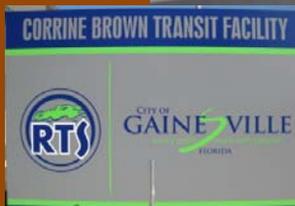


Annual Transit Ridership Monitoring Report

Fiscal Year 2014-15

May 2, 2016



Metropolitan Transportation Planning Organization
for the Gainesville Urbanized Area

Annual Transit Ridership Monitoring Report

Fiscal Year 2014-15

Metropolitan Transportation Planning Organization
for the Gainesville Urbanized Area

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May 2, 2016

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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 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

System-wide, 1991-2015

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Chapter I: Annual Ridership Trends System-wide, 1991-2015

This chapter provides an overview of the system-wide transit ridership trends from 1991 to 2015 (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 2015 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, 1991-2015

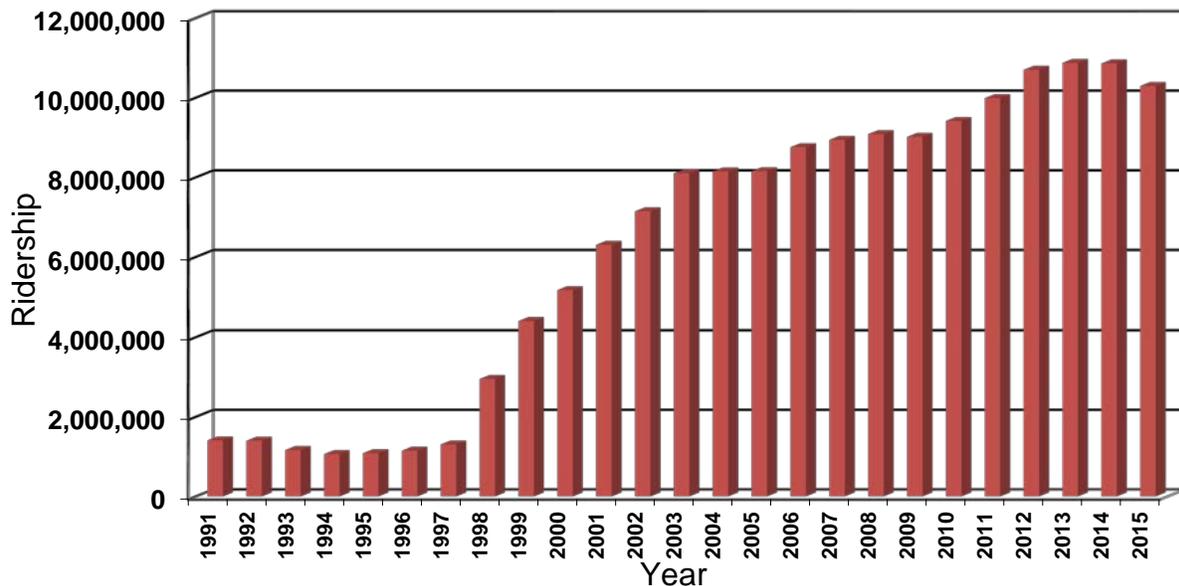
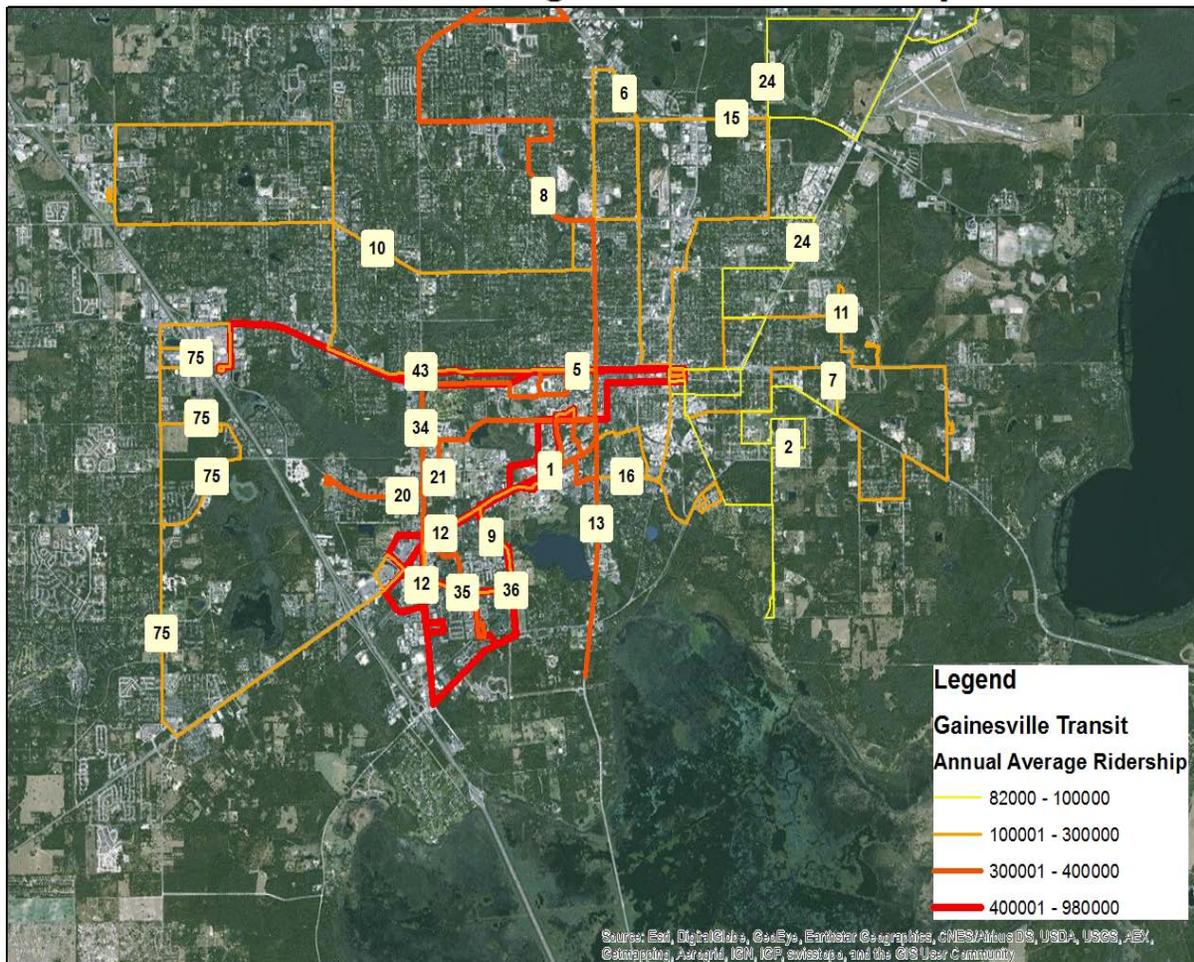


Illustration 1.2

Annual Average Ridership
System-wide, 2008-2015

Annual Average Transit Ridership



Chapter II

Monthly Ridership Trends

City Routes, 2008-2015

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Chapter II: Monthly Ridership Trends City Routes, 2008-2015

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 2014-15. Illustration 2.2 shows the distribution of annual ridership for all the city routes for Fiscal Year 2014-2015. 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 2014-15**

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 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, 21, 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 2014-15**

Route Number	Route Name	FY 2015 Total
1	Rosa Parks Downtown Station to Butler Plaza Shopping Center	659,422
2	Rosa Parks Downtown Station to Northeast Walmart Supercenter	85,247
3	Rosa Parks Downtown Station to North Main Post Office	26,097
5	Rosa Parks Downtown Station to Oaks Mall	466,131
6	Rosa Parks Downtown Station to Plaza Verde Shopping Center	91,938
7	Rosa Parks Downtown Station to Eastwood Meadows Apartments	81,458
8	Shands Hospital to North Walmart Supercenter	312,035
9	University of Florida Reitz Union to Hunters Run Subdivision	622,136
10	Rosa Parks Downtown Station to Santa Fe College	130,394
11	Rosa Parks Downtown Station to Eastwood Meadows Apartments	159,728
12	Reitz Union to Butler Plaza Shopping Center	755,489
13	University of Florida Beaty Towers to Career Source	355,597
15	Rosa Parks Downtown Station to NW 13th Street at NW 23rd Avenue	290,626
16	University of Florida Beaty Towers to Sugar Hill Neighborhood	141,190
17	University of Florida Beaty Towers to Rosa Parks Downtown Station	153,583
19	University of Florida Reitz Union to SW 23rd Terrace at SW 35th Place	2,219
20	University of Florida Reitz Union to Oaks Mall	1,124,947
21	University of Florida Reitz Union to Cabana Beach Apartments	286,129
22	University of Florida Hub to Old Archer Rd	1,862
23	Oaks Mall to Santa Fe College	153,186
24	Rosa Parks Downtown Station to Gainesville Job Corps Center	28,731
25	University of Florida Commuter Lot to Gainesville Regional Airport	81,675
26	Rosa Parks Downtown Station to Gainesville Regional Airport	91,653
27	Rosa Parks Downtown Station to Northeast Walmart Supercenter	12,900
28	University of Florida Hub to Forest Park Apartments	134,442
29	University of Florida Beaty Towers to Kiwanis Park	6,662
34	University of Florida Hub to Lexington Crossing Apartments	273,582
35	University of Florida Reitz Union to Southwest 35th Place	658,601
36	University of Florida Reitz Union to Southwest 34th Street Post Office	71,834
36T	University of Florida Reitz Union to SW 23rd Terrace at SW 35th Place	9,280
37	University of Florida Reitz Union to Butler Plaza (via Southwest 35th Place)	17,610
38	University of Florida Hub to Gainesville Place	527,807
38T	University of Florida Hub to Old Archer Rd	8,869
39	Santa Fe College to Gainesville Regional Airport	17,522
40	University of Florida Hub to Hunters Crossing Apartments	6,353
41	University of Florida Beaty Towers to North Walmart Supercenter	40,627
43	University of Florida Shands Hospital to Santa Fe College	215,228
46	University of Florida Reitz Union to Rosa Parks Downtown Station	124,026
62	Oaks Mall to Lexington Crossing Apartments	15,537
75	Oaks Mall to Butler Plaza Shopping Center	265,624

Table 2.2 Continued

Total Ridership - City Routes
Fiscal Year 2014-15

Route Number	Route Name	FY 2015 Total
76	Santa Fe College to Haile Square Market	34,335
77	Santa Fe College to Cabana Beach Apartments	16,828
300	Later Gator A (Fraternity Row to and from Rosa Parks Downtown Station)	56,933
301	Later Gator B (Southwest Gainesville to and from Rosa Parks Downtown Station)	32,290
302	Later Gator C (Oaks Mall to and from Rosa Parks Downtown Station)	56,444
303	Later Gator D (CareerSource to and from Rosa Parks Downtown Station)	3,510
305	Later Gator F (Butler Plaza to and from Rosa Parks Downtown Station)	5,955
302	Santa Fe College to Haile Square Market	34,335

Illustration 2.1

Total Ridership - City Routes Fiscal Year 2014-15

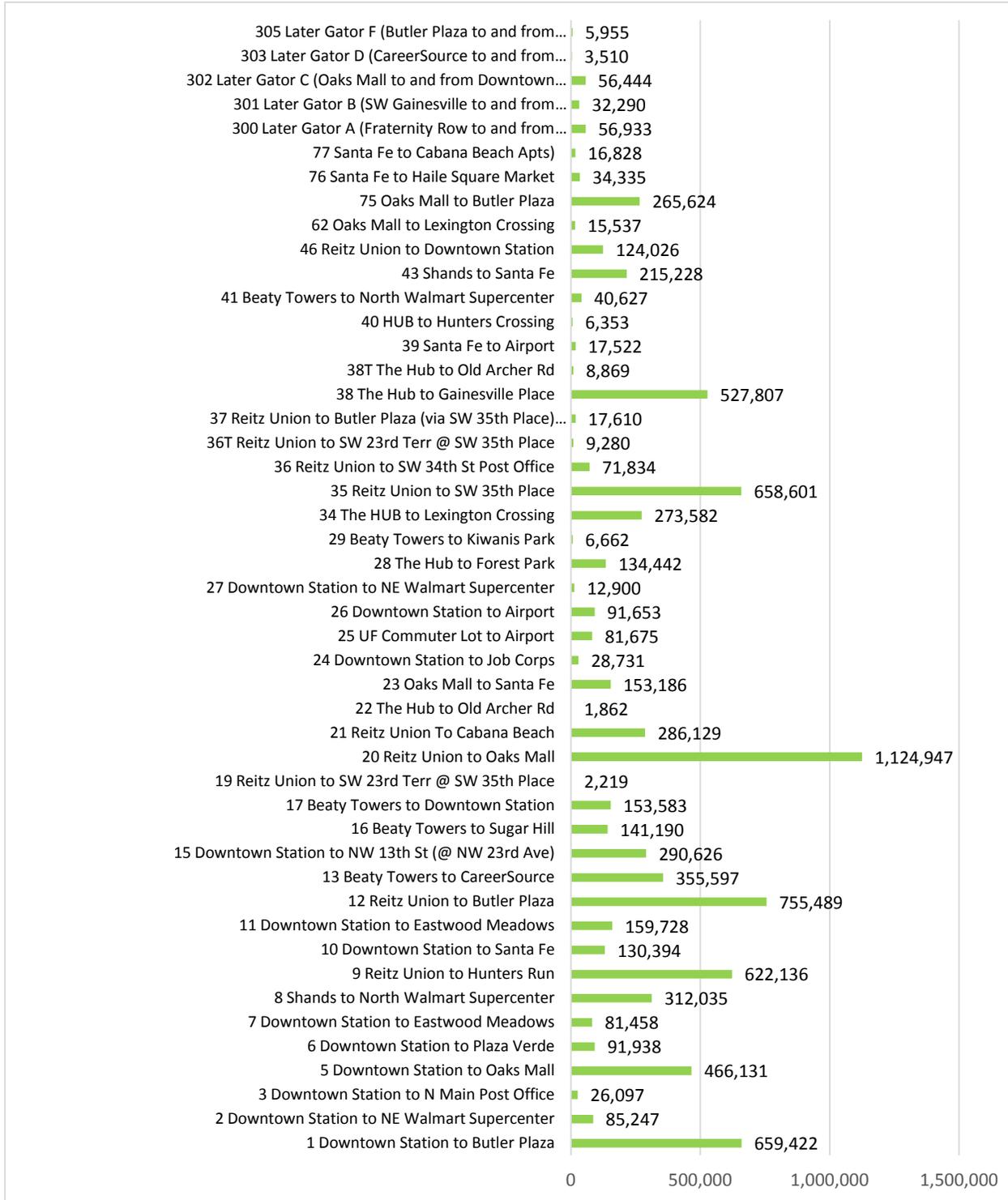


Illustration 2.2

Ridership Distribution - City Routes
 Fiscal Year 2014-15

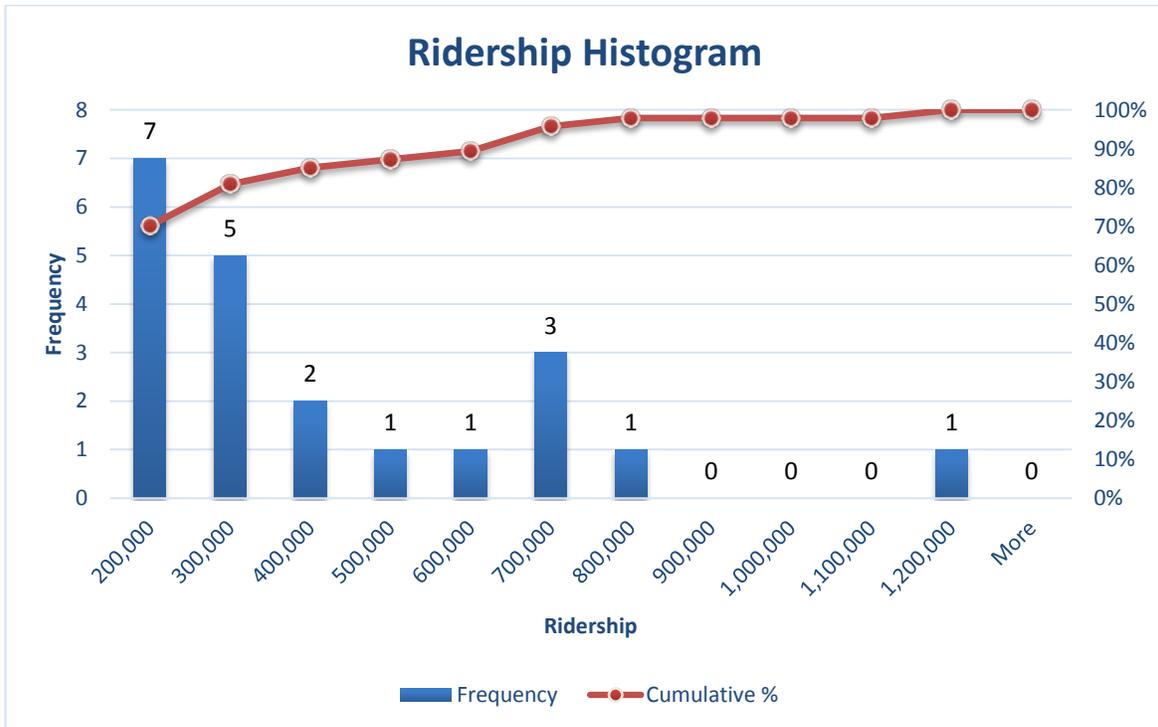
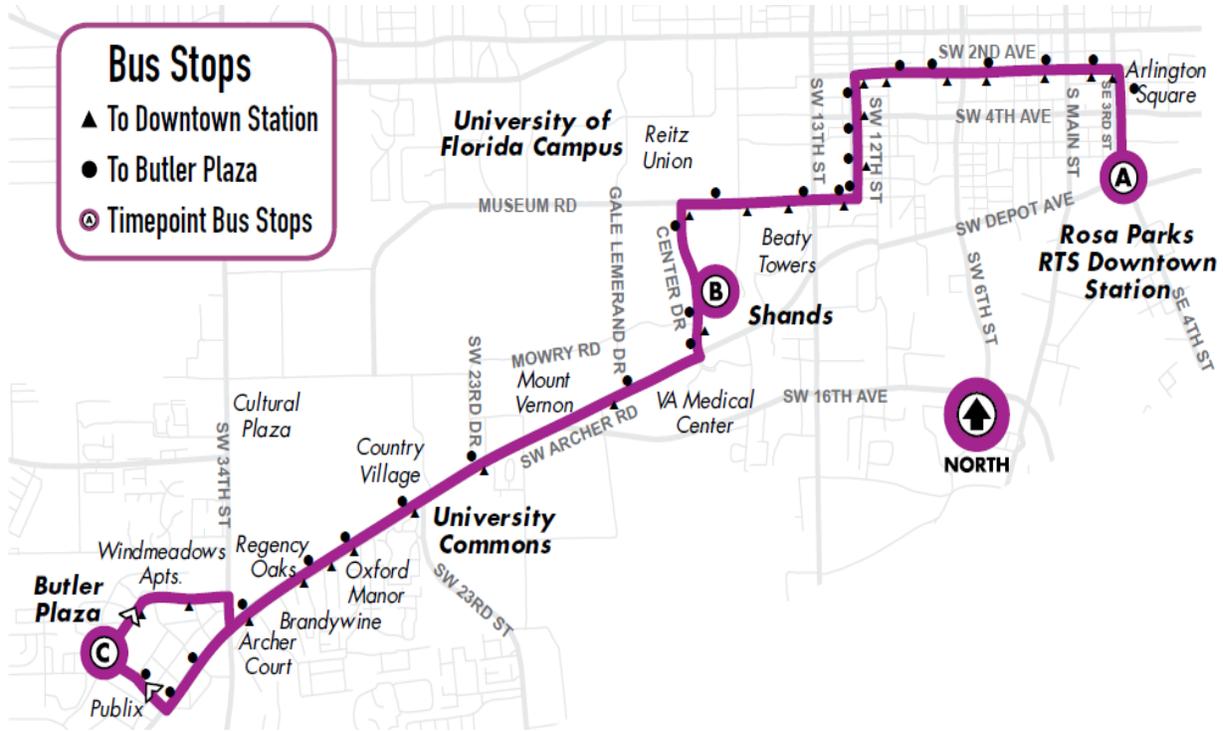


Illustration 2.3

Route 1 Map - Rosa Parks Downtown Station to Butler Plaza



Source: <http://go-rtis.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, 2008-2015

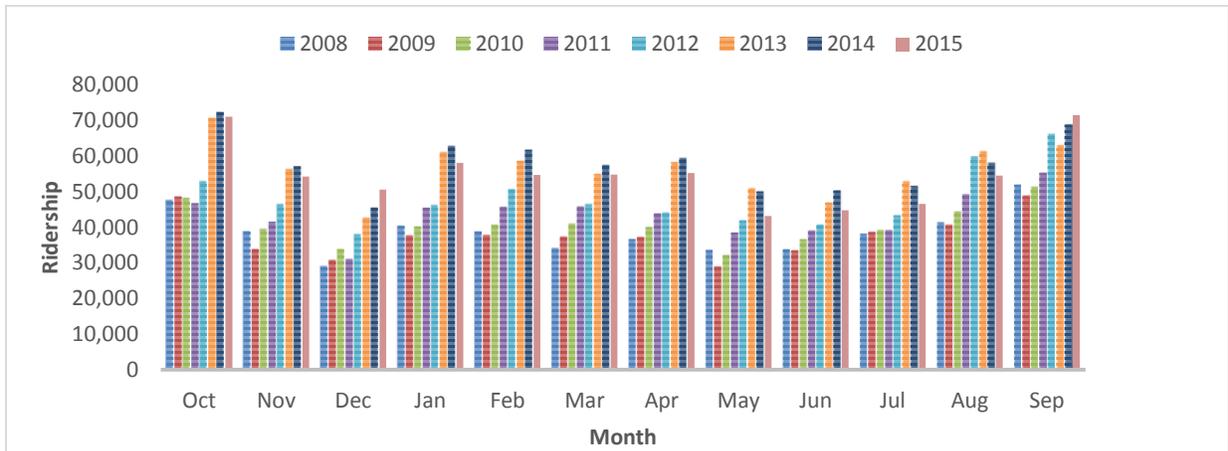


Illustration 2.5

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, 2008-2015

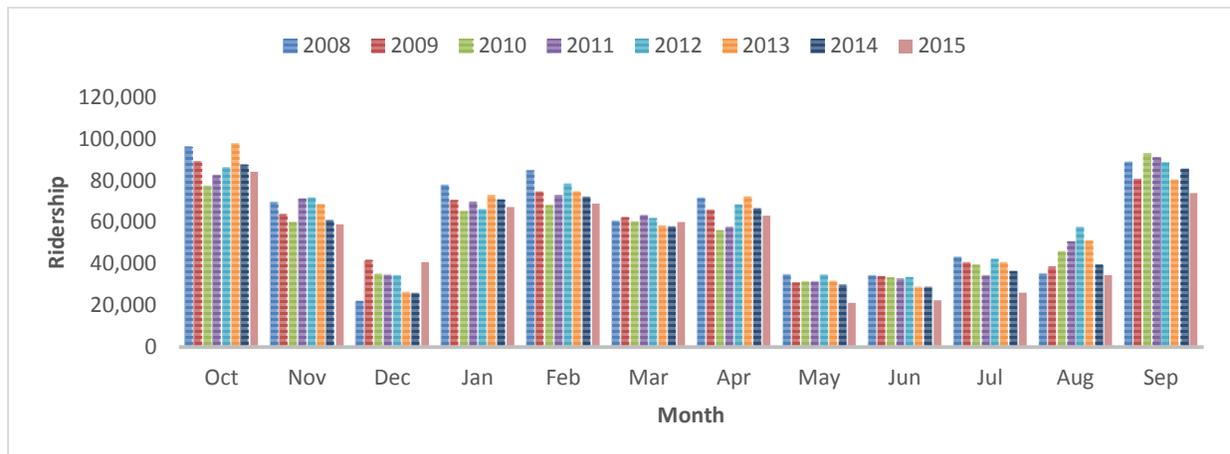


Illustration 2.7

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, 2008-2015

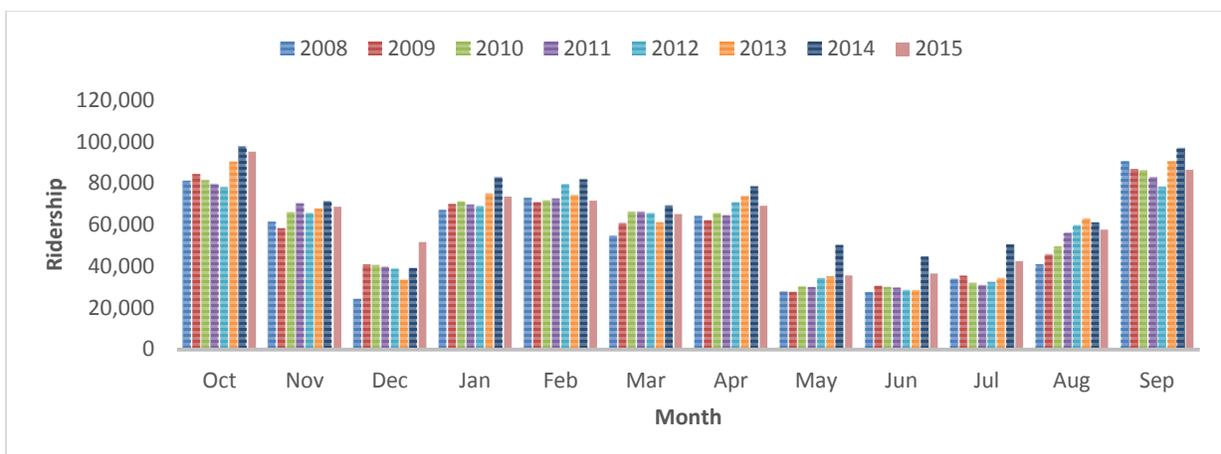
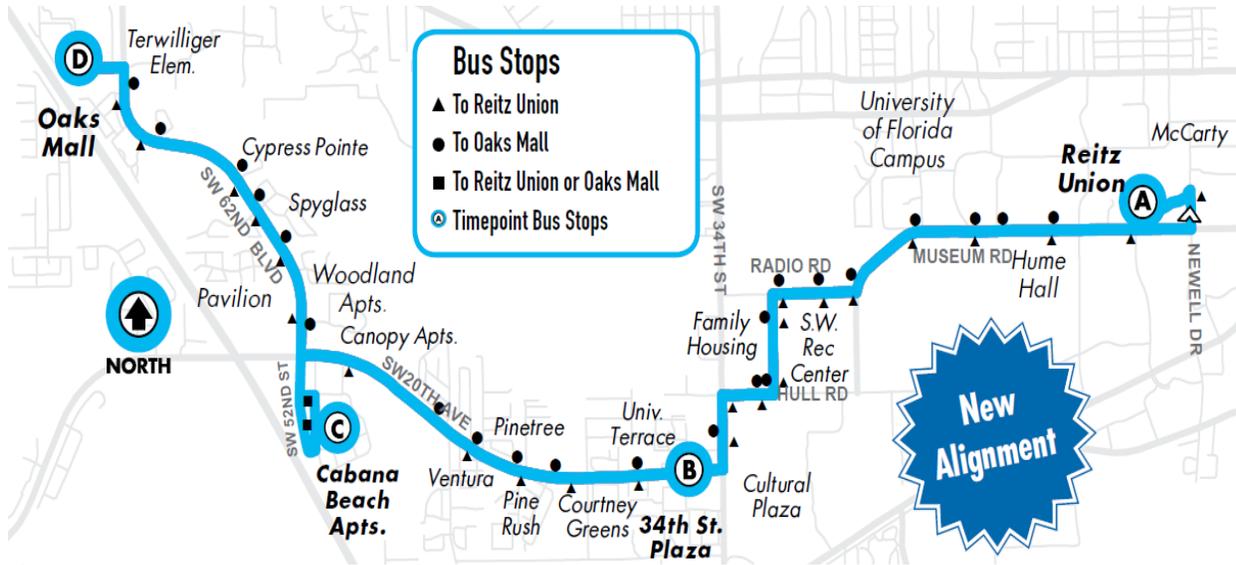


Illustration 2.9

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, 2008-2015

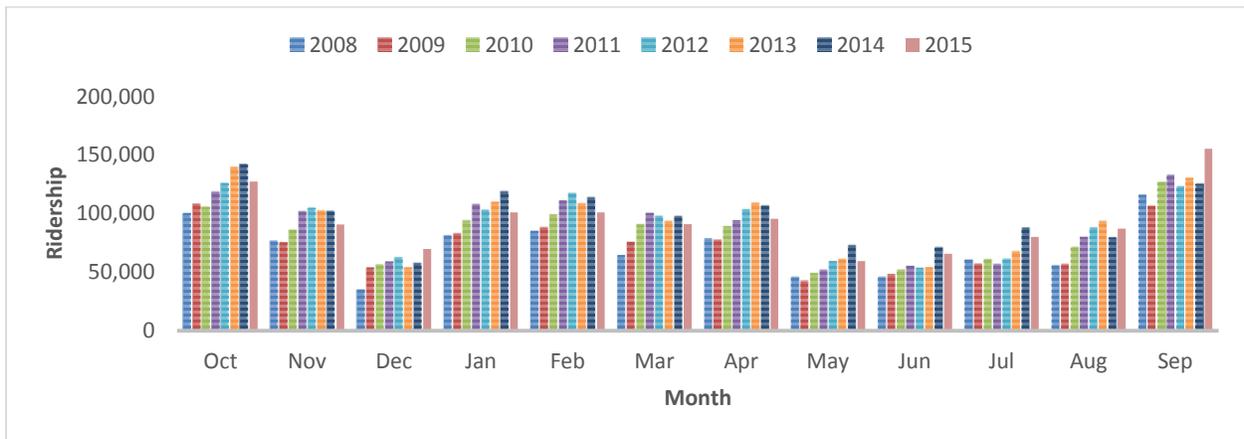
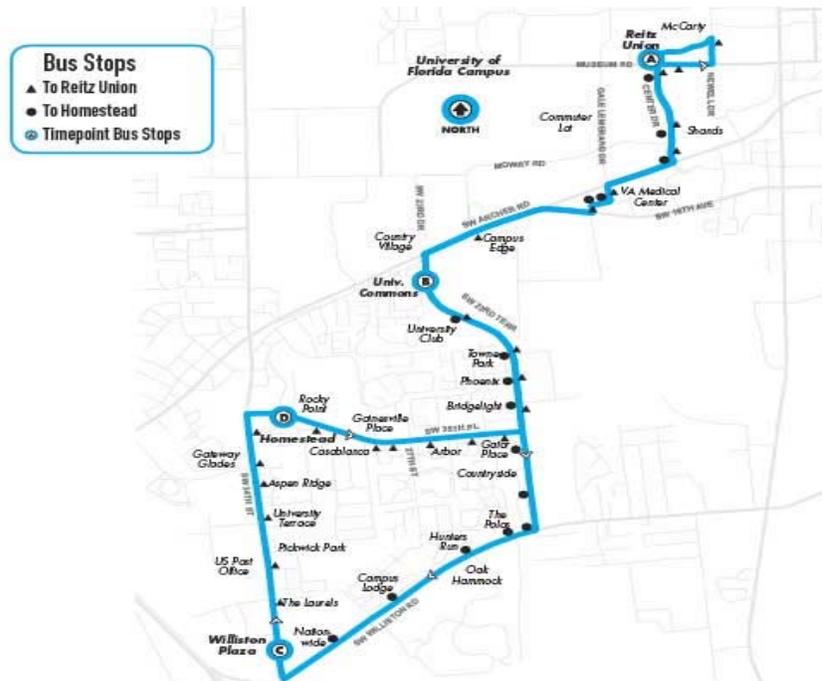


Illustration 2.11

Route 35 - Map Reitz Union to SW 35th Place

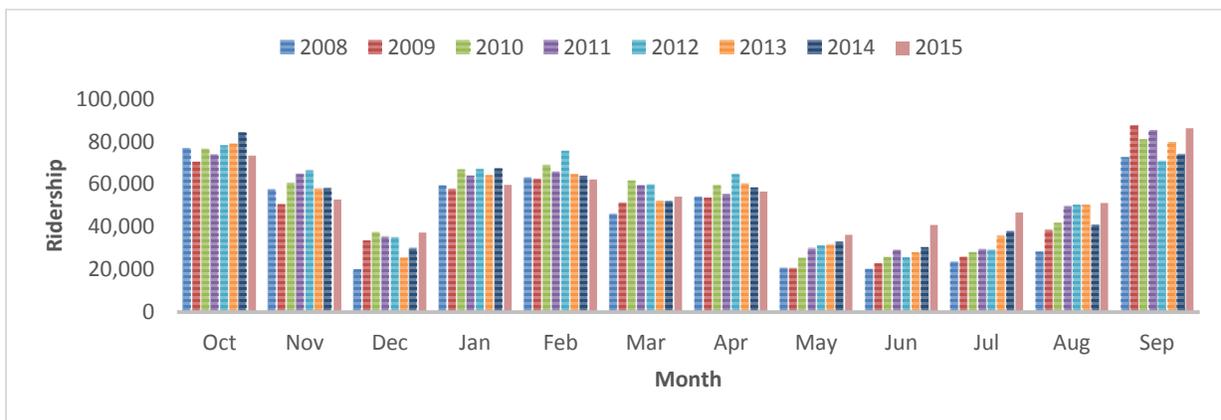


Source: <http://go-rt.com/schedule.php>

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, 2008-2015



Chapter III

Monthly Ridership Trends

Campus Routes, 2008-2015

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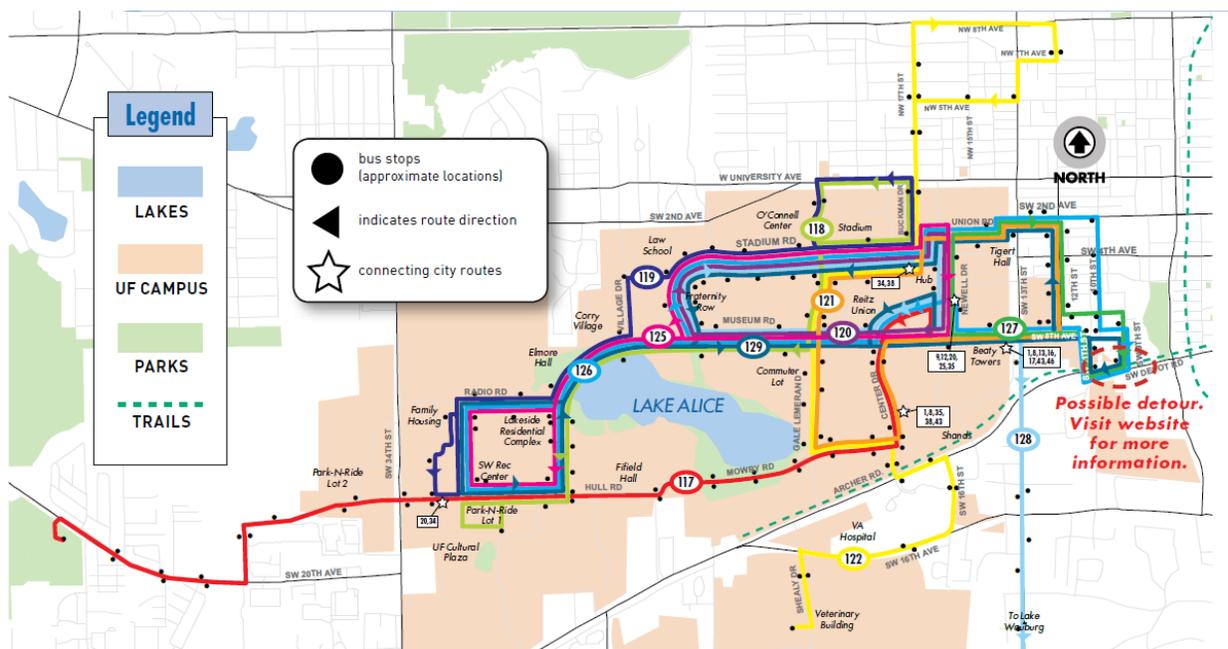
Chapter III: Monthly Ridership Trends Campus Routes, 2008-2015

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 monthly ridership trend from 2008 to 2015. Generally, the monthly ridership for Route 125 increased; Routes 117, 118, 119, 120, 126 and 127 remained almost unchanged; Routes 121 decreased; Route 122 had both increases and decreases in different months. Route 128 was established again and had increased ridership. Route 129 was initiated in August 2015, expanding transit coverage on the University of Florida campus.

Illustration 3.1

Campus Routes Map 2015



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

Illustration 3.2

**Monthly Trend for Route 117
University of Florida Campus Routes, 2008-2015**

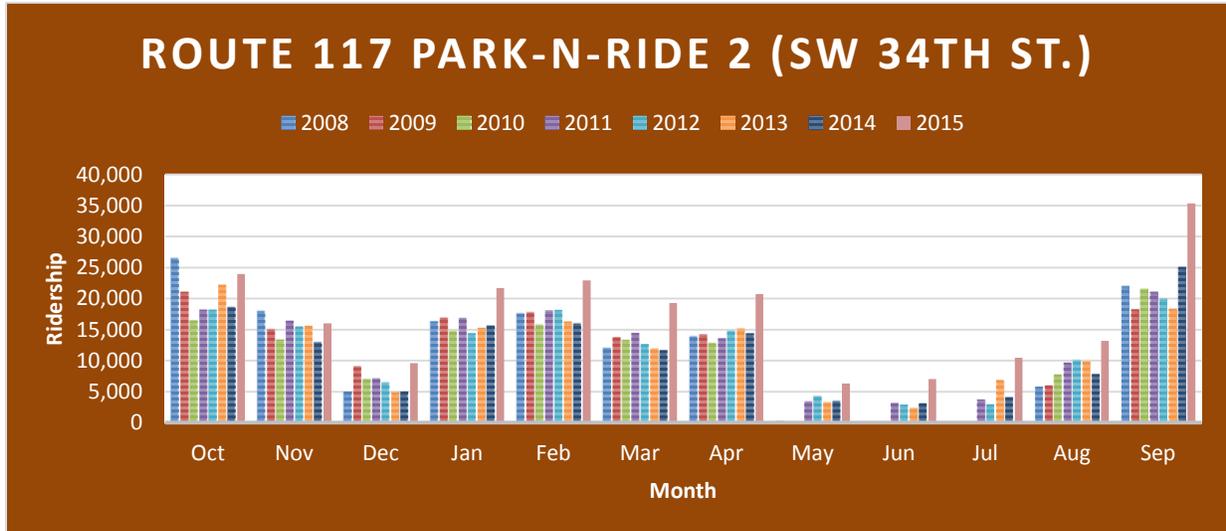


Illustration 3.3

**Monthly Trend for Route 118
University of Florida Campus Routes, 2008-2015**

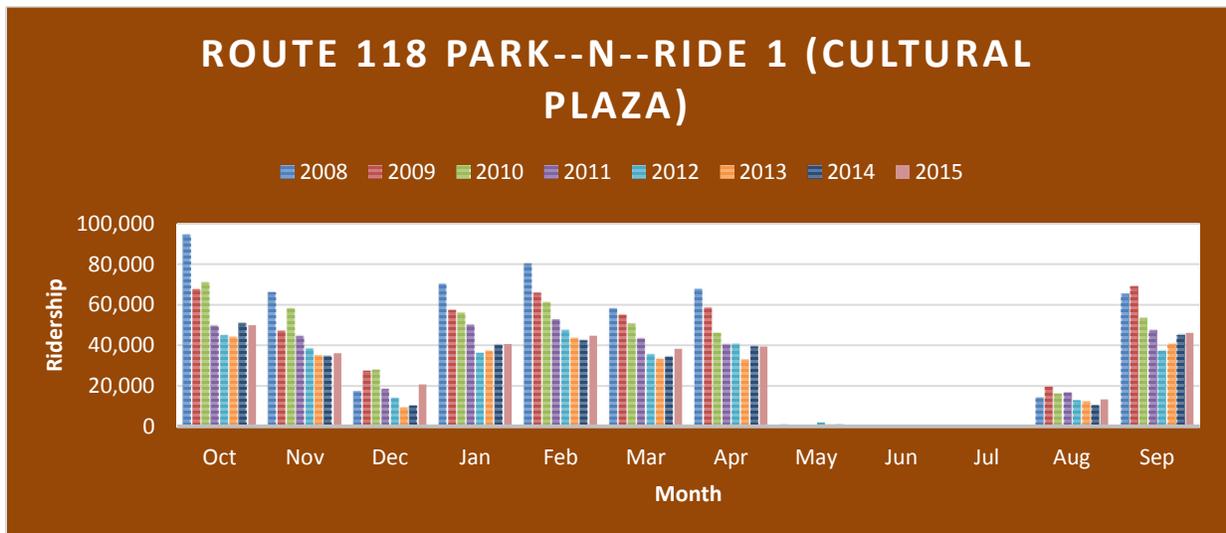


Illustration 3.4

**Monthly Trend for Route 119
University of Florida Campus Routes, 2008-2015**

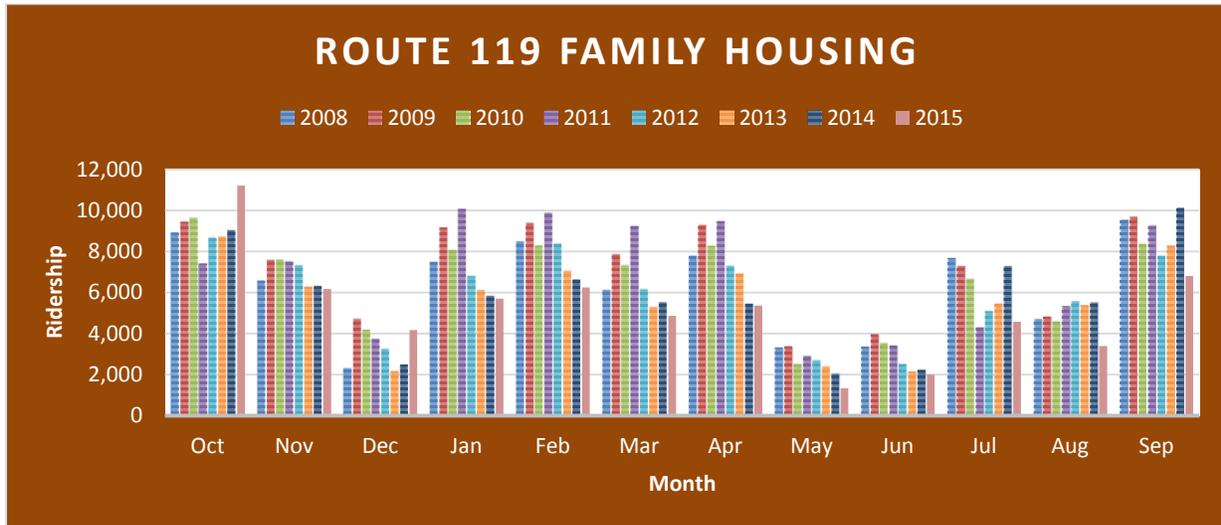


Illustration 3.5

**Monthly Trend for Route 120
University of Florida Campus Routes, 2008-2015**

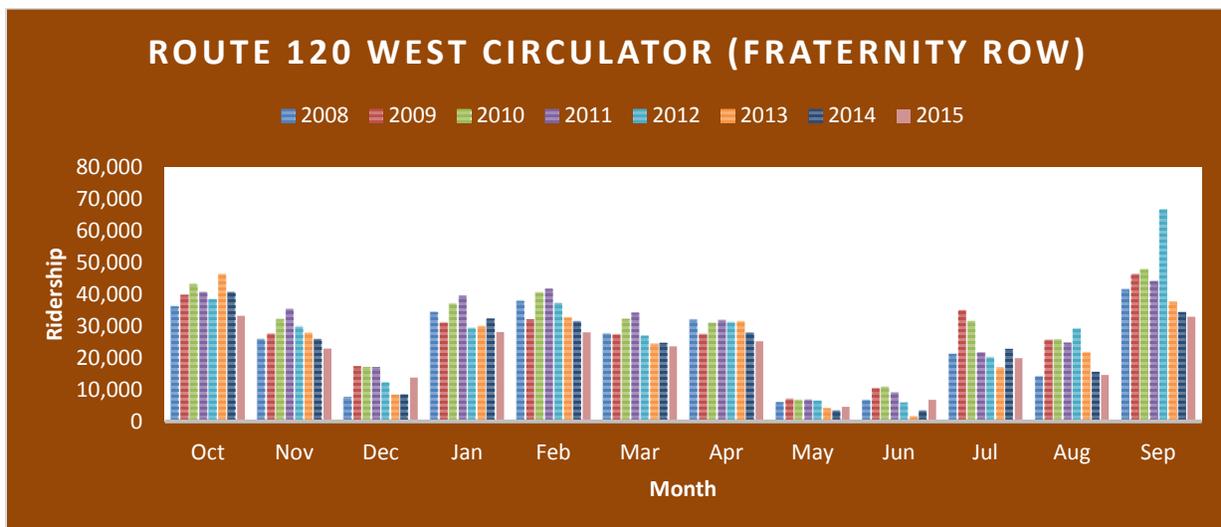


Illustration 3.6

Monthly Trend for Route 121
University of Florida Campus Routes, 2008-2015

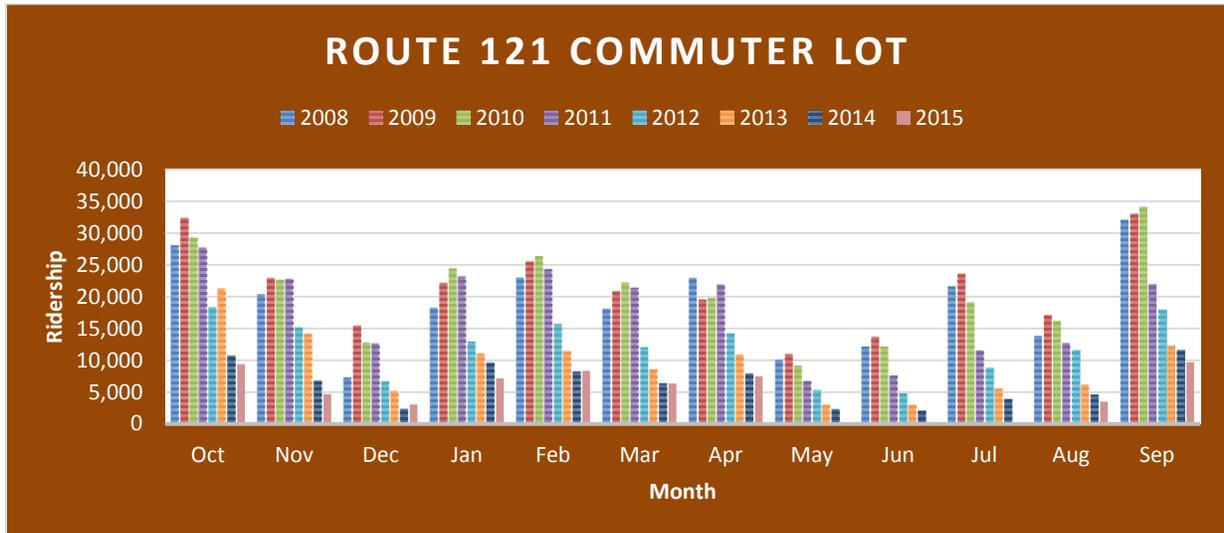


Illustration 3.7

Monthly Trend for Route 122
University of Florida Campus Routes, 2008-2015

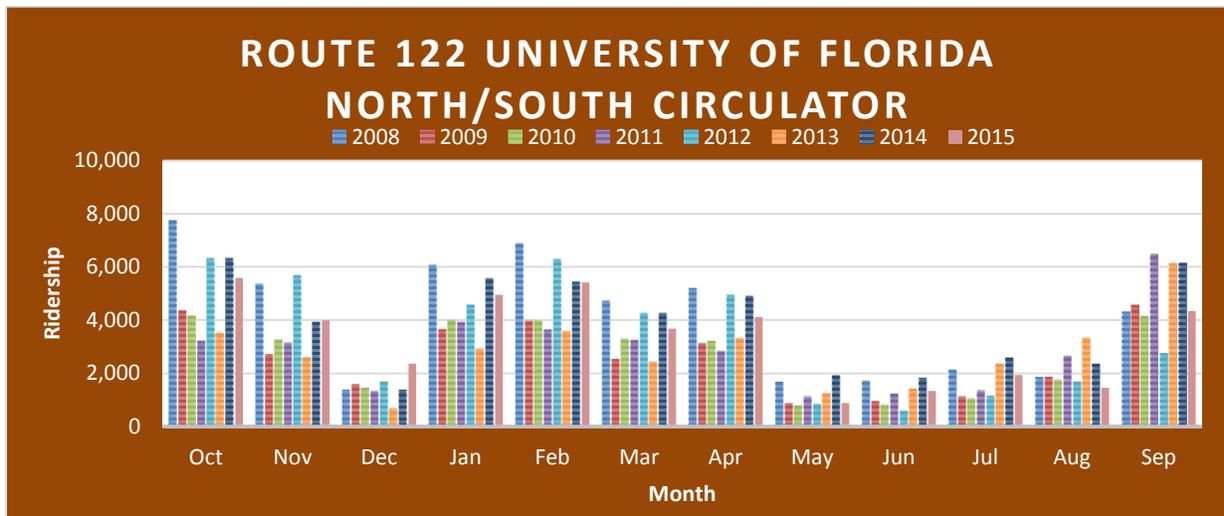


Illustration 3.8

**Monthly Trend for Route 125
University of Florida Campus Routes, 2008-2015**

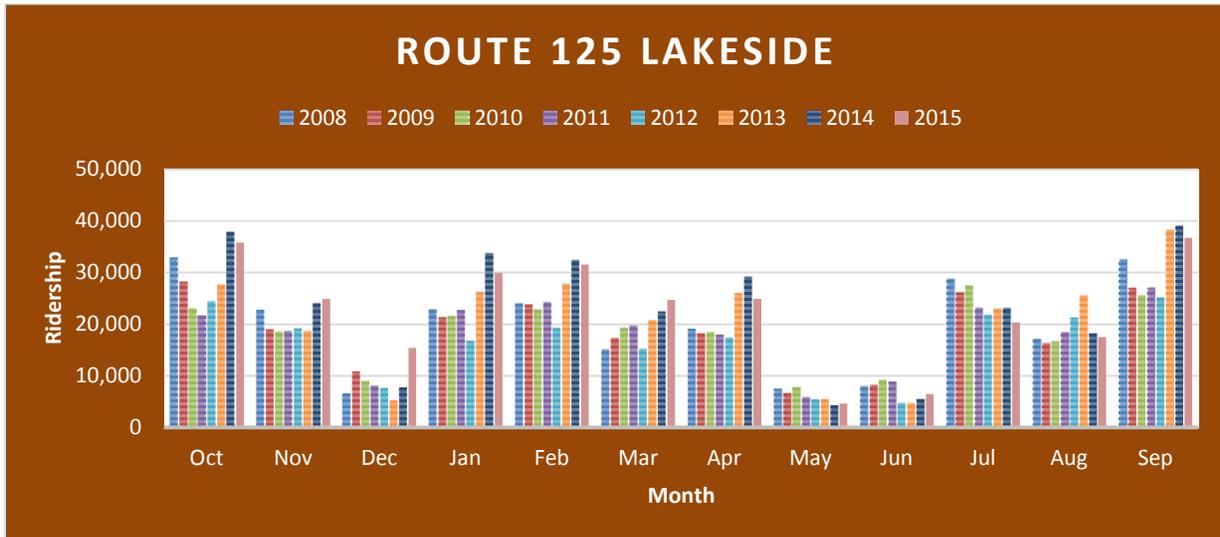


Illustration 3.9

**Monthly Trend for Route 126
University of Florida Campus Routes, 2008-2015**

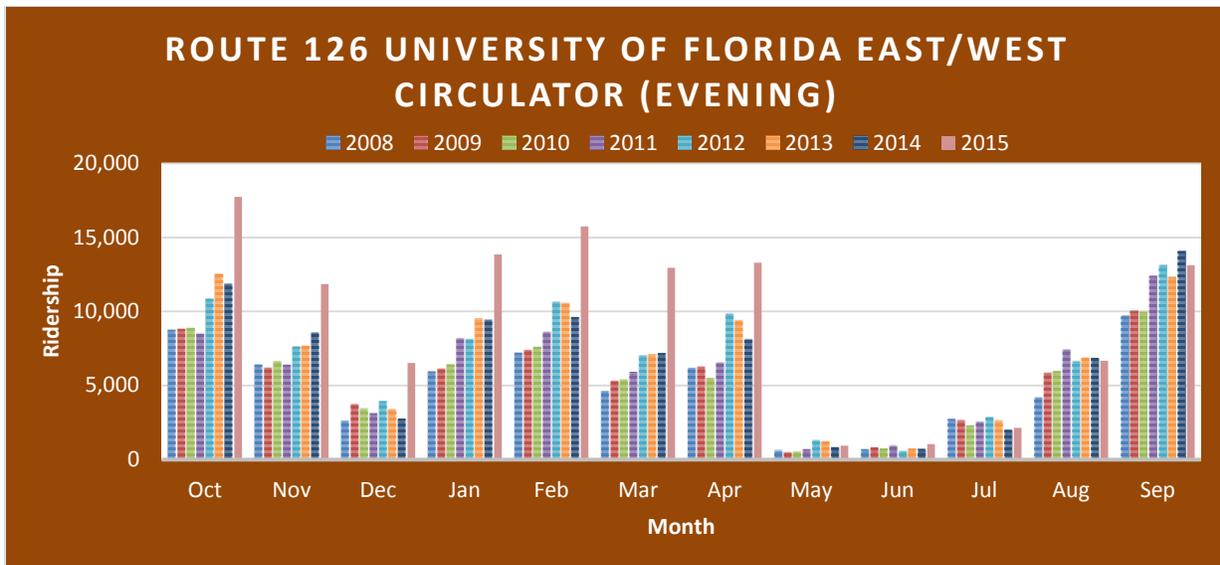


Illustration 3.10

Monthly Trend for Route 127
University of Florida Campus Routes, 2008-2015

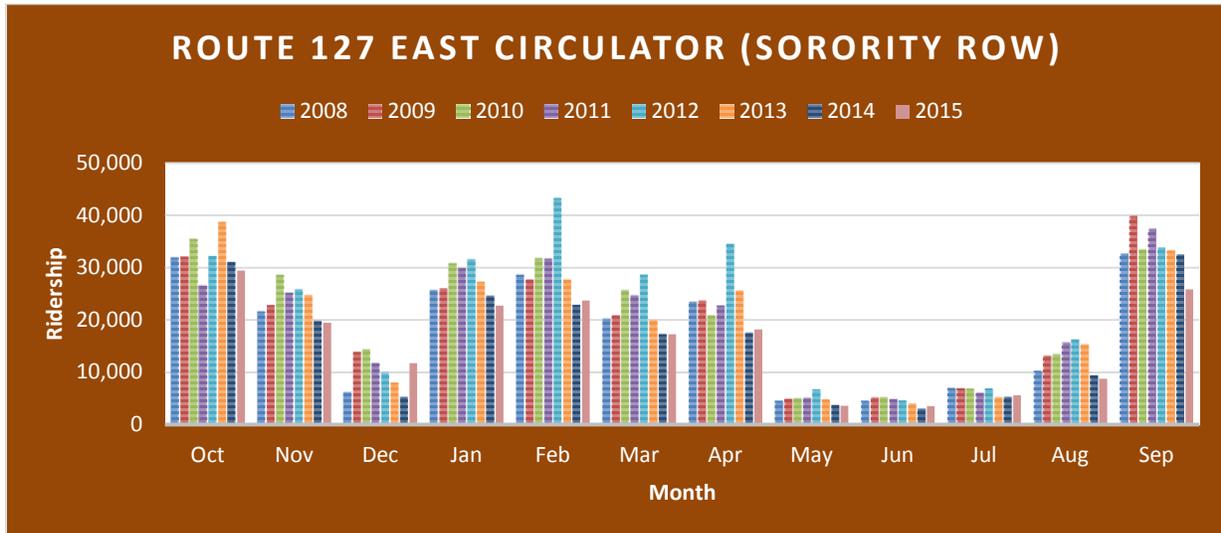


Illustration 3.11

Monthly Trend for Route 128
University of Florida Campus Routes, 2008-2015

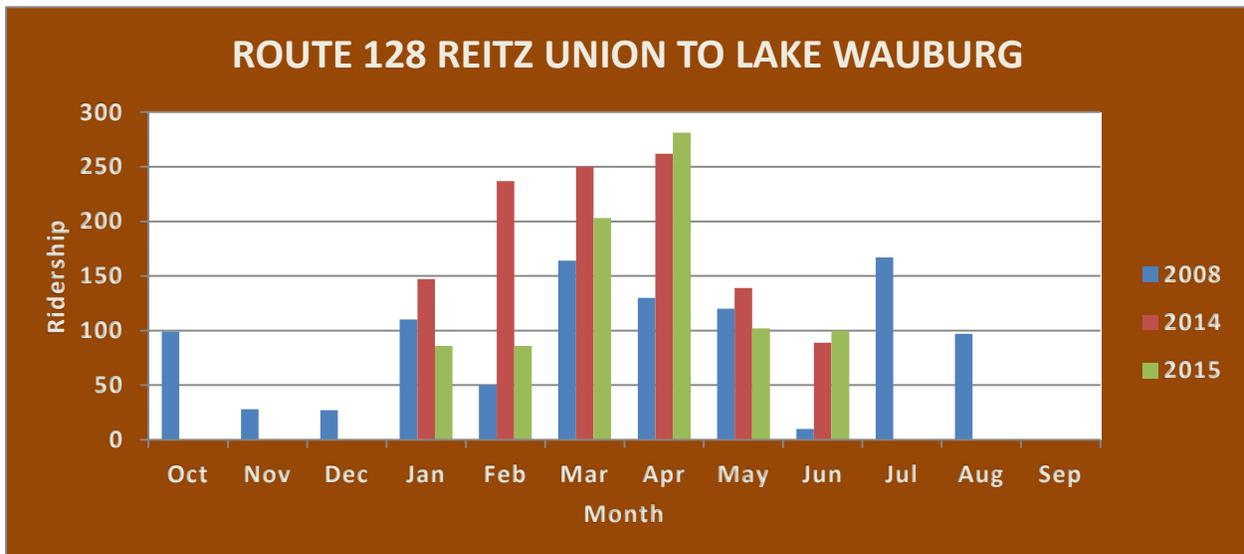


Illustration 3.12

**Monthly Trend for Route 129
University of Florida Campus Routes, 2008-2015**

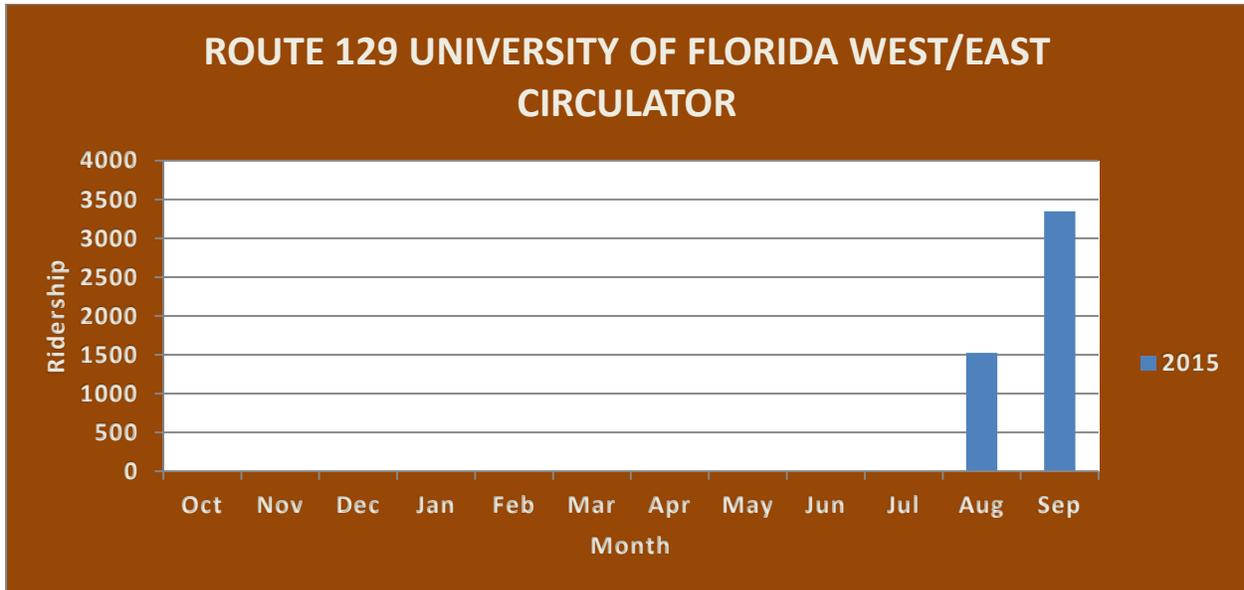


Illustration 3.13 provides a summary of the annual total ridership for University of Florida campus routes for Fiscal Year 2014-15. It indicates that Route 118 and Route 125 had the highest annual ridership among campus routes in Fiscal Year 2014-15.

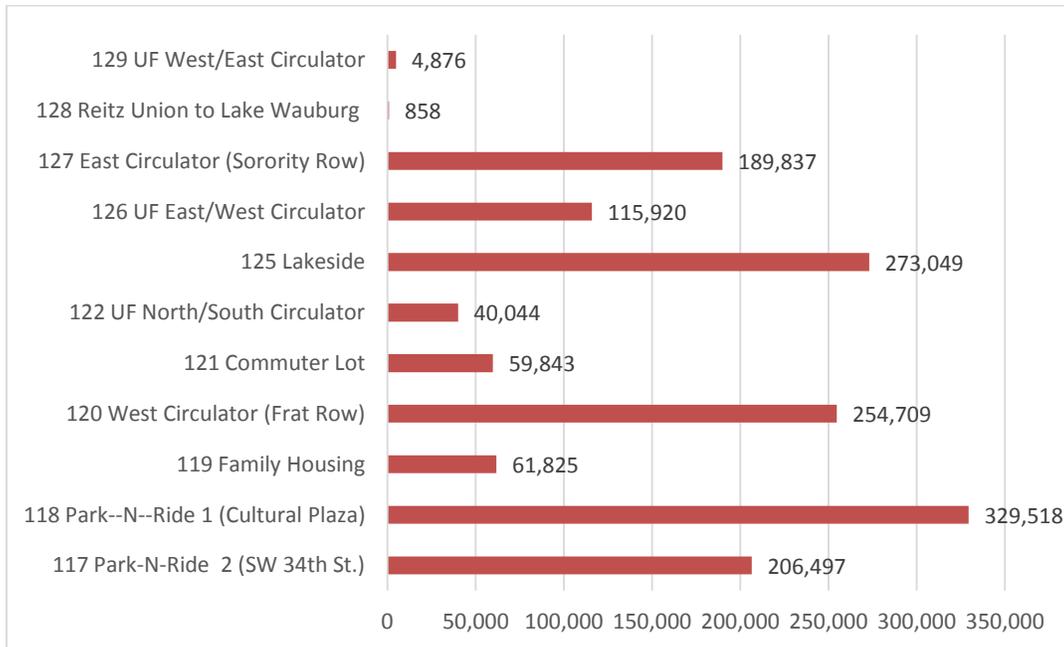
Table 3.1

**Total Ridership - Campus Routes
Fiscal Year 2014-15**

Route Number	Route Name	Fiscal Year 2012-13 Total
117	Park-N-Ride 2 (SW 34th Street)	206,497
118	Park-N-Ride 1 (Harn Museum)	329,518
119	Family Housing	61,825
120	West Circulator (Fraternity Row)	254,709
121	Commuter Lot	59,843
122	University of Florida North/South Circulator	40,044
125	Lakeside	273,049
126	University of Florida East/West Circulator (Evening)	115,920
127	East Circulator (Sorority Row)	189,837
128	Lake Wauburg	858
129	West/East Circulator	4,876

Illustration 3.13

**Total Ridership - University of Florida Campus Routes
Fiscal Year 2014-15**



Appendix A

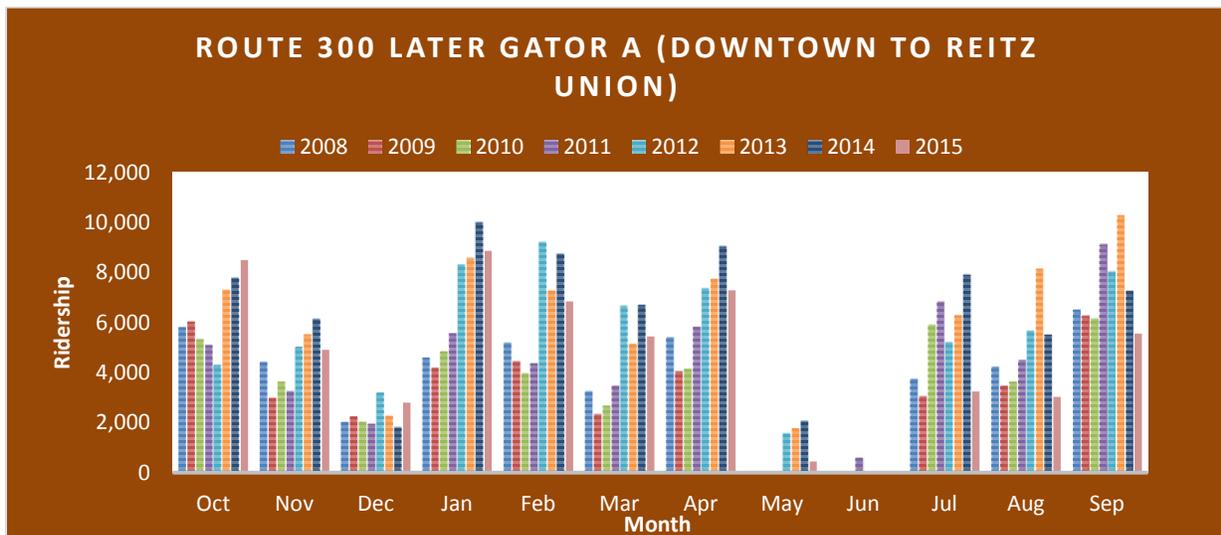
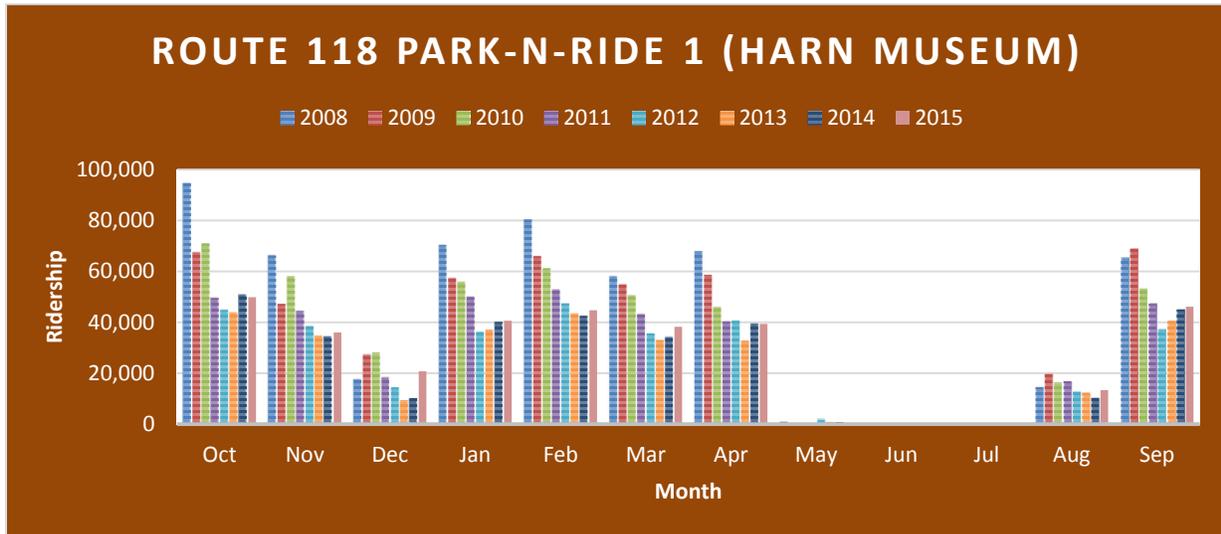
Monthly Ridership Trends

Seasonal Routes, 2008-2015

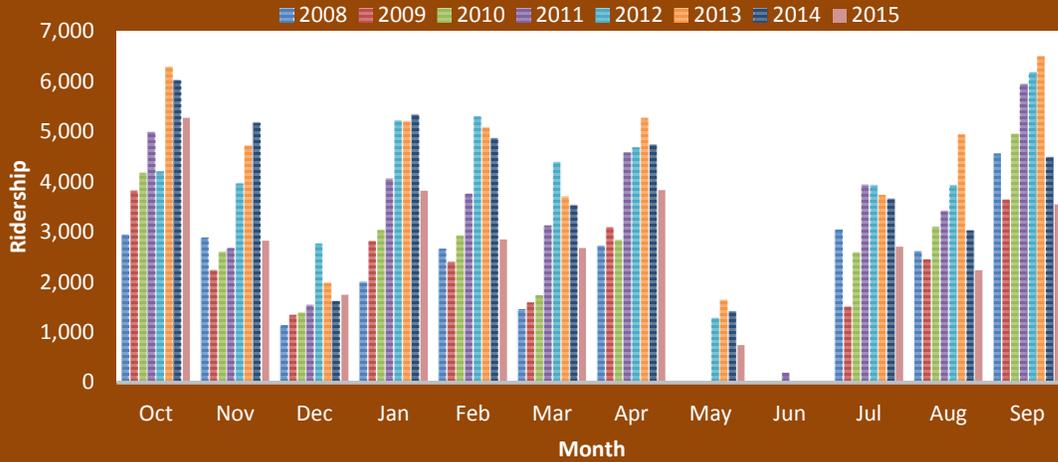
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Appendix A: Monthly Ridership Trends Seasonal Routes, 2008-2015

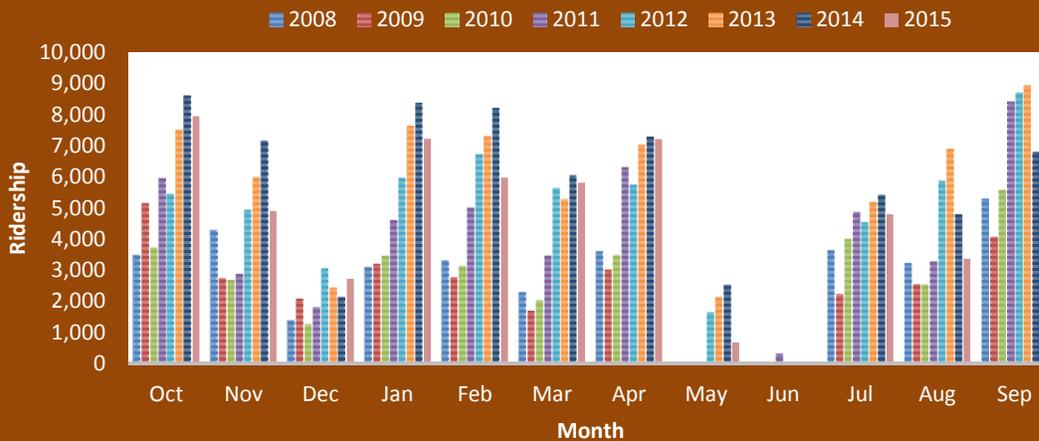
This appendix contains the illustrations of the ridership of seasonal routes (reduced service in summer).

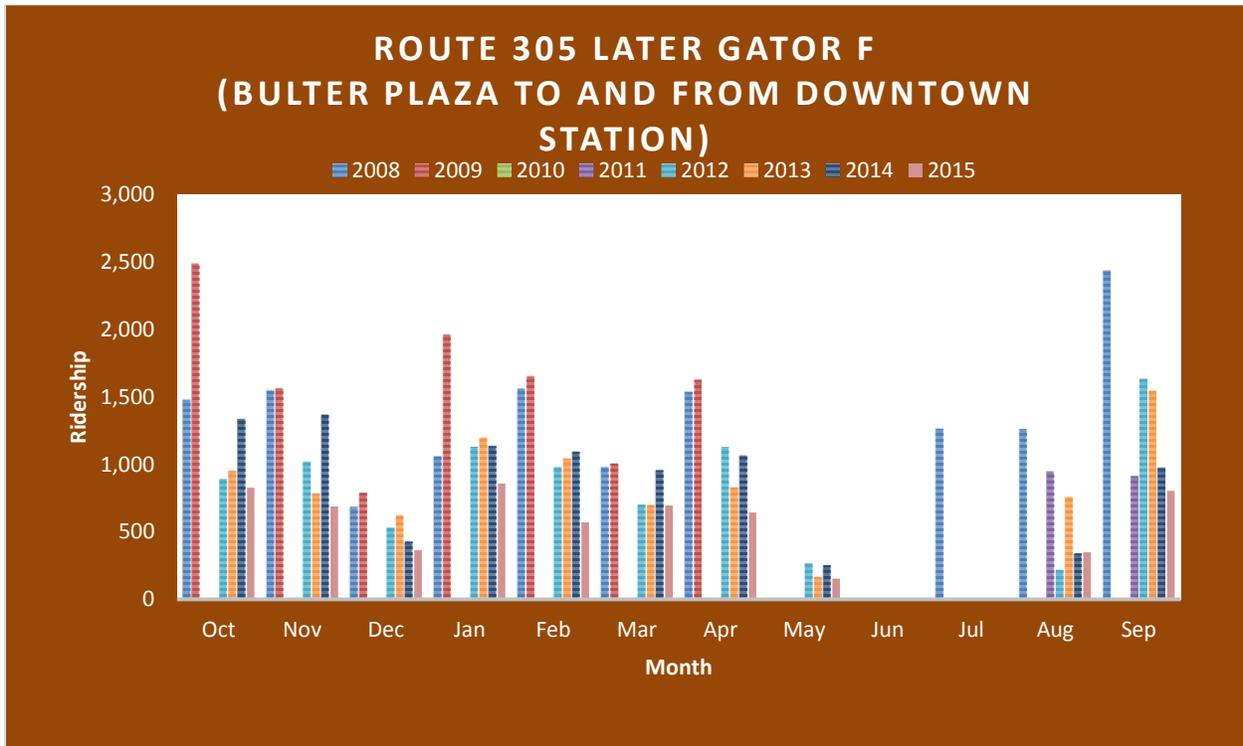
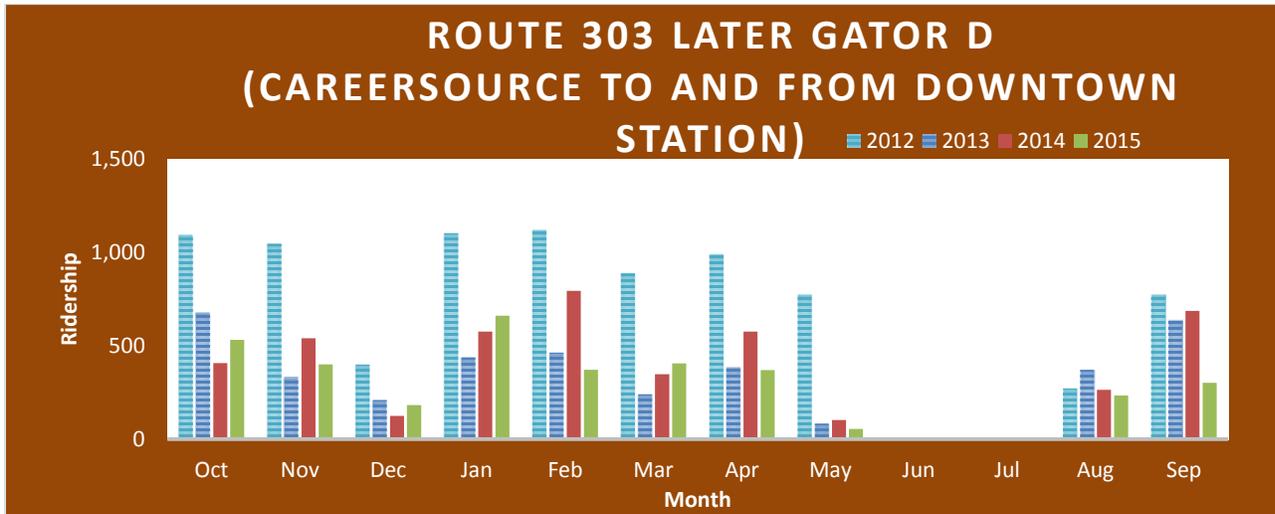


ROUTE 301 LATER GATOR B (SW GAINESVILLE TO AND FROM DOWNTOWN STATION)



ROUTE 302 LATER GATOR C (OAKS MALL TO DOWNTOWN)





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