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# Annual Transit Ridership Monitoring Report Fiscal Year 2016-17

June 25, 2018



Metropolitan Transportation Planning Organization  
for the Gainesville Urbanized Area



# Annual Transit Ridership Monitoring Report

Fiscal Year 2016-17

Metropolitan Transportation Planning Organization  
for the Gainesville Urbanized Area

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The preparation of this report has been financed in part through grants from the Federal Highway Administration and Federal Transit Administration, United States Department of Transportation, under the State Planning and Research Program, Section 505 [or Metropolitan Planning Program, Section 104(f)] of Title 23, United States Code. The contents of this report do not necessarily reflect the official views or policy of the United States Department of Transportation.

June 25, 2018

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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, 1991-2017

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# Chapter I: Annual Ridership Trends System-wide, 1991-2017

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, 1991-2017

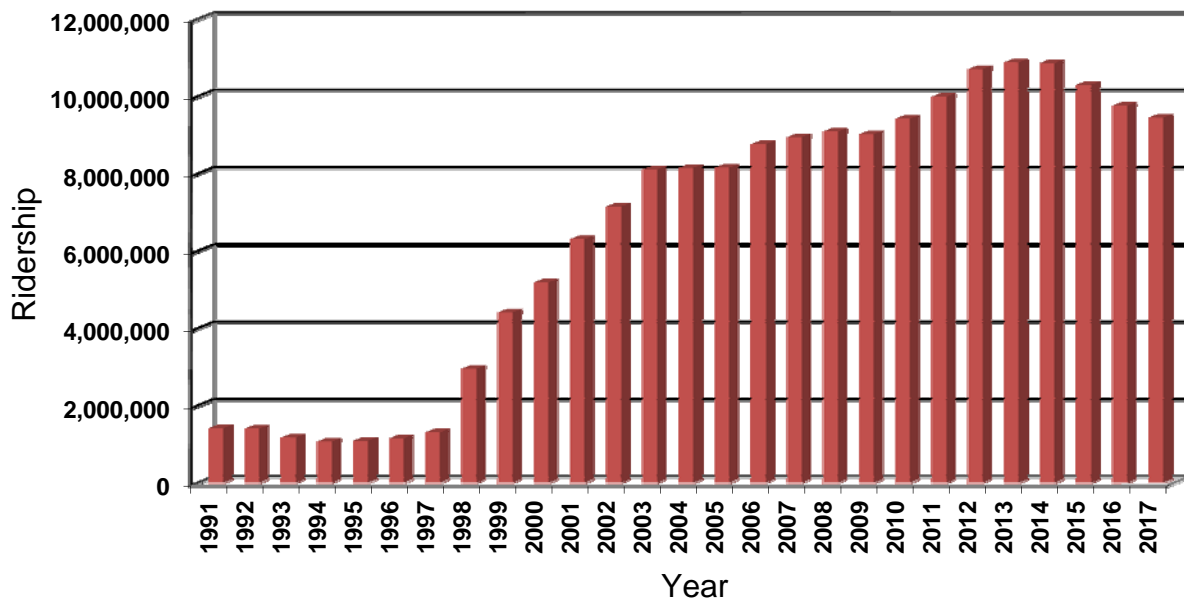
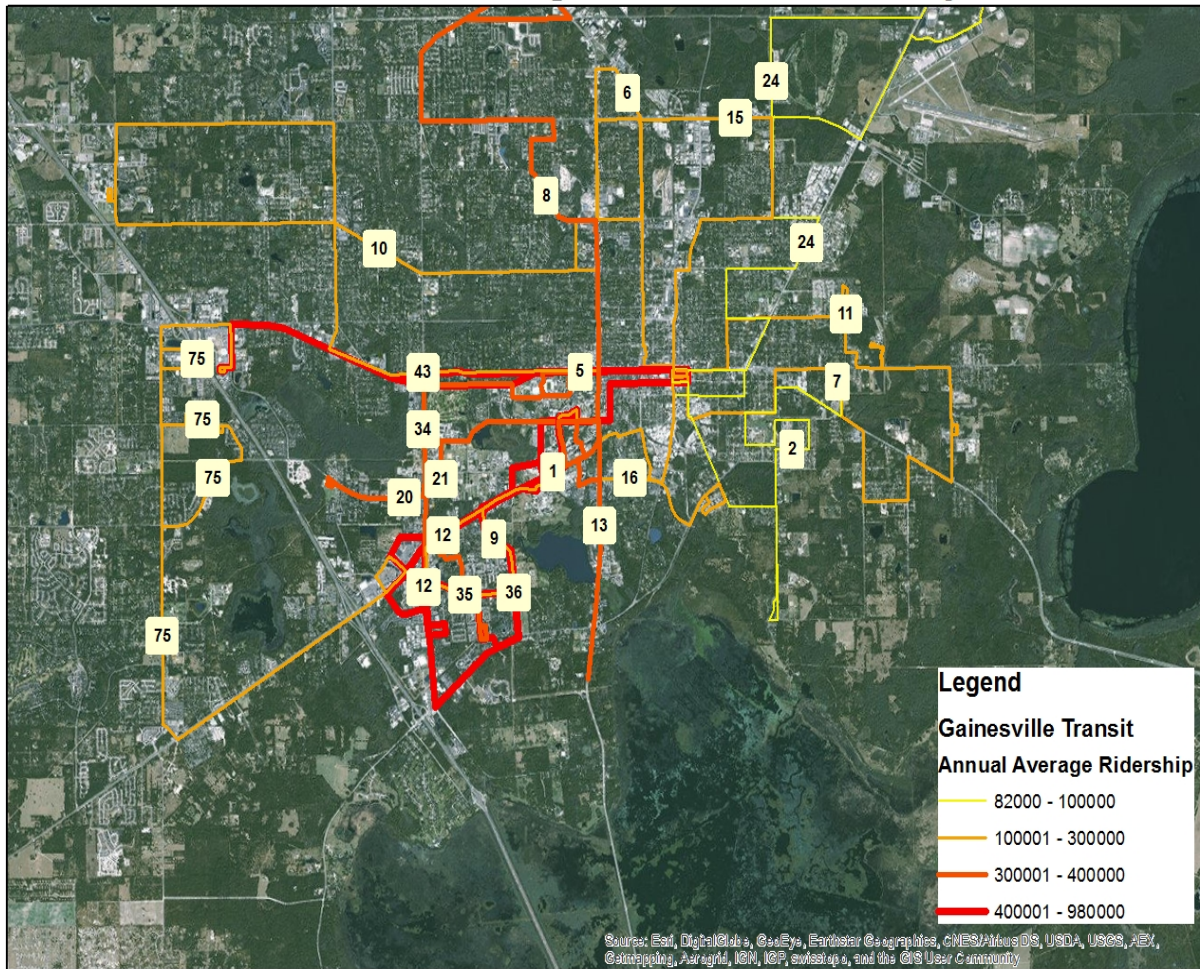


Illustration 1.2

Annual Average Ridership  
System-wide, 2008-2017

Annual Average Transit Ridership



# Chapter II

## Monthly Ridership Trends

### City Routes, 2008-2017

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## **Chapter II: Monthly Ridership Trends City Routes, 2008-2017**

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 2016-17. Illustration 2.2 shows the distribution of annual ridership for all the city routes for Fiscal Year 2016-17. 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 2016-17**

<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 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 2016-17**

Route Number	Route Name	FY 2017 Total
1	Rosa Parks Downtown Station to Butler Plaza Shopping Center	593,565
2	Rosa Parks Downtown Station to Northeast Walmart Supercenter	72,109
3	Rosa Parks Downtown Station to North Main Post Office	33,181
5	Rosa Parks Downtown Station to Oaks Mall	426,680
6	Rosa Parks Downtown Station to Plaza Verde Shopping Center	80,811
7	Rosa Parks Downtown Station to Eastwood Meadows Apartments	71,839
8	Shands Hospital to North Walmart Supercenter	279,848
9	University of Florida Reitz Union to Hunters Run Subdivision	504,664
10	Rosa Parks Downtown Station to Santa Fe College	105,187
11	Rosa Parks Downtown Station to Eastwood Meadows Apartments	143,400
12	Reitz Union to Butler Plaza Shopping Center	652,103
13	University of Florida Beaty Towers to Career Source	347,732
15	Rosa Parks Downtown Station to NW 13th Street at NW 23rd Avenue	250,626
16	University of Florida Beaty Towers to Sugar Hill Neighborhood	106,431
17	University of Florida Beaty Towers to Rosa Parks Downtown Station	107,327
19	University of Florida Reitz Union to SW 23rd Terrace at SW 35th Place	10,345
20	University of Florida Reitz Union to Oaks Mall	1,226,333
21	University of Florida Reitz Union to Oaks Mall [August and September]	53,309
22	University of Florida Hub to Old Archer Rd	0
23	Oaks Mall to Santa Fe College	112,667
24	Rosa Parks Downtown Station to Gainesville Job Corps Center	20,269
25	University of Florida Commuter Lot to Gainesville Regional Airport	64,481
26	Rosa Parks Downtown Station to Gainesville Regional Airport	103,263
27	Rosa Parks Downtown Station to Northeast Walmart Supercenter	14,071
28	University of Florida Hub to Forest Park Apartments	160,959
29	University of Florida Beaty Towers to Kiwanis Park	55,368
33	Butler Plaza Transfer Station To Midtown	36,732
34	University of Florida Hub to Lexington Crossing Apartments	230,313
35	University of Florida Reitz Union to Southwest 35th Place	672,518
36	University of Florida Reitz Union to Southwest 34th Street Post Office	75,011
37	University of Florida Reitz Union to Butler Plaza (via Southwest 35th Place)	124,907
38	University of Florida Hub to Gainesville Place	545,824
39	Santa Fe College to Gainesville Regional Airport	19,966
40	University of Florida Hub to Hunters Crossing Apartments	32,646
41	Not In Use	
43	University of Florida Shands Hospital to Santa Fe College	189,645
46	University of Florida Reitz Union to Rosa Parks Downtown Station	135,195
62	Oaks Mall to Lexington Crossing Apartments	17,081
75	Oaks Mall to Butler Plaza Shopping Center	235,053
76	Santa Fe College to Haile Square Market	22,795
77	Santa Fe College to Cabana Beach Apartments	25,503
<b>City Totals</b>		<b>7,838,383</b>

**Table 2.2 Continued**

**Total Ridership - City Routes  
Fiscal Year 2016-17**

Route Number	Route Name	FY 2017 Total
117	Park-N-Ride 2 (SW 34th St.)	247,717
118	Park-N-Ride 1 (Cultural Plaza)	318,535
119	Family Housing	45,589
120	West Circulator (Frat Row)	178,708
121	Commuter Lot	25,490
122	UF North/South Circulator	39,330
125	Lakeside	293,734
126	UF East/West Circulator	94,087
127	East Circulator (Sorority Row)	234,366
128	Reitz Union to Lake Wauburg	1,121
129	UF West/East Circulator	0
<b>Campus Totals</b>		<b>1,479,113</b>

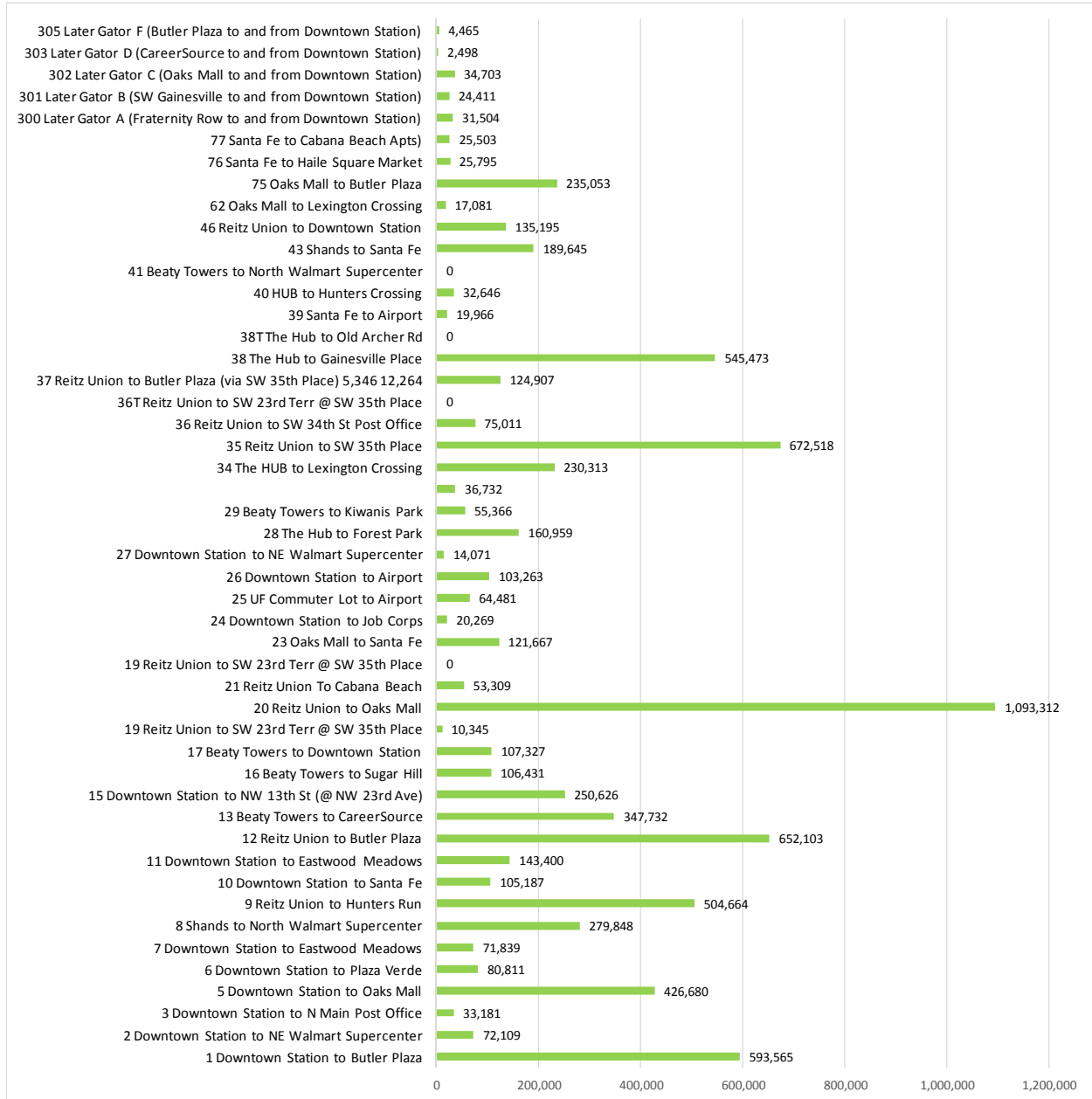
Route Number	Route Name	FY 2017 Total
300	Later Gator A (Fraternity Row to and from Rosa Parks Downtown Station)	31,504
301	Later Gator B (Southwest Gainesville to and from Rosa Parks Downtown Station)	24,411
302	Later Gator C (Oaks Mall to and from Rosa Parks Downtown Station)	34,703
303	Later Gator D (CareerSource to and from Rosa Parks Downtown Station)	2,498
305	Later Gator F (Butler Plaza to and from Rosa Parks Downtown Station)	4,465
<b>Later Gator Totals</b>		<b>97,581</b>

<b>Other Services Totals</b>	28,860
<b>Systemwide Totals</b>	<b>9,443,937</b>

Indicates route not in operation

### Illustration 2.1

#### Total Ridership - City Routes Fiscal Year 2016-17



### Illustration 2.2

#### Ridership Distribution - City Routes Fiscal Year 2016-17

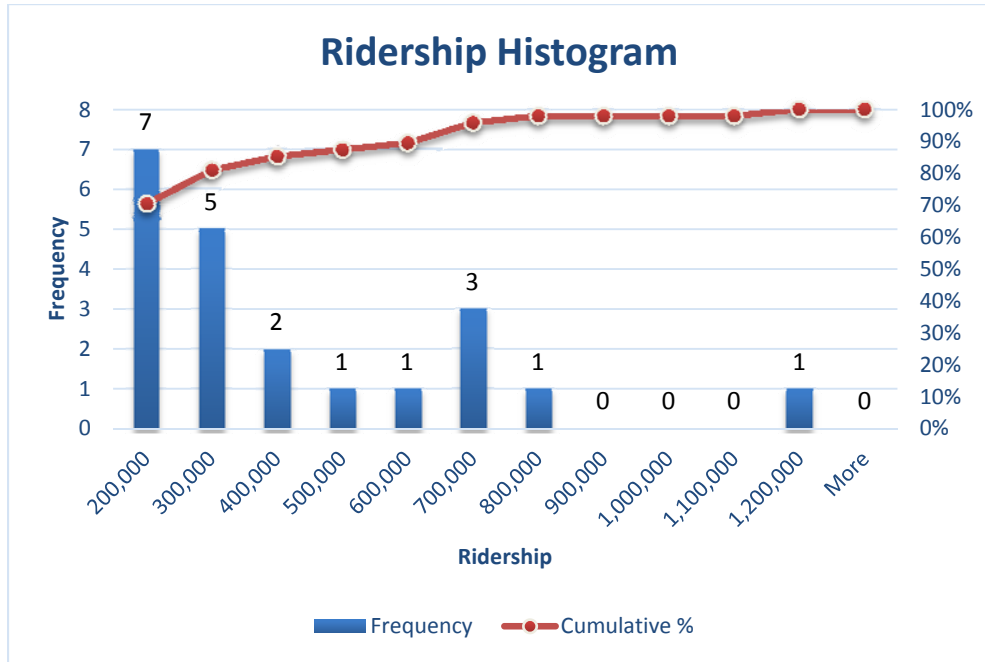
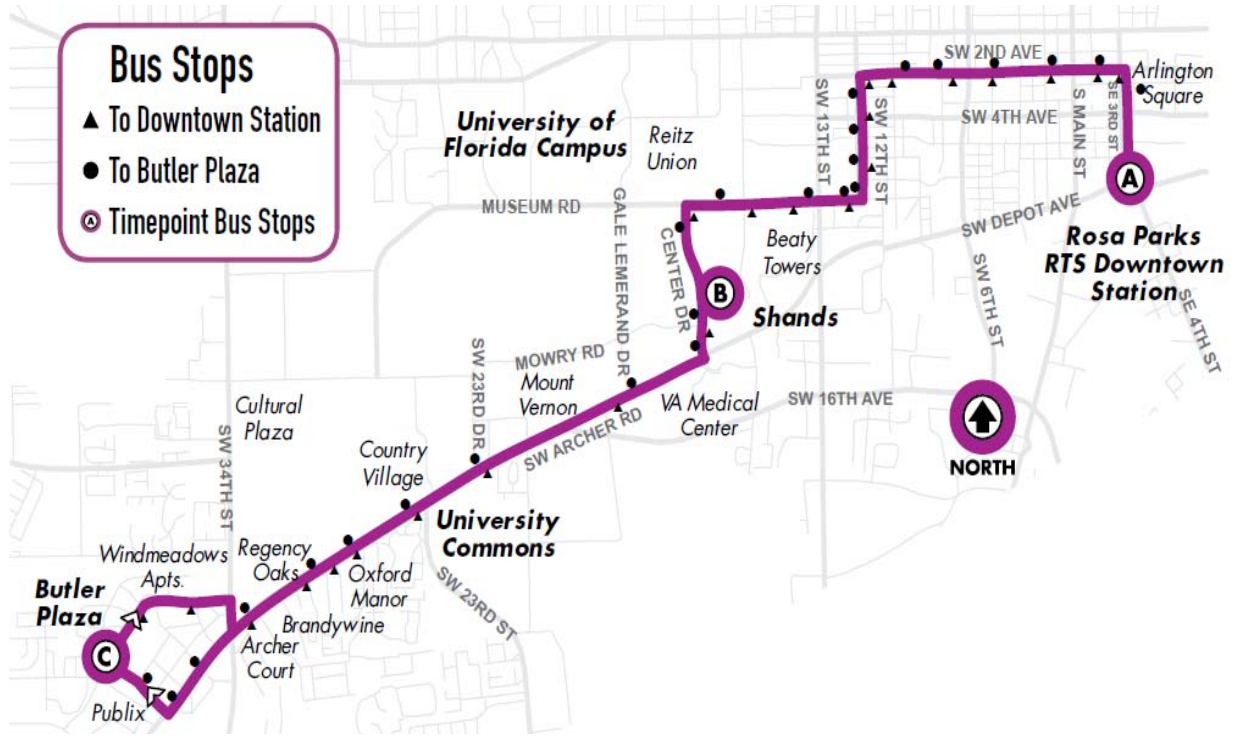


Illustration 2.3

Route 1 Map - Rosa Parks Downtown Station to Butler Plaza

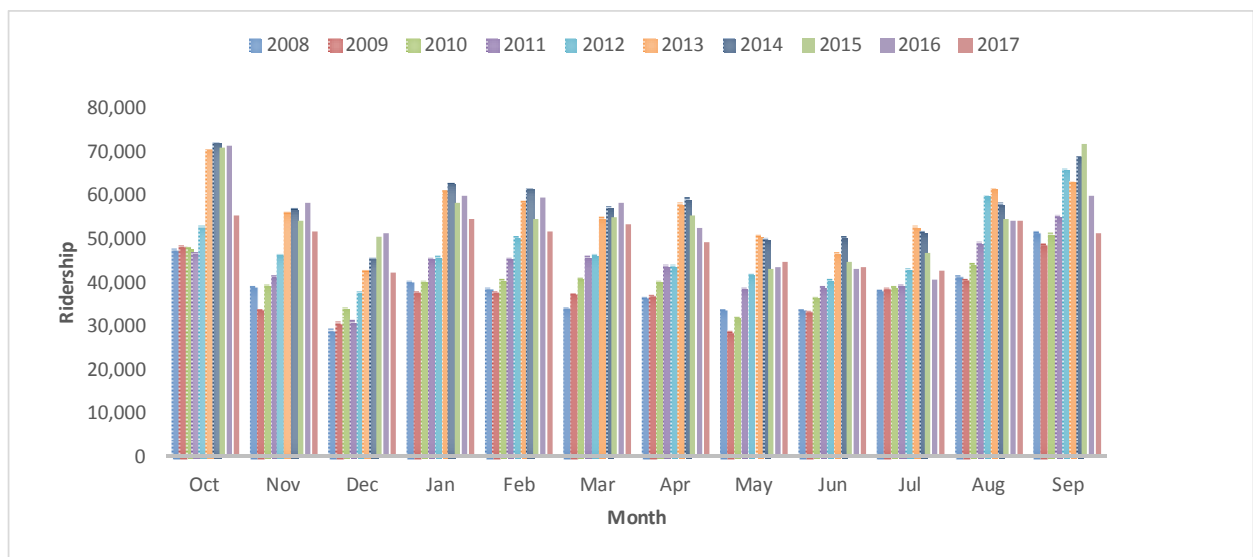


Source: <http://go-rt.com/schedule.php>

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, 2008-2017



### Illustration 2.5

#### Route 9 Map - Reitz Union to Hunters Run Subdivision



Source: <http://go-rt.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, 2008-2017

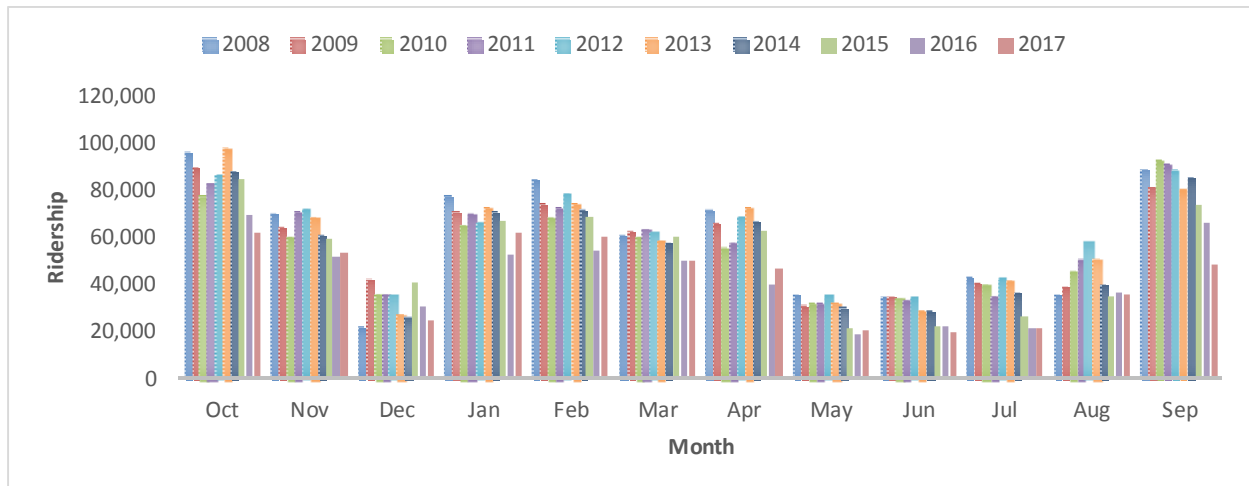


Illustration 2.7

Route 12 - Map Reitz Union to Butler Plaza



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

Illustration 2.8 shows monthly ridership trends for Route 12 from Reitz Union to Butler Plaza.

Illustration 2.8

Monthly Trend for Route 12  
City of Gainesville, 2008-2017

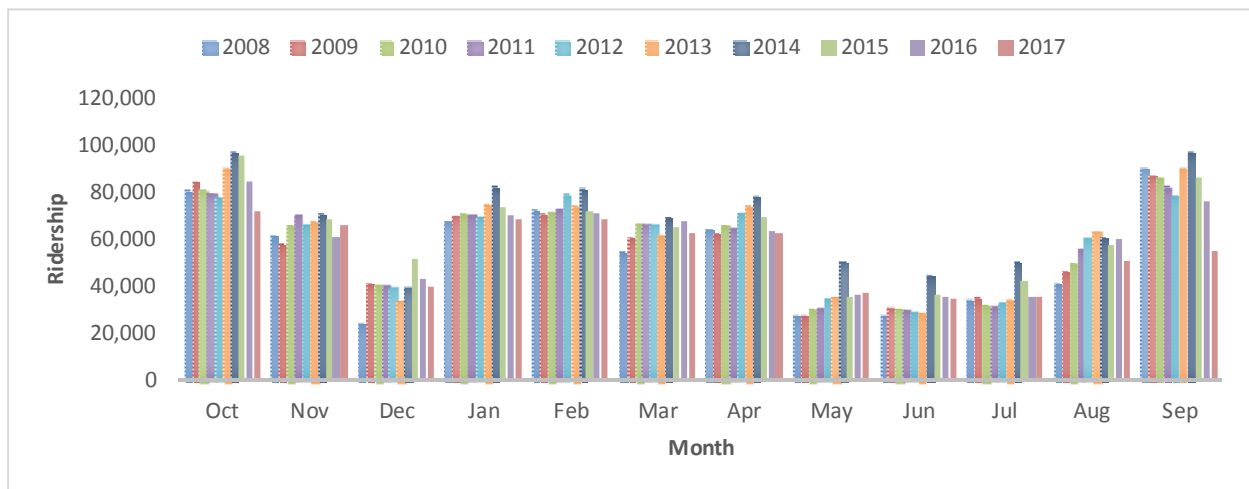
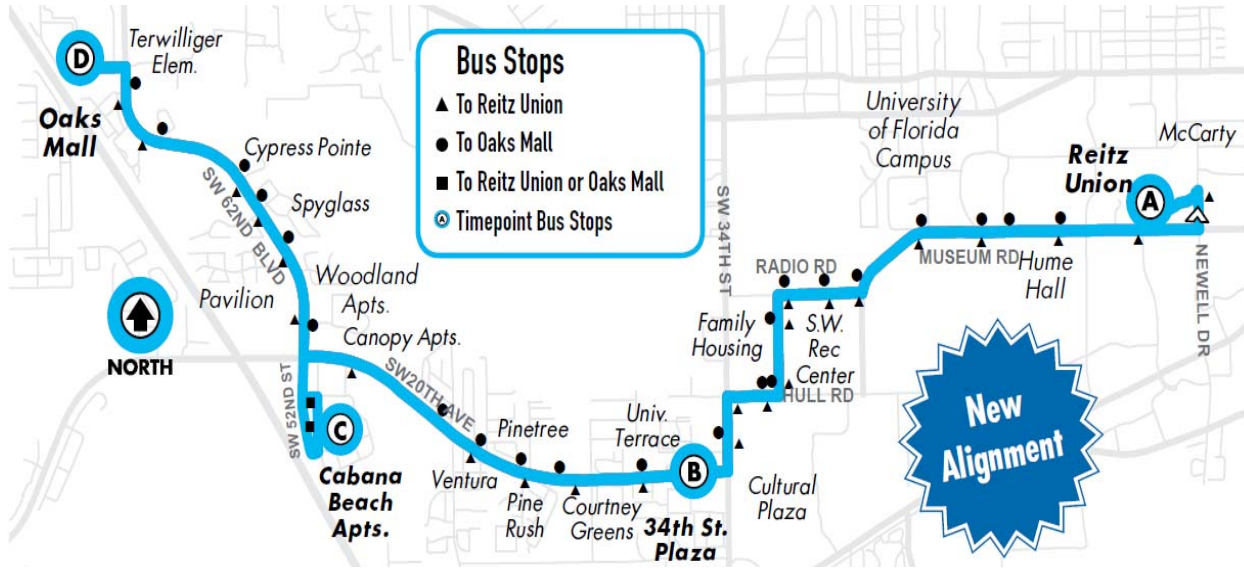




Illustration 2.9

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, 2008-2017

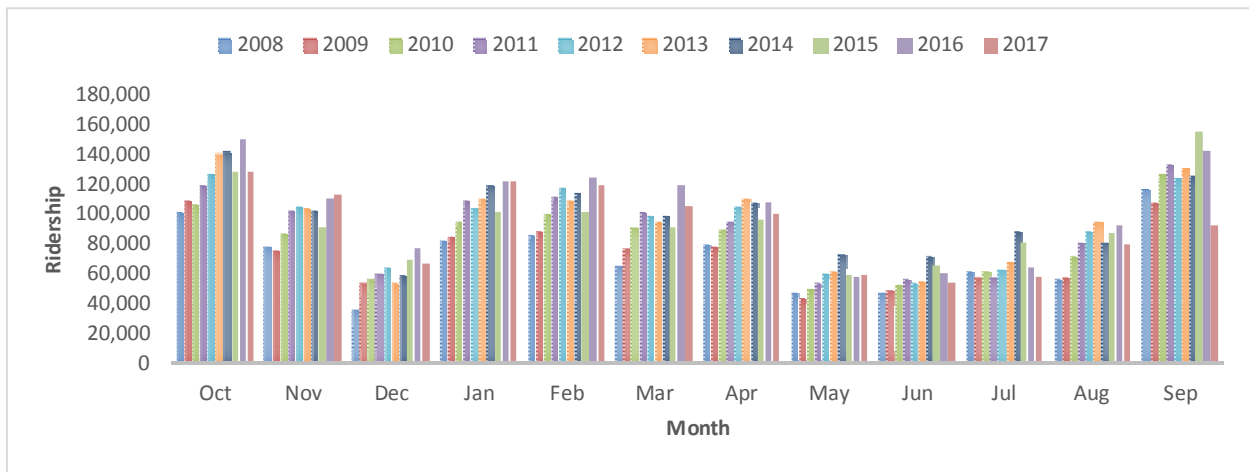
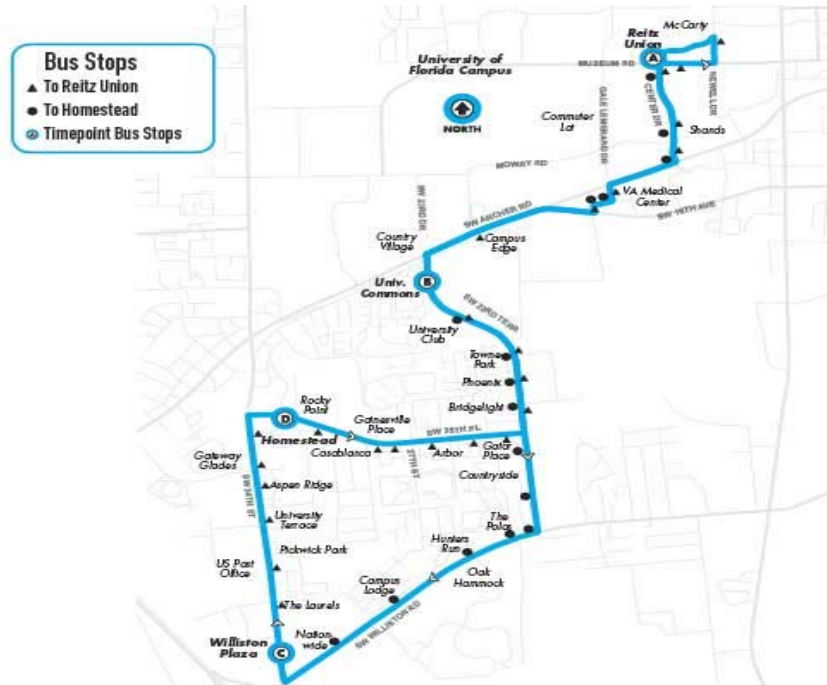


Illustration 2.11

Route 35 - Map Reitz Union to SW 35th Place

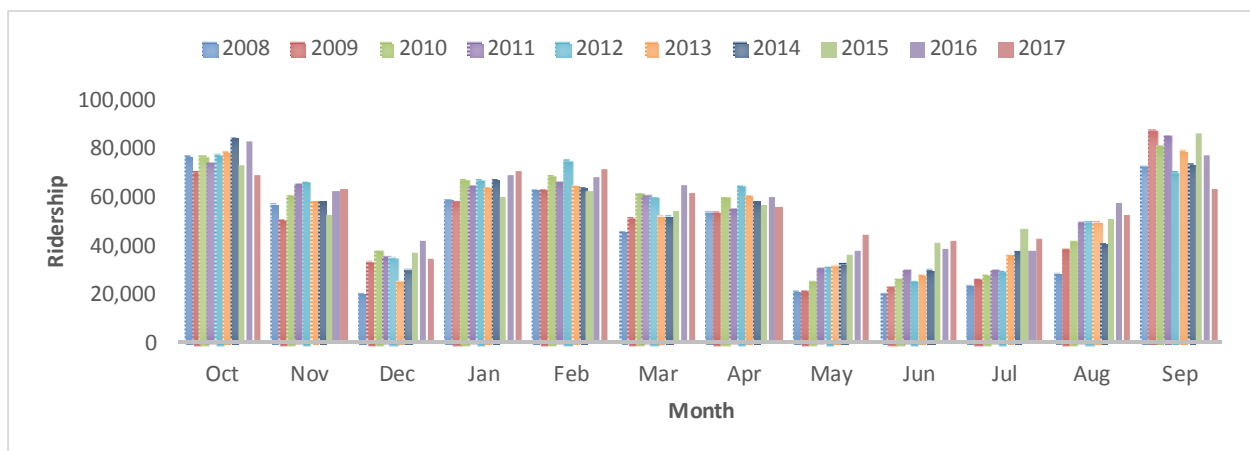


Source: <http://go-rt.com/schedule.php>

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, 2008-2017



# Chapter III

## Monthly Ridership Trends

### Campus Routes, 2008-2017

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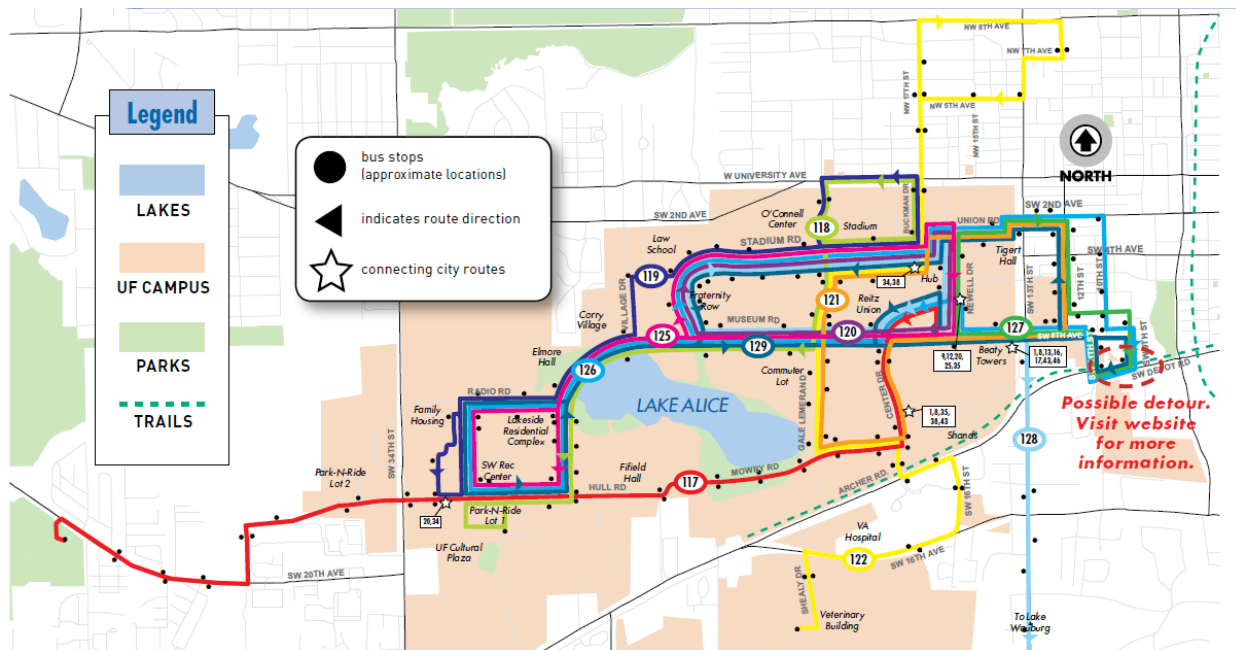
## Chapter III: Monthly Ridership Trends Campus Routes, 2008-2017

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

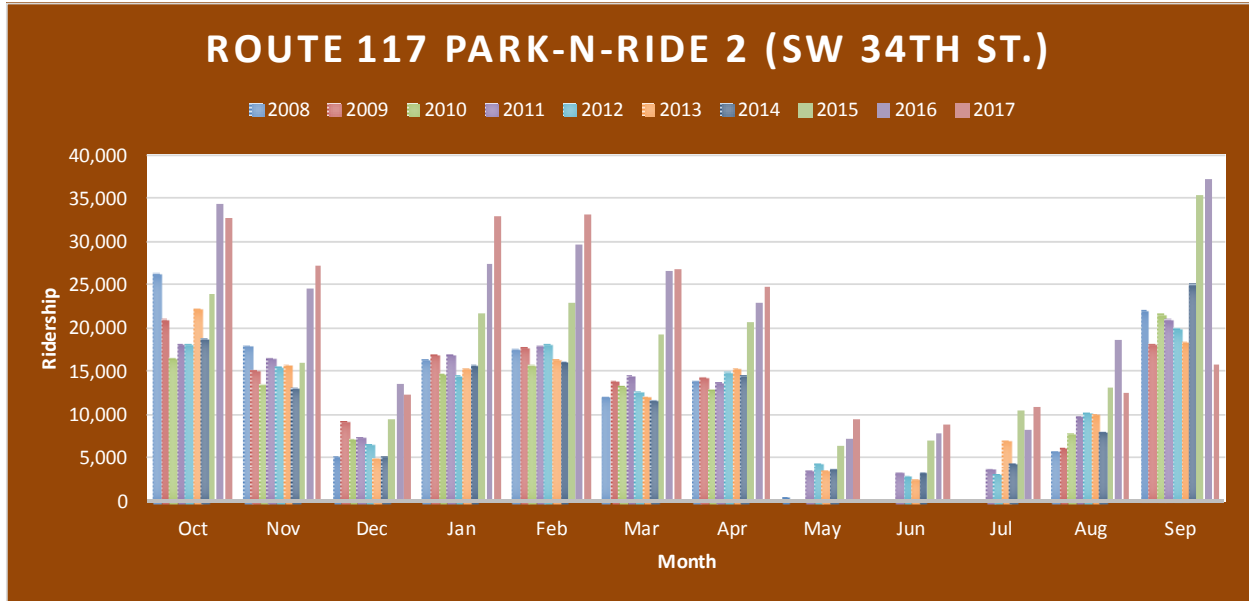
Campus Routes Map 2017



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

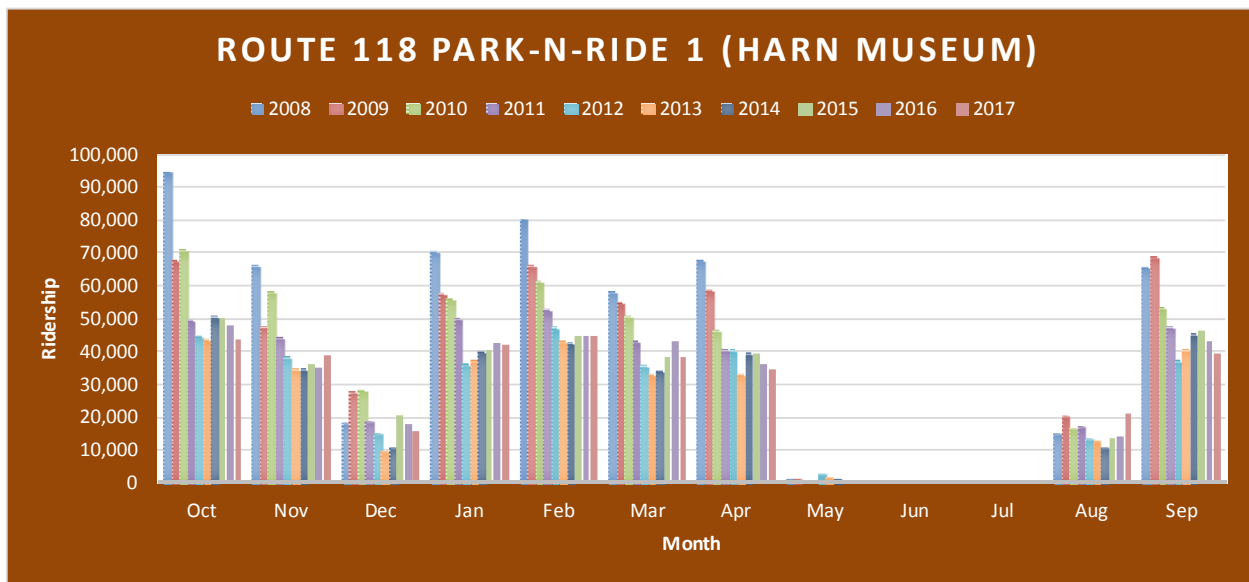
**Illustration 3.2**

**Monthly Trend for Route 117  
University of Florida Campus Routes, 2008-2017**



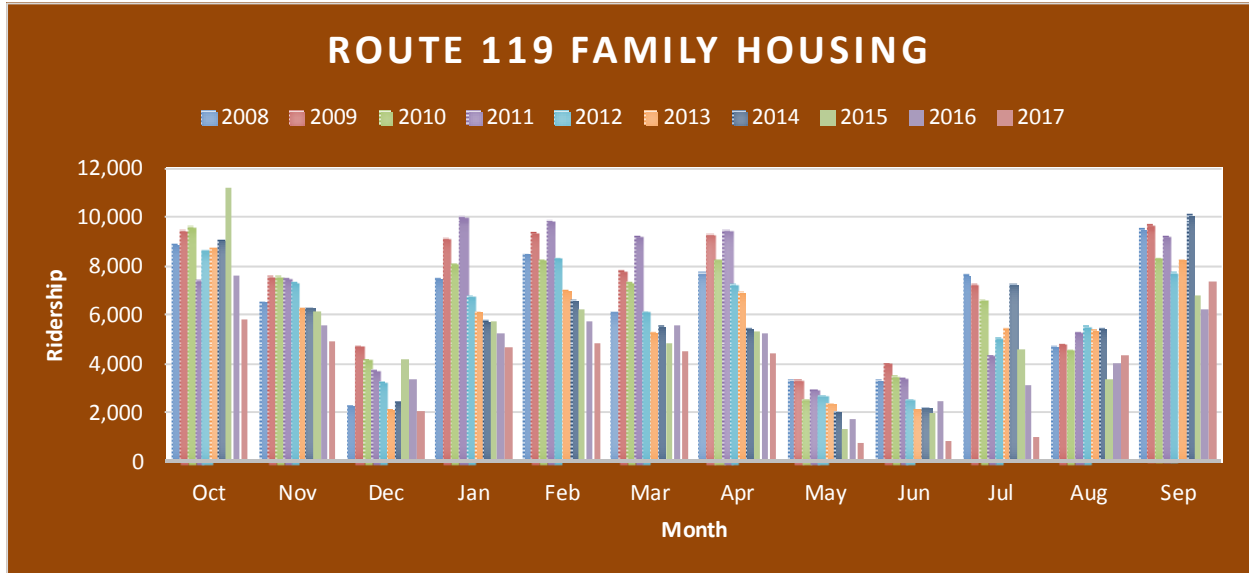
**Illustration 3.3**

**Monthly Trend for Route 118  
University of Florida Campus Routes, 2008-2017**



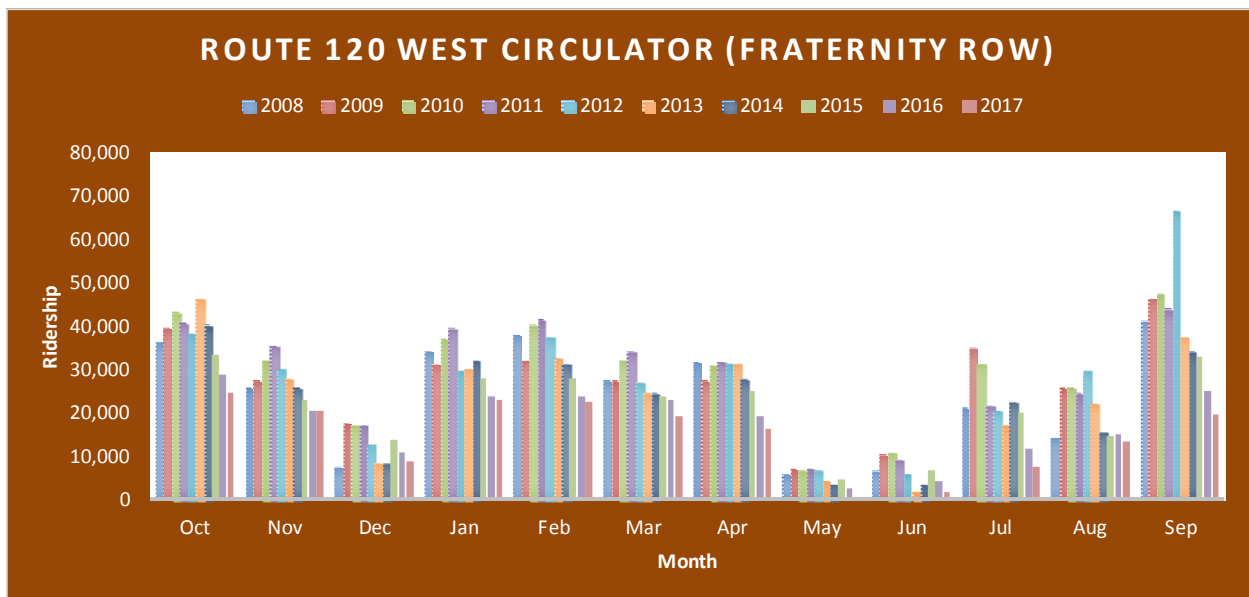
**Illustration 3.4**

**Monthly Trend for Route 119  
University of Florida Campus Routes, 2008-2017**



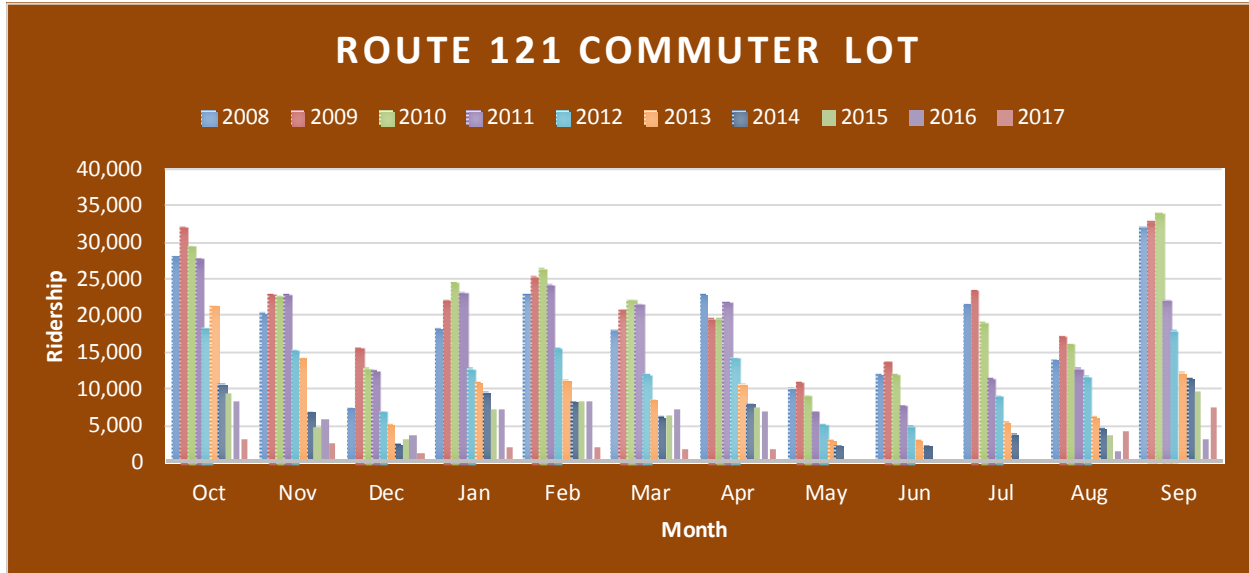
**Illustration 3.5**

**Monthly Trend for Route 120  
University of Florida Campus Routes, 2008-2017**



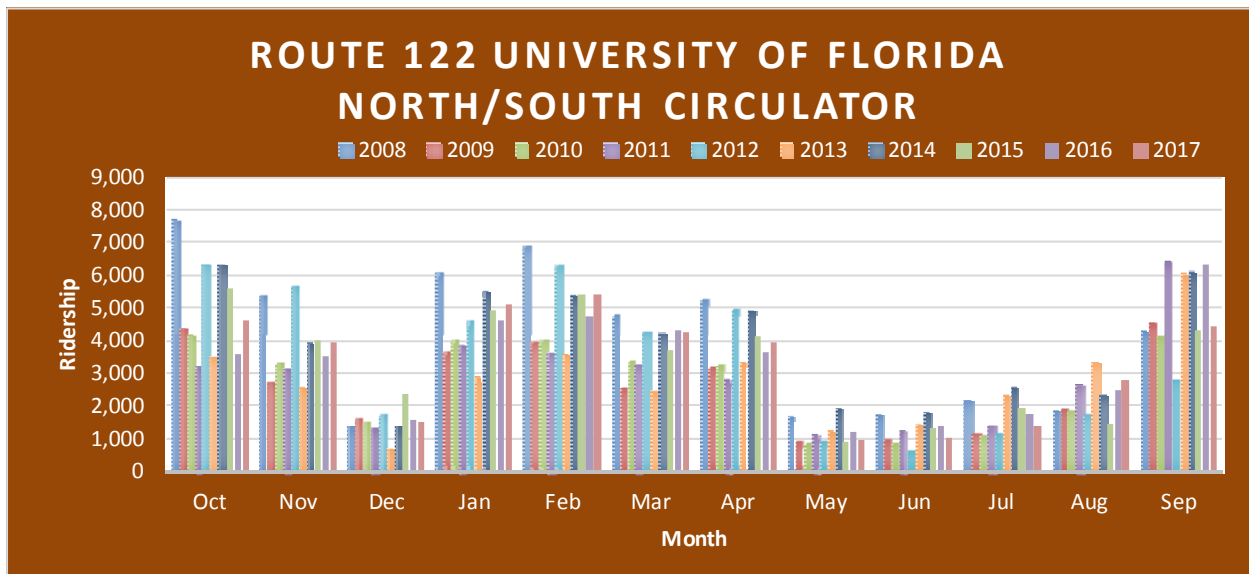
**Illustration 3.6**

**Monthly Trend for Route 121  
University of Florida Campus Routes, 2008-2017**



**Illustration 3.7**

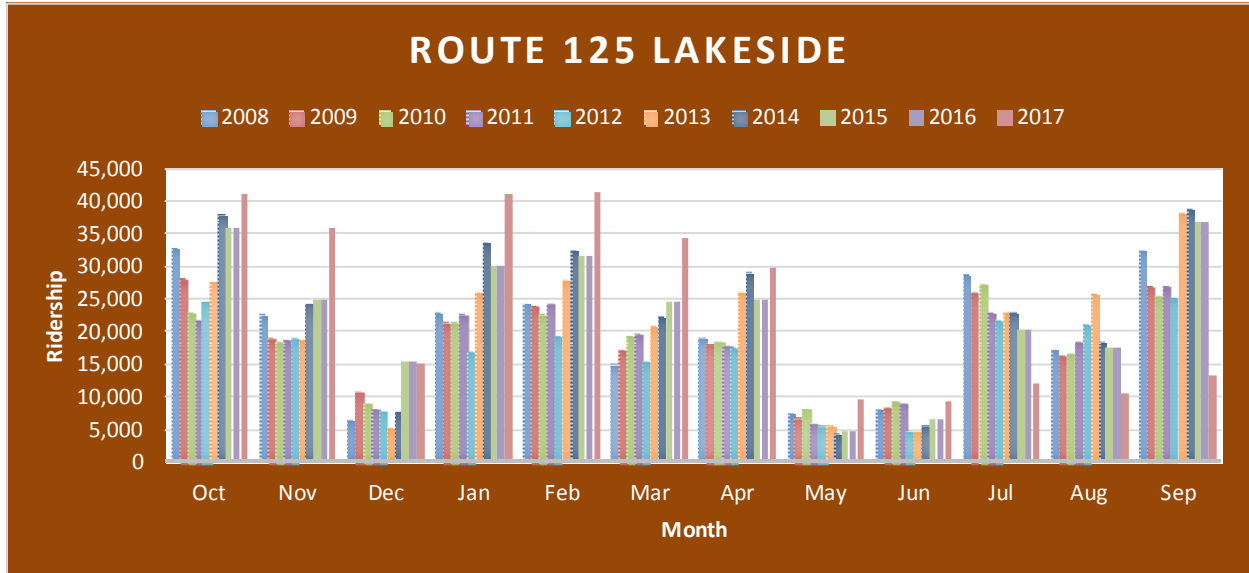
**Monthly Trend for Route 122  
University of Florida Campus Routes, 2008-2017**





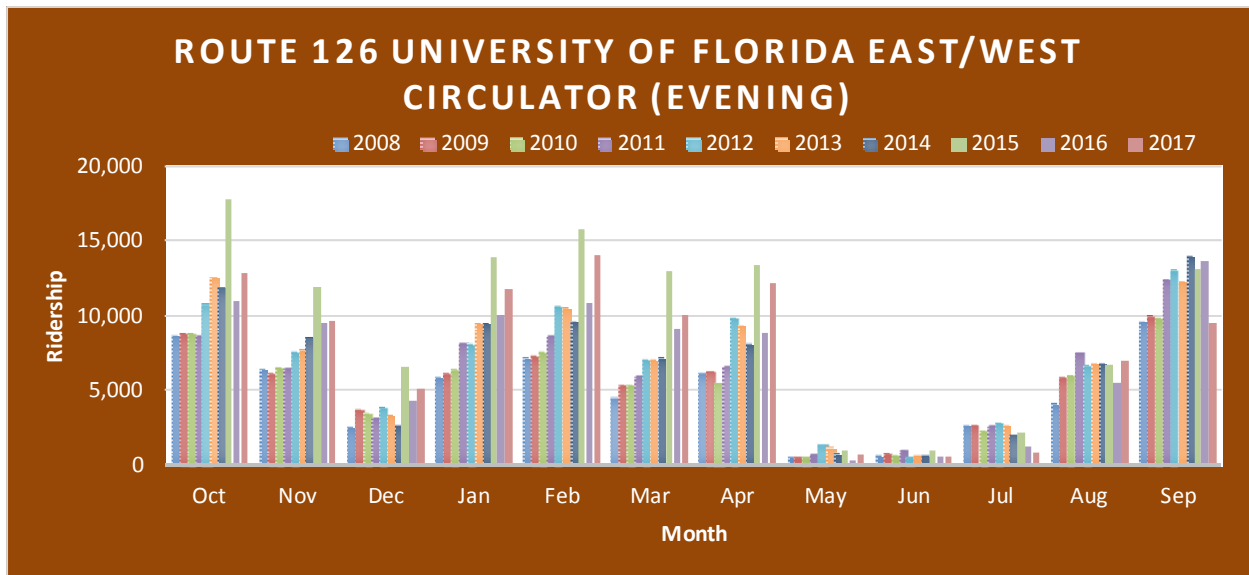
**Illustration 3.8**

**Monthly Trend for Route 125  
University of Florida Campus Routes, 2008-2017**



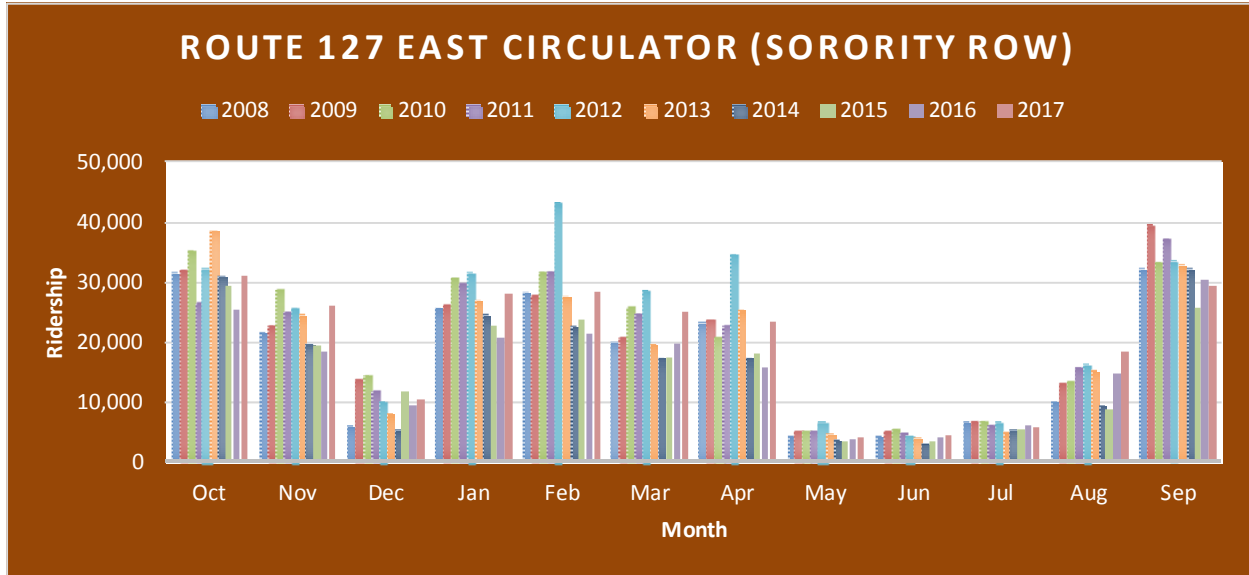
**Illustration 3.9**

**Monthly Trend for Route 126  
University of Florida Campus Routes, 2008-2017**



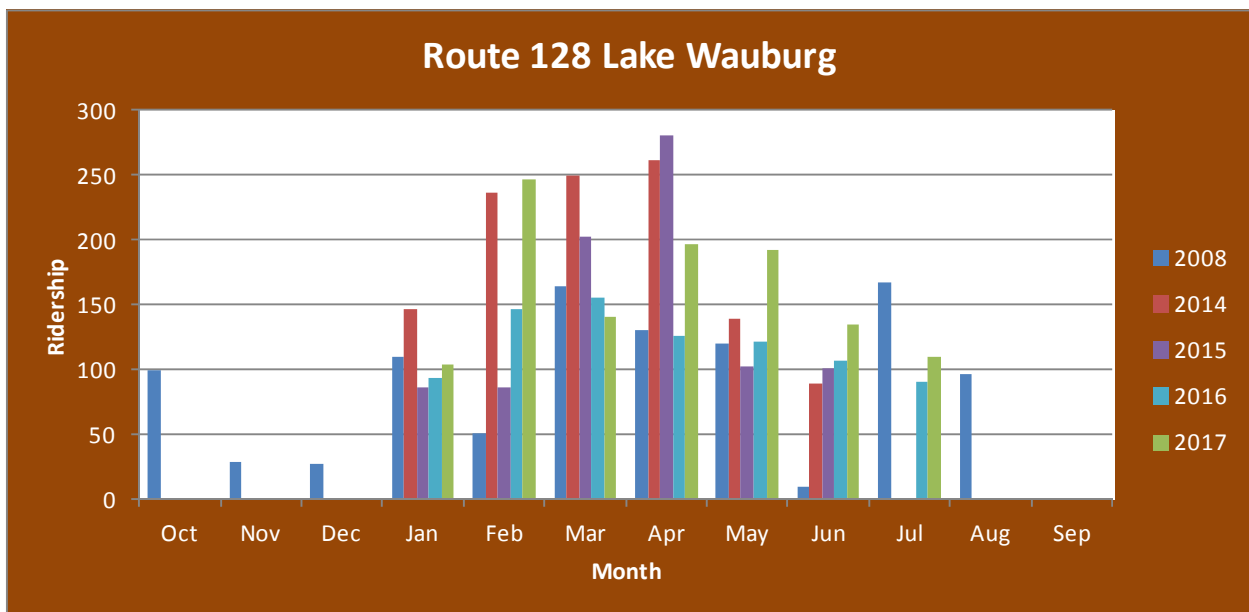
**Illustration 3.10**

**Monthly Trend for Route 127  
University of Florida Campus Routes, 2008-2017**



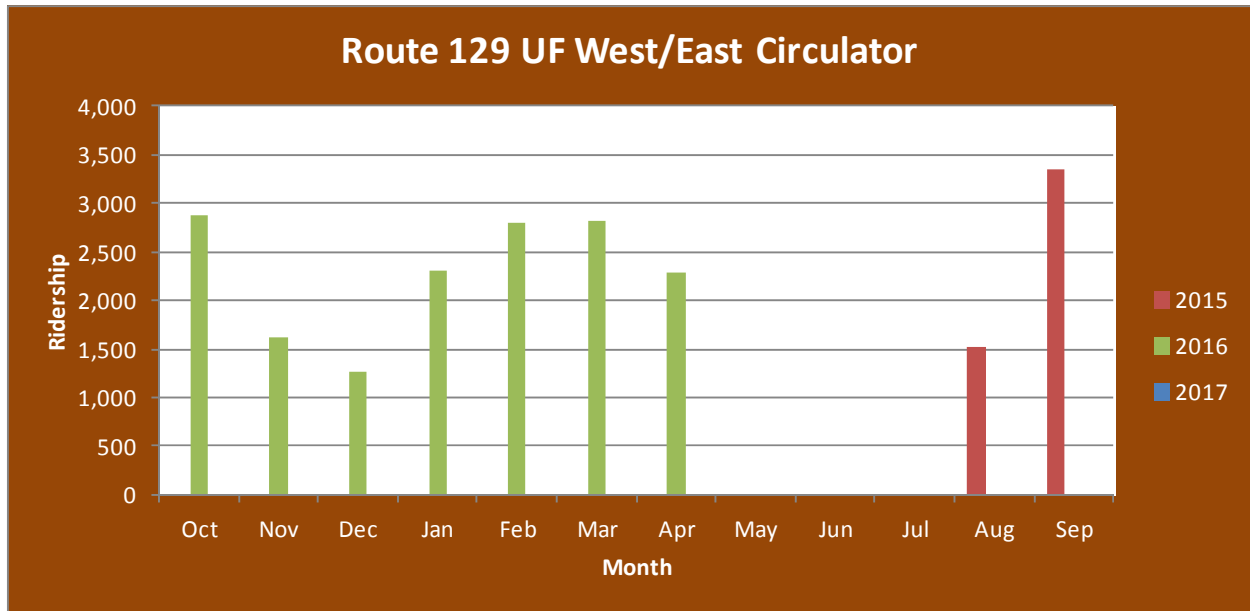
**Illustration 3.11**

**Monthly Trend for Route 128  
University of Florida Campus Routes, 2008-2017**



**Illustration 3.12**

**Monthly Trend for Route 129  
University of Florida Campus Routes, 2008-2017**



**Table 3.1**

**Total Ridership - Campus Routes  
Fiscal Year 2016-17**

Route Number	Route Name	Fiscal Year 2012-13 Total
117	Park-N-Ride 2 (SW 34th Street)	247,717
118	Park-N-Ride 1 (Harn Museum)	318,518
119	Family Housing	45,589
120	West Circulator (Fraternity Row)	178,708
121	Commuter Lot	25,490
122	University of Florida North/South Circulator	39,3304
125	Lakeside	293,734
126	University of Florida East/West Circulator (Evening)	94,087
127	East Circulator (Sorority Row)	234366
128	Lake Wauburg	1,121
129	West/East Circulator	0

**Illustration 3.13**

**Total Ridership - University of Florida Campus Routes  
Fiscal Year 2016-17**

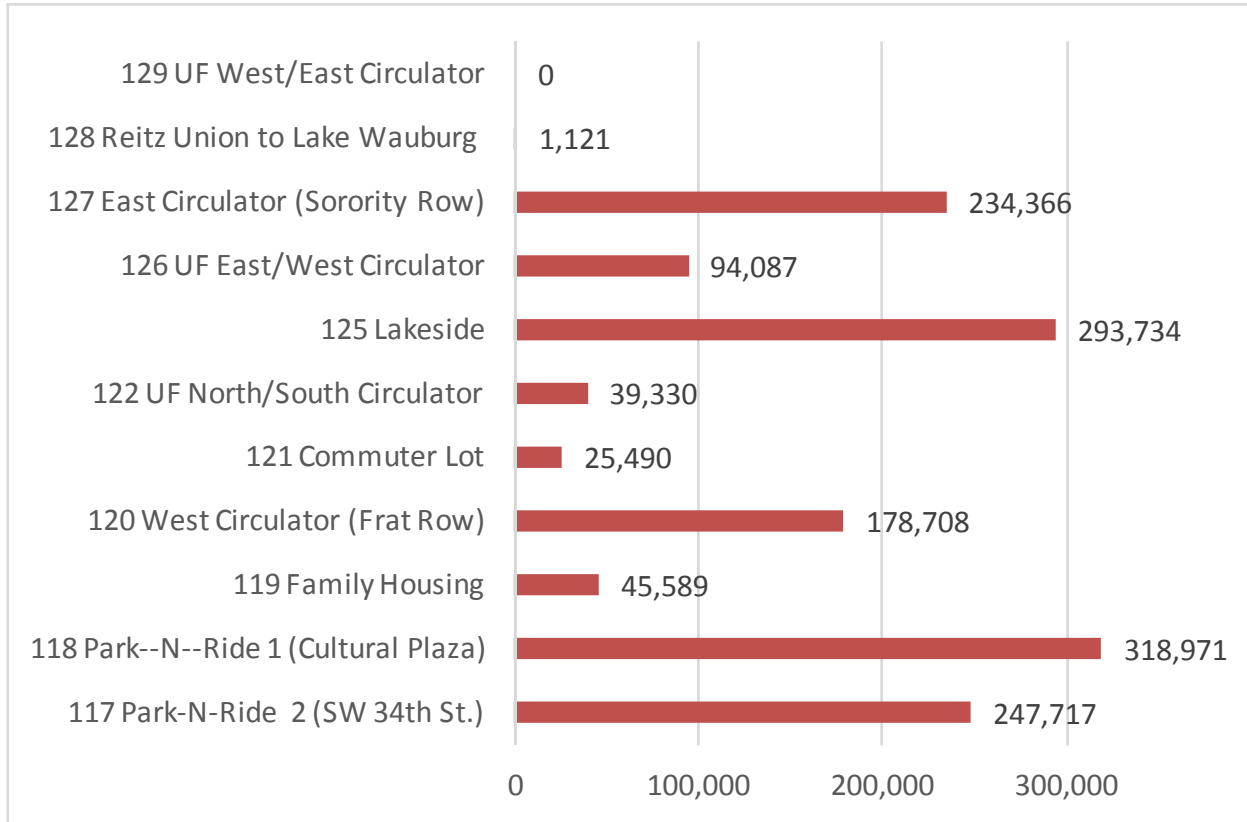


Illustration 3.13 provides a summary of the annual total ridership for University of Florida campus routes for Fiscal Year 2016-17. It indicates that Route 118 and Route 125 had the highest annual ridership among campus routes in Fiscal Year 2016-17.

# Appendix A

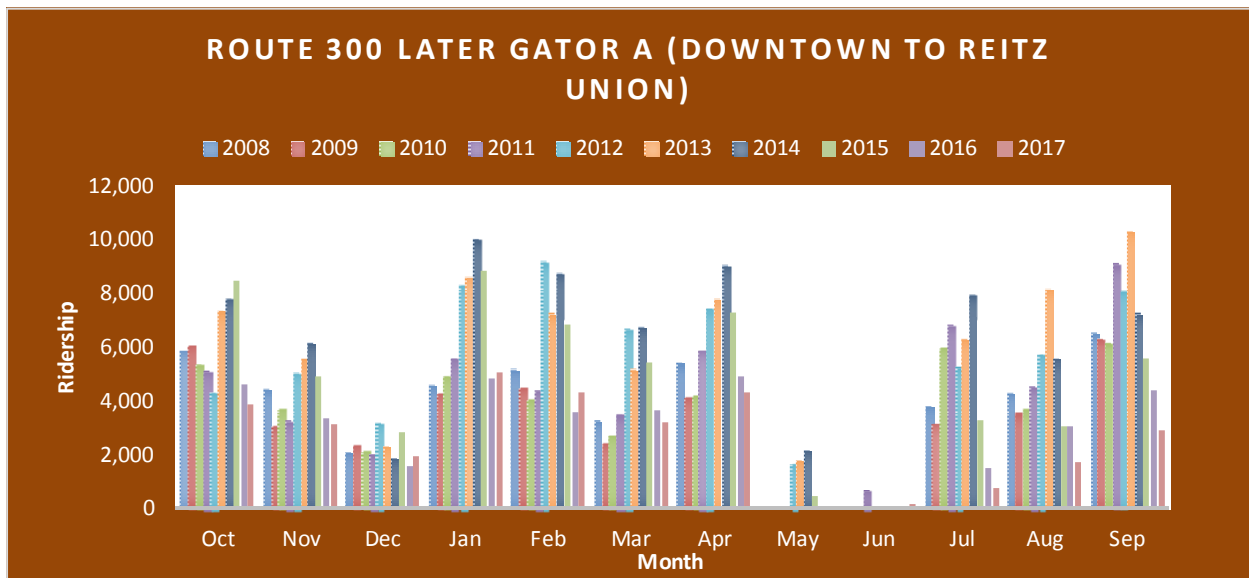
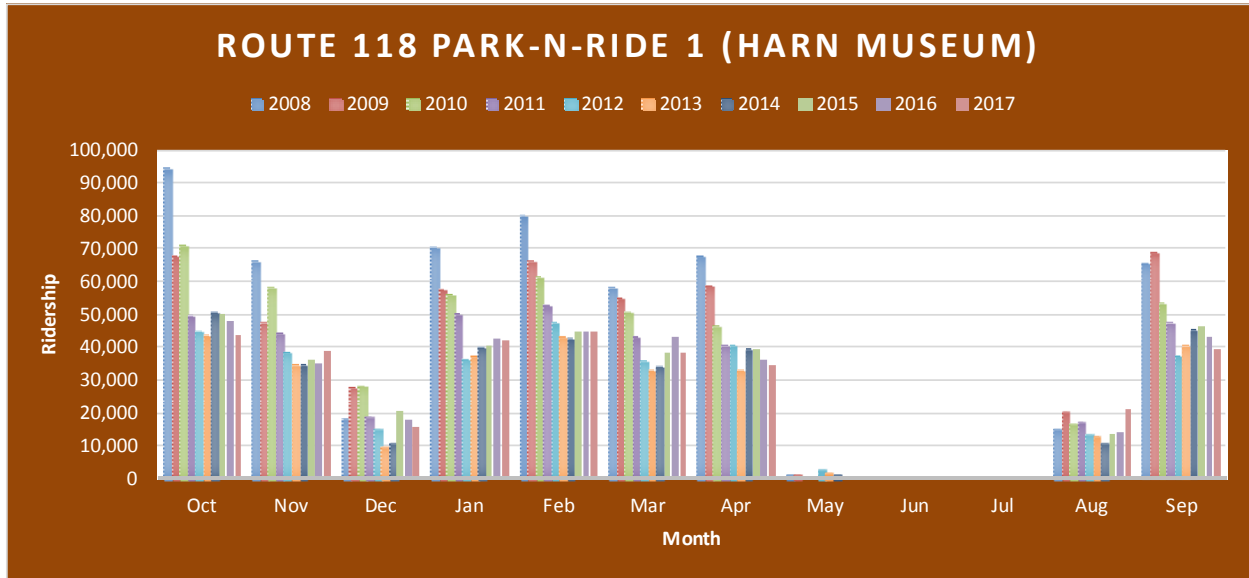
## Monthly Ridership Trends

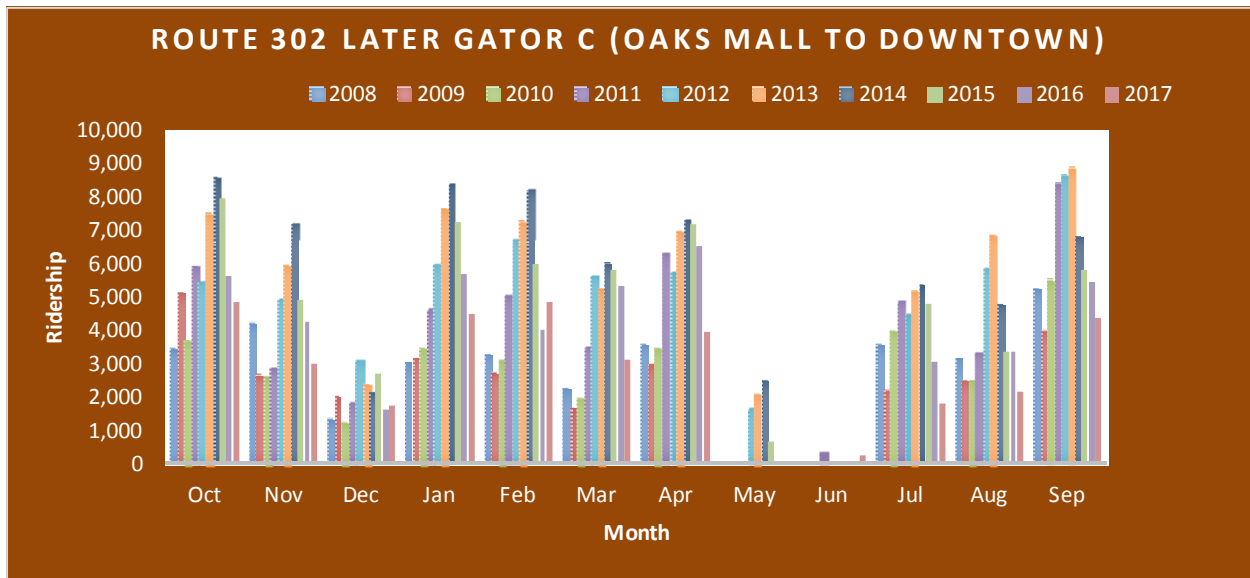
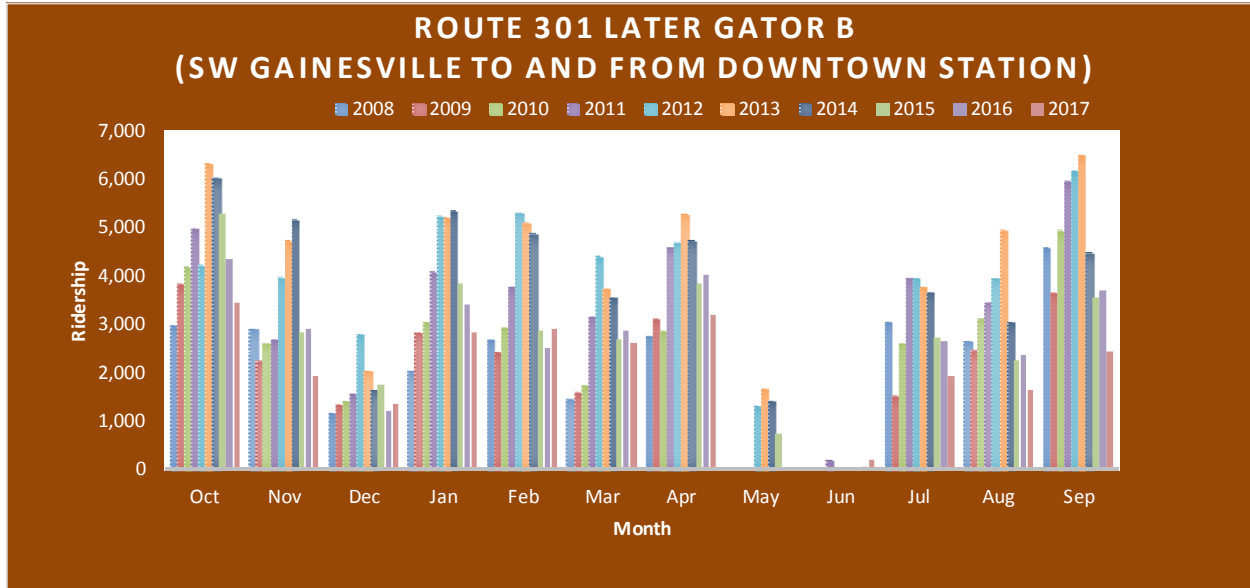
### Seasonal Routes, 2008-2017

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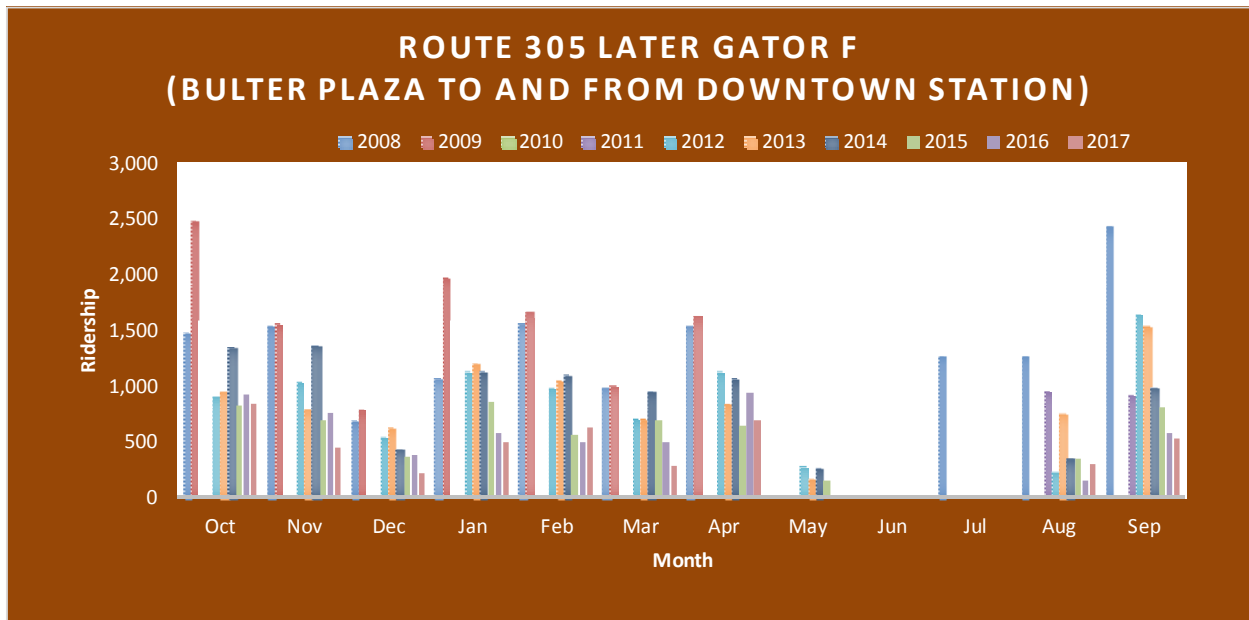
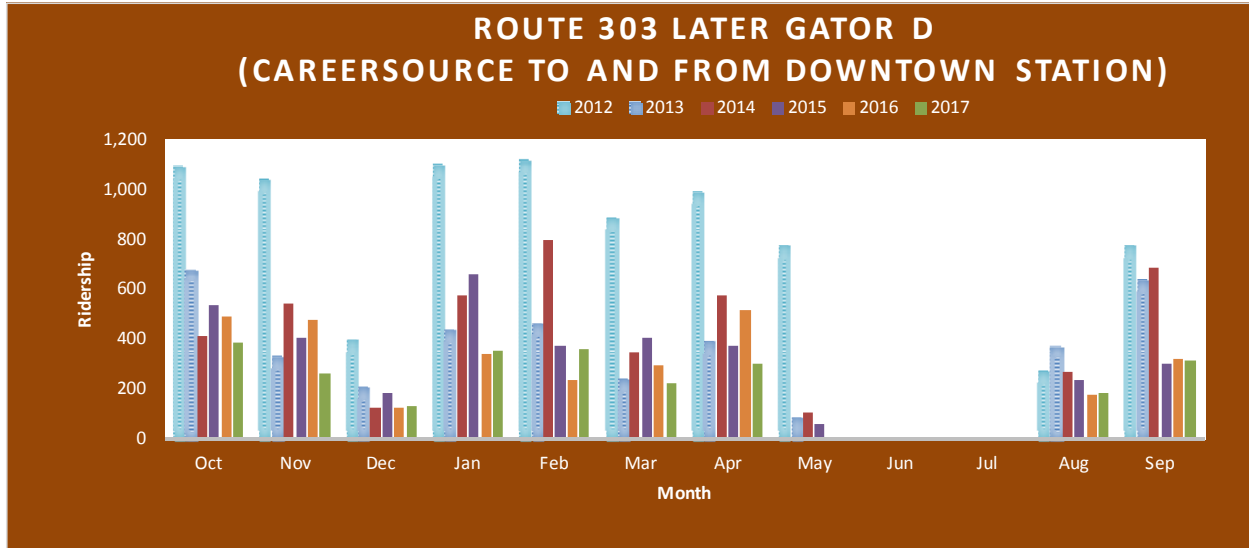
# Appendix A: Monthly Ridership Trends Seasonal Routes, 2008-2017

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









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# Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area

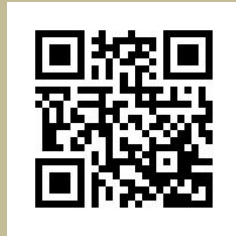
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\*\* Secondary Responsibility



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