

Annual Transit Ridership Monitoring Report

Fiscal Year 2013-14

March 31, 2015



Metropolitan Transportation Planning Organization
for the Gainesville Urbanized Area

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Fiscal Year 2013-14

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for the Gainesville Urbanized Area

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March 31, 2015

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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, 1991-2014

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Chapter I: Annual Ridership Trend Systemwide, 1991-2014

This chapter provides an overview of the systemwide transit ridership trends from 1991 to 2014 (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 2014 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, 1991-2014

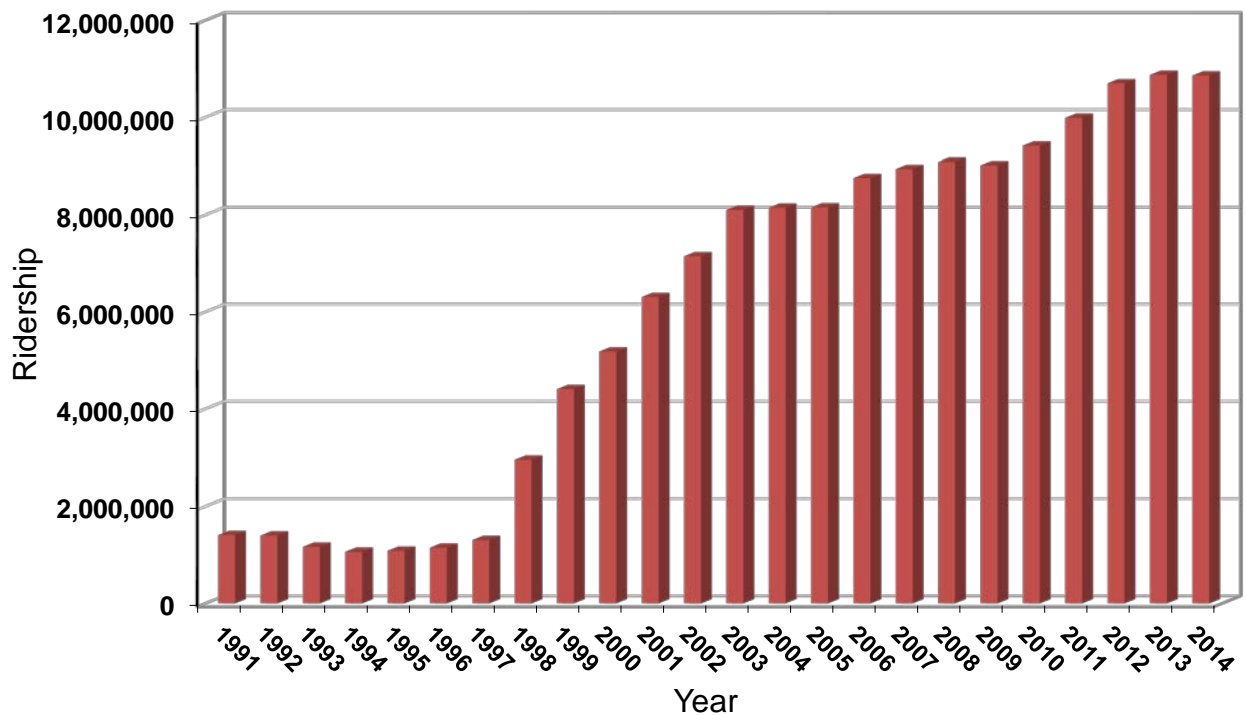
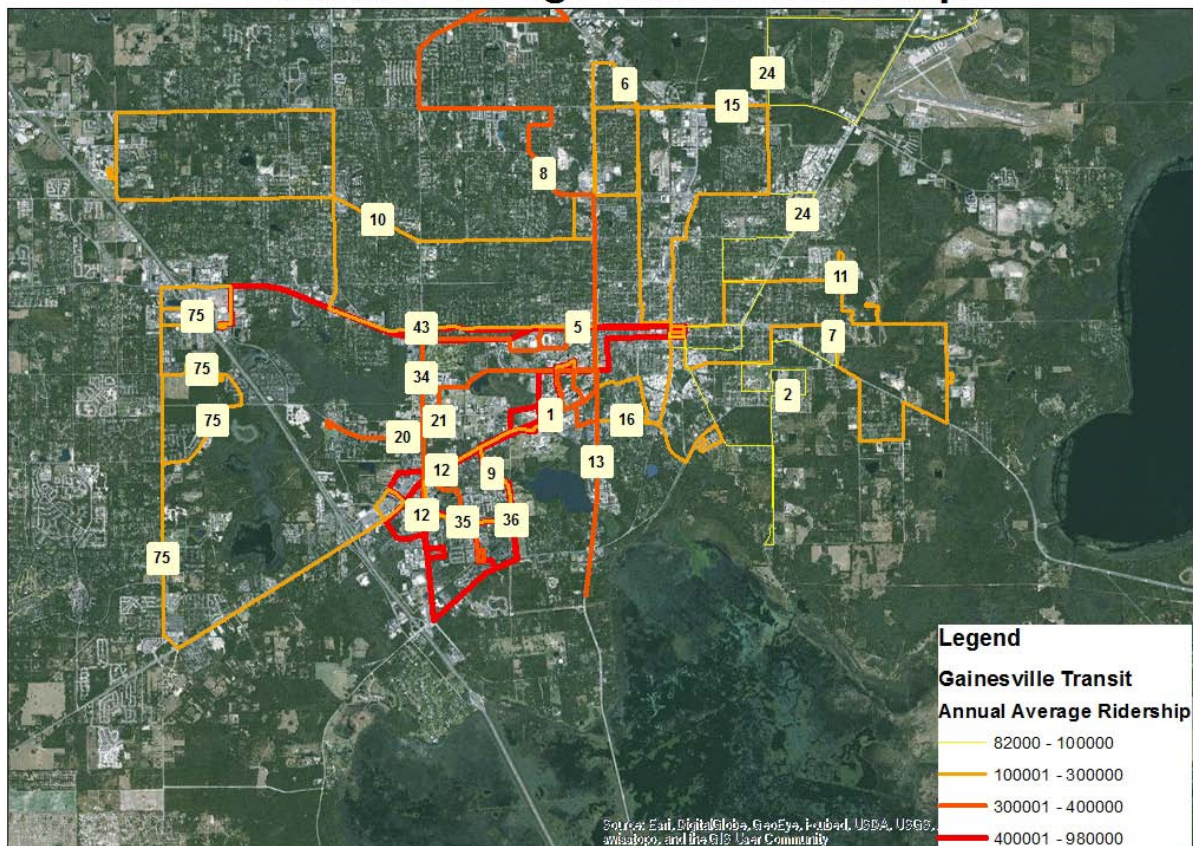


Illustration 1.2

Annual Average Ridership
Systemwide, 2007-2014

Annual Average Transit Ridership



Chapter II

Monthly Ridership Trend

City Routes, 2007-2014

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Chapter II: Monthly Ridership Trend City Routes, 2007-2014

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 2013-14. Illustration 2.2 shows the distribution of annual ridership for all the city routes for Fiscal Year 2013-2014. 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 2013-14**

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	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 2013-14

Route Number	Route Name	FY 2014 Total
1	Butler Plaza to Downtown via Archer Road	695,574
2	Downtown to Robinson Heights via SE 15th Street	119,017
5	Oaks Mall to Downtown via University Avenue	510,084
6	Downtown to Gainesville Mall via 6th Avenue	110,677
7	Downtown to Eastwood Meadows	97,745
8	Pine Ridge to Shands via NW 13th Street	339,621
9	Reitz Union to Hunters Run	662,457
10	Santa Fe College to Downtown via NW 16th Avenue/University Avenue	150,725
11	Eastwood Meadows to Downtown via University Avenue	194,121
12	Campus Club to McCarty Hall	824,110
13	Job Services to Newell Drive/Museum Road via 13th Street	406,937
15	Downtown to NW 23rd Street/NW 6th Street (includes Saturday service)	326,383
16	Newell Drive/Museum Road to Sugar Hill via 16th Avenue	170,832
17	Shands to Downtown	179,988
20	Oaks Mall to McCarty Hall via SW 20th Avenue	1,176,507
21	SW 43rd Street to McCarty Hall	384,985
22	McCarty Hall to Forest Park (SW 43rd St / SW 24th Avenue)	-
23	Oaks Mall to Santa Fe College	161,622
24	Downtown to Job Corps via SR 24 (Waldo Road)	109,387
25	Reitz Union/McCarty Hall to Airport	66,763
27	City Eastside Circulator	7,692
28	University of Florida Hub to SW 20th Avenue	126,922
29	Shands to Cobblestone	-
34	Lexington Crossing to the University of Florida Hub	309,607
35	McCarty Hall to Homestead Apartments	631,168
36	McCarty Hall to SW 34th Street/Archer Road	123,703
38	University of Florida Hub to Old Archer Road	483,332
39	Santa Fe to Airport	19,284
41	Beaty Tower to Oine Ridge Walmart	57,382
43	Santa Fe College to Downtown via 43rd Street	215,058
46	University of Florida Downtown Circulator	121,135
62	Oaks Mall to Lexington Crossing	19,326
75	Butler Plaza to Oaks Mall via 75th Street (includes Saturday service)	297,602
76	Santa Fe to Haile Square Maraket	40,893
77	Santa Fe to Cabana Beach Apt	12,057
300	Later Gator A (Downtown to Reitz Union)	73,051
301	Later Gator B (Lexington Crossing to Downtown)	43,881
302	Later Gator C (Oaks Mall to Downtown)	67,466
303	Later Gator D (Downtown to SW 13th Street)	4,417
305	Later Gator F (Downtown to Butler Plaza)	8,959

Illustration 2.1

Total Ridership - City Routes Fiscal Year 2013-14

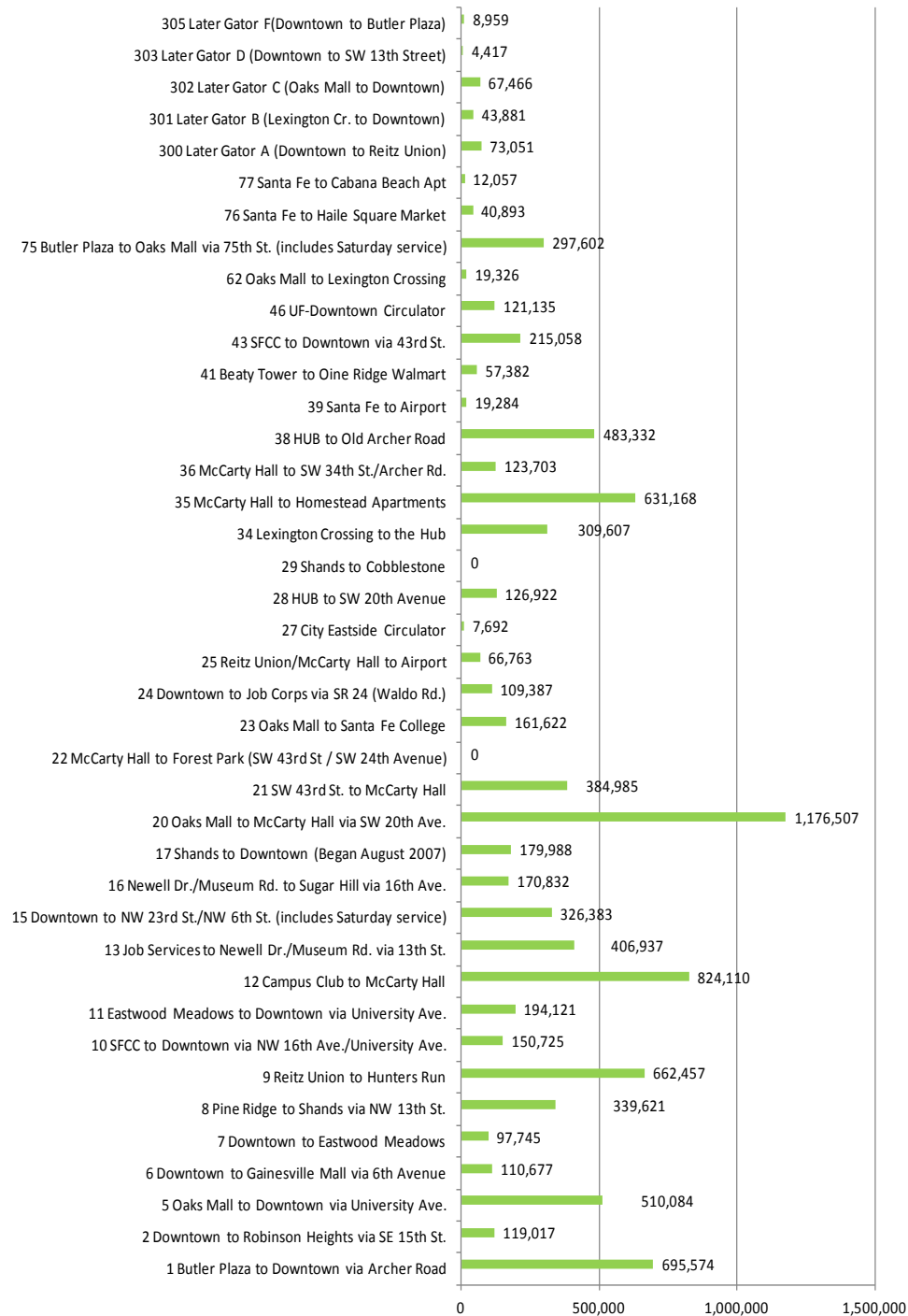


Illustration 2.2

Ridership Distribution - City Routes Fiscal Year 2013-14

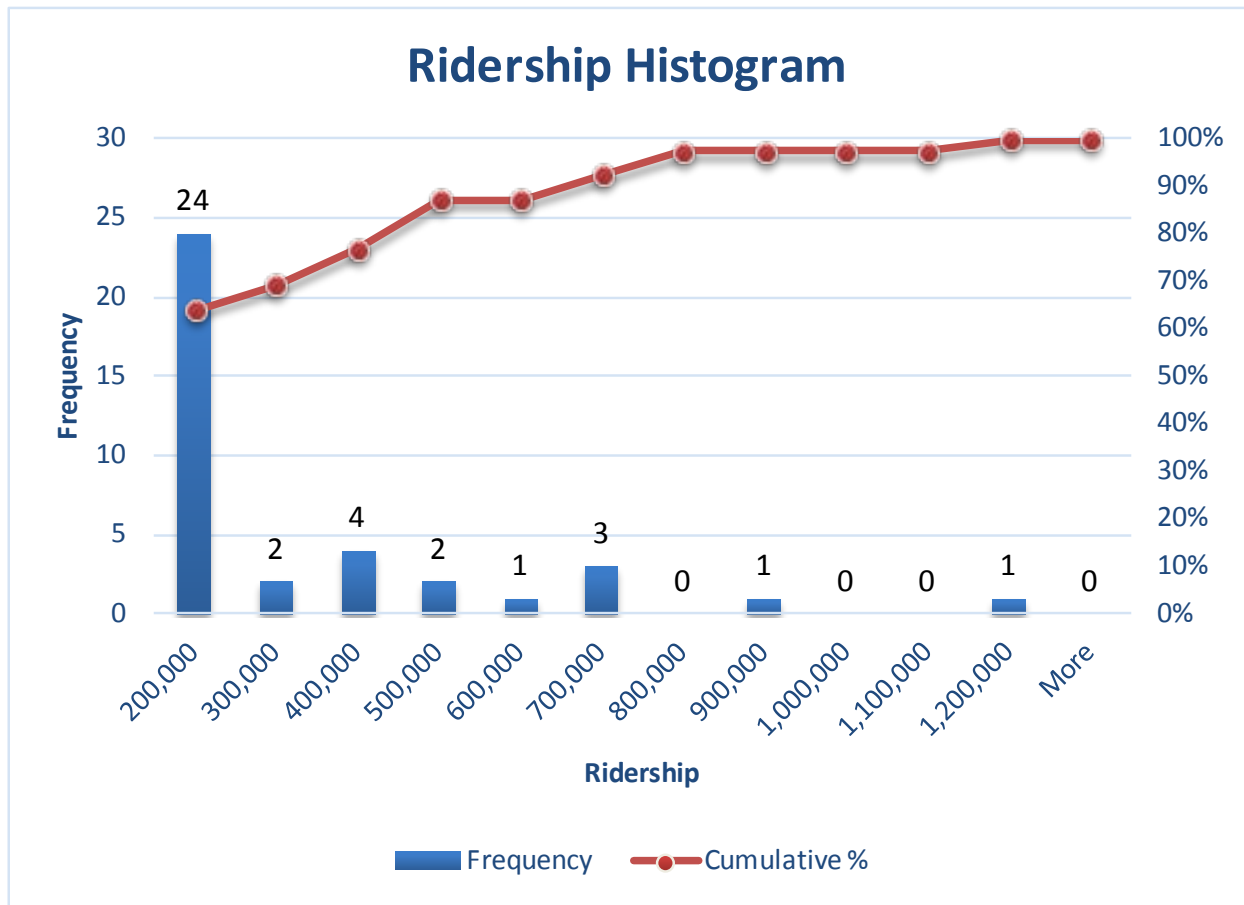
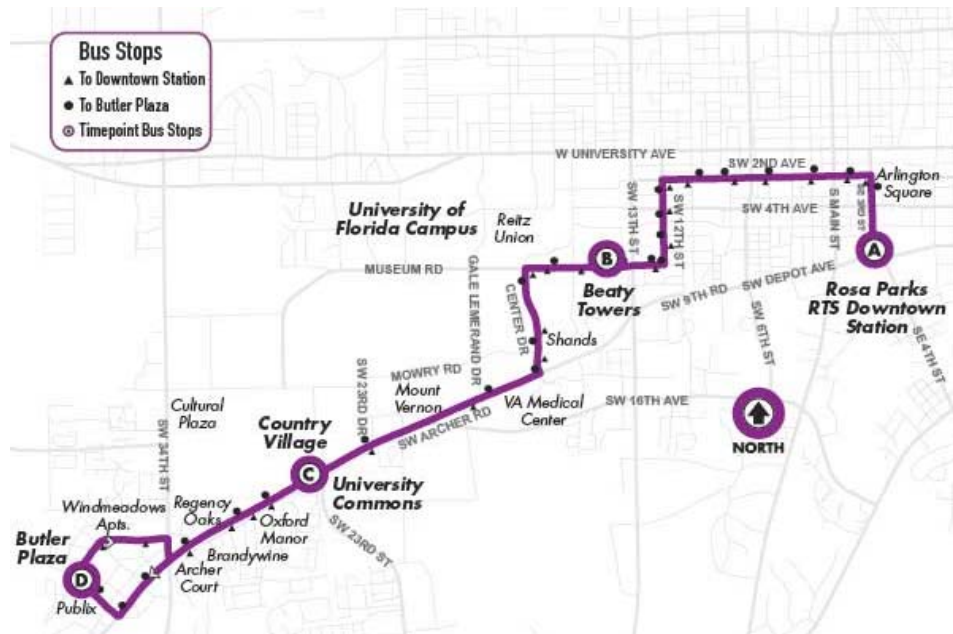


Illustration 2.3

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, 2007-2014

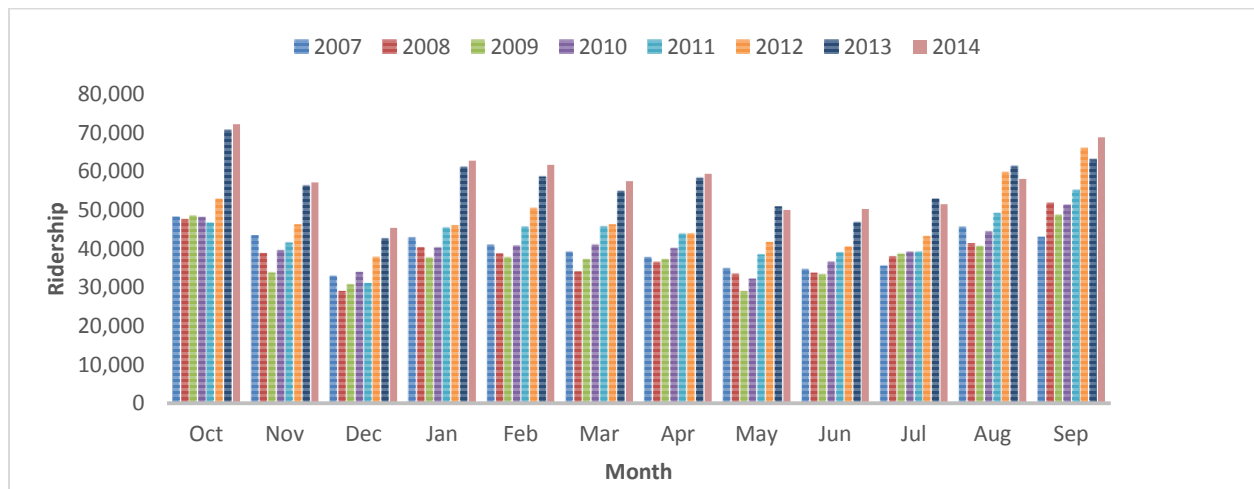


Illustration 2.5

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, 2007-2014

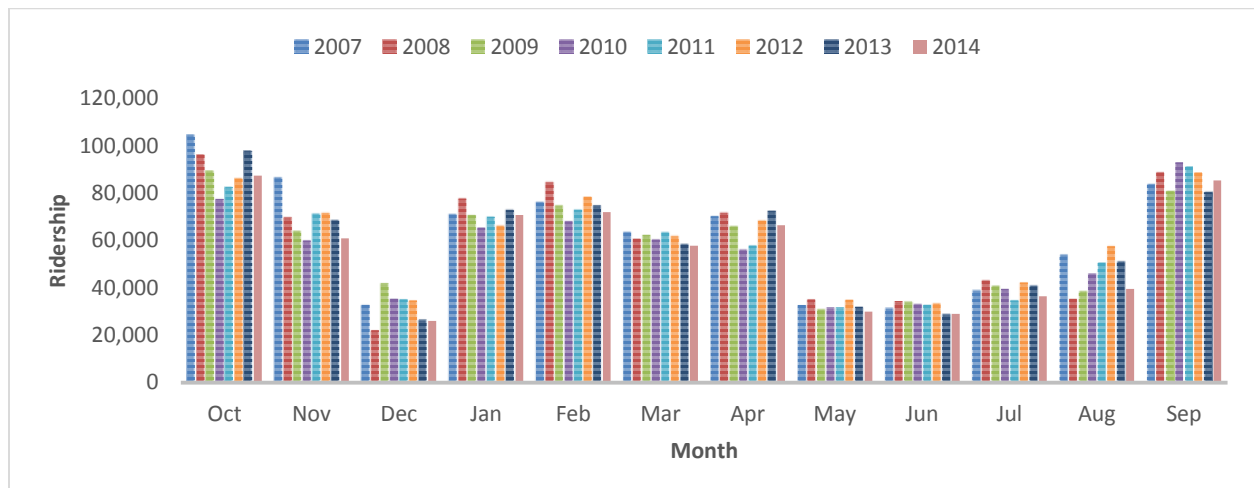
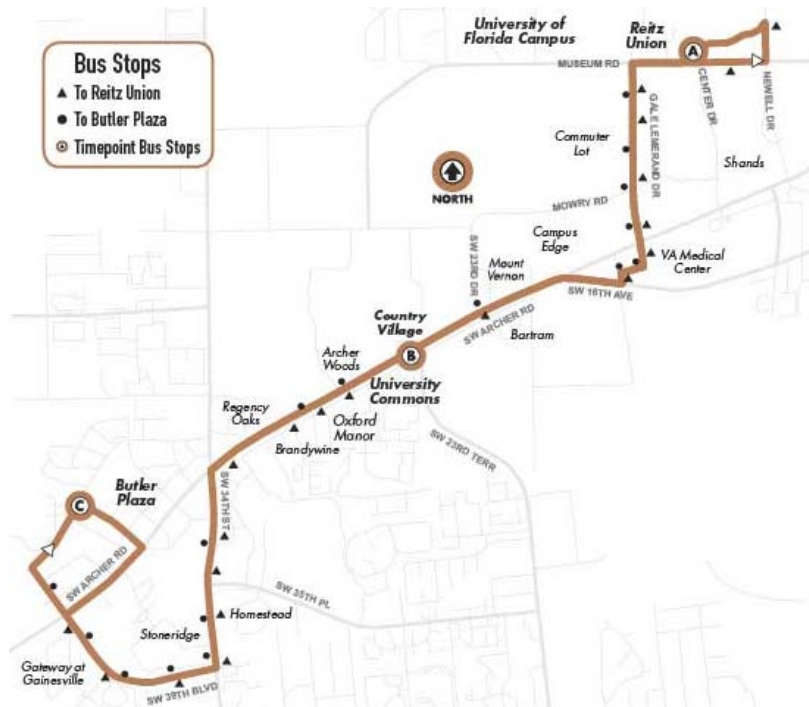


Illustration 2.7

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, 2007-2014

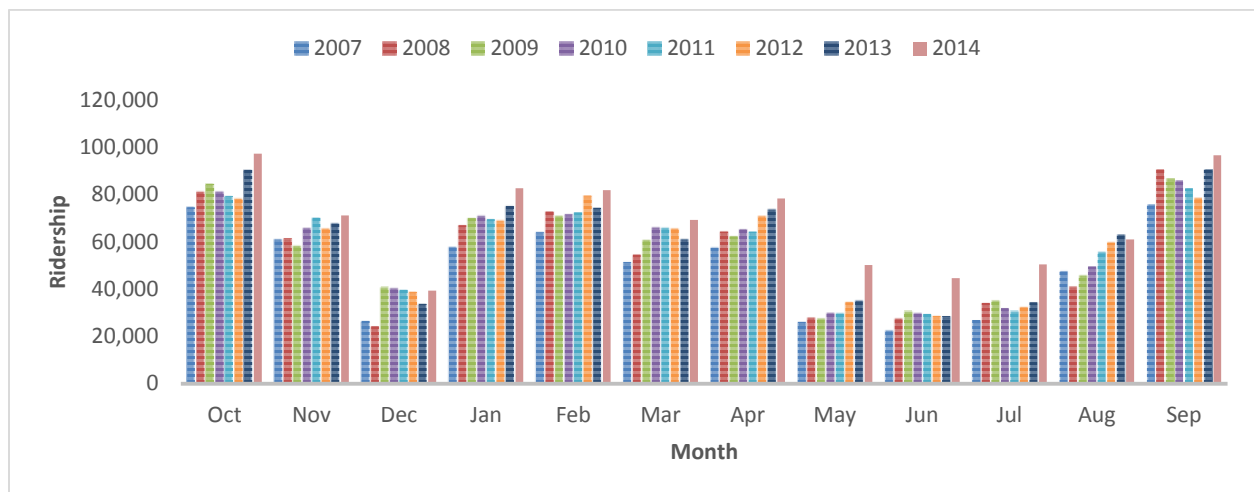


Illustration 2.9

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, 2007-2014

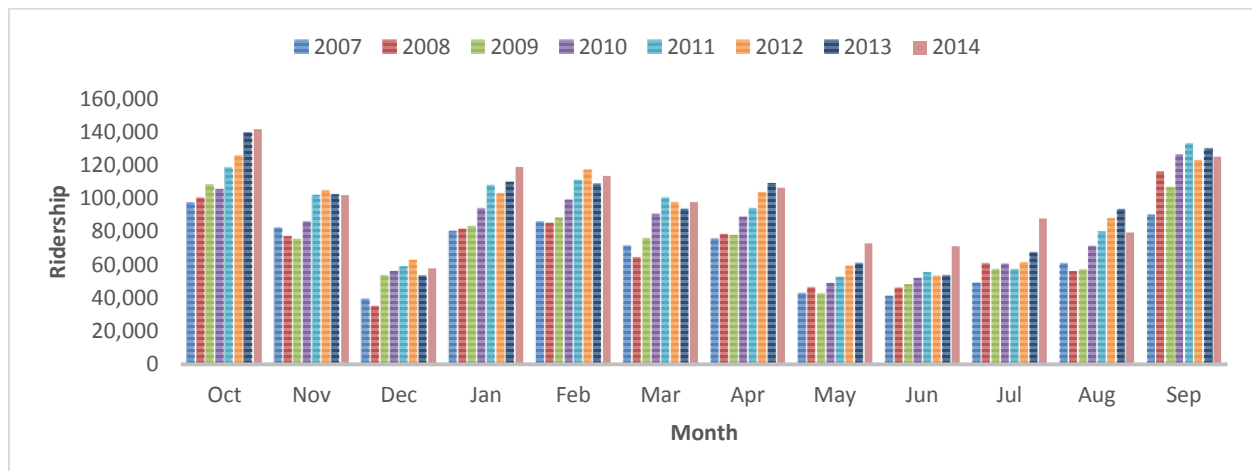
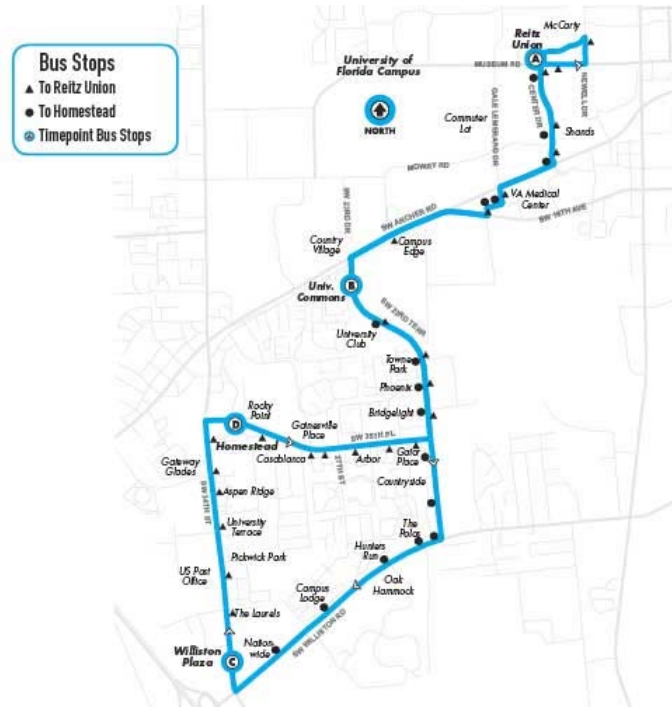


Illustration 2.11

Route 35 Map Reitz Union to Homestead

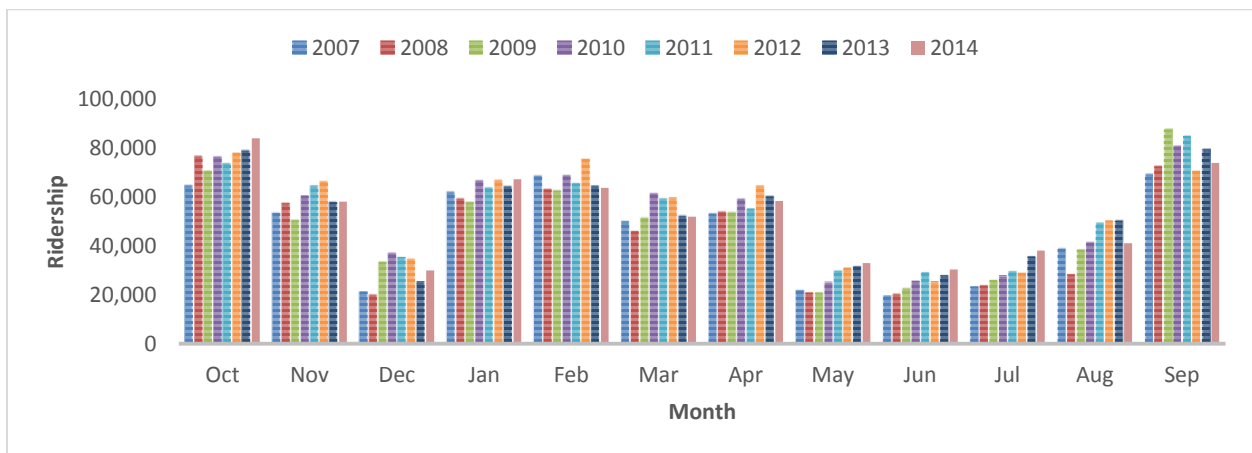


Source: <http://go-rt.com/schedule.php>

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, 2007-2014



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Chapter III

Monthly Ridership Trend

Campus Routes, 2007-2014

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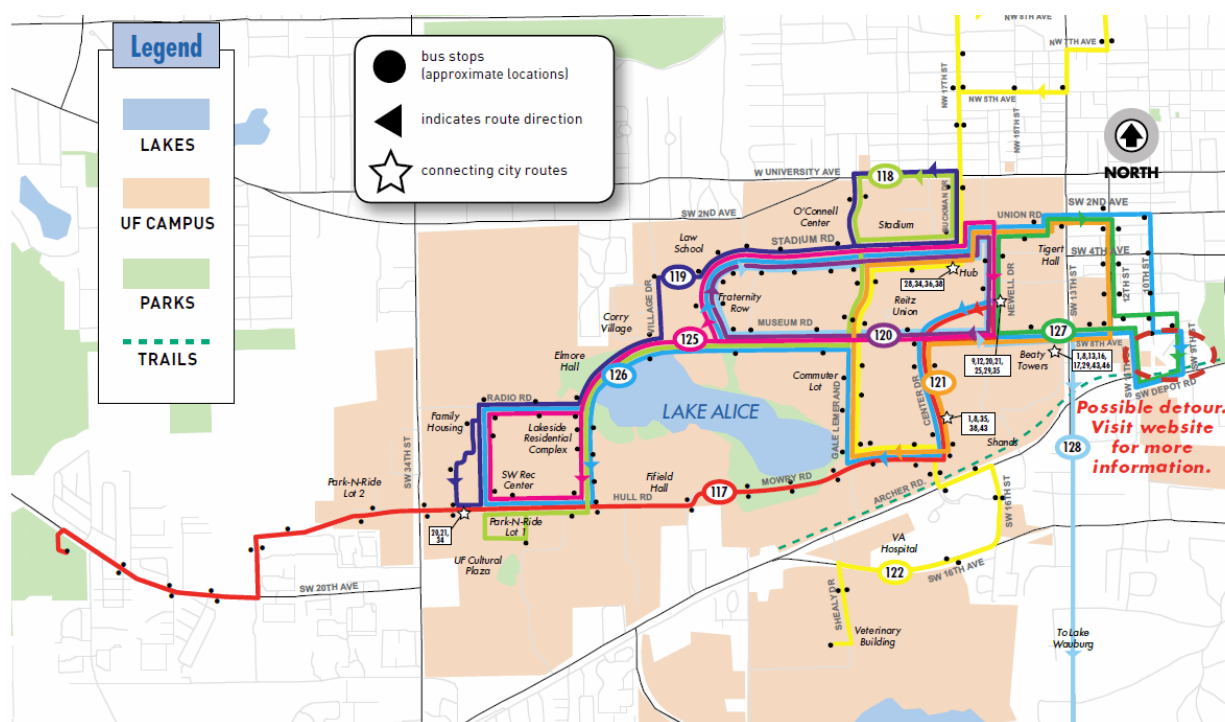
Chapter III: Monthly Ridership Trend Campus Routes, 2007-2014

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 2014. 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. Route 128 opened again and had an increased ridership.

Illustration 3.1

Campus Routes Map 2014



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

Illustration 3.2

Monthly Trend for Route 117 University of Florida Campus Routes, 2007-2014

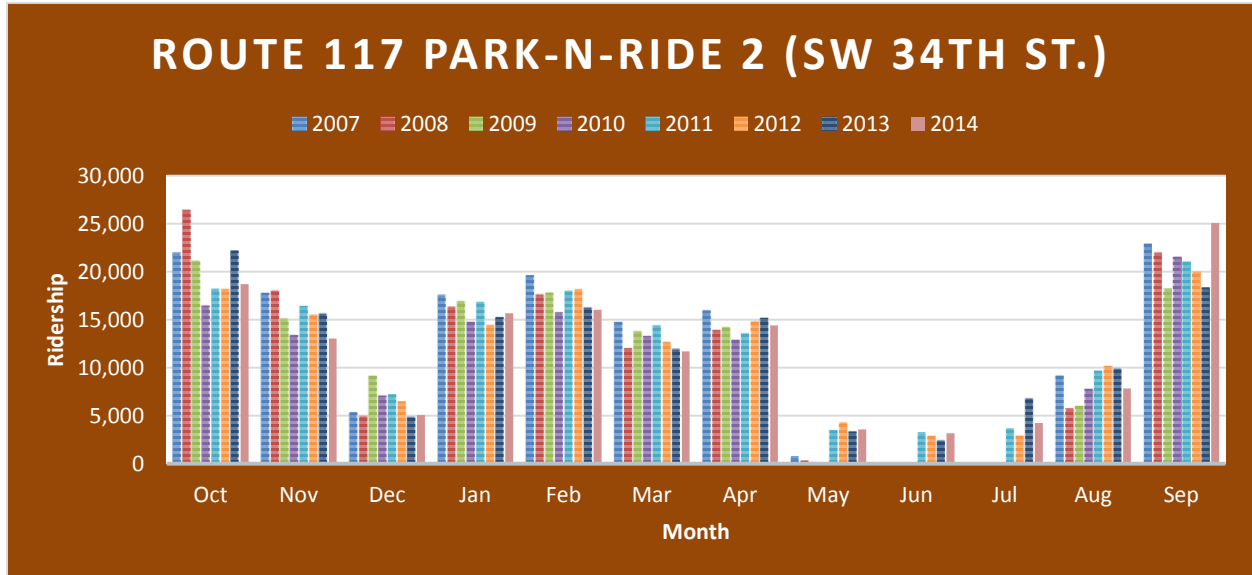


Illustration 3.3

Monthly Trend for Route 118 University of Florida Campus Routes, 2007-2014

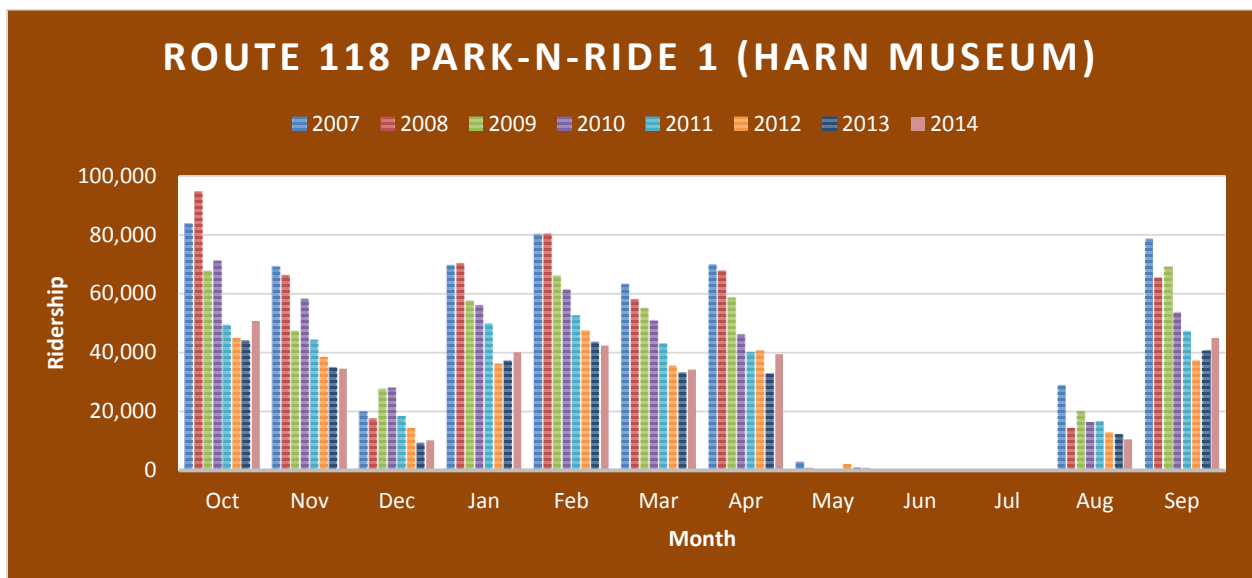


Illustration 3.4

Monthly Trend for Route 119 University of Florida Campus Routes, 2007-2014

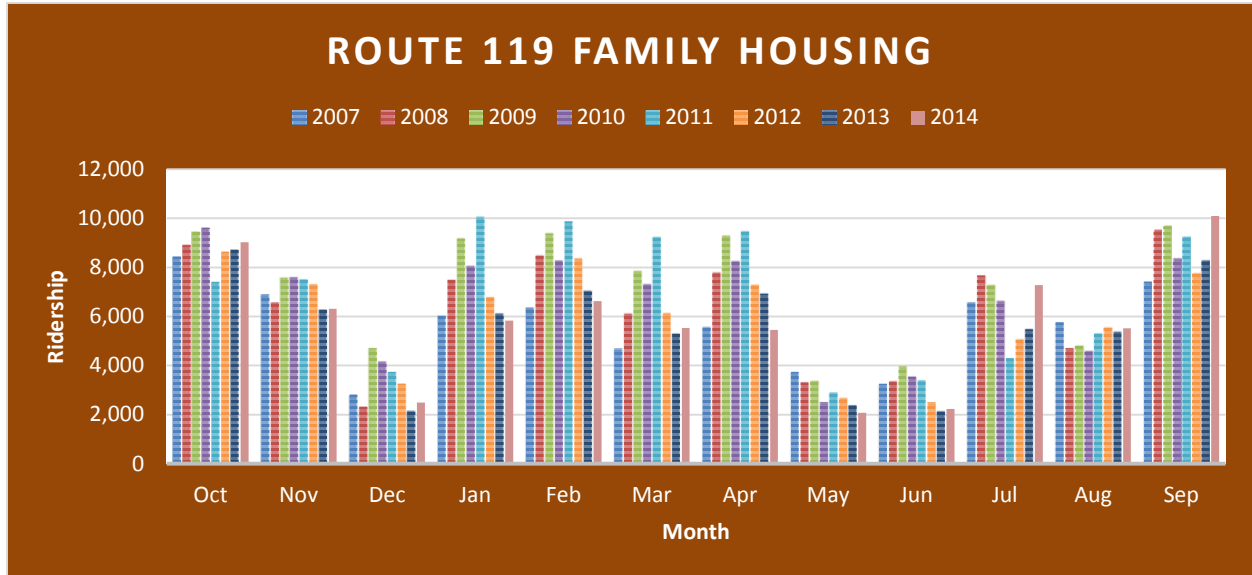


Illustration 3.5

Monthly Trend for Route 120 University of Florida Campus Routes, 2007-2014

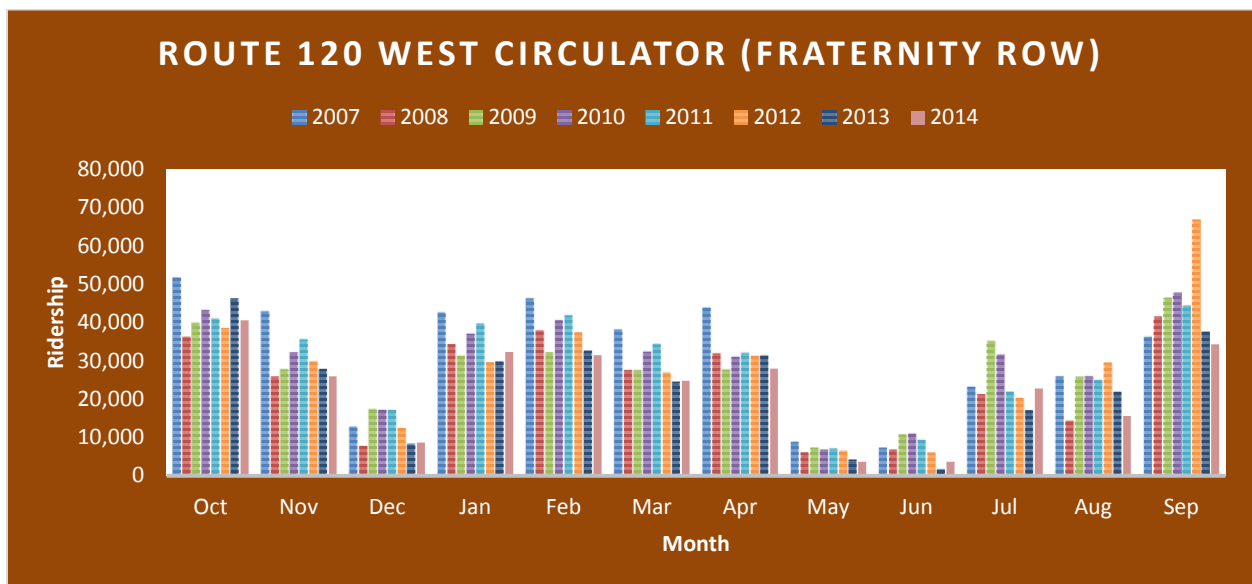


Illustration 3.6

Monthly Trend for Route 121 University of Florida Campus Routes, 2007-2014

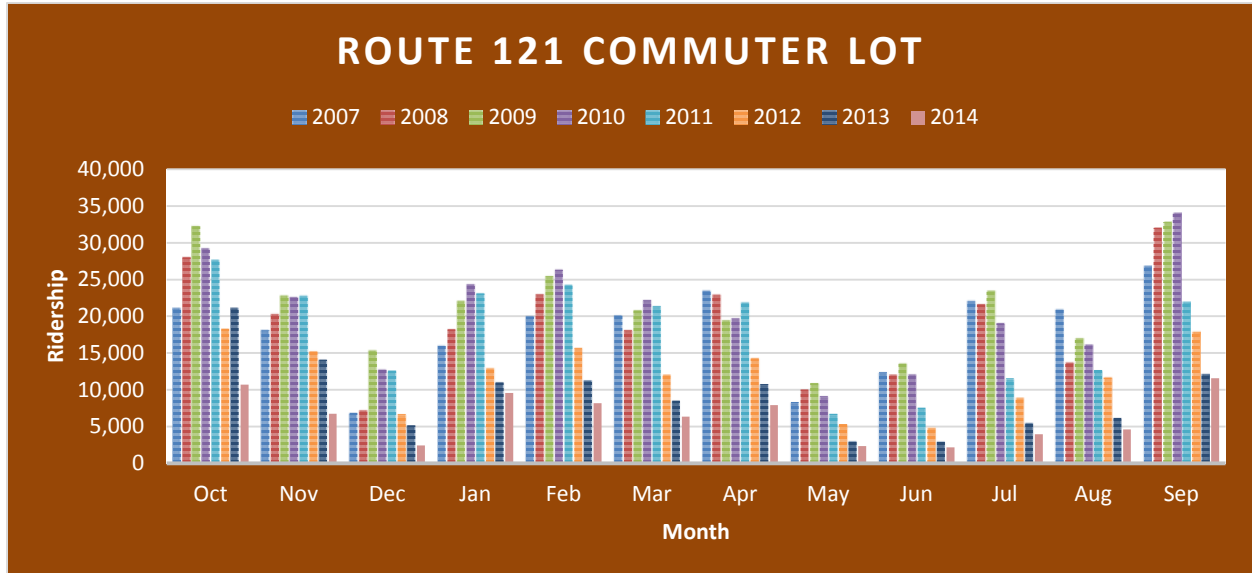


Illustration 3.7

Monthly Trend for Route 122 University of Florida Campus Routes, 2007-2014

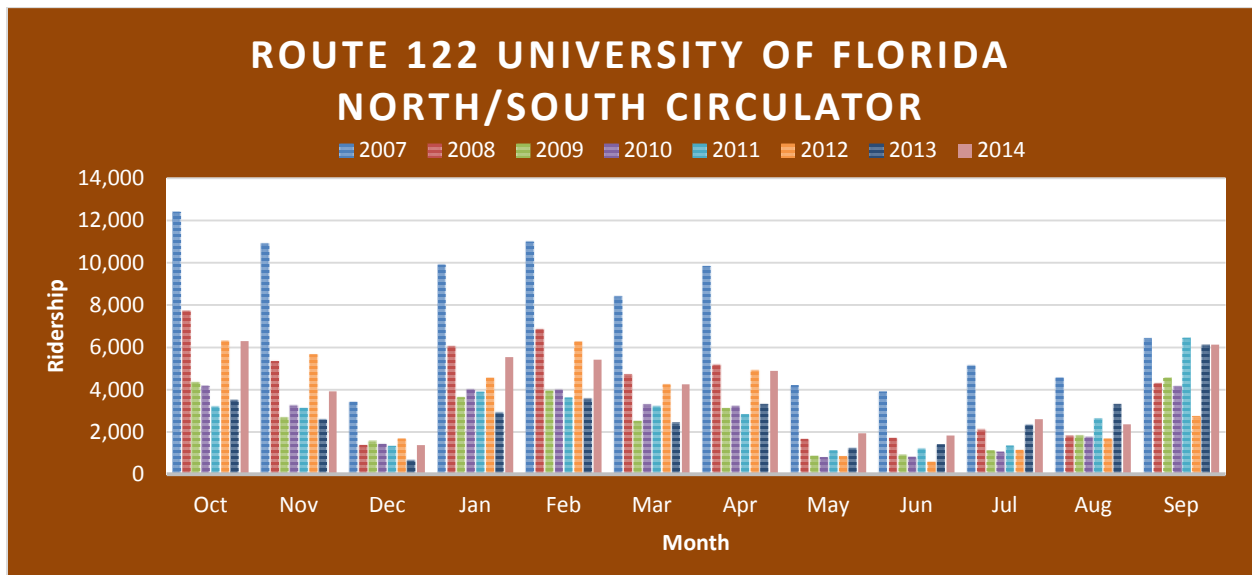


Illustration 3.8

Monthly Trend for Route 125 University of Florida Campus Routes, 2007-2014

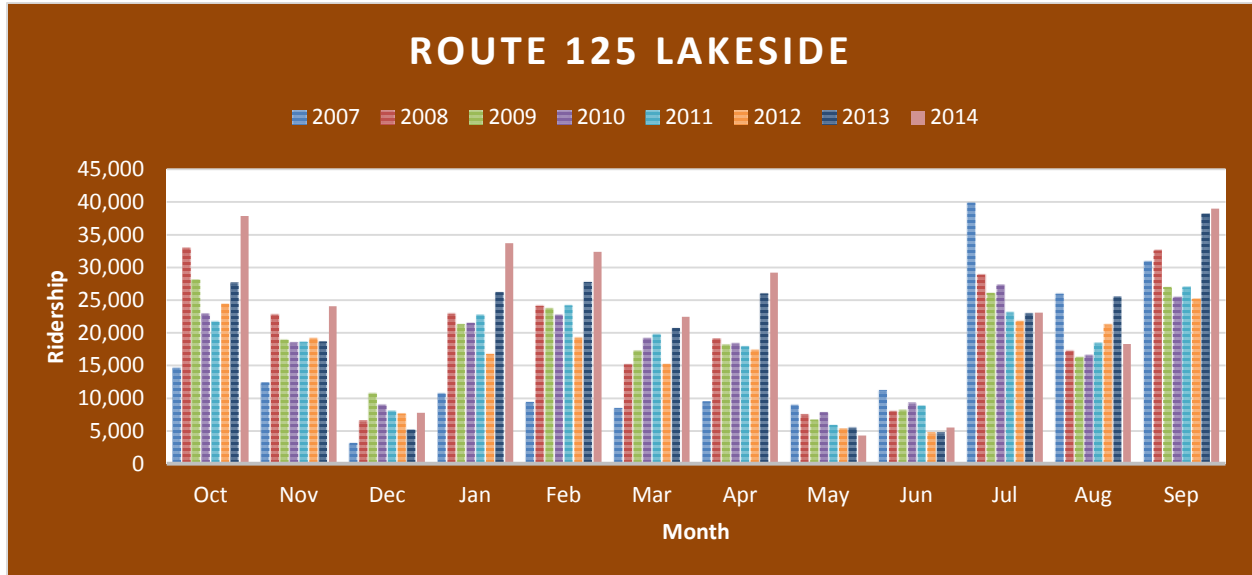


Illustration 3.9

Monthly Trend for Route 126 University of Florida Campus Routes, 2007-2014

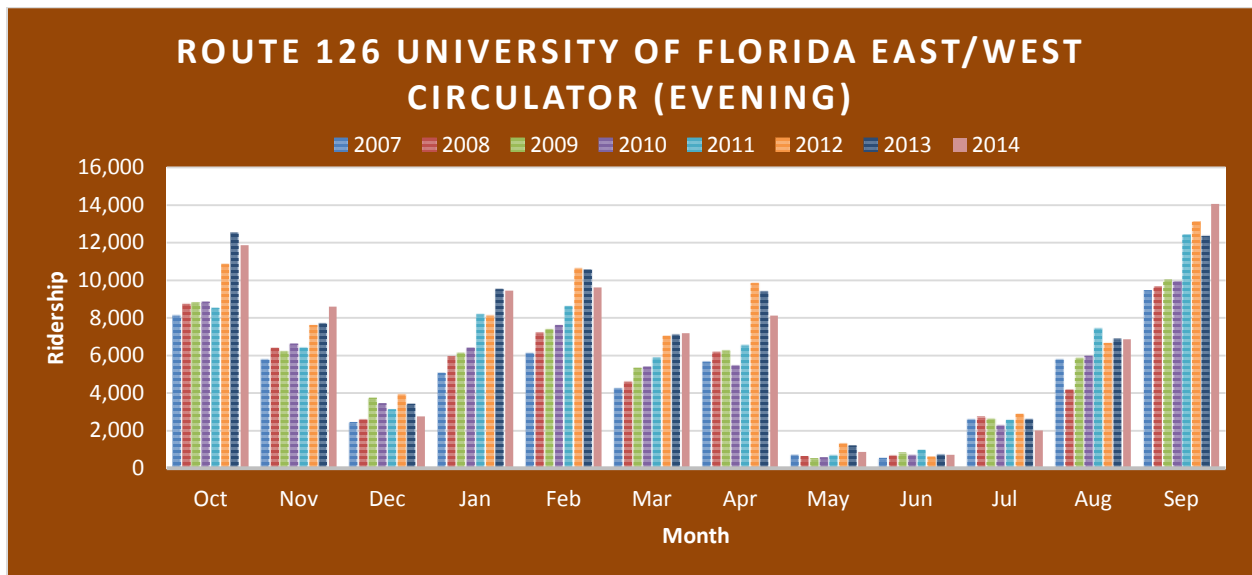


Illustration 3.10

Monthly Trend for Route 127 University of Florida Campus Routes, 2007-2014

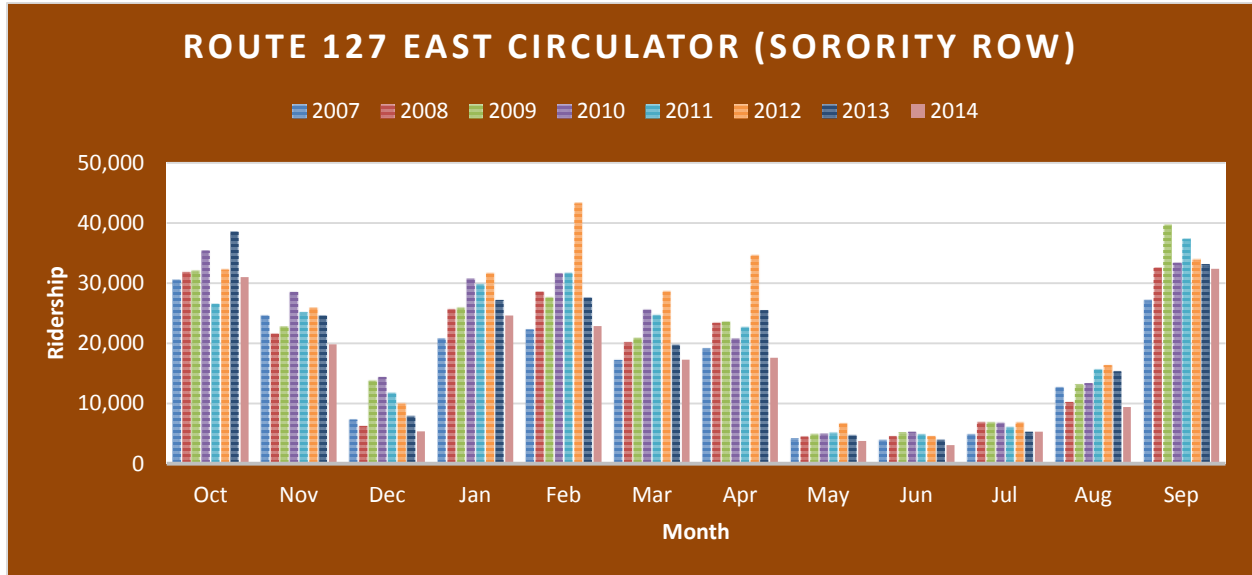


Illustration 3.11

Monthly Trend for Route 128 University of Florida Campus Routes, 2007-2014

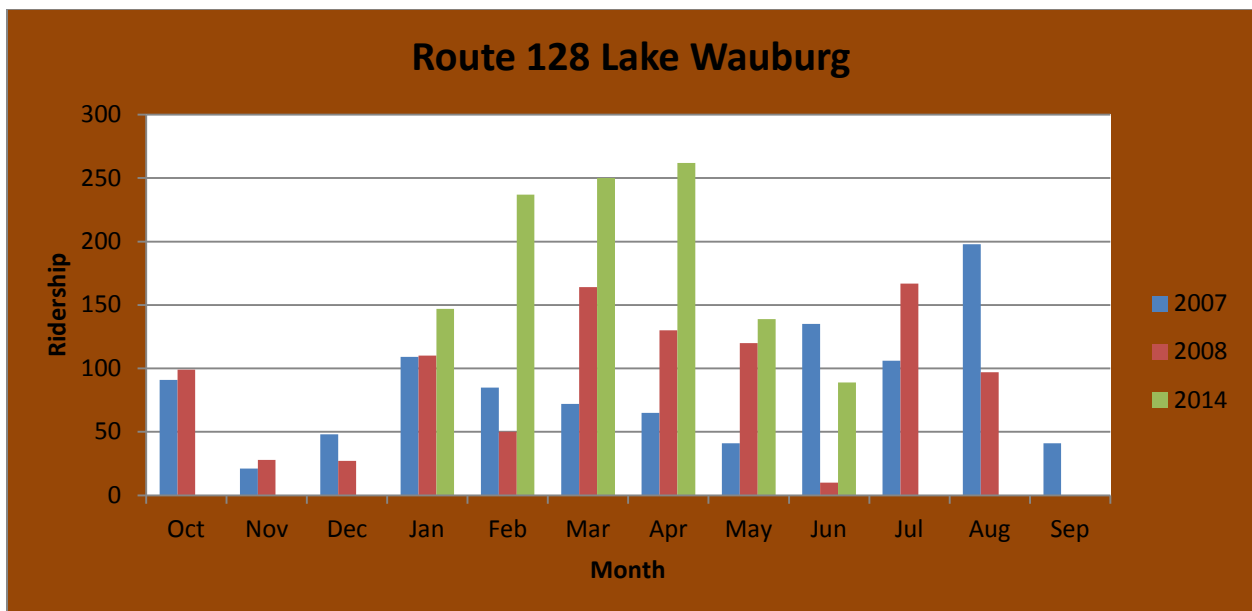


Illustration 3.12 provides a summary of the annual total ridership for University of Florida campus routes for Fiscal Year 2013-14. It indicates that route 118 and route 125 has the highest annual ridership among campus routes in 2014.

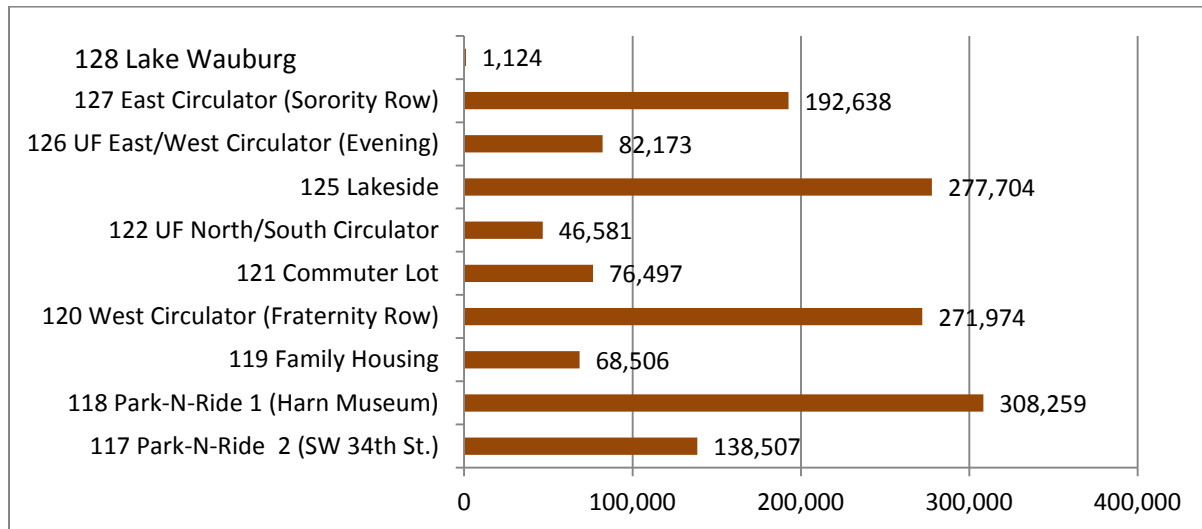
Table 3.1

**Total Ridership - Campus Routes
Fiscal Year 2013-14**

Route Number	Route Name	Fiscal Year 2012-13 Total
117	Park-N-Ride 2 (SW 34th Street)	138,507
118	Park-N-Ride 1 (Harn Museum)	308,259
119	Family Housing	68,506
120	West Circulator (Fraternity Row)	271,974
121	Commuter Lot	76,497
122	University of Florida North/South Circulator	46,581
125	Lakeside	277,704
126	University of Florida East/West Circulator (Evening)	82,173
127	East Circulator (Sorority Row)	192,638
128	Lake Wauburg	1,124

Illustration 3.12

**Total Ridership - Campus Routes
Fiscal Year 2013-14**



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Appendix A

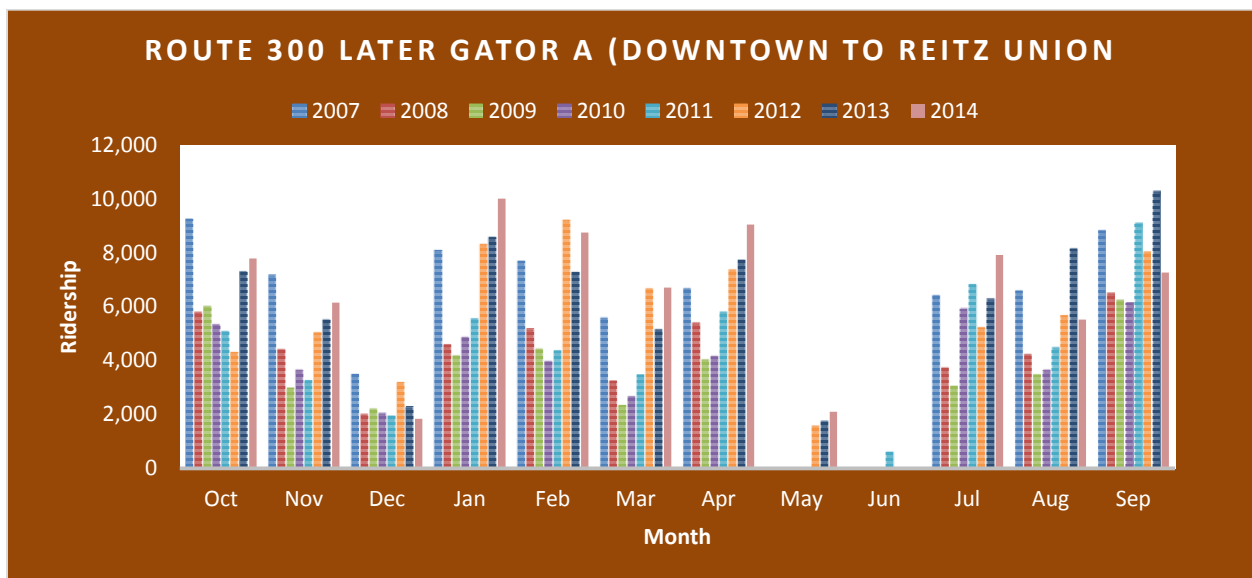
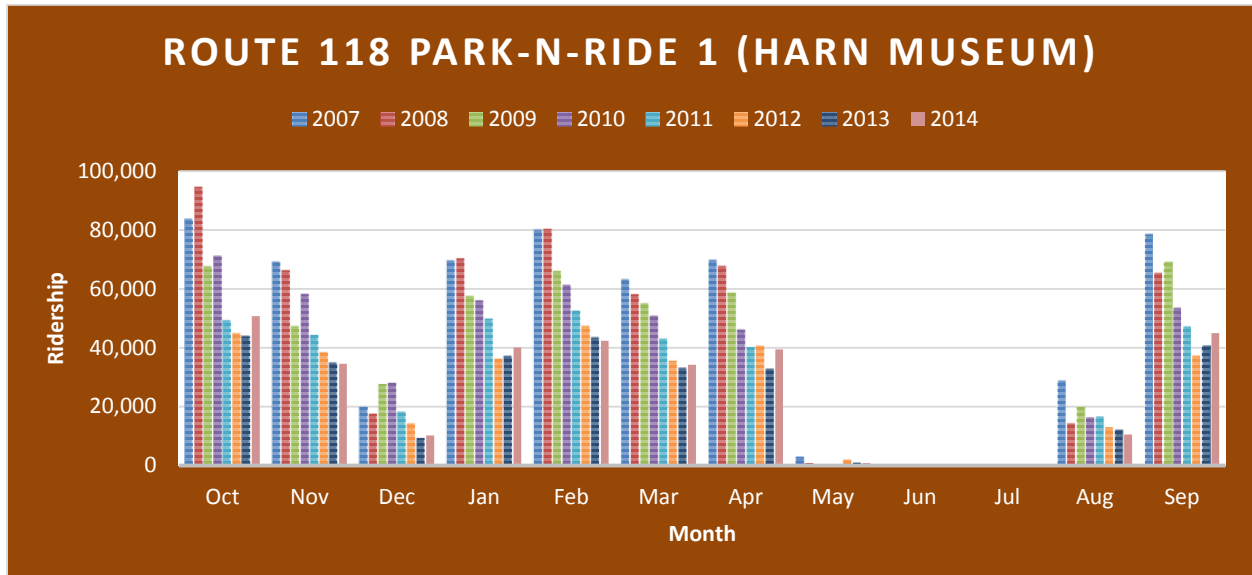
Monthly Ridership Trend

Seasonal Routes, 2007-2014

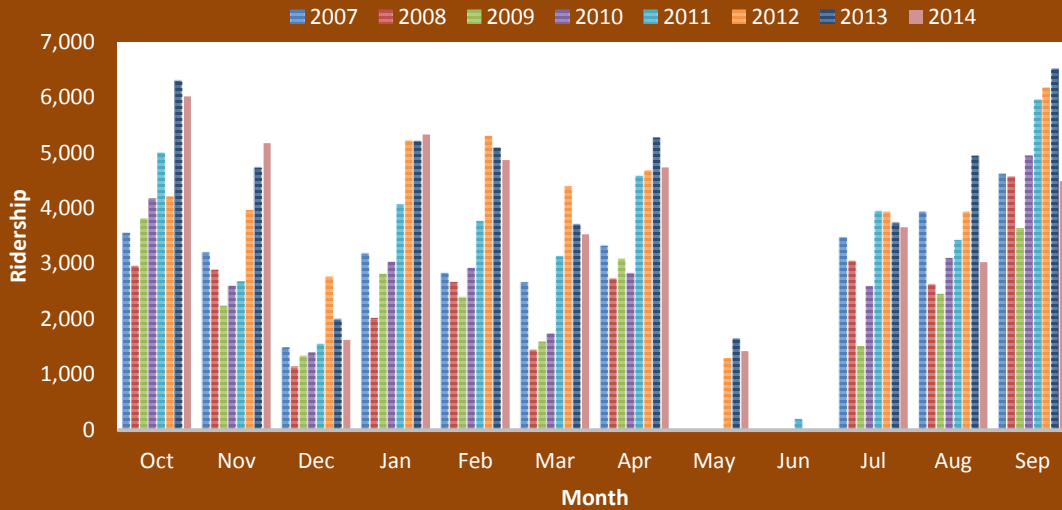
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Appendix A: Monthly Ridership Trend Seasonal Routes, 2007-2014

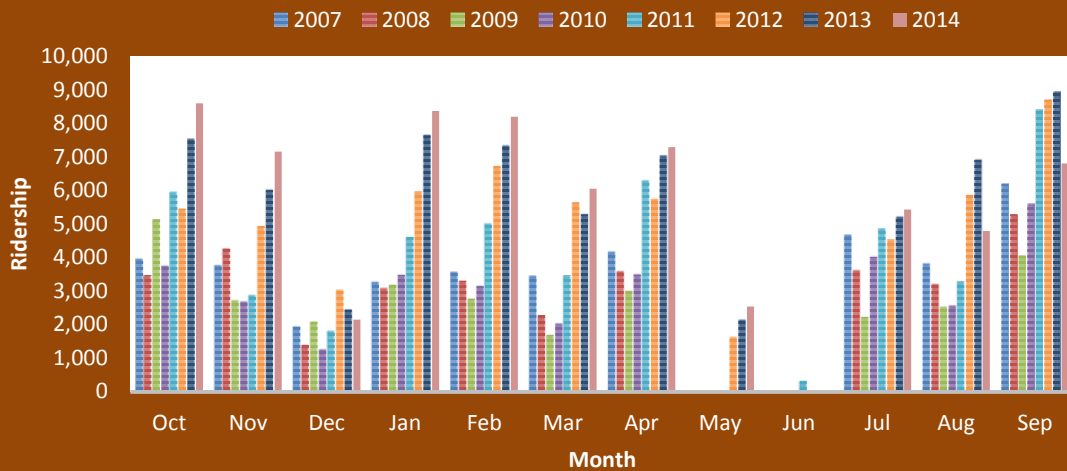
This appendix contains the illustrations of the ridership of seasonal routes (reduced service in summer).



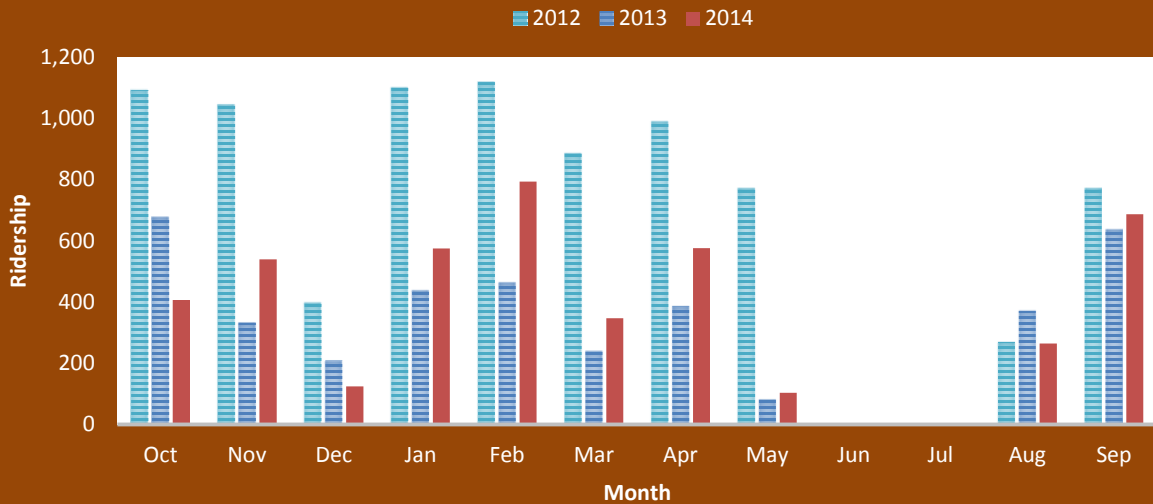
ROUTE 301 LATER GATOR B (LEXINGTON CROSSING TO DOWNTOWN)



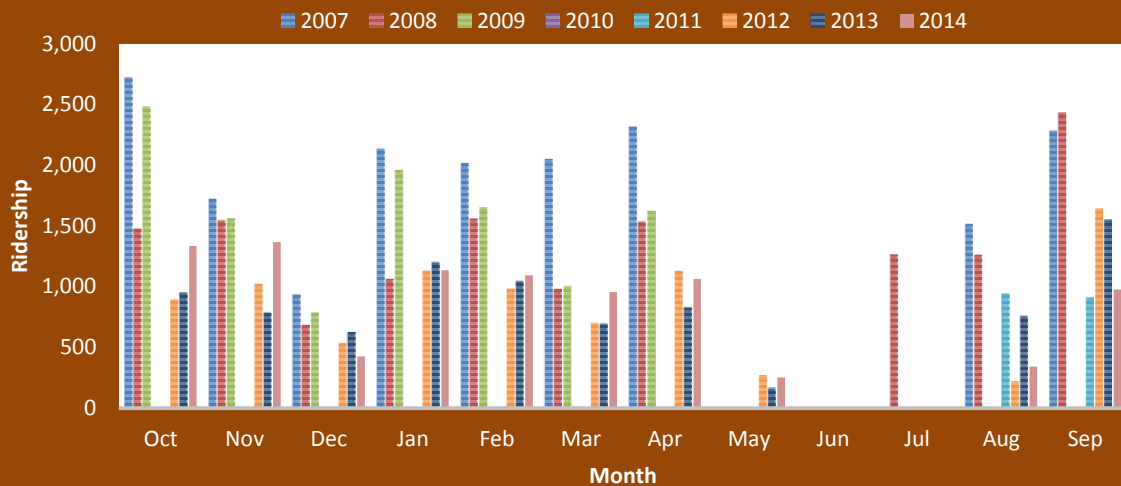
ROUTE 302 LATER GATOR C (OAKS MALL TO DOWNTOWN)



ROUTE 303 LATER GATOR D (DOWNTOWN TO SW 13TH STREET)



ROUTE 305 LATER GATOR F (CAMPUS CLUB TO DOWNTOWN)



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