	Rosa Parks Downtown Station to NW 13th Street at NW 23rd Avenue	271,454
16	University of Florida Beaty Towers to Sugar Hill Neighborhood	97,557
17	University of Florida Beaty Towers to Rosa Parks Downtown Station	113,686
19	University of Florida Reitz Union to SW 23rd Terrace at SW 35th Place	9,390
20	University of Florida Reitz Union to Oaks Mall	1,226,333
21	Not In Use	
22	University of Florida Hub to Old Archer Rd	2,385
23	Oaks Mall to Santa Fe College	144,248
24	Rosa Parks Downtown Station to Gainesville Job Corps Center	22,306
25	University of Florida Commuter Lot to Gainesville Regional Airport	70,992
26	Rosa Parks Downtown Station to Gainesville Regional Airport	95,656
27	Rosa Parks Downtown Station to Northeast Walmart Supercenter	13,650
28	University of Florida Hub to Forest Park Apartments	186,643
29	University of Florida Beaty Towers to Kiwanis Park	40,433
34	University of Florida Hub to Lexington Crossing Apartments	277,852
35	University of Florida Reitz Union to Southwest 35th Place	698,335
36	University of Florida Reitz Union to Southwest 34th Street Post Office	61,233
37	University of Florida Reitz Union to Butler Plaza (via Southwest 35th Place)	84,287
38	University of Florida Hub to Gainesville Place	547,824
39	Santa Fe College to Gainesville Regional Airport	21,438
40	University of Florida Hub to Hunters Crossing Apartments	34,347
41	Not In Use	
43	University of Florida Shands Hospital to Santa Fe College	197,433
46	University of Florida Reitz Union to Rosa Parks Downtown Station	140,704
62	Oaks Mall to Lexington Crossing Apartments	19,092
75	Oaks Mall to Butler Plaza Shopping Center	236,239
76	Santa Fe College to Haile Square Market	27,011
77	Santa Fe College to Cabana Beach Apartments	15,908
City Totals		8,090,731

Table 2.2 Continued

**Total Ridership - City Routes
Fiscal Year 2015-16**

Route Number	Route Name	FY 2016 Total
117	Park-N-Ride 2 (SW 34th St.)	258,656
118	Park-N-Ride 1 (Cultural Plaza)	325,535
119	Family Housing	56,048
120	West Circulator (Frat Row)	209,557
121	Commuter Lot	51,771
122	UF North/South Circulator	39,123
125	Lakeside	255,822
126	UF East/West Circulator	84,990
127	East Circulator (Sorority Row)	190,262
128	Reitz Union to Lake Wauburg	839
129	UF West/East Circulator	15,955
Campus Totals		1,488,558

Route Number	Route Name	FY 2016 Total
300	Later Gator A (Fraternity Row to and from Rosa Parks Downtown Station)	35,521
301	Later Gator B (Southwest Gainesville to and from Rosa Parks Downtown Station)	29,971
302	Later Gator C (Oaks Mall to and from Rosa Parks Downtown Station)	45,030
303	Later Gator D (CareerSource to and from Rosa Parks Downtown Station)	2,958
305	Later Gator F (Butler Plaza to and from Rosa Parks Downtown Station)	5,332
Later Gator Totals		118,812

Other Services Totals	55,647
Systemwide Totals	9,753,748

Indicates route not in operation

Illustration 2.1

Total Ridership - City Routes Fiscal Year 2015-16

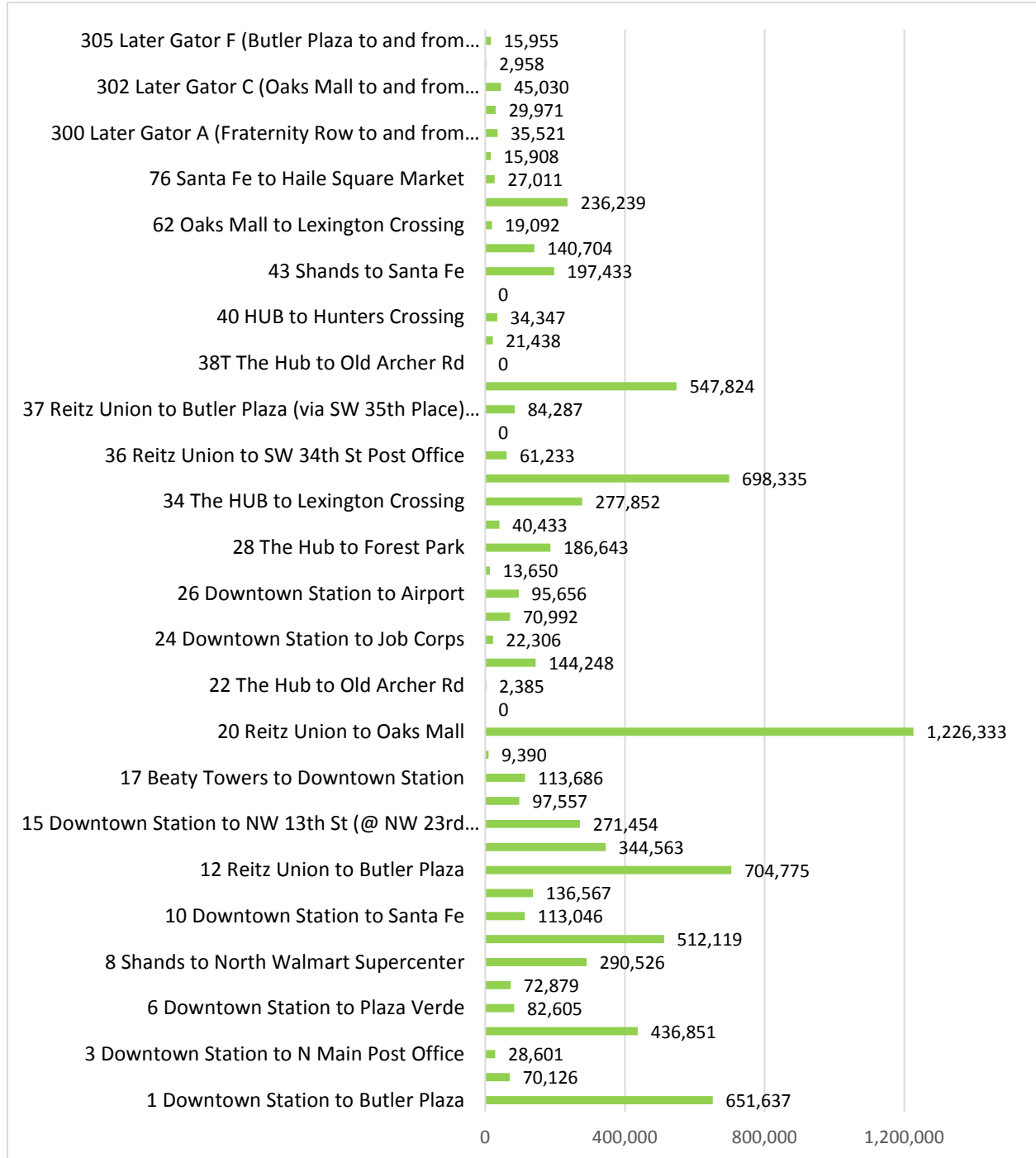


Illustration 2.2

Ridership Distribution - City Routes Fiscal Year 2015-16

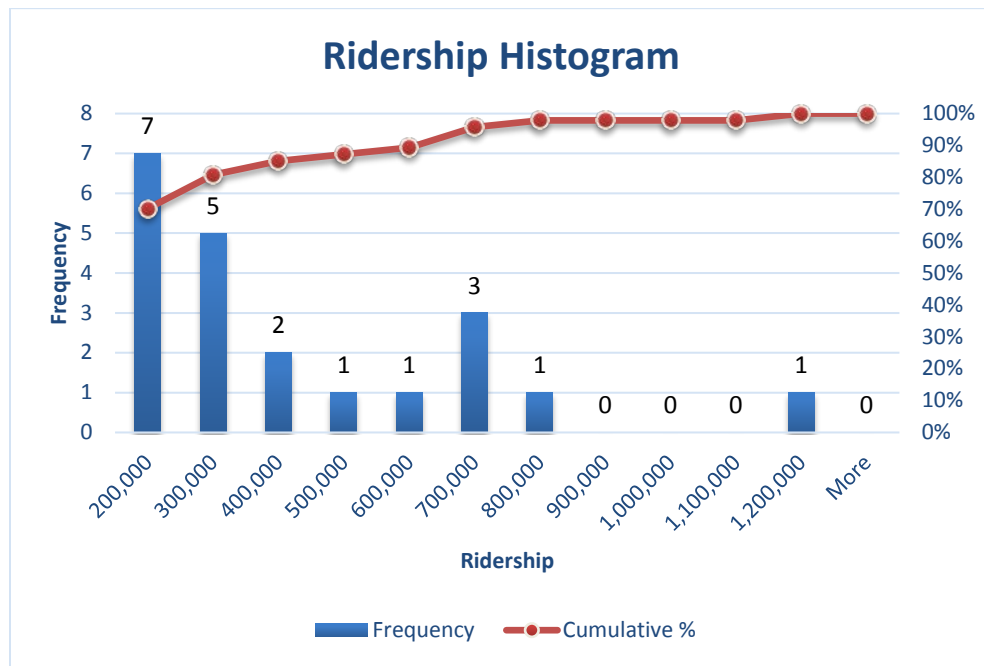
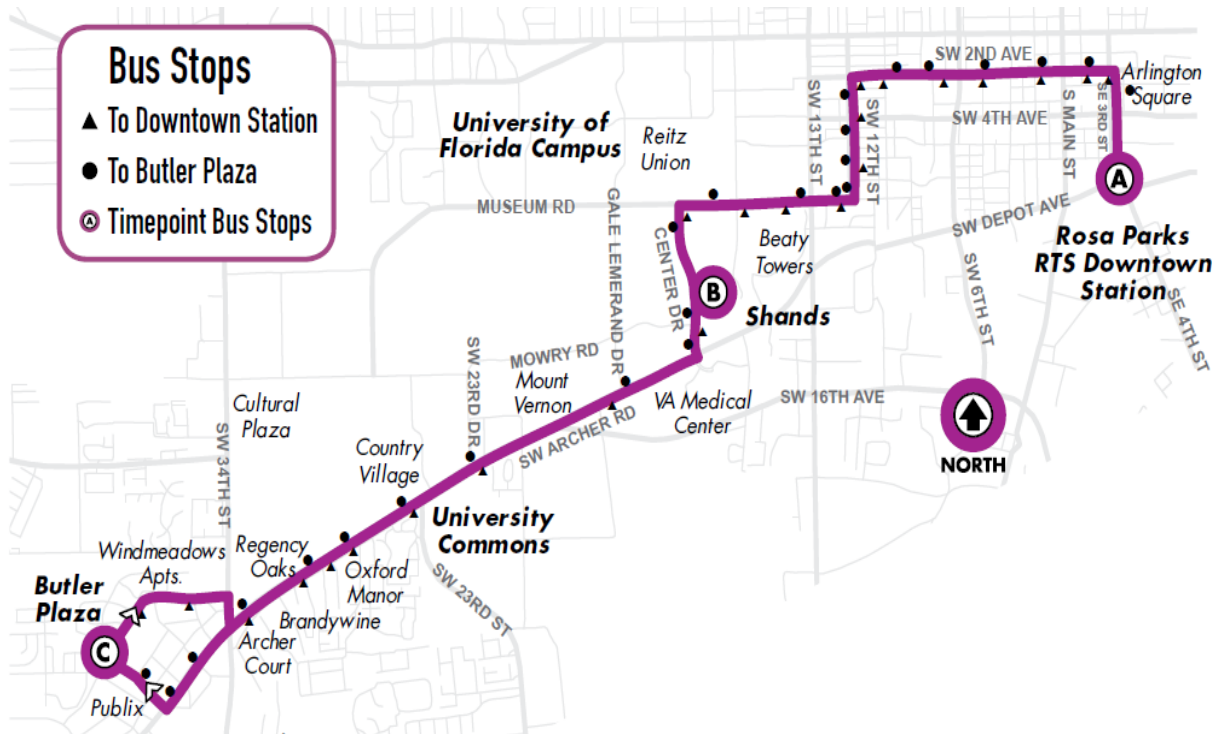


Illustration 2.3

Route 1 Map - Rosa Parks Downtown Station to Butler Plaza



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

Illustration 2.4 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, 2008-2016

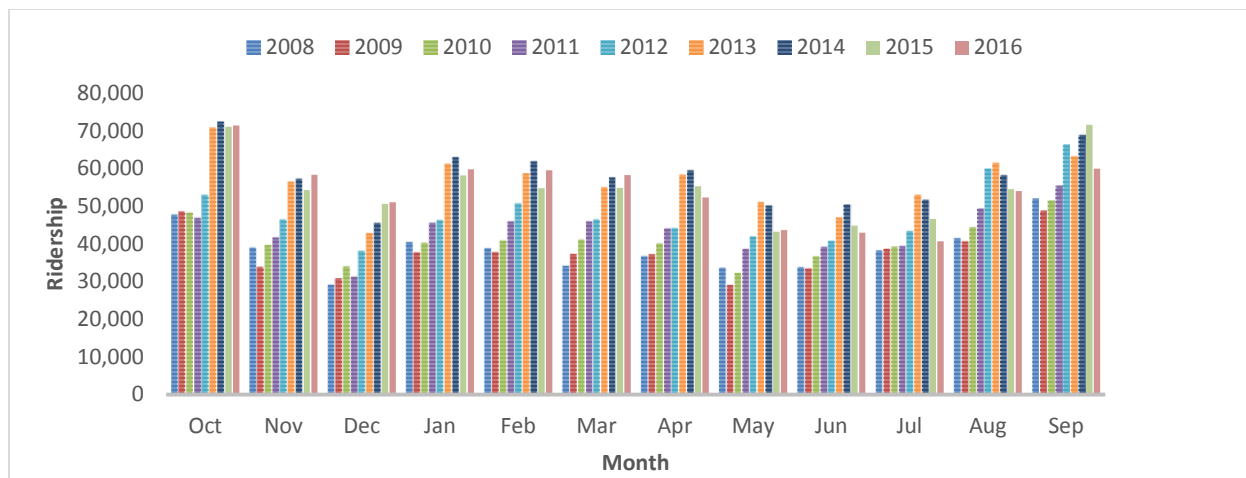


Illustration 2.5

Route 9 Map - Reitz Union to Hunters Run Subdivision



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

Illustration 2.6 shows monthly ridership trends for Route 9 from Reitz Union to Hunters Run Subdivision.

Illustration 2.6

Monthly Trend for Route 9 City of Gainesville, 2008-2016

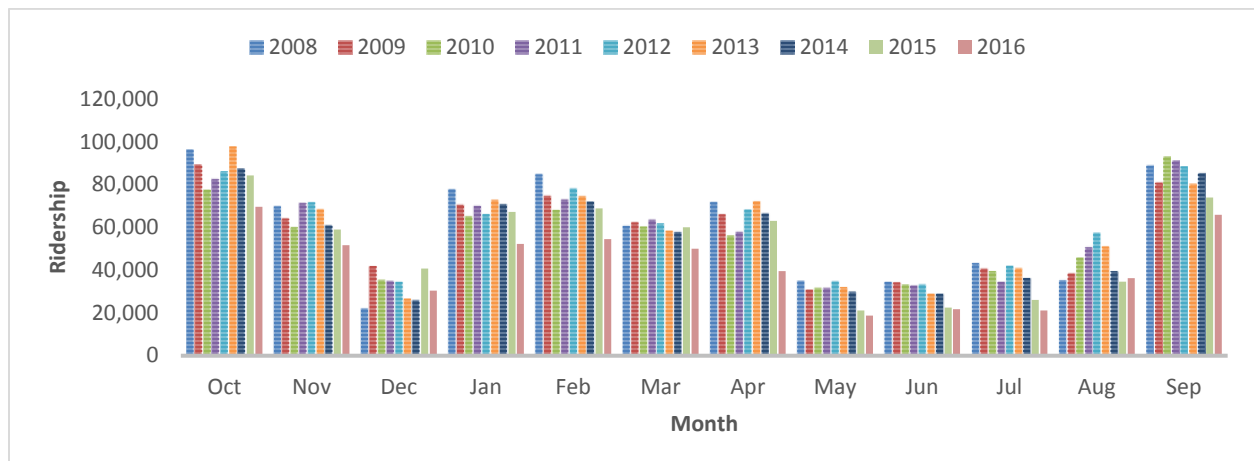
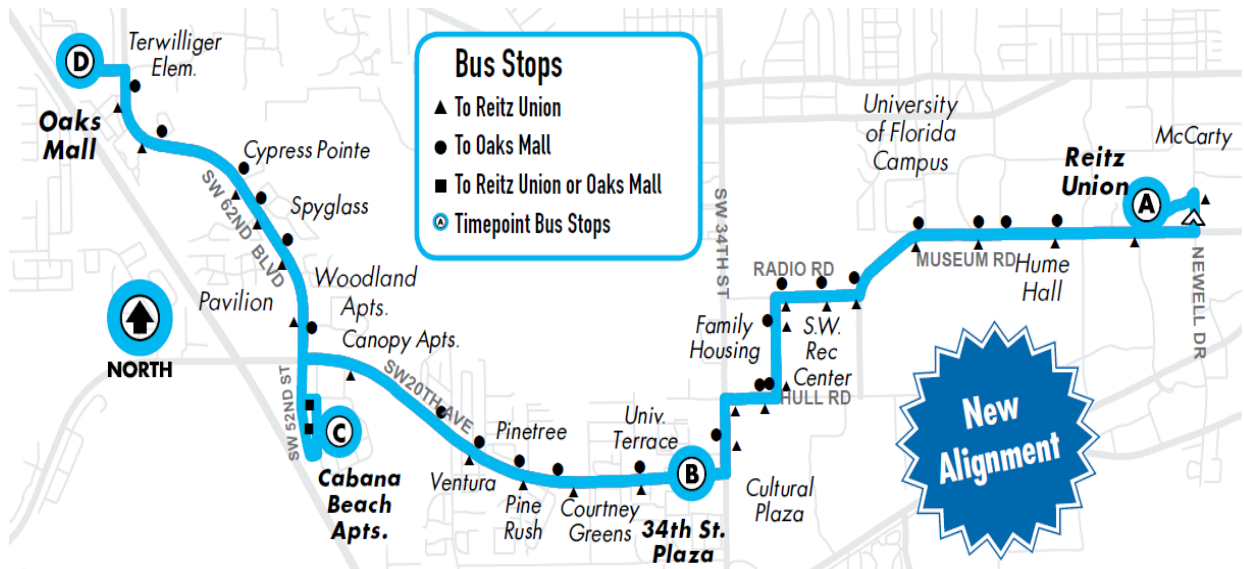


Illustration 2.9

Route 20 Map - Reitz Union to Oaks Mall



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

Illustration 2.10 shows monthly ridership trends on Route 20 from Reitz Union to Oaks Mall.

Illustration 2.10

Monthly Trend for Route 20
City of Gainesville, 2008-2016

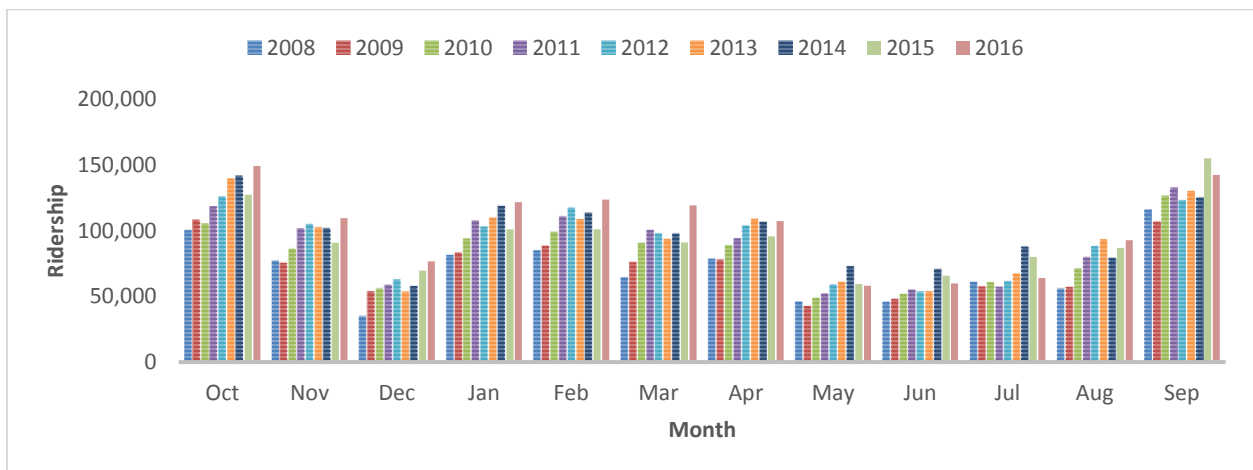
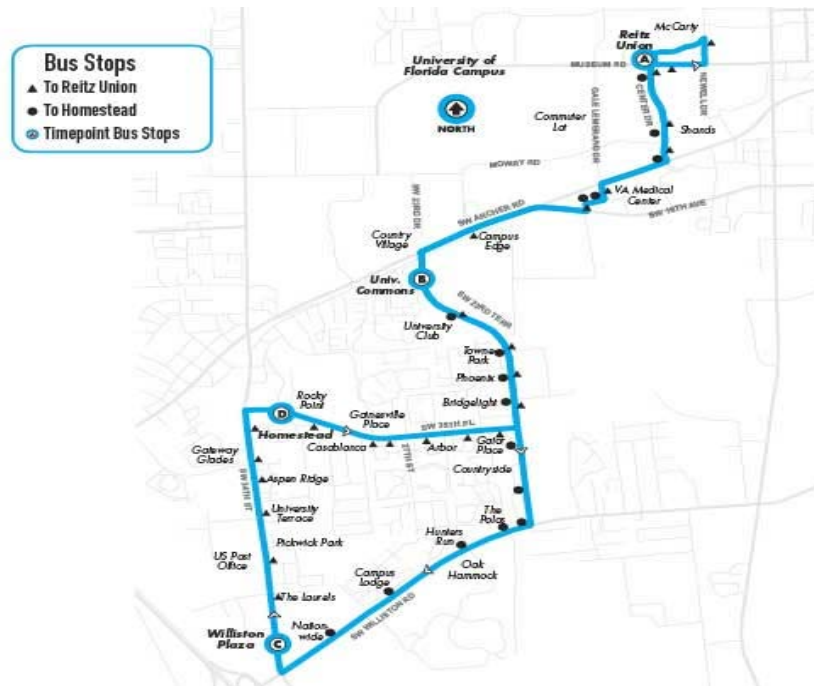


Illustration 2.11

Route 35 - Map Reitz Union to SW 35th Place

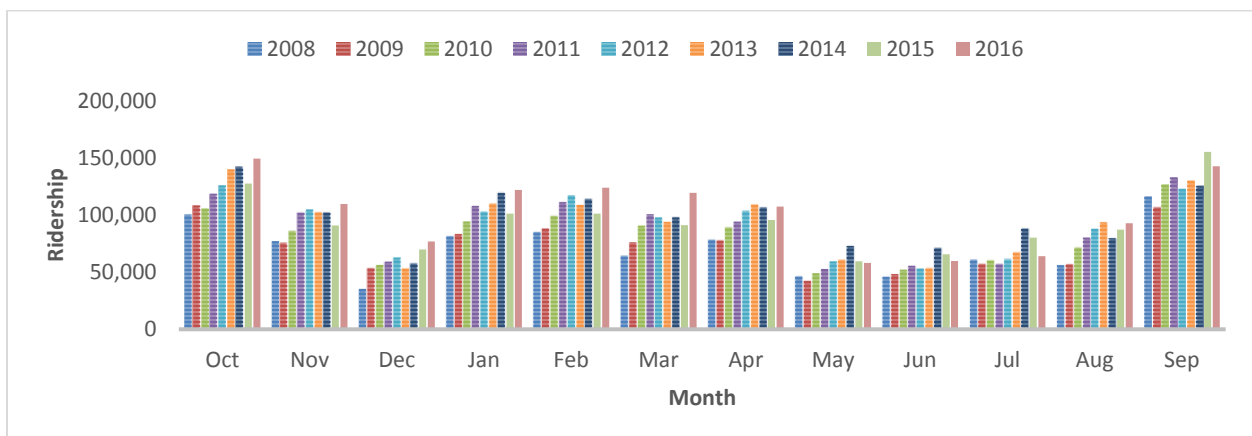


Source: <http://go-rt.com/schedule.php>

Illustration 2.12 shows monthly ridership trends on Route 35 from Reitz Union to SW 35th Place.

Illustration 2.12

Monthly Trend for Route 35
City of Gainesville, 2008-2016



Chapter III

Monthly Ridership Trends

Campus Routes, 2008-2016

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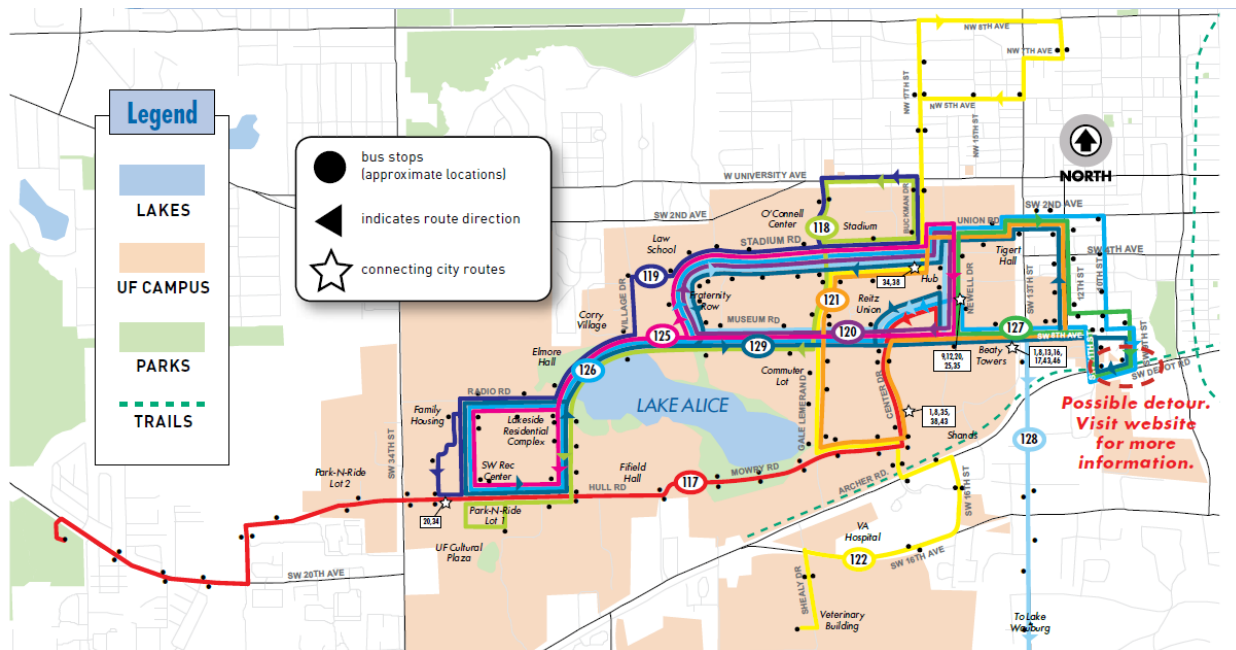
Chapter III: Monthly Ridership Trends Campus Routes, 2008-2016

The Regional Transit System operates 11 routes on the University of Florida campus (see Illustration 3.1). This section discusses monthly ridership trends for these routes. Compared with city routes, these routes have a greater proportion of student riders. Therefore, their ridership is influenced by the academic calendar of the University of Florida. For example, all of these routes experienced a significant decrease in ridership during the months of December, May and June.

More than one-half of the campus routes had a decreasing ridership trend from 2015 to 2016. Generally, the monthly ridership for Routes 117 and 129 increased; Routes 122, 127, and 128 remained almost unchanged; Routes 118, 119, 120, 121, 125 and 126 decreased. Route 129 was initiated in August 2015, expanding transit coverage on the University of Florida campus.

Illustration 3.1

Campus Routes Map 2016



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

Illustration 3.2

Monthly Trend for Route 117 University of Florida Campus Routes, 2008-2016

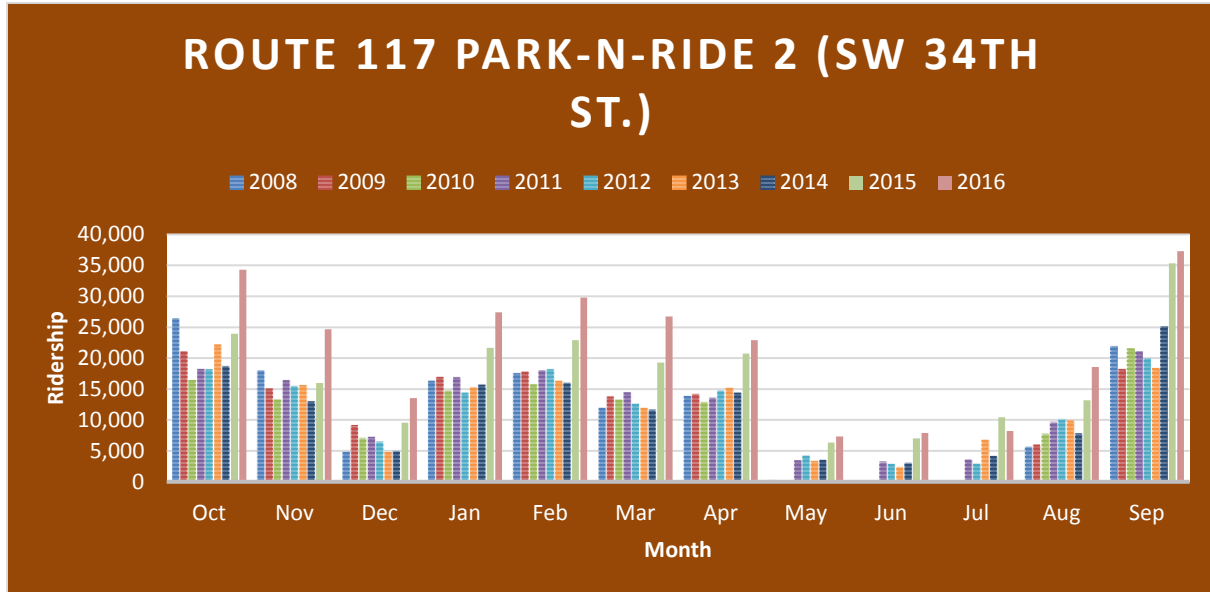


Illustration 3.3

Monthly Trend for Route 118 University of Florida Campus Routes, 2008-2016

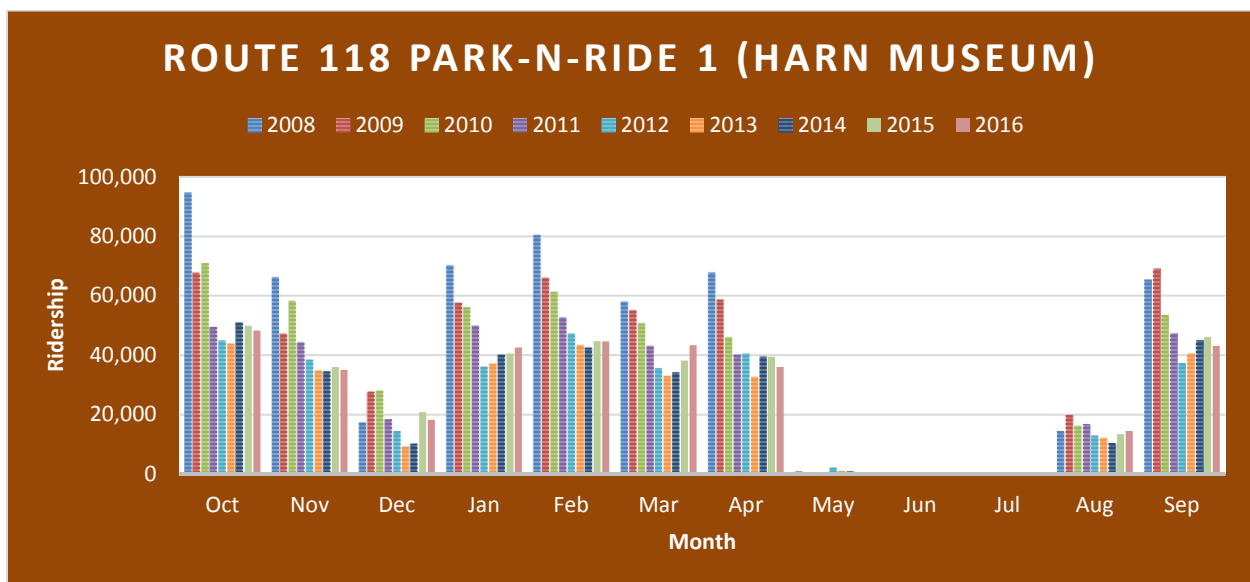


Illustration 3.4

Monthly Trend for Route 119 University of Florida Campus Routes, 2008-2016

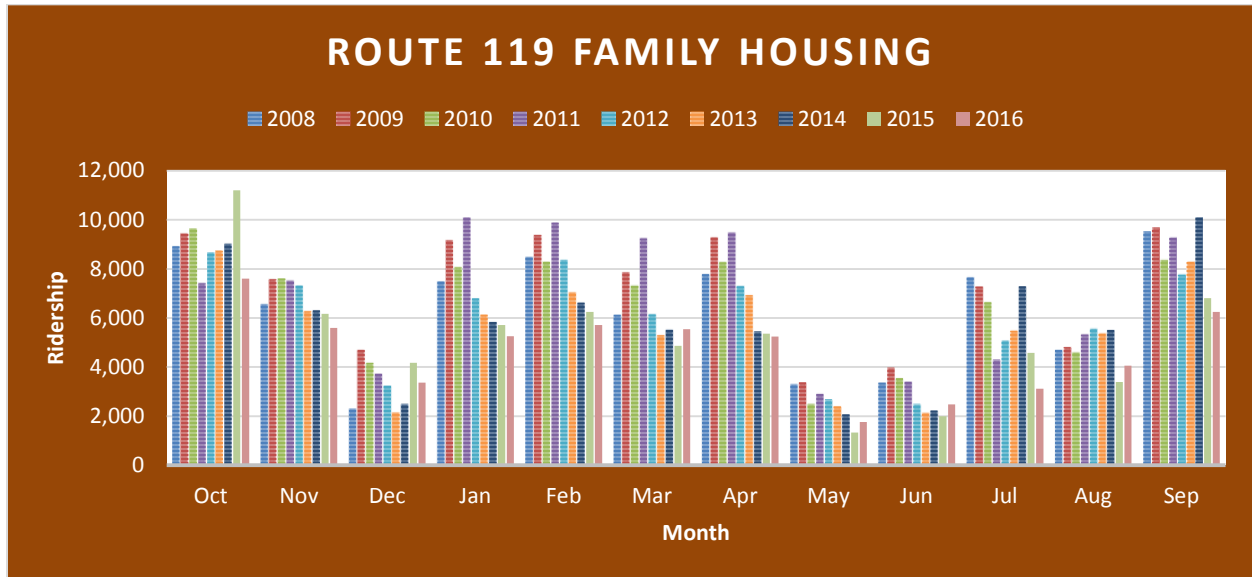


Illustration 3.5

Monthly Trend for Route 120 University of Florida Campus Routes, 2008-2016

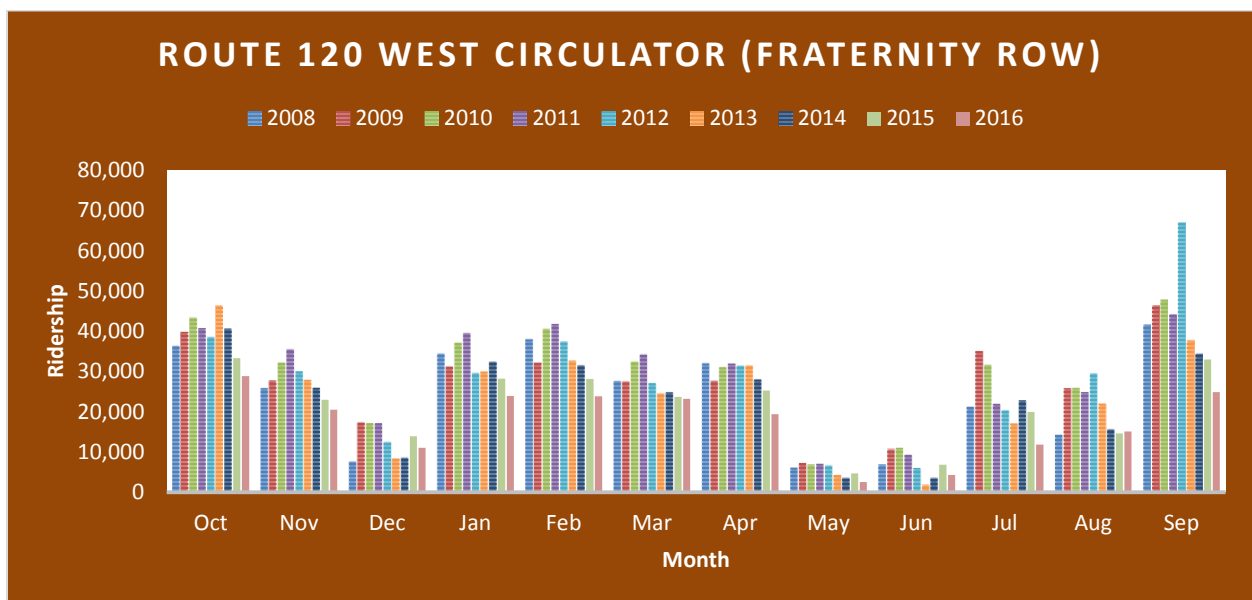


Illustration 3.6

Monthly Trend for Route 121 University of Florida Campus Routes, 2008-2016

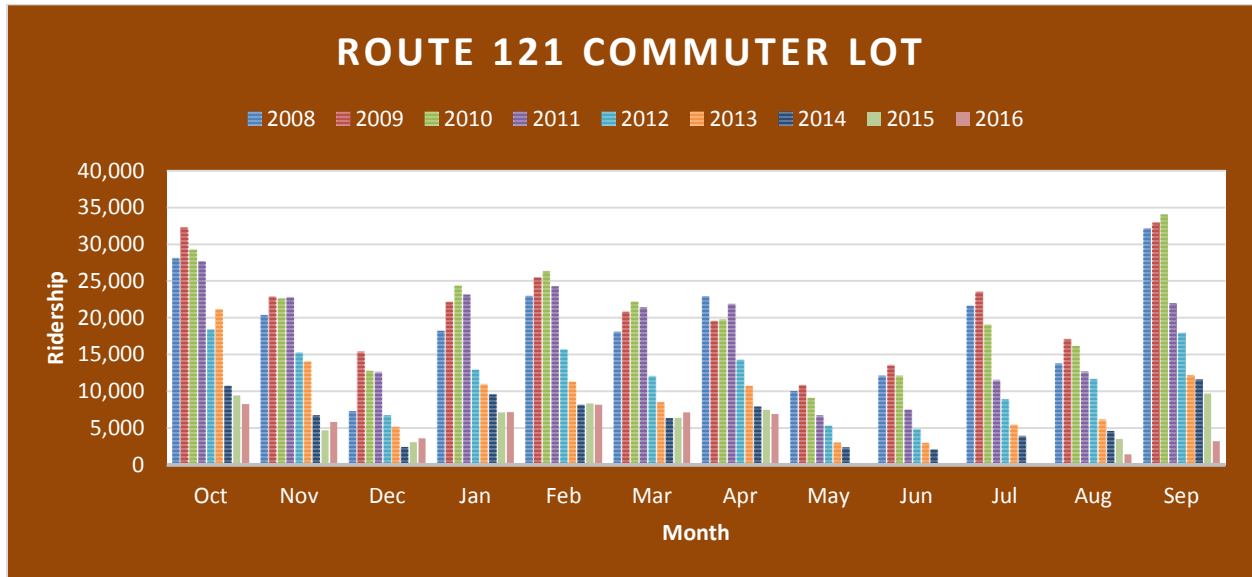


Illustration 3.7

Monthly Trend for Route 122 University of Florida Campus Routes, 2008-2016

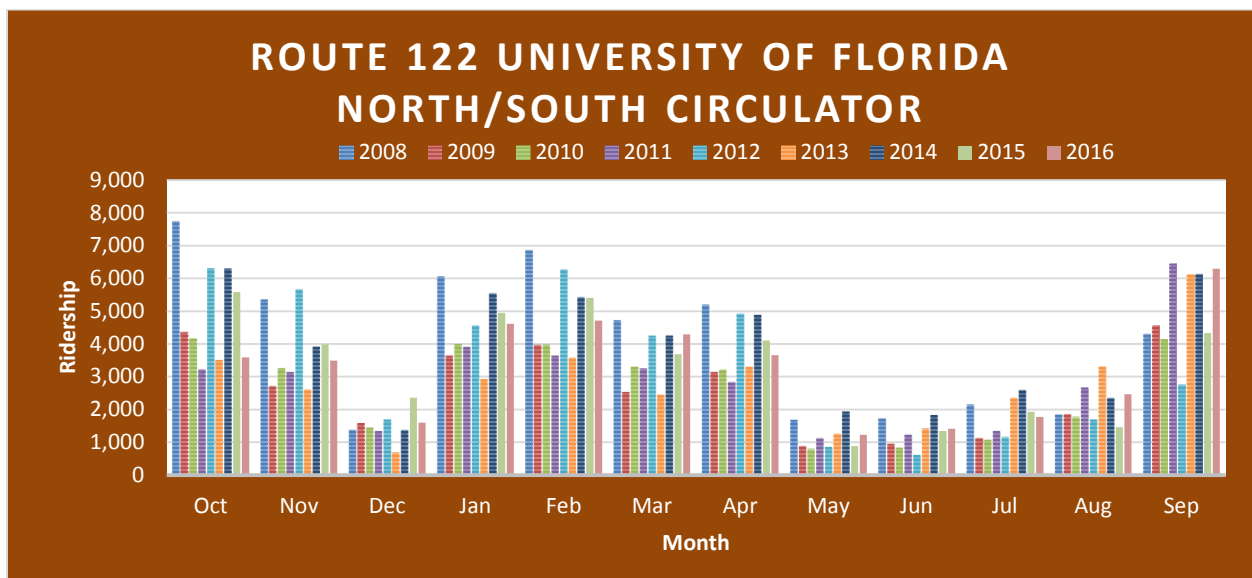


Illustration 3.8

Monthly Trend for Route 125 University of Florida Campus Routes, 2008-2016

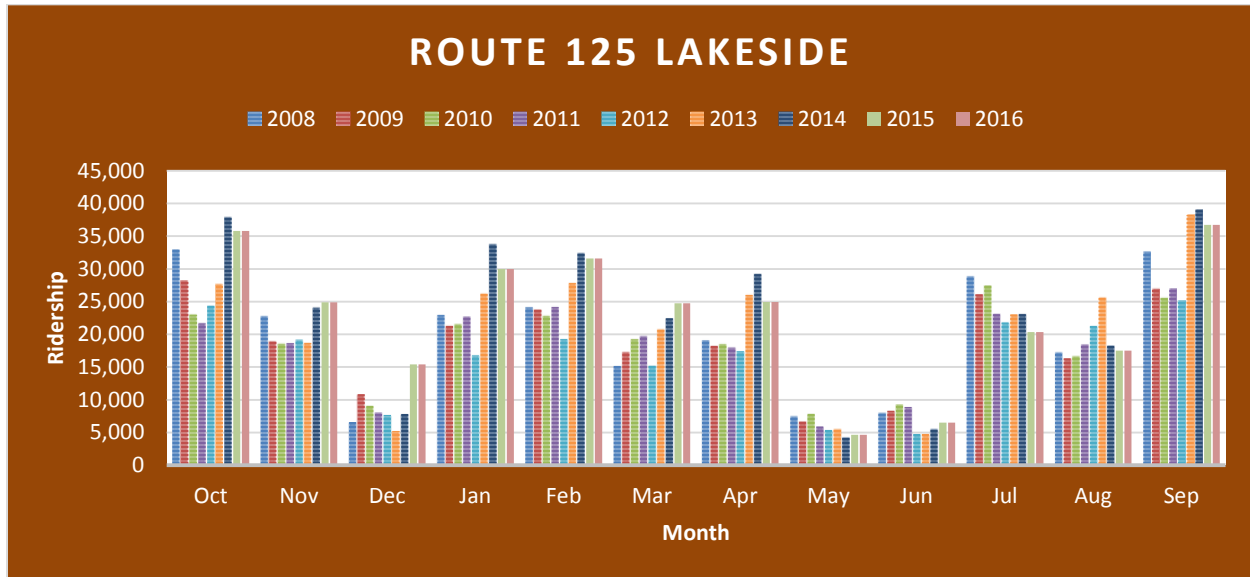


Illustration 3.9

Monthly Trend for Route 126 University of Florida Campus Routes, 2008-2016

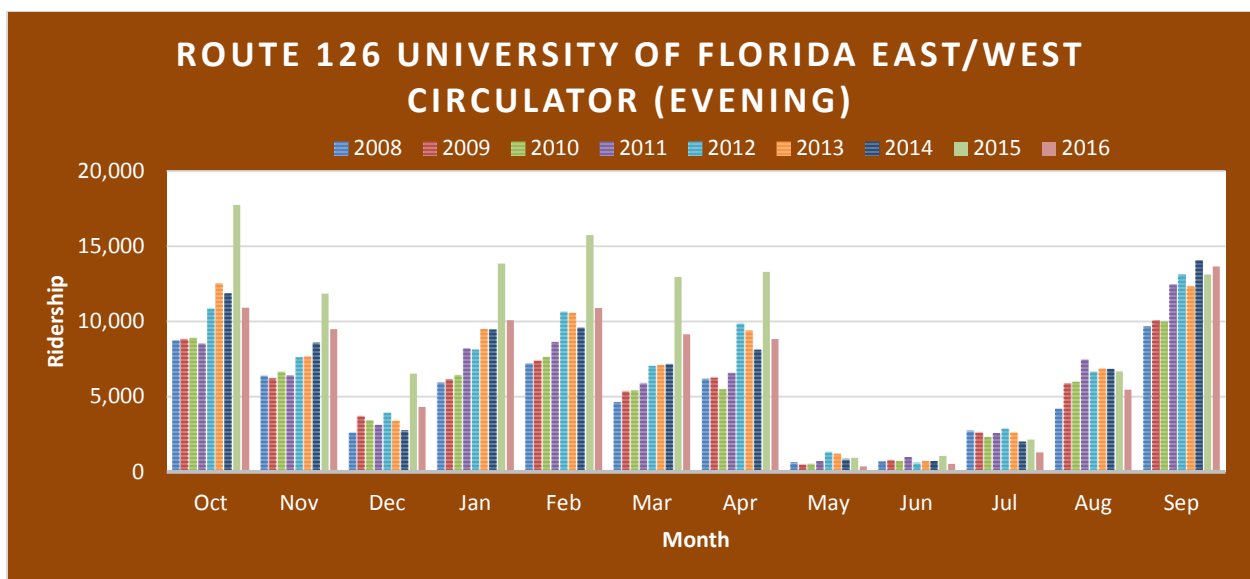


Illustration 3.10

**Monthly Trend for Route 127
University of Florida Campus Routes, 2008-2016**

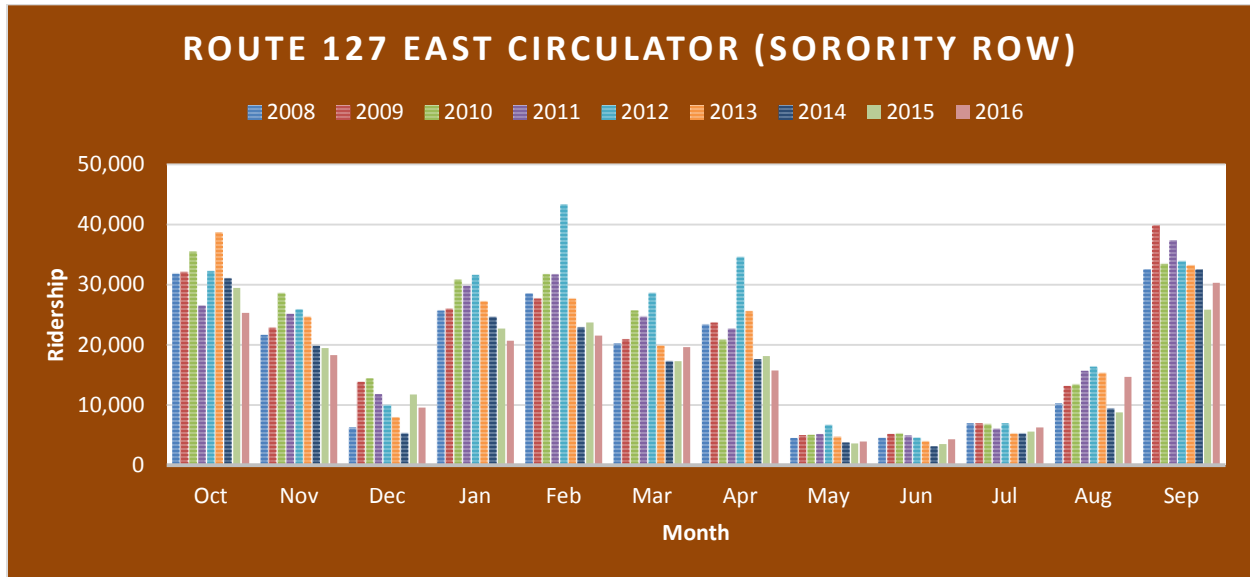


Illustration 3.11

**Monthly Trend for Route 128
University of Florida Campus Routes, 2008-2016**

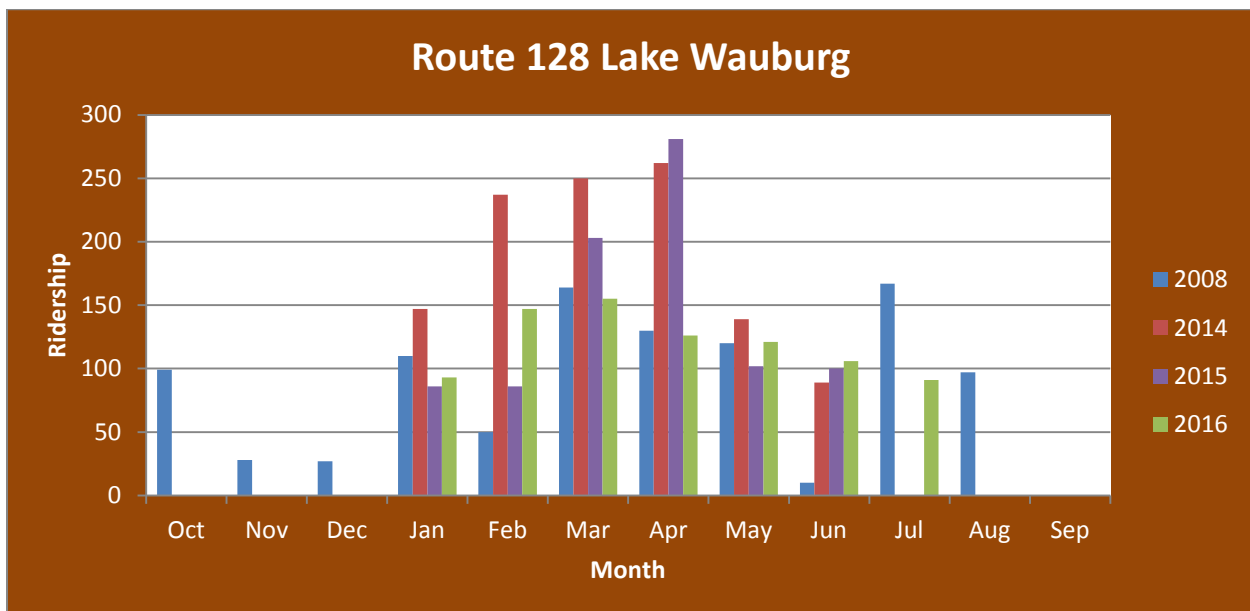


Illustration 3.12

**Monthly Trend for Route 129
University of Florida Campus Routes, 2008-2016**

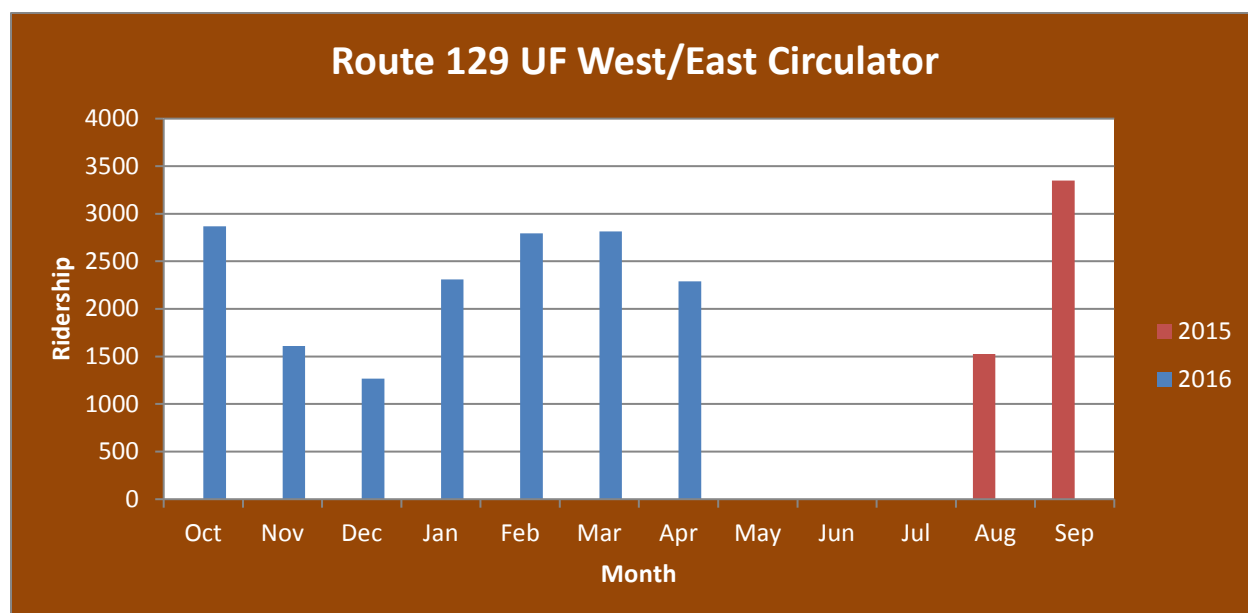


Illustration 3.13 provides a summary of the annual total ridership for University of Florida campus routes for Fiscal Year 2015-16. It indicates that Route 118 and Route 125 had the highest annual ridership among campus routes in Fiscal Year 2014-15.

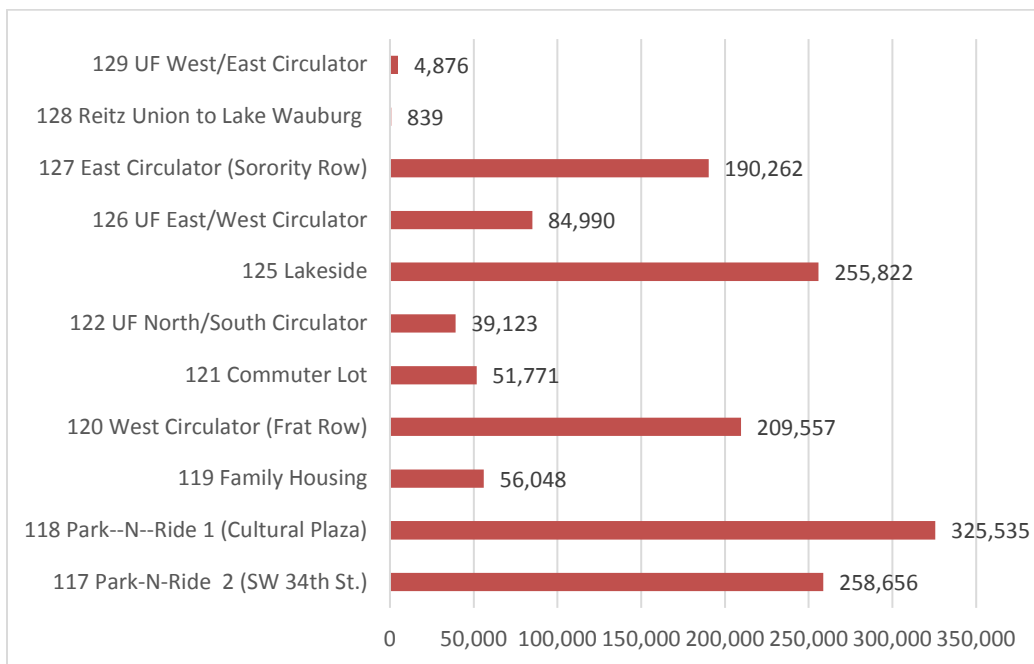
Table 3.1

**Total Ridership - Campus Routes
Fiscal Year 2015-16**

Route Number	Route Name	Fiscal Year 2012-13 Total
117	Park-N-Ride 2 (SW 34th Street)	206,497
118	Park-N-Ride 1 (Harn Museum)	329,518
119	Family Housing	61,825
120	West Circulator (Fraternity Row)	254,709
121	Commuter Lot	59,843
122	University of Florida North/South Circulator	40,044
125	Lakeside	273,049
126	University of Florida East/West Circulator (Evening)	115,920
127	East Circulator (Sorority Row)	189,837
128	Lake Wauburg	858
129	West/East Circulator	4,876

Illustration 3.13

**Total Ridership - University of Florida Campus Routes
Fiscal Year 2015-16**



Appendix A

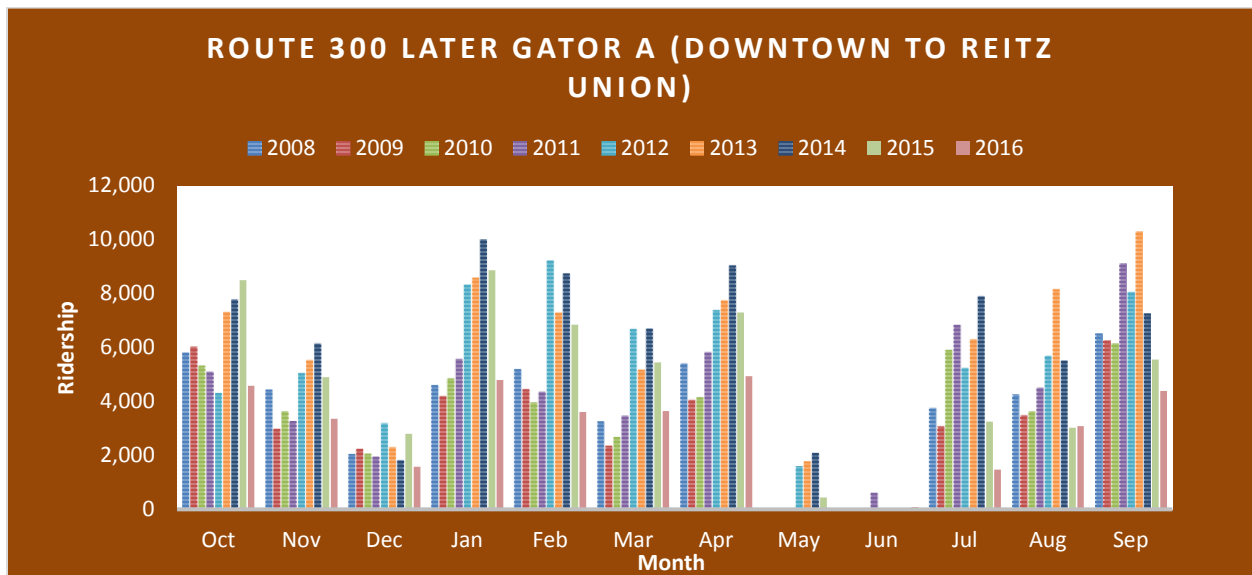
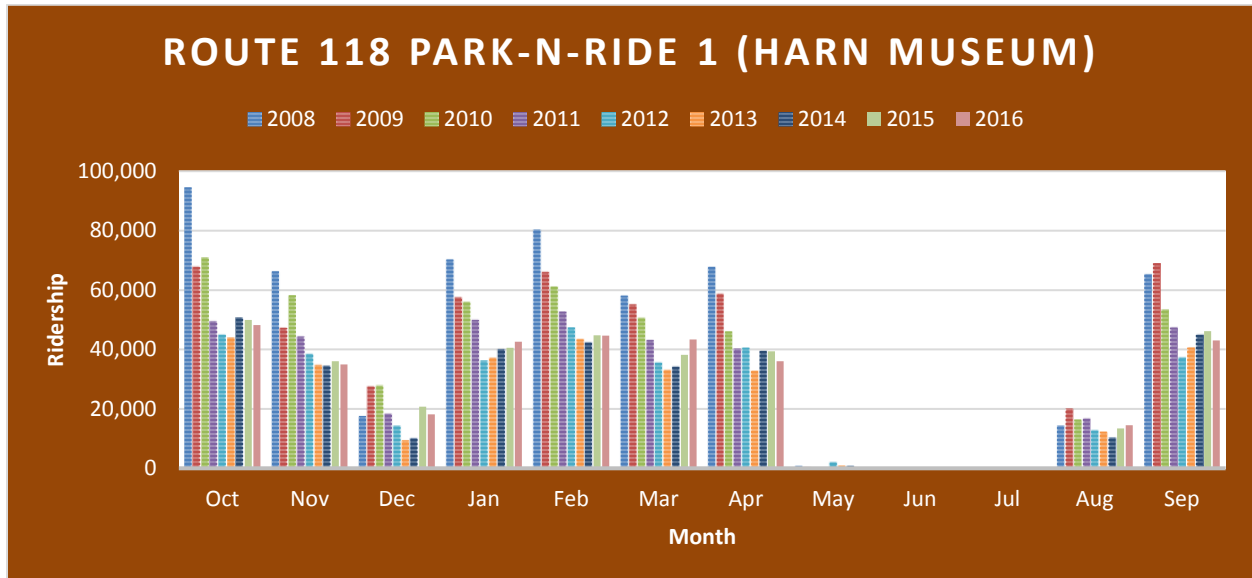
Monthly Ridership Trends

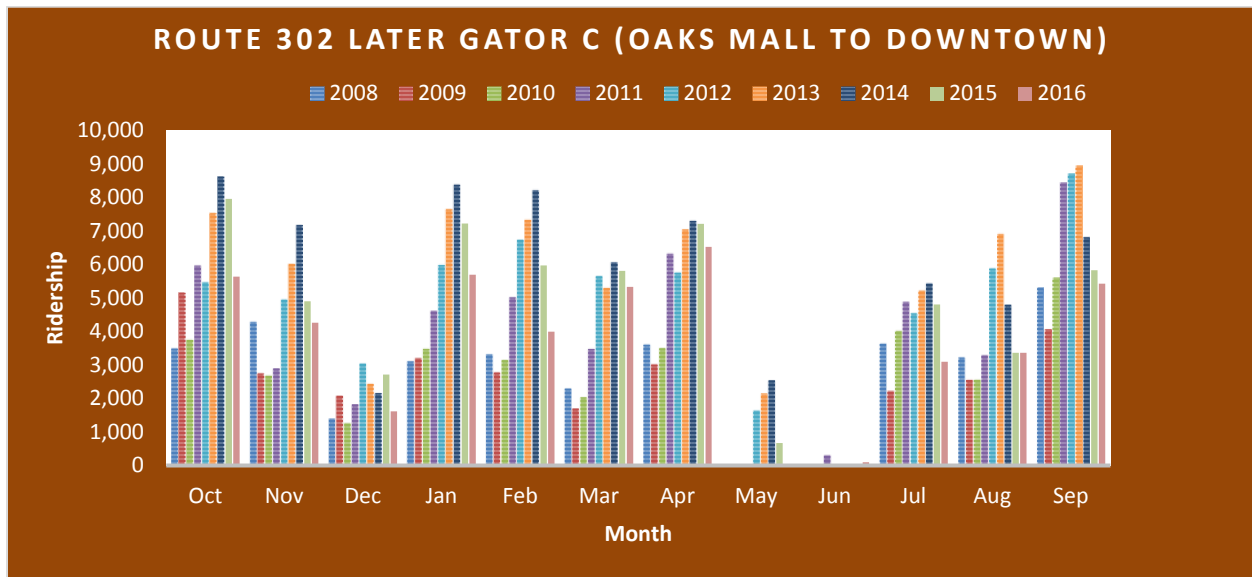
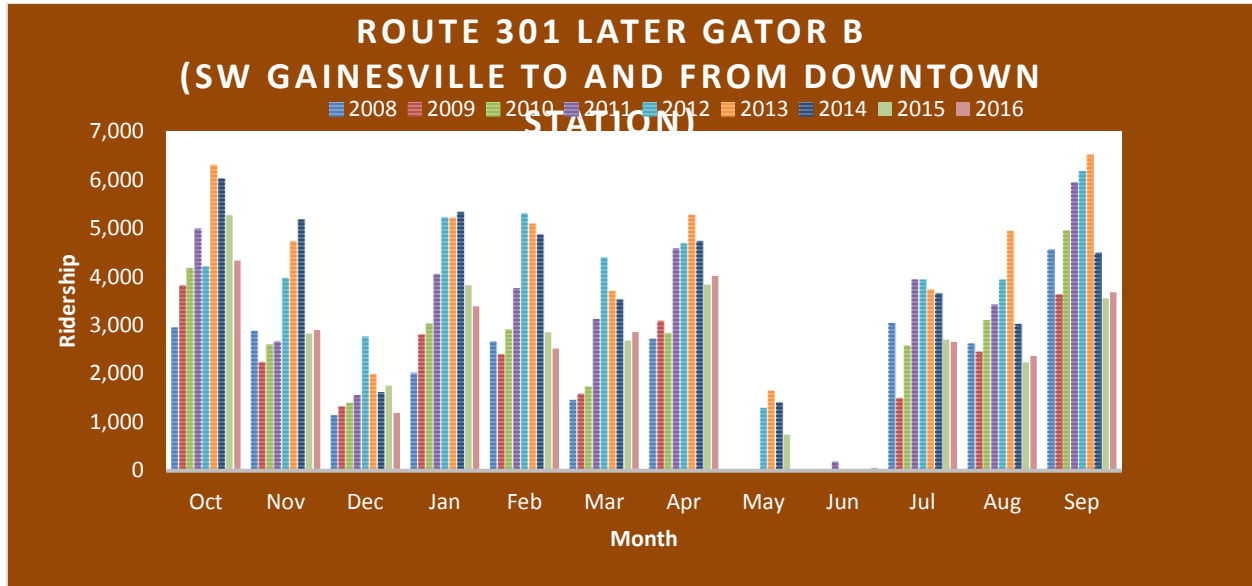
Seasonal Routes, 2008-2016

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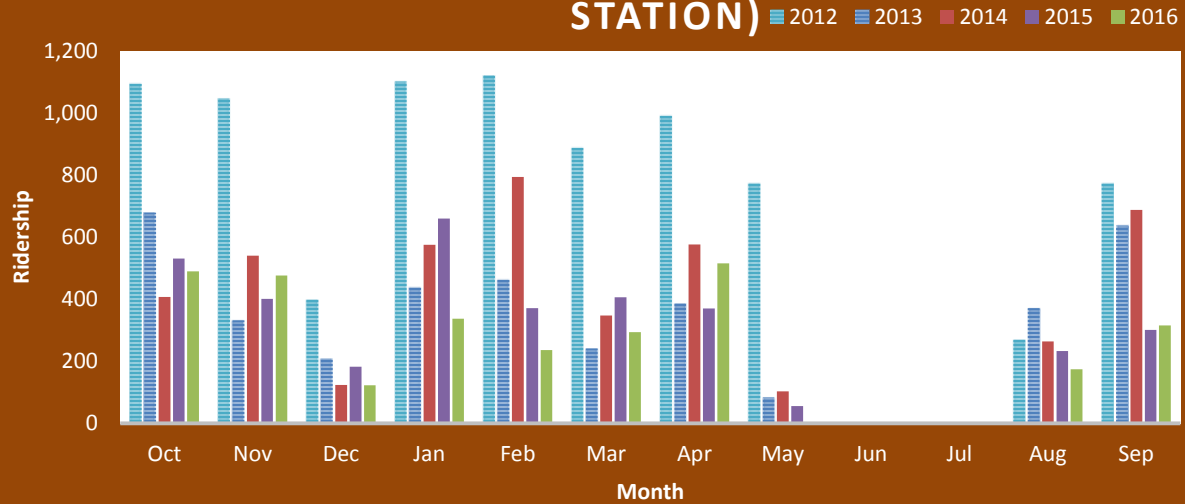
Appendix A: Monthly Ridership Trends Seasonal Routes, 2008-2016

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

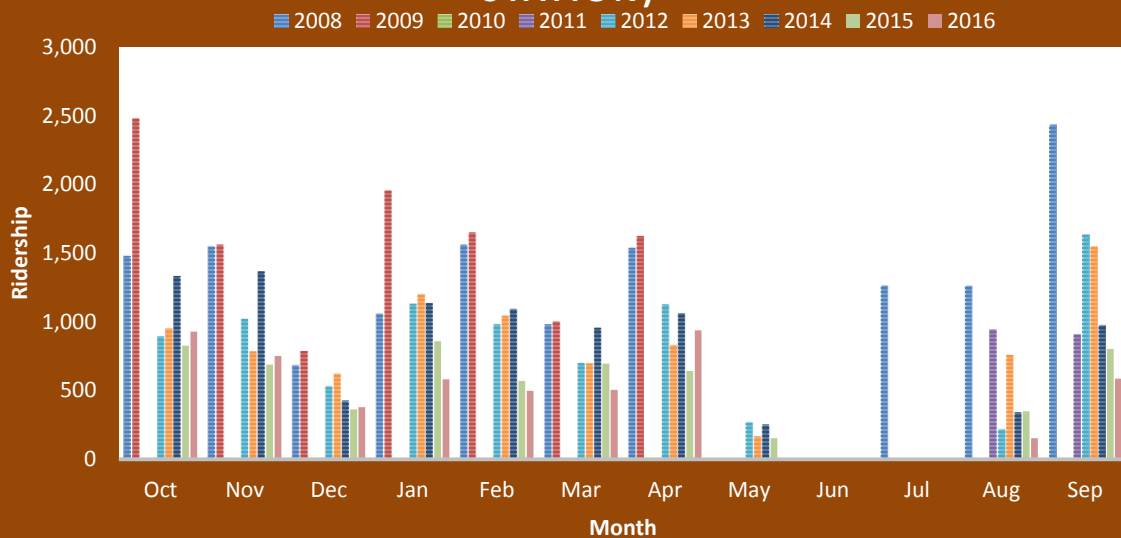




ROUTE 303 LATER GATOR D (CAREERSOURCE TO AND FROM DOWNTOWN STATION)



ROUTE 305 LATER GATOR F (BULTER PLAZA TO AND FROM DOWNTOWN STATION)



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Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area

Annual Transit Ridership Monitoring Report Team

Scott R. Koons, AICP, Executive Director

* Michael Escalante, AICP, Senior Planner

** Brooke Peters, Planning Intern

* Primary Responsibility
** Secondary Responsibility



Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area

2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200

www.ncfrpc.org/mtpo