

# Annual Transit Ridership Monitoring Report

## Fiscal Year 2017-18

June 24, 2019



Metropolitan Transportation Planning Organization  
for the Gainesville Urbanized Area



# Annual Transit Ridership Monitoring Report

Fiscal Year 2017-18

Metropolitan Transportation Planning Organization  
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

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 24, 2019

THIS PAGE LEFT BLANK INTENTIONALLY

# Table of Contents

Introduction.....	v
Chapter I: Annual Ridership Trends System-wide, 1991-2018 .....	3
Chapter II: Monthly Ridership Trends City Routes, 2008-2018.....	7
Chapter III: Monthly Ridership Trends Campus Routes, 2008-2018 .....	19
Appendix A: Monthly Ridership Trends Seasonal Routes, 2008-2018 .....	A-3

## Illustrations

Illustration 1.1 Annual Regional Transit System Ridership Systemwide, 1991-2018.....	3
Illustration 1.2 Motorcycle and Scooter Permits - University of Florida, 2008-2018 .....	4
Illustration 2.1 Total Ridership - City Routes Fiscal Year 2017-18 .....	10
Illustration 2.2 Ridership Distribution - City Routes Fiscal Year 2017-18.....	11
Illustration 2.3 Route 1 Map - Rosa Parks Downtown Station to Butler Plaza .....	12
Illustration 2.4 Monthly Trend for Route 1 .....	12
Illustration 2.5 Route 9 Map - Reitz Union to Hunters Run Subdivision.....	13
Illustration 2.6 Monthly Trend for Route 9 .....	13
Illustration 2.7 Route 12 - Map Reitz Union to Butler Plaza .....	14
Illustration 2.8 Monthly Trend for Route 12 .....	14
Illustration 2.9 Route 20 Map - Reitz Union to Oaks Mall.....	15
Illustration 2.10 Monthly Trend for Route 20.....	15
Illustration 2.11 Route 35 - Map Reitz Union to SW 35th Place.....	16
Illustration 2.12 Monthly Trend for Route 35.....	16
Illustration 3.1 Campus Route 117 Map 2018.....	20
Illustration 3.2 Monthly Trend for Route 117.....	20
Illustration 3.3 Campus Route 118 Map 2018.....	21
Illustration 3.4 Monthly Trend for Route 118.....	21
Illustration 3.5 Campus Route 119 Map 2018.....	22
Illustration 3.6 Monthly Trend for Route 119.....	22
Illustration 3.7 Campus Route 120 Map 2018.....	23
Illustration 3.8 Monthly Trend for Route 120.....	23
Illustration 3.9 Campus Route 121 Map 2018.....	24
Illustration 3.10 Monthly Trend for Route 121 .....	24

## Illustrations (Continued)

Illustration 3.11 Campus Route 122 Map 2018 .....	25
Illustration 3.12 Monthly Trend for Route 122 .....	25
Illustration 3.13 Campus Route 125 Map 2018 .....	26
Illustration 3.14 Monthly Trend for Route 125 .....	26
Illustration 3.15 Campus Route 126 Map 2018 .....	27
Illustration 3.16 Monthly Trend for Route 126 .....	27
Illustration 3.17 Campus Route 127 Map 2018 .....	28
Illustration 3.18 Monthly Trend for Route 127 .....	28
University of Florida Campus Routes, 2008-2018 .....	28
Illustration 3.19 Campus Route 128 Map 2018 .....	29
Illustration 3.20 Monthly Trend for Route 128 .....	29
Illustration 3.21 Monthly Trend for Route 129 .....	30
Illustration 3.22 Total Ridership - University of Florida Campus Routes .....	31

## Tables

Table 2.1 Major Trip Generators and Attractors - City of Gainesville Fiscal Year 2017-18 .....	7
Table 2.2 Total Ridership - City Routes Fiscal Year 2017-18 .....	8
Table 3.1 Total Ridership - Campus Routes Fiscal Year 2017-18 .....	30

# Introduction

THIS PAGE LEFT BLANK INTENTIONALLY



# 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 131 diesel and hybrid buses on its fixed-route system within a service area of approximately 74 square miles and over 149,000 in population. In Fiscal Year 2017-18, there were 56 routes operating in the system, including 10 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. However in the past two years, ridership has fallen just below ten million. Infill development and travel options such as scooters, Lyft and Uber may have contributed to this recent trend.

THIS PAGE LEFT BLANK INTENTIONALLY

# Chapter I

## Annual Ridership Trends

### Systemwide, 1991-2018

THIS PAGE LEFT BLANK INTENTIONALLY

## Chapter I: Annual Ridership Trends System-wide, 1991-2018

This chapter provides an overview of the system-wide transit ridership trends from 1991 to 2018 (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 number of motorcycle and scooter permits issued by the University of Florida from 2007 through 2018. The significant usage of scooter has contributed to some of the decline in transit ridership, particularly among the University of Florida faculty, staff student population.

Illustration 1.1

### Annual Regional Transit System Ridership Systemwide, 1991-2018

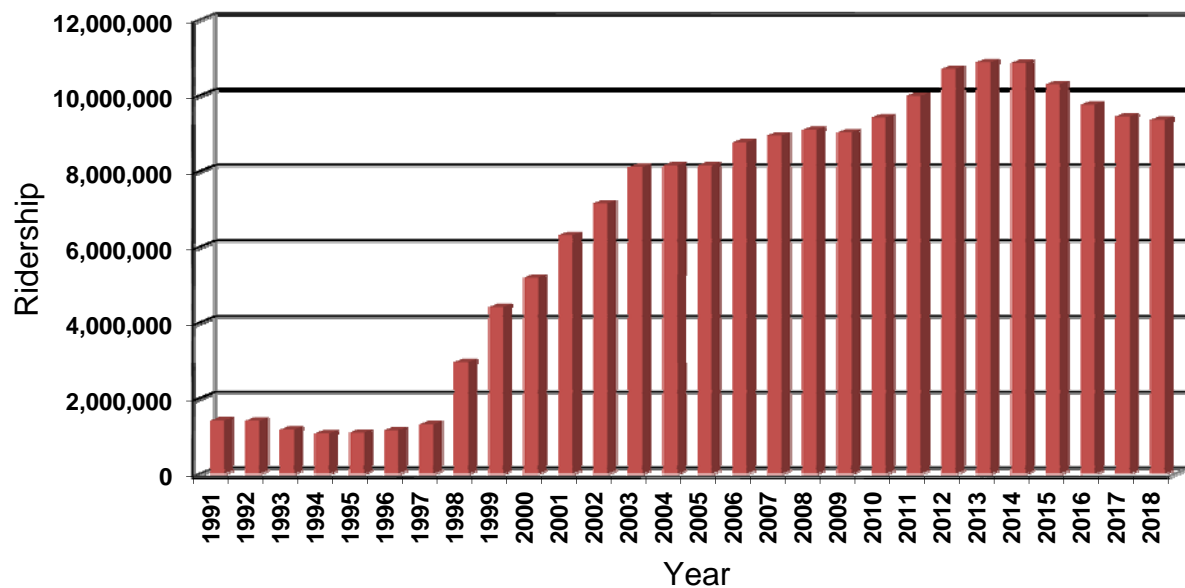
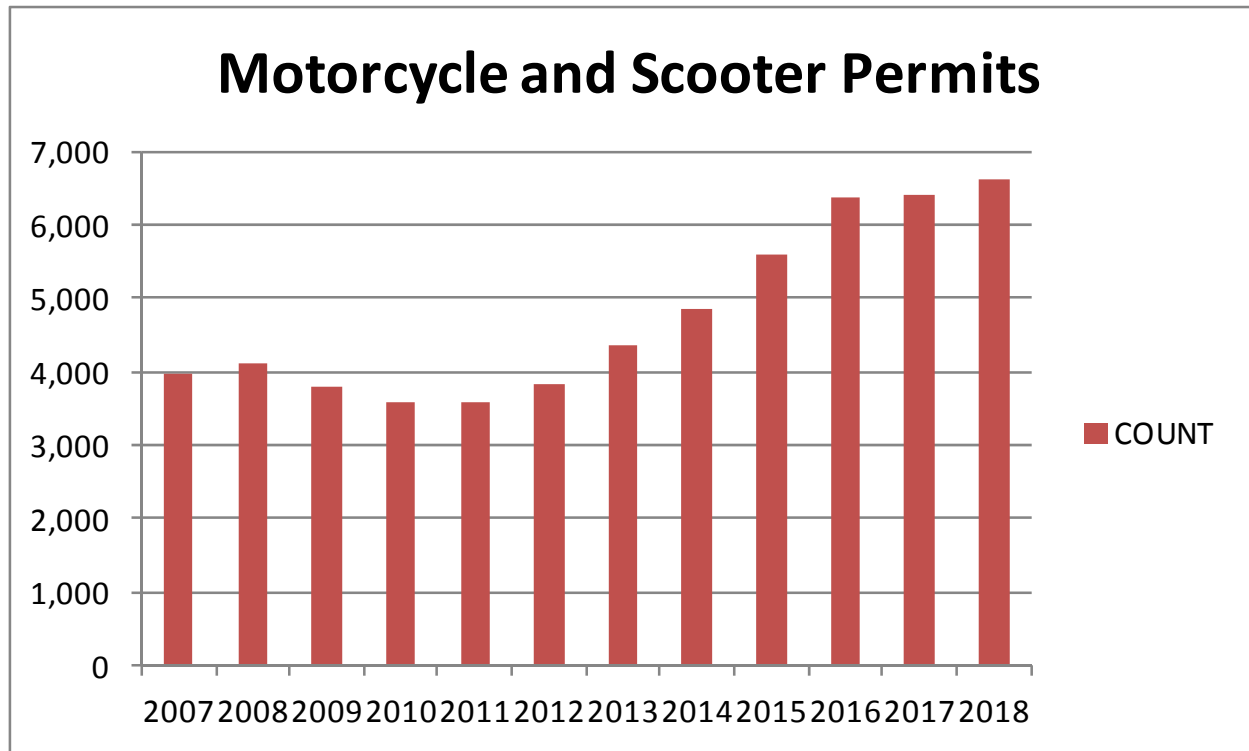


Illustration 1.2

Motorcycle and Scooter Permits -  
University of Florida, 2008-2018



# Chapter II

## Monthly Ridership Trends

### City Routes, 2008-2018

THIS PAGE LEFT BLANK INTENTIONALLY



## Chapter II: Monthly Ridership Trends City Routes, 2008-2018

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, 12, 20, 35 and 38. Illustration 2.1 shows the annual total ridership for each route for Fiscal Year 2017-18. Illustration 2.2 shows the distribution of annual ridership for all the city routes for Fiscal Year 2017-18. 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 2017-18**

<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, Senior Recreation Center	6, 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, 26
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 2017-18**

<b>Route Number</b>	<b>Route Name</b>	<b>FY 2018 Total</b>
1	Rosa Parks Downtown Station to Butler Plaza Shopping Center	543,190
2	Rosa Parks Downtown Station to Northeast Walmart Supercenter	71,201
3	Rosa Parks Downtown Station to North Main Post Office	27,875
5	Rosa Parks Downtown Station to Oaks Mall	387,329
6	Rosa Parks Downtown Station to Plaza Verde Shopping Center	90,131
7	Rosa Parks Downtown Station to Eastwood Meadows Apartments	69,791
8	Shands Hospital to North Walmart Supercenter, Senior Recreation Center	294,874
9	University of Florida Reitz Union to Hunters Run Subdivision	462,636
10	Rosa Parks Downtown Station to Santa Fe College	99,165
11	Rosa Parks Downtown Station to Eastwood Meadows Apartments	100,970
12	Reitz Union to Butler Plaza Shopping Center	505,721
13	University of Florida Beaty Towers to Career Source	342,307
15	Rosa Parks Downtown Station to NW 13th Street at NW 23rd Avenue	244,473
16	University of Florida Beaty Towers to Sugar Hill Neighborhood	107,111
17	University of Florida Beaty Towers to Rosa Parks Downtown Station	104,742
19	University of Florida Reitz Union to SW 23rd Terrace at SW 35th Place	7,140
20	University of Florida Reitz Union to Oaks Mall	846,141
21	University of Florida Reitz Union to Cabana Beach	280,449
22	University of Florida Hub to Old Archer Rd	0
23	Oaks Mall to Santa Fe College	106,176
24	Rosa Parks Downtown Station to Gainesville Job Corps Center	15,139
25	University of Florida Commuter Lot to Gainesville Regional Airport	71,293
26	Rosa Parks Downtown Station to Gainesville Regional Airport	115,271
27	Rosa Parks Downtown Station to Northeast Walmart Supercenter	11,771
28	University of Florida Hub to Forest Park Apartments	193,142
29	University of Florida Beaty Towers to Kiwanis Park	41,141
33	Butler Plaza Transfer Station To Midtown	319,849
34	University of Florida Hub to Lexington Crossing Apartments	222,080
35	University of Florida Reitz Union to Southwest 35th Place	614,451
36	University of Florida Reitz Union to Southwest 34th Street Post Office	96,546
37	University of Florida Reitz Union to Butler Plaza (via Southwest 35th Place)	194,536
38	University of Florida Hub to Gainesville Place	578,826
39	Santa Fe College to Gainesville Regional Airport	21,995
40	University of Florida Hub to Hunters Crossing Apartments	30,679
41	Not In Use	
43	University of Florida Shands Hospital to Santa Fe College	191,516
46	University of Florida Reitz Union to Rosa Parks Downtown Station	155,979
62	Oaks Mall to Lexington Crossing Apartments	17,401
75	Oaks Mall to Butler Plaza Shopping Center	230,791
76	Santa Fe College to Haile Square Market	31,414
77	Santa Fe College to Cabana Beach Apartments	27,959
711	Downtown for East Meadows	32,985
800X	Santa Fe to Butler Plaza	2,359
<b>City Totals</b>		<b>7,908,545</b>

**Table 2.2 Continued**

**Total Ridership - City Routes  
Fiscal Year 2017-18**

Route Number	Route Name	FY 2018 Total
117	Park-N-Ride 2 (SW 34th St.)	115,777
118	Park-N-Ride 1 (Cultural Plaza)	350,261
119	Family Housing	69,733
120	West Circulator (Frat Row)	225,001
121	Commuter Lot	65,530
122	UF North/South Circulator	48,689
125	Lakeside	131,479
126	UF East/West Circulator	78,946
127	East Circulator (Sorority Row)	246,788
128	Reitz Union to Lake Wauburg	1,586
129	UF West/East Circulator	0
<b>Campus Totals</b>		<b>1,333,790</b>

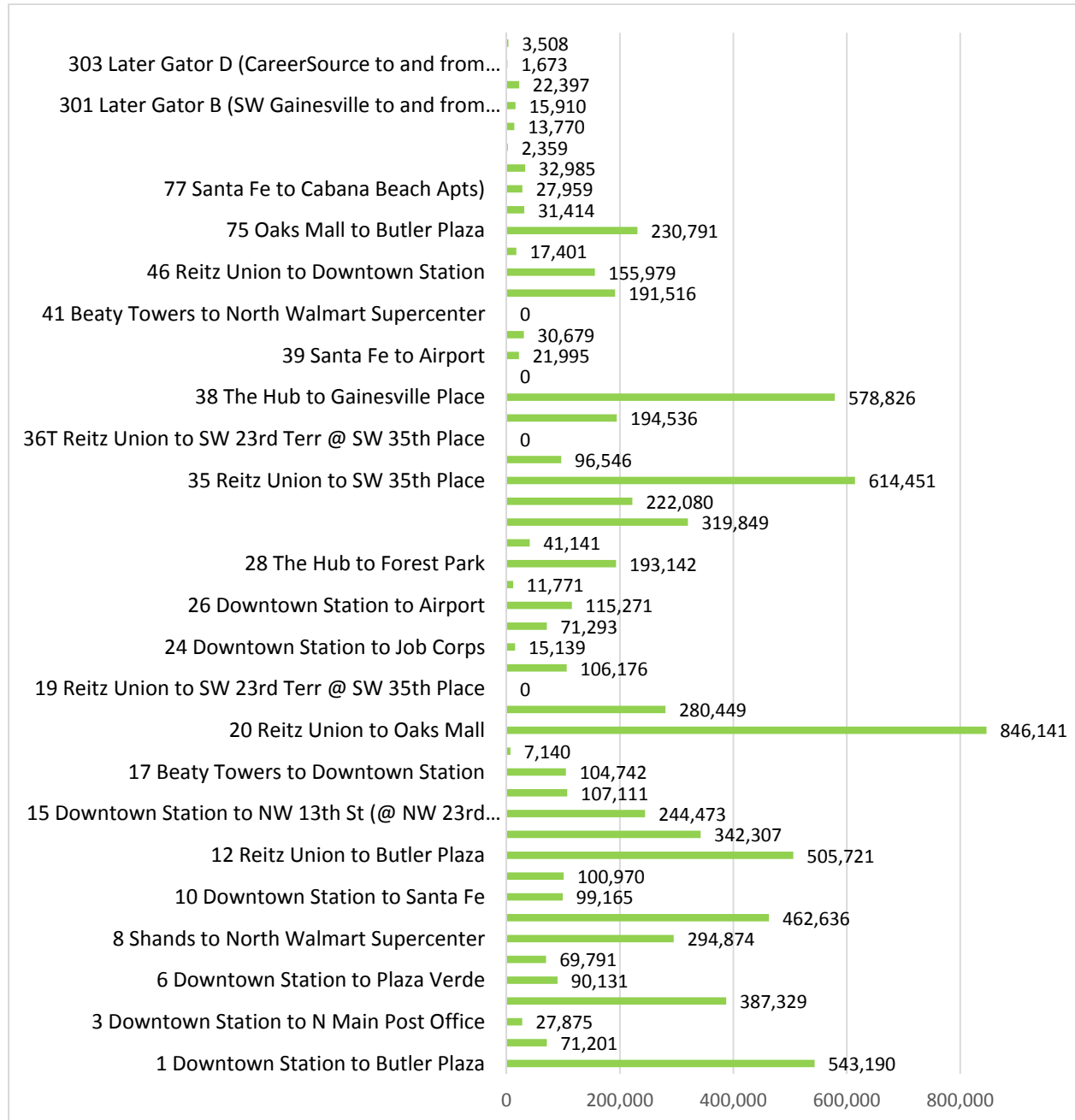
Route Number	Route Name	FY 2018 Total
300	Later Gator A (Fraternity Row to and from Rosa Parks Downtown Station)	13,770
301	Later Gator B (Southwest Gainesville to and from Rosa Parks Downtown Station)	15,910
302	Later Gator C (Oaks Mall to and from Rosa Parks Downtown Station)	22,397
303	Later Gator D (CareerSource to and from Rosa Parks Downtown Station)	1,673
305	Later Gator F (Butler Plaza to and from Rosa Parks Downtown Station)	3,508
<b>Later Gator Totals</b>		<b>57,258</b>

<b>Other Services Totals</b>	51,885
<b>Systemwide Totals</b>	<b>9,351,478</b>

Indicates route not in operation

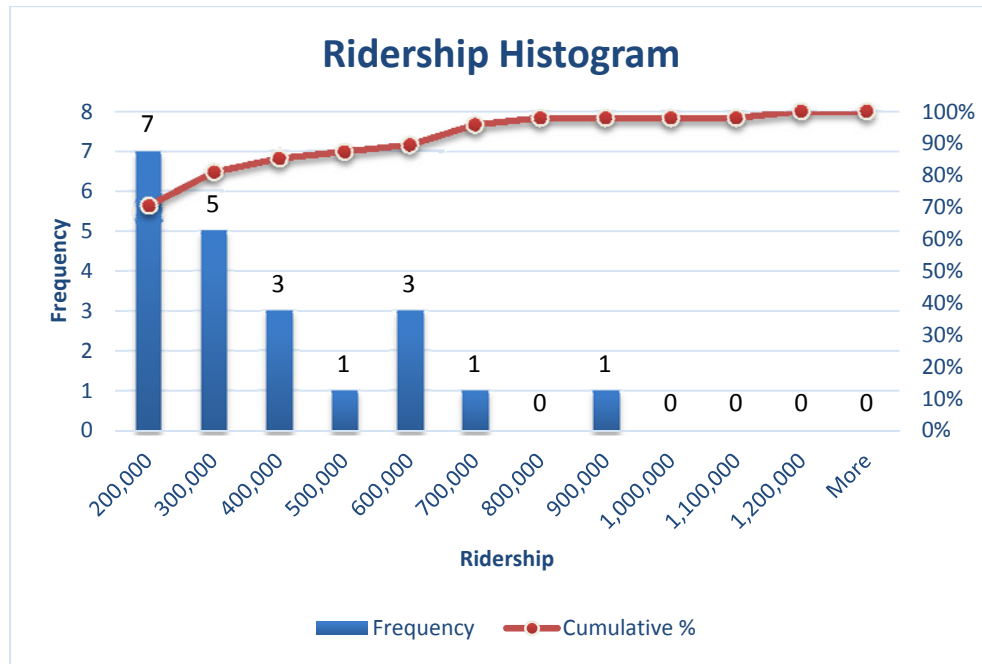
## Illustration 2.1

### Total Ridership - City Routes Fiscal Year 2017-18



## Illustration 2.2

### Ridership Distribution - City Routes Fiscal Year 2017-18





## Illustration 2.5

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

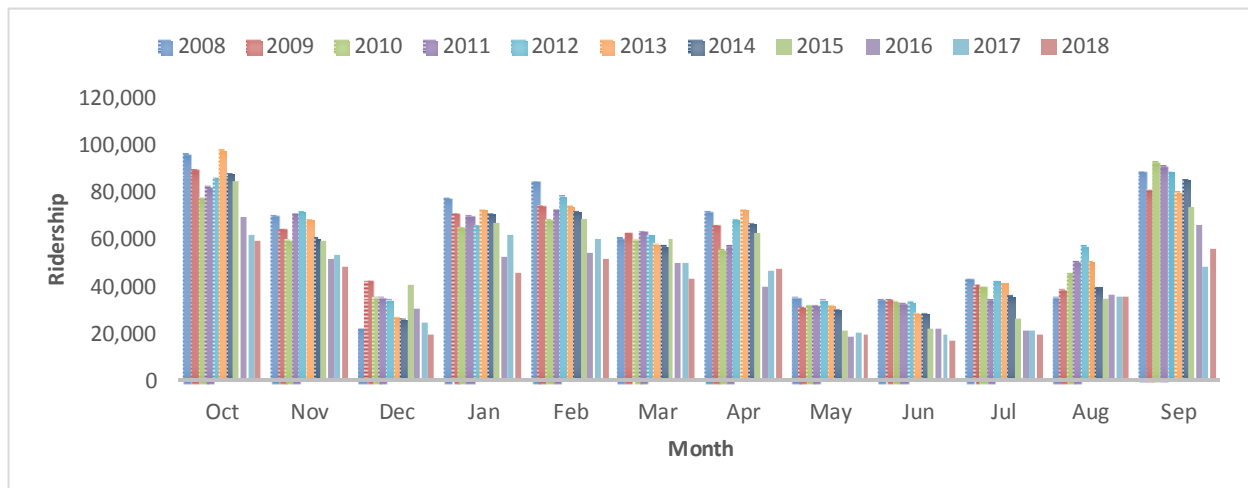


Source: <http://go-rt.com/schedule.php>

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

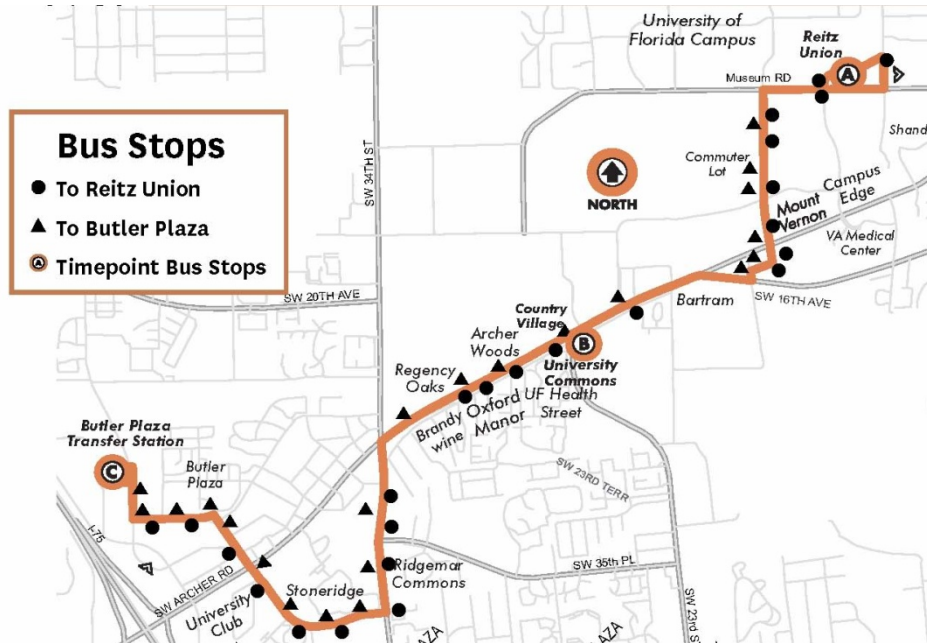
## Illustration 2.6

### Monthly Trend for Route 9 City of Gainesville, 2008-2018



## 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, 2008-2018

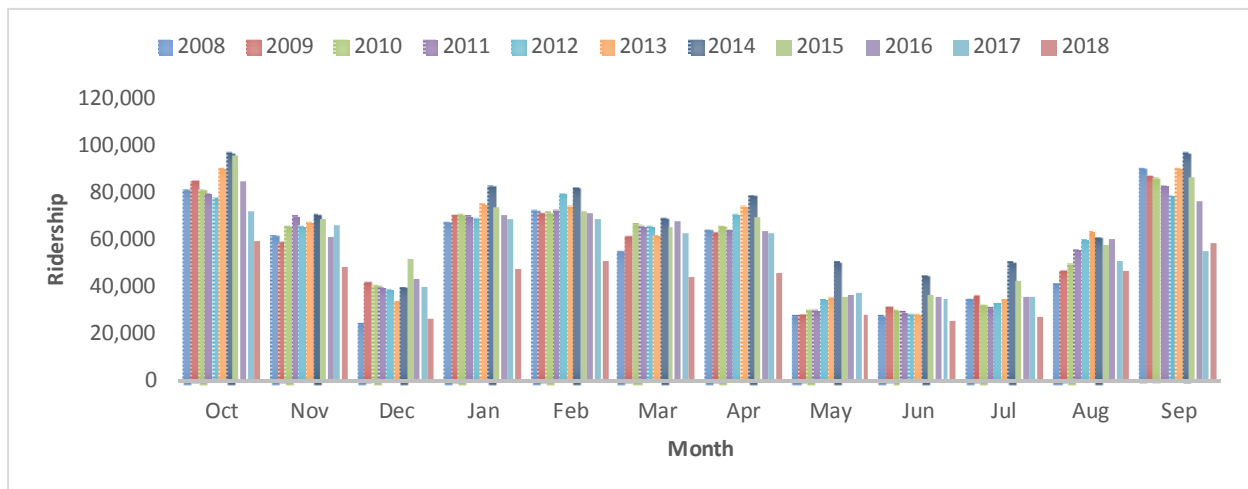
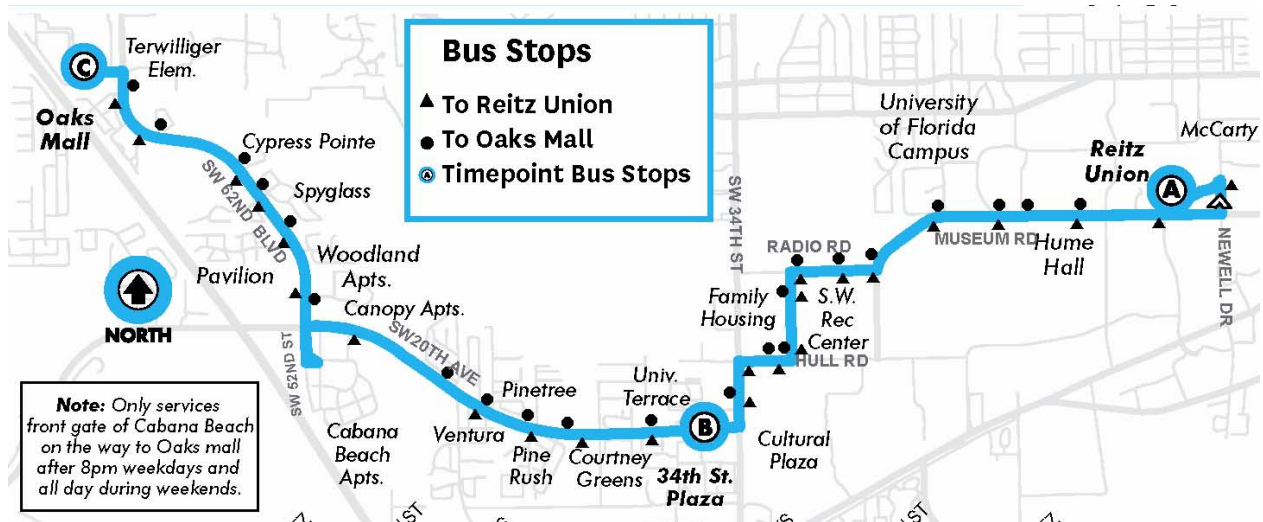




Illustration 2.9

Route 20 Map - Reitz Union to Oaks Mall

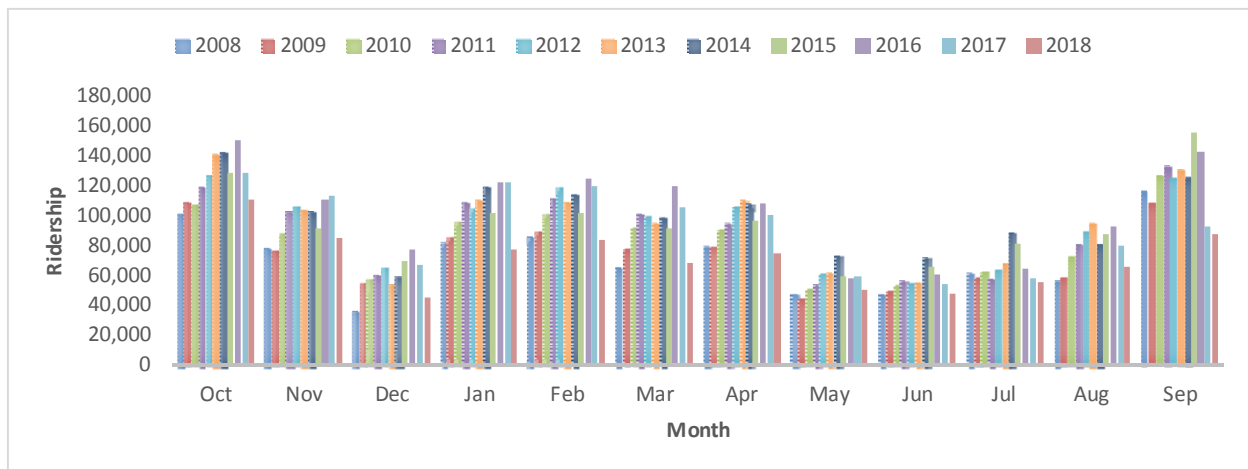


Source: <http://go-rt.com/schedule.php>

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, 2008-2018





# Chapter III

## Monthly Ridership Trends

### Campus Routes, 2008-2018

THIS PAGE LEFT BLANK INTENTIONALLY

## **Chapter III: Monthly Ridership Trends Campus Routes, 2008-2018**

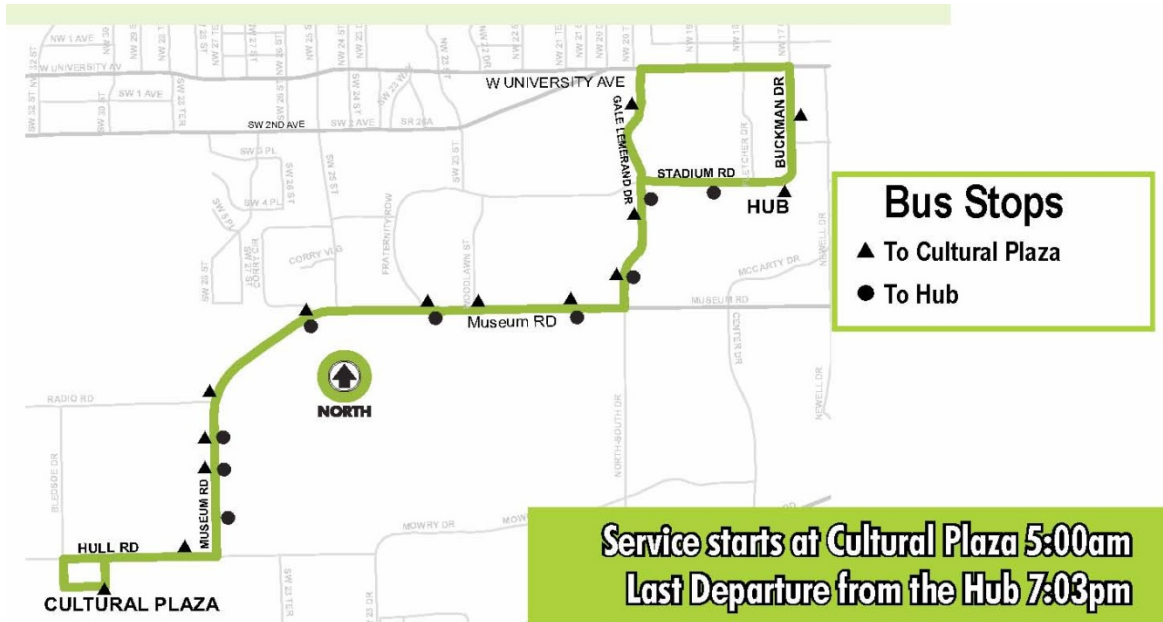
The Regional Transit System operates 11 routes on the University of Florida campus (see Illustration 3.1). This section discusses monthly ridership trends for these routes. Compared with city routes, these routes have a greater proportion of student riders. Therefore, their ridership is influenced by 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 continued a decreasing ridership trend from 2016 to 2017. Generally, the monthly ridership for Routes 122, 125, 126, 127, and 128 increased; Routes 117, and 118 remained almost unchanged; Routes 119, 120 and 121 decreased. Route 129, which was initiated in August 2015 to expand transit coverage on the University of Florida campus, was suspended in Fiscal Year 2017-18.



### Illustration 3.3

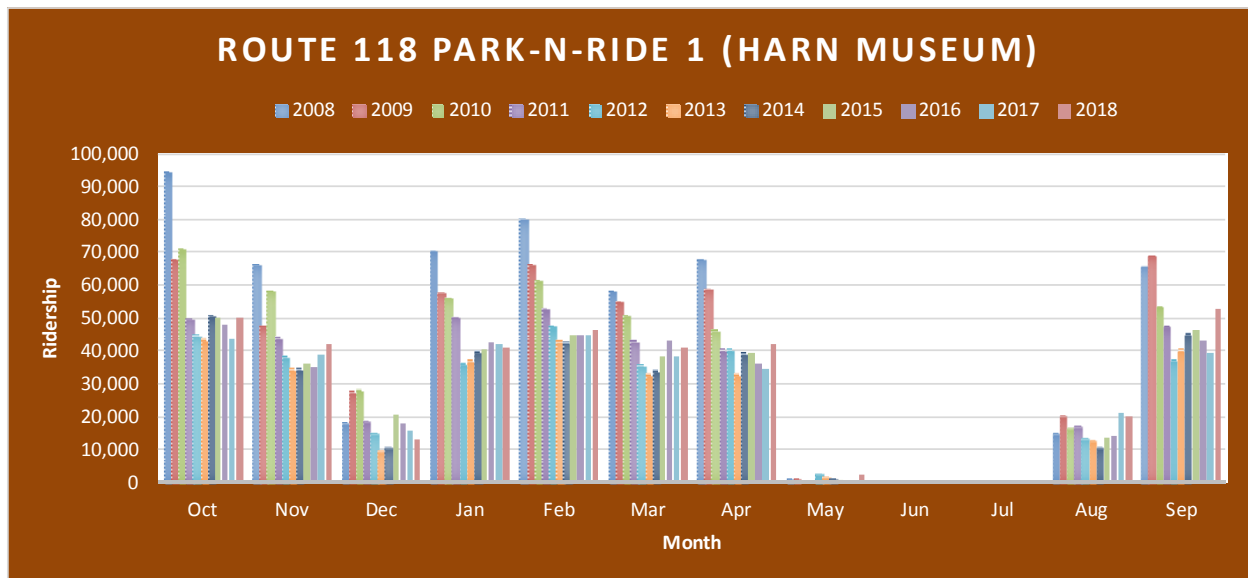
#### Campus Route 118 Map 2018



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

### Illustration 3.4

#### Monthly Trend for Route 118 University of Florida Campus Routes, 2008-2018

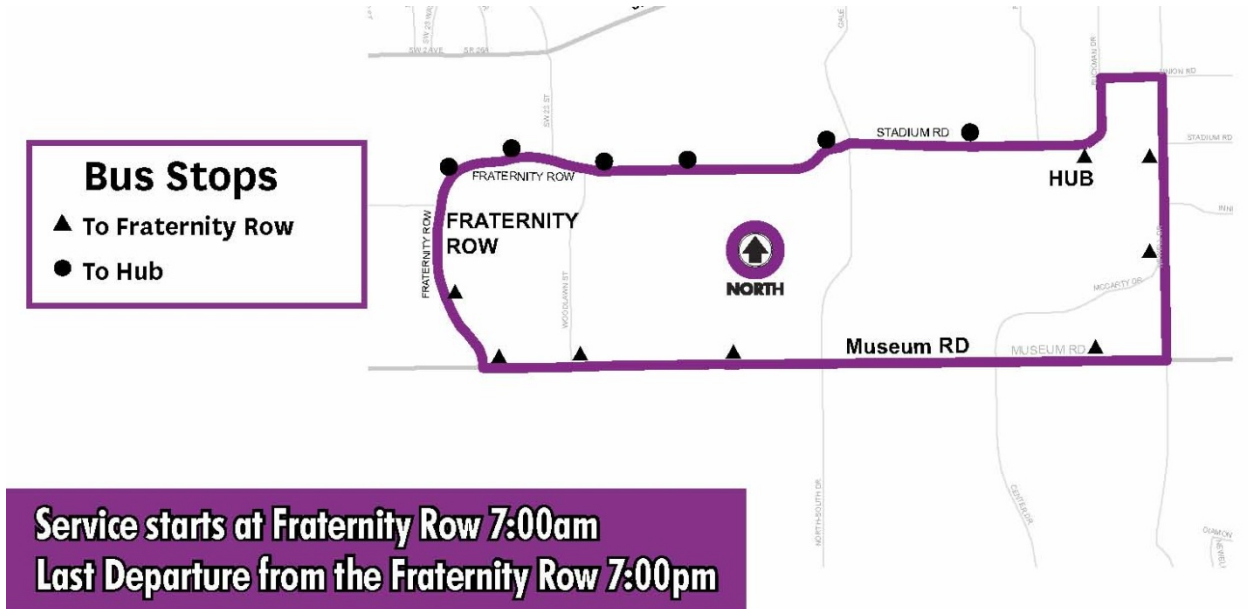






### Illustration 3.7

#### Campus Route 120 Map 2018



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

### Illustration 3.8

#### Monthly Trend for Route 120 University of Florida Campus Routes, 2008-2018

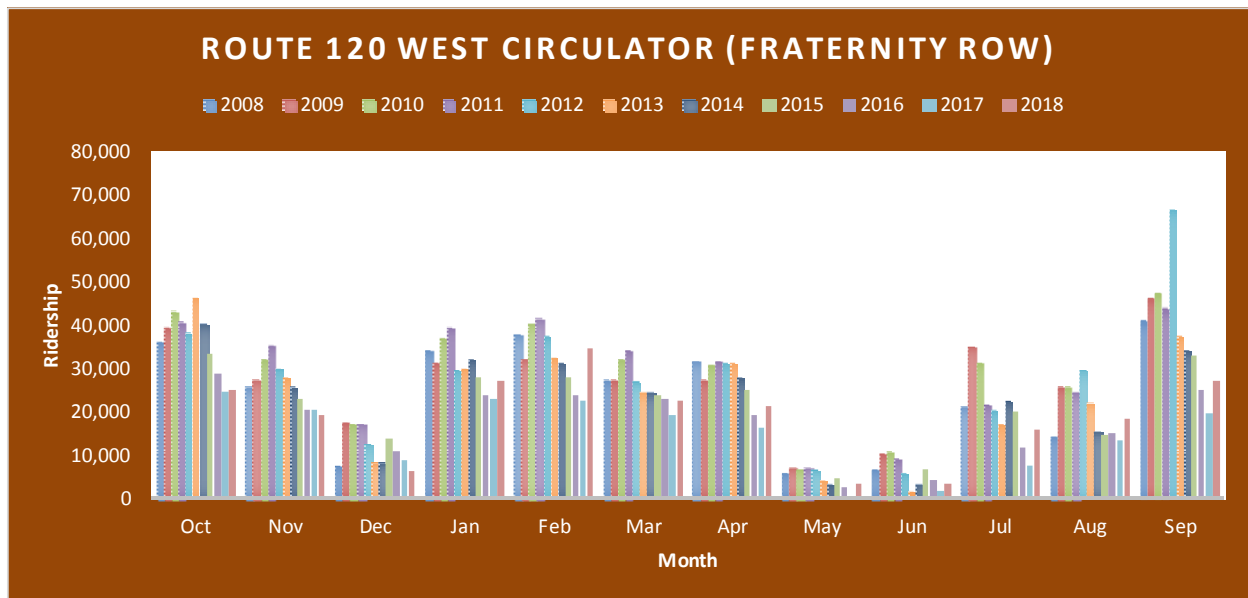
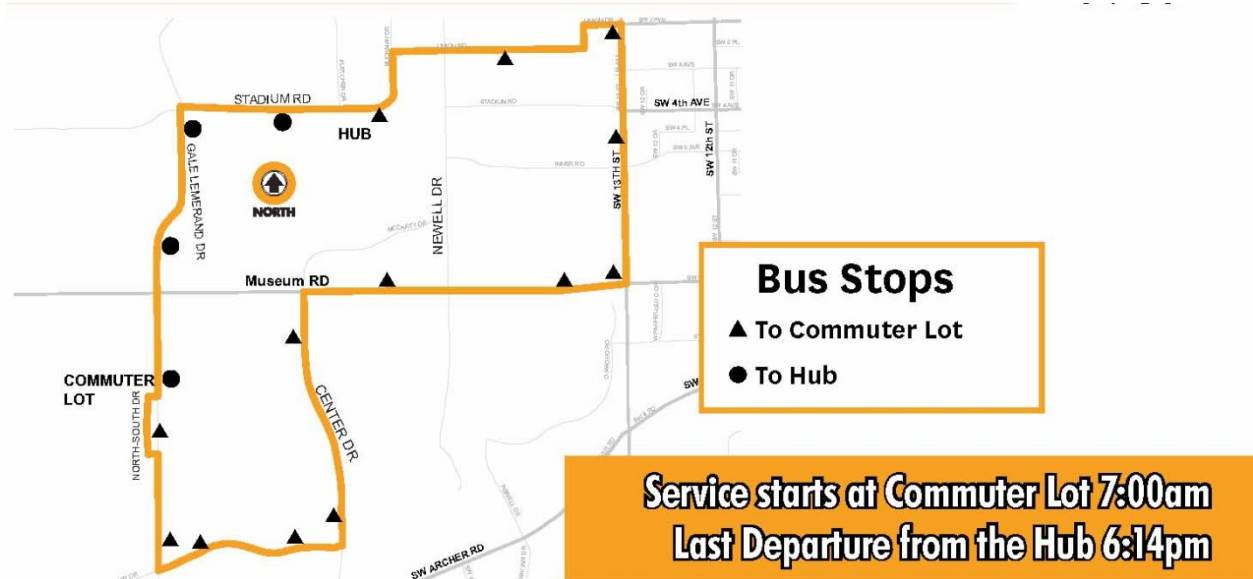


Illustration 3.9

Campus Route 121 Map 2018



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

Illustration 3.10

Monthly Trend for Route 121  
University of Florida Campus Routes, 2008-2018

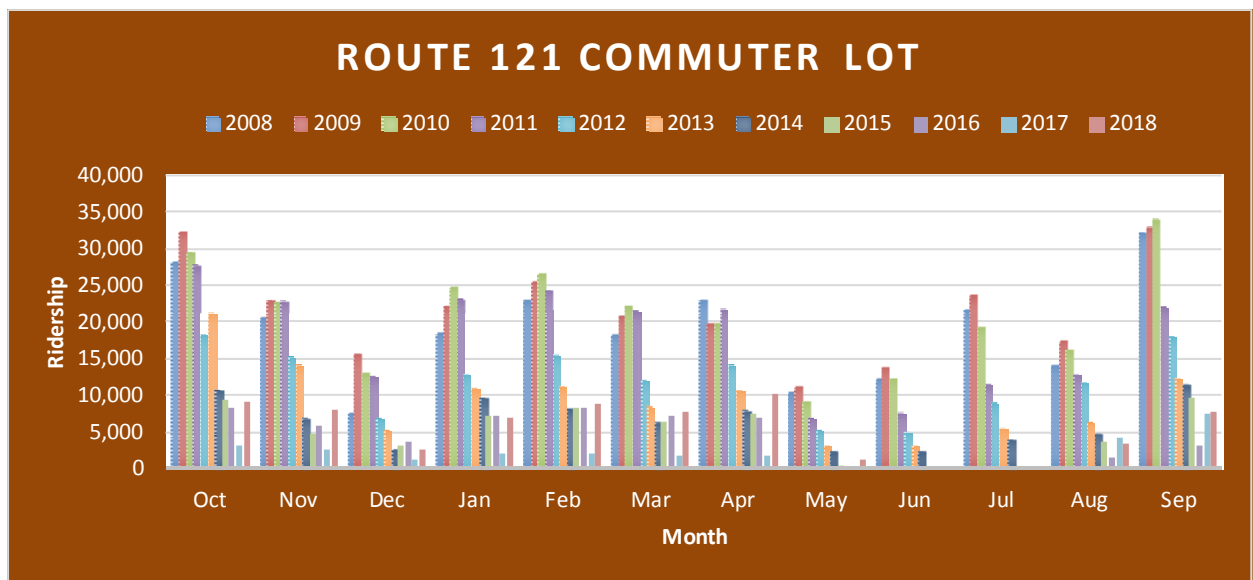
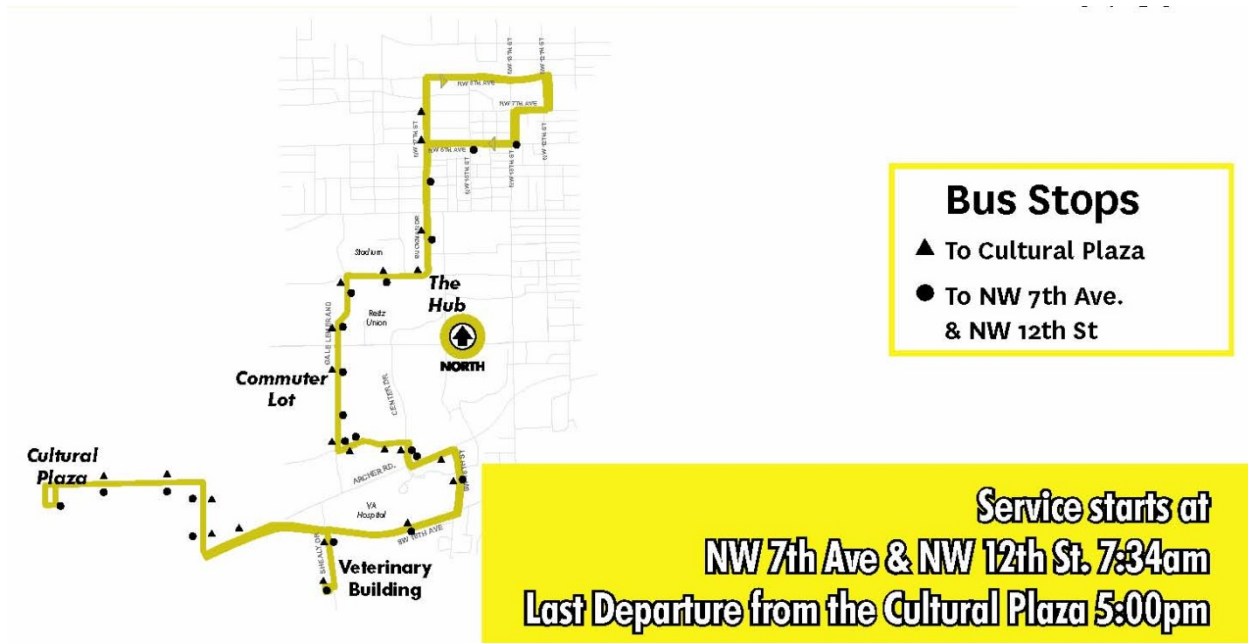


Illustration 3.11

Campus Route 122 Map 2018



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

Illustration 3.12

Monthly Trend for Route 122  
University of Florida Campus Routes, 2008-2018

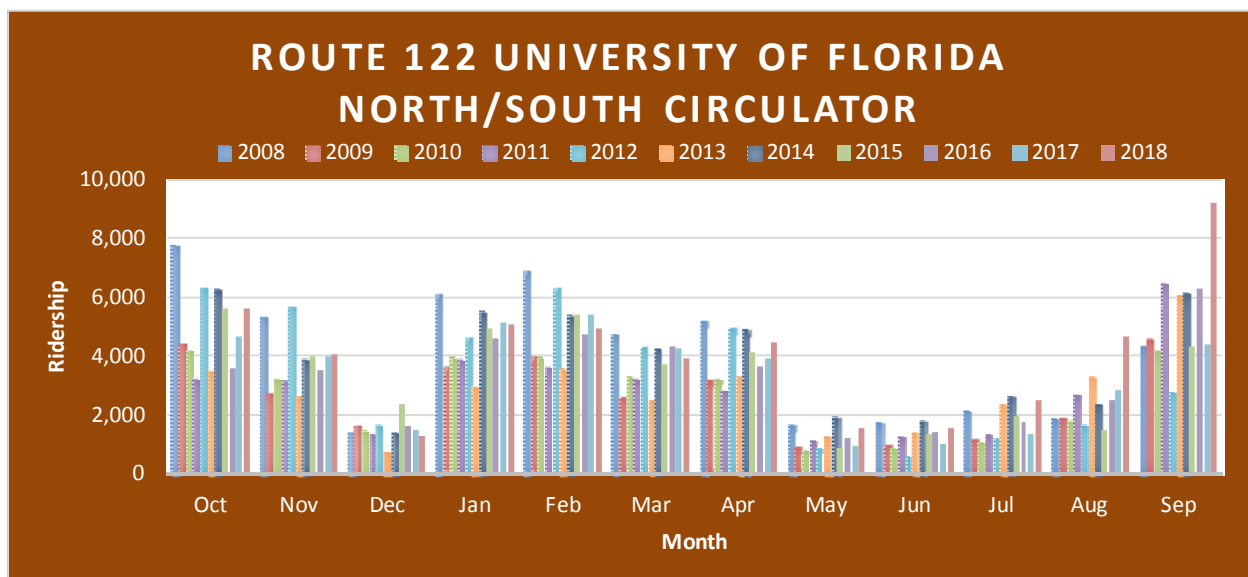
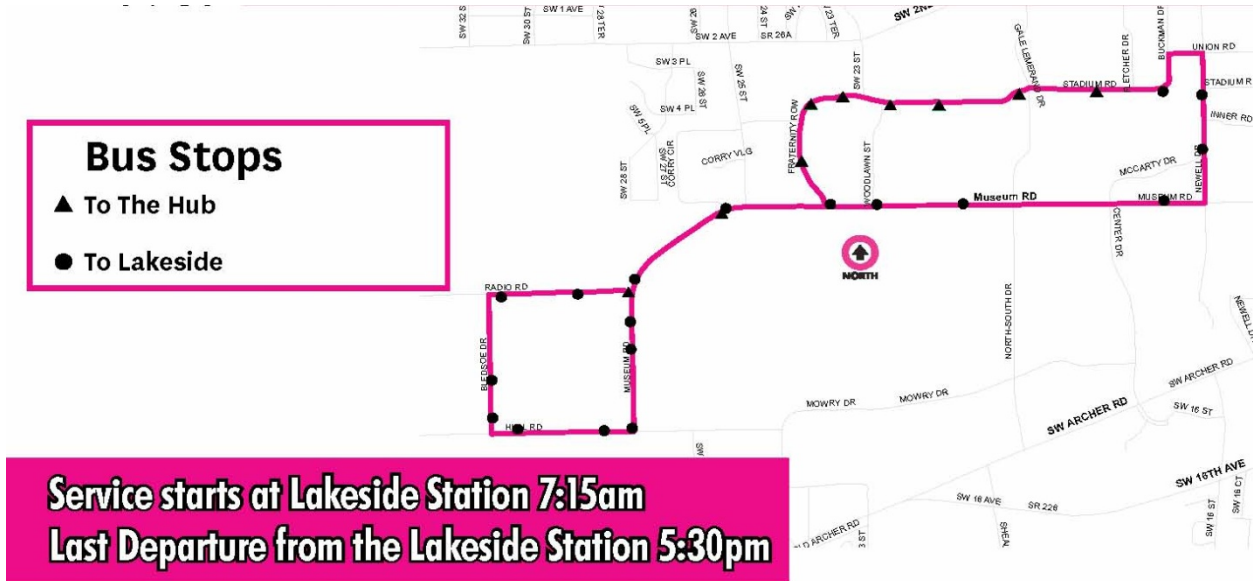


Illustration 3.13

Campus Route 125 Map 2018



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

Illustration 3.14

Monthly Trend for Route 125  
University of Florida Campus Routes, 2008-2018

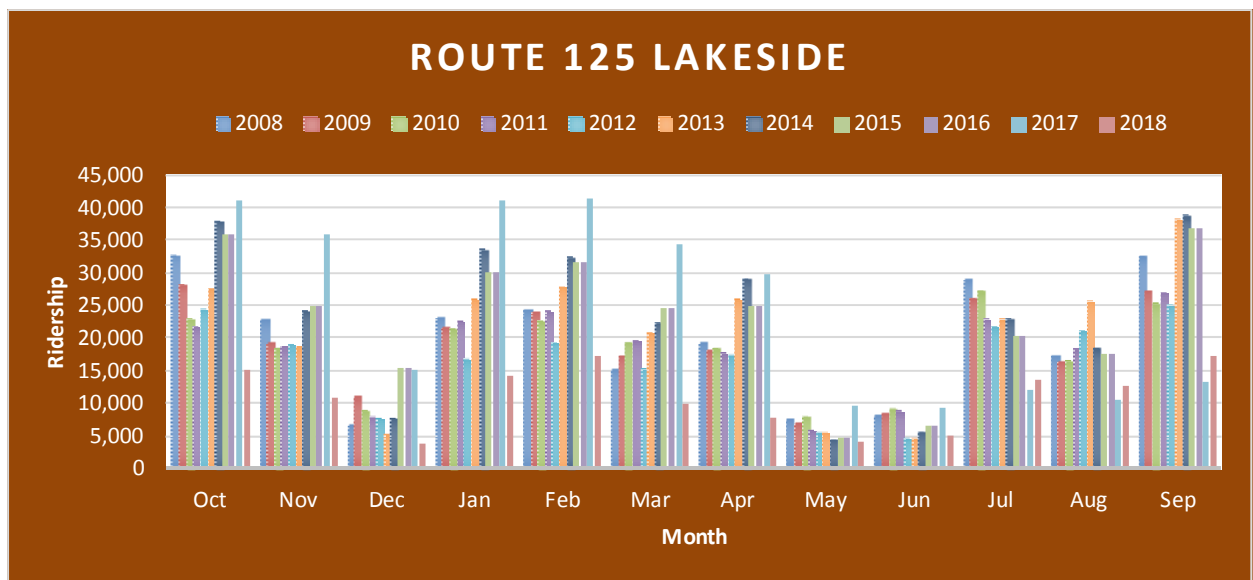
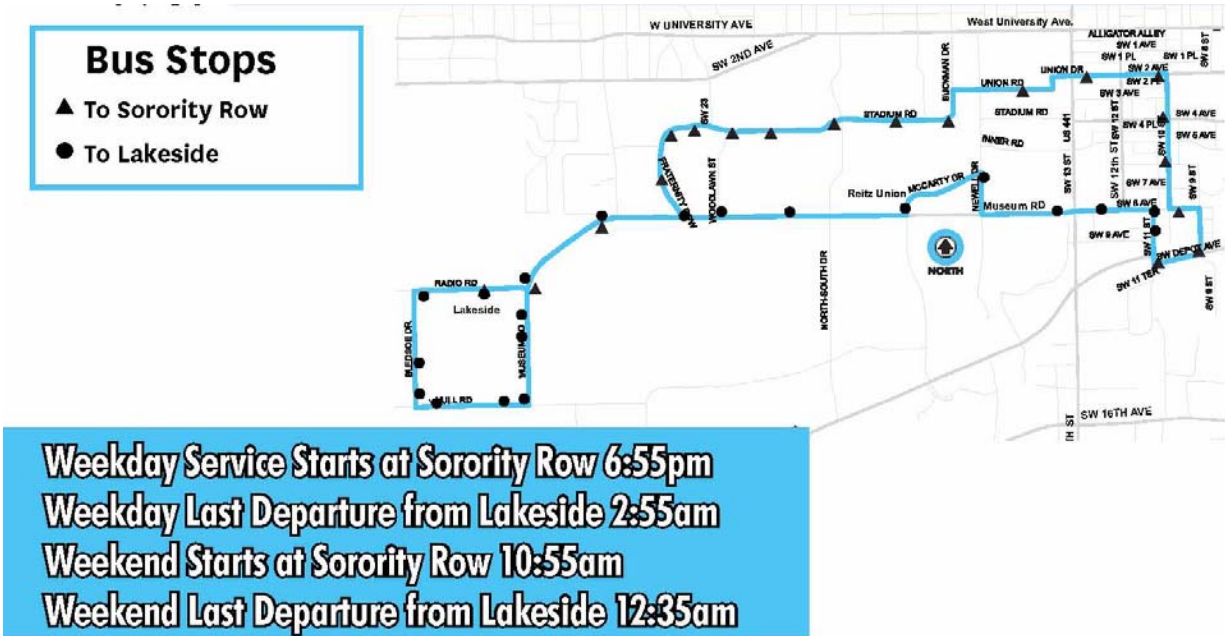


Illustration 3.15

Campus Route 126 Map 2018



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

Illustration 3.16

Monthly Trend for Route 126  
University of Florida Campus Routes, 2008-2018

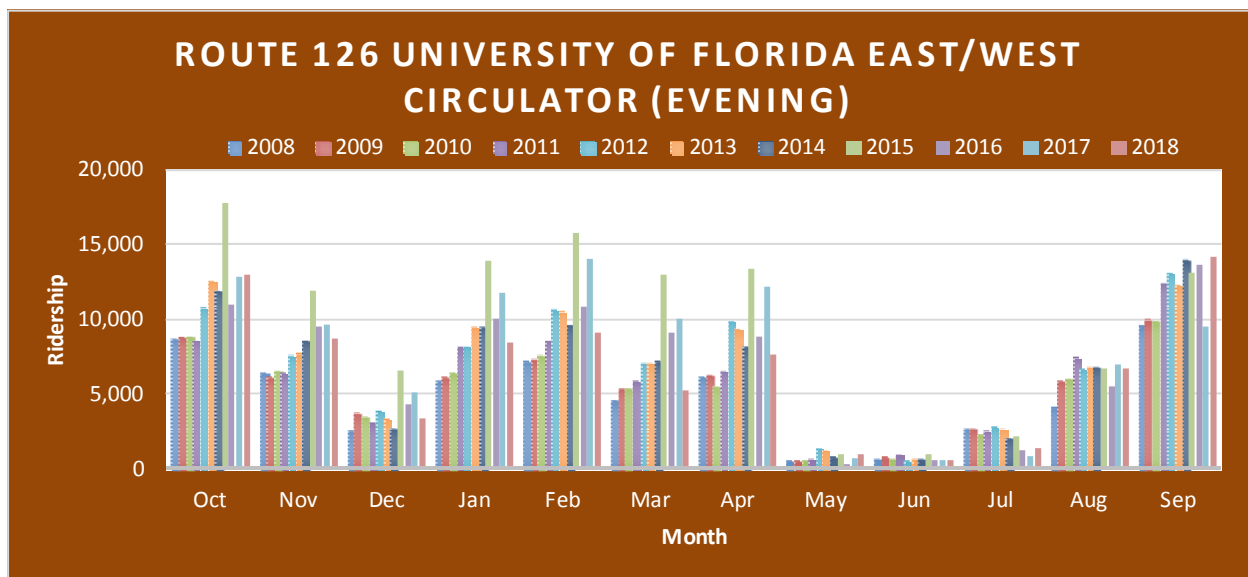


Illustration 3.17

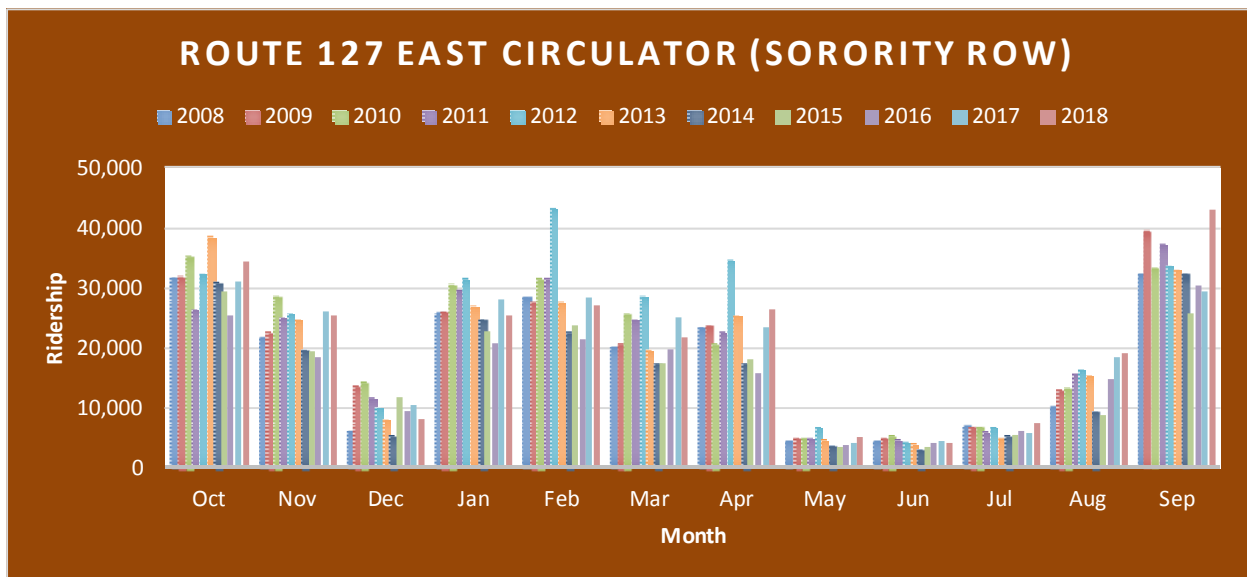
Campus Route 127 Map 2018



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

Illustration 3.18

Monthly Trend for Route 127  
University of Florida Campus Routes, 2008-2018





### Illustration 3.19

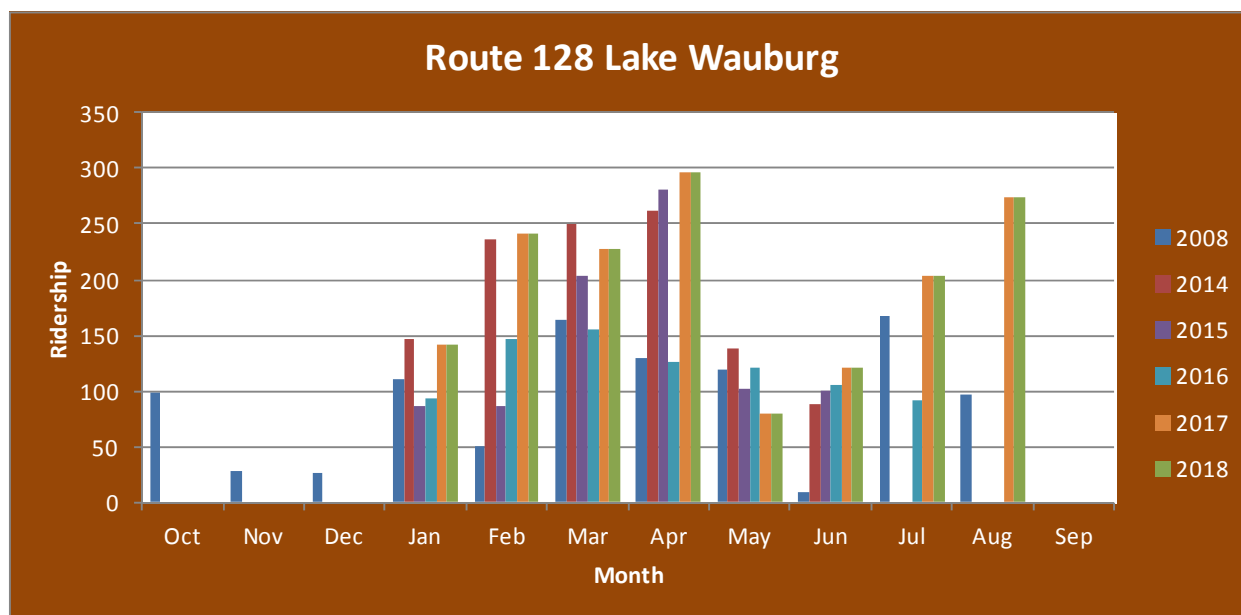
#### Campus Route 128 Map 2018



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

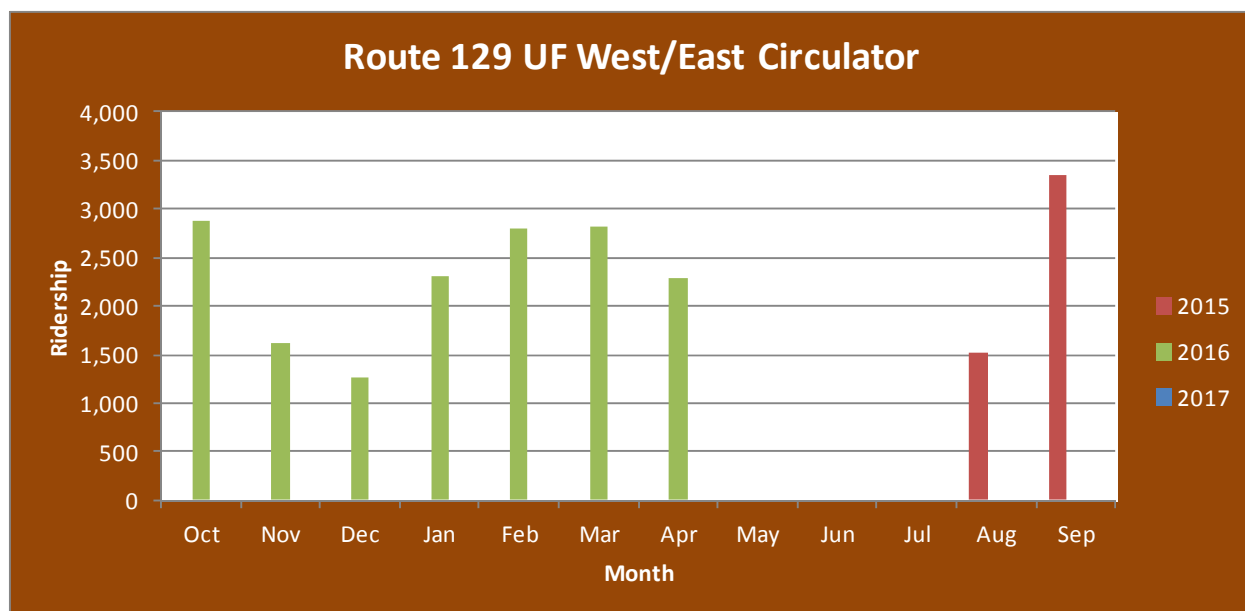
### Illustration 3.20

#### Monthly Trend for Route 128 University of Florida Campus Routes, 2008-2018



### Illustration 3.21

#### Monthly Trend for Route 129 University of Florida Campus Routes, 2008-2018



Route 129 has been suspended.

Table 3.1

#### Total Ridership - Campus Routes Fiscal Year 2017-18

Route Number	Route Name	Fiscal Year 2017-18 Total
117	Park-N-Ride 2 (SW 34th Street)	115,777
118	Park-N-Ride 1 (Harn Museum)	350,261
119	Family Housing	69,733
120	West Circulator (Fraternity Row)	225,001
121	Commuter Lot	65,530
122	University of Florida North/South Circulator	48,689
125	Lakeside	131,479
126	University of Florida East/West Circulator (Evening)	78,946
127	East Circulator (Sorority Row)	246,788
128	Lake Wauburg	1,586
129	West/East Circulator	0



### Illustration 3.22

#### Total Ridership - University of Florida Campus Routes Fiscal Year 2017-18

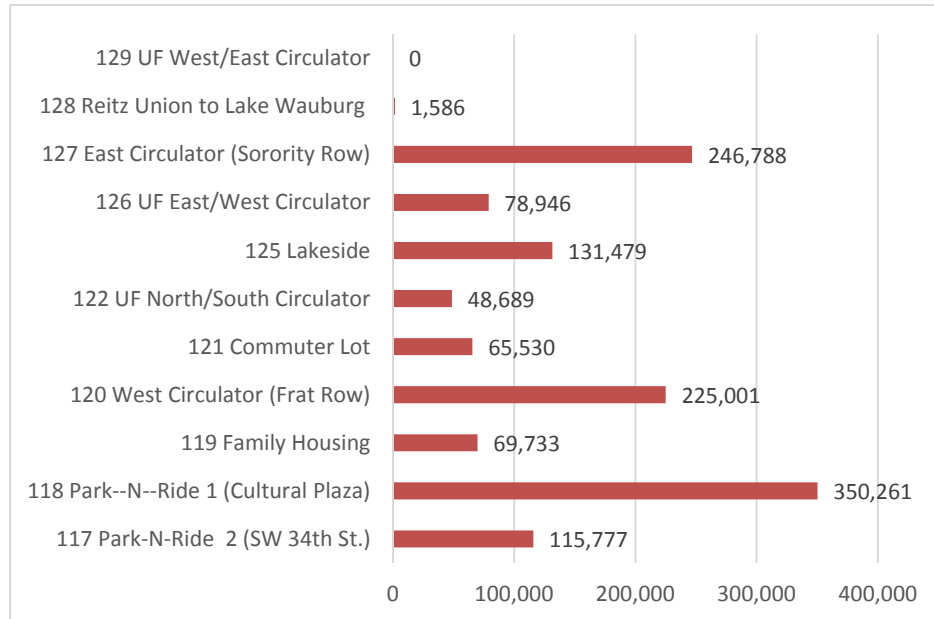


Illustration 3.22 provides a summary of the annual total ridership for University of Florida campus routes for Fiscal Year 2017-18. It indicates that Route 118 and Route 127 had the highest annual ridership among campus routes in Fiscal Year 2017-18.

THIS PAGE LEFT BLANK INTENTIONALLY

# Appendix A

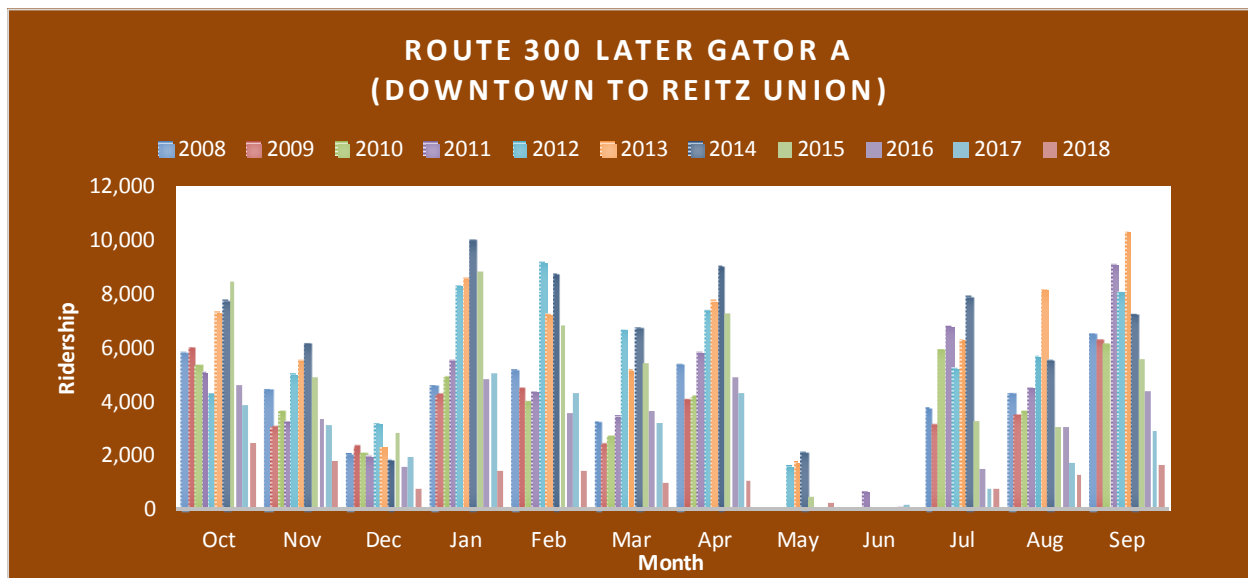
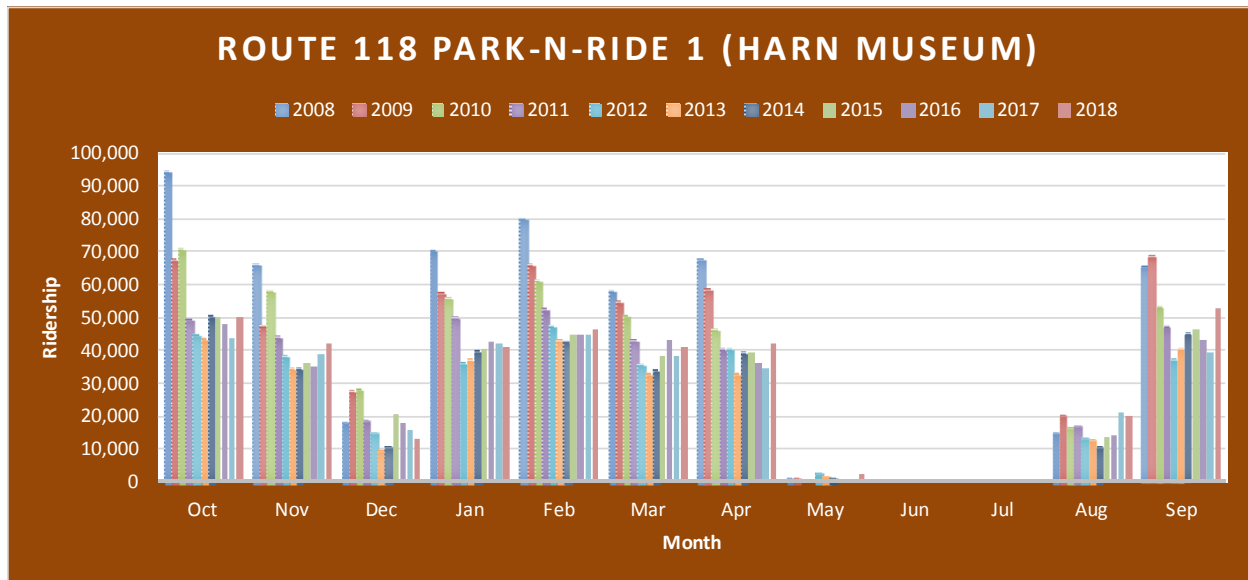
## Monthly Ridership Trends

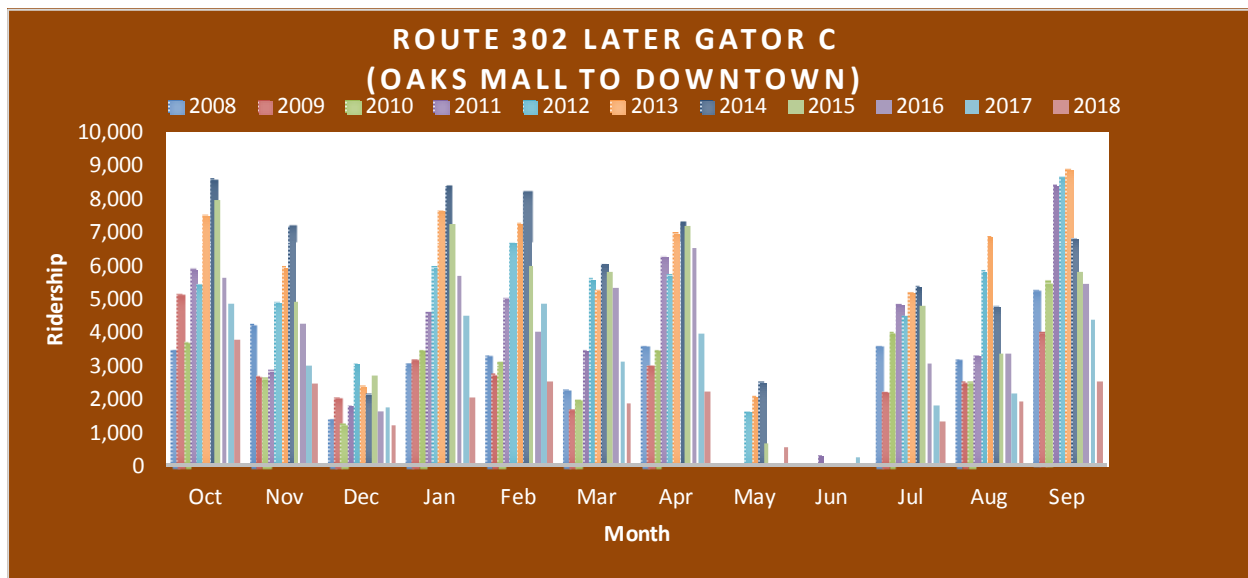
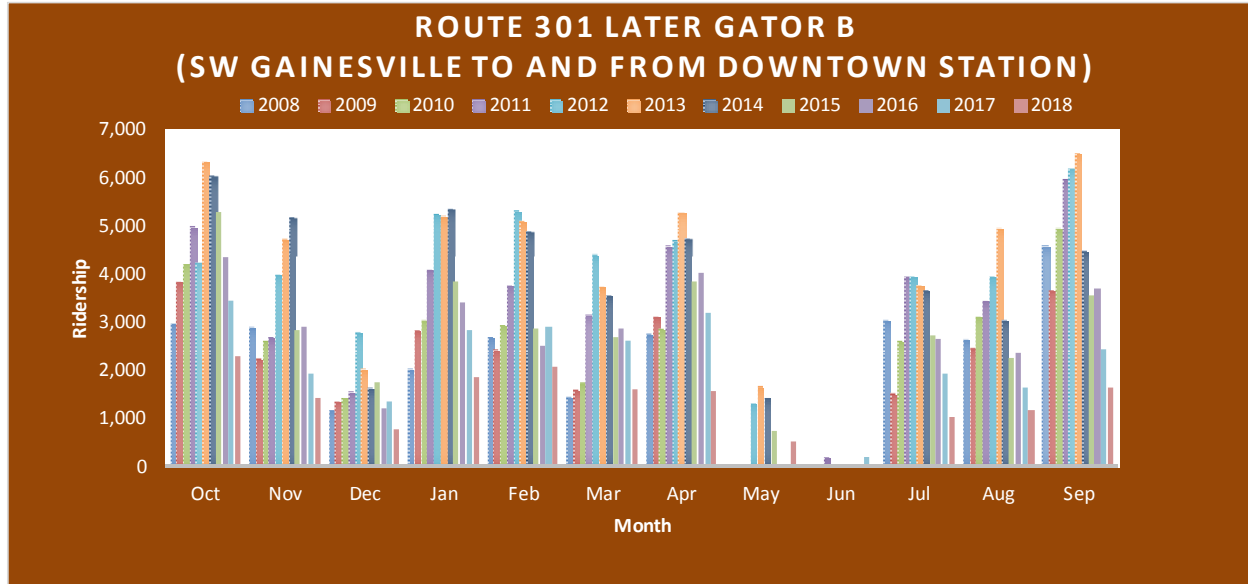
### Seasonal Routes, 2008-2018

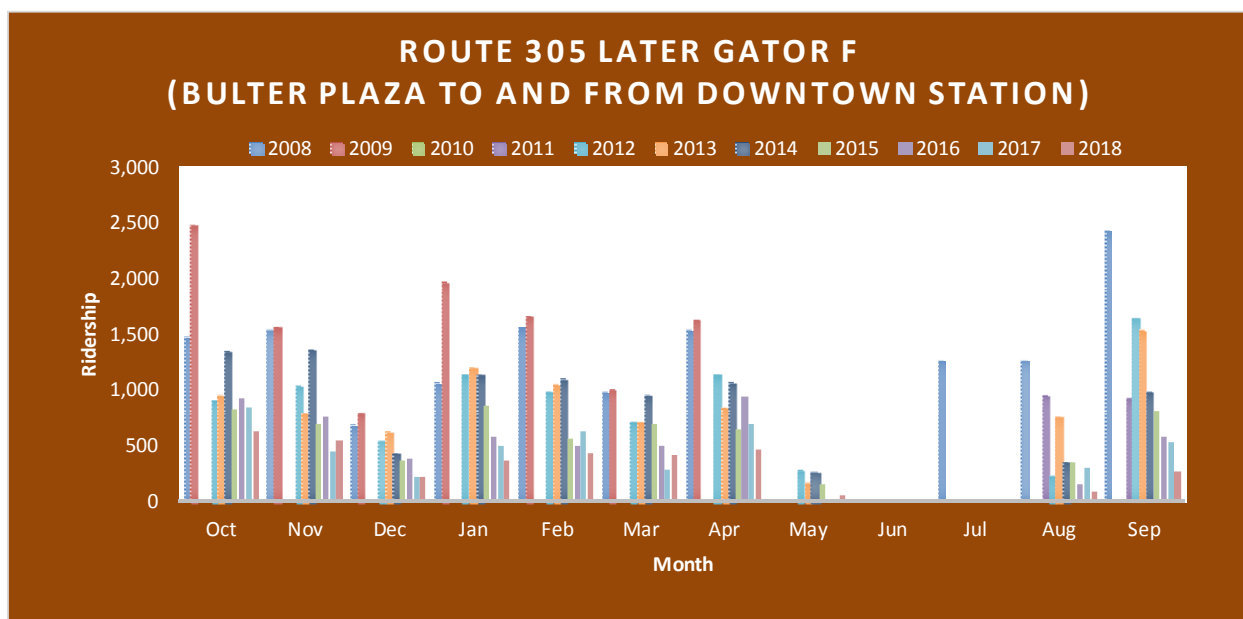
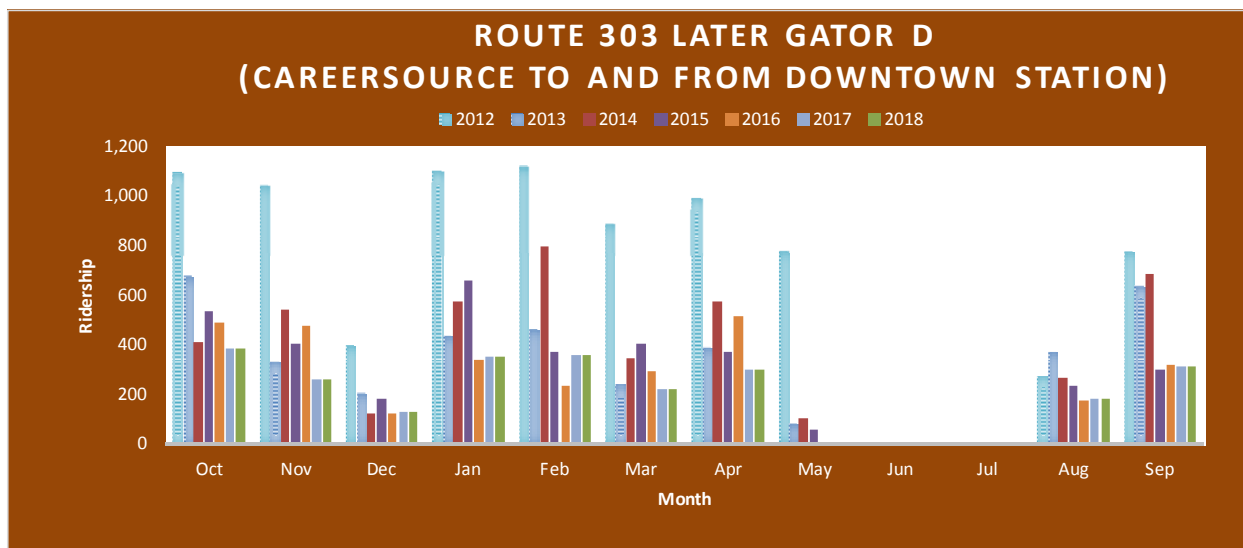
THIS PAGE LEFT BLANK INTENTIONALLY

## Appendix A: Monthly Ridership Trends Seasonal Routes, 2008-2018

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







t:\suwan\transit ridership report\transit ridership report 2018\transit\_ridership\_monitoring\_report\_2018a.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

\* 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](http://www.ncfrpc.org/mtpo)