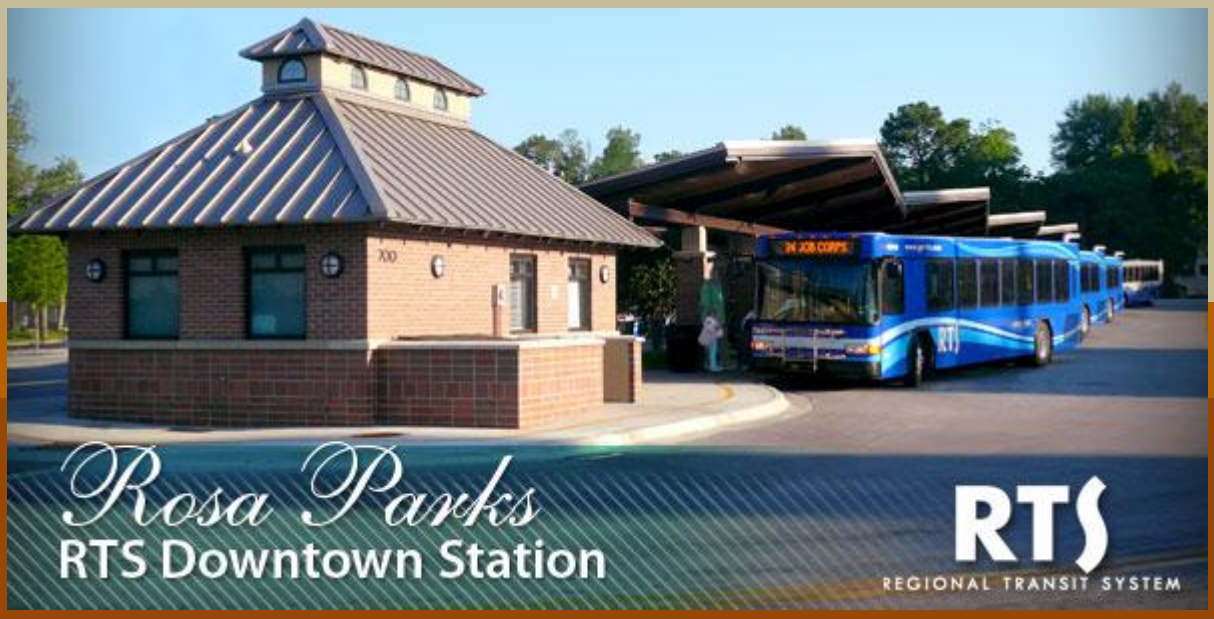
Annual Transit Ridership Monitoring Report

Fiscal Year 2010-11

February 16, 2012



Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area

Annual Transit Ridership Monitoring Report

Fiscal Year 2010-11

Metropolitan Transportation Planning Organization
for the Gainesville Urbanized Area

2009 NW 67th Place
Gainesville, FL 32653
352.955.2200

With Assistance from:

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

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.

February 16, 2012

THIS PAGE LEFT BLANK INTENTIONALLY

Table of Contents

Introduction v
Chapter I: Annual Ridership Trend Systemwide, 1991-2011 3
Chapter II: Monthly Ridership Trend City Routes, 2007-2011 7
Chapter III: Monthly Ridership Trend Campus Routes, 2007-2011 19
Appendix A: Monthly Ridership Trend Seasonal Routes, 2007-2011 ..... A-3

Illustrations

Illustration 1.1 Annual Regional Transit System Ridership Systemwide, 1991-2011 3
Illustration 1.2 Annual Average Ridership Systemwide, 2007-2011 4
Illustration 2.1 Total Ridership - City Routes Fiscal Year 2010-11 9
Illustration 2.2 Route 1 Map Rosa Parks Downtown Station to Butler Plaza 10
Illustration 2.3 Monthly Trend for Route 1 10
Illustration 2.4 Route 9 Map Reitz Union to Hunters Run 11
Illustration 2.5 Monthly Trend for Route 9 11
Illustration 2.6 Route 12 Map Reitz Union to Butler Plaza 12
Illustration 2.7 Monthly Trend for Route 12 12
Illustration 2.8 Route 20 Map Oaks Mall to Reitz Union 13
Illustration 2.9 Monthly Trend for Route 20 13
Illustration 2.10 Route 21 Map Reitz Union to Cabana Beach 14
Illustration 2.11 Monthly Trend for Route 21 14
Illustration 2.12 Route 35 Map Reitz Union to Homestead 15
Illustration 2.13 Monthly Trend for Route 35 15
Illustration 3.1 Campus Routes Map 2011 19
Illustration 3.2 Monthly Trend for Route 117 20
Illustration 3.3 Monthly Trend for Route 118 20
Illustration 3.4 Monthly Trend for Route 119 21
Illustration 3.5 Monthly Trend for Route 120 21
Illustration 3.6 Monthly Trend for Route 121 22
Illustration 3.7 Monthly Trend for Route 122 22
Illustration 3.8 Monthly Trend for Route 125 23
Illustration 3.9 Monthly Trend for Route 126 23
Illustration 3.10 Monthly Trend for Route 127 24
Illustration 3.11 Total Ridership - Campus Routes 25

Tables

Table 2.1 Major Trip Generators and Attractors - City of Gainesville Fiscal Year 2010-11 7
Table 2.2 Total Ridership - City Routes Fiscal Year 2010-11.....8
Table 3.1 Total Ridership - Campus Routes Fiscal Year 2010-11.....25

Introduction

THIS PAGE LEFT BLANK INTENTIONALLY

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 36 routes in the system, including ten routes that serve the University of Florida campus. During full service weekdays, the Regional Transit System operates 21 fixed routes, four 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 nine million annual riders today.

THIS PAGE LEFT BLANK INTENTIONALLY

Chapter I
Annual Ridership Trend Systemwide, 1991-2011

THIS PAGE LEFT BLANK INTENTIONALLY

Chapter I: Annual Ridership Trend Systemwide, 1991-2011

This chapter provides an overview of the systemwide transit ridership trends from 1991 to 2011 (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 2011 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, 1991-2011

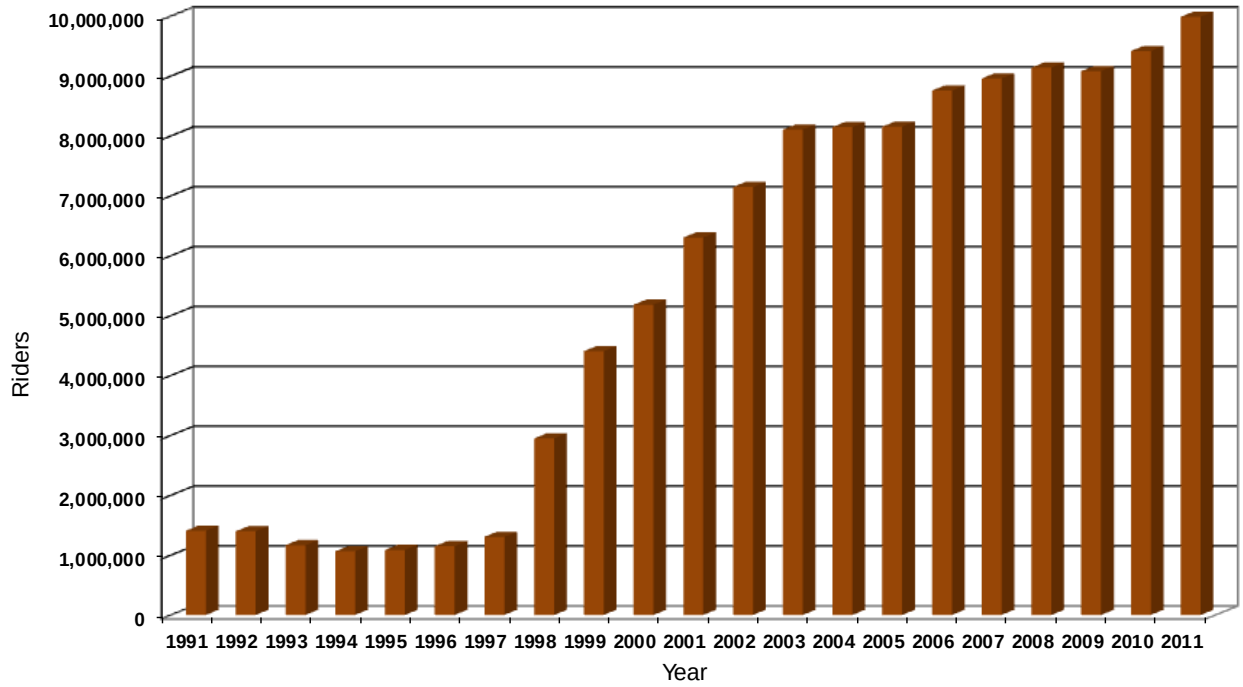
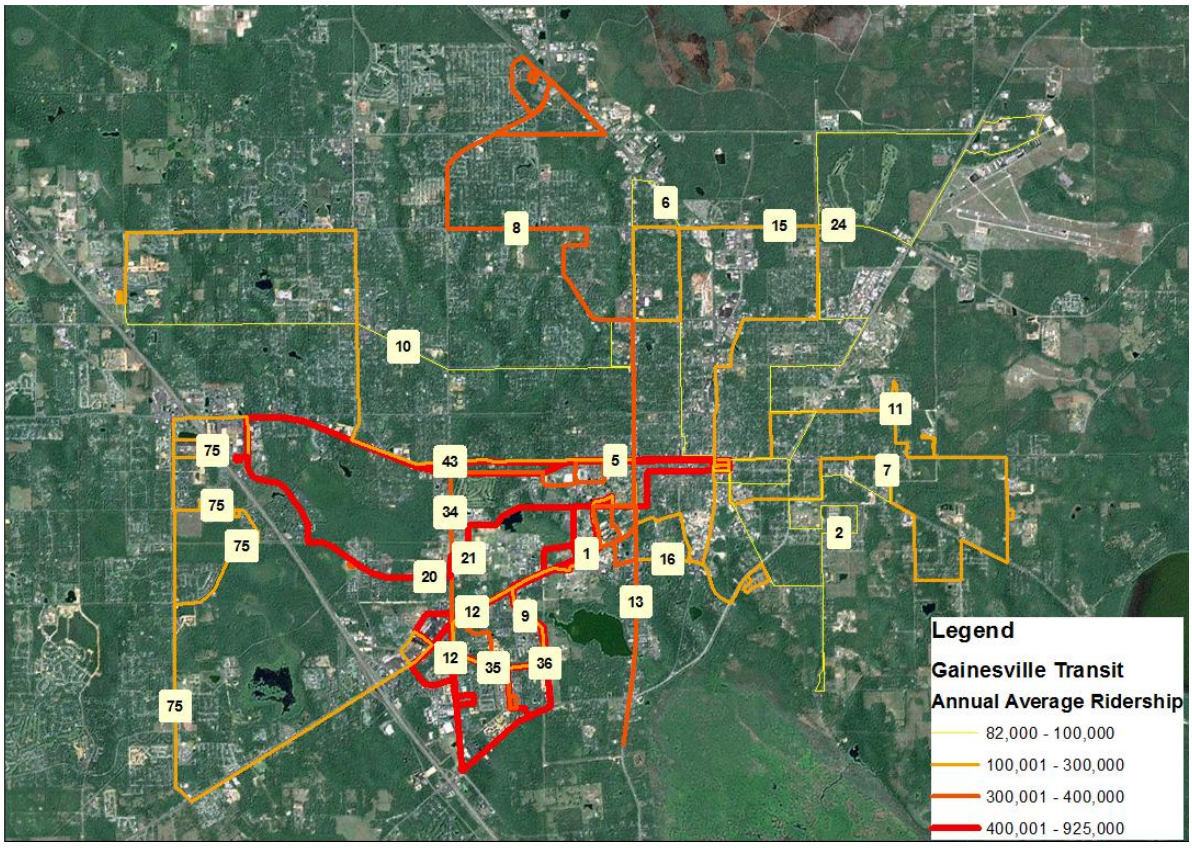


Illustration 1.2

Annual Average Ridership
Systemwide, 2007-2011



Chapter II
Monthly Ridership Trend
City Routes, 2007-2011

THIS PAGE LEFT BLANK INTENTIONALLY

Chapter II: Monthly Ridership Trend City Routes, 2007-2011

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, 21 and 35. Illustration 2.1 shows the annual total ridership for each route for Fiscal Year 2010-11. The following paragraphs and illustrations show monthly growth trends for each of these routes.

Table 2.1

Major Trip Generators and Attractors - City of Gainesville
Fiscal Year 2010-11

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	None
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 2010-11

Route Number	Route Name	FY 2011 Total
1	Butler Plaza to Downtown via Archer Road	522,130
2	Downtown to Robinson Heights via SE 15th Street	86,327
5	Oaks Mall to Downtown via University Avenue	385,210
6	Downtown to Gainesville Mall via 6th Avenue	100,889
7	Downtown to Eastwood Meadows	111,804
8	Pine Ridge to Shands via NW 13th Street	305,711
9	Reitz Union to Hunters Run	694,654
10	Santa Fe College to Downtown via NW 16th Avenue/University Avenue	107,433
11	Eastwood Meadows to Downtown via University Avenue	135,821
12	Campus Club to McCarty Hall	691,554
13	Job Services to Newell Drive/Museum Road via 13th Street	392,537
15	Downtown to NW 23rd Street/NW 6th Street (includes Saturday service)	285,359
16	Newell Drive/Museum Road to Sugar Hill via 16th Avenue	160,253
17	Shands to Downtown	175,680
20	Oaks Mall to McCarty Hall via SW 20th Avenue	1,073,438
21	SW 43rd Street to McCarty Hall	448,663
22	McCarty Hall to Forest Park (SW 43rd St / SW 24th Avenue)	61,454
23	Oaks Mall to Santa Fe College	67,758
24	Downtown to Job Corps via SR 24 (Waldo Road)	90,634
25	Reitz Union/McCarty Hall to Airport	31,091
27	City Eastside Circulator	4,026
28	University of Florida Hub to SW 20th Avenue	20,158
29	Shands to Cobblestone	32,843
34	Lexington Crossing to the University of Florida Hub	400,013
35	McCarty Hall to Homestead Apartments	642,597
36	McCarty Hall to SW 34th Street/Archer Road	129,932
38	University of Florida Hub to Old Archer Road	220,793
43	Santa Fe College to Downtown via 43rd Street	221,178
46	University of Florida Downtown Circulator	10,638
62	Oaks Mall to Lexington Crossing	5,930
75	Butler Plaza to Oaks Mall via 75th Street (includes Saturday service)	275,011
300	Later Gator A (Downtown to Reitz Union)	50,695
301	Later Gator B (Lexington Crossing to Downtown)	38,299
302	Later Gator C (Oaks Mall to Downtown)	47,002
303	Later Gator D (Downtown to SW 13th Street)	2,423
305	Later Gator F (Downtown to Butler Plaza)	1,857
400-410	Saturday Service Routes (400-410)(excluding 407)	144,619
400-408	Sunday Service Routes (400-408) (excluding 409 & 410)	70,136

Illustration 2.1

Total Ridership - City Routes
Fiscal Year 2010-11

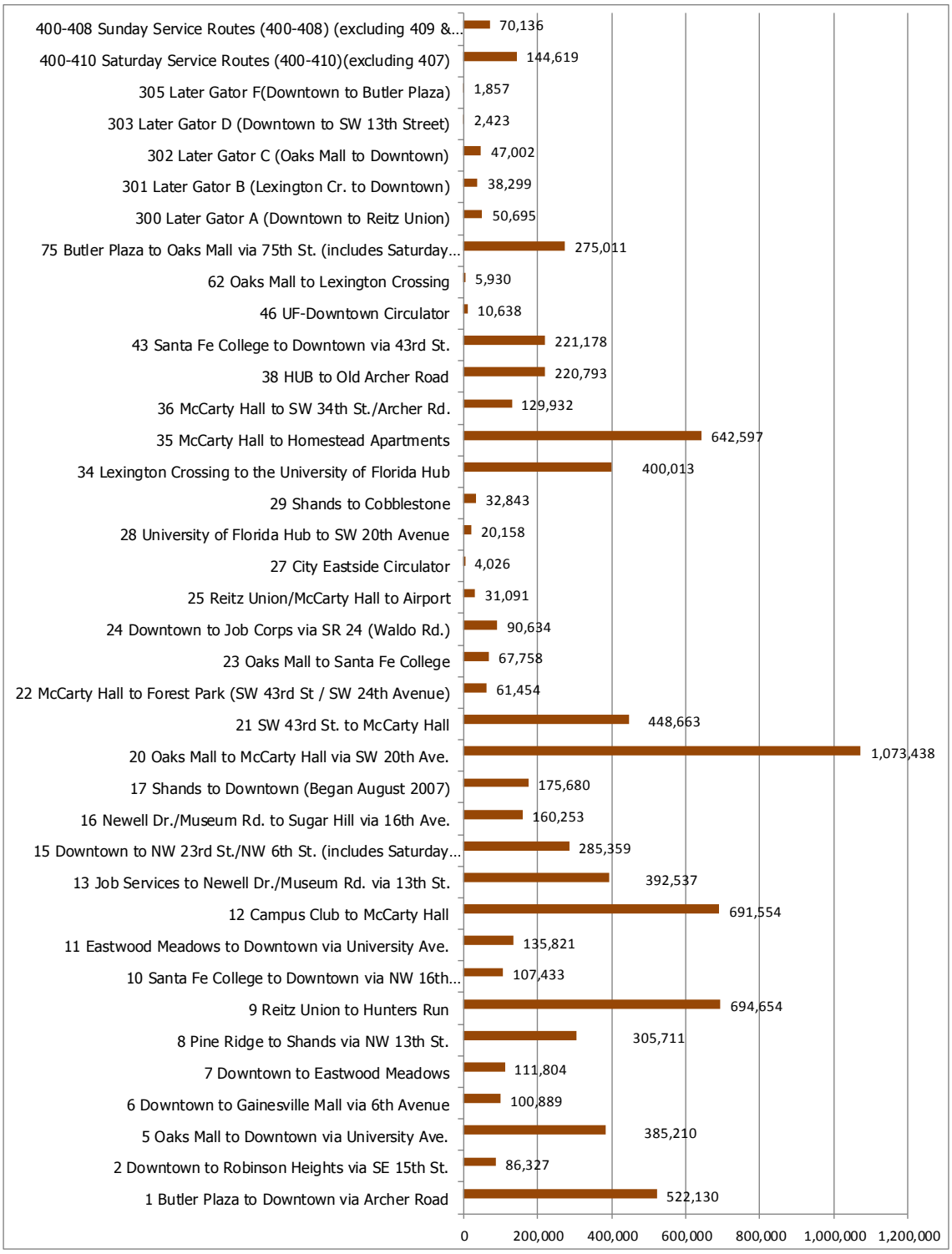
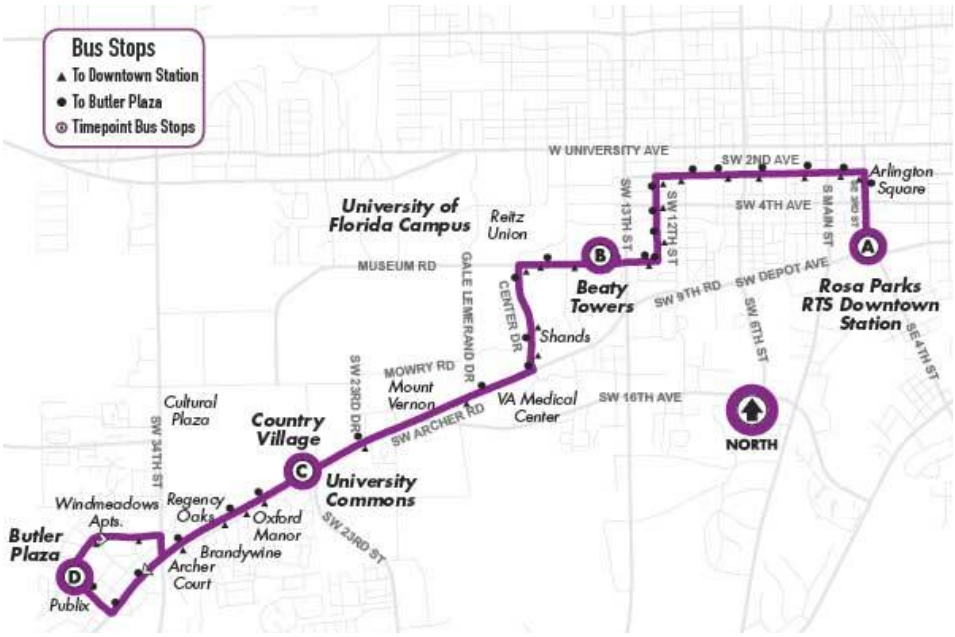


Illustration 2.2

Route 1 Map Rosa Parks Downtown Station to Butler Plaza



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

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

Illustration 2.3

Monthly Trend for Route 1
City of Gainesville, 2007-2011

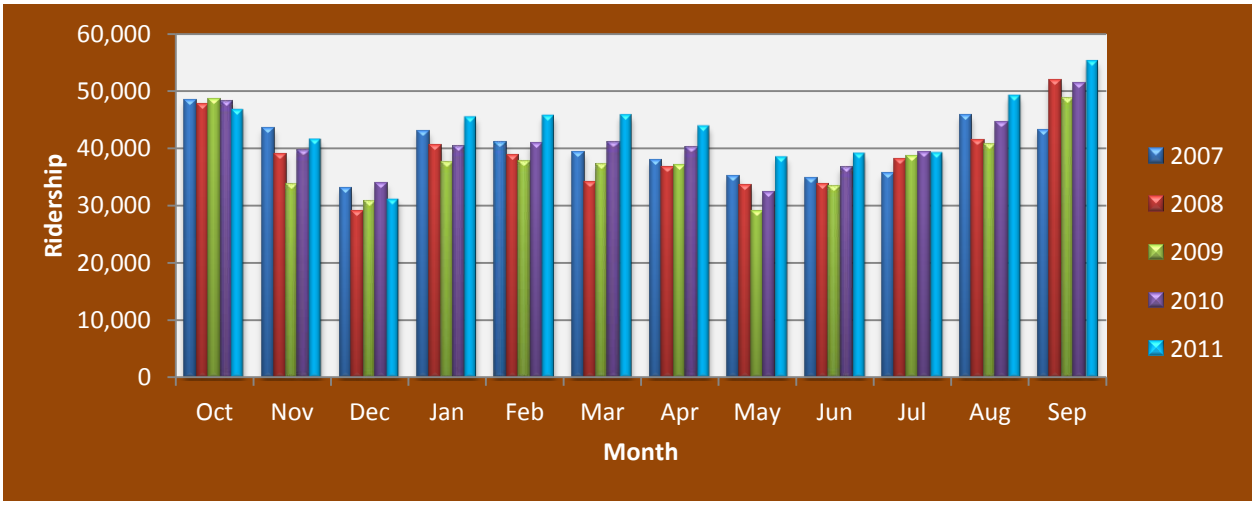


Illustration 2.4

Route 9 Map Reitz Union to Hunters Run

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

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

Illustration 2.5

Monthly Trend for Route 9
City of Gainesville, 2007-2011

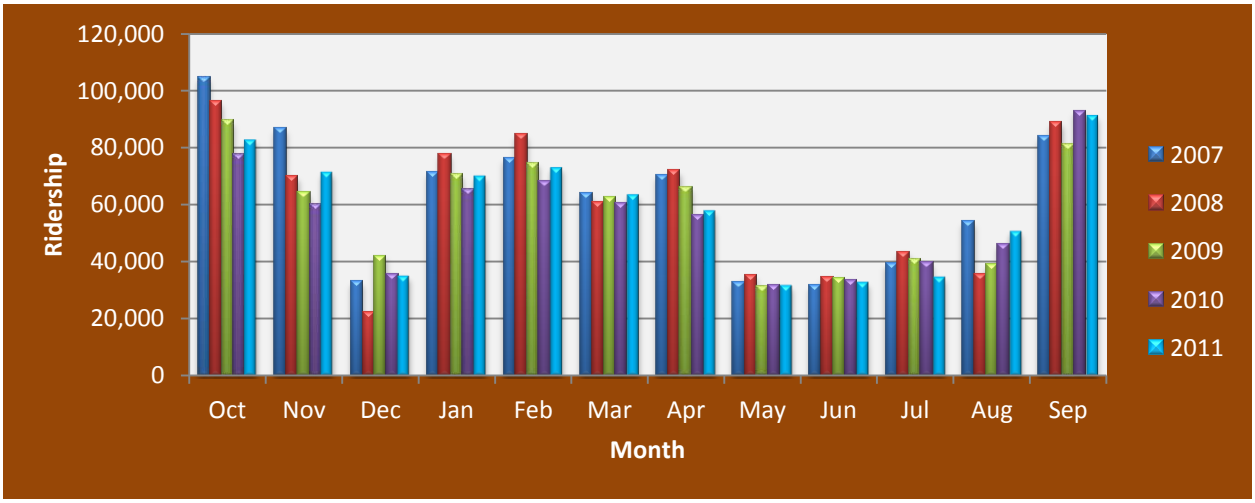
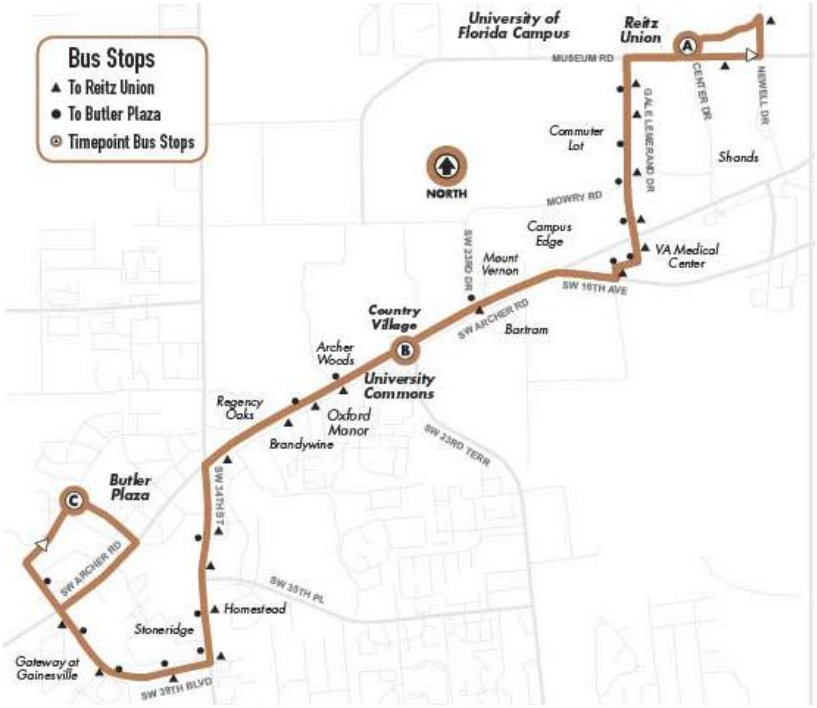


Illustration 2.6

Route 12 Map Reitz Union to Butler Plaza



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

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

Illustration 2.7

Monthly Trend for Route 12
City of Gainesville, 2007-2011

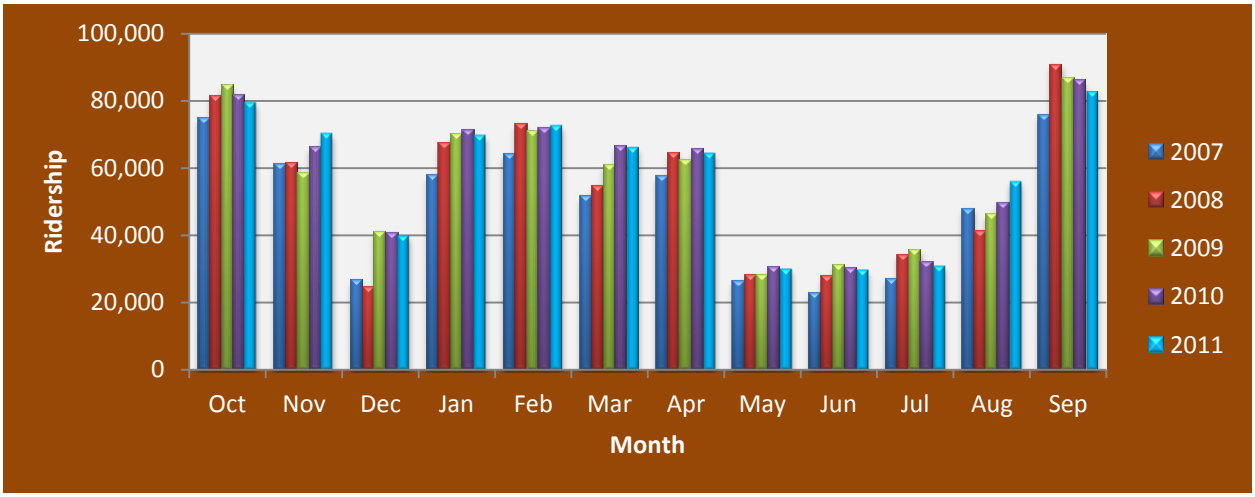
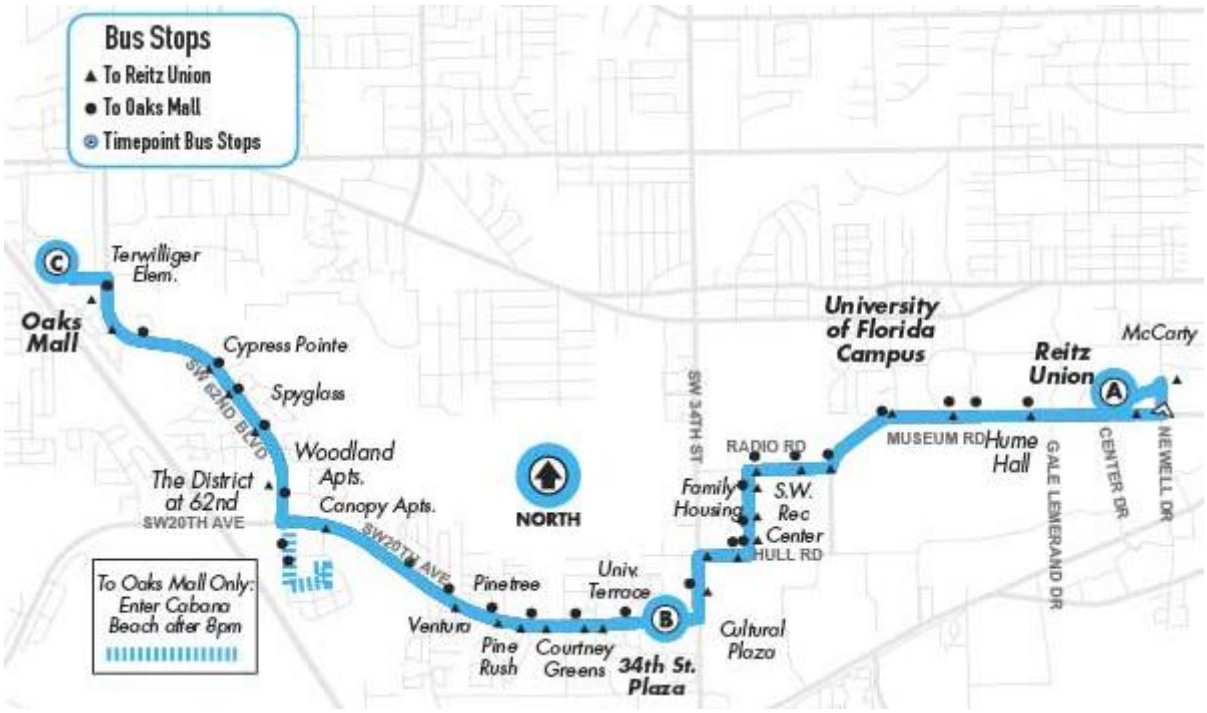


Illustration 2.8

Route 20 Map Oaks Mall to Reitz Union



Source: http://go-rts.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 2.9

Monthly Trend for Route 20
City of Gainesville, 2007-2011

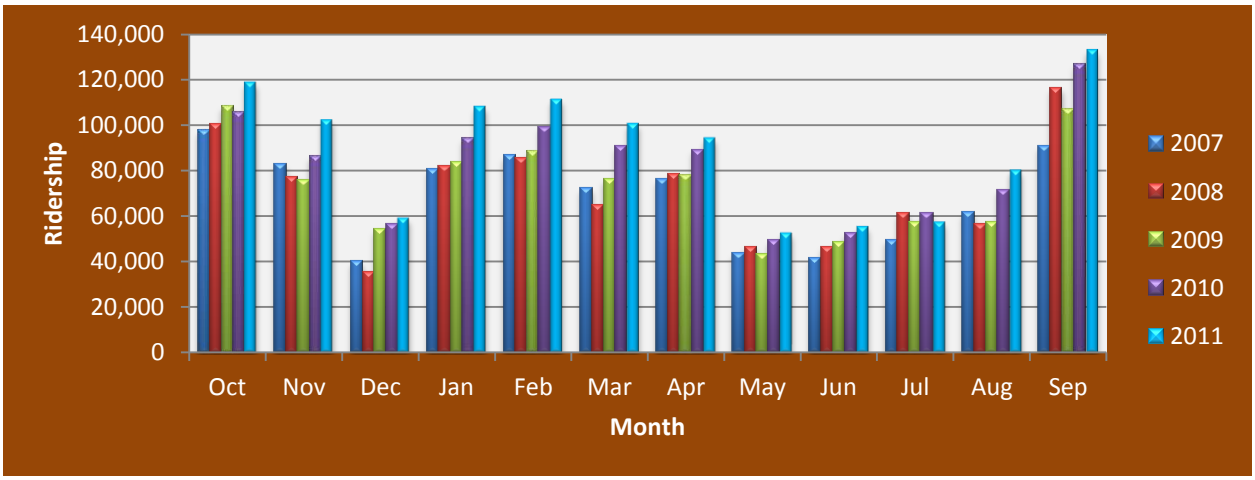


Illustration 2.10

Route 21 Map Reitz Union to Cabana Beach

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

Illustration 2.11 shows monthly ridership trends on Route 21 from Reitz Union to Cabana Beach. The monthly ridership on Route 21 increased dramatically during the summer (May, June, and July) for Fiscal Year 2010-11 compared with other months.

Illustration 2.11

Monthly Trend for Route 21
City of Gainesville, 2007-2011

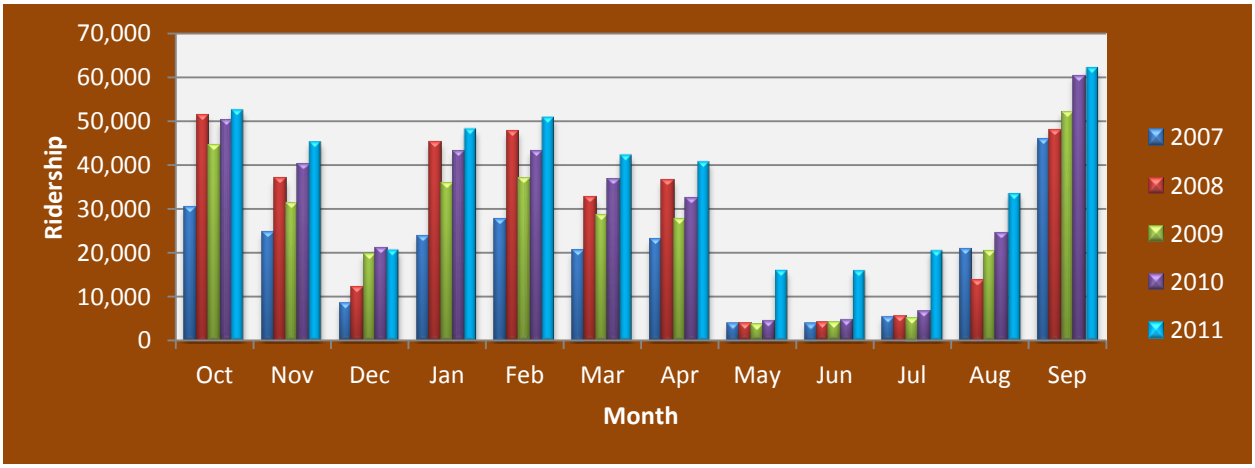


Illustration 2.12

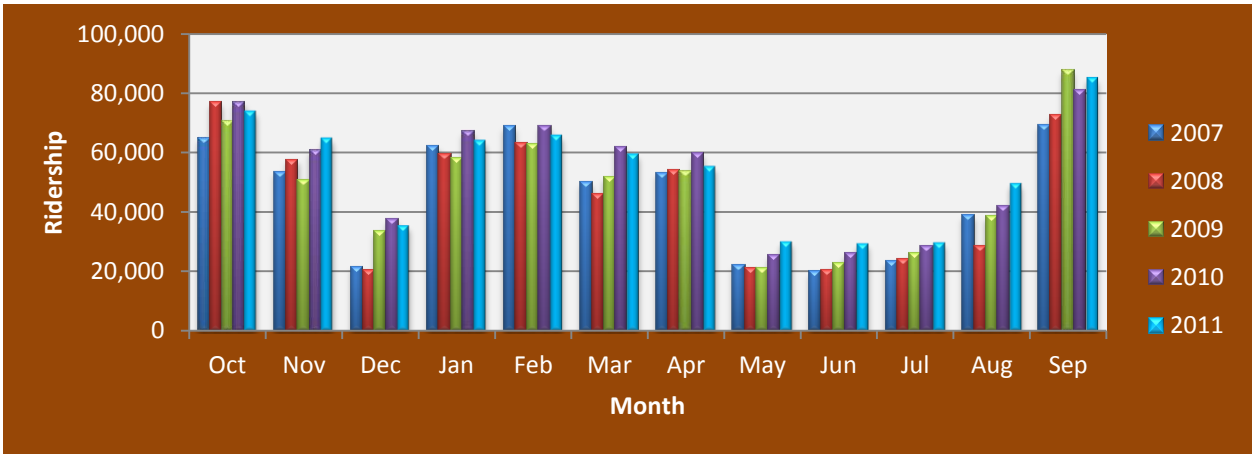
Route 35 Map Reitz Union to Homestead

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

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

Illustration 2.13

Monthly Trend for Route 35
City of Gainesville, 2007-2011



THIS PAGE LEFT BLANK INTENTIONALLY

Chapter III
Monthly Ridership Trend
Campus Routes, 2007-2011

THIS PAGE LEFT BLANK INTENTIONALLY

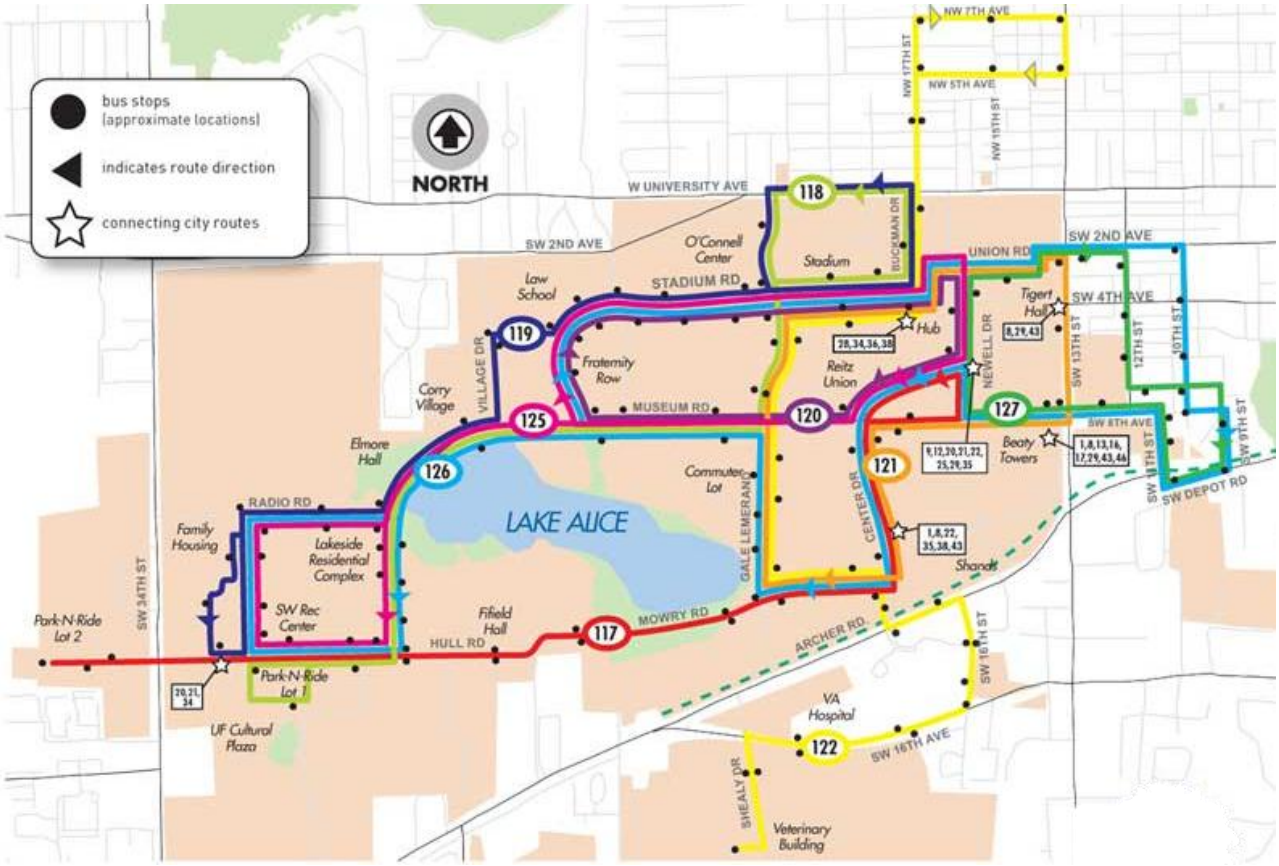
Chapter III: Monthly Ridership Trend Campus Routes, 2007-2011

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.

About one-half of the campus routes had a decreasing monthly ridership trend from 2007 to 2010, while the other one-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 3.1

Campus Routes Map 2011



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

Illustration 3.2

Monthly Trend for Route 117
University of Florida Campus Routes, 2007-2011

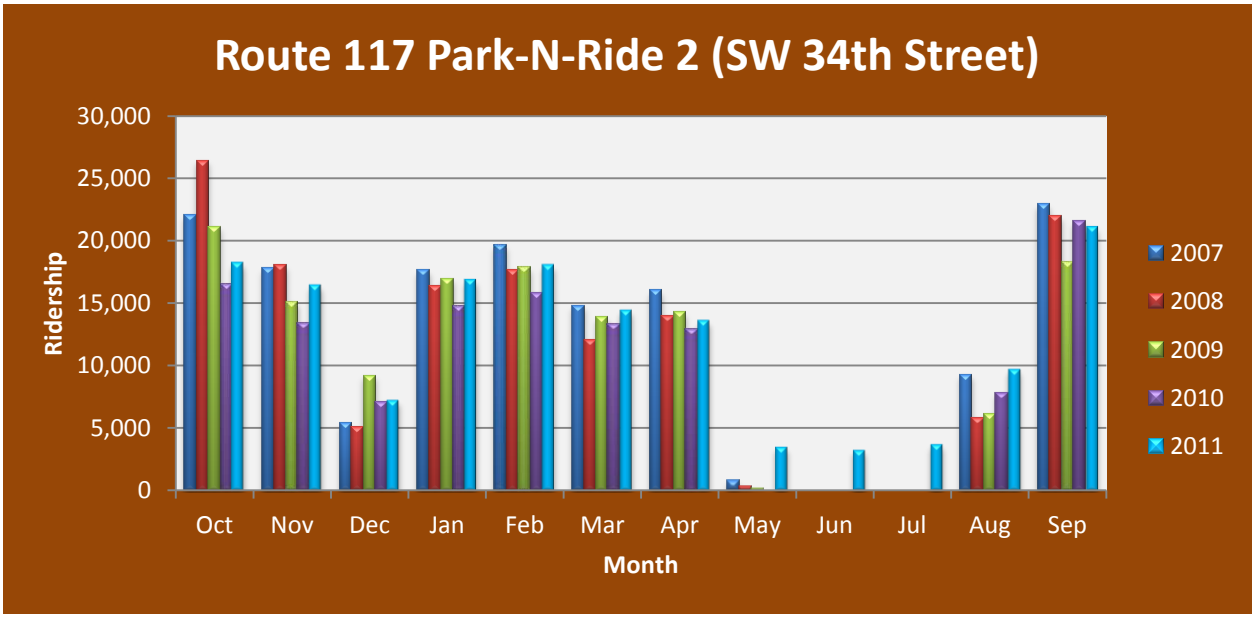


Illustration 3.3

Monthly Trend for Route 118
University of Florida Campus Routes, 2007-2011

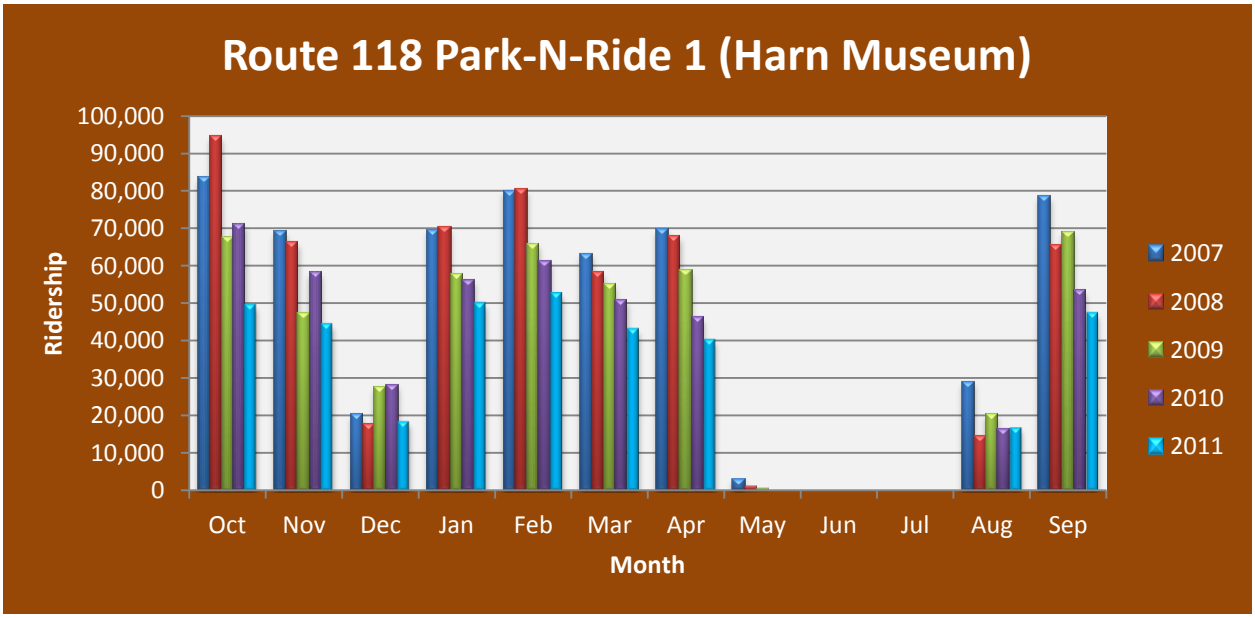


Illustration 3.4

Monthly Trend for Route 119
University of Florida Campus Routes, 2007-2011

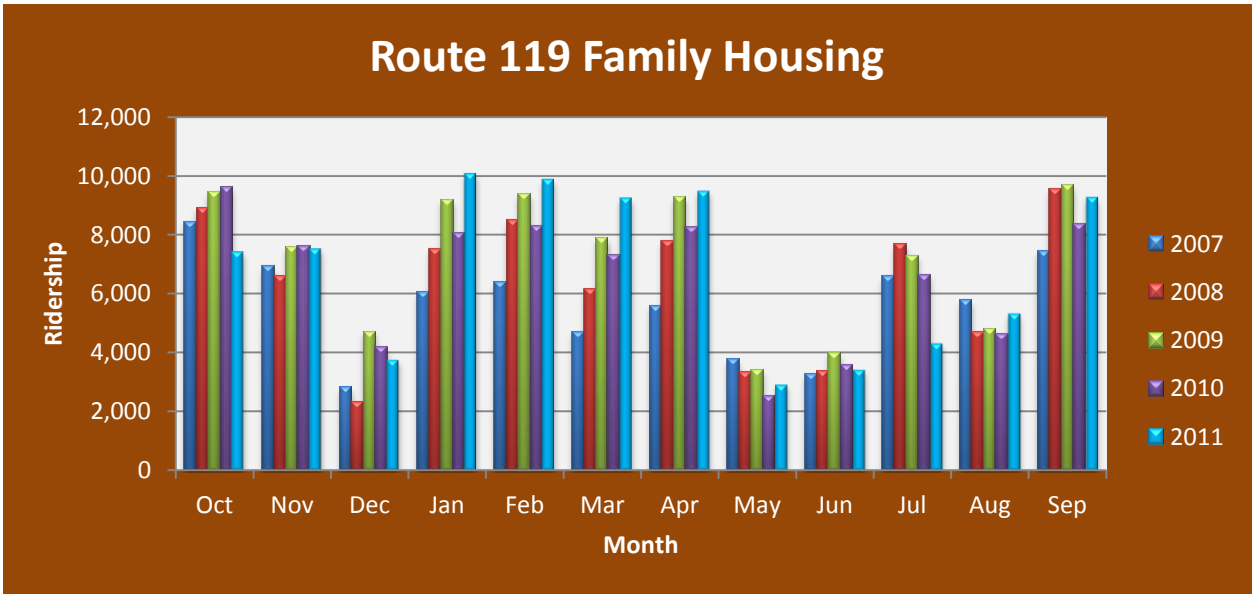


Illustration 3.5

Monthly Trend for Route 120
University of Florida Campus Routes, 2007-2011

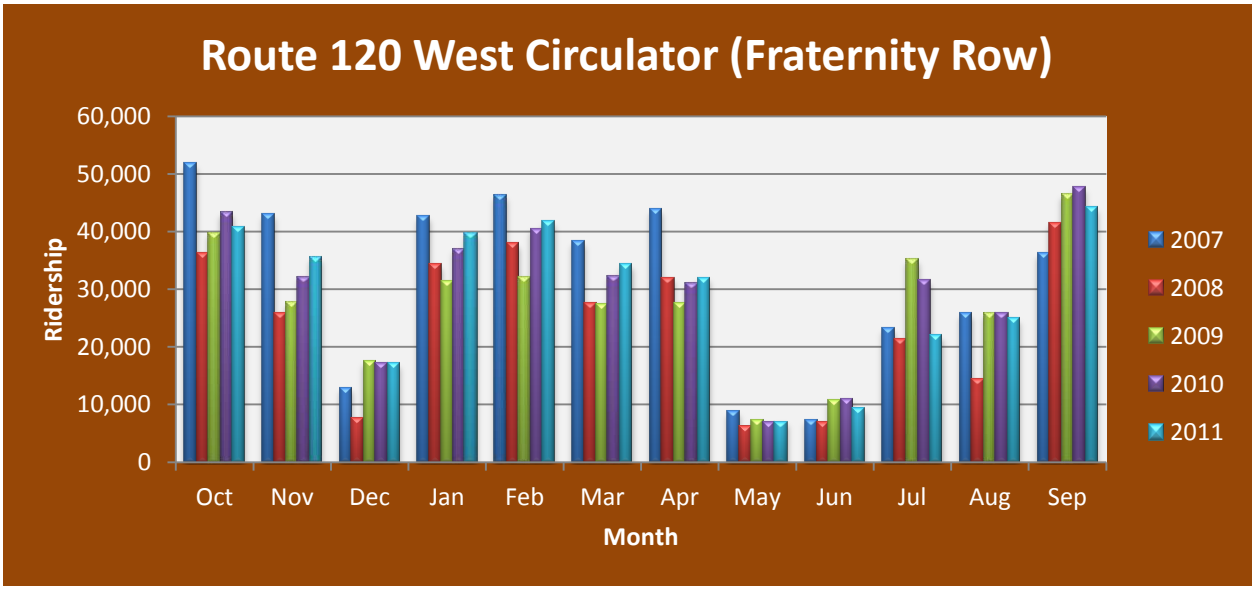


Illustration 3.6

Monthly Trend for Route 121
University of Florida Campus Routes, 2007-2011

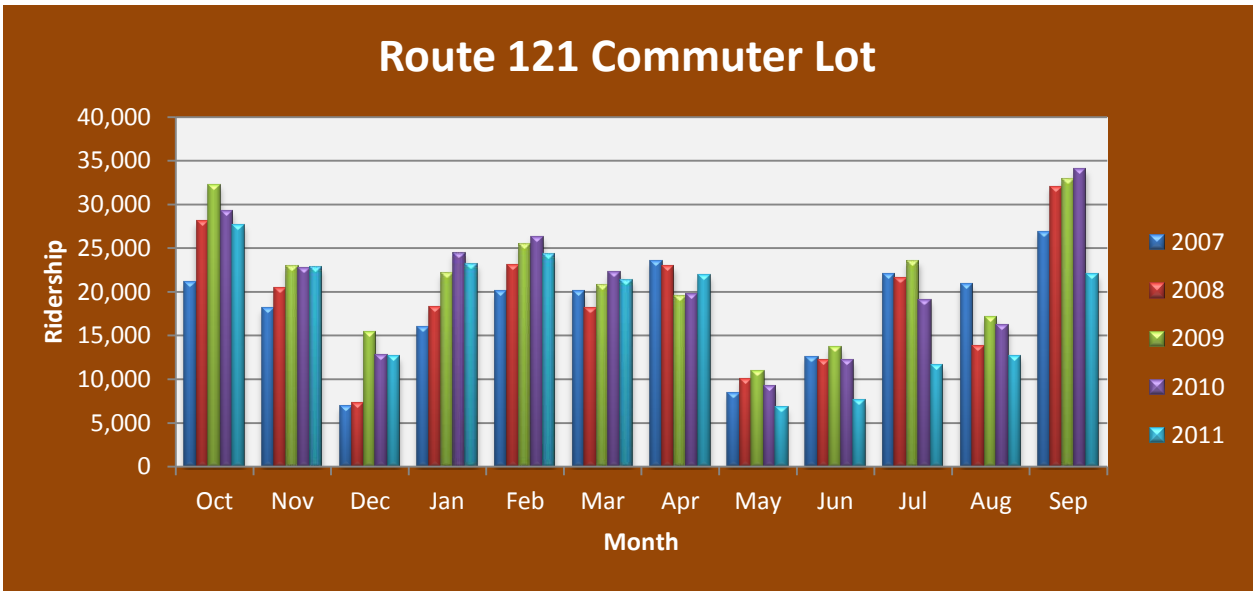


Illustration 3.7

Monthly Trend for Route 122
University of Florida Campus Routes, 2007-2011

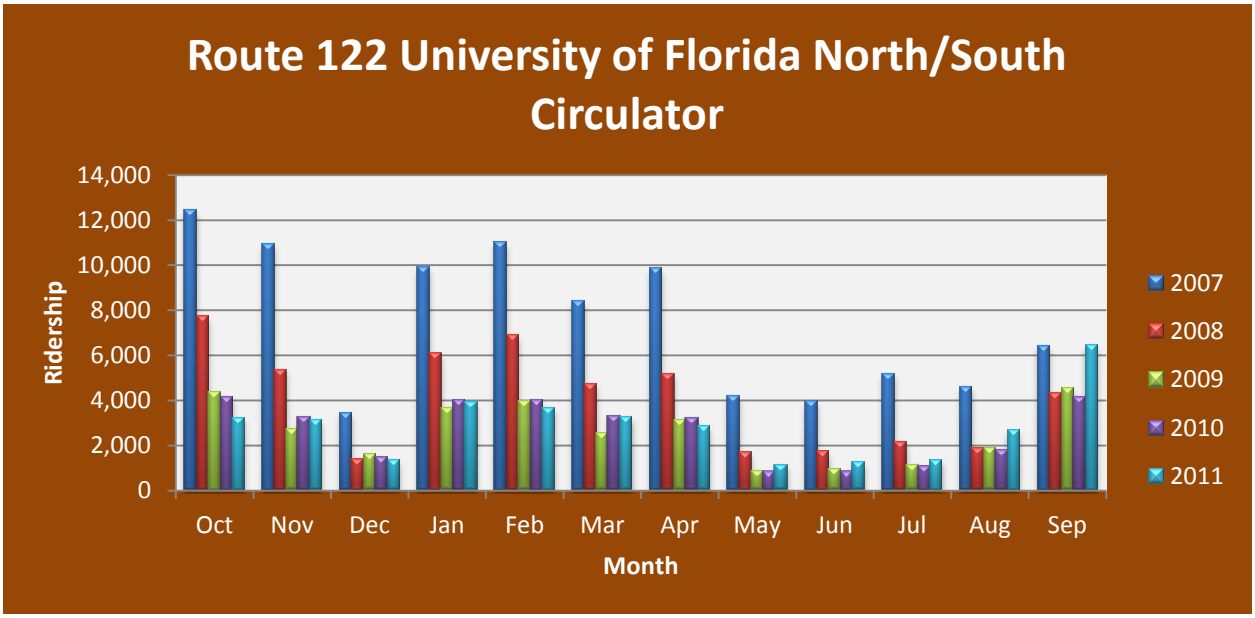


Illustration 3.8

Monthly Trend for Route 125
University of Florida Campus Routes, 2007-2011

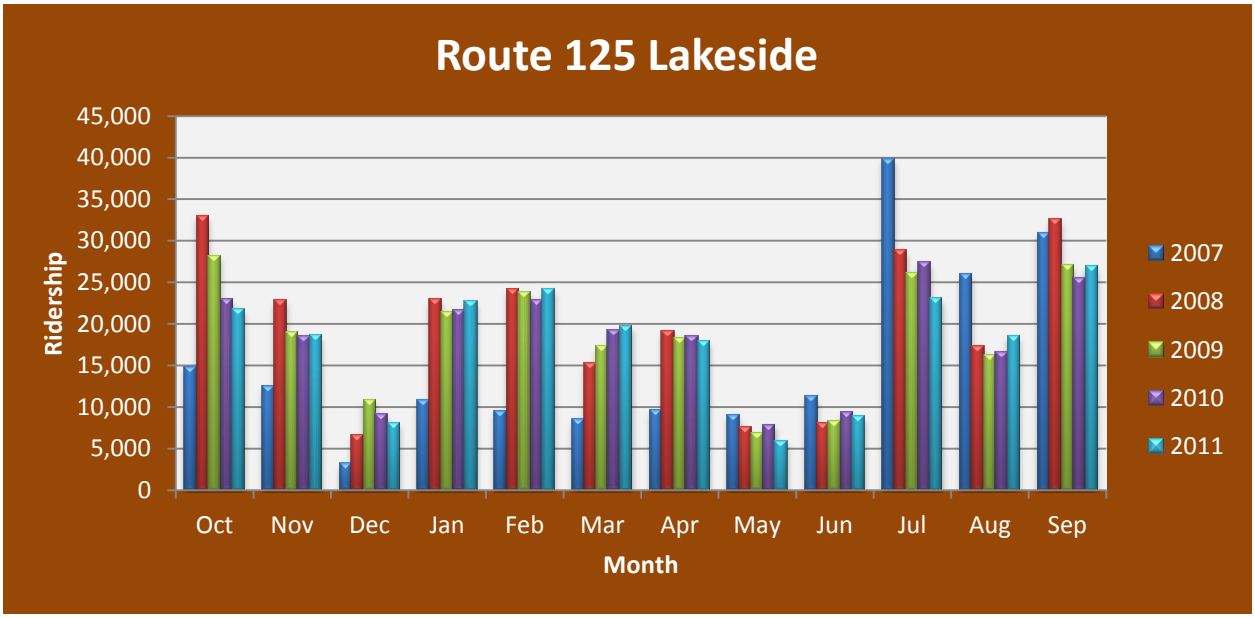


Illustration 3.9

Monthly Trend for Route 126
University of Florida Campus Routes, 2007-2011

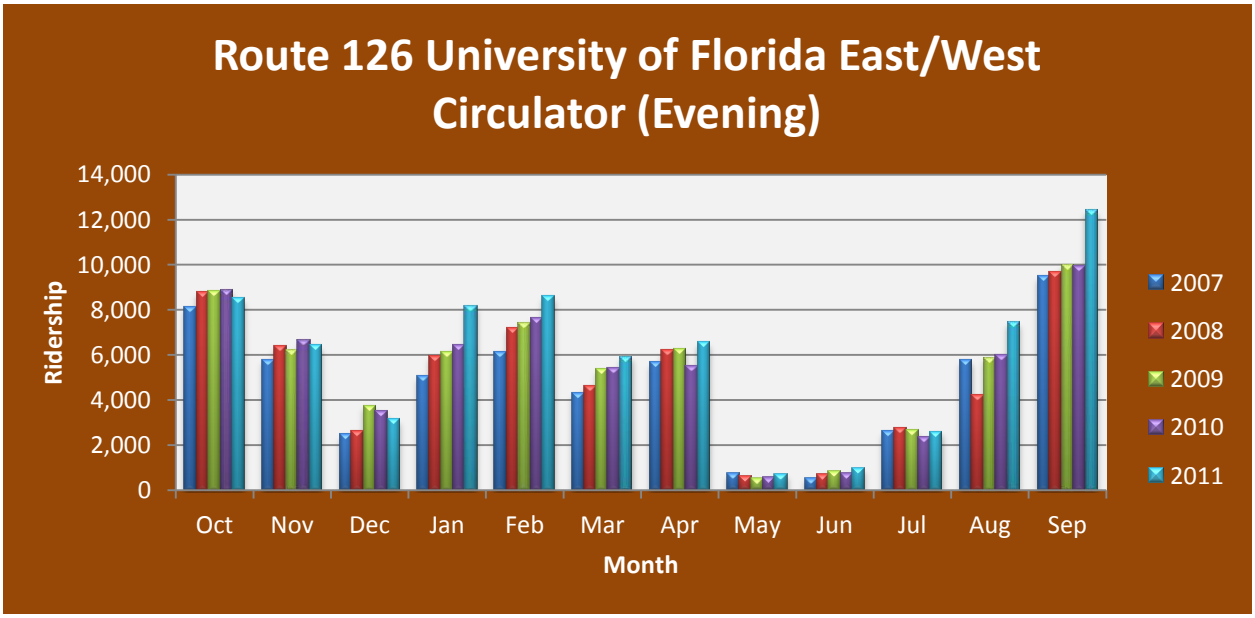


Illustration 3.10

Monthly Trend for Route 127
University of Florida Campus Routes, 2007-2011

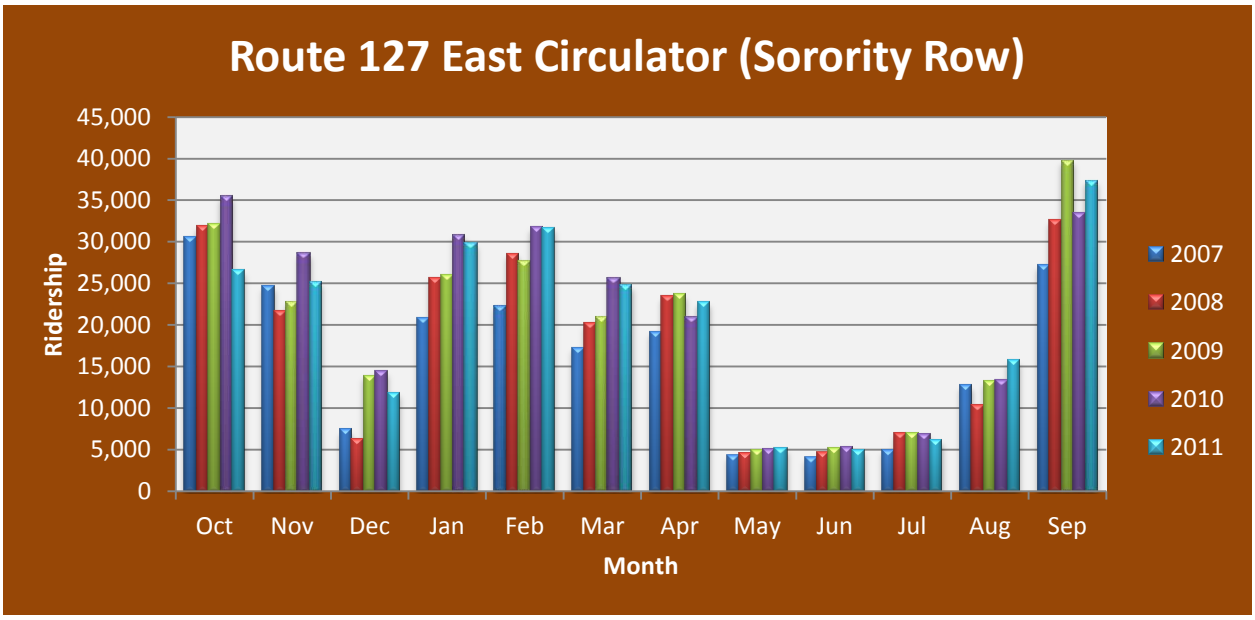


Illustration 3.11 provides a summary of the annual total ridership for University of Florida campus routes for Fiscal Year 2010-11 (except September). It indicates that route 118 and route 120 has the highest annual ridership among campus routes in 2011.

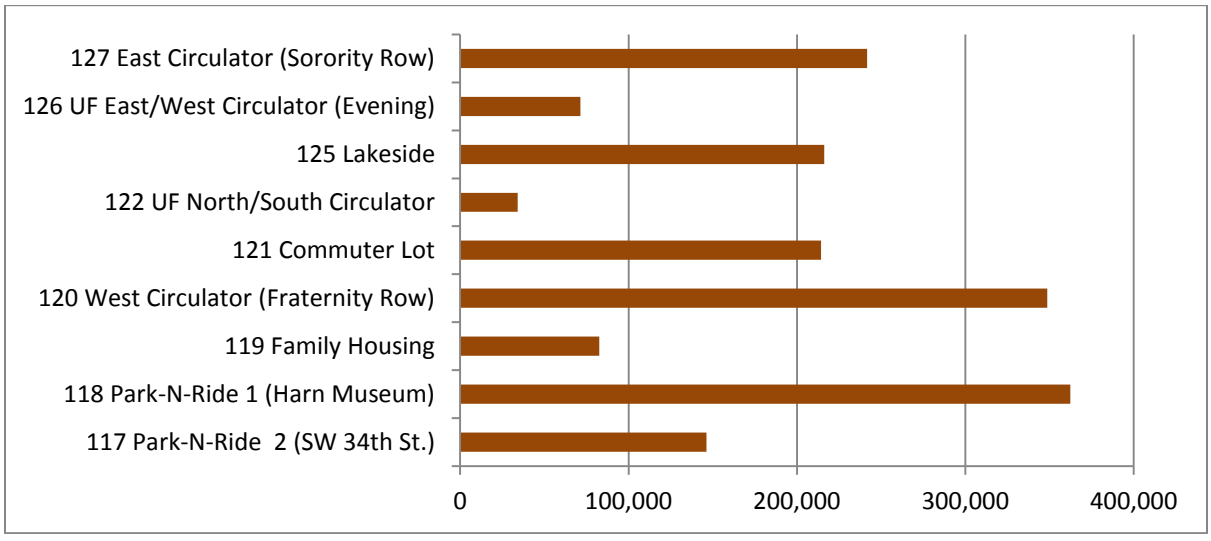
Table 3.1

Total Ridership - Campus Routes
Fiscal Year 2010-11

Route Number	Route Name	Fiscal Year 2010-11 Total
117	Park-N-Ride 2 (SW 34th Street)	146,245
118	Park-N-Ride 1 (Harn Museum)	362,238
119	Family Housing	82,539
120	West Circulator (Fraternity Row)	348,663
121	Commuter Lot	214,331
122	University of Florida North/South Circulator	34,190
125	Lakeside	216,148
126	University of Florida East/West Circulator (Evening)	71,424
127	East Circulator (Sorority Row)	241,706

Illustration 3.11

Total Ridership - Campus Routes
Fiscal Year 2010-11



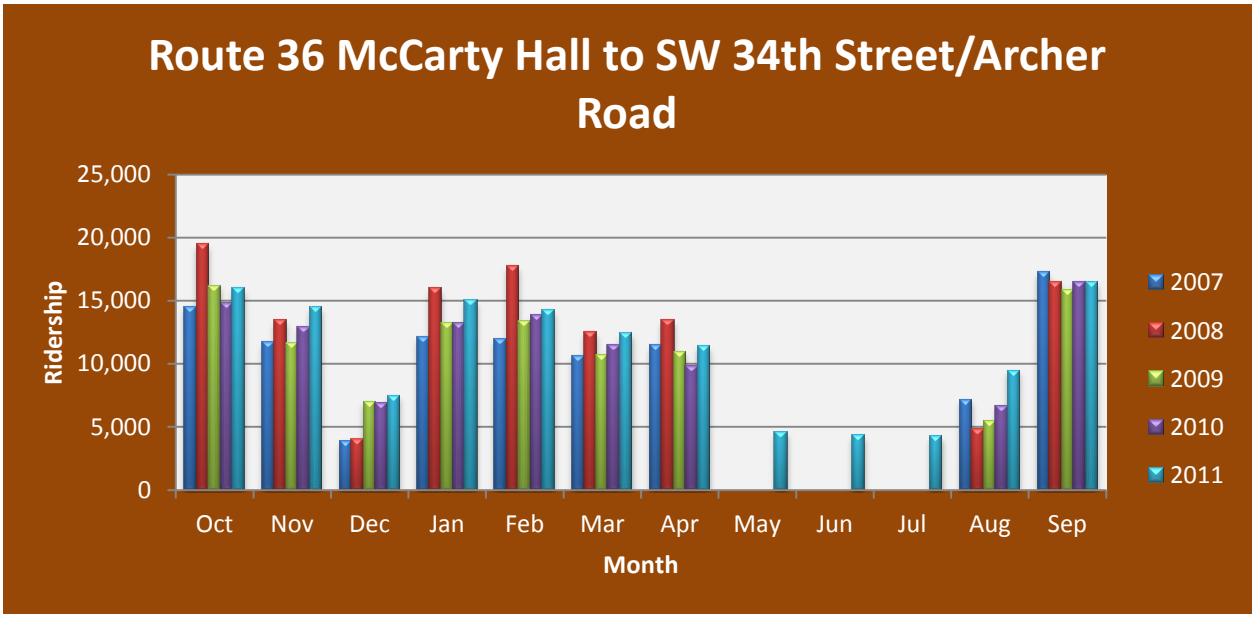
THIS PAGE LEFT BLANK INTENTIONALLY

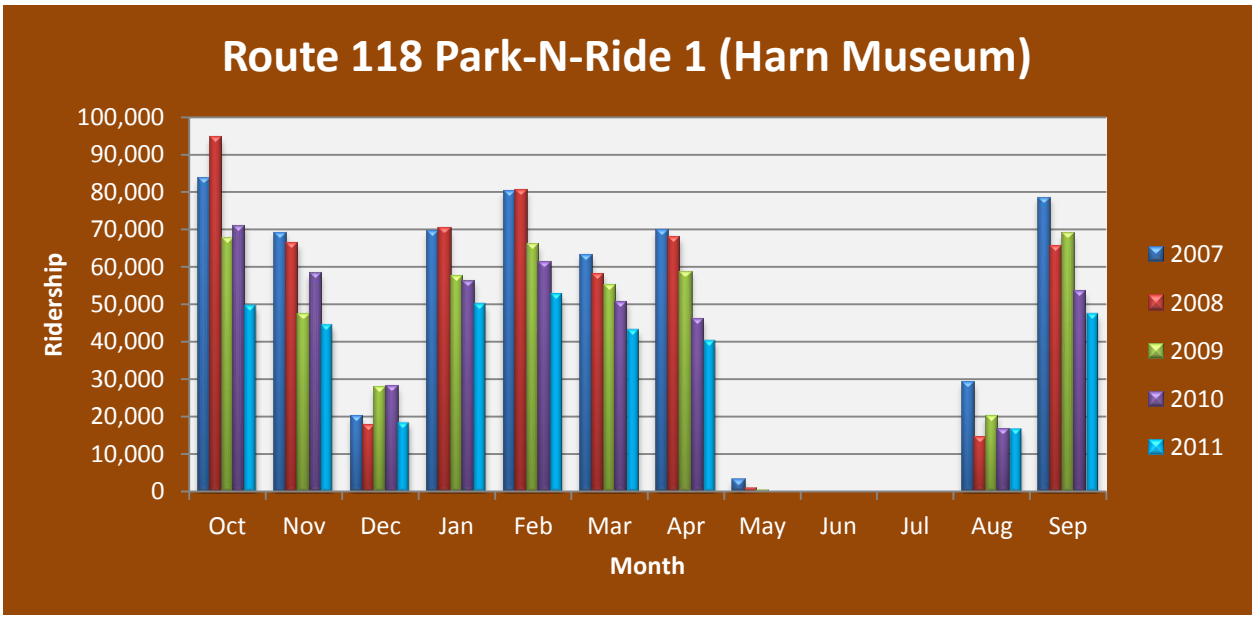
Appendix A
Monthly Ridership Trend
Seasonal Routes, 2007-2011

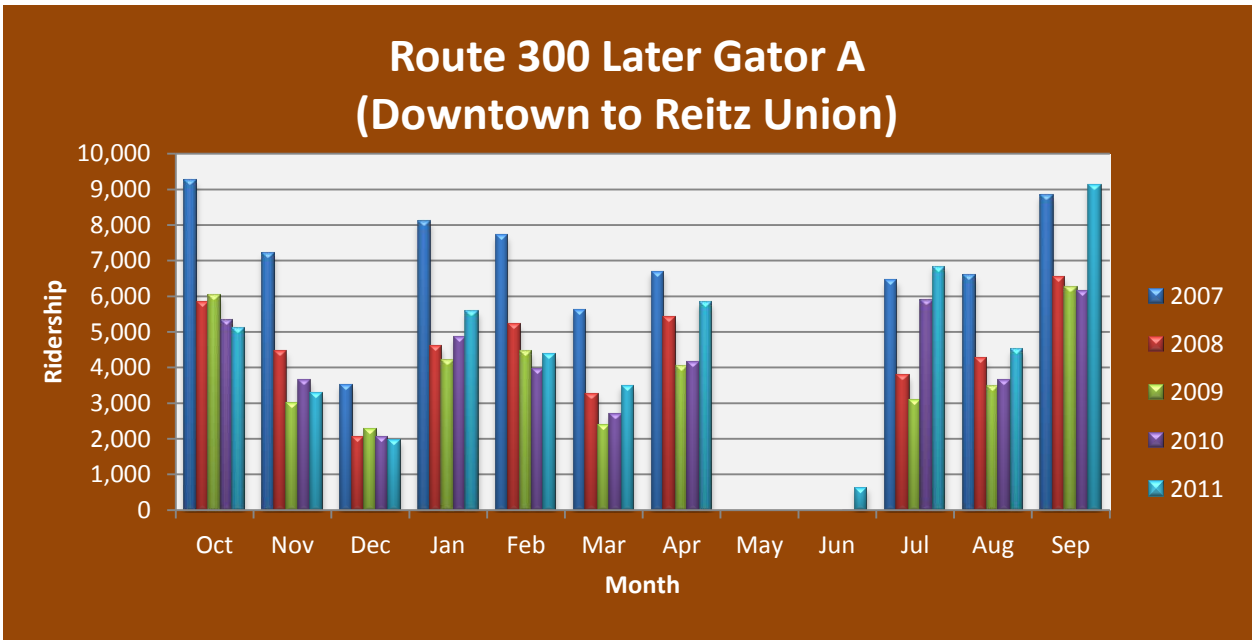
THIS PAGE LEFT BLANK INTENTIONALLY

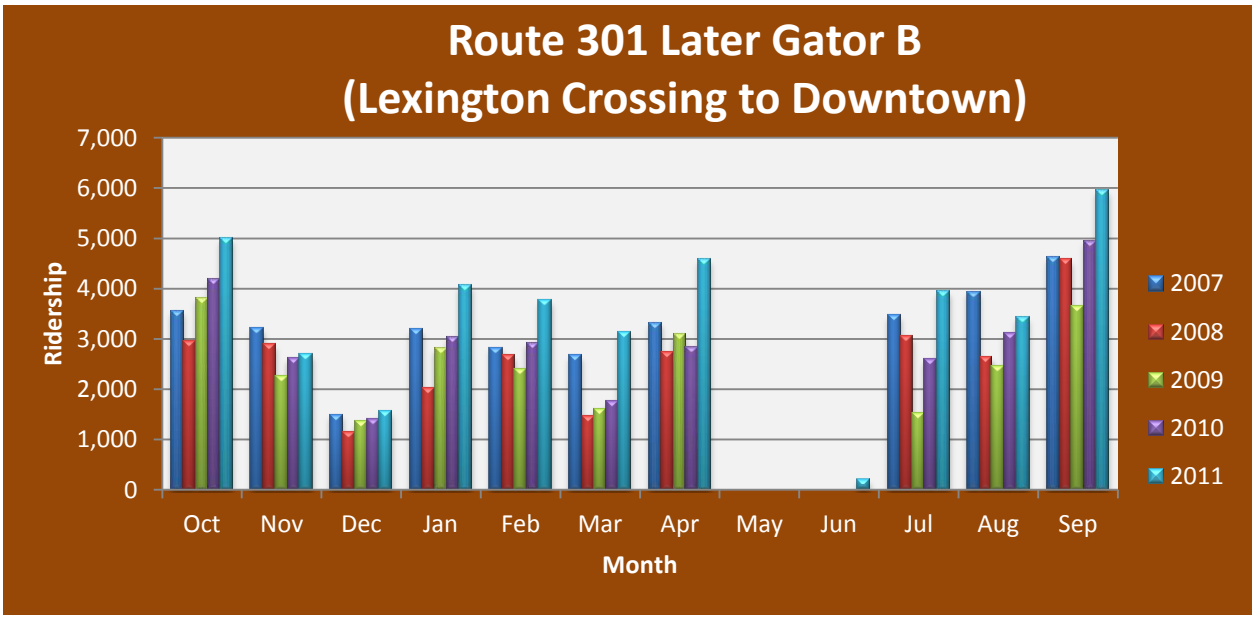
Appendix A: Monthly Ridership Trend Seasonal Routes, 2007-2011

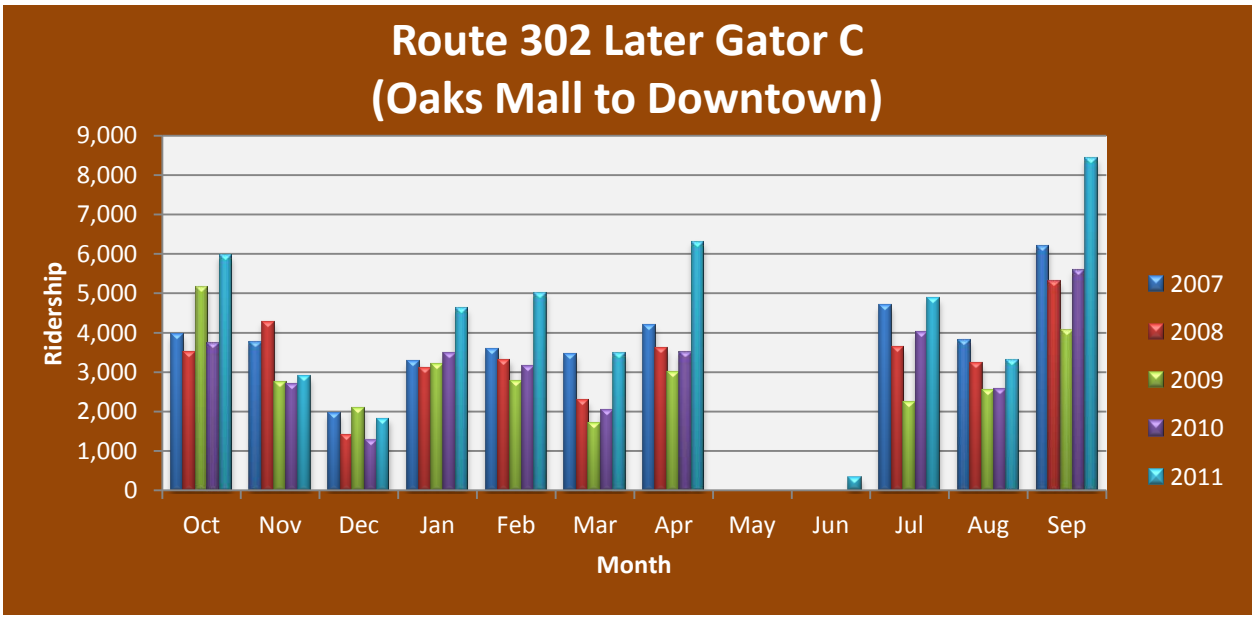
This appendix contains the illustrations of the ridership of seasonal routes (reduced service in summer).






Route 300 Later Gator A
(Downtown to Reitz Union)
Ridership
10,000
9,000
8,000
7,000
6,000
5,000
4,000
3,000
2,000
1,000
0
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Month
2007
2008
2009
2010
2011


Route 301 Later Gator B
(Lexington Crossing to Downtown)
Ridership
7,000
6,000
5,000
4,000
3,000
2,000
1,000
0
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Month
2007
2008
2009
2010
2011



t:\suwan\transit ridership report\transit ridership report 2011\annual transit ridership monitoring report 2011.docx

THIS PAGE LEFT BLANK INTENTIONALLY

Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area

Annual Transit Ridership Monitoring Report Team

Scott R. Koons, AICP, Executive Director

* Marlie Sanderson, AICP, Director of Transportation Planning

** Steven Dopp, Senior Planner

** Michael Escalante, AICP, Senior Planner

** Kevin Parrish, Information Technology and Property Management Director

** Carol Laine, Executive Assistant to the Executive Director

** Suwan Shen, 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