

ANNUAL TRANSIT RIDERSHIP **MONITORING REPORT- 2010**



Prepared for the

Metropolitan Transportation Planning Organization
for the Gainesville Urbanized Area

by the

North Central Florida Regional Planning Council
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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's Regional Transit System (RTS). RTS 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 (UF) campus. During full service weekdays, RTS operates 21 fixed routes, four late evening routes and nine routes on the University of Florida main campus.

From 1991 through 1994, RTS experienced declining ridership. However, in 1997, the partnership between University of Florida and the City of Gainesville enabled RTS 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 9 million annual riders today.

II

ANNUAL RIDERSHIP TREND 1991 – 2010 - SYSTEMWIDE

This section provides an overview of the systemwide transit ridership trends from 1991 to 2010 (see Illustration II-1). Significant increases in ridership started in 1998- the year after the City of Gainesville and University of Florida partnership was established.

Illustration II-2 shows the distribution of average annual ridership from 2007 to 2010 on different routes using line color and thickness. The thicker the line is and the darker the color is means more ridership on that route. As shown in Illustration II-2, routes 1, 9, 12, 20 and 35 have the highest annual average ridership, ranging from 400,000 riders per day to 850,000 riders per day.

ILLUSTRATION II-1

ANNUAL REGIONAL TRANSIT SYSTEM RIDERSHIP CITY OF GAINESVILLE, 1991 TO 2010

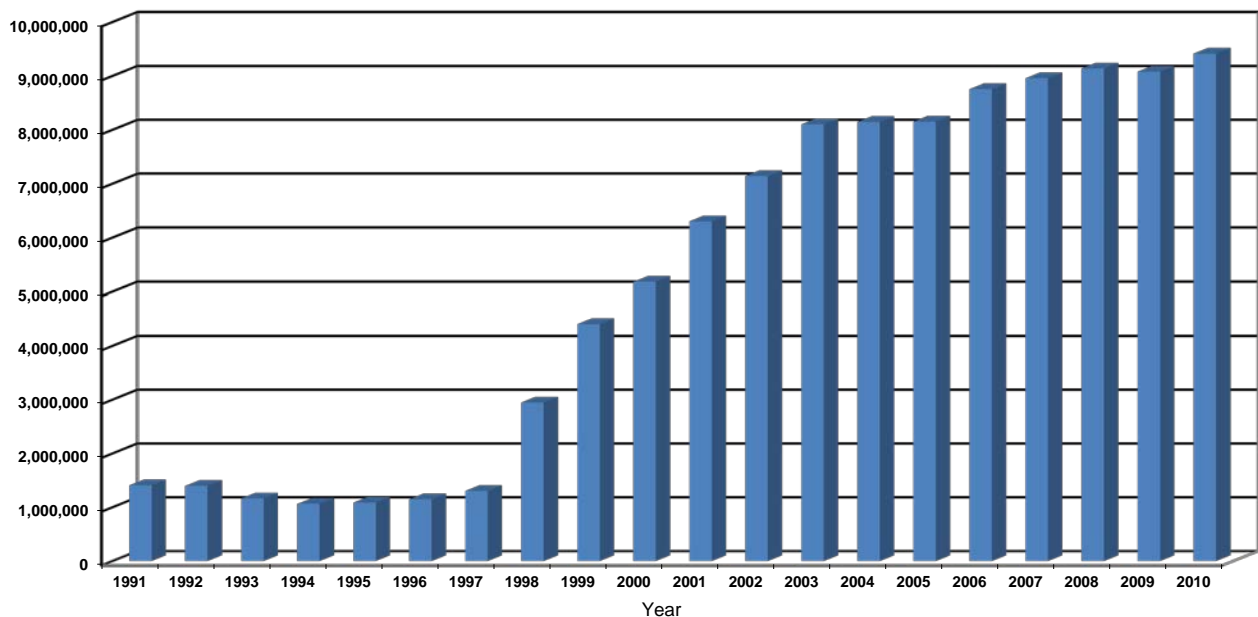
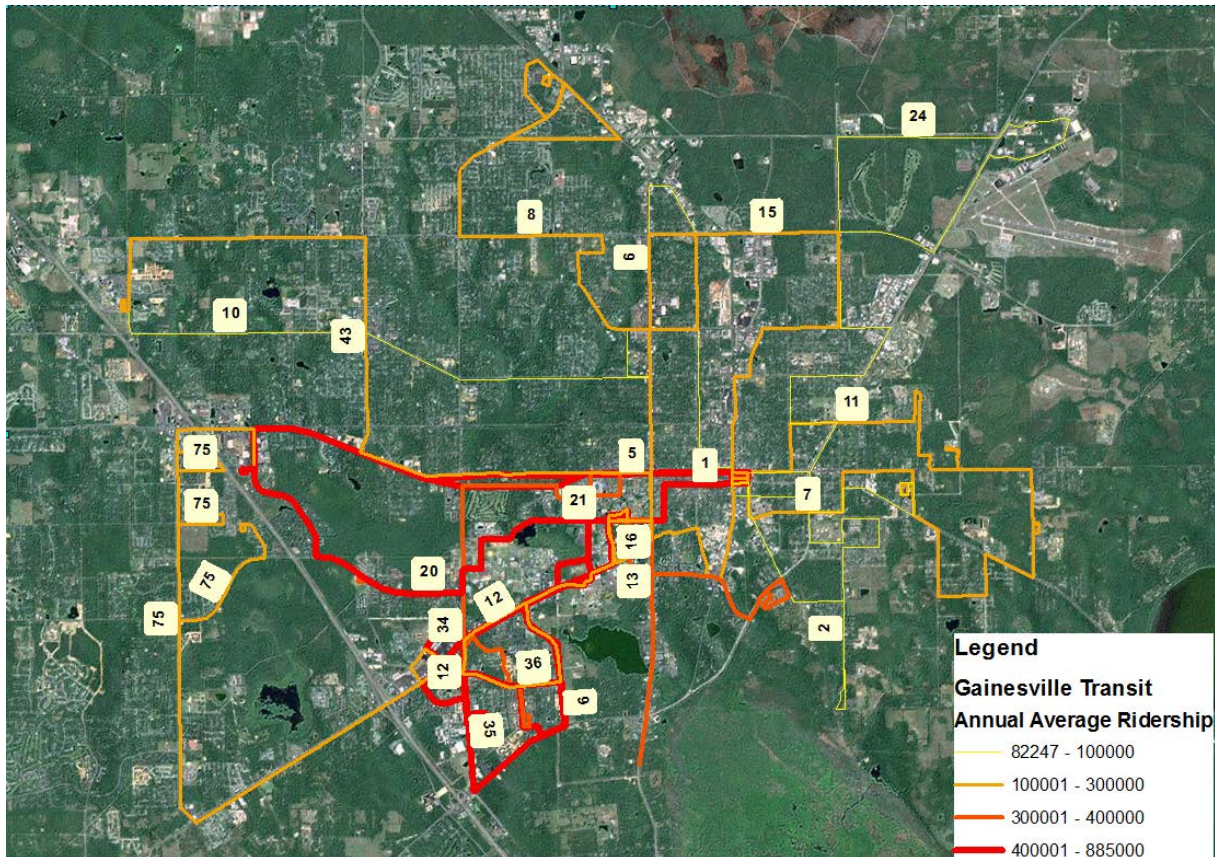


ILLUSTRATION II-2

ANNUAL AVERAGE RIDERSHIP CITY OF GAINESVILLE, 2007 TO 2010



III

MONTHLY RIDERSHIP TREND 2007 - 2010 - CITY ROUTES

The Transportation Mobility element of the City of Gainesville's 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 III-1 shows the annual total ridership for each route for Fiscal Year 2010 (except September). The following paragraphs and illustrations show monthly growth trends for each of these routes.

MAJOR TRIP GENERATORS AND ATTRACTORS CITY OF GAINESVILLE

Generator/Attractor	Bus Route
Santa Fe Community 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 13 th Street at 39 th 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
Shands at Alachua General Hospital	1
SW 13 th 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 27 th Street	7
Royal Park Plaza	5, 43

Source: City of Gainesville Regional Transit System Transit Development Plan FY2007 – FY 2011, July 2006, page I-31.

FISCAL YEAR 2010 TOTAL RIDERSHIP—CITY ROUTES
(October, 2009 to August, 2010)

Route Number	Route Name	FY 2010 Total
1	Butler Plaza to Downtown via Archer Road	436,583
2	Downtown to Robinson Heights via SE 15th St.	76,614
5	Oaks Mall to Downtown via University Ave.	339,911
6	Downtown to Gainesville Mall via 6th Avenue	86,885
7	Downtown to Eastwood Meadows	93,554
8	Pine Ridge to Shands via NW 13th St.	250,506
9	Lexington Crossing to McCarty Hall	574,349
10	SFCC to Downtown via NW 16th Ave./University Ave.	76,601
11	Eastwood Meadows to Downtown via University Ave.	106,773
12	Campus Club to McCarty Hall	604,386
13	Job Services to Newell Dr./Museum Rd. via 13th St.	331,657
15	Downtown to NW 23rd St./NW 6th St. (includes Saturday service)	233,716
16	Newell Dr./Museum Rd. to Sugar Hill via 16th Ave.	201,574
17	Shands to Downtown (Began August 2007)	168,343
20	Oaks Mall to McCarty Hall via SW 20th Ave.	855,240
21	SW 43rd St. to McCarty Hall	307,257
22	McCarty Hall to Forest Park (SW 43rd St / SW 24th Avenue)	52,926
23	Oaks Mall to Santa Fe College	2,045
24	Downtown to Job Corps via SR 24 (Waldo Rd.)	78,366
25	Reitz Union/McCarty Hall to Airport	519
29	Shands to Cobblestone	23,708
34	Lexington Crossing to the Hub	403,462
35	McCarty Hall to Homestead Apartments	553,642
36	McCarty Hall to SW 34th St./Archer Rd.	89,426
38	HUB to Old Archer Road	23,807
43	SFCC to Downtown via 43rd St.	158,534
75	Butler Plaza to Oaks Mall via 75th St. (includes Saturday service)	226,337
300	Later Gator A (Downtown to Reitz Union)	36,240
301	Later Gator B (Lexington Cr. to Downtown)	24,426
302	Later Gator C (Oaks Mall to Downtown)	26,430
400-410	Saturday Service Routes (400-410)(excluding 407)	114,932
400-408	Sunday Service Routes (400-408) (excluding 409 & 410)	54,537

ILLUSTRATION III-1

FISCAL YEAR 2010 TOTAL RIDERSHIP—CITY ROUTES (October, 2009 to August, 2010)

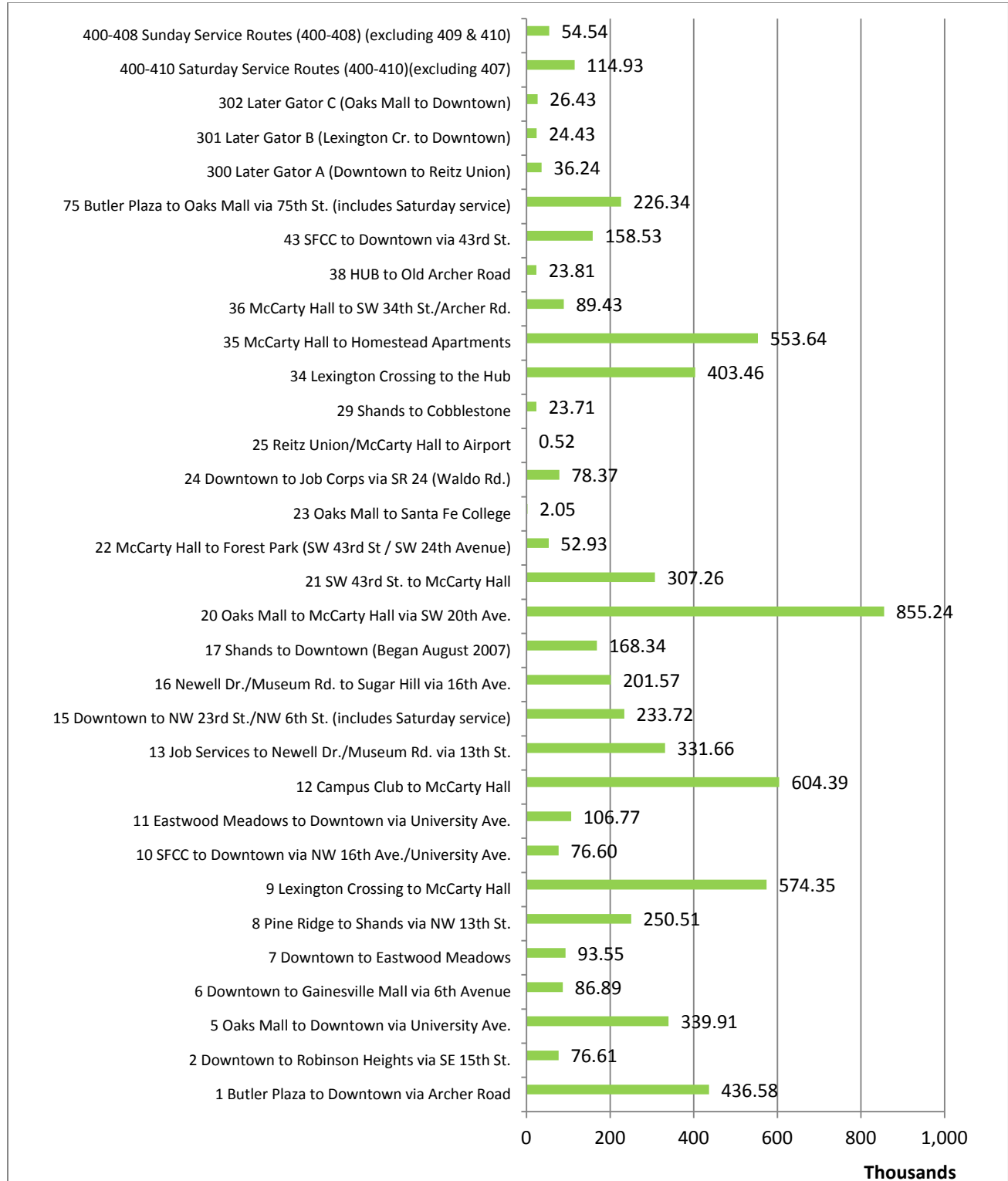
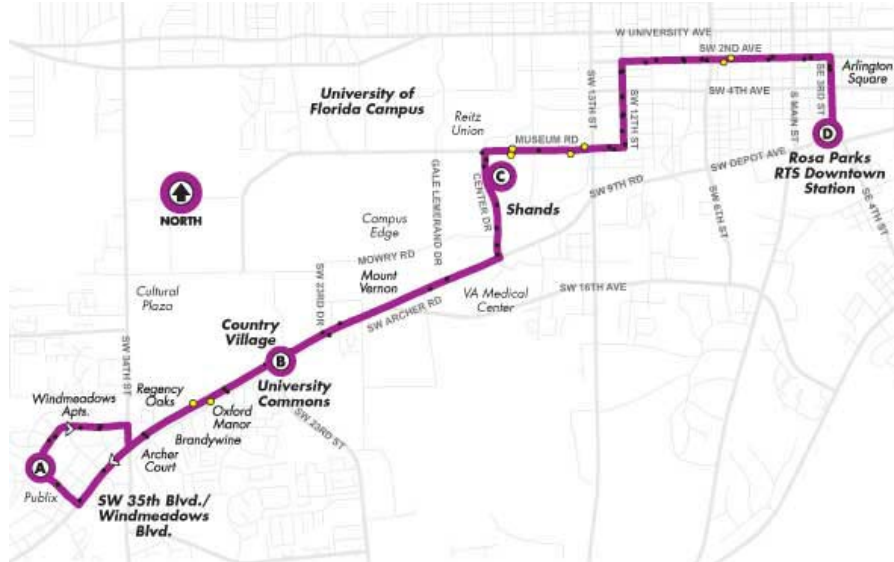


ILLUSTRATION III-2

ROUTE 1 BUTLER PLAZA TO DOWNTOWN VIA ARCHER ROAD



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

Illustration III-3 shows monthly ridership on Route 1 from Butler Plaza to Downtown.

ILLUSTRATION III-3

MONTHLY TREND FOR ROUTE 1 CITY OF GAINESVILLE, 2007-2010

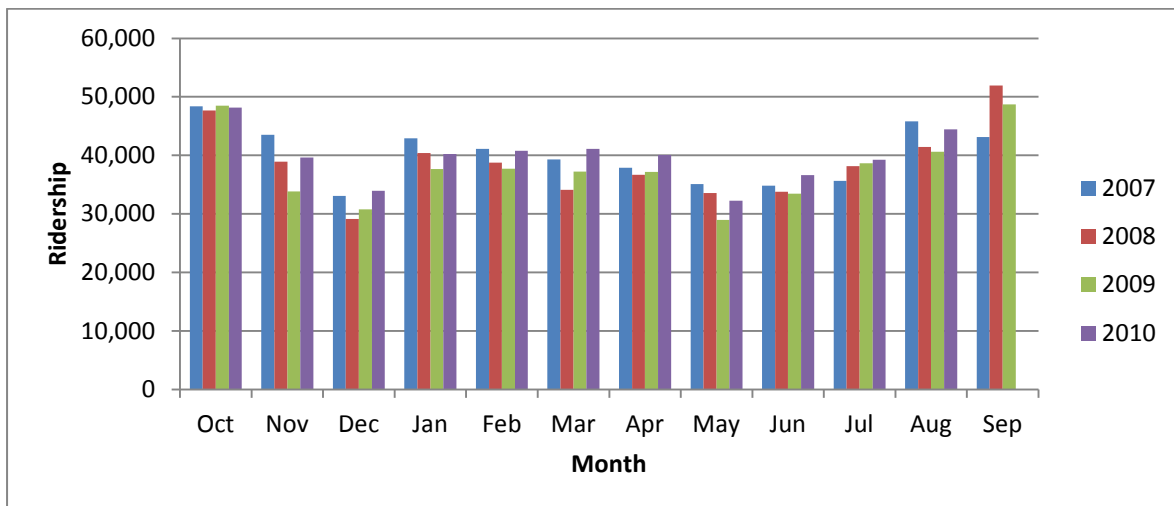


ILLUSTRATION III-4

ROUTE 9 LEXINGTON CROSSING TO MCCARTY HALL



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

Illustration III-5 shows monthly ridership trends for Route 9 from Lexington Crossing to McCarty Hall.

ILLUSTRATION III-5

MONTHLY TREND FOR ROUTE 9 CITY OF GAINESVILLE, 2007-2010

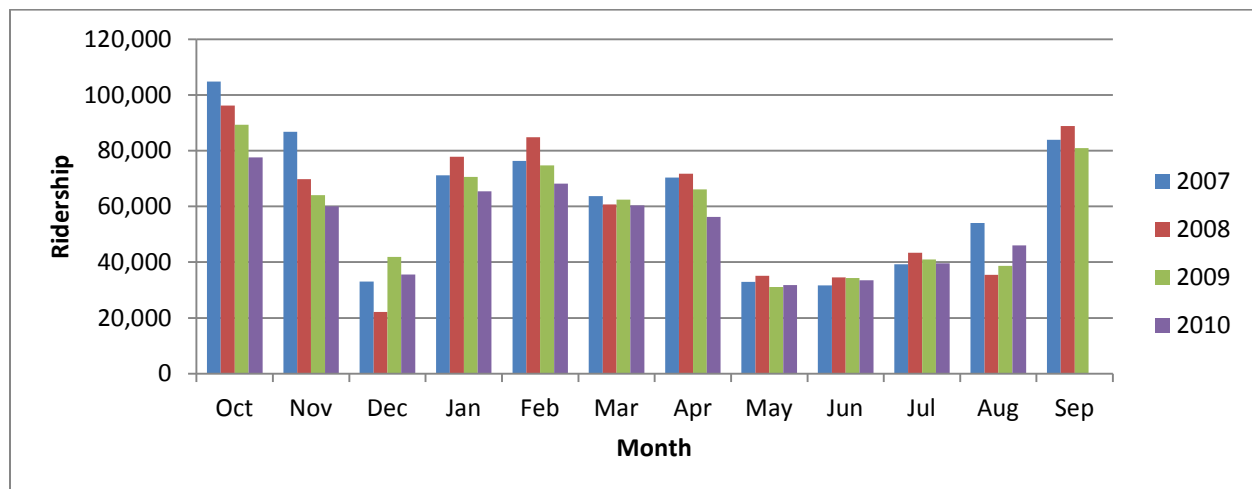
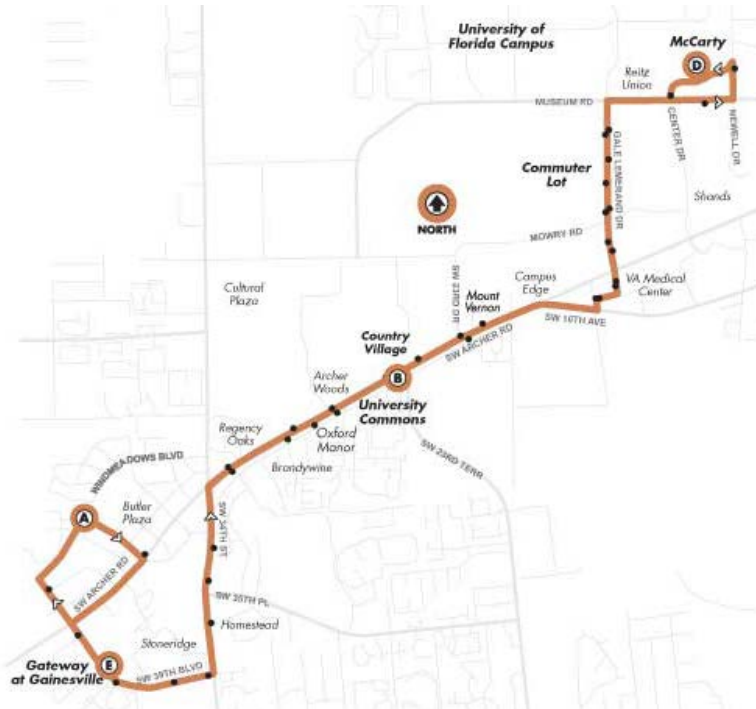


ILLUSTRATION III-6

ROUTE 12 CAMPUS CLUB TO MCCARTY HALL



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

Illustration III-7 shows monthly ridership trends for Route 12 from Campus Club to McCarty Hall.

ILLUSTRATION III-7

MONTHLY TREND FOR ROUTE 12 CITY OF GAINESVILLE, 2007-2010

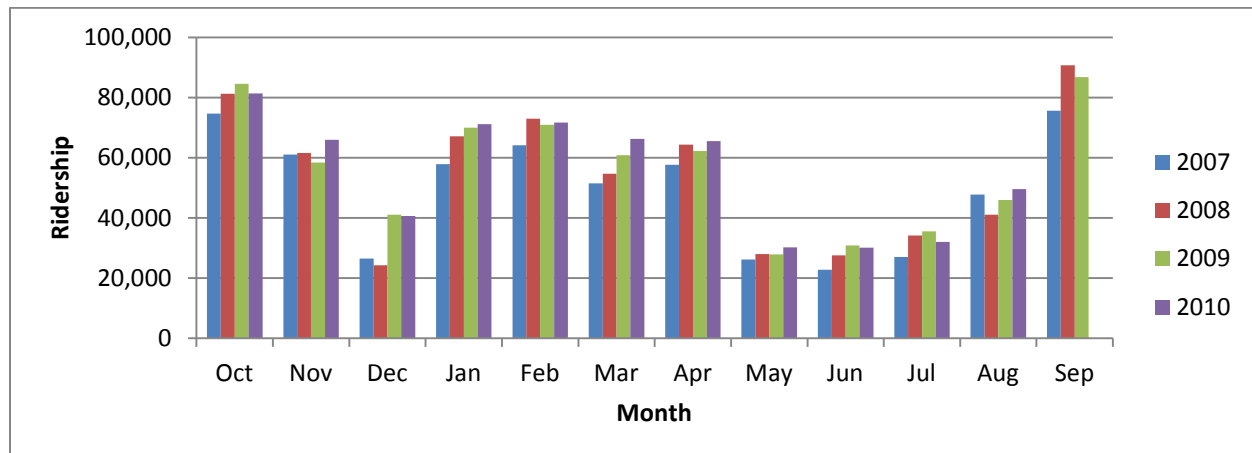


ILLUSTRATION III-8

ROUTE 20 OAKS MALL TO REITZ UNION

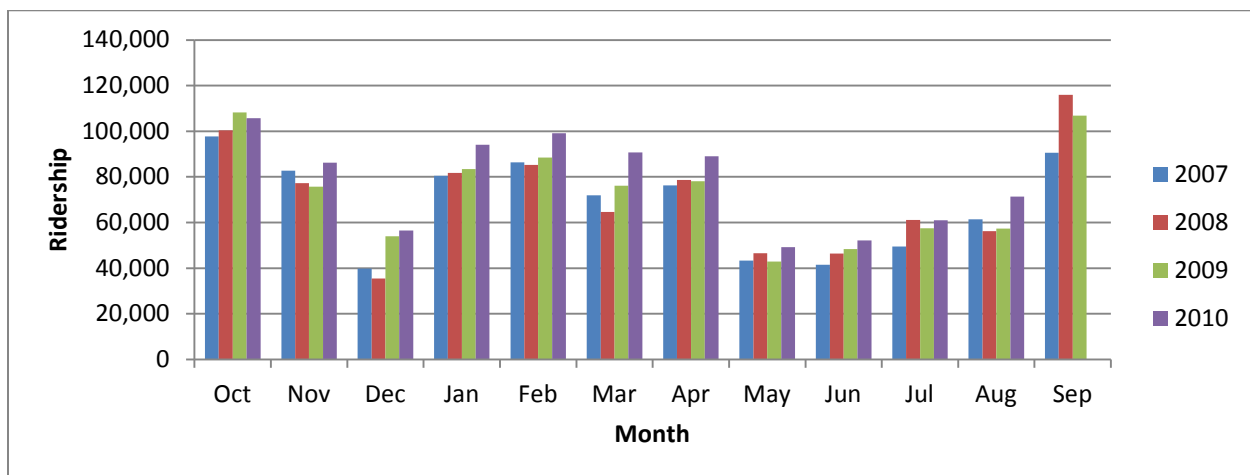


Source: <http://go-rt.com/schedule.php>

Illustration III-9 shows monthly ridership trends on Route 20 from Reitz Union to Oaks Mall. The monthly ridership on Route 20 increased for every month during Fiscal Year 2010 except for October.

ILLUSTRATION III-9

MONTHLY TREND FOR ROUTE 20 CITY OF GAINESVILLE, 2007-2010



ROUTE 35 MCCARTY TO HOMESTEAD

IV

MONTHLY RIDERSHIP TREND 2007 - 2010 - CAMPUS ROUTES

Nine RTS routes operate on the University of Florida main campus (see Illustration IV-1). This section discusses monthly ridership trends for these nine routes. Compared with city routes, these routes have a greater proportion of student riders, and 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.

About half of the campus routes had a decreasing monthly ridership trend from 2007 to 2010, while the other half had an increasing ridership trend. Generally, the monthly ridership for routes 119, 121, 125, 126 and 127 increased, and routes 117, 118, 120 and 122 decreased.

ILLUSTRATION IV-1

CAMPUS ROUTES



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

ILLUSTRATION IV-2

MONTHLY TREND FOR ROUTE 117 UF CAMPUS ROUTES, 2007-2010

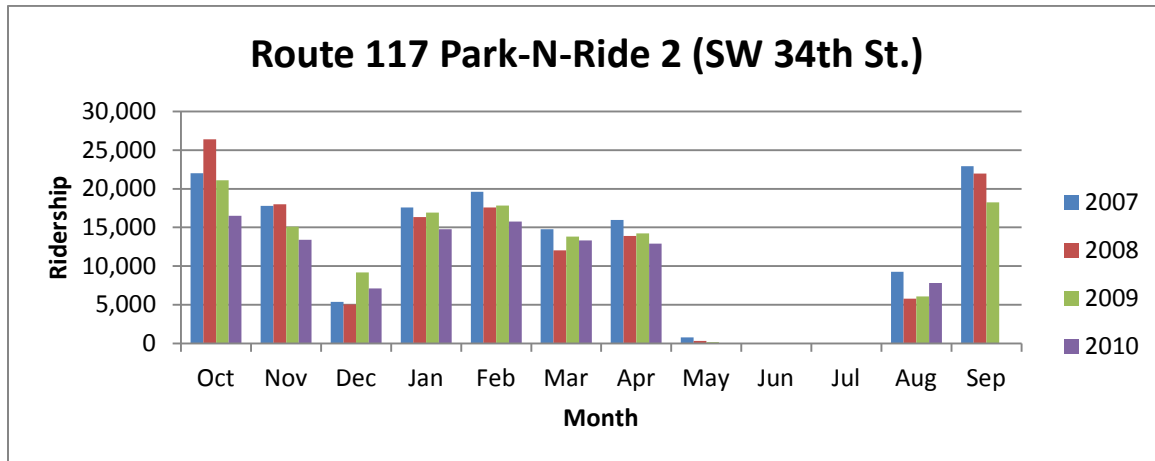


ILLUSTRATION IV-3

MONTHLY TREND FOR ROUTE 118 UF CAMPUS ROUTES, 2007-2010

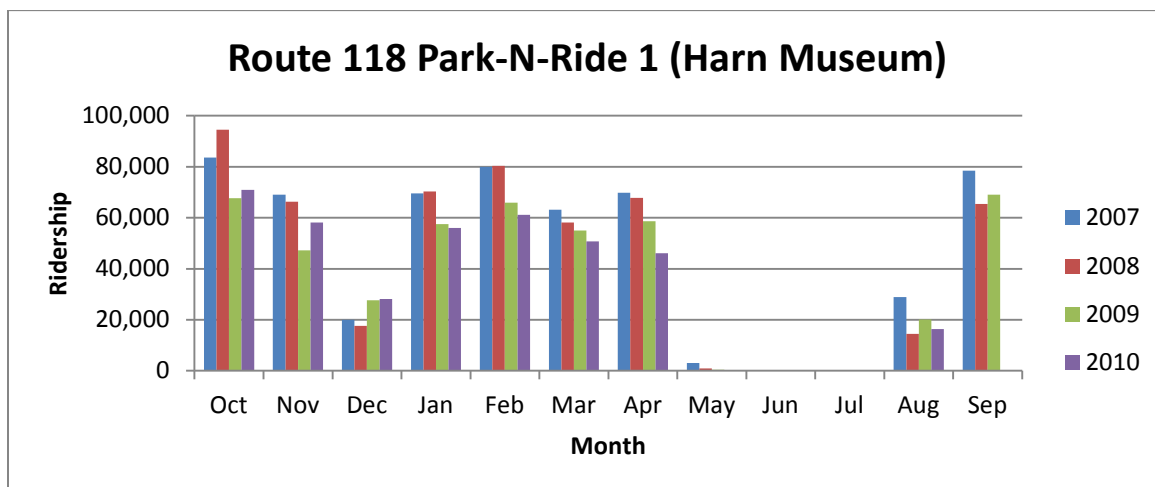


ILLUSTRATION IV-4

MONTHLY TREND FOR ROUTE 119 UF CAMPUS ROUTES, 2007-2010

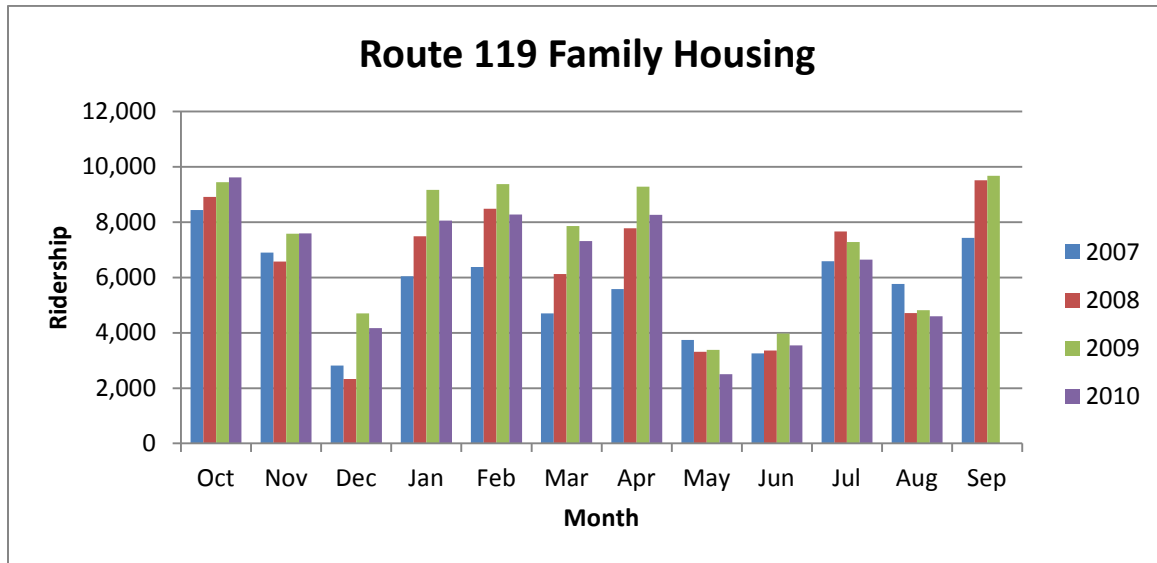


ILLUSTRATION IV-5

MONTHLY TREND FOR ROUTE 120 UF CAMPUS ROUTES, 2007-2010

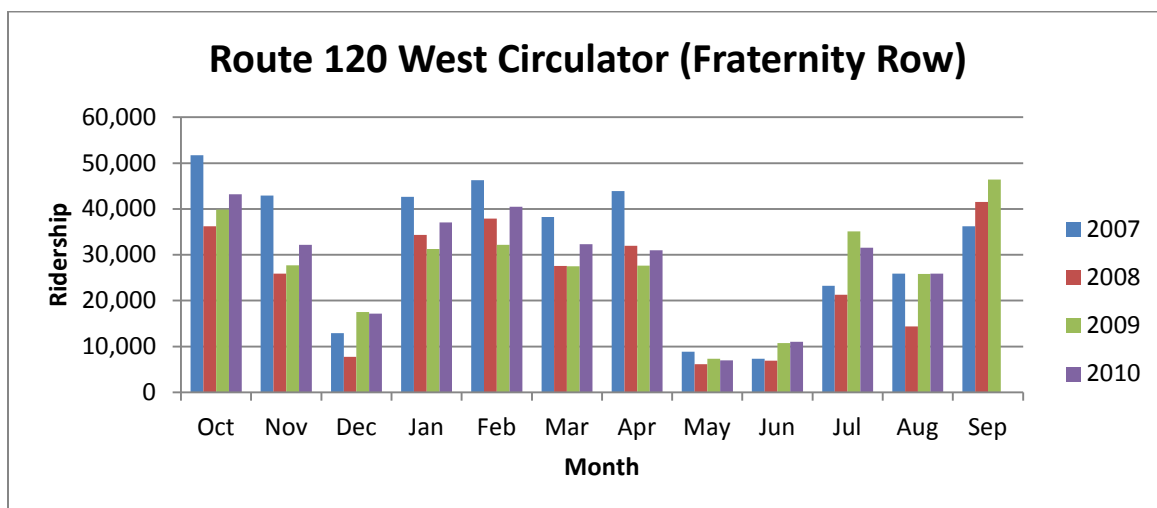


ILLUSTRATION IV-6

MONTHLY TREND FOR ROUTE 121 UF CAMPUS ROUTES, 2007-2010

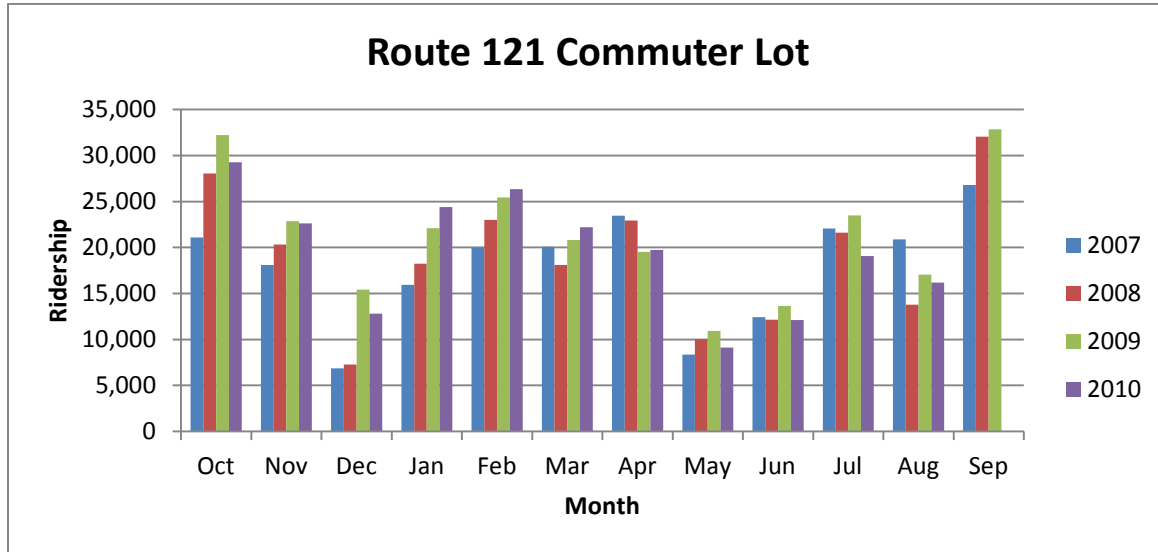


ILLUSTRATION IV-7

MONTHLY TREND FOR ROUTE 122 UF CAMPUS ROUTES, 2007-2010

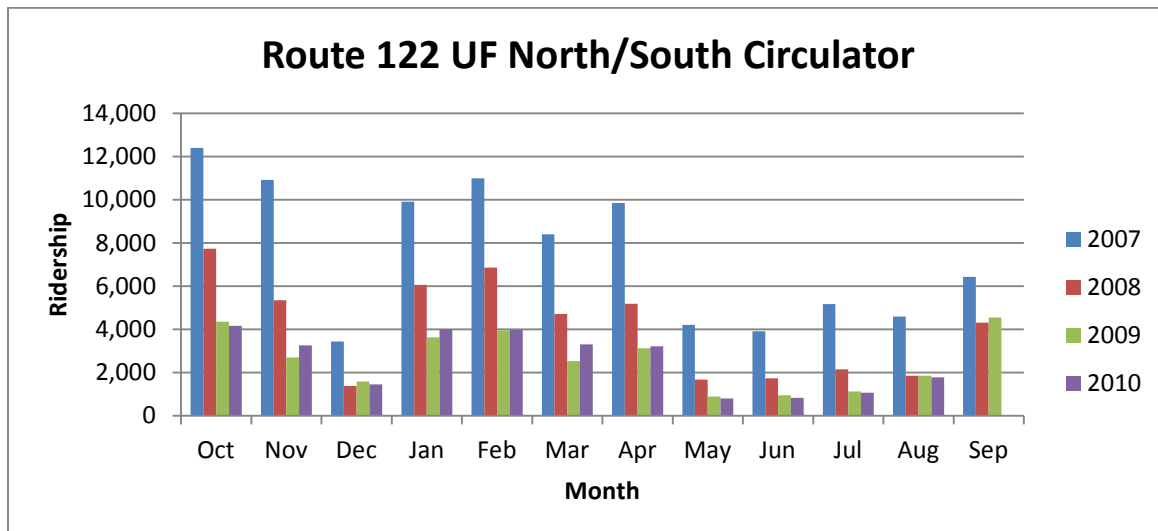


ILLUSTRATION IV-8

MONTHLY TREND FOR ROUTE 125 UF CAMPUS ROUTES, 2007-2010

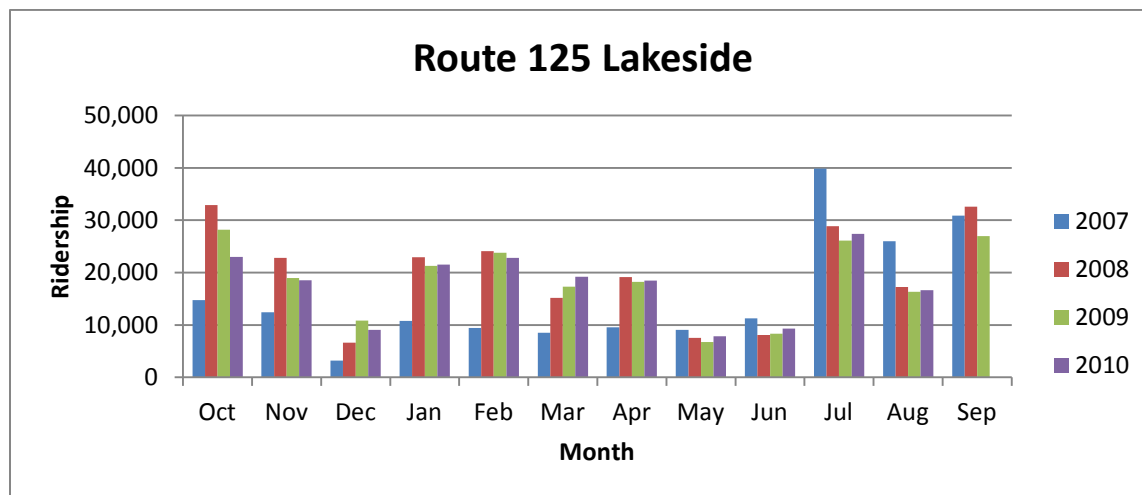


ILLUSTRATION IV-9

MONTHLY TREND FOR ROUTE 126 UF CAMPUS ROUTES, 2007-2010

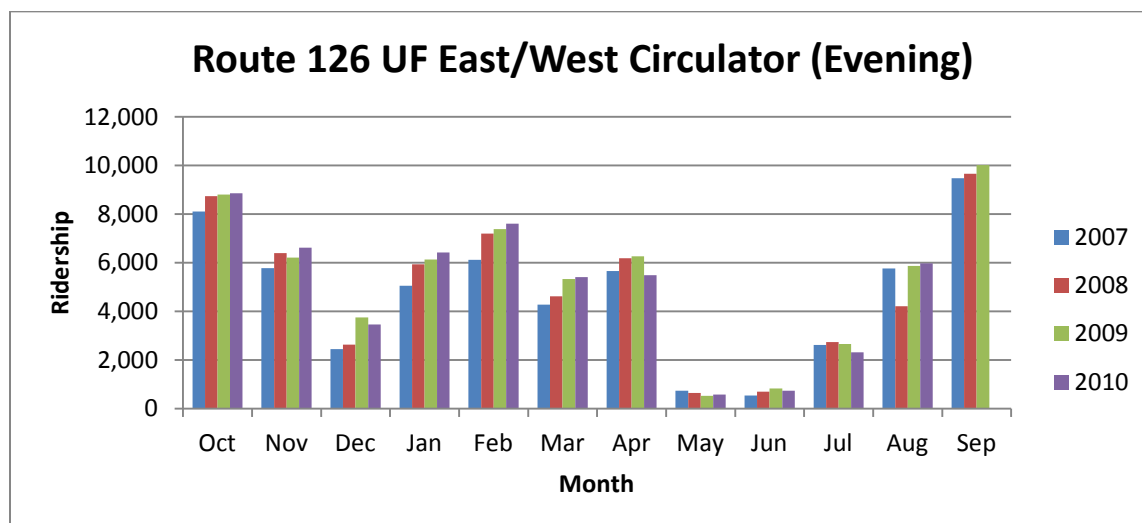


ILLUSTRATION IV-10

MONTHLY TREND FOR ROUTE 127 UF CAMPUS ROUTES, 2007-2010

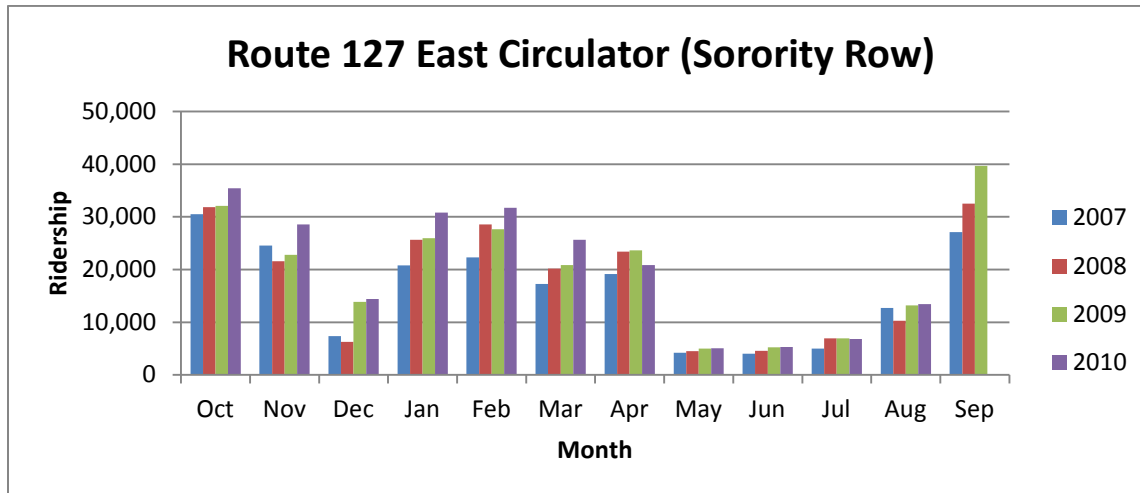


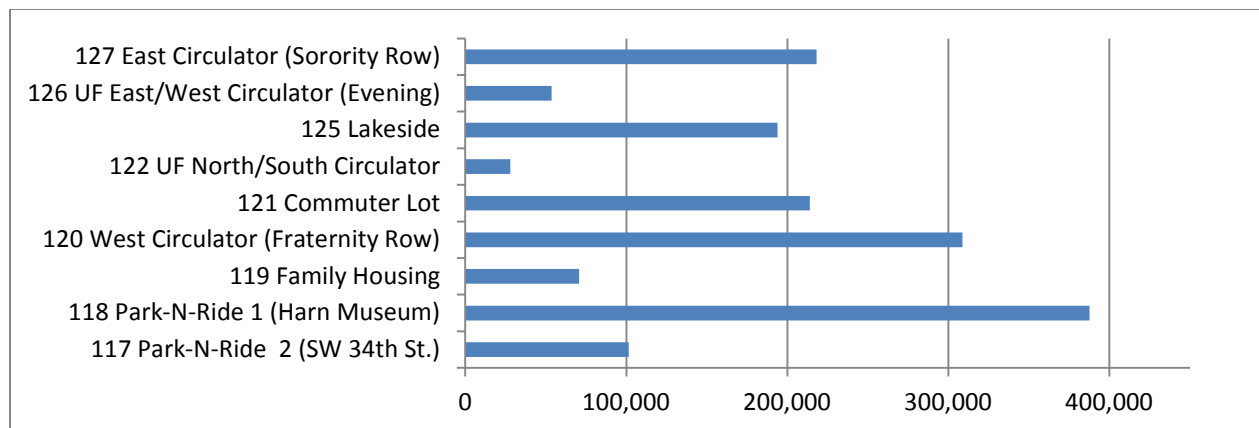
ILLUSTRATION IV-11 provides a summary of the annual total ridership for campus routes for fiscal year 2010 (except September). It indicates that route 118 and route 120 has the highest annual ridership among campus routes in 2010.

FISCAL YEAR 2010 TOTAL RIDERSHIP—CAMPUS ROUTES
(October, 2009 to August, 2010)

Route Number	Route Name	FY 2010 Total
117	Park-N-Ride 2 (SW 34th St.)	101,559
118	Park-N-Ride 1 (Harn Museum)	387,654
119	Family Housing	70,614
120	West Circulator (Fraternity Row)	308,848
121	Commuter Lot	213,889
122	UF North/South Circulator	27,883
125	Lakeside	193,896
126	UF East/West Circulator (Evening)	53,474
127	East Circulator (Sorority Row)	218,086

ILLUSTRATION IV-11

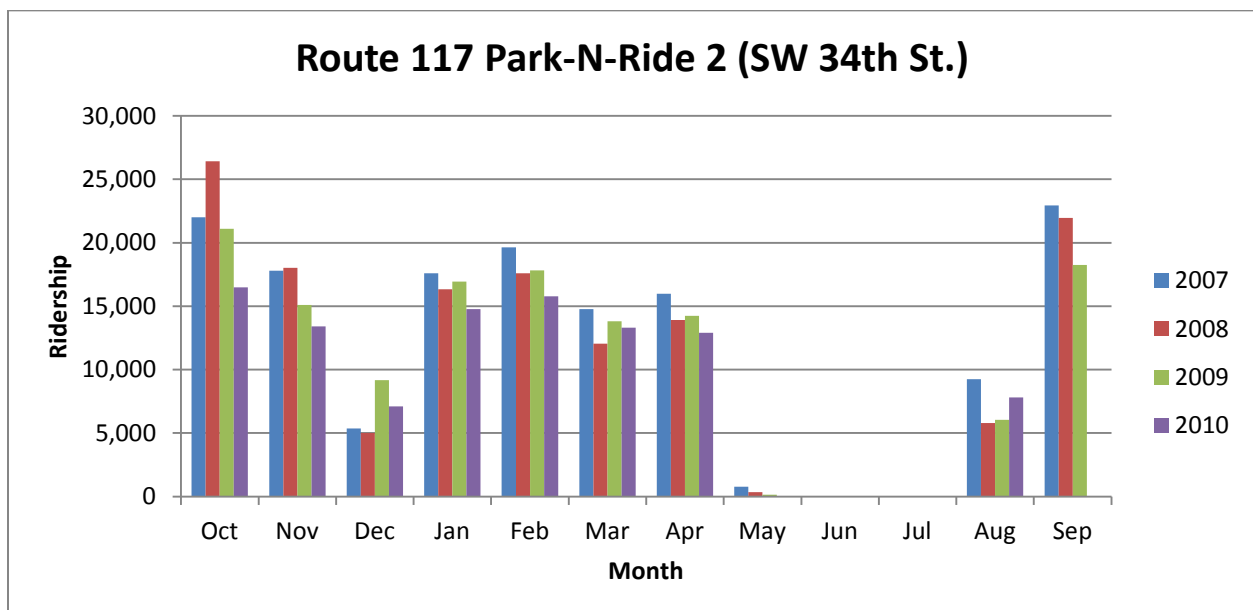
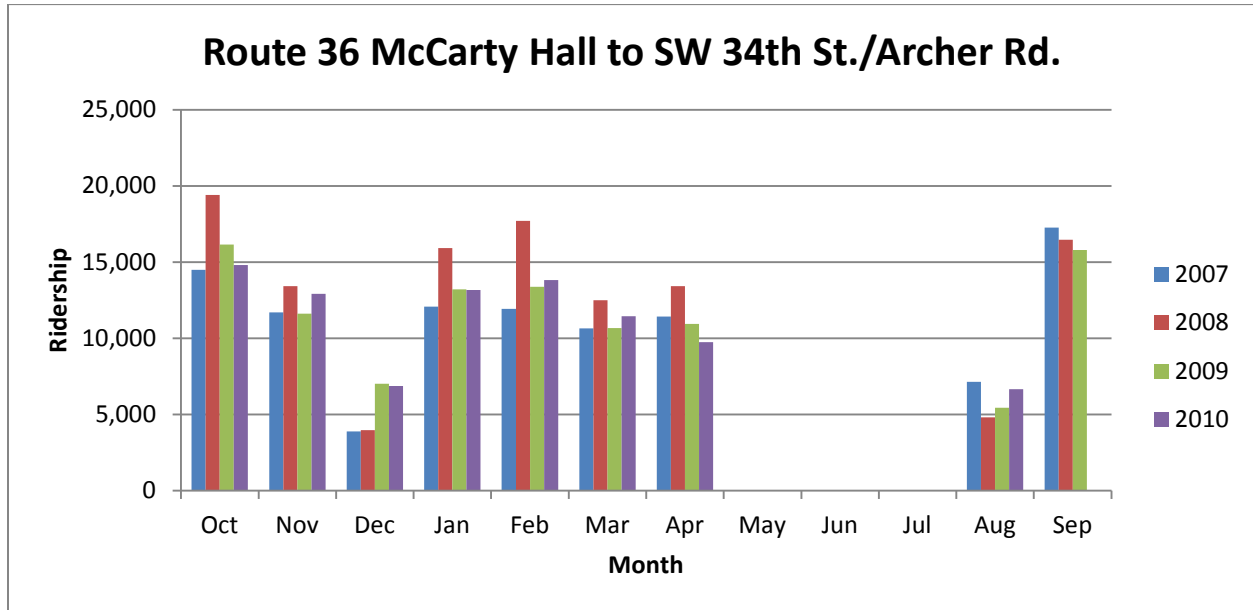
FISCAL YEAR 2010 TOTAL RIDERSHIP—CAMPUS ROUTES
(October, 2009 to August, 2010)

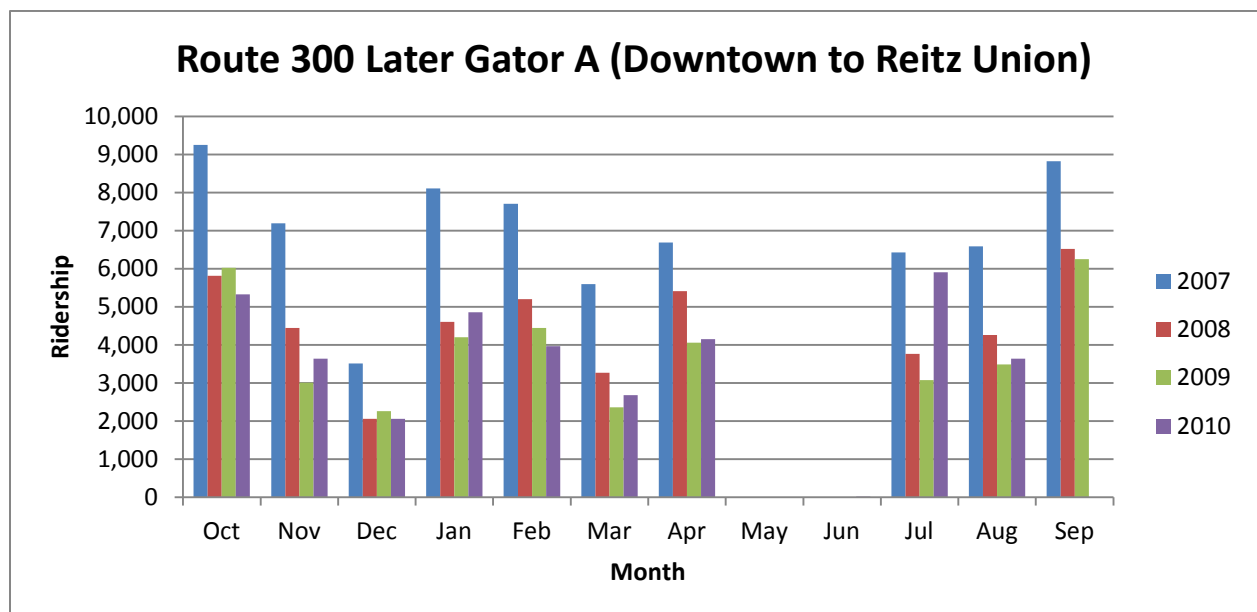
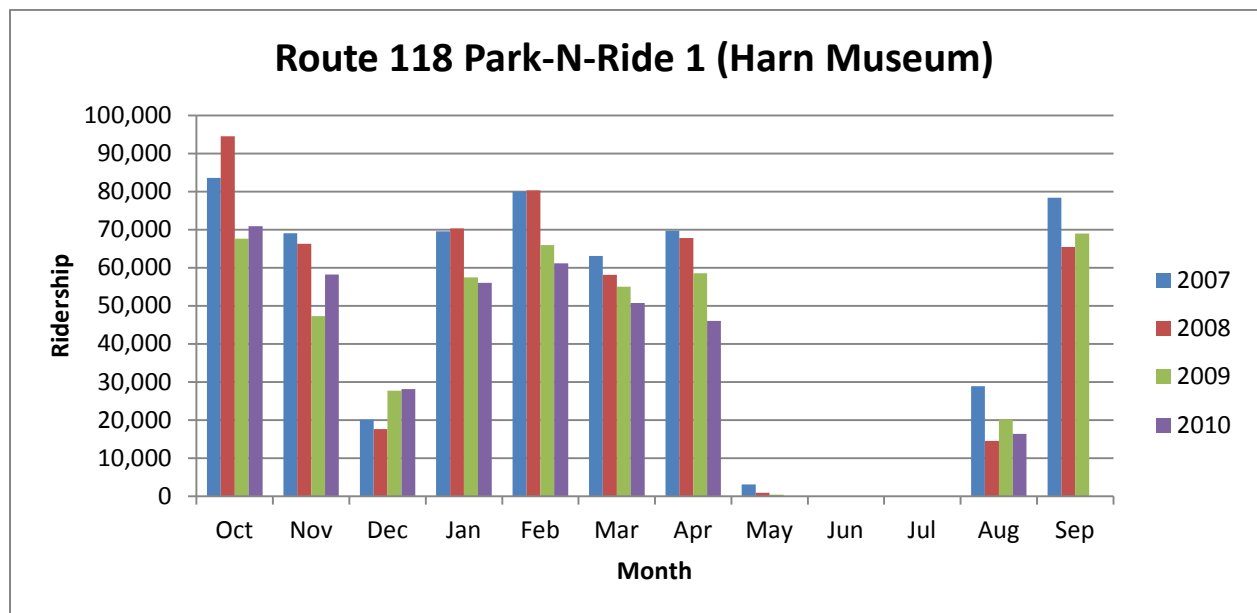


APPENDIX A

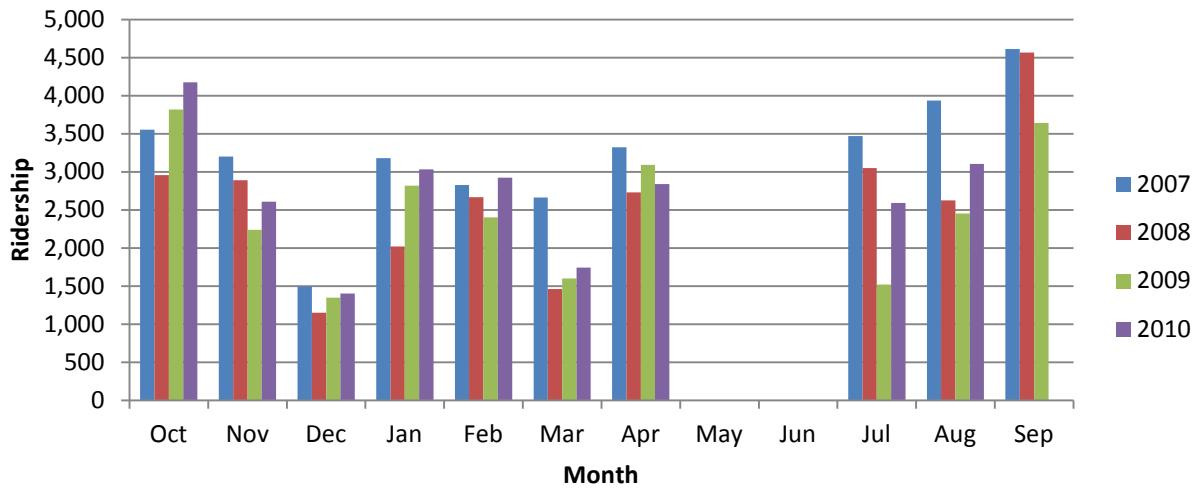
MONTHLY RIDERSHIP TREND 2007 -2010 -- SEASONAL ROUTES

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





Route 301 Later Gator B (Lexington Cr. to Downtown)



Route 302 Later Gator C (Oaks Mall to Downtown)

