City of
Gainesville

Transit Development Plan Major Update (2025-2034)

DRAFT

December 2024

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

LIST OF MAPS

1 INTRODUCTION

This major Transit Development Plan (TDP) update was initiated by the City of Gainesville to update Gainesville Regional Transit System's (RTS) TDP for the 10-year period from fiscal year (FY) 2025 through FY 2034. RTS provides fixed-route bus and demand-response paratransit services in the greater Gainesville area.

This TDP represents the transit vision for RTS from 2025 to 2034, functioning as the strategic guide for public transportation for the community. This TDP update allows RTS to outline actions to be taken in the following year and set transit goals for subsequent years. As a strategic plan, the TDP will also identify needs in an unconstrained fashion and for which currently there is no funding. As a development plan for local transit services, the plan will be consistent with community goals, reflect the priorities that leadership has established, and integrate the various community characteristics and development patterns that influence decisions and growth.

Preparing and submitting a TDP major update every five years that complies with Florida Administrative Code (F.A.C.) Rule 14-73.001 (commonly called the TDP Rule) is required by the Florida Department of Transportation (FDOT) as a prerequisite to receiving State Public Transit Block Grant funds. According to Rule 14-73.001, F.A.C. – Public Transportation, "The TDP shall be the applicant's planning, development and operational guidance document to be used in developing the Transportation Improvement Program and the Department's Five-year Work Program."

The most recent 10-year TDP major update for RTS was adopted in October 2019 for FYs 2020–2029. This current major update for FY 2025–2034 is due to FDOT District One by March 1, 2025.

1.1 TDP Requirements

Current TDP requirements were formally adopted by FDOT on July 9, 2024. Although the TDP Requirements were updated, this TDP was initiated April 3rd, 2024, prior to the Rule change and adheres to the 2007 FAC Rule 14-73.001. Major requirements of the Rule include:

- Major updates must be completed every 5 years, covering a 10-year planning horizon.
- A Public Involvement Plan must be developed and approved by FDOT or consistent with the approved Metropolitan/Transportation Planning Organization (MPO) Public Involvement Plan.
- FDOT, the Regional Workforce Development Board (RWDB), and the MPO must be advised of all public meetings at which the TDP is presented and discussed, and these entities must be given the opportunity to review and comment on the TDP during the development of the mission, goals, objectives, alternatives, and 10-year implementation program.
- Estimation of the community's demand for transit service (10-year annual projections) must use the planning tools provided by FDOT or another demand estimation technique approved by FDOT.

1.2 Organization of This Report

This report is organized into 10 major sections, including this Introduction.

Section 2 summarizes the Existing Conditions Data Compilation and Analysis which presents findings derived from analyses of the operating environment for transit services in RTS's service area. This includes a physical description of the study area, population profile, employment information, demographic data, and socioeconomic characteristics that may impact transit services. Travel behavior and commuting trends are also reviewed, including vehicle ownership, modes of commuting, and journey-to-work characteristics. The section also explores land use trends, major transit trip generators and attractors, and traffic Level of Service (LOS).

Section 3 summarizes the Existing Services and Conditions evaluation conducted for the TDP. The analysis uses data for the current service from RTS and the National Transit Database (NTD), a national repository of validated transit data for all federally-subsidized transit agencies across the U.S., presenting a detailed examination of operating performance. Furthermore, a performance trend analysis presents a detailed examination over time of operating data for RTS' services.

Section 4 presents the Public Involvement Summary, including a summary review of the outreach efforts completed and the associated findings. TDP outreach efforts included stakeholder interviews, public input surveys, rider intercept survey, discussion groups workshops, online virtual room, public workshops, and presentations, as well as use of online platforms and tools.

Section 5 presents the Situation Appraisal, which reviews the current overall planning and policy environment within the county to better understand transit needs. A review of local plans and documents is presented; reviewing these plans helps to identify and evaluate applicable federal and state policies, as well as local community goals and objectives that relate to transit and mobility. The appraisal examines the strengths and weaknesses of the transit system, as well as any existing threats to the provision of service in the county and key opportunities for addressing those threats and/or enhancing the transit-friendliness of the operating environment.

Section 6 identifies Goals, Objectives, and Policies to guide the implementation of the TDP. A review and update of the goals and objectives outlined in the previous TDP major update was completed to stay consistent with the goals of RTS and its local community.

Section 7 presents the Transit Demand Assessments, summarizing the various demand and mobility needs assessments conducted as part of the TDP. Included is a market assessment that provides an examination of potential service gaps and latent demand using GIS-based analyses. Additionally, forecasted ridership estimates using the Transit Boardings Estimation and Simulation Tool (TBEST) are summarized.

Section 8 discusses the Transit Needs Development process and results for the 10-Year major update. The identified improvements for RTS services represent the transit needs for the next 10 years that were developed without consideration for any funding constraints. The identified service improvements were prioritized using an evaluation process developed to rank the transit service alternatives. The resulting ranking of alternatives were then used to develop the 10-year implementation plan presented in Section 9.

Section 9 summarizes the Recommended 10-Year Plan developed for RTS. The Plan shows the recommended service and capital/technology improvements, as well as the unfunded needs. It also includes a discussion of the revenue assumptions and capital, and operating costs used. Thereafter, the 10-year phased implementation plan for the TDP is summarized. A set of service and capital/technology improvements are programed for the 10-year period and the improvements that may not be funded now but should be considered if additional funding becomes available are also listed.

Section 10 introduces an Implementation and Action Steps, summarizing the techniques and approaches to help facilitate outreach and implementation efforts after TDP adoption. This section identifies implementation strategies and ways to make use of the various relationships, tools, and outreach materials from this process to continue to build support for the implementation of the 10-Year TDP.

1.3 TDP Checklist

This TDP meets the requirements for a major update per Rule Chapter 14-73, F.A.C. Table 1-1 lists each requirement and the location in the TDP.

TABLE 1-1: TDP CHECKLIST

Public Involvement Process		TDP Section
✓	FDOT-approved TDP Public Involvement Plan (PIP)	4 & Appendix B
✓	Opportunities for public involvement outlined in PIP	4 & Appendix B
✓	Solicitation of comments from RWDB	4
✓	Notification to FDOT, RWDB, and MPO about public meetings	4
✓	Provision of review opportunities to FDOT, RWDB, and MPO	4
Situation Appraisal		
✓	Plans and policy review	5
✓	Socioeconomic trends	5
✓	Land use	5
✓	Organizational issues	5
✓	Technology/innovation	5
✓	Transit-friendly land use and urban design efforts	5
✓	10-Year transit ridership projections	7
✓	Farebox Recovery report	3 & Appendix A
Mission and Goals		
✓	Mission and vision	6
✓	Goals and objectives	6
Alternatives Development & Evaluation		
✓	Documentation of development of transit alternatives	8
✓	Documentation of evaluation of transit alternatives	8
Implementation Program		
✓	10-year program of improvement strategies and policies	9
✓	Maps indicating areas to be served and types and levels of service	9
✓	10-year financial plan showing funding sources and expenditures of funds	9
✓	Documentation of monitoring program to track performance	9 & Appendix D
✓	Implementation plan with projects and/or services needed to meet the goals and objectives in the TDP	9
Relationship to Other Plans		
✓	Consistent with Florida Transportation Plan	5
✓	Consistent with local government comprehensive plan	5
✓	Consistent with regional transportation goals and objectives	5
Submission		
	Adopted by City of Gainesville City Commission	
	Submit to FDOT by March 1, 2025	

2 EXISTING CONDITIONS DATA COMPILATION AND ANALYSIS

Transit service functions best in an environment when it responds appropriately to the regulatory, geographic, environmental, land use, developmental, political, and socio-economic factors present within the operating service area. All these factors impact the provision of services, so it is critical for transit service providers to understand them. These baseline conditions help provide a foundation upon which the agency will be able to evaluate opportunities for the development of future transit services, as well as address any potential challenges that may hinder the agency's objectives.

A series of maps, figures, and tables illustrate selected population, demographic, and socioeconomic characteristics. Data for the baseline conditions are gathered from various sources including the US Census, American Community Survey (ACS), American Housing Survey, Longitudinal Employer Household Dynamics, and data provided by the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area (MTPO), FDOT District 2, the Bureau of Economics and Business Research (BEBR) of the University of Florida, Replica, and other supplemental data available from local and regional agencies.

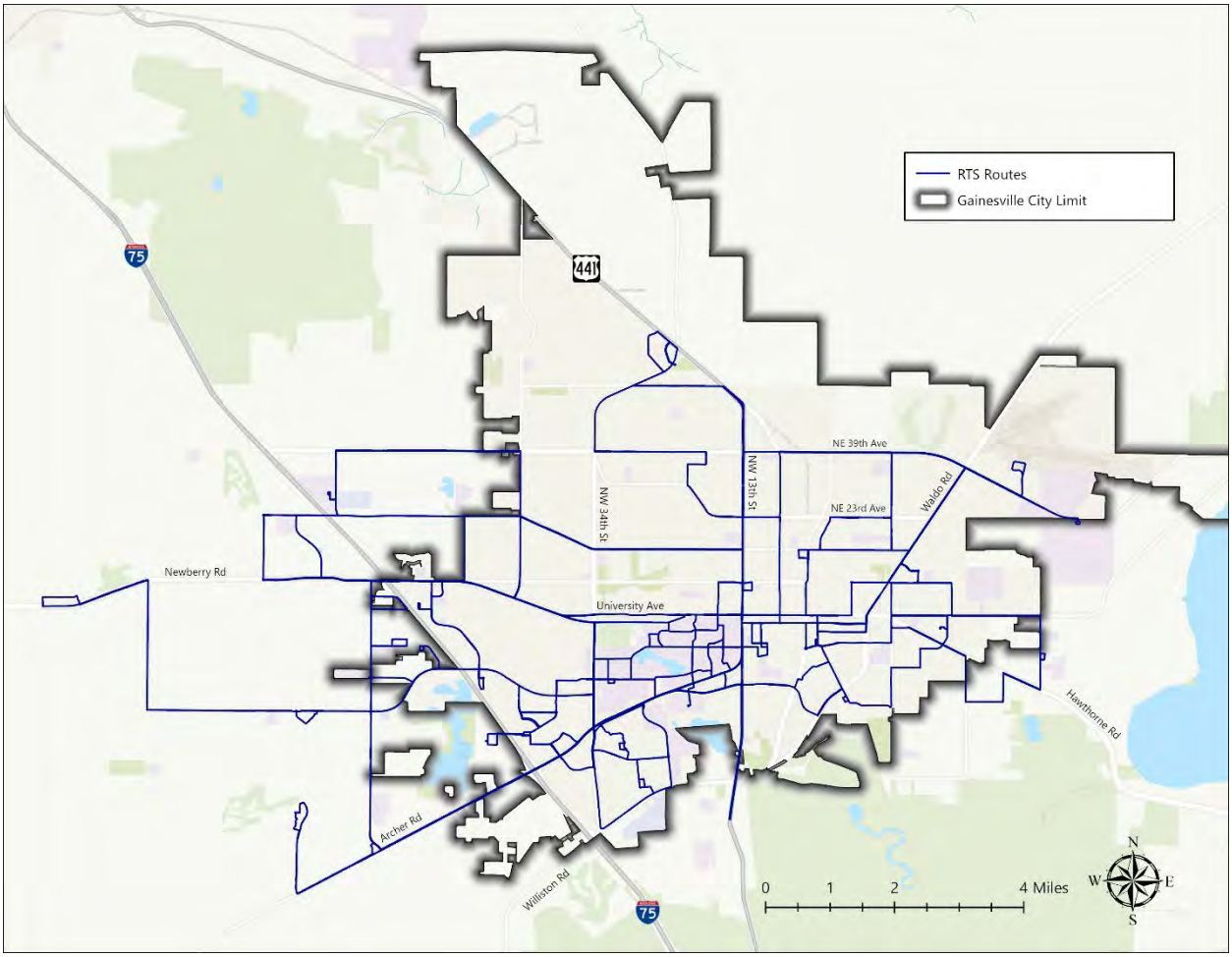
2.1 Study Area Overview

Gainesville, the county seat of Alachua County, is located in North Central Florida. Other municipalities surrounding Gainesville in Alachua County include the cities of Alachua, Archer, Hawthorne, High Springs, Newberry, and Waldo, and the towns of LaCrosse, and Micanopy. Nearby counties include Levy and Marion counties to the south, Gilchrist County to the west, Columbia, Union, and Bradford Counties to the north, and Putnam County to the east.

Gainesville is situated 62 miles southwest of Jacksonville, 96 miles northwest of Orlando, and is equidistant from Atlanta and Miami. The city covers 65.27 square miles and houses 142,414 residents as of 2022. The major thoroughfares leading in and out of the city include I-75, US 441, SR 24, and SR 26. Gainesville is best known for its mild climate, tree canopies and nature, cultural and historical amenities, and is anchored by Florida’s premier public university, the University of Florida (UF), alongside Santa Fe College.

Map 2-1 presents a physical representation of the city and its transit network.

MAP 2-1: GAINESVILLE RTS SERVICE AREA



Source: City of Gainesville

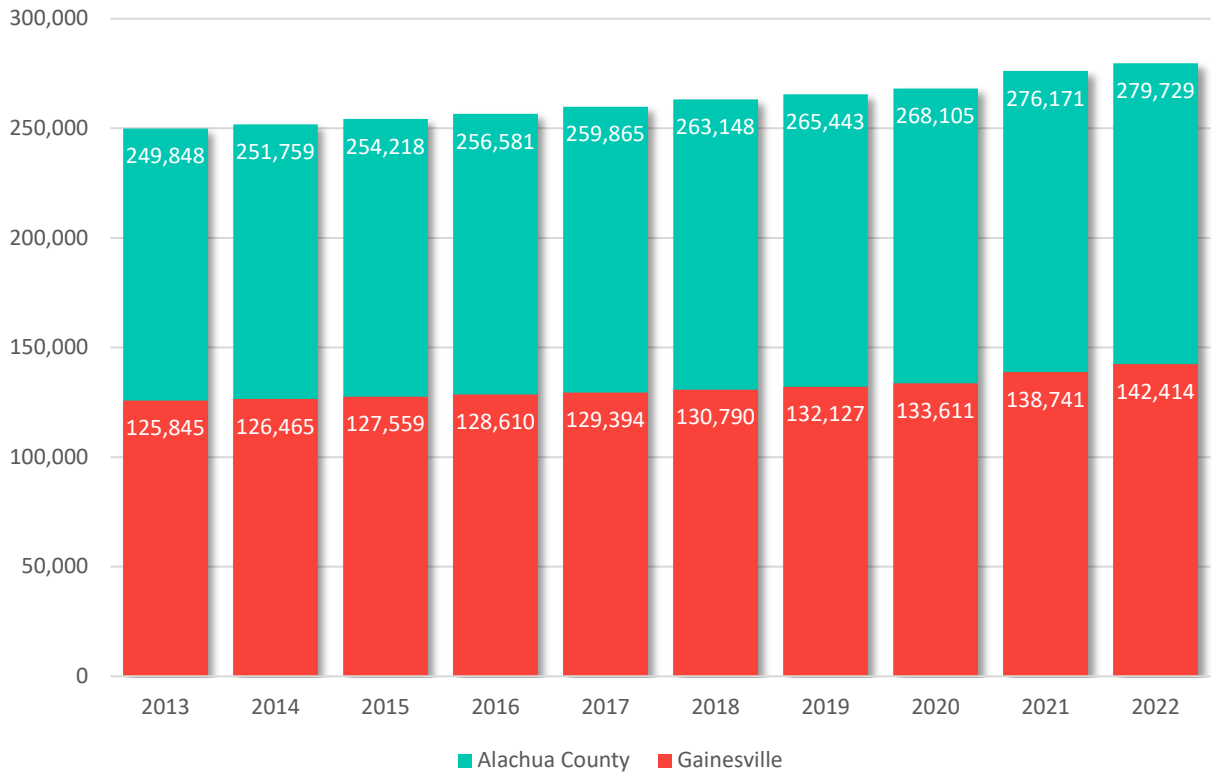
2.2 Demographic Profile

The following section reviews demographic data related to the City of Gainesville. The demographic profile looks at key characteristics such as population, housing, employment, mobility, income and educational attainment.

2.2.1 Population

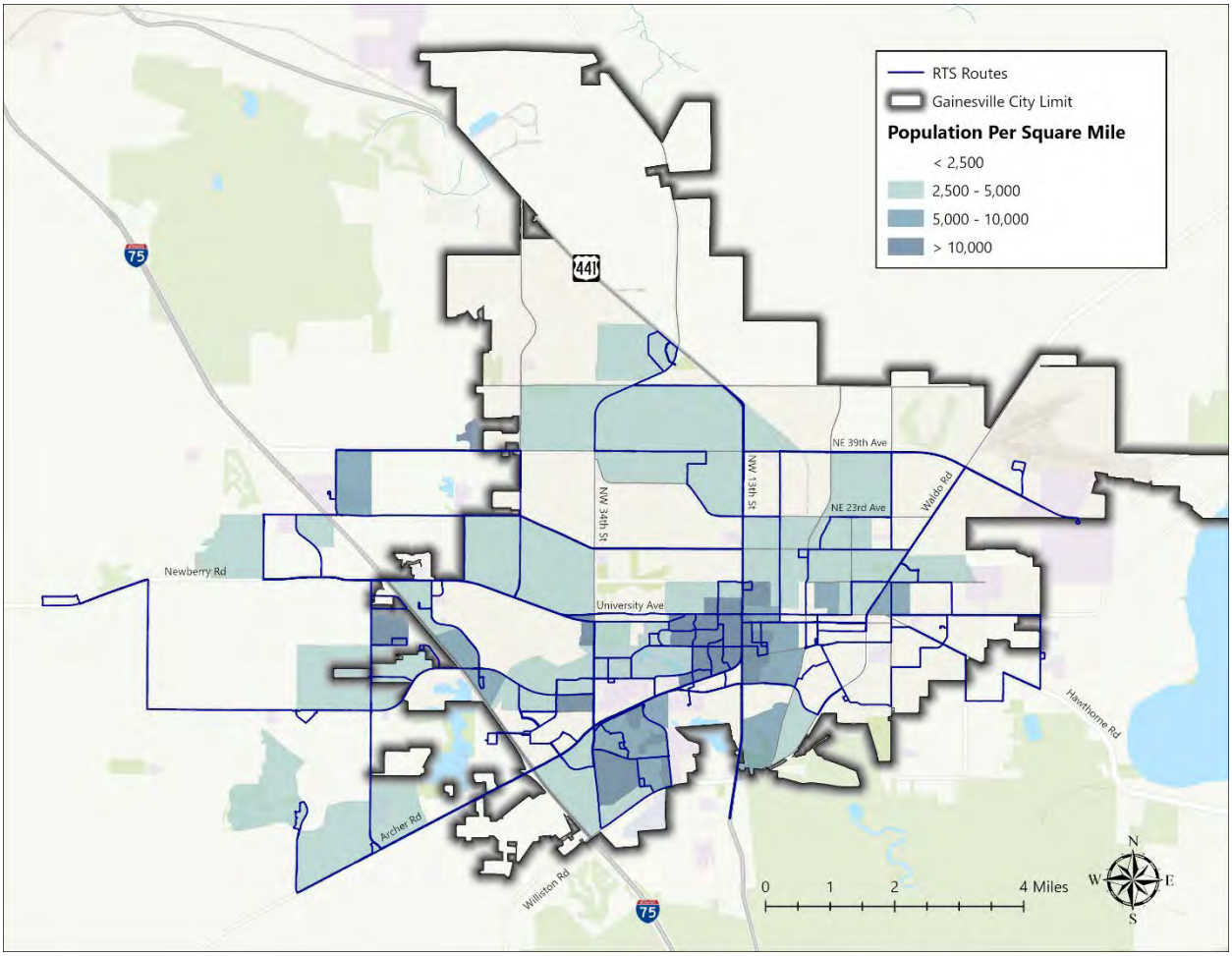
According to the 2022 ACS 5-Year Estimates, Gainesville's population is 142,414, as shown in Figure 2-1. The city's population grew 7.2% over the past 5 years and 11% over the past 10 years. Figure 2-1 demonstrates that the population of Gainesville comprises half of Alachua County's total population, which was 279,729 in 2022. Map 2-2 shows the population density in Gainesville. Most of the population is concentrated around the UF, along SW 20th Avenue and SW 62nd Boulevard, and in neighborhoods such as Pleasant Street, Fifth Avenue, and the Porters Community.

FIGURE 2-1: POPULATION FIGURES IN GAINESVILLE AND ALACHUA COUNTY (2013-2022)



Source: ACS 5-Year Estimates (2013-2022)

MAP 2-2: POPULATION DENSITY



Source: 2022 ACS 5-Year Estimates

2.2.1.1 Population Trends

Table 2-1 presents the population and population change between 2010 and 2022 for municipalities in Alachua County. Gainesville's population growth trend has been consistently positive, with an overall increase of 15% between 2010 and 2022. LaCrosse experienced the greatest overall population decline within the same time period at 49%. Meanwhile, Newberry experienced the largest overall increase at 53%. An increase in the annual rate of population growth across all municipalities occurred during the pandemic period between 2020 and 2022, with the exception of LaCrosse and Archer.

TABLE 2-1: POPULATION TRENDS FOR MUNICIPALITIES IN ALACHUA COUNTY

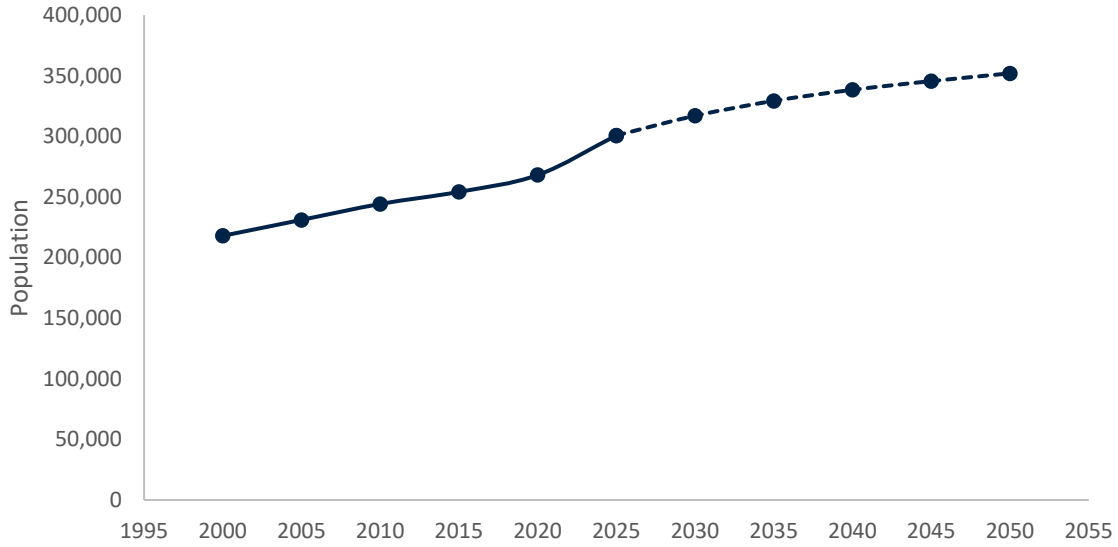
Municipality	2010	2015	2020	2022	% Change (2010-2022)	% Change (2015-2022)	% Change (2020-2022)
Gainesville	124,271	127,559	133,611	142,414	15%	12%	7%
Alachua	8,708	9,435	9,891	10,570	21%	12%	7%
Archer	1,038	1,180	1,104	908	-13%	-23%	-18%
Hawthorne	1,639	1,670	1,500	1,683	3%	1%	12%
High Springs	5,189	5,591	5,875	6,283	21%	12%	7%
LaCrosse	318	261	357	163	-49%	-38%	-54%
Micanopy	704	668	493	522	-26%	-22%	6%
Newberry	4,828	5,307	6,081	7,401	53%	39%	22%
Waldo	808	1,004	943	1,080	34%	8%	15%

Source: 2010-2022 ACS 5-Year Estimates

2.2.1.2 Projected Population Growth

The *2024 Florida Statistical Abstract*, prepared by BEBR at UF, indicates a projected population growth of 300,800 by 2025, and 329,300 by 2035. Figure 2-2 provides population projections using the medium tier of estimates from BEBR for Alachua County through 2050. The population growth rate is expected to increase in the immediate period leading to 2025 up to about 12%, resuming an average growth rate of 5% by 2030, and slowing down to a rate of 2% by 2050.

FIGURE 2-2: POPULATION GROWTH FORECASTS 2025-2050

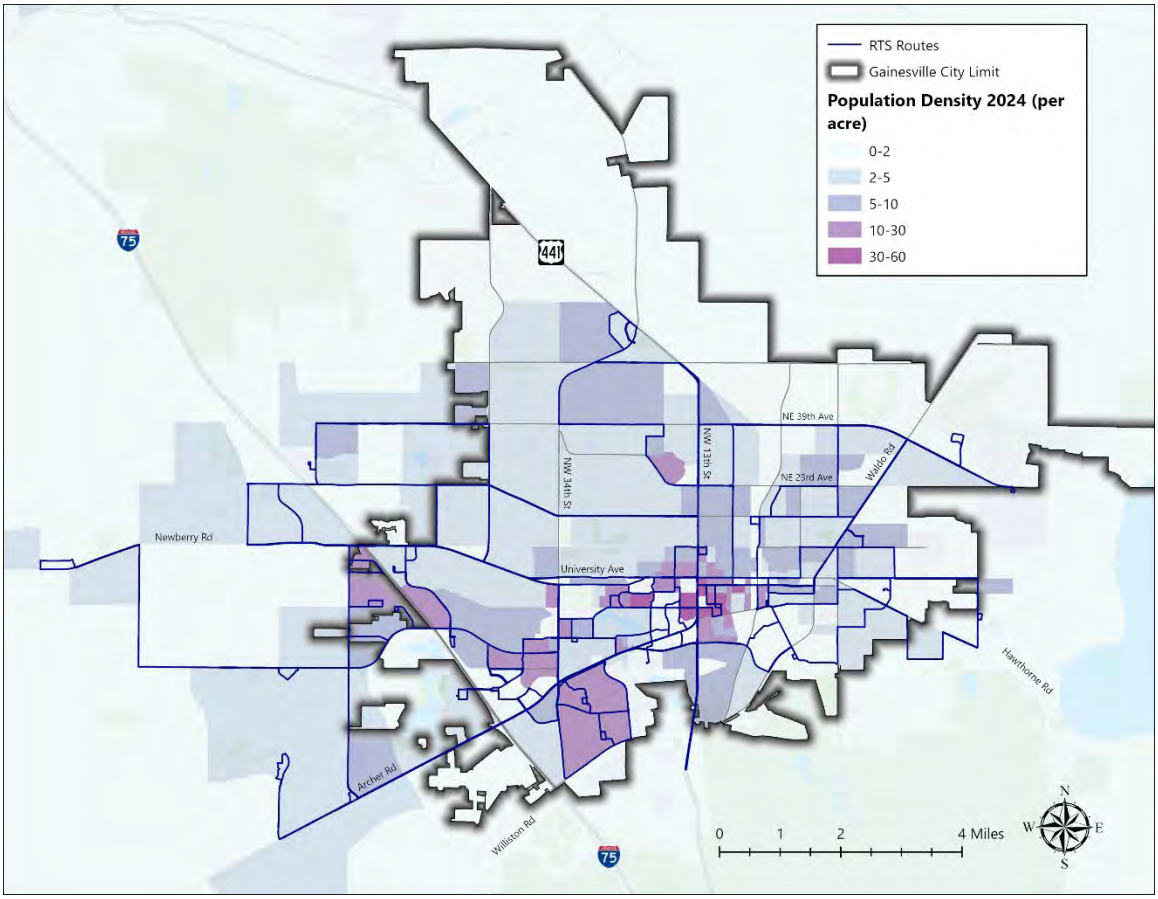


Sources: 2000 Decennial Census, 2005-2020 ACS 5-Year Estimates, 2024 BEBR Florida Statistical Abstract

2.2.1.3 Population Density

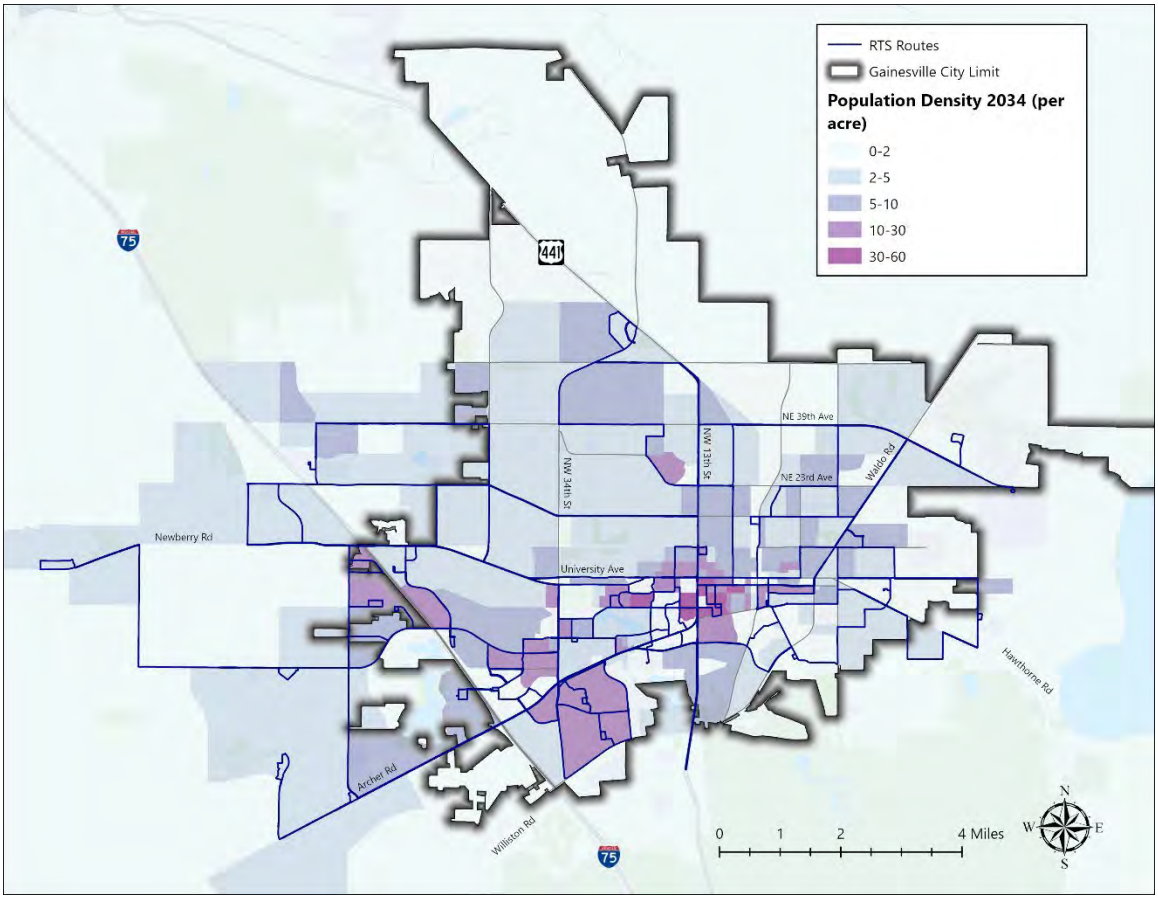
Population density is a key indicator for a sustainable transit system to explore since areas of high population density can provide more residents with greater opportunities for transit within the traditional ¼-mile distance from a single bus stop. Additionally, areas with high population density often are associated with uses that promote multimodal transit use and amenities that promote pedestrian and bicycle activity. Map 2-3 shows population densities by Traffic Analysis Zone (TAZ) for 2024, and Map 2-4 shows population densities by TAZ for 2034. Socioeconomic data forecasts were derived from the Transform 2040 Long Range Transportation Plan (LRTP) for the Gainesville area.

MAP 2-3: POPULATION DENSITY 2024



Source: Gainesville MTPO 2010-2040 LRTP

MAP 2-4: POPULATION DENSITY 2034



Source: Gainesville MTPO 2010-2040 LRTP

Based on these maps, there is a general increase in population density expected in a few key areas. The area surrounding Santa Fe College is expected to grow in population as well as certain areas in west Gainesville. Moreover, a greater population density can be observed around the University core and Downtown Gainesville, areas that are increasingly zoned for higher intensities of residential and mixed-use development. Finally, an increase can also be expected in the population in the corridor along NE 15th Street, where various multifamily developments currently exist.

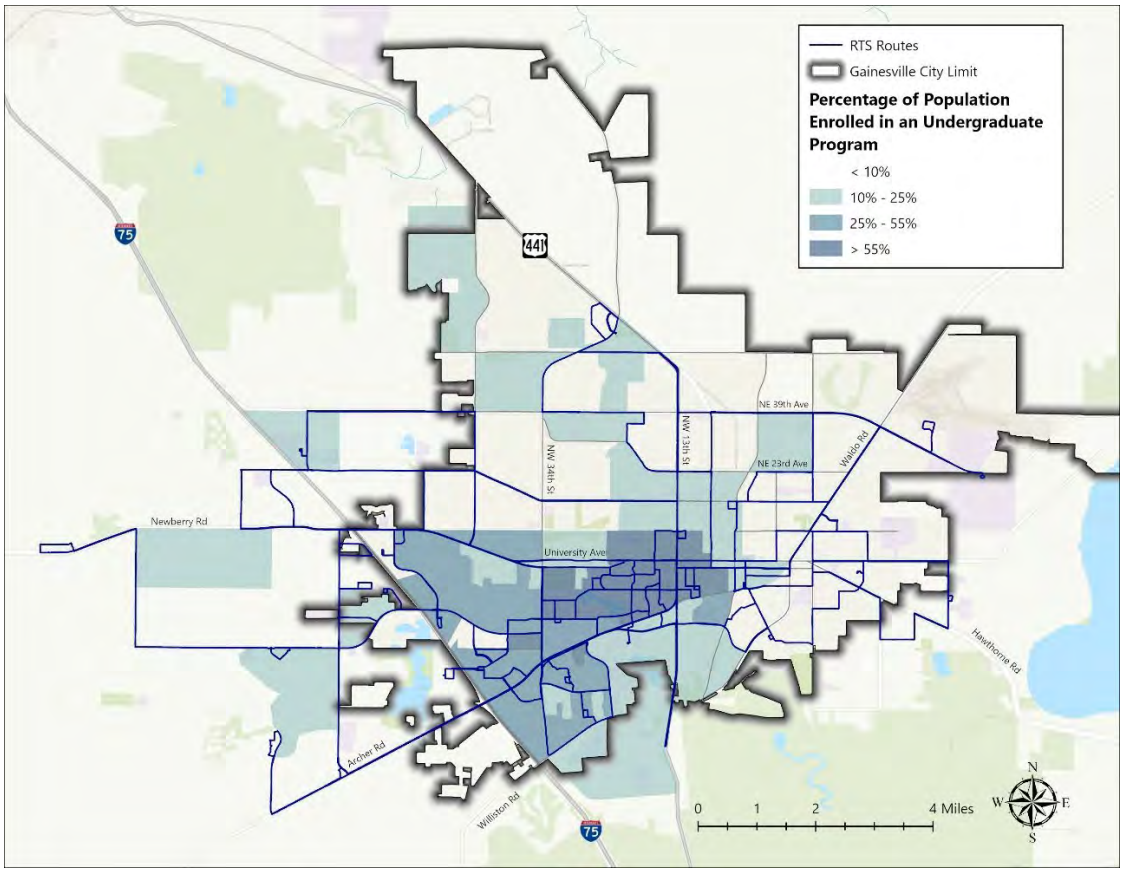
2.2.2 Student Population

Gainesville is home to multiple higher education institutions, namely, UF and Santa Fe College. UF reports having 55,211 students enrolled at its main campus in Gainesville between 2022 and 2023. Santa Fe College reports an enrollment of 17,919 for the same academic year. However, enrollment statistics for both schools do not necessarily reflect the number of students residing in Gainesville. The 2022 ACS 5-Year Estimates indicate that 59,856 residents are enrolled as college or graduate students, accounting for 22% of Gainesville's total population.

Map 2-5 and Map 2-6 outline the primary areas where undergraduate and graduate students reside within the city. Undergraduate students are primarily located in the immediate vicinity of the UF main campus, in neighborhoods like University Park, College Park, Fifth Avenue, and Sugarfoot. Student

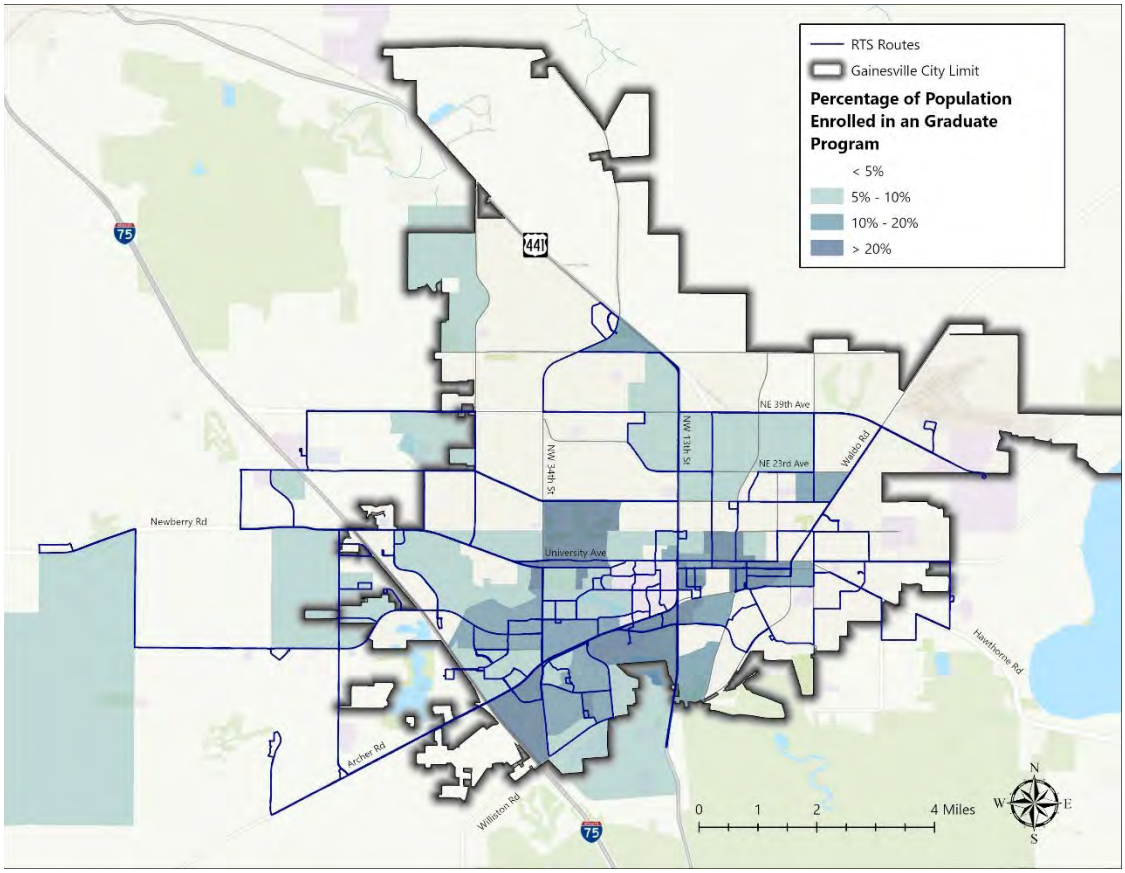
housing follows main corridors like Archer Road, 13th Street, 20th Avenue, and 34th Street. Graduate students are distributed along Archer Road and west of 34th Street, and closer to Downtown Gainesville.

MAP 2-5: PERCENTAGE OF POPULATION ENROLLED IN AN UNDERGRADUATE PROGRAM



Source: 2022 ACS 5-Year Estimates

MAP 2-6: PERCENTAGE OF POPULATION ENROLLED IN A GRADUATE PROGRAM

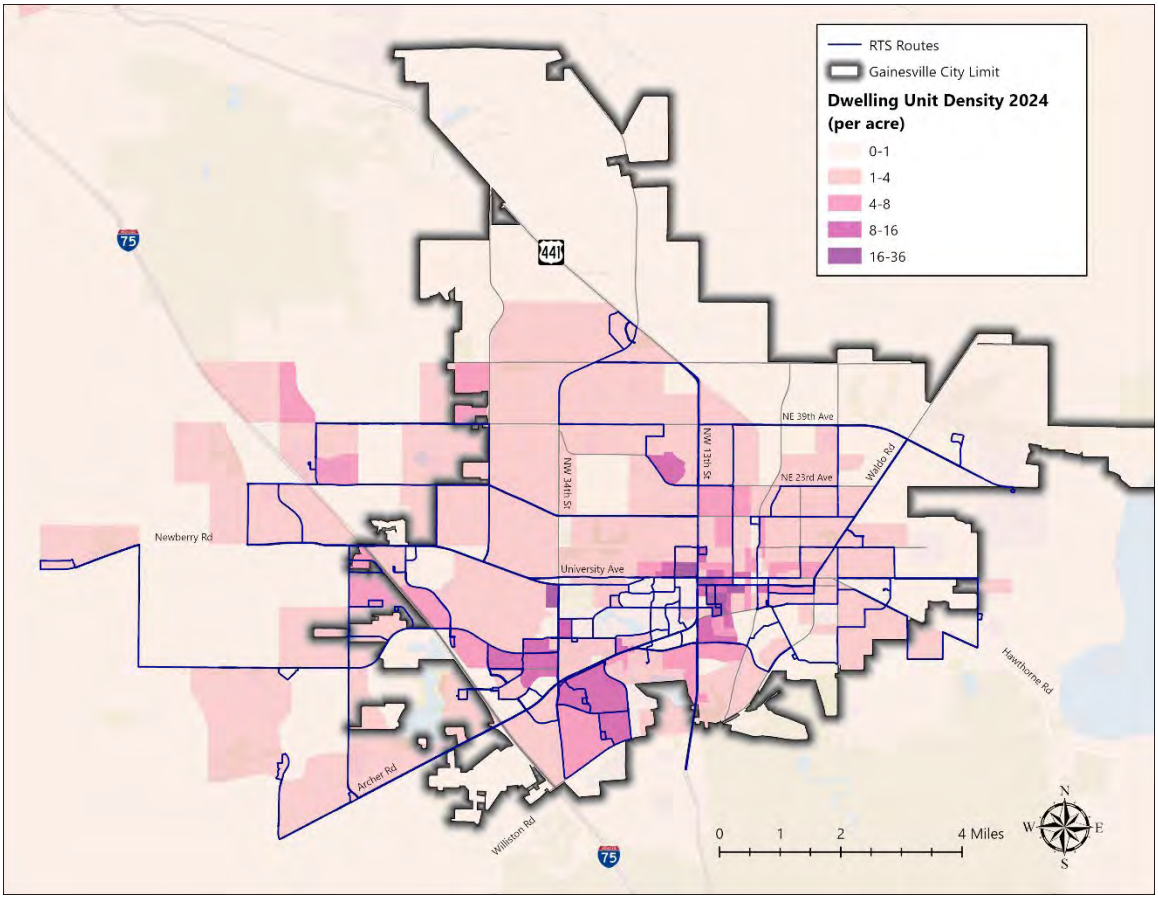


Source: 2022 ACS 5-Year Estimates

2.2.3 Housing

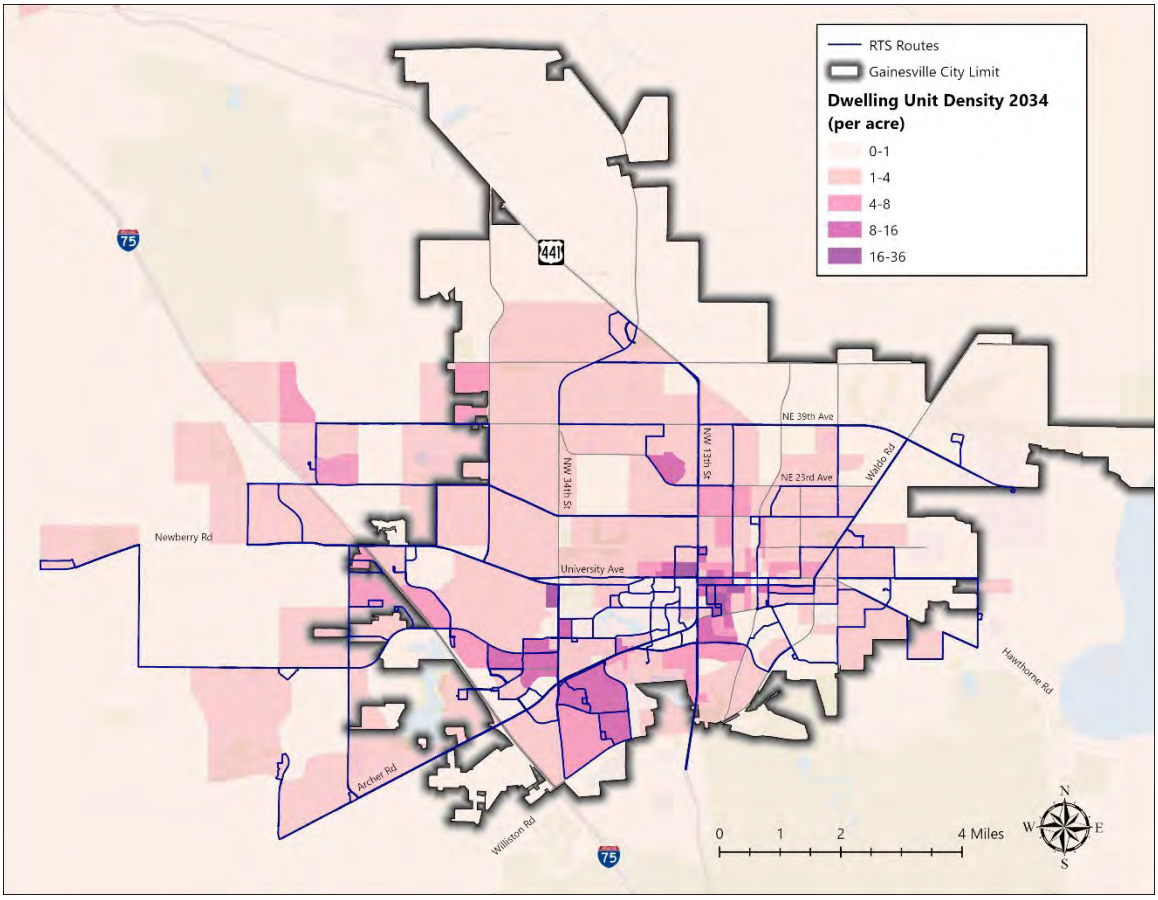
Housing stock is growing around Gainesville, which is most noted by the continuous investment in housing developments in recent years. This increase in housing attracts more new residents into the city and a greater demand for housing in the area. It is important, however, to distinguish suburban style housing from urban housing, the former typically being lower in density compared to urban or multi-family housing. Considering that transit is often in greater demand where housing density is higher, it is important to evaluate the city's existing and projected housing densities. Map 2-7 shows dwelling unit densities by TAZ for 2024, and Map 2-8 shows dwelling unit densities by TAZ for 2034.

MAP 2-7: DWELLING UNIT DENSITIES 2024



Source: Gainesville MTPO 2010-2040 LRTP

MAP 2-8: DWELLING UNIT DENSITIES 2034



Source: Gainesville MTPO 2010-2040 LRTP

An increase in dwelling units is expected along University Avenue and 13th Street, as well as in the Downtown Gainesville area. These areas are zoned for urban mixed-use developments catering to students in that area. While the population of the area may grow, the density of developments in west Gainesville is not expected to increase due to the area's suburban nature. Notably, however, an increase is expected in the area surrounding Santa Fe College as well as along the NE 15th Street Corridor.

2.2.4 Employment

Employment continues to grow at a steady rate in Gainesville; between 2012 and 2022, the labor force grew by 15% while the unemployment rate decreased to 3.2%. A similar trend can be observed throughout Alachua County, with a reduction in the unemployment rate of nearly 3% within the same timeframe. Table 2-2 presents data on the growth in the civilian labor force as well as the associated unemployment rate for Gainesville and Alachua County.

TABLE 2-2: EMPLOYMENT STATISTICS

	Gainesville			Alachua County		
	2012	2022	Percent Change (%)	2012	2022	Percent Change (%)
In labor force	62,830	72,192	15%	126,485	140,445	11%
Employed	57,303	68,127	19%	116,370	133,225	14%
Unemployed	5,476	3,990	-27%	9,935	7,111	-28%
Unemployment Rate	8.7%	5.5%	-3.2%	7.9%	5.1%	-2.8%

Source: 2022 ACS 5-Year Estimates

2.2.4.1 Top Employers

According to Gainesville's 2023 Comprehensive Financial Report, Gainesville's total labor force amounted to 153,200 employees. The three occupational groups with the highest levels of employment in Gainesville include office/administrative support, healthcare practitioners, and food preparation/service. Table 2-3 includes a list of the top 10 institutions that employ a vast majority of Gainesville's workforce. UF and its healthcare branch, UF Health Shands Hospital, employ nearly 18% of Gainesville's workers.

TABLE 2-3: TOP 10 EMPLOYERS IN GAINESVILLE (2023)

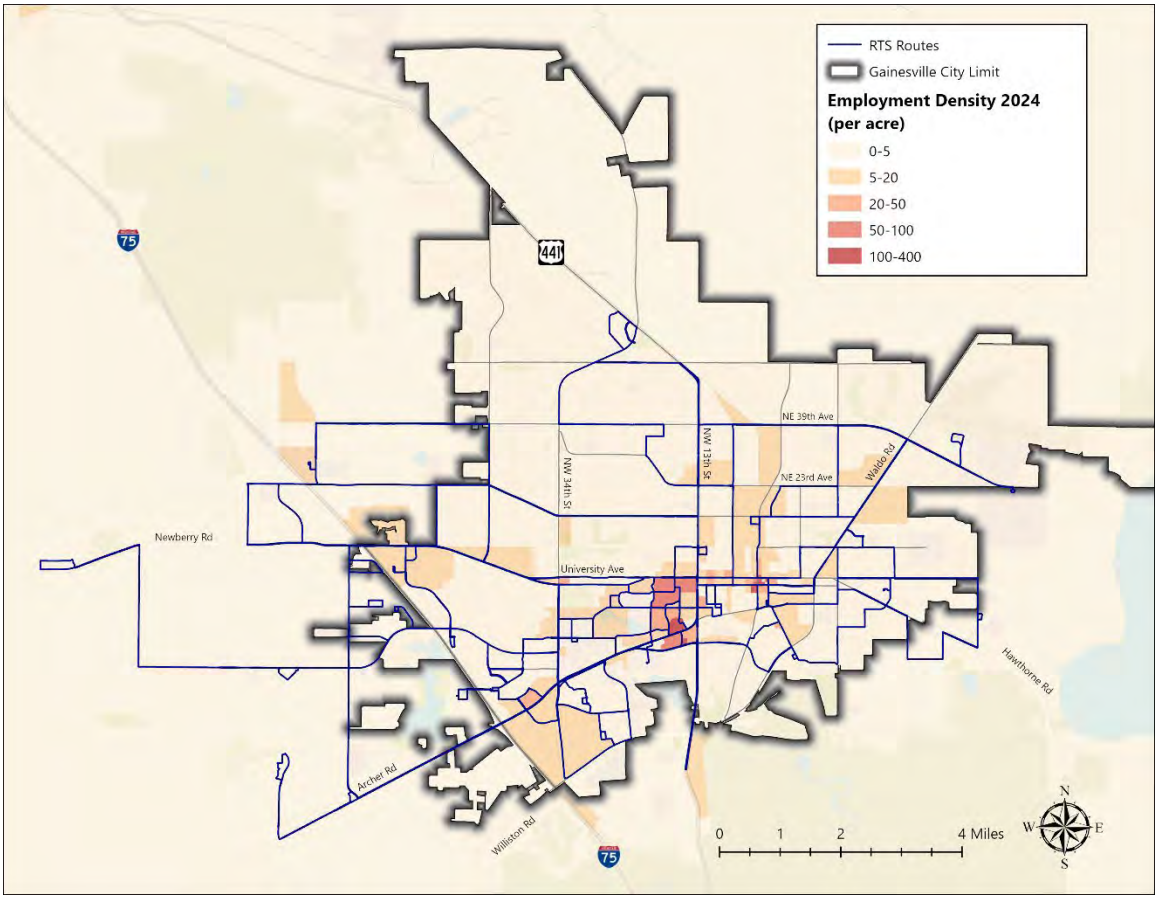
Employer	Number of Employees	% of Total Labor Force
University of Florida	17,646	11.30%
UF Health Shands Hospital	9,944	6.37%
Alachua County School Board	4,634	2.97%
US Department of Veteran Affairs	3,438	2.20%
Publix Supermarkets	2,403	1.54%
City of Gainesville	2,265	1.45%
HCA Florida North Florida Hospital	1,857	1.19%
Santa Fe College	1,388	0.89%
Tacachale Developmental Disability Center	966	0.62%
Alachua County Board of County Commissioners	947	0.61%

Source: City of Gainesville 2023 Comprehensive Financial Report

2.2.4.2 Employment Density Growth

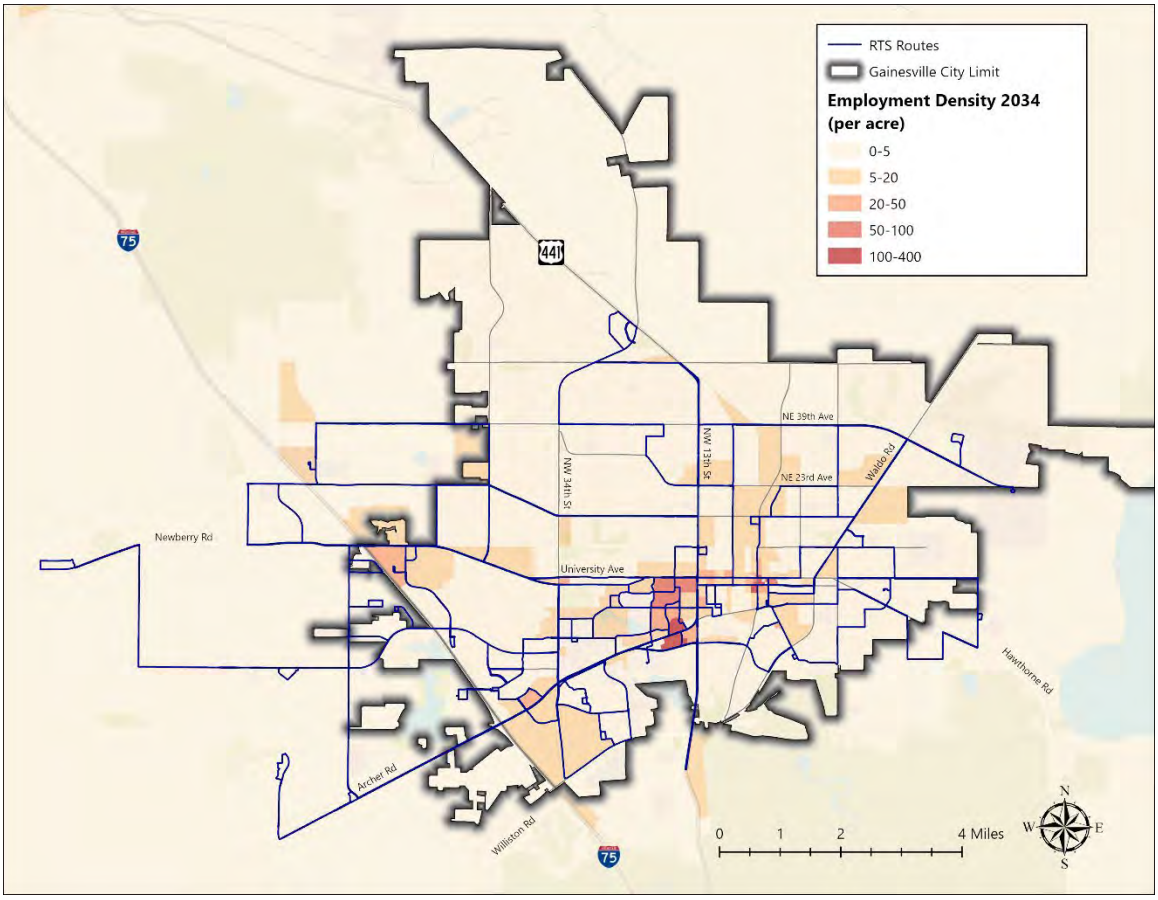
Transit demand is often higher in areas that have high employment densities since more work trips are generated in areas with greater employment density, and traditionally, transit has been used for home to work purposes. Employment density is defined as the number of jobs in a given area. Maps 2-9 and 2-10 graphically display employment density by TAZ for 2024 and 2034 using socioeconomic data forecasts from the 2040 Gainesville Area LRTP. These maps help identify areas for projected growth in employment throughout Gainesville.

MAP 2-9: EMPLOYMENT DENSITY 2024



Source: Gainesville MTPO 2010-2040 LRTP

MAP 2-10: EMPLOYMENT DENSITY 2034



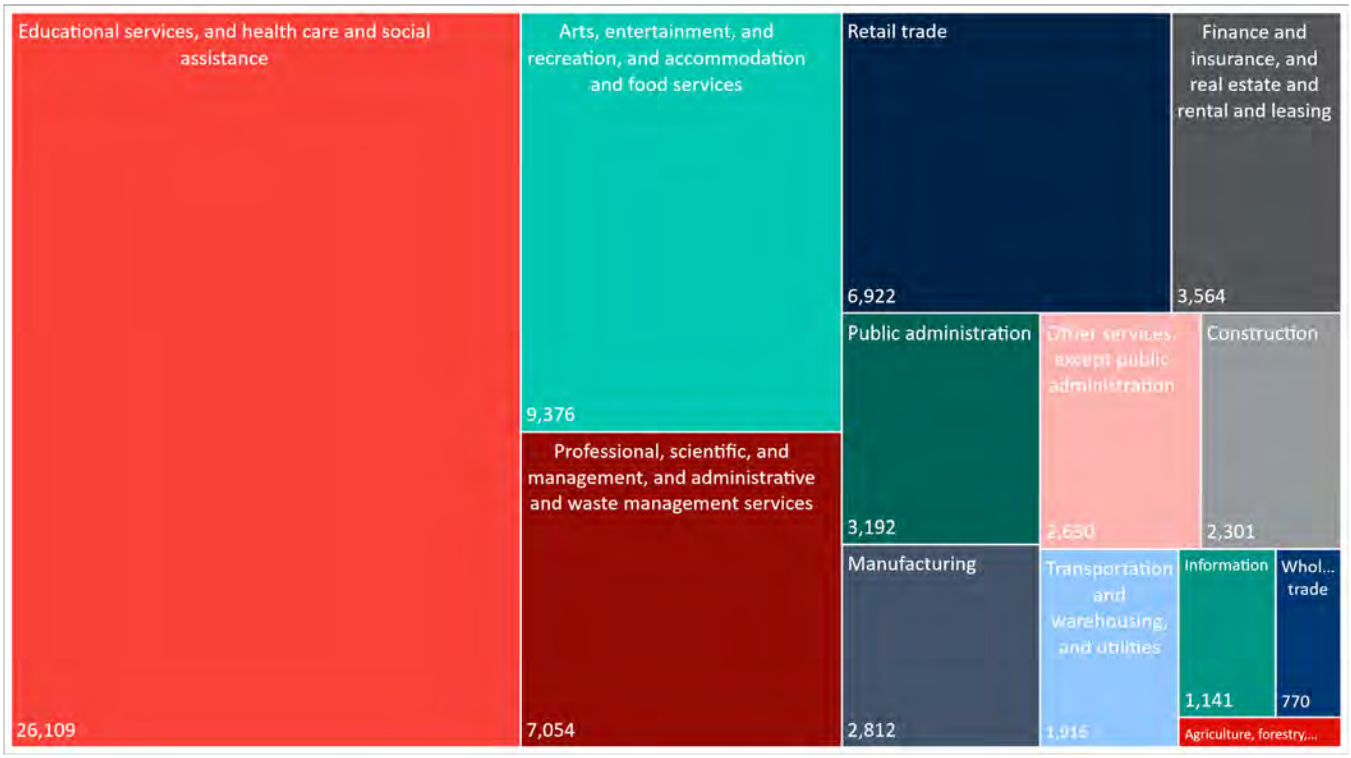
Source: Gainesville MTPO 2010-2040 LRTP

Job growth is mostly expected in Downtown Gainesville and near the UF Campus. Moreover, the area along Archer Road near Butler Plaza will continue to see an increase in employment density in the coming decade. A notable increase is expected in the Santa Fe College area. However, for the most part, employment density in all other areas will remain similar to current levels over the coming decade.

2.2.4.3 Employment by Industry

Figure 2-3 displays the composition of employment in the City of Gainesville broken down by industry. The largest sector includes educational services, health care, and social assistance, which make up 38% of the city's employment, followed by arts, entertainment, recreation, accommodation, and food services, which account for 14%. Additionally, professional, scientific, and other administrative and management services make up 10% of jobs. Together, these sectors provide over 60% of the jobs available in Gainesville.

FIGURE 2-3: EMPLOYMENT BY INDUSTRY



Source: 2022 ACS 5-Year Estimates

2.2.5 Educational Attainment

According to the Bureau of Labor Statistics, workers aged 25 and over with less than a high school diploma had the lowest median weekly earnings and the highest unemployment rates, whereas higher levels of educational attainment were correlated with higher weekly earnings and lower unemployment rates. Table 2-4 shows the population 25 and older and the level of educational achievement. The population that has completed a bachelor's degree or higher is nearly 50% in both Alachua County and Gainesville while the portion of the population that did not complete High School is 6%.

TABLE 2-4: EDUCATIONAL ATTAINMENT BY LEVELS IN ALACHUA COUNTY AND GAINESVILLE

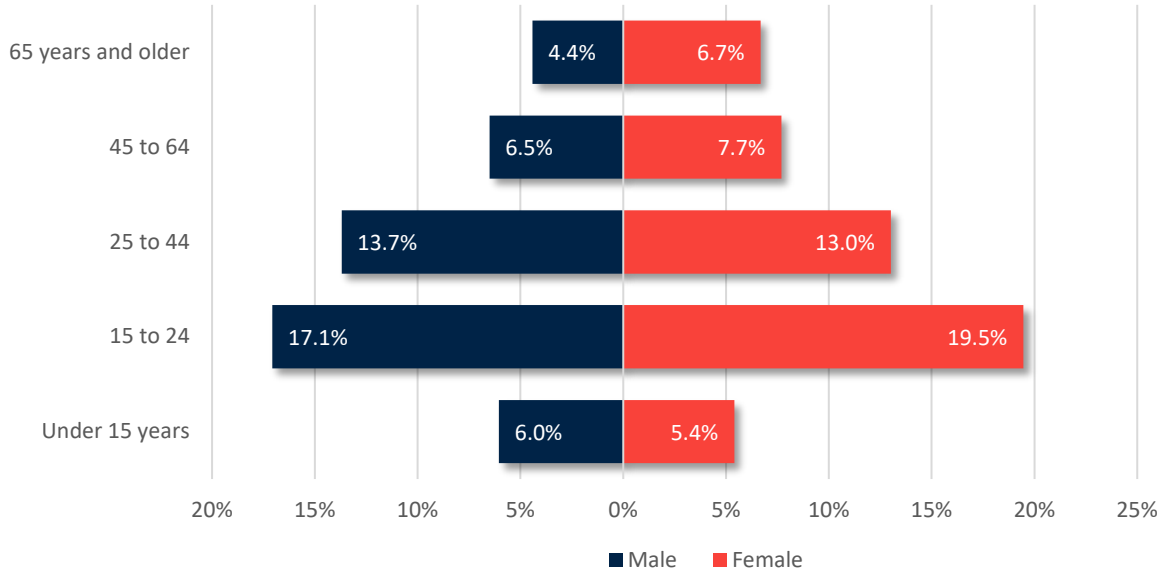
Education Level Achieved	Alachua County		Gainesville	
Population 25 and older	169,342		74,075	
Less than High School	10,776	6%	4,714	6%
High School	33,952	20%	13,047	18%
Some College, No Degree	26,583	16%	11,373	15%
Associate Degree	18,975	11%	7,933	11%
Bachelor's Degree	40,168	24%	19,435	26%
Graduate or Professional Degree	38,888	23%	17,573	24%

Source: 2022 ACS 5-Year Estimates

2.2.6 Age, Gender, and Race

Gainesville has a relatively young population, as individuals below the age of 25 comprise nearly half of the entire population. Residents under the age of 45 comprise nearly three quarters of the city's population. Over 36% of Gainesville residents are aged 15 to 24 and about 11% are over 65 years of age, as shown in Figure 2-4. The population of Gainesville is comprised of about 52% females, while the male population is about 48%.

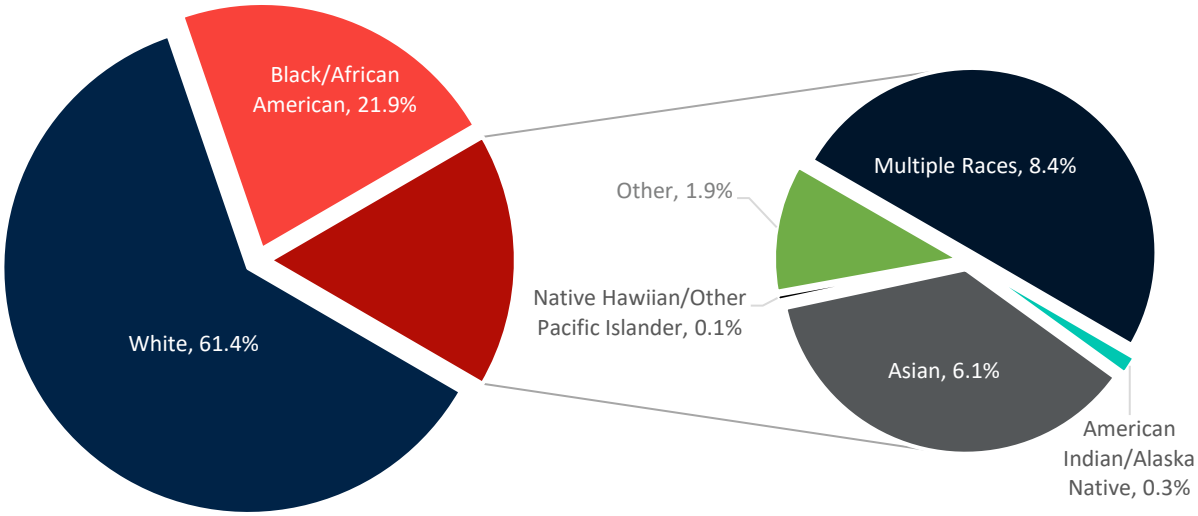
FIGURE 2-4: AGE DISTRIBUTION BY SEX IN GAINESVILLE



Source: 2022 ACS 5-Year Estimates

Figure 2-5 indicates that 62% of the population in Gainesville identify themselves as White. The next largest cohort is Black/African Americans at 21.9% of the city's population. Nearly 6% of Gainesville residents identify as Asian, while the remaining 10% identify as belonging to other or multiple races.

FIGURE 2-5: POPULATION DISTRIBUTION BY RACE



Source: 2022 ACS 5-Year Estimates

2.2.7 Income

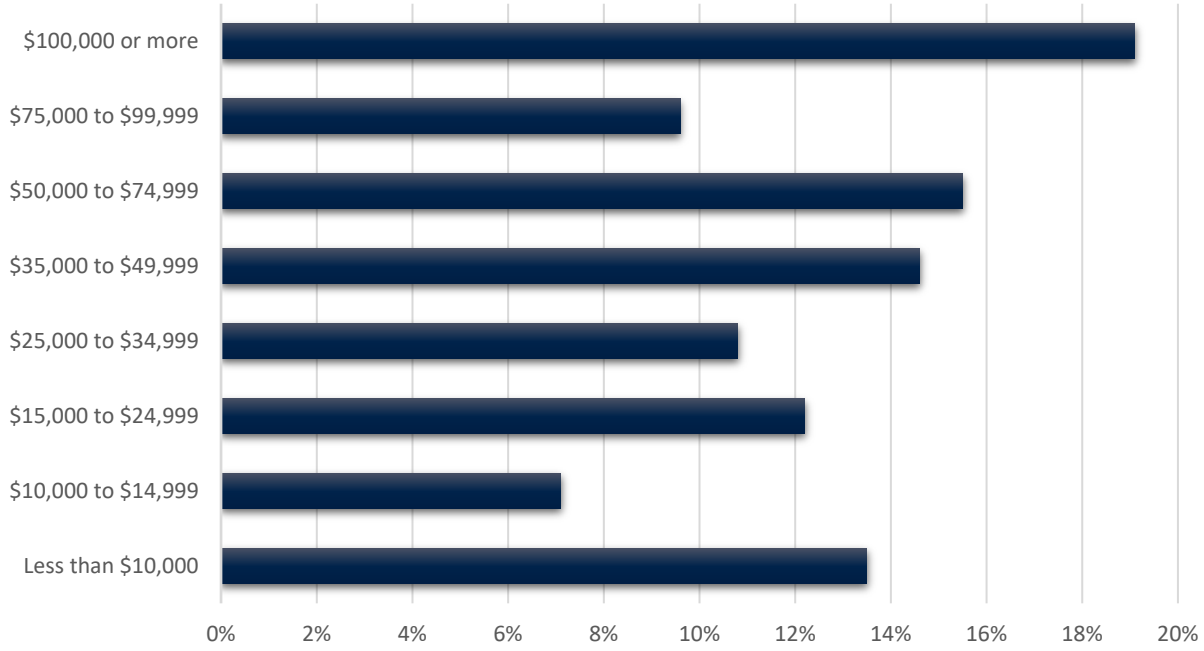
Table 2-5 indicates that Gainesville's 2022 median household income was $43,783, a figure that is lower than both Alachua County and the State of Florida, which reported 2022 median household incomes of $57,566 and $67,917, respectively. Figure 2-6 demonstrates the percentage of households in Gainesville across various income brackets. The largest income brackets in Gainesville are "$100,000 or more"," $50,000 to $74,999", "$35,000 to $49,999", and "less than $10,000".

TABLE 2-5: MEDIAN HOUSEHOLD INCOME BY JURISDICTION

Jurisdiction	2021 Median Household Income
Gainesville, FL	$43,783
Alachua County, FL	$57,566
Florida	$67,917
United States	$75,149

Source: 2022 ACS 5-Year Estimates

FIGURE 2-6: PERCENTAGE OF HOUSEHOLDS IN GAINESVILLE BY INCOME BRACKET



Source: 2022 ACS 5-Year Estimates

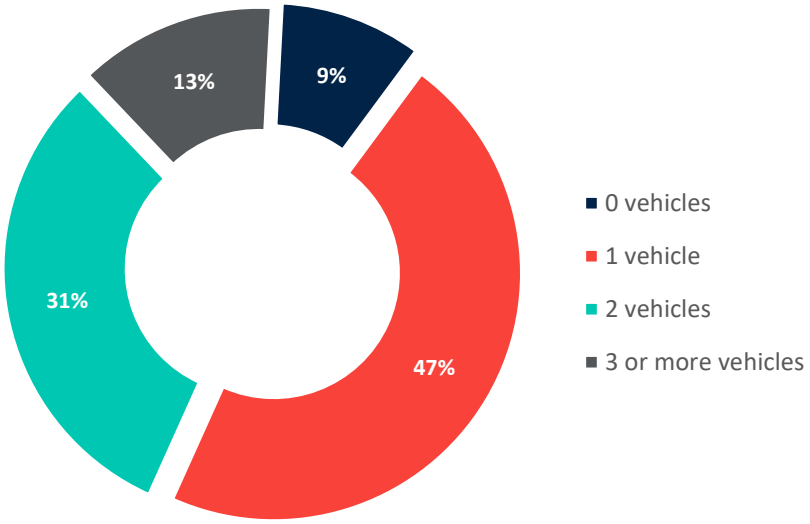
2.3 Commute Characteristics

This section reviews the factors that impact the commute of the population in Gainesville. This includes vehicle ownership, travel behavior and commuting trends within and outside of Alachua County.

2.3.1 Vehicle Ownership

Figure 2-7 shows the number of vehicles owned by each household in Gainesville. Over 90% of households in Gainesville have access to at least one vehicle, which is close to the national average of 92%. Two or more vehicles are accessible to about 44% of all Gainesville households, while 9% of households own no vehicles.

FIGURE 2-7: VEHICLE OWNERSHIP



Source: 2022 ACS 5-Year Estimates

2.3.2 Travel Behavior and Commuting Trends

To assess regional trends and patterns of commuters, an analysis using the 2021 Longitudinal Employer Household Dynamics (LEHD) and Longitudinal Origin-Destination Employment Statistics (LODES) data ("On the Map," US Census Bureau) was completed. Tables 2-6 through 2-8 show commuter flow data provided through LEHD. This analysis evaluates geographic commuting patterns of workers by the location of their employment and residential area. Overall, Gainesville has 46,501 working residents, of which 21,018 commute out of Gainesville for work. Gainesville has 93,183 jobs, which attracts 67,700 commuters from outside of Gainesville, with the remaining 25,483 jobs being filled by residents. The number of jobs exceeds the number of working residents, leading to a net inflow of 46,682 commuters. Top destinations for Gainesville residents who commute elsewhere for work include Jacksonville, Alachua, and Ocala. Nearly 45% of Gainesville's working residents are employed outside of Gainesville. For commuters that travel to Gainesville for work, the main places of origin include Jacksonville, Alachua, Newberry, and High Springs. About 73% of the people employed in Gainesville commute from outside of the city. Figure 2-8 summarizes the total commuter inflows and outflows.

TABLE 2-6: CITY OF GAINESVILLE COMMUTER SUMMARY

Commuter Summary	Count
Total Commuter Inflow	67,700
Internal Commute	25,483
Total Commuter Outflow	21,018
All Employed in Gainesville	93,183
All Working Residents of Gainesville	46,501
Net Job Inflow (+) or Outflow (-)	46,682

Source: US Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (2021)

For working residents that commute outside of Gainesville for work, the main commute destinations include Jacksonville, Alachua, Ocala, and Tallahassee. Maps 2-11 and 2-12 illustrate the inflows and outflows of commuters in the Gainesville area to other parts of the state.

TABLE 2-7: CITY OF GAINESVILLE OUTFLOW COMMUTE

Rank	Destination	Trips	% of Residents
1	Jacksonville	1,923	4.1%
2	Alachua	1,171	2.5%
3	Ocala	654	1.4%
4	Tallahassee	597	1.3%
5	Newberry	512	1.1%
6	Orlando	433	0.9%
7	Tampa	419	0.9%
8	Lakeland	197	0.4%
9	St. Petersburg	196	0.4%
	All Other Locations	14,916	32%
	Total Outflow*	21,018	45%

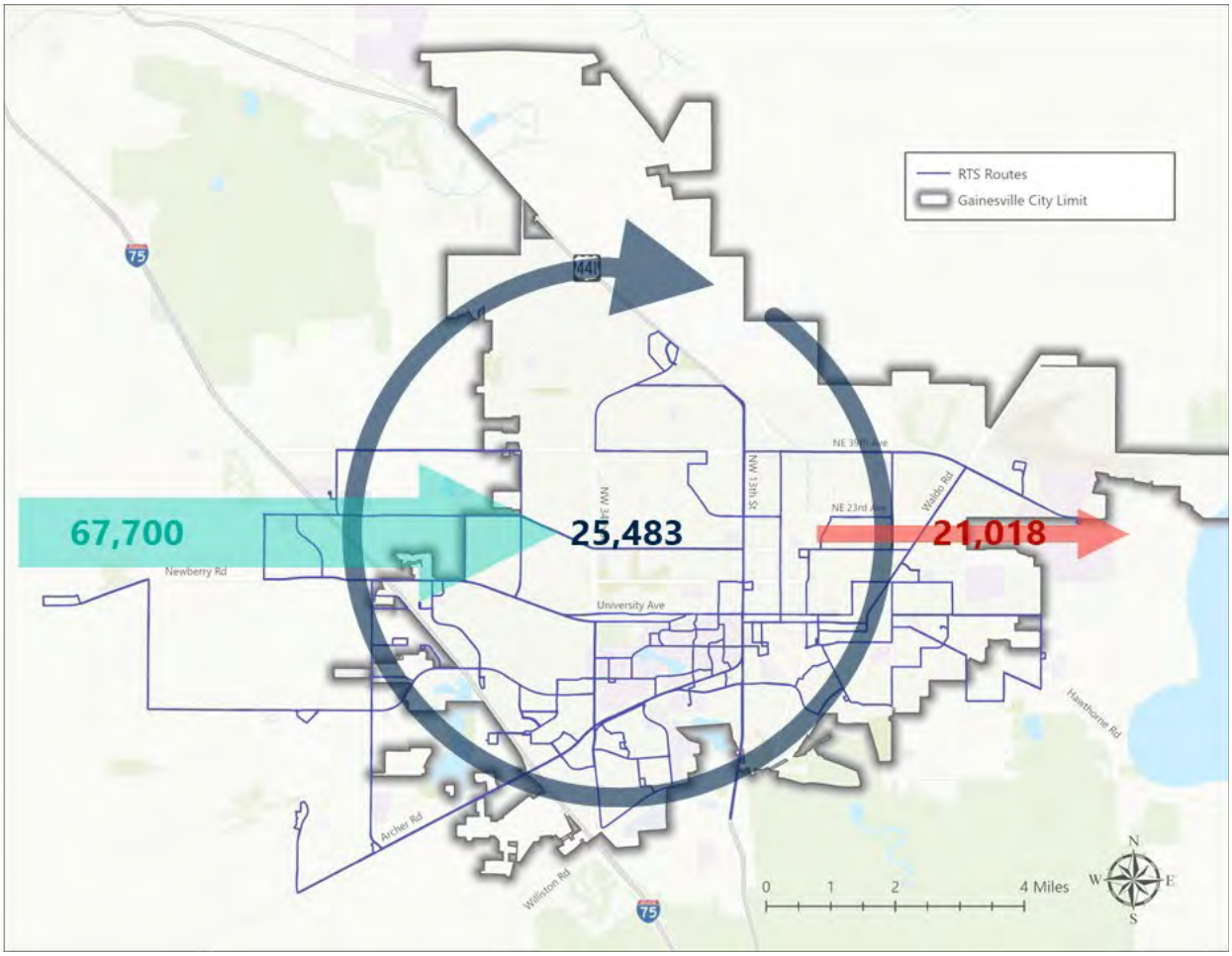
*Total does not include Gainesville-to-Gainesville trips.
Source: US Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (2021)

TABLE 2-8: CITY OF GAINESVILLE INFLOW COMMUTE

Rank	Origin	Trips	% of Workers
1	Jacksonville	2,972	3%
2	Alachua	1,807	2%
3	Newberry	1,567	2%
4	High Springs	1,058	1%
5	Ocala	804	1%
6	Palm Coast	718	1%
7	Tampa	392	<1%
8	Tallahassee	391	<1%
9	Lake City	311	<1%
	All Other Locations	57,680	62%
	Total Inflow*	67,700	73%

*Total does not include Gainesville-to-Gainesville trips.
Source: US Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (2021)

FIGURE 2-8: TOTAL INFLOW AND OUTFLOW SUMMARY

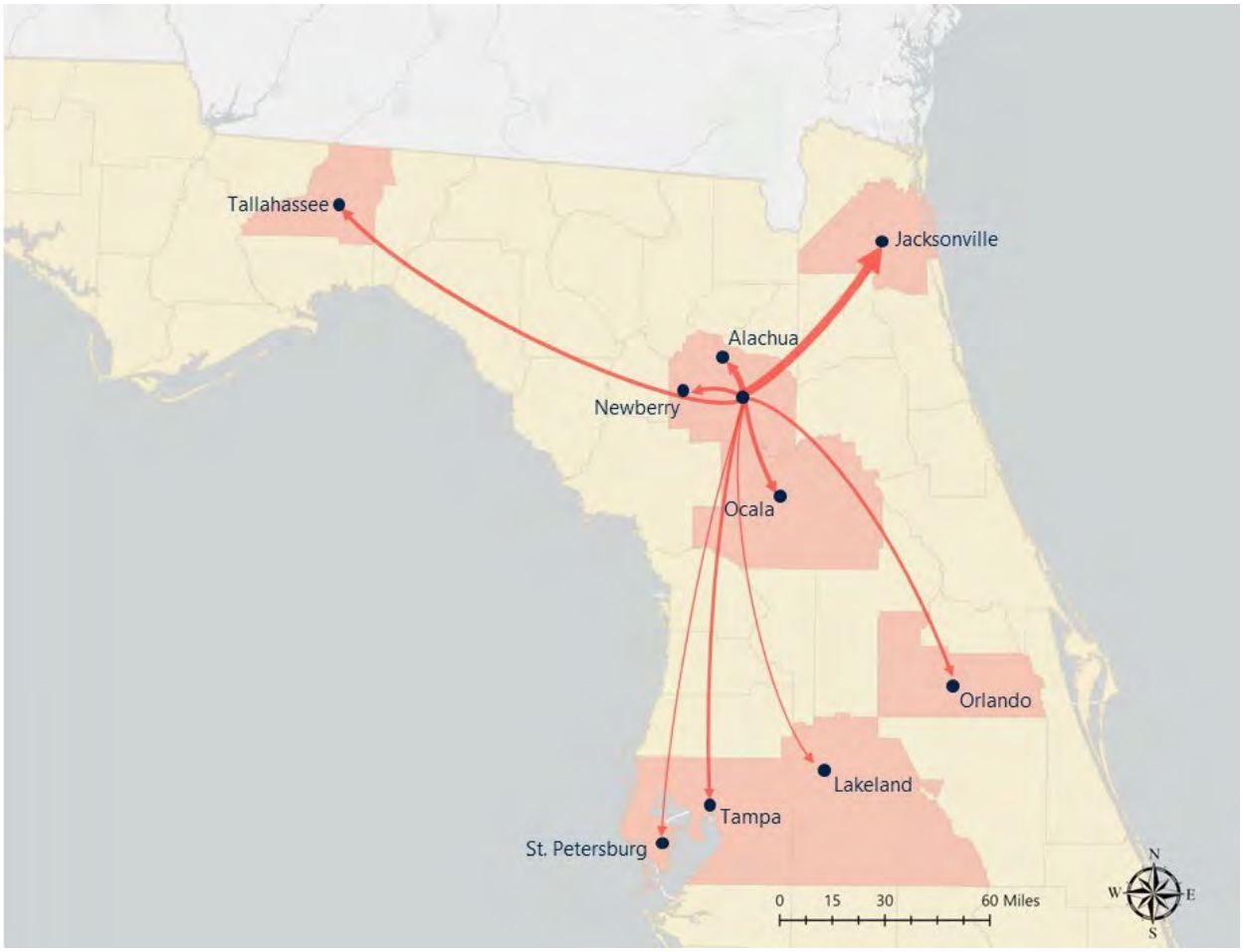


Source: US Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (2021)

MAP 2-11: INFLOW COMMUTE

Source: US Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (2021)

MAP 2-12: OUTFLOW COMMUTE

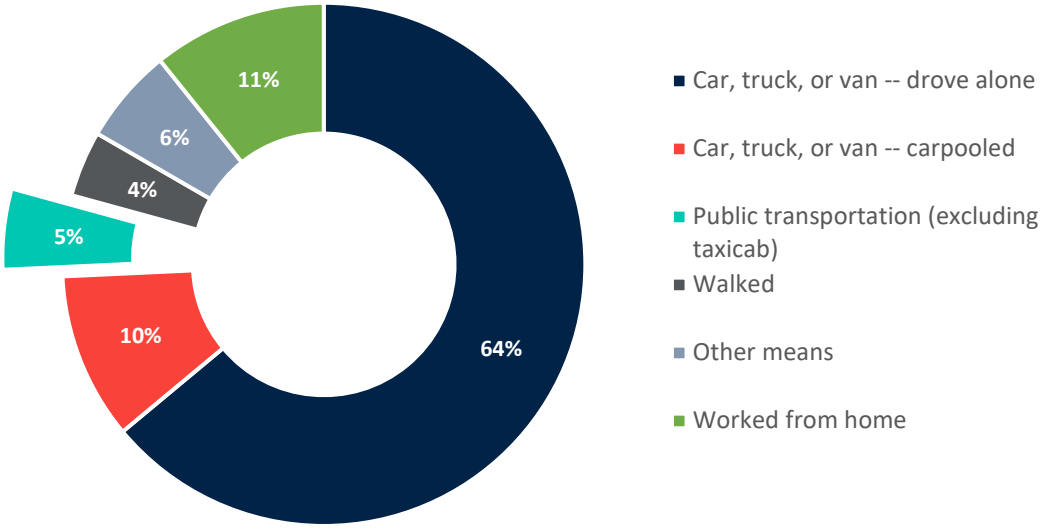


Source: US Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (2021)

2.3.3 Commute to Work

For workers in Gainesville, the commute to work is split by various modes of transportation. Figure 2-9 shows what mode of transportation workers use to get to work. Drove alone is the predominant mode of transportation for workers in Gainesville at 64%, while public transportation was the mode of choice for nearly 5 % of workers. An increasing trend is working from home, which the ACS estimates at 11%.

FIGURE 2-9: COMMUTE TO WORK BY MODE



Source: 2022 ACS 5-Year Estimates

2.4 Travel Conditions and Operating Environment

This section reviews the physical conditions affecting travel in and around Gainesville. The Annual Average Daily Traffic (AADT) measures are examined to understand traffic volumes over major roadways, while the Level of Service (LOS) study examines the impact of traffic volumes and roadway capacity over traffic flow. Additionally, the general land use configuration is studied to reveal patterns that may impact the travel environment as well as a brief overview of new developments as a measure of potential change in near-term and future travel in the area.

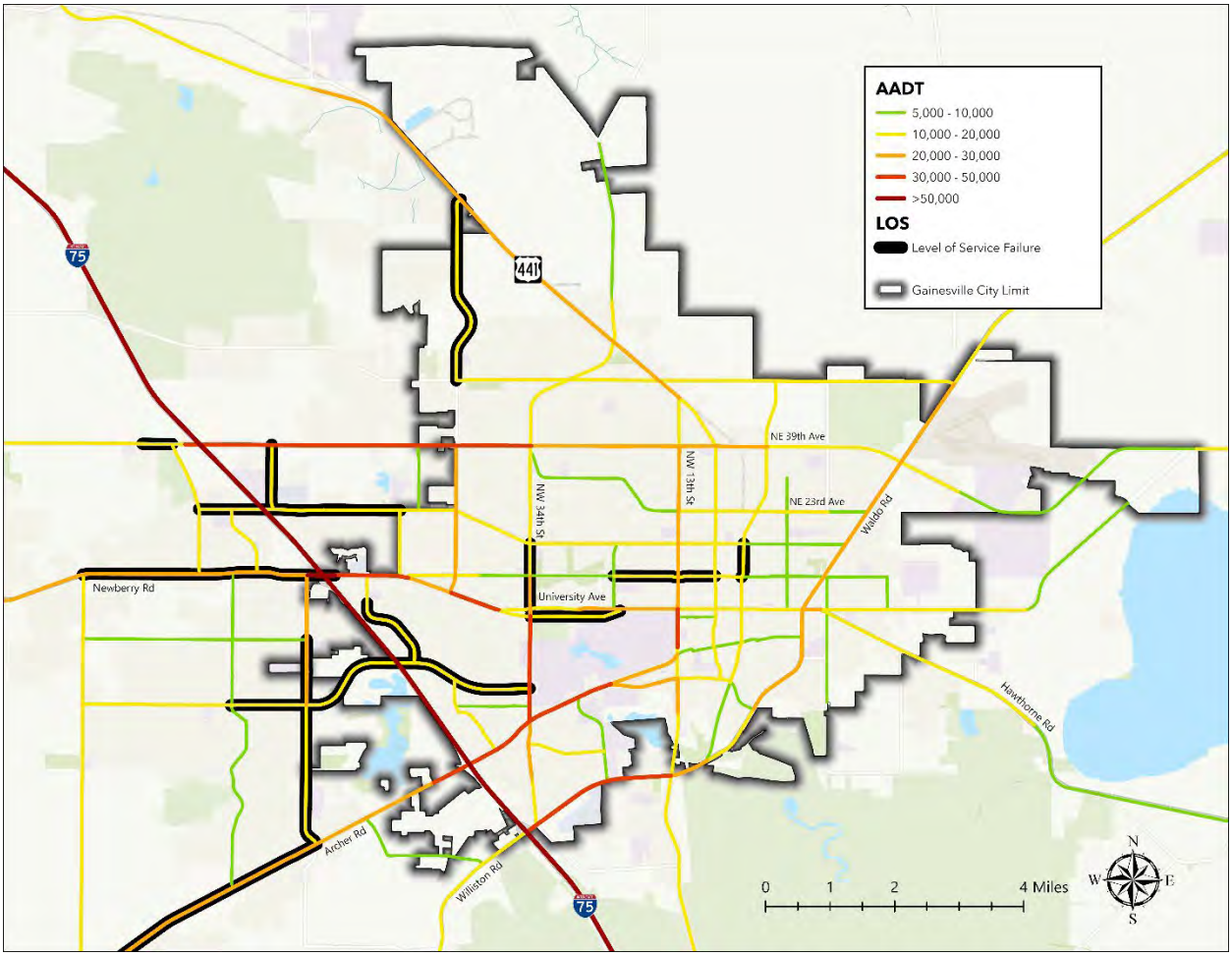
2.4.1 Annual Average Daily Traffic

In Gainesville, significant traffic volumes are typically experienced on state-owned major arterial roads. The city's busiest roads are primarily located on the west side, close to I-75, which has the highest traffic volume of any road in Gainesville. Major arterials consisting of segments which carry an average of over 30,000 vehicles per day include Newberry Road, Archer Road, Williston Road, SW 34th Street, and SW 13th Street. Map 2-14 illustrates the AADT on roads in Gainesville.

2.4.2 Level of Service

As previously mentioned, LOS is a metric which incorporates roadway capacity, traffic volume, and traffic flow to qualitatively describe the performance of a particular road segment, on a scale of grades between A and F, the latter being the most deteriorated service condition. Map 2-13 indicates which roads exhibit an insufficient, or failing, LOS. Most roads in Gainesville which are not able to facilitate a stable flow of travel are located in West Gainesville and beyond the municipal boundaries into unincorporated Alachua County. Typically, these roads are two-lane major collectors and minor arterials which carry 10,000 to 30,000 vehicles per day.

MAP 2-13: AADT AND LOS MEASURES ACROSS ROADWAYS IN GAINESVILLE



Sources: Florida Department of Transportation, 2022; Gainesville Metropolitan Transportation Planning Organization, 2021

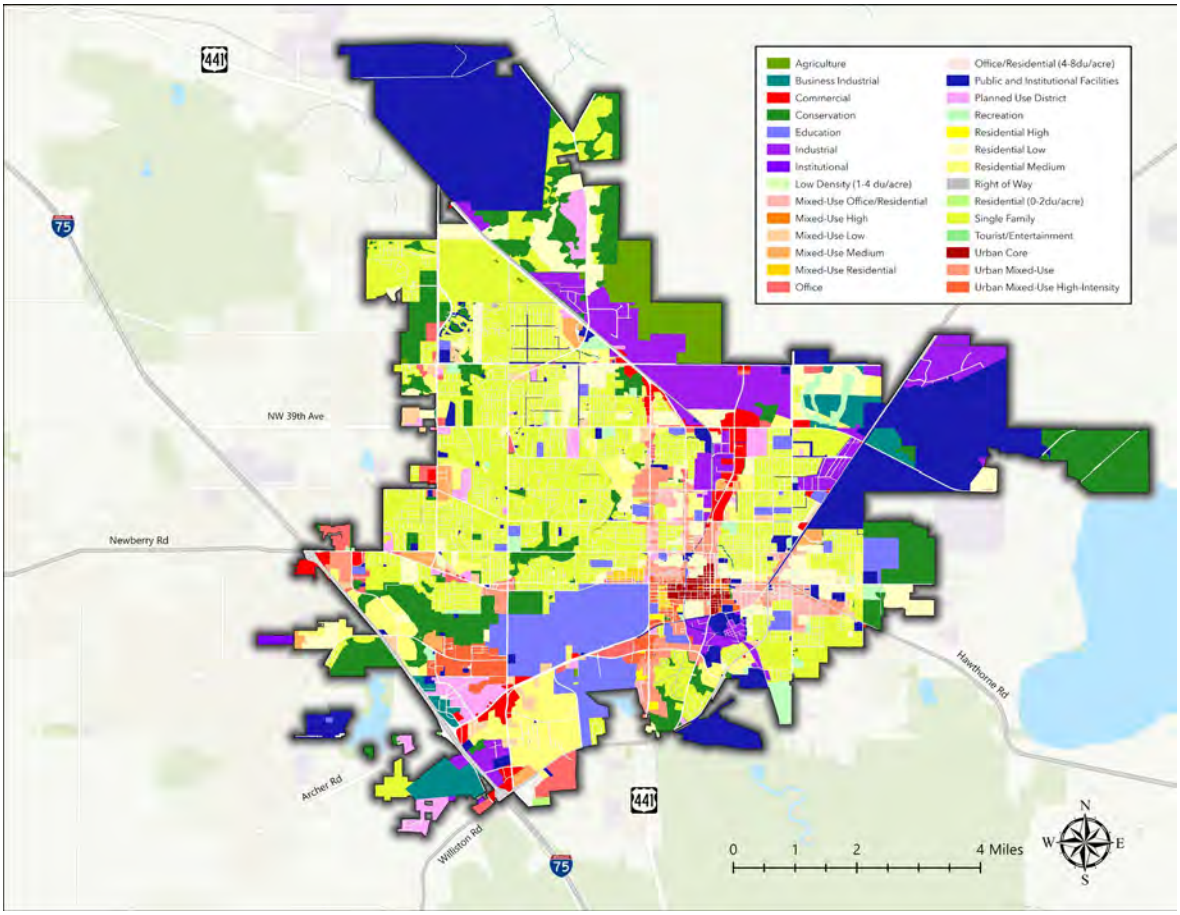
2.4.3 Land Use

To better assess the impact of local land use conditions and policies on public transportation needs, it is important to identify the current and future areas of the county that may benefit the most from the provision of public transportation services. The following section describes new and future land developments, as well as current and future land use designations across Gainesville.

Current and future land uses within the city are illustrated in Maps 2-14 and 2-15, respectively. Historically and currently, UF and Downtown sit in the center of the city's activity. Recently, prominent commercial zones and thoroughfares have grown, including Archer Road, University Avenue, Newberry Road, 13th Street, and 39th Avenue. Large swaths of single family residential comprise most of Northwest Gainesville. Figure 2-10 demonstrates that nearly 26% of all land use is dedicated to single family residential use, followed by public institutional facilities at 19%. Nearly 11% of the city is dedicated to conservation areas, while 9% is dedicated to industrial uses. These figures are not expected to change much, which can be observed in Figure 2-11. The UF and Downtown Gainesville urban core is expansive

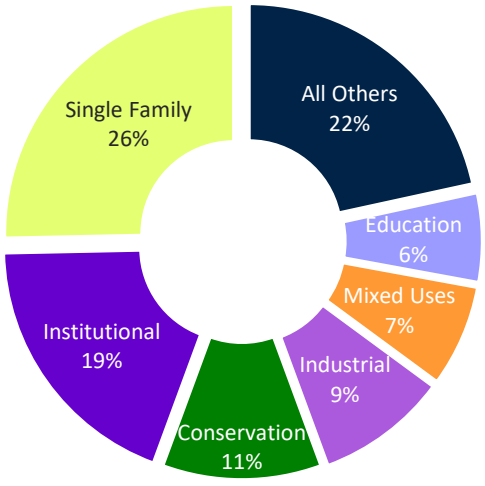
and clearly visible areas on the map. The fringes of the city tend to have less intense land uses such as agriculture, conservation, institutional, and planned development.

MAP 2-14: CITY OF GAINESVILLE LAND USE DISTRIBUTION

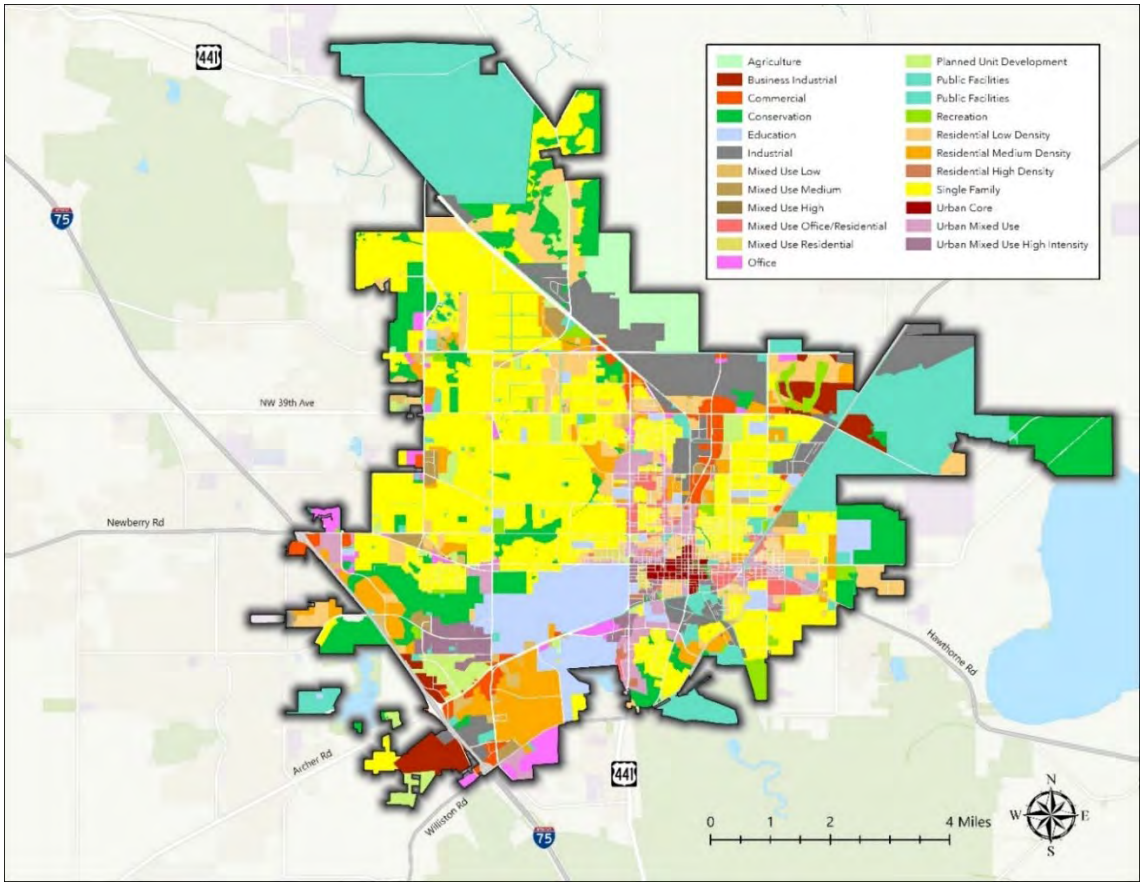


Source: City of Gainesville, 2023

FIGURE 2-10: CITY OF GAINESVILLE LAND USE DISTRIBUTION

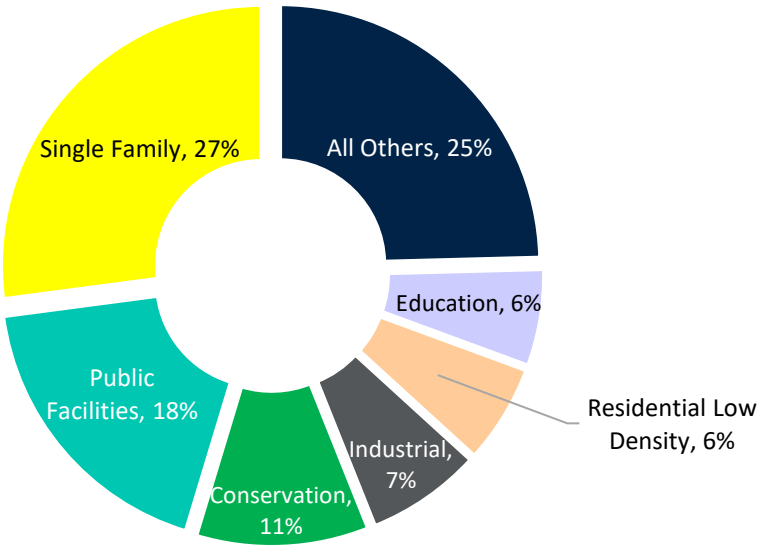


MAP 2-15: CITY OF GAINESVILLE FUTURE LAND USE MAP



Source: City of Gainesville, 2023

FIGURE 2-11: CITY OF GAINESVILLE FUTURE LAND USE DISTRIBUTION



2.5 Study Area Analysis

This section assesses the study area's transit market more closely, evaluating land use, seasonal and touristic factors, and major trip generators, all of which are responsible for shaping transportation patterns across the city. Moreover, this section presents several analyses to examine multiple demographic factors to establish where the market for transit has greater potential across Gainesville.

2.5.1 Major Trip Generators

Activity centers are critical for transit, as they effectively drive one end of most travel flows, including transit trips. An Activity Center Analysis identifies these trip generators within and around the RTS service area to determine if transit is servicing key locations for users. Activity centers reviewed include major employment locations and other locations identified as transit generators, such as higher education institutions, health and medical facilities, government services, major shopping destinations, sports facilities, points of interest, and public housing.

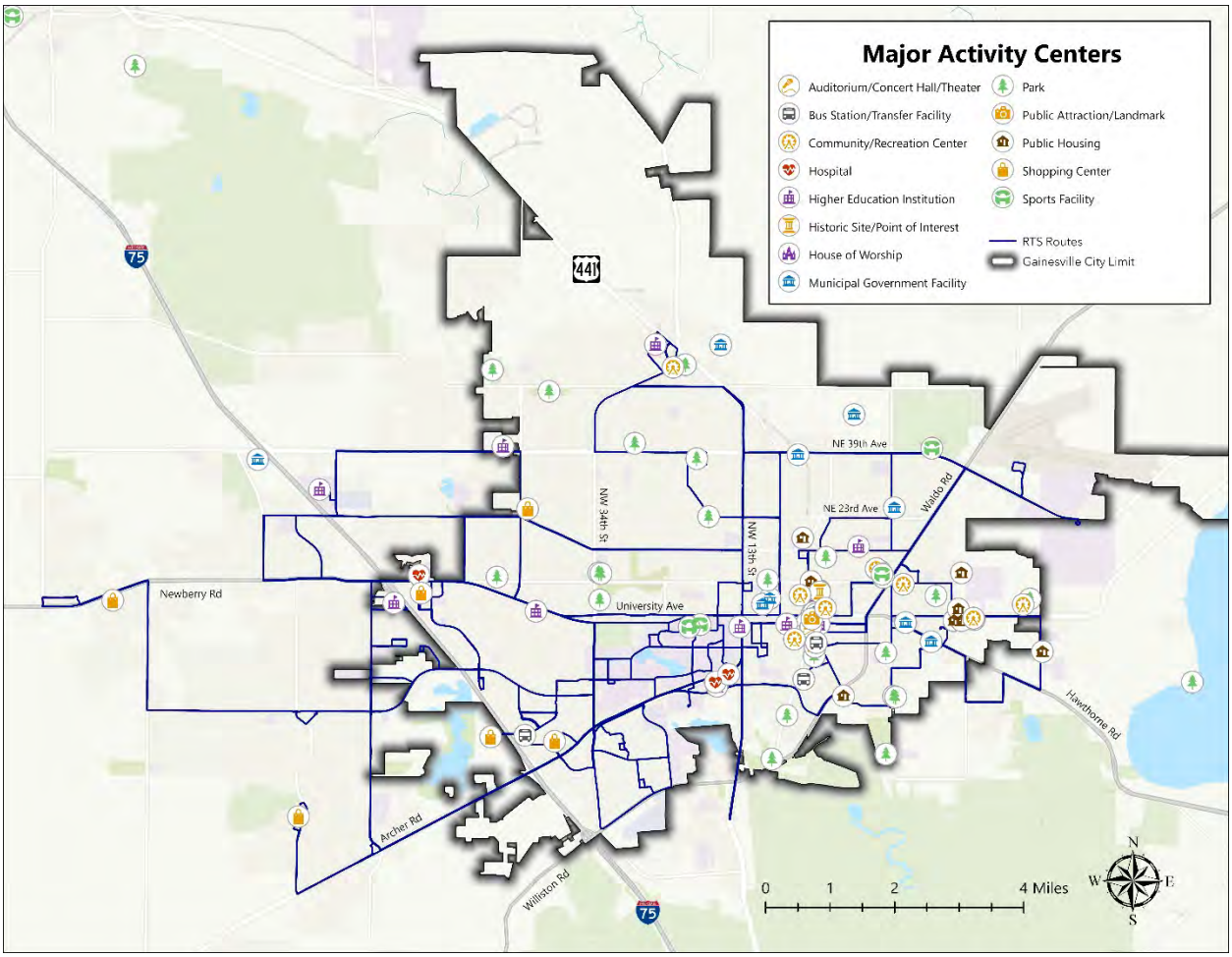
A geographic assessment of the locations of major trip generators in a transit agency's service area in comparison to its route network was conducted to determine how effective existing service is at serving the key places that people in the community want and/or need to access. In addition, new developments can also affect where and how transit can be operated in the service area in the future.

The following major activity clusters (Map 2-16) were identified for RTS:

- University of Florida
- Santa Fe College
- HCA North Florida/Oaks Mall
- Downtown Gainesville
- Butler Plaza

A future activity cluster will be located near the Gainesville Technology Entrepreneurship Center (GTEC) on Hawthorne Road in southeast Gainesville. Located at Cornerstone Campus, the property's tenants currently include GTEC and a food safety laboratory. There are plans to house more commercial tenants at the Cornerstone Campus in the future. This activity cluster will also include a UF Health urgent care center and an RTS transfer station.

MAP 2-16: LOCATION OF MAJOR ACTIVITY CENTERS



Source: City of Gainesville, 2023

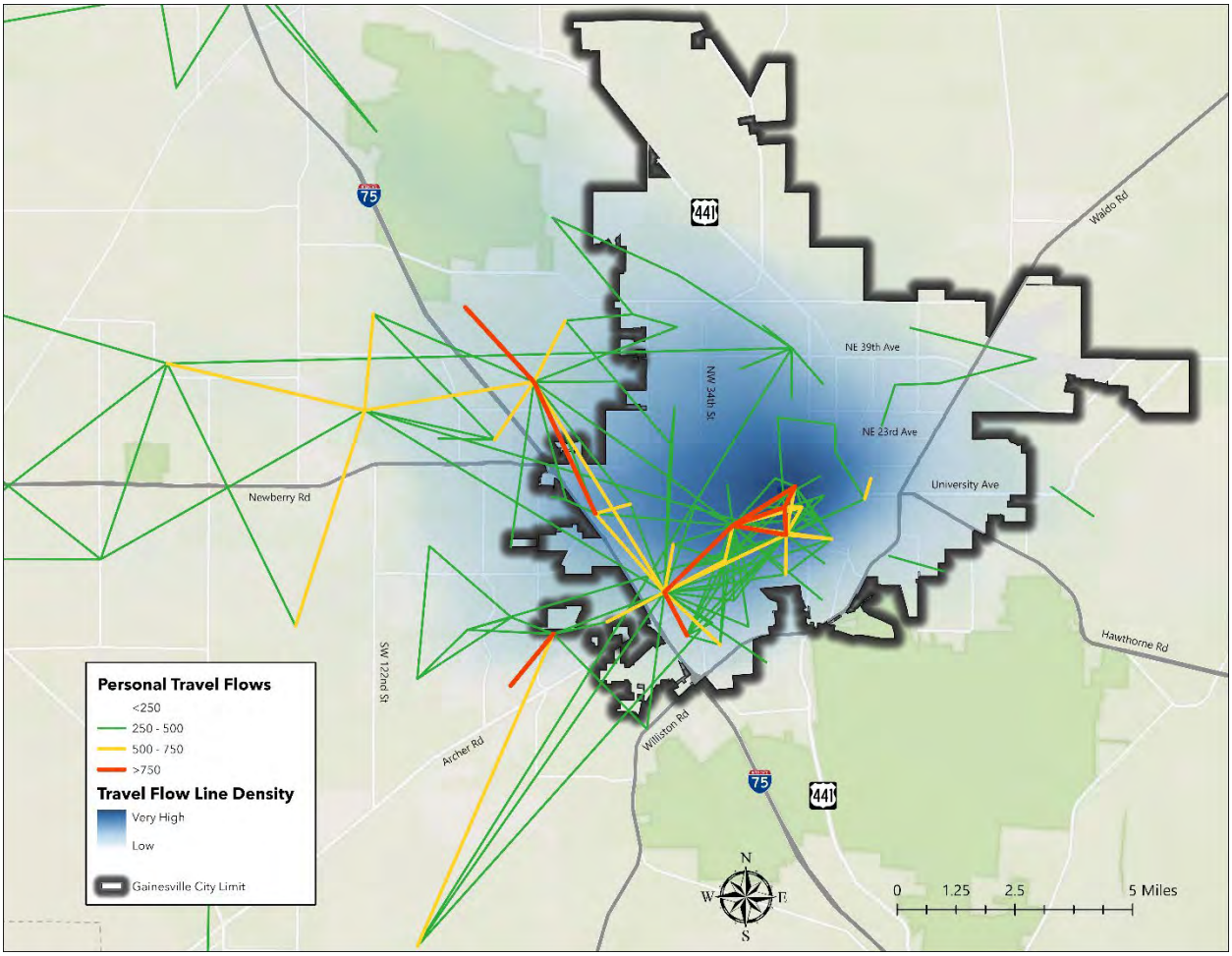
2.5.2 Travel Flow Analysis

Understanding travel flows and patterns is critical to transit market segmentation. Of particular importance are commuting flows within the City of Gainesville and connecting to adjacent unincorporated areas within Alachua County. The following travel flow data was derived using Replica, a mobility and economic activities management tool. Replica estimates travel trends based on data sources, including but not limited to road traffic, mobile locations, and financial transactions. This data is compiled and estimated to determine changes in mode and purpose, as well as socioeconomic and travel characteristics. The analysis provides an understanding of the magnitude of average daily trips between areas that can be helpful in planning and distributing future transit service provisions.

The distribution of trips by block group helps to identify areas to which many people begin or end their trip. The information shown in the following figures illustrates average weekday travel flows for Spring 2023. The data presented in Map 2-17 include the origin location as the centroid of a given block group. These lines do not reflect exact travel origins and destinations, but the findings can be used to address localized movement of persons in Gainesville.

Trends regarding travel flows in and around Gainesville reflect the recent growth and overall high levels of activity in Southwest Gainesville and the adjacent unincorporated areas. The travel flows in Gainesville with the highest number of trips connect UF and its surrounding areas to Southwest Gainesville, which is served by key corridors including Archer Road, I-75, SW 34th Street, and SW 20th Avenue. Butler Plaza is a major commercial activity center in that part of the city. Other travel flows with a high number of trips connect major activity centers in Northwest Gainesville including Oaks Mall, HCA North Florida, and Santa Fe College.

MAP 2-17: TRAVEL FLOWS AROUND GAINESVILLE



Source: Replica, 2023

2.6 Economic Conditions

This technical memorandum evaluates the economic conditions that are present in Gainesville which helps to gauge the economic growth and the sustenance of the community. These conditions largely depend on the market and can help indicate mobility changes or adaptations that the transit network can cater to. Understanding local economic conditions can help identify partnerships, and they can help indicate what sectors can benefit from transit the most.

2.6.1 Macroeconomic Conditions

Table 2-9 presents the breakdown of Gross Domestic Product (GDP) in Alachua County by industry in 2017 and 2023. Overall, the GDP increased by 36% between 2017 and 2023, bringing in over $18 billion in 2023. The most notable changes in GDP can be observed in the 67% increase in professional and business services, which grew from $1.04 billion in 2017 to $1.74 billion in 2023. The second fastest growing industry was in wholesale trade, showing a 66% increase in GDP. Agriculture, forestry, fishing, and hunting were the sole industries with a lower GDP in 2023 compared to 2017, indicating a decline in this industry in Alachua County.

TABLE 2-9: ALACHUA COUTY GROSS DOMESTIC PRODUCT STATISTICS (2017 – 2023)

Industry	2017	2023	Percent Change
Agriculture, forestry, fishing and hunting	$78M	$58M	-25%
Mining, quarrying, and oil and gas extraction	$6M	$9	44%
Utilities	$160M	$232M	45%
Construction	$422M	$658M	56%
Manufacturing	$486M	$705M	45%
Wholesale trade	$462M	$768M	66%
Retail trade	$852M	$1.17B	37%
Transportation and warehousing	$195M	$289M	48%
Information	$317M	$424M	34%
Finance, insurance, real estate, rental, and leasing	$2.39B	$3.50B	47%
Professional and business services	$1.04B	$1.74B	67%
Educational services, health care, and social assistance	$1.86B	$2.42B	30%
Arts, entertainment, recreation, accommodation, and food services	$594M	$765M	29%
Other services (except government and government enterprises)	$271M	$341M	26%
Government and government enterprises	$4.10B	$4.95B	21%
Total	$13.23B	$18.025B	36%

Source: Bureau of Economic Analysis, 2017-2023

2.6.2 Tourism and Seasonal Markets

Alachua County offers a wide variety of attractions and accommodations, including outdoor activities at the many springs and nature preserves, sports, and events at the University Florida, as well as restaurants, arts, and cultural events around Downtown Gainesville. This variety of activity can generate special events, or periods of time that cause a sudden influx of tourism, or of temporary residents in Gainesville and Alachua County.

2.6.3 Outdoor Recreation

Alachua County has several springs that attract thousands of people annually, particularly during the warmer summer months. There are over one thousand freshwater springs in North Florida, with many in, or in proximity to Alachua County, including Gilchrist Blue Springs State Park, Ginnie Springs, Ichetucknee Springs, and Poe Springs Park. Most of these are located near High Springs along US 27 and US 441 north of Gainesville. In addition, UF owns Lake Wauburg, a park with multiple water activities, as well as other outdoor activities and operates throughout the academic year, including the summer months. Lake Wauburg is located along US 441 south of Gainesville, near Micanopy.

2.6.4 University Activities

The busiest part of UF's academic year occurs between late August and early May, so the student activity, sports game attendance, and general visitation is higher during this time. The UF football season from approximately August through December attracts higher than average visitors to the Gainesville area, as UF was rated 10th in attendance for the 2022 college football season. On average, football games brought in 87,180 attendees for each game, a 2.35% net increase from 2021 according to D1 Ticker, a college athletics news outlet.

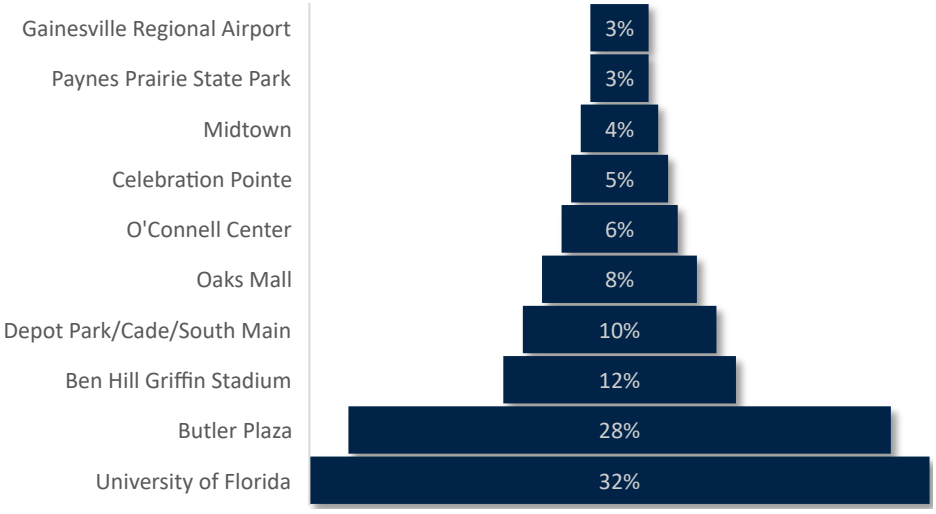
2.6.5 Hospitality

County-level tourism and economic impact data released by Downs and St. Germain reported a total of 1.4 million visitors that stayed at paid overnight accommodations in 2022, generating more than $789 million in economic impact in 2022, a 25% increase from 2021. A total of $272 million was generated in wages and salaries for local jobs, as well as $64 million in state and local tax revenue. This growth in visitors and generated revenue indicates a strong resurgence in the tourism sector in Alachua County as the pandemic and its impacts in the tourism sector slowly recede.

2.6.6 Other Local Tourism

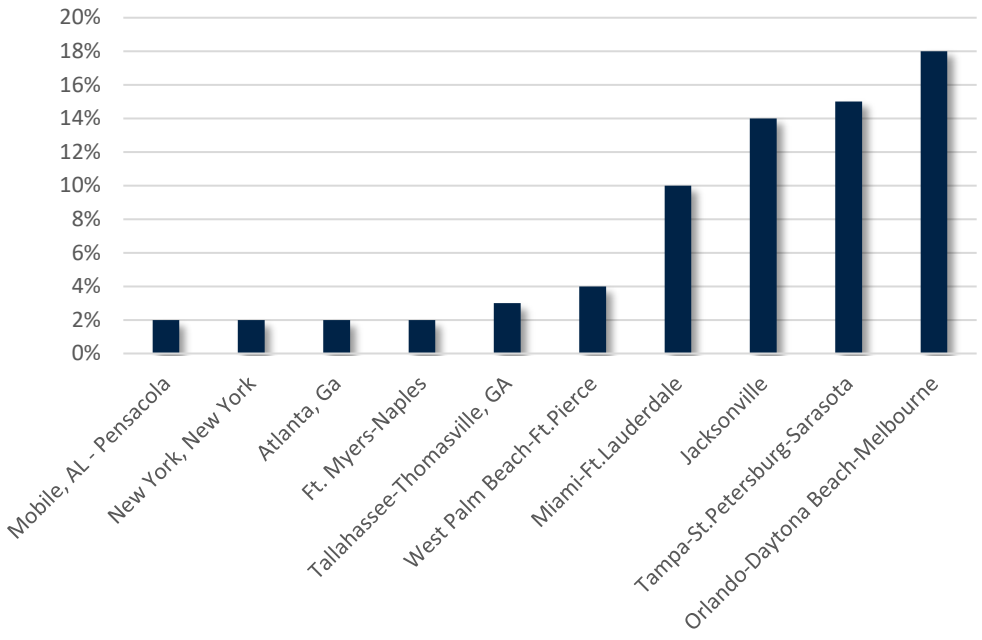
Per the County-level data provided by Downs and St. Germain, the top destinations for visitors were UF and Butler Plaza, as shown in Figure 2-12. Butler Plaza is a large shopping center in Gainesville that features large retail stores, restaurants, grocery stores, and apartments. The most common visitor origin for visitors that stayed in overnight accommodations was Orlando/Daytona Beach/Melbourne, followed by Tampa/St. Petersburg/Sarasota areas, as illustrated in Figure 2-13.

FIGURE 2-12: TOP DESTINATIONS FOR VISITORS (2022)



Source: Alachua County; Data compiled by Downs & St. Germaine

FIGURE 2-13: ALACHUA COUNTY VISITOR ORIGIN STATISTICS, 2022



Source: Alachua County; Data compiled by Downs & St. Germaine

Table 2-10 provides a summary of the average amount spent by visitors by category. Transportation was noted as the top expense for travelers, with visitors spending on average $384 for their trip. The second largest expense was for accommodations at an average of $302.

TABLE 2-10: AVERAGE VISITOR SPENDING, 2022

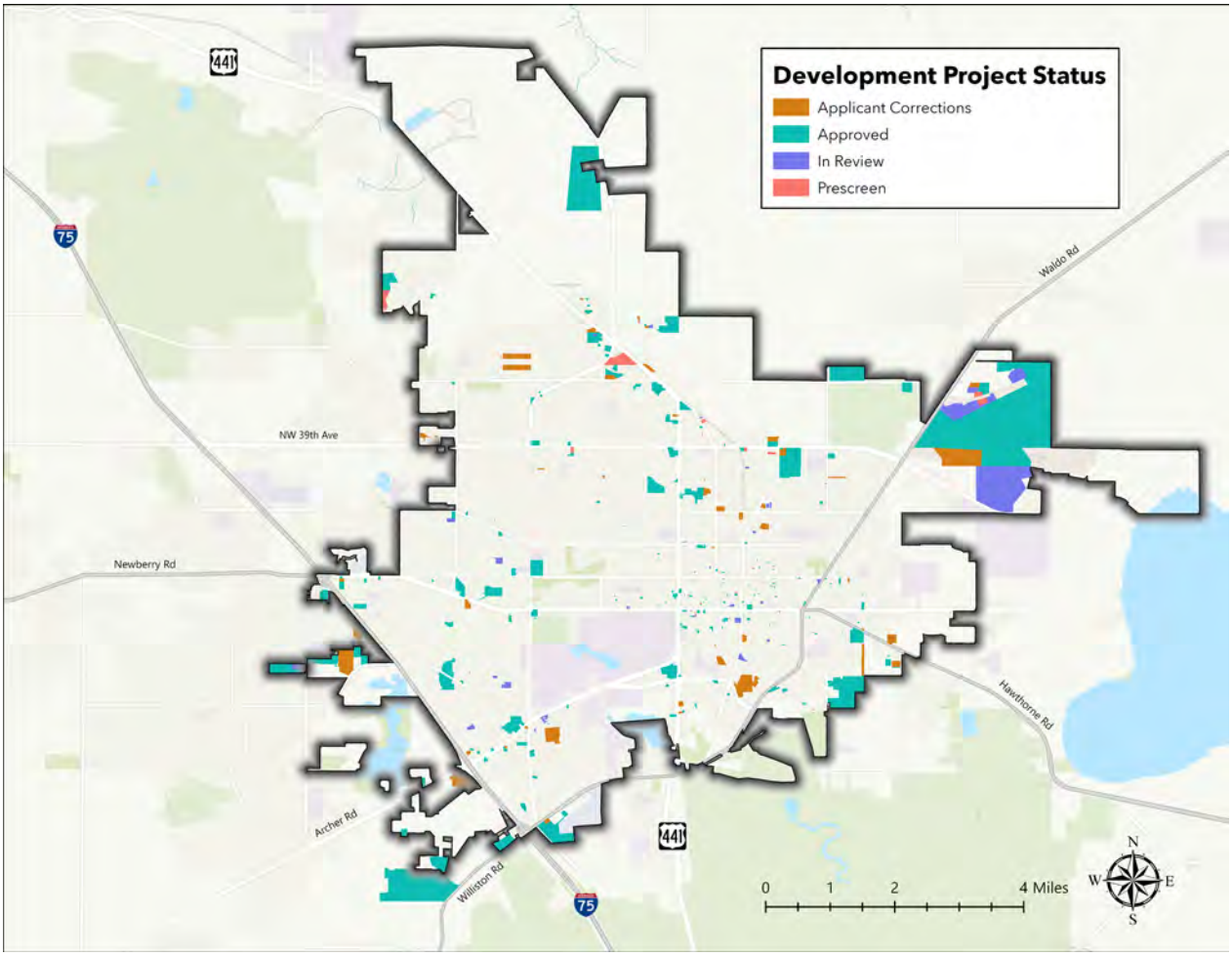
Category	Average Money Spent
Transportation	$384
Accommodations	$302
Outdoor Recreation	$185
Business and Professional	$177
Commercial	$151
Attractions	$122
Retail	$122
Food	$90
Nightlife	$56
Gas & Service Stations	$46
Health	$36

Source: Alachua County; Data compiled by Downs & St. Germaine

2.6.7 Trends in Major Developments

Future development will create new demands for transportation, including for transit. There are approximately 380 active development projects currently listed by the City of Gainesville Department of Sustainable Development, ranging in status from prescreening to approved. These projects are mapped in Map 2-18. The types of development range from small-scale renovations and single-family housing projects to hospitals and other major developments.

MAP 2-18: NUMBER OF NEW DEVELOPMENTS



Source: City of Gainesville, 2023

Residential and mixed-use developments of significant scale will take place in Gainesville's Northside, near SW 17th Road, near Williston Road west of I-75, and west of UF's campus between SW 20th Avenue and Hull Road. In addition to residential and mixed-use, major upcoming commercial developments include improvements and expansions to the Gainesville Regional Airport, a new hospital and emergency room near Archer Road, and an urgent care center in Gainesville's Eastside.

UF has 48 student housing properties, totaling over 10,550 units. There have been several student housing complexes recently developed, including the Standard, StadiumHouse, Seminary Lane, the Metropolitan, Theory Gainesville, Midland Gainesville, Nine 31, Hub on Campus, and Monarch Gainesville, to name a few. In 2022, UF had 1,971 bedrooms under construction, making the top 20 list of universities with the most beds under construction. Additionally, the Standard opened a 14,000 square-foot food hall concept called City Food Hall on the ground floor of the building, featuring a variety of restaurants, a full-service bar, and Topgolf Swing Suites.

As the student population grows, developments in and around the University continue to pop up. The Condron Family Ballpark stadium, as pictured in Figure 2-14, opened in 2021 which replaced McKethan

Stadium. The new stadium features a 360-degree concourse and can hold upwards of 7,000 people. UF also recently opened the Malachowsky Hall for Data Science & Information Technology in 2023, a 263,440 square foot seven story building that will expand the course offerings for AI education and research.

FIGURE 2-14: THE CONDRON FAMILY BALLPARK

Source: UF Research

Gainesville's Innovation District, situated between Downtown Gainesville and UF, was established in 2010 and continues to expand, serving as a center for urban technology and business in Gainesville. There are now over 80 businesses, as well as office space, a food park, housing, and more. UF Innovate | Accelerate at The Hub opened in 2011 but was expanded to a 100,000-foot facility in 2018, housing 68 offices and 39 labs. UF has plans to develop an additional 1.2 million square feet east of the campus starting in 2024, furthering the growth of the Innovation District's footprint.

Gainesville continues to take steps to develop new housing units to keep up with the population growth and housing demand. There has been a notable number of mixed-use developments in the area, indicating a shift towards incorporating more spaces that offer a variety of uses and amenities to residents outside of the typical housing norms. The following provides a summary of recent and upcoming residential developments in Alachua County, varying in size and types.

- Springhills Transit Oriented Development –This mixed-use development project sits on approximately 389 acres of land adjacent to Santa Fe College within the Springhills Activity Center. The preliminary Development Plan was approved in 2014 for 1,600 to over 3,000 residential units and 1750,000 to 1,600,000 square feet of non-residential uses.

- Hammock's Reserve Subdivision - Approved by the Alachua County Board of County Commissioners in April 2023, this development will include 140 single family attached units on 24.48 acres of land, with about 4-8 dwellings per acre. The site will also include office space, a business park, and an area zoned for light industrial.
- Discovery Senior Living – Located at Celebration Pointe, this active adult community will include 180 one- and two-bedroom apartment homes, a rooftop lounge, a bar/entertainment area, and a host of other amenities. The project is anticipated to be completed in 2024.
- Evergreen Westside – This upcoming residential development project is slated to build 240 units next to the Oaks Mall and broke ground in August 2023. The property will comprise five four-story apartment buildings, along with other typical residential amenities.
- Weyerhaeuser Development Property – The Weyerhaeuser development company purchased 1,779 acres of land in northwestern Gainesville in 2015 and have recently gotten approval by the Gainesville city commission in 2023. The plans and development schedule have not been finalized and released, but this will be a large project that will be valuable to follow closely as it could bring up to 7,800 new homes to the area.
- Bridlewood Planned Development – The High Springs City Commission approved the planned development in 2022 which is set to have 1,432 single-family homes, 200 multi-family units, and 250 senior units, and is currently in process of getting environmental studies and final approvals in place. This will be another useful project to keep track of as it progresses through the development process.

Gainesville continues to grow in terms of businesses and services provided to residents. Celebration Pointe is one example of a large business forward development which opened in 2018 which hosts amenities such as shopping, dining, entertainment, and office spaces and is one of the top destinations Gainesville visitors. A newer development, the Hyatt Place Downtown, opened in 2022 is a mixed-use 6-story development in the heart of downtown featuring 145 hotel rooms, a market, lounge, and restaurant, 39 residential studio units, and retail and restaurants on the ground-floor. Adjacent to GTEC, an upcoming $26.7 project is also coming to fruition which will include a new UF Health Urgent Care Center, a Fire Rescue station, a grocery store, and an RTS transfer station with 50 park-and-ride spaces.

3 EXISTING SERVICES AND CONDITIONS

The general operations of transit services can be managed or improved by identifying and evaluating existing transit services. This section examines RTS service provision and identifies areas of good performance and areas that present an opportunity for improvement.

A series of maps, figures, and tables illustrate service characteristics. Data for this section are gathered from the City of Gainesville, RTS, the National Transit Database (NTD), the Florida Commission for the Transportation Disadvantaged, and other supplemental data available from local and regional agencies.

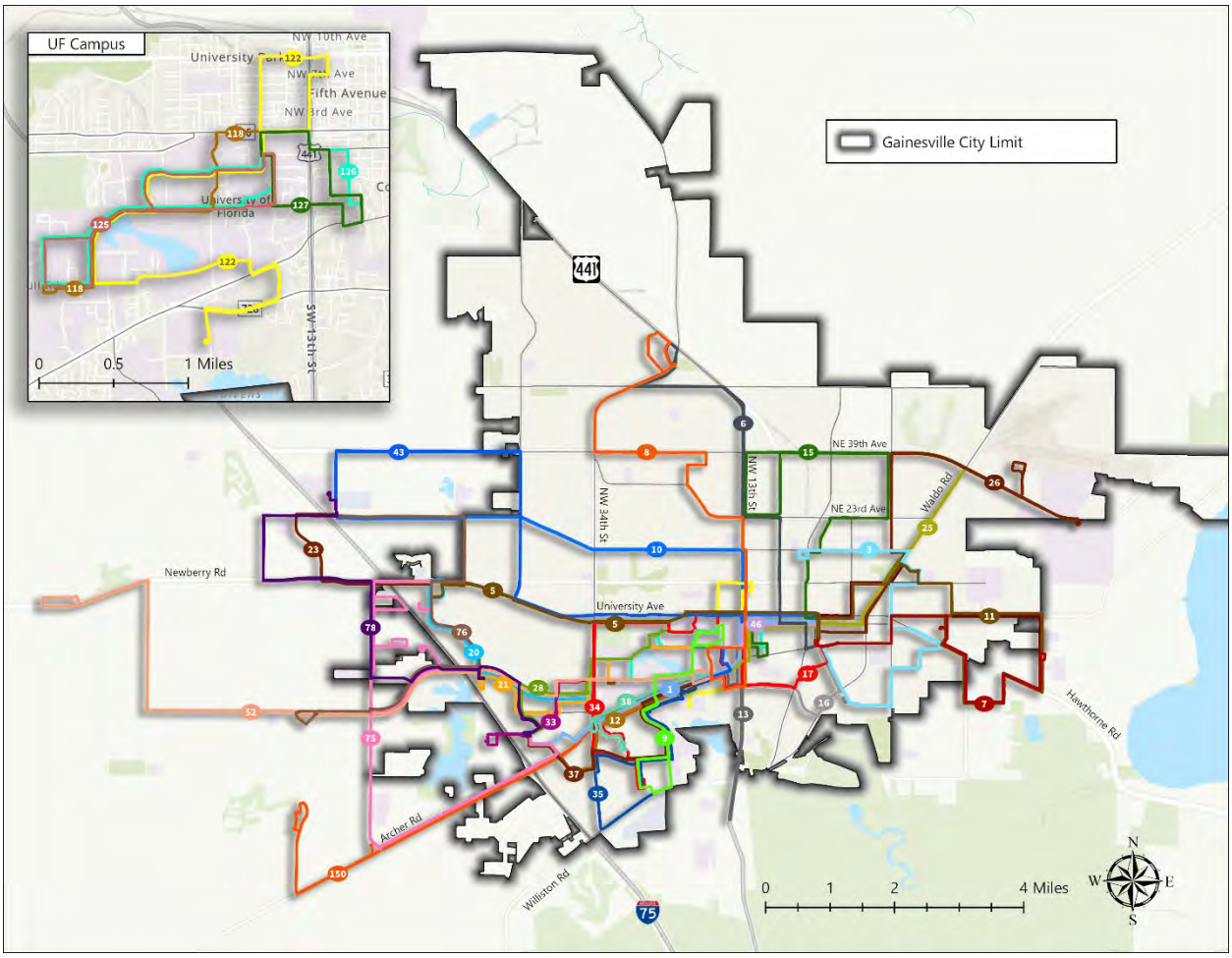
3.1 Service Provision

This section reviews the services that RTS provides in the City of Gainesville and to the unincorporated parts of Alachua County. RTS directly operates fixed-route and microtransit services, and it purchases paratransit services from the Community Transportation Coordinator (CTC). The paratransit services include door-to-door transportation disadvantaged services and ADA transportation services.

3.1.1 Fixed-Route Service Profile

The RTS fixed-route bus system is shown in Map 3-1. The majority of RTS services converge in Downtown Gainesville or at UF. Some routes departing from Butler Plaza serve the western parts of Gainesville, and other routes departing from Downtown Gainesville serve the eastern parts of Gainesville. Services operate seven days a week, with weekday spans of approximately 20 hours or less and headways ranging from 9 minutes to 105 minutes.

MAP 3-1: FIXED-ROUTE SERVICE MAP



Source: RTS

3.1.1.1 Route Details

RTS operates 38 bus routes; these are further grouped into two route types: 32 city routes and 6 campus routes. City routes serve the broader urban and suburban sectors outside of the UF context area, while campus routes predominantly serve the UF campus and its surroundings. For campus routes, service characteristics (route pattern, frequency, span) may vary over the course of the service day and seasonally during vacations or academic breaks throughout the year. All 38 routes operate on weekdays; however, 18 routes operate on Saturdays, and only 15 routes operate on Sunday. RTS routes provide service as detailed in Table 3-1.

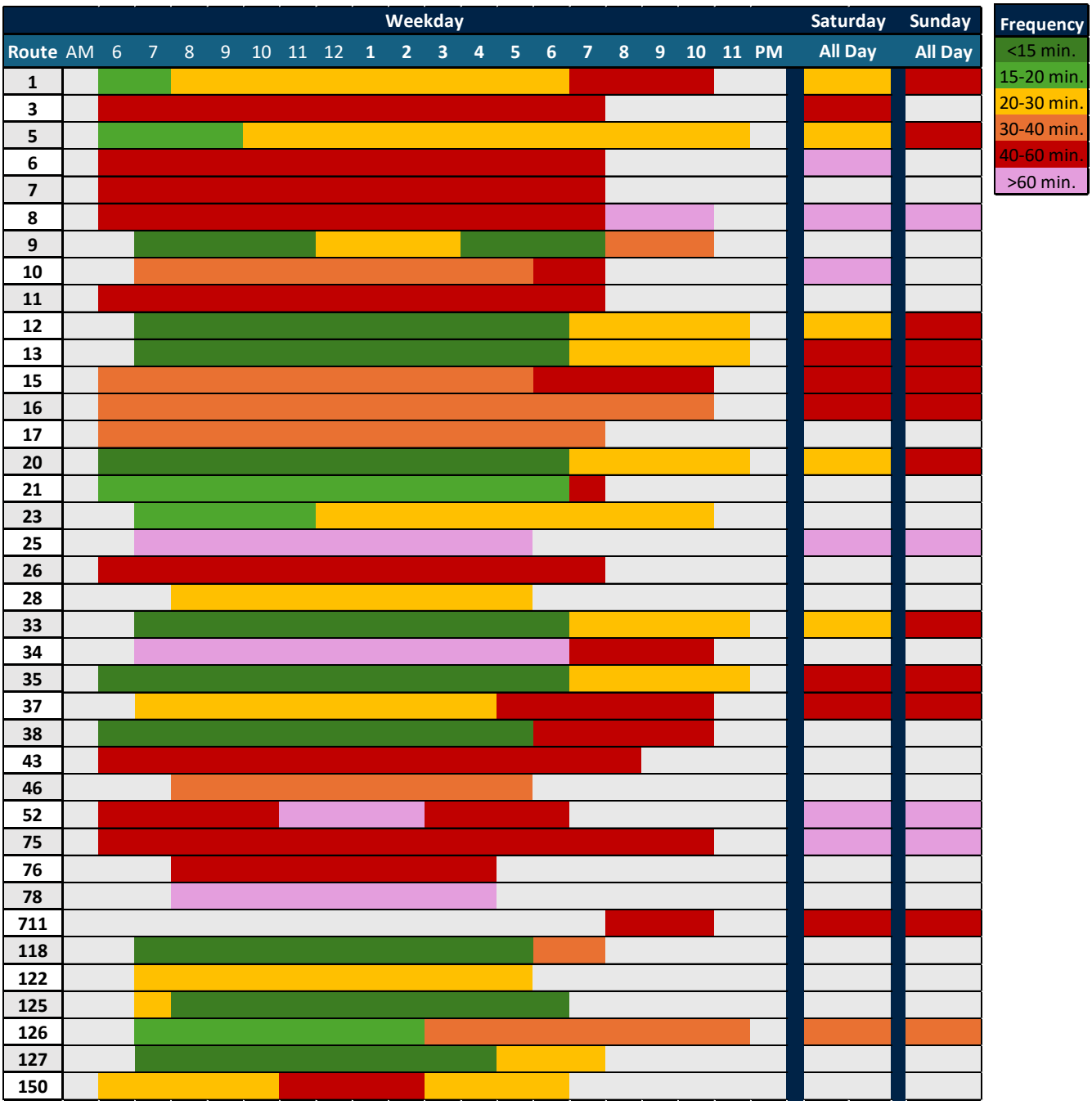
TABLE 3-1: FIXED-ROUTE SERVICE SPANS

Route	Description	Weekday	Saturday	Sunday
City Routes				
1	Downtown Station to Butler Plaza Transfer Station	5:49AM– 10:55PM	6:00AM– 6:26PM	10:00AM– 5:55PM
3	Downtown Station to N Main Post Office	6:00AM– 5:55PM	7:00AM– 5:55PM	No Service
5	Downtown Station to Oaks Mall	6:00AM– 11:53PM	7:00AM– 9:19PM	10:00AM– 5:52PM
6	Downtown Station to Plaza Verde	6:00AM– 7:55PM	8:00AM– 4:51PM	No Service
7	Downtown Station to Eastwood Meadows	6:00AM– 7:50PM	No Service	No Service
8	UF Health to N. Walmart Supercenter	6:02AM– 10:41PM	7:20AM– 7:10PM	10:00AM– 5:50PM
9	Reitz Union to Hunters Run	6:49AM– 11:09PM	No Service	No Service
10	Downtown Station to Santa Fe College	7:00AM– 7:30PM	7:00AM– 5:55PM	No Service
11	Downtown Station to Eastwood Meadows	6:00AM– 7:50PM	No Service	No Service
12	Reitz Union to Butler Plaza Transfer Station	6:44AM– 12:08AM	7:20AM– 8:59PM	10:00AM– 6:14PM
13	Beaty Towers to Cottage Grove Apartments	6:45AM– 11:11PM	7:45AM– 6:15PM	10:45AM– 5:59PM
15	Downtown Station to NW 13 Street at NW 23 Ave.	6:00AM– 10:54PM	7:00AM– 5:54PM	10:00AM– 5:54PM
16	Beaty Towers to Sugar Hill	6:47AM– 11:15PM	7:15AM– 6:30PM	10:15AM– 5:50PM
17	Downtown Station to Beaty Towers	6:20AM– 7:35PM	No Service	No Service
20	Reitz Union to Oaks Mall	6:00AM– 12:00AM	7:00AM– 7:58PM	10:00AM– 5:58PM
21	Oaks Mall to Cabana Beach	6:53AM– 7:35PM	No Service	No Service
23	Oaks Mall to Santa Fe College	7:27AM– 10:15PM	No Service	No Service
25	Reitz Union to Airport	7:20AM– 5:54PM	7:27AM– 4:29PM	9:47AM– 4:47PM
26	Downtown Station to Airport	6:00AM– 7:54PM	No Service	No Service
28	Butler Plaza Transfer Station to The Hub	7:53AM– 5:21PM	No Service	No Service
33	Celebration Pointe to The Hub	6:51AM– 11:18PM	7:51AM– 8:18PM	9:48AM– 5:48PM
34	The Hub to Lexington Crossing	6:50AM– 11:04PM	No Service	No Service
35	Reitz Union to SW 35 Place	6:35AM– 12:06AM	7:06AM– 7:31PM	10:26AM– 5:51PM
37	Reitz Union to Butler Plaza	7:00AM– 10:45PM	8:48AM– 8:22PM	10:00AM– 5:52PM
38	The Hub to Gainesville Place	6:45AM– 10:33PM	No Service	No Service
43	UF Health to Santa Fe College	6:07AM– 7:30PM	No Service	No Service
46	Reitz Union to Downtown Station	8:05AM– 6:00PM	No Service	No Service
52	Jonesville to UF Health	6:00AM– 6:55PM	5:30AM– 7:20PM	9:30AM– 5:17PM
75	Oaks Mall to Butler Plaza Transfer Station	5:40AM– 10:13PM	5:30AM– 7:20PM	9:30AM– 5:17PM
76	Haile Market Place to Santa Fe College	8:00AM– 4:23PM	No Service	No Service
78	Butler Plaza Transfer Station to Santa Fe College	8:00AM– 4:10PM	No Service	No Service
711	Downtown Station to Eastwood Meadows	8:00PM– 10:52PM	No Service	No Service
Campus Routes				
118	The Hub to Cultural Plaza	7:00AM– 7:16PM	No Service	No Service
122	Alight Apartments to Cultural Plaza	7:30AM– 5:30PM	No Service	No Service
125	The Hub to Lakeside	7:15AM– 5:40PM	No Service	No Service
126	Sorority Row to Lakeside	6:55AM– 11:13PM	10:55AM– 11:13PM	10:55AM–6:13PM
127	East Circulator (Sorority Row)	6:55AM– 7:25PM	No Service	No Service
150	Haile Plantation to Reitz Union	6:30AM– 6:35PM	No Service	No Service

Source: RTS

Figure 3-1 shows the service span and frequency of each route, highlighting how these elements fluctuate throughout the weekday and on weekends. This visual representation helps to clearly convey the varying levels of service provided at different times, offering a comprehensive overview of route operations.

FIGURE 3-1: DETAILED SERVICE SPAN AND FREQUENCIES BY ROUTE



Source: RTS

Figure 3-1 demonstrates the routes that have some of the longest weekday service spans and generally provide the most frequent services throughout the week and weekends as well. These are Routes 1, 5, 12, 33, and 126. Route 1 provides service between Butler Plaza and the Rosa Parks Transfer Station (also referred to as the Downtown Station) and serves the easternmost part of UF's campus along West 13th Street. The route operates on weekdays with a 20–27-minute headway during peak hours and also operates on Saturdays and Sundays.

Route 5 provides east-west service across Gainesville along a significant portion of University Avenue between the Downtown Station and Oaks Mall. The route serves neighborhoods such as Porters Community, Downtown Gainesville, University Park, Sugarfoot, and Mill Pond. It provides service along the northernmost side of UF's campus, operating at a 20-minute frequency during weekday peak hours and offering service on the weekends.

Route 12 runs from Butler Plaza to the Reitz Union, connecting UF's campus core area to large multifamily communities along Archer Road, including University Commons and Country Village. The route also connects to the UF Commuter Lot on Gale Lemerand Drive. Route 12 provides service every 13 minutes during weekday peak hours and operates on weekends as well.

Route 33 provides service between Butler Plaza and The Hub at UF. It predominantly serves the core part of the UF campus, as well as some other important on-campus locations such as the Southwest Recreation Facility, the park-and-ride lots, and other student housing found along Hull Drive. The route also serves densely populated multifamily neighborhoods along SW 20th Avenue, including Campus Circle and The Ridge. Route 33 provides service every 28 minutes during peak hours and operates on weekends as well.

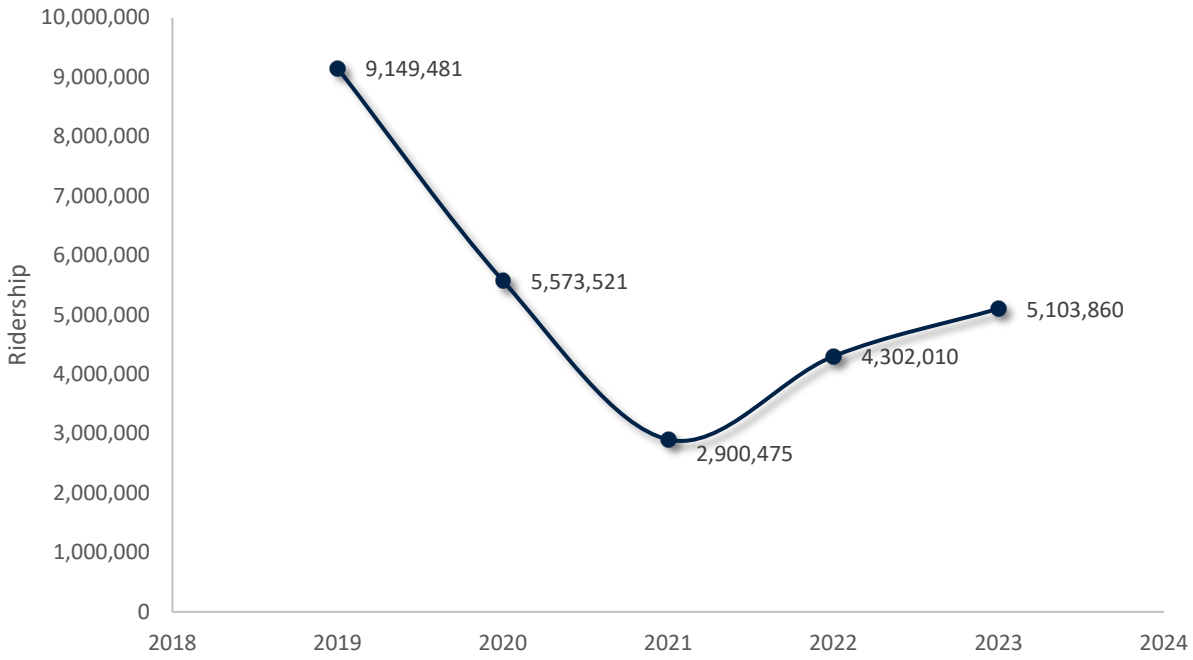
Route 126, also known as the East/West Circulator, is a campus route that circulates between Sorority Row near SW 8th Avenue and connects places such as Rawlings Hall and the Honors College in the core part of the UF Campus. The route serves student housing near Lake Alice and the Southwest Recreation Facility before returning through Fraternity Row and connecting to the Ben Hill Griffin Stadium and The Hub. The route operates every 20 minutes during peak hours and provides service on weekends.

Figure 3-1 also demonstrates the routes with the lowest frequencies or service spans. Routes 25, 34, and 78 provide frequencies over 60 minutes during weekdays. Route 25 provides service from UF Health to the Airport and supports Route 26 along a similar alignment. Route 34 serves West 34th Street on the westernmost side of UF's campus. Route 78 serves the suburban westernmost sector of Gainesville, west of I-75. Other notably low frequency routes include Routes 3, 7, 11, and 711 which serve East Gainesville; Routes 6 and 8 serving along 6th Street and 13th Streets respectively up to the North Gainesville Walmart; and Route 75, which serves along 75th Street in West Gainesville.

3.1.1.2 Ridership

RTS services provide mobility for many people in the Gainesville area, as best indicated by the level of systemwide ridership over the years. Figure 3-2 shows the systemwide ridership figures over a five-year period between 2019 and 2023.

FIGURE 3-2: SYSTEMWIDE RIDERSHIP (2019-2023)



Source: NTD, RTS

Ridership figures were observably lower during 2020 and 2021 due to the pandemic, dropping to as low as 3 million riders in 2021. RTS services experienced service reductions and low ridership due to several factors, including UF and Santa Fe College campus closures, a shortage in drivers, and a public hesitancy to use public transportation during that time. In the post-pandemic period, RTS ridership is slowly rebounding to pre-pandemic levels, with ridership in 2023 reaching over 5 million riders.

Additionally, route level ridership figures help to indicate the specific corridors of demand that the system is able to service. Table 3-2 provides details on each route's service performance providing details such as annual revenue hours, weekly revenue miles, and annual passenger trips, as observed in fiscal year (FY) 2023.

TABLE 3-2: ROUTE PERFORMANCE DETAILS (FY 2023)

Route	Description	Funding Source	Annual Rev. Hours	Annual Rev. Miles	Annual Passenger Trips
CITY ROUTES					
1	Downtown Station to Butler Plaza	City	10,063	119,528	298,978
3	Downtown Station to N Main Post Office	City	3,213	53,831	34,196
5	Downtown Station to Oaks Mall	City	11,187	157,883	234,830
6	Downtown Station to Plaza Verde	City	3,300	58,432	60,870
7	Downtown Station to Eastwood Meadows	City	2,380	44,836	43,360
8	UF Health to N. Walmart Supercenter	City	7,450	110,402	146,224
9	Reitz Union to Hunters Run	UF	9,439	108,869	296,922
10	Downtown Station to Santa Fe College	City	5,134	93,036	88,170
11	Downtown Station to Eastwood Meadows	City	2,440	40,289	81,799
12	Reitz Union to Butler Plaza Transfer Station	UF	13,236	169,594	377,613
13	Beaty Towers to Cottage Grove Apartments	UF	5,819	92,467	188,589
15	Downtown Station to NW 13 Street at NW 23 Ave.	City	7,316	113,948	197,893
16	Beaty Towers to Sugar Hill	UF	3,741	53,056	85,204
17	Downtown Station to Beaty Towers	UF	2,639	33,426	66,764
20	Reitz Union to Oaks Mall	UF/City	15,531	203,826	442,048
21	Oaks Mall to Cabana Beach	UF	7,888	100,498	189,863
23	Oaks Mall to Santa Fe College	Santa Fe	3,940	72,397	55,123
25	Reitz Union to Airport	UF	3,141	48,993	45,381
26	Downtown Station to Airport	UF	3,094	55,938	81,897
28	Butler Plaza Transfer Station to The Hub	City	4,199	51,150	56,158
33	Celebration Pointe to The Hub	UF	13,514	158,296	243,377
34	The Hub to Lexington Crossing	UF	3,587	42,584	92,093
35	Reitz Union to SW 35 Place	UF	13,655	186,671	261,717
37	Reitz Union to Butler Plaza	UF	6,265	88,942	128,330
38	The Hub to Gainesville Place	UF	12,419	136,261	329,290
43	UF Health to Santa Fe College	City	5,274	89,264	94,024
46	Reitz Union to Downtown Station	UF	2,231	17,552	32,742
52	Jonesville to UF Health	County	4,675	61,570	9,518
75	Oaks Mall to Butler Plaza Transfer Station	County	8,162	175,676	163,745
76	Haile Market Place to Santa Fe College	Santa Fe	1,781	37,739	30,665
78	Butler Plaza Transfer Station to Santa Fe College	Santa Fe	2,040	27,250	12,949
711	Downtown Station to Eastwood Meadows	City	3,508	112,901	25,827
Campus Routes					
118	The Hub to Cultural Plaza	UF	8,602	112,901	242,525
122	Alight Apartments to Cultural Plaza	UF	4,420	55,657	53,967
125	The Hub to Lakeside	UF	4,560	46,463	108,512
126	Sorority Row to Lakeside	UF	2,991	32,505	28,000
127	East Circulator (Sorority Row)	UF	4,675	29,184	58,426
150	Haile Plantation to Reitz Union	UF	3,613	77,584	18,255

Source: RTS and Remix

Based on the figures in Table 3-2, Route 20 had the highest volume of annual ridership in FY 2023 at about 442,000 riders, with nearly 300 weekly revenue hours. Route 20 provides service between Oaks Mall and the Reitz Union, traveling along 20th Avenue and 62nd Boulevard through densely populated

multifamily neighborhoods, including developments such as Cabana Beach, Canopy, and Spyglass Apartments. Routes 12, 38, 1, and 9 follow closely in terms of annual ridership.

3.1.1.3 Fare Structure

The RTS fare structure is outlined in Table 3-3. A standard one-way fixed-route trip fare costs $1.50. $0.75 one-way fares are available for older adults, K-12 students, City College students, Medicare/Medicaid recipients, and veteran/active-duty military personnel. Additionally, many RTS users ride fare-free, including ADA certified individuals, UF employees and students, Santa Fe College employees and students, UF Health employees, City of Gainesville employees, and Gainesville Regional Utilities (GRU) employees. For Fiscal Years 2022 and 2023, individuals ages 0-18 and 65+ were able to ride RTS for free as part of the "18 and Under, 65 and Over" pilot program. The program, jointly funded by Alachua County and the City of Gainesville, did not require eligible passengers to show proof of age to take advantage of free fares. In addition to the standard one-way fare, RTS offers day, month, and semester passes.

Notably, the vast majority of RTS users do not directly pay fare for their trips. Nearly four out of five trips are completed by a UF or Santa Fe College employee or student, who have unlimited prepaid access to RTS via their Gator One ID or Santa Fe ID.

TABLE 3-3: RTS FARE STRUCTURE

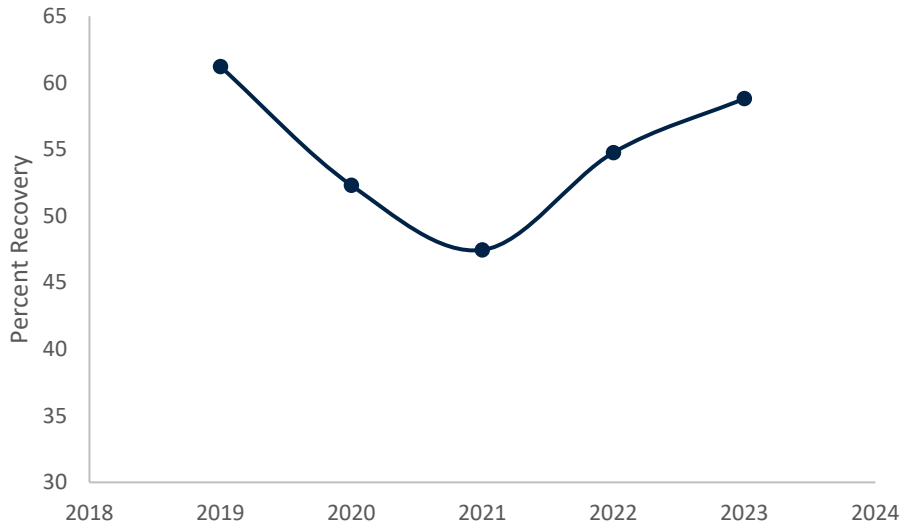
RTS Fare Schedule	Cash Fare (One Way Only)	All Day/24-Hour Pass	Monthly/31-Day Pass	Semester Pass
Adults	$1.50	$3.00	$35.00	-
Adults Ages 65+	$0.75	$3.00	$17.50	-
K-12 Students	$0.75	$3.00	$17.50	$60.00
City College Students (Valid Student Photo ID Required)	$0.75	$3.00	$17.50	$60.00
Medicaid & Medicare Recipients (Valid Photo ID and Medicaid/Medicare Card Required)	$0.75	$3.00	$17.50	-
Veterans & Active-Duty Military (Valid Veteran/Military Photo ID Required)	$0.75	$3.00	$17.50	-
ADA Certified Persons (Paratransit)	$3.00	-	-	-
ADA Certified Persons (Fixed Route)	Unlimited Prepaid Access with Valid ADA Photo ID			
University of Florida Students, Faculty & Staff	Unlimited Prepaid Access with Valid Gator 1 ID			
Santa Fe Students, Faculty & Staff	Unlimited Prepaid Access with Valid Santa Fe ID (landscape format)			
Shands, City of Gainesville & GRU Employees	Unlimited Prepaid Access with Valid Employee Photo ID			
Microtransit Services	Free of Charge			

Source: RTS Fall 2023 Schedule

3.1.1.4 Farebox Recovery Ratio

The Farebox Recovery Ratio is the percentage of transit operating expenses that are covered by revenues from transit fares. This financial characteristic is useful for measuring service efficiency, which can help evaluate potential enhancements to productivity and performance. Figure 3-3 illustrates the farebox recovery ratio between 2019 and 2023 for RTS. Data about the annual farebox recovery ratio is reported by the National Transit Database (NTD). The drop in the recovery ratio to below 50% in 2021 can be attributed in part to the impacts of the pandemic on the transit system. The FY 2023 recovery ratio is the most recently reported figure, with a 59% value, demonstrating a rebound since the pandemic period. The Farebox Recovery Report (FRR) is in Appendix A.

FIGURE 3-3: FAREBOX RECOVERY RATIO

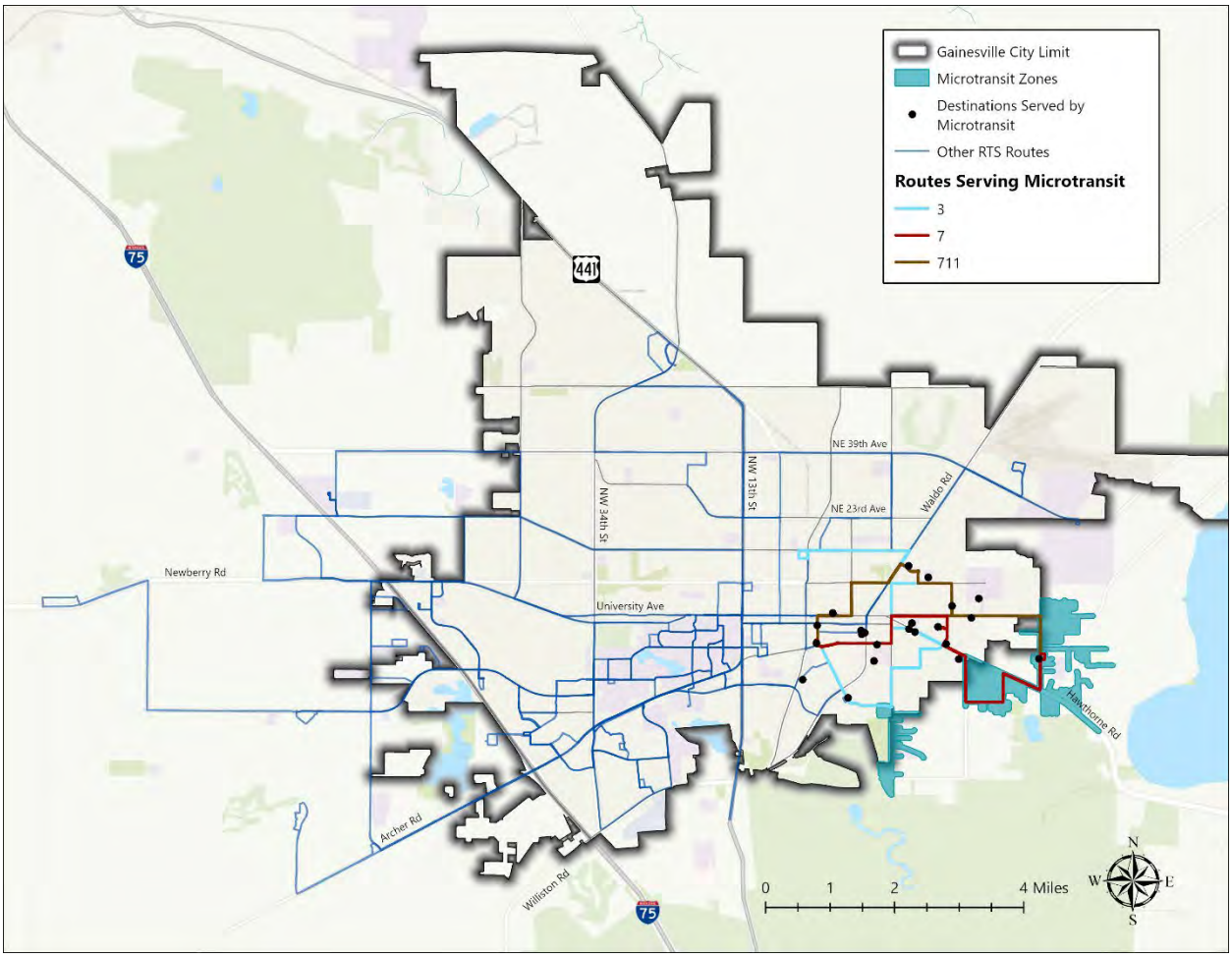


Source: NTD (2018-2023)

3.1.2 Microtransit Service Profile

RTS operates a microtransit service in East Gainesville covering three residential zones, serving a selection of destinations across East Gainesville. Destinations include shopping locations such as Walmart or Dollar General, local schools, such as Travis Loften High School or small preschools, and the Rosa Parks Transfer Station, among others. Rides must be requested through the TransLoc mobile application or by calling in at (352) 393-RIDE. The microtransit service can also be accessed at the Rosa Parks Transfer Station as a walk-up service. Ride requests can be on-demand or reserved up to seven days in advance. The service operates on weekdays during peak hours between 5:30 AM and 9:00 AM, and between 4:30 PM and 8:00 PM. Currently, the service operates free of charge. Map 3-2 demonstrates the various zones, destinations, and RTS routes that serve the same area.

MAP 3-2: MICROTRANSIT SERVICE ZONES AND DESTINATIONS

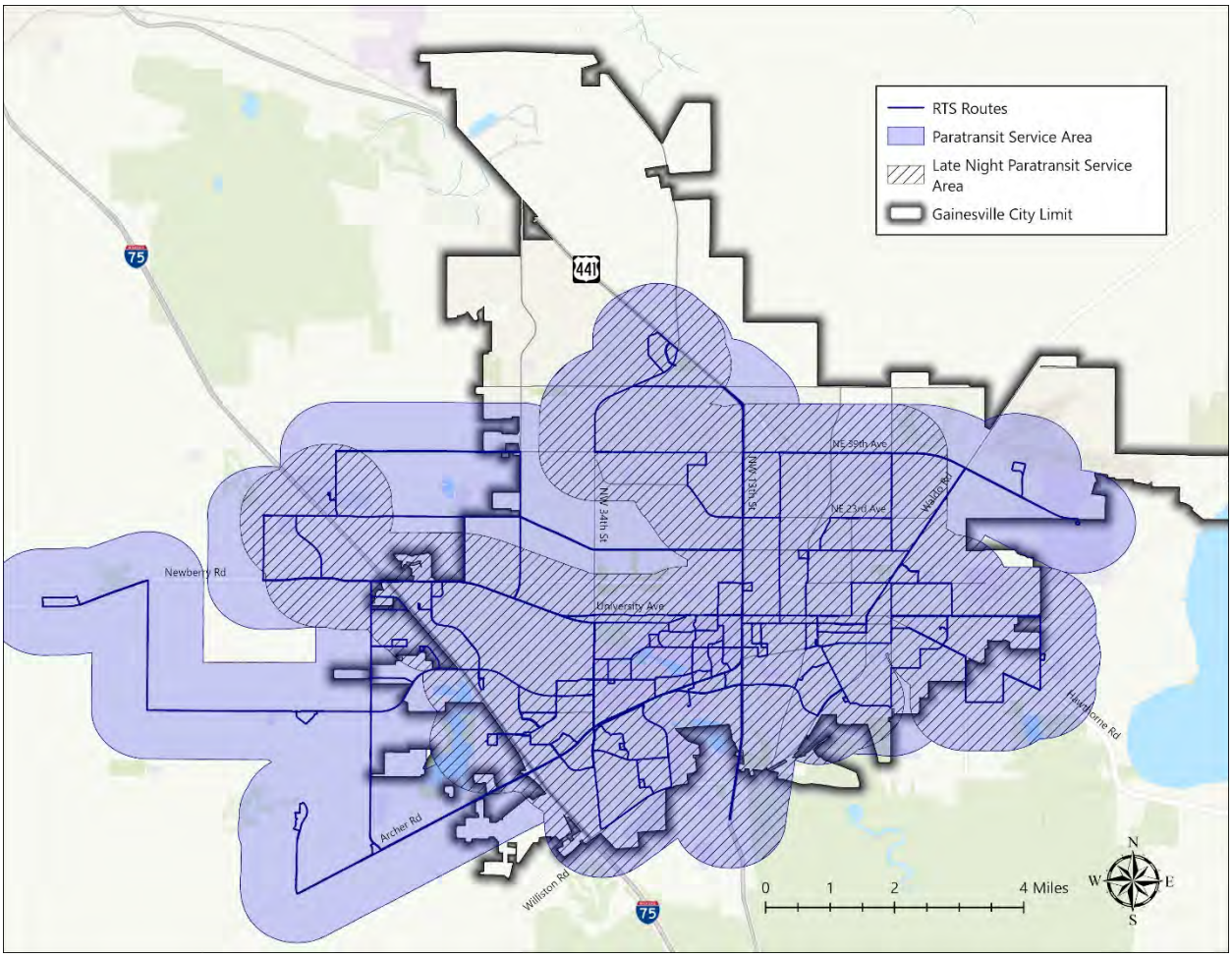


Source: RTS

3.1.3 Paratransit Service Profile

ADA Complementary Paratransit Service provides door-to-door service to paratransit certified clients on an appointment basis. Service requests must be placed at least 24 hours in advance and should match RTS' hours of operation. Reservations are taken by MV Transportation, the designated Community Transportation Coordinator (CTC). As the CTC, MV Transportation is responsible for providing or arranging all ADA services in Alachua County. MV Transportation, a private for-profit entity, was selected as the County CTC in July 2013 through a competitive selection process. The agency centrally coordinates rides and provides direct transportation services to the transportation disadvantaged. MV Transportation does not contract out any of their transportation services, and no other transportation disadvantaged providers are recognized in the Transportation Disadvantaged Service Plan (TDSP). The Alachua County Transportation Disadvantaged Service Board, responsible for providing direction and guidance to the CTC regarding the coordination of transportation services, includes representatives from public, private, and non-profit transportation and human services providers as well as the general public. Map 3-3 illustrates the paratransit service area, showing both the standard and late-night service areas.

MAP 3-3: PARATRANSIT SERVICE AREA

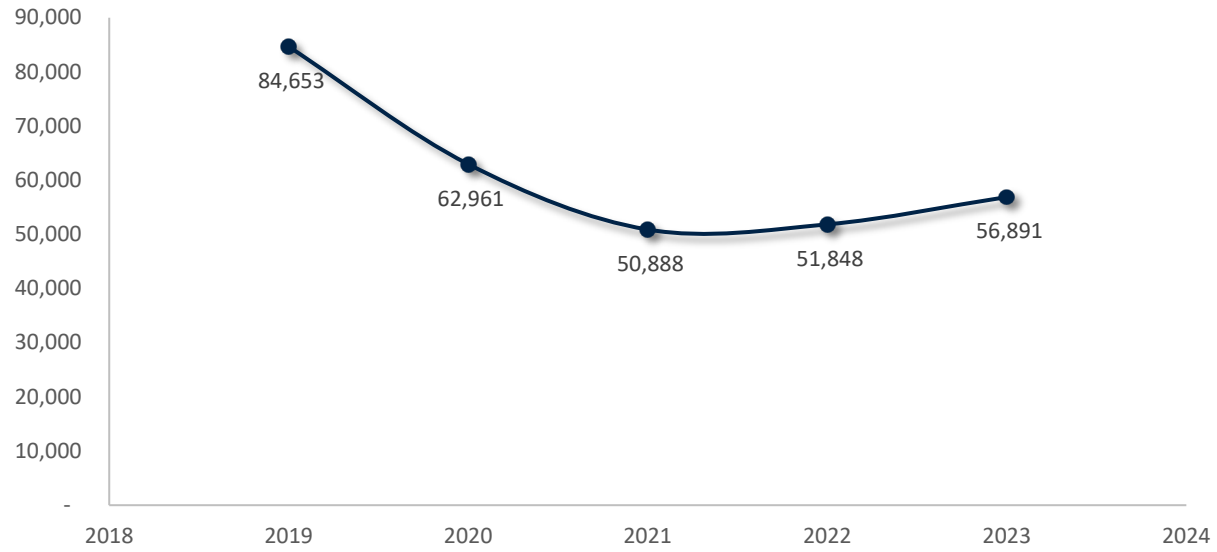


Source: RTS

3.1.4 Transportation Disadvantaged Service Profile

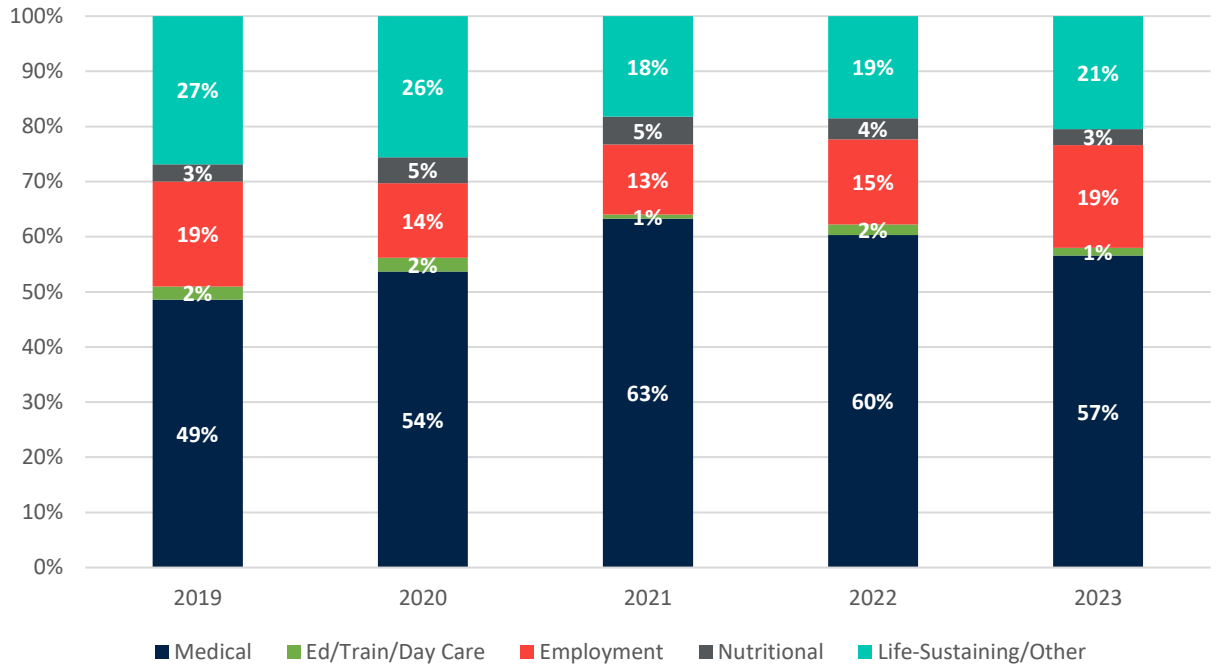
In addition to fixed-route bus service, RTS also provides purchased transportation services for the transportation disadvantaged (TD) population of Gainesville and Alachua County. TD services are provided through a service agreement with MV Transportation, Alachua County's Community Transportation Coordinator. TD service is provided based on a list of TD trip priorities published in the RTS ADA Service Guide. Trips are listed in order of importance as follows: vital care and medical trips, other medical trips, employment trips, pharmacy and grocery shopping trips, education trips, social service agency trips, shopping trips, and recreational trips. Figure 3-4 shows the TD ridership trend in Alachua County between 2019 and 2023, while Figure 3-5 demonstrates the various types of TD trips that were provided within that same timeframe as a percentage of total annual ridership.

FIGURE 3-4: TRANSPORTATION DISADVANTAGED RIDERSHIP TREND



Source: Florida Commission for the Transportation Disadvantaged

FIGURE 3-5: TRANSPORTATION DISADVANTAGED TRIPS PROVIDED BY PURPOSE (2019-2023)



Source: Florida Commission for the Transportation Disadvantaged

3.2 Transit Asset Inventory

The following section describes the full inventory of transit assets that RTS has at its disposal. This includes revenue vehicles, service vehicles, bus infrastructure, and all physical facilities for transit services, operations, and maintenance.

3.2.1 Vehicles

As of 2023, RTS operates 201 revenue vehicles, of which 159 are in active use; RTS also operates 35 service vehicles, of which 35 are in active use. In March 2023, the City of Gainesville was the recipient of a $1.2 million grant from the Florida Department of Environmental Protections (FDEP), which were used to acquire four new battery-electric buses to add to the number of zero-emission vehicles in RTS' fleet. Nearly 38% of buses were reported to be beyond their Federal Transit Agency stipulated useful life benchmark (ULB) of 14 years, while 59% of the cutaways were reported to be beyond their 10-year ULB. Table 3-4 describes RTS' vehicle inventory in terms of active vehicles, by fuel type, and in terms of ULB values.

TABLE 3-4: RTS VEHICLE INVENTORY

Vehicle Class	Total	Active	Diesel	Hybrid Diesel	Gasoline	Battery Electric	Beyond ULB
Revenue Vehicles							
Bus	**148**	118	139	5	0	4	38%
Cutaway	**27**	25	0	0	27	0	59%
Vans	**17**	12	0	0	17	0	N/A
Minivans	**7**	3	0	0	7	0	N/A
SUV	**2**	1	0	0	2	0	N/A
Total	**201**	**159**	**139**	**5**	**53**	**4**	
Service Vehicles							
Automobile	**20**	20	0	0	20	0	25%
Trucks and other Rubber Tire Veh.	**15**	15	0	0	15	0	73%
Total	**35**	**35**	**0**	**0**	**35**	**0**	

Source: RTS, National Transit Database (NTD)

3.2.2 Bus Stops

As of 2023, RTS serves 1,025 bus stops. Some stops serve as major transit hubs connecting multiple routes and providing amenities for riders; these are generally located at major activity centers, in areas of high transit demand. Table 3-5 lists five of the most accessed transit hubs, with the exceptions of the Rosa Parks Transfer Station, and the Butler Plaza Transfer Station, which will be discussed with more detail in the facilities section, since those stops are dedicated transit facilities operated by RTS.

TABLE 3-5: MAJOR RTS HUBS

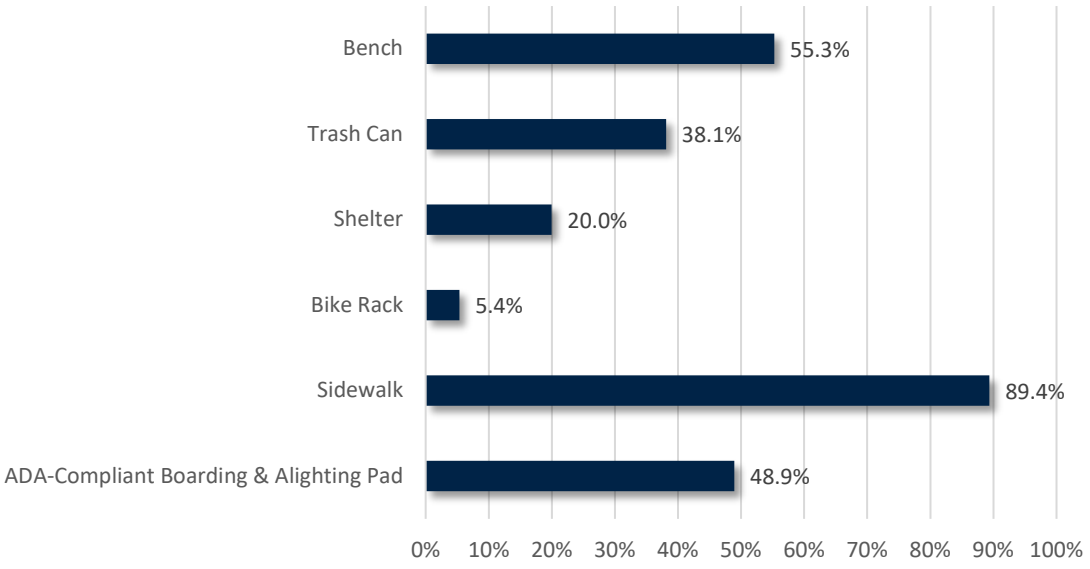
Name	Public Parking	Routes Served	Amenities
The Hub	None	9, 28, 33, 34, 38, 118, 122, 125, 126	Benches, Trash Cans, Shelter, Bike Rack, Restrooms
Reitz Union	None	9, 12, 20, 21, 25, 35, 37, 38, 46, 126, 150	Benches, Trash Cans, Shelter, Restrooms
UF Health (Shands)*	None	1, 8, 13, 16, 17, 25, 46, 52, 122	Benches, Trash Cans, Shelter
Oaks Mall*	Parking Lot	5, 20, 23, 75, 76	Benches, Trash Cans, Shelter
Santa Fe College	Parking Lot	10, 23, 43, 76, 78	Benches, Trash Cans, Shelter

*Consists of multiple bus stops

Sources: RTS Fall 2023 Schedule, RTS Fall 2023 Bus Stops

Figure 3-6 depicts the systemwide distribution of RTS bus stop infrastructure. The vast majority of bus stops have sidewalk infrastructure. About half of all bus stops provide a bench and a pad for boarding and alighting. Some bus stops are equipped with trash cans and shelters, and only a select few bus stops furnish a bike rack.

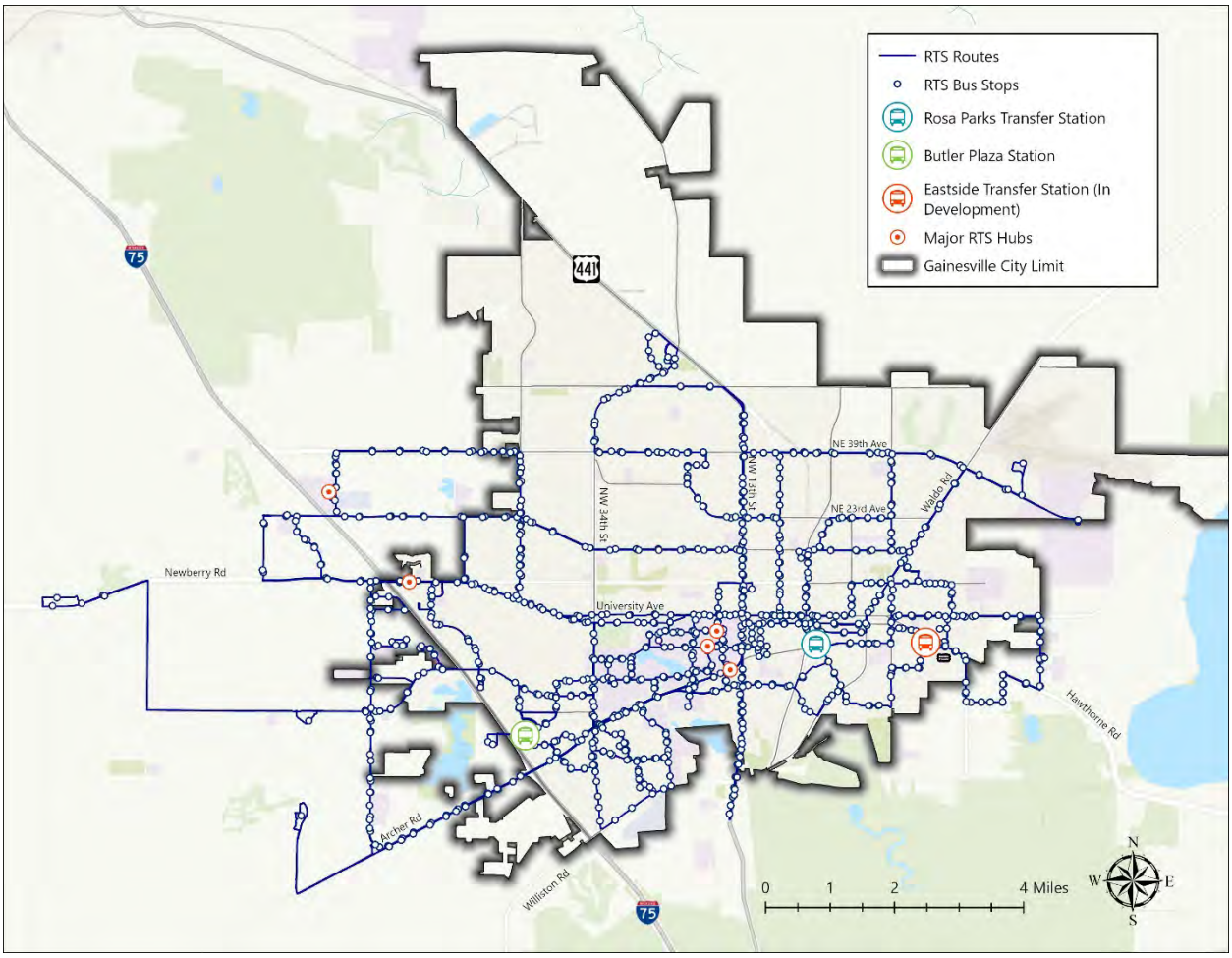
FIGURE 3-6: RTS BUS STOP INFRASTRUCTURE



Source: RTS Fall 2023 Bus Stops

Map 3-4 demonstrates the locations of all stops, including some of the major transit hubs mentioned and the two major transfer stations, all in relation to RTS routes. It can be noted that many of RTS bus stops are located within the UF campus area, while fewer are found in the western part of the service area.

MAP 3-4: RTS BUS STOPS, MAJOR HUBS, AND TRANSFER STATION



Source: RTS Fall 2023 Bus Stops

3.2.3 Bus Transfer Centers

RTS currently has two dedicated passenger transfer facilities. They facilitate transfers, stopovers, park-and-ride, and provide amenities such as benches, shelters, and restrooms. These are the only two physical locations where riders can purchase RTS passes. Table 3-6 lists these two facilities, the routes they serve, and the amenities they provide.

TABLE 3-6: TRANSFER FACILITIES

Name	Public Parking	Routes Served	Amenities
Rosa Parks Transfer Station	Street Parking	1, 3, 5, 6, 7, 10, 11, 15, 16, 17, 25, 26, 46, 600, 711	Benches, Trash Cans, Shelter, Bike Rack, Restrooms, Customer Service
Butler Plaza Transfer Station	Parking Lot	1, 12, 28, 33, 37, 75, 78	Benches, Trash Cans, Shelter, Bike Rack, Restrooms, Customer Service

Sources: RTS Fall 2023 Schedule, RTS Fall 2023 Bus Stops

A new transfer facility is currently being developed. It will be located in East Gainesville and will have its own parking lot, service building, and restrooms, and will serve as a transfer point for routes in East

Gainesville, as well as for the microtransit services. Figures 3-7 and 3-8 present the site plans and the conceptual designs surrounding the transfer station development.

FIGURE 3-7: PRELIMINARY SITE PLAN FOR THE EAST GAINESVILLE TRANSFER STATION

FIGURE 3-8: CONCEPTUAL DESIGN OF THE AREA SURROUNDING THE TRANSFER FACILITY

3.2.4 Maintenance and Ops

RTS' maintenance and operations facilities are located on the same campus at the Corrine Brown Transit Facility, a nearly 20.5-acre facility, which is located at 34 SE 13th Road in Gainesville. The operations facility is a two-floored building that houses dispatcher operations and driver training as well as the administrative and planning functions of the Department of Transportation. The operations facility also houses other City of Gainesville administrative services.

The maintenance facility is adjacent to the operations facility, and is a large building with several bus bays, a bus wash, a fueling station, and other similar garaging structures. Additionally, the mechanical/electrical building is found within the same campus.

3.2.5 Park-and-Ride Lots

RTS operates one park-and-ride lot at 5700 NW 23rd Street in Gainesville. The facility is a surface parking lot with 41 parking spaces and is owned by the adjacent Walmart Supercenter. Additionally, RTS operates the Butler Plaza Transfer Station, which also serves as a park-and-ride lot with 50 parking spaces and connections to 7 bus routes.

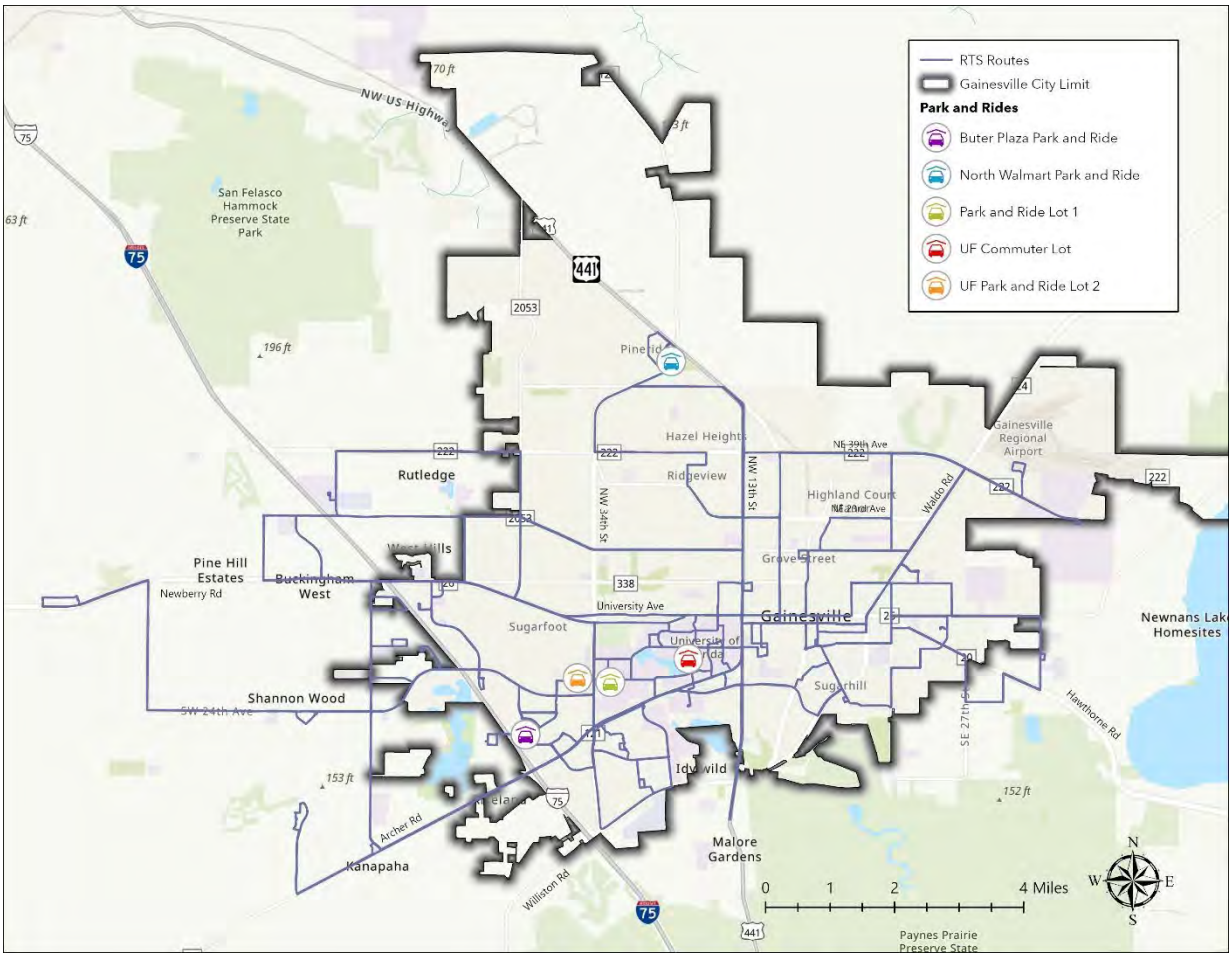
UF operates three park-and-ride lots. The commuter lot located on Gale Lemerand Drive close to Reitz Union is a two-garage building park-and-ride, with a surface lot. The lot caters to students, faculty, and staff that commute from outside of Gainesville. The lot has a ChargePoint Charging Station for Electric Vehicles. Park-and-ride Lot 1 is located on Hull Road and Bledsoe Drive and has one garage building and a surface lot. Park-and-ride Lot 2 is located on Hull Road between 34th Street and 37th Street. All lots are served by RTS transit services as detailed in Table 3-7. Map 3-5 indicates the locations of both RTS operated and UF operated park-and-ride's in the service area.

TABLE 3-7: PARK-AND-RIDE LOT DESCRIPTIONS

Name	Type	Routes Served	Amenities
RTS Park-and-Ride			
Walmart Supercenter	Surface Lot	6, 8	Benches, Trash Cans, Shelter, Bike Racks
Butler Plaza Park-and-Ride Lot	Parking Lot	1, 12, 28, 33, 37, 75, 78	Benches, Trash Cans, Shelter, Bike Rack, Restrooms, Customer Service
UF Park-and-Rides			
Park-and-Ride Lot 1	Surface Lot Parking Garage	20, 21, 33, 52, 125, 126,	Benches, Trash Cans, Shelter, Bike Racks
Park-and-Ride Lot 2	Surface Lot	33, 52	Benches, Trash Cans, Shelter, Bike Racks
UF Commuter Lot	Surface Lot Parking Garage	9, 12	Benches, Trash Cans, Shelter, Bike Racks

Source: RTS

MAP 3-5: PARK-AND-RIDE LOCATIONS



Source: RTS, UF

3.3 Service Performance Trends Analysis

Critical performance indicators have been included below in Table 3-8. These indicators help highlight the recent performance trajectory of RTS and can be useful for addressing negative trends before their impact on the agency becomes too burdensome.

All fixed-route performance indicators significantly worsened in 2020 during the COVID-19 pandemic. Most indicators have improved over the past year, although operating expenses have increased per revenue mile, per revenue hour, and per peak vehicle.

TABLE 3-8: RTS FIXED-ROUTE PERFORMANCE INDICATORS

Indicator	2019	2020	2021	2022	2023	Trend
Passenger Trips per Hour	29.24	20.12	10.44	16.16	20.36	△
Passenger Trips per Mile	2.39	1.70	0.87	1.37	1.71	△
Farebox Recovery	61.22%	52.30%	47.45%	54.76%	58.81%	△
Operating Expense per Revenue Mile	$6.81	$7.70	$6.92	$8.18	$8.66	△
Operating Expense per Revenue Hour	$83.21	$91.33	$83.07	$96.40	$103.33	△
Operating Expense per Passenger Trip	$2.85	$4.54	$7.96	$5.97	$5.07	▽
Operating Expense per Peak Vehicle	$224,435	$225,932	$233,169	$259,300	$287,928	△

Source: National Transit Database (NTD)
Note: Tend is based on the change between 2022 and 2023.

To examine RTS' recent performance in terms of cost efficiency, financial characteristics were compiled from the National Transit Database (NTD) and RTS sources for the last five years (2019 to 2023). This section summarizes the trends that were identified for the following financial characteristics:

- Operating Expense per Passenger Mile
- Operating Expense per Passenger Trip
- Operating Expense per Revenue Hour
- Operating Expense per Revenue Mile
- Operating Expense per Service Area Capita
- Total Maintenance Expense
- Total Operating Expense

3.3.1 Operating Expense per Passenger Mile

Reported as operating expense per passenger mile, this cost measure reflects the efficiency of the agency's fixed-route services in terms of its operating outlay for each passenger mile of service consumed by its patrons. This measure considers the impact that trip length has on performance since it is the case that some riders will make long trips while others will make shorter trips. RTS' cost per passenger mile metric increased significantly through 2021, as shown in Figure 3-9. This is likely a reflection of the pandemic related drop in ridership outpacing the scaling back of service. However, this trend began to reverse in 2022 and 2023, signaling ever-increasing demand post-pandemic.

FIGURE 3-9: OPERATING EXPENSE PER PASSENGER MILE

Source: National Transit Database (NTD)

3.3.2 Operating Expense per Passenger Trip

Operating expense per passenger trip is similar to the prior cost measure involving passenger miles in that it measures the general cost efficiency of transporting riders, but this trip-based metric does not account for the variability in trip length to help explain costs. This measure is often considered a key indicator of comparative performance since it reflects both the efficiency with which the service is delivered, and the market demands for the service. For RTS, the cost per trip increased more than threefold from 2019 to 2021, as shown in Figure 3-10. As with cost per mile, this metric decreased in 2022 and 2023, as increased ridership aided in offsetting the cost of operation.

FIGURE 3-10: OPERATING EXPENSE PER PASSENGER TRIP

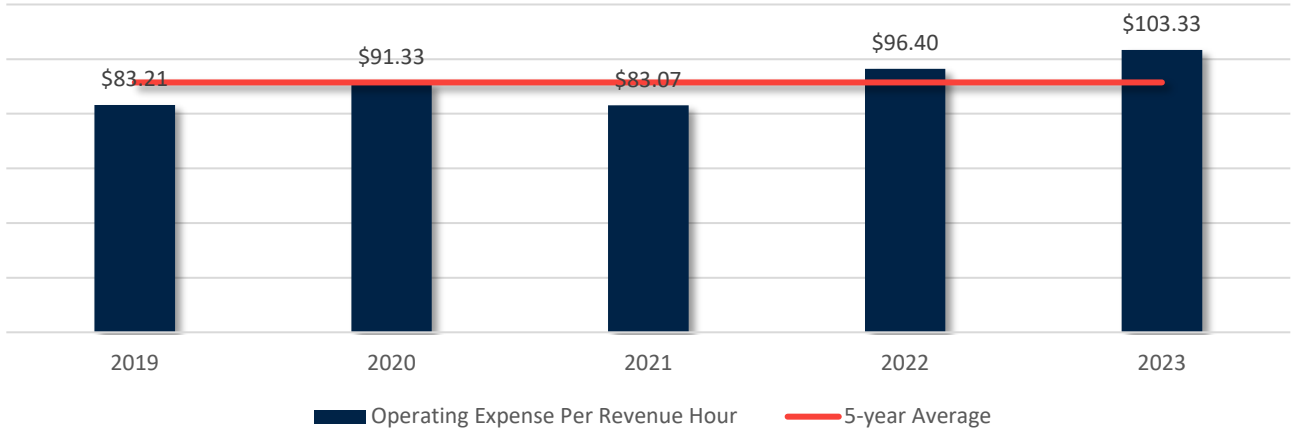
Source: National Transit Database (NTD)

3.3.3 Operating Expense per Revenue Hour

Operating expense per revenue hour is one of two key cost measures that examines the efficiency with which service delivery is occurring for an agency. A stable or decreasing trend in this measure ensures that transit service is being delivered efficiently on a per-revenue hour basis while controlling the costs associated with its provision. The revenue hour component of the measure is determined by the total number of hours that an agency's fixed-route vehicles are in revenue service, including any scheduled

layovers between trips. RTS' operating cost per revenue hour increased in 2023 as total operating expense increased and service was scaled back slightly, as can be observed in Figure 3-11.

FIGURE 3-11: OPERATING EXPENSE PER REVENUE HOUR

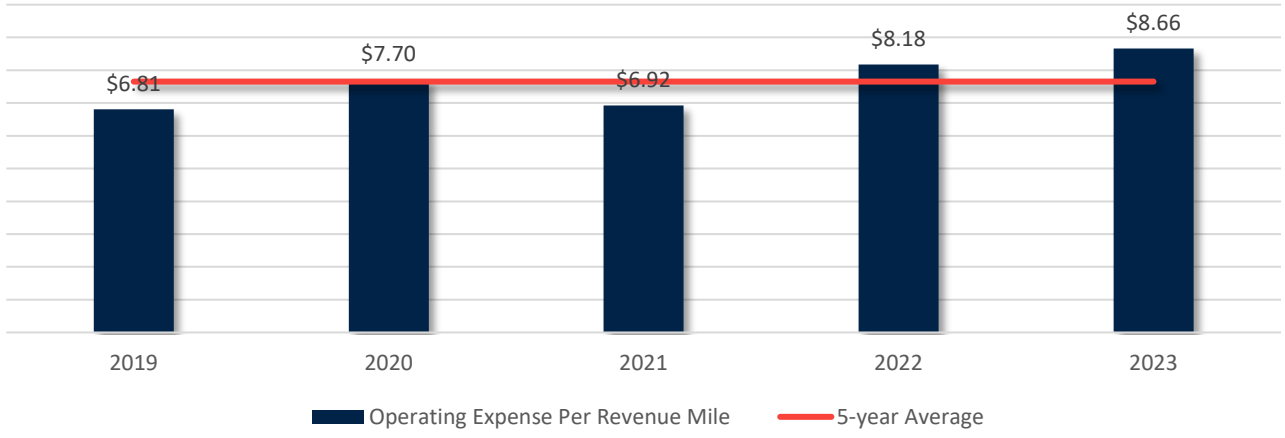


Source: National Transit Database (NTD)

3.3.4 Operating Expense per Revenue Mile

The other key cost measure that can highlight the efficiency with which service delivery is occurring for an agency is operating expense per revenue mile. It is similar to the revenue hour measure except that the amount of revenue service provided over the course of a year is measured in terms of distance rather than time. Figure 3-12 shows that, similar to cost per revenue hour, the cost per revenue mile metric for RTS increased in 2023 as total operating expense increased and service was scaled back slightly.

FIGURE 3-12: OPERATING EXPENSE PER REVENUE MILE



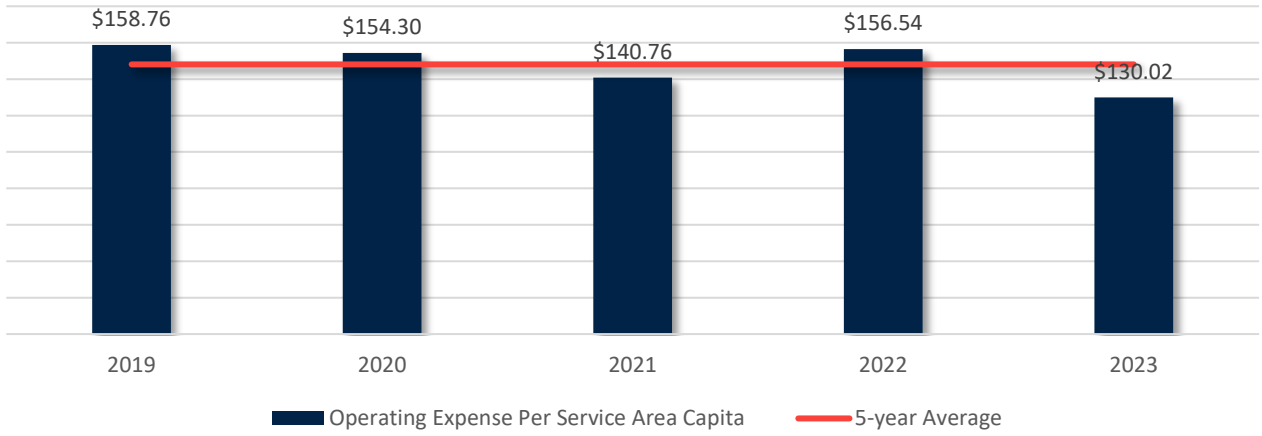
Source: National Transit Database (NTD)

3.3.5 Operating Expense per Revenue Mile

Operating expense per service area capita divides an agency's total operating expense by the population within its service area. Regardless of whether everyone in a community uses transit, the metric is used as a proxy indicator for the total resource commitment made to transit within the community measured

on a per-person basis. For RTS, this measure increased slightly until 2019, at which point it began to gradually decrease, as can be observed in Figure 3-13. In 2022, operating expense per service area capita climbed up again, followed by a decrease in 2023. It is worth noting that the NTD reported the same service area population from 2019 to 2022, with an increase of approximately 35,000 in 2023.

FIGURE 3-13: OPERATING EXPENSE PER SERVICE AREA CAPITA

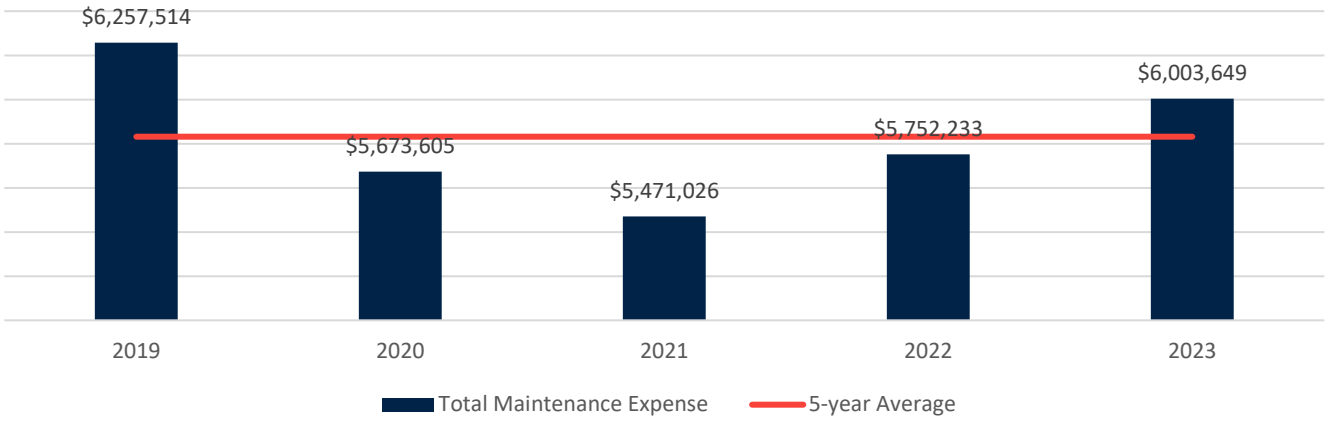


Source: National Transit Database (NTD)

3.3.6 Total Maintenance Expense

An important factor in both the provision and utilization of transit service is its reliability. If vehicles constantly break down or are in a state of disrepair, patrons might look for other mobility options. While there are several indicators available to ascertain the condition of an agency's vehicle fleet and how they are performing in terms of reliability, a basic yet key indicator to consider is total maintenance expense. This measure is a subset of total operating expenses and includes all expenses involved in the maintenance of an agency's vehicle. Sudden increases without a corresponding logical cause (i.e., increase in fleet size) in this expense indicator can highlight an issue with the fleet that may be having an impact on performance. Maintenance costs peaked at $6.26 million in 2019 before declining through 2021. They remained relatively stable in 2022 at $5.75 million, followed by an increase to $6.00 million in 2023.

FIGURE 3-14: TOTAL MAINTENANCE EXPENSE

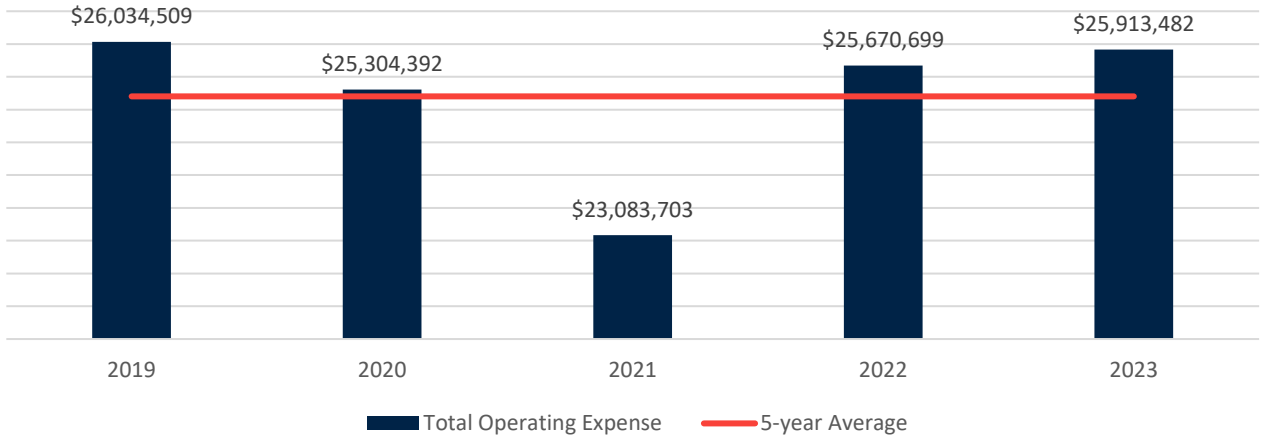


Source: National Transit Database (NTD)

3.3.7 Total Operating Expense

Total operating expense is a measure of the total spending of a transit agency on its operations, including administration, maintenance, and operation of its vehicles. While this indicator is typically examined in conjunction with other service characteristics to ascertain various aspects of system performance from the cost efficiency perspective, it also can be beneficial to consider its trend and ensure that it does not reflect large fluctuations and/or precipitous increases. Figure 3-15 shows that RTS' total operating expense has fluctuated over the past five years. The 2023 total operating expense is 2.8% above the five-year average.

FIGURE 3-15: TOTAL OPERATING EXPENSE



Source: National Transit Database (NTD)

3.4 Peer Review Analysis

A trend analysis provides an internal perspective over transit performance; however, when compared with a selection of similar peer transit systems, the broader analysis can provide a starting point for understanding RTS's performance over time relative to its peer agencies.

Therefore, a peer review analysis also was conducted to compare RTS's performance at a given point in time with other transit systems. For that peer comparison, systems with operating characteristics that are similar to RTS were selected. The performance indicators included in this analysis help evaluate and benchmark the effectiveness and efficiency of RTS services. Data from the NTD was used to complete the analysis. The most recent validated NTD data available in the Florida Transit Information System (FTIS) is for 2023; therefore, the agency peer review analysis was conducted for Fiscal Year 2023.

The peer system review uses the same measures utilized for the systemwide trend analysis presented previously. The pool of possible agency peers presented in Table 3-9 were selected through a combination of previously identified peers from the previous TDP, peers selected from the ongoing route restoration plan, peers identified utilizing the FTIS Peer Selection Tool, and additional peers chosen by RTS staff. These peers were then used for the peer system review analysis summarized in the remainder of this section.

TABLE 3-9: SELECTED PEER SYSTEMS FOR RTS PEER ANALYSIS REVIEW

Agency Name	Service Type
Butte Regional Transit (B-Line)	Chico, California
Utah Transit Authority (UTA)	Salt Lake City, Utah
Capital Area Transportation Authority (CATA)	Lansing, Michigan
Lane Transit District (LTD)	Eugene, Oregon
Centre Area Transportation Authority (CATA)	State College, Pennsylvania
City of Tallahassee (StarMetro)	Tallahassee, Florida
Athens Transit System (ATS)	Athens, Georgia
Ann Arbor Area Transportation Authority (The Ride)	Ann Arbor, Michigan
Champaign-Urbana Mass Transit District (MTD)	Champaign-Urbana, Illinois
Chatham Area Transit (CAT)	Savannah, Georgia
Green Mountain Transit (GMT)	Burlington, VT
Lexington Transit Authority (Lextran)	Lexington, Kentucky
Lakeland Area Mass Transit (CitrusConnection)	Lakeland, Florida

Table 3-10 shows the results of the peer review analysis which shows RTS's percent variance from the average of the aforementioned peers for each performance metric. Each analysis is summarized in detail in the remainder of this section.

TABLE 3-10: RTS PEER ANALYSIS SUMMARY

Indicator/Measure	RTS % from Peer Mean
General Indicators	
Passenger Trips	14.0%
Service Area Population	-55.9%
Population Density	-10.7%
Revenue Miles	-0.8%
Revenue Hours	1.9%
Total Operating Expense	-30.8%
Vehicles Operated in Max. Service	28.6%
Effectiveness Measures	
Passenger Trips per Capita	59.0%
Passenger Trips per Revenue Hour	-15.9%
Passenger Trips per Revenue Miles	-13.6%
Average Age of Fleet (years)	55.7%
Efficiency Measures	
Operating Expense per Capita	23.6%
Operating Expense per Passenger Trip	-45.0%
Operating Exp. Per Revenue Miles	-26.5%
Operating Expense per Revenue Hour	-29.5%
Farebox Recovery (%)	378.0%
Average Fare	203.1%

Source: NTD

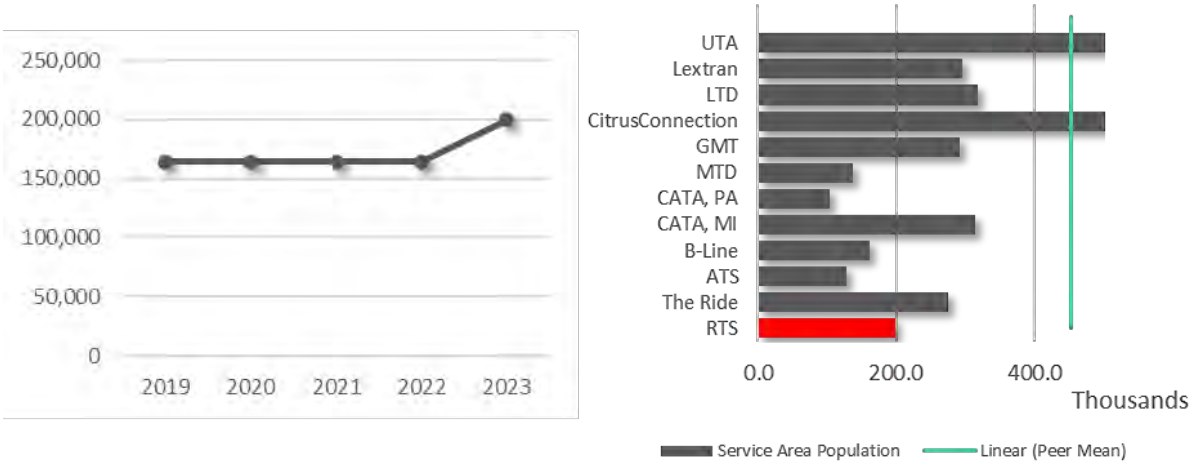
3.4.1 Fixed Route General Performance Indicators

General performance indicators serve to assess the overall operational efficiency of the system. The following offers a summary of key agency characteristics for Gainesville RTS and its peer group. Figures 3-16 through 3-37 illustrate RTS's performance indicators from FY 2019 to FY 2023, offering insights through both trend analysis and peer comparison.

3.4.1.1 Service Area Population

Service area population and density, which gauge potential service demand, are calculated using a ¾-mile buffer around the service. Since most agencies do not refresh this data annually, the data points in Figure 3-16 remain stable until 2023, which grew from about 164,000 to almost 200,000. According to NTD data, RTS's service area population has grown by 21.5% from 2019 to 2023. This figure is 56% lower than the peer average.

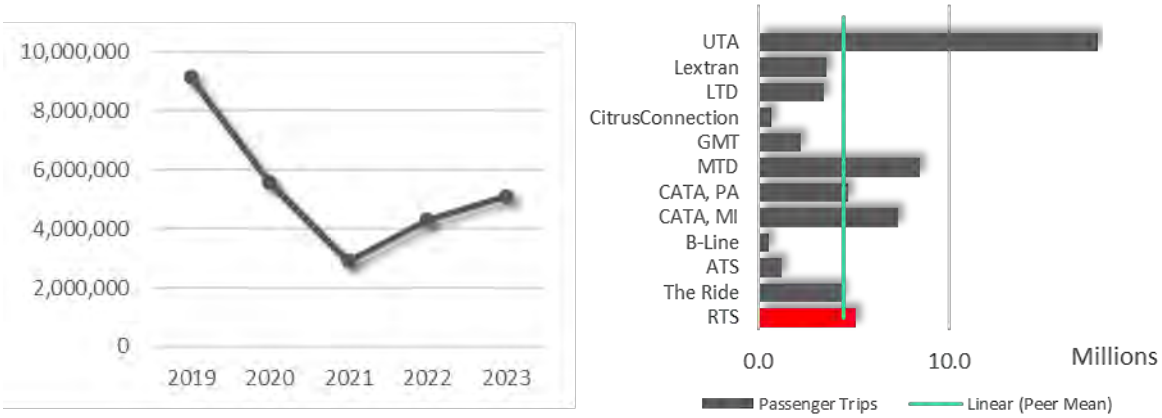
FIGURE 3-16: RTS PEER AND TREND COMPARISON FOR SERVICE AREA POPULATION



3.4.1.2 Passenger Trips (Ridership)

Passenger trips, or ridership, are the number of passengers who board public transit vehicles which are counted each time they board the vehicles, no matter how many vehicles they transfer to. It is a measure of the market demand for the service. The total number of passenger trips in Gainesville decreased from approximately 9.15 million in 2018 to 2.9 million in 2021, a 68% decrease. Ridership decline has been seen consistently in the transit industry since the end of the great recession. Other transit systems around the US continue to struggle with similar ridership losses that have occurred because of the COVID-19 pandemic and its impact on work travel. Since 2021, ridership increased to about 5.1 million in 2023, showing a steady increase following the pandemic. Gainesville RTS ridership is 14% above the peer mean of about 3.7 million trips. Higher ridership performance is positive.

FIGURE 3-17: RTS PEER AND TREND COMPARISON FOR PASSENGER TRIPS

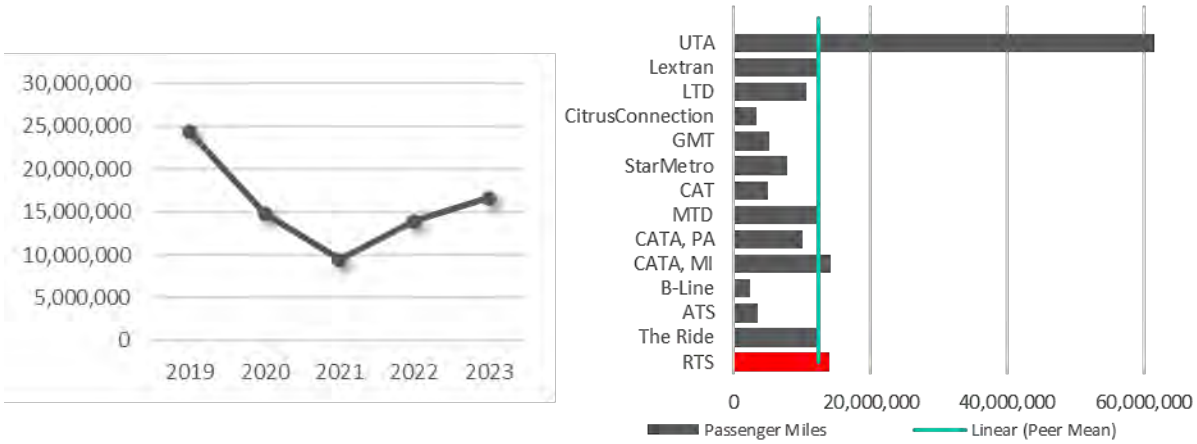


3.4.1.3 Passenger Miles

Passenger miles represent the distance traveled by passengers over the miles of service operated. This metric is calculated using randomized, statistically valid survey sampling that tracks the miles each passenger travels from boarding to alighting. For RTS, passenger miles steadily declined from a peak of 24.3 million in 2019 to 9.4 million in 2021, largely due to the pandemic. In 2023, there was a recovery,

with passenger miles increasing to 16.6 million as services normalized. Over the five-year period from 2019 to 2023, passenger miles have decreased by 32%. Higher passenger miles are generally considered a positive indicator.

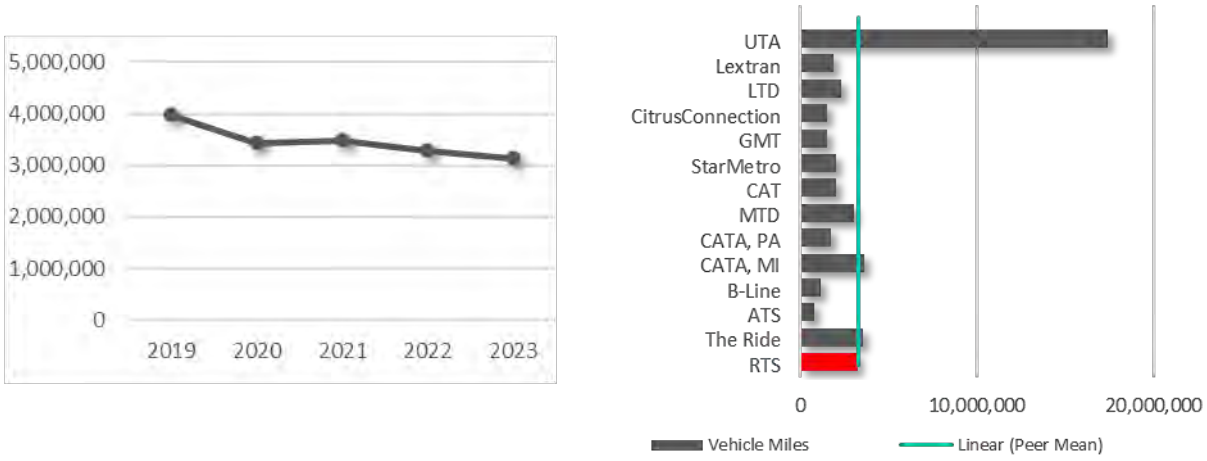
FIGURE 3-18: PEER AND TREND COMPARISONS FOR PASSENGER MILES



3.4.1.4 Vehicle Miles

Vehicle miles are the miles that the transit vehicles travel while in revenue service plus deadhead miles. This is a measure of how much service coverage is provided or the supply of service. RTS' total vehicle miles of service decreased 21% overall, from 4.0 million in 2019 to 3.1 million in 2023. RTS' vehicle miles are 0.4% higher than the peer mean. Vehicle miles are a measure of service provided. Vehicle miles as a metric by itself is not positive or negative but should be viewed in relation to productivity and cost-effectiveness measures.

FIGURE 3-19: PEER AND TREND COMPARISONS FOR VEHICLE MILES

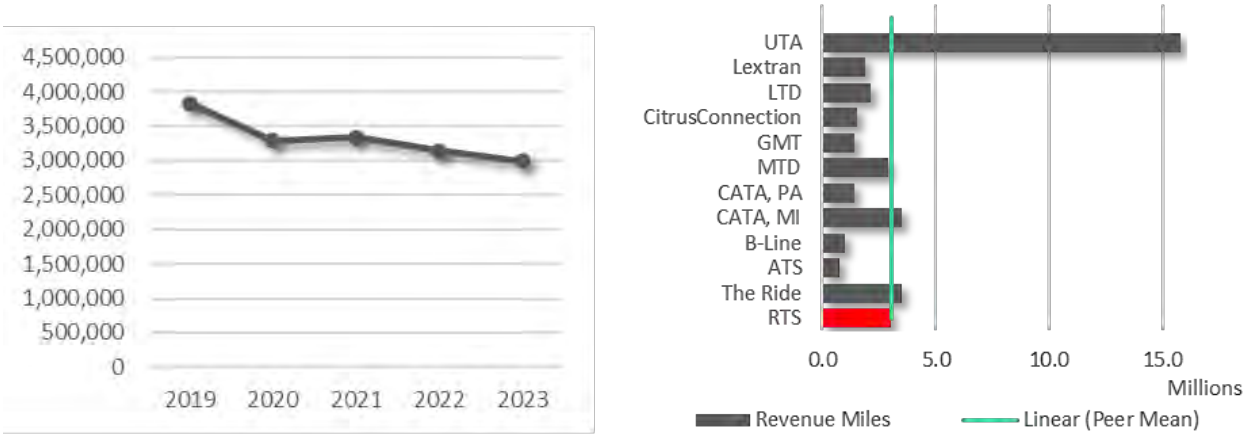


3.4.1.5 Revenue Miles

Revenue miles are the total number of miles that the public transit service is scheduled for or that are actually operated while in revenue service. This excludes miles traveled when passengers are not on board (deadhead travel), training operations, and charter services. RTS experienced a decrease in revenue miles of 22% between 2019 and 2023. RTS' revenue miles is 0.8% lower than the peer mean.

Revenue miles as a metric by itself is not positive or negative but should be viewed in relation to productivity and cost-effectiveness measures.

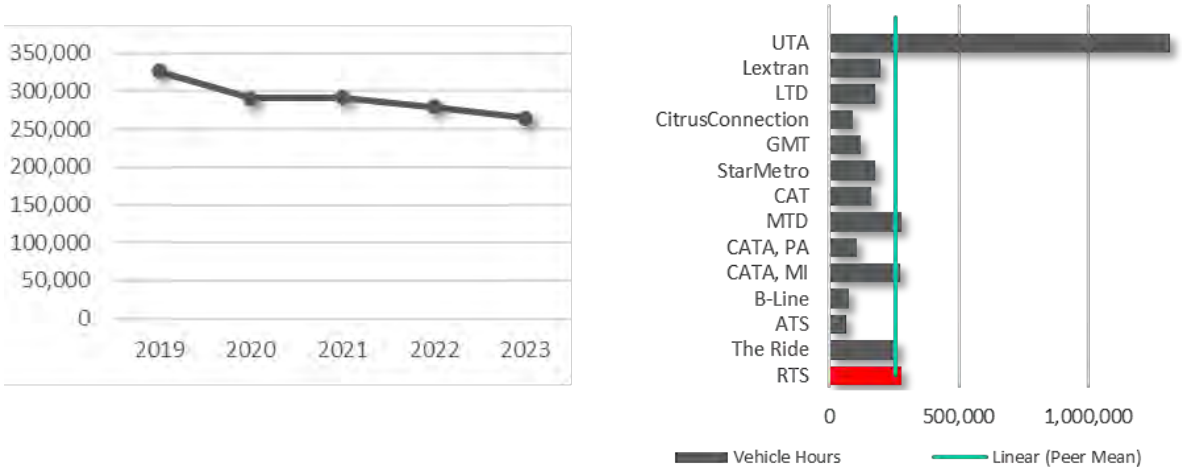
FIGURE 3-20: PEER AND TREND COMPARISON FOR REVENUE MILES



3.4.1.6 Vehicle Hours

Vehicle hours represent the total time a transit vehicle is in operation, encompassing both revenue service and deadhead travel. In 2020, RTS experienced a significant decrease in vehicle hours, likely due to the pandemic's impact on service and ridership, leading to an overall 19% reduction from 2019 to 2023. However, RTS's vehicle hours remain 10% above the peer average. While vehicle hours measure the level of service provided, this metric should be assessed alongside productivity and cost-effectiveness indicators, as it is not inherently positive or negative on its own.

FIGURE 3-21: PEER AND TREND COMPARISON FOR VEHICLE HOURS

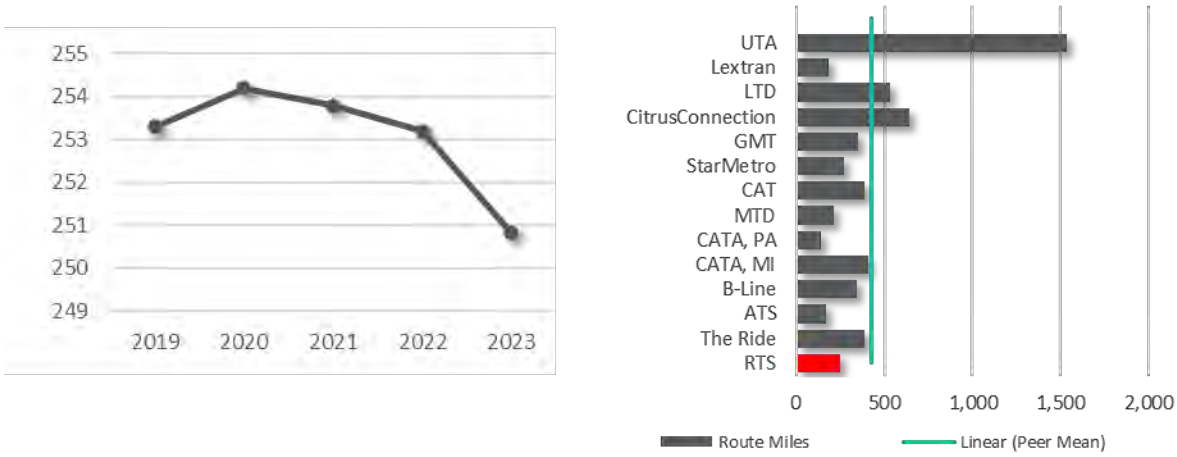


3.4.1.7 Route Miles

Route miles represent the total length of all routes within the network, offering a measure of the transit system's geographic coverage. RTS route miles have remained relatively steady from 2019 to 2023, decreasing from 253 to 251 route miles. This places RTS 41% below the peer average of 428 route miles. While route miles reflect the extent of network coverage, their impact on service reach and accessibility

should be considered alongside other factors like service frequency and passenger demand to fully assess network effectiveness.

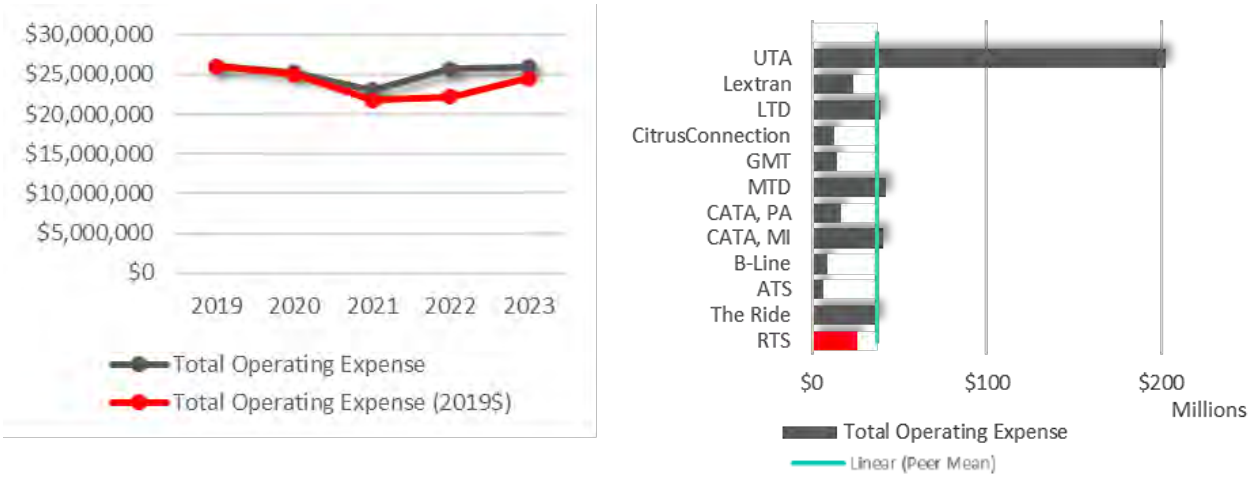
FIGURE 3-22: PEER AND TREND COMPARISON FOR ROUTE MILES



3.4.1.8 Total Operating Expense

Total operating expense encompasses all costs related to running the transit agency, including vehicle operations, maintenance, and administrative expenses. From 2019 to 2023, RTS's total operating expense decreased by 0.5%. When adjusted for inflation and measured in 2019 dollars, this reflects a 6% decrease over the five-year period, indicating a relative stability in overall expenses with the exception being 2021. RTS' total operating expense remains approximately 31% below the peer average.

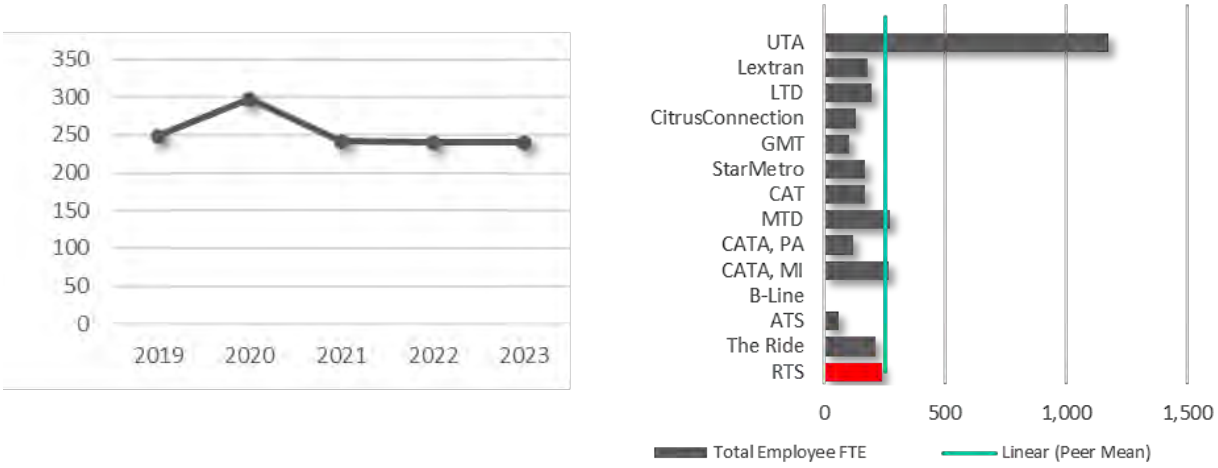
FIGURE 3-23: PEER AND TREND COMPARISON FOR TOTAL OPERATING EXPENSE



3.4.1.9 Total Employee FTEs

Employee Full-Time Equivalents (FTEs), typically based on a 40-hour workweek, remained relatively stable except for an increase in 2020 to around 300. Over the five-year period, FTEs decreased by 4%, with the 2023 figure falling 6% below the peer average of 254 FTEs. The number of FTEs is crucial for meeting the demands of administration, maintenance, and operations. While this metric alone isn't particularly insightful, it becomes meaningful when considered alongside operating costs and cost per trip metrics, helping to evaluate efficiency and cost-effectiveness.

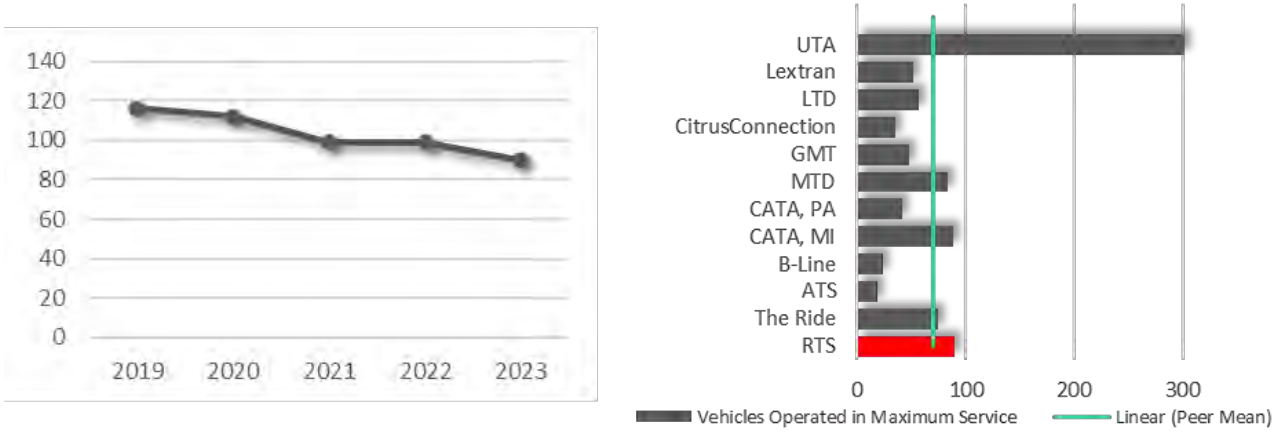
FIGURE 3-24: PEER AND TREND COMPARISON FOR TOTAL EMPLOYEE FTES



3.4.1.10 Vehicles Operated in Maximum Service

Vehicles operated in maximum service (VOMS) measure the fleet size needed to operate at peak service levels. RTS decreased its VOMS from 116 vehicles in 2019 to 90 in 2023, marking an 22% decrease. This puts RTS 29% above the peer group average of 70 vehicles. While VOMS is a key indicator for assessing fleet size, it is closely tied to factors such as network structure, route count, and service frequency, making direct peer comparisons less meaningful.

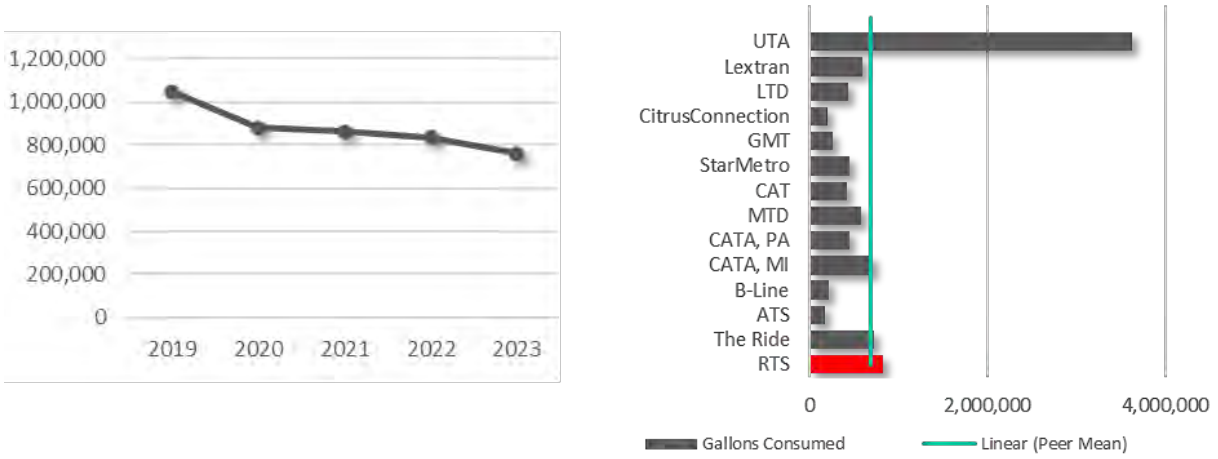
FIGURE 3-25: PEER AND TREND COMPARISON FOR VEHICLES OPERATED IN MAXIMUM SERVICE



3.4.1.11 Total Gallons Consumed

RTS' gas consumption has steadily decreased since 2019, with an overall decrease of 28% in the five-year period. For this performance measure, RTS lies 22% above the group mean. Generally, fuel consumption is tied to vehicle miles of service and type of vehicle power employed.

FIGURE 3-26: PEER AND TREND COMPARISON FOR GALLONS CONSUMED



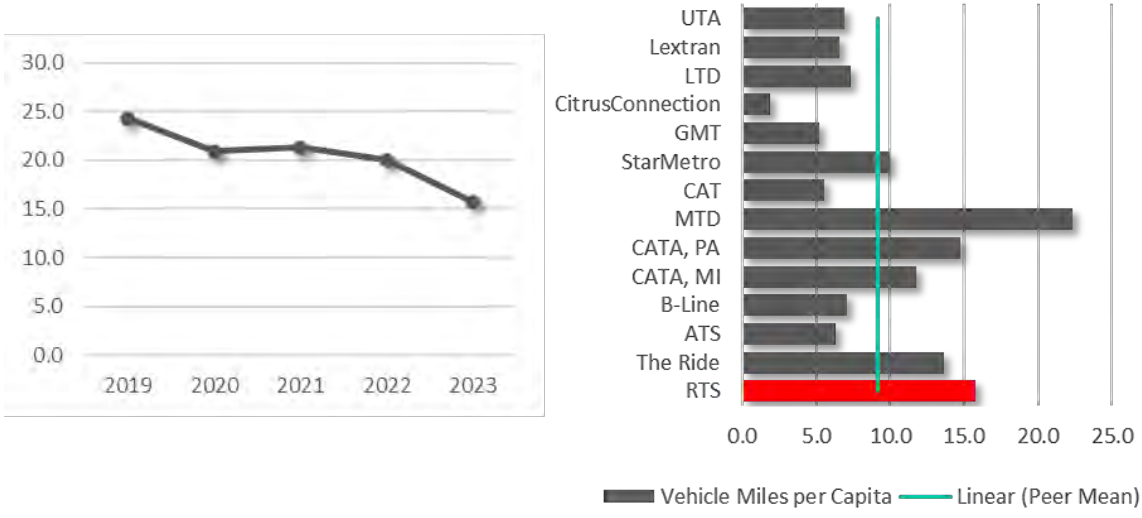
3.4.2 Fixed Route Effectiveness Measure

Effectiveness measures assess how well service-related goals are being achieved. The following offers a detailed overview of these measures for Gainesville RTS and its peer group. These effectiveness measures encompass service supply, service consumption, and service quality, represented by variables such as passenger trips per revenue hour and the average age of the fleet. Figures 3-27 through 3-31 provide both trend and peer analysis for these key effectiveness indicators, offering insights into how RTS performs over time and in comparison to similar transit systems.

3.4.3 Vehicle Miles Per Capita

Vehicle miles per capita are calculated by dividing the total system vehicle miles by the population within a ¾-mile radius of the service area. This metric measures the level of service provided relative to the service area population. For RTS, vehicle miles per capita decreased by 35%, from 24.3 miles in 2019 to 15.8 in 2023. RTS's vehicle miles per capita are 72% higher than the peer group average, indicating that RTS provides more service per capita than its peers. This suggests that residents within the service area have better access to transit compared to those served by similar agencies.

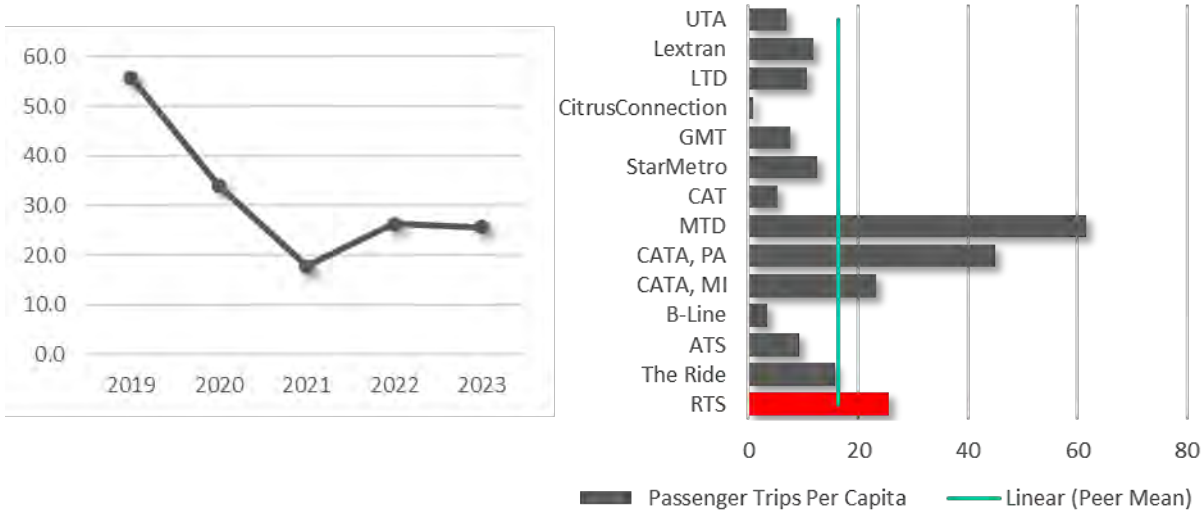
FIGURE 3-27: PEER AND TREND COMPARISON FOR VEHICLE MILES PER CAPITA



3.4.3.1 Passenger Trips Per Capita

Passenger trips per capita are calculated by dividing the total transit boardings by the service area population, providing a measure of service effectiveness by quantifying transit utilization within the service area. In Gainesville, passenger trips per capita decreased by 54% from 56 in 2019 to 26 in 2023. RTS still ranks third in its peer group, with a figure of 55% above the average. It is desirable that trips per capita are high, meaning greater utilization of the service.

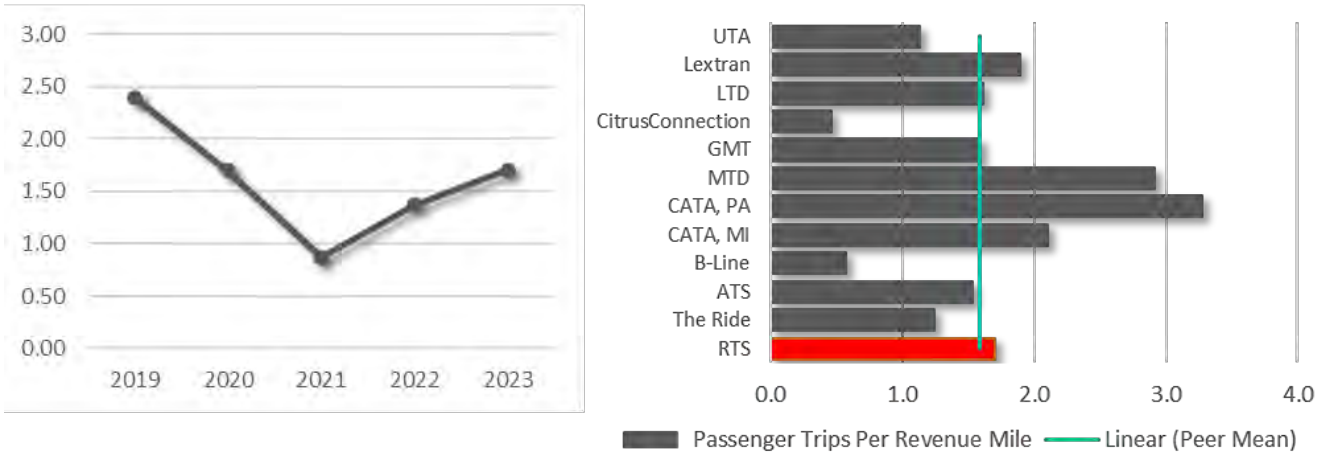
FIGURE 3-28: PEER AND TREND COMPARISON FOR PASSENGER TRIPS PER CAPITA



3.4.3.2 Passenger Trips Per Revenue Mile

Passenger trips per revenue mile are calculated by dividing transit boardings by revenue miles. They are a measure of the productivity of the revenue service provided. In Gainesville, passenger trips per revenue mile experienced a decrease of 29% during the five-year period, indicating that the agency experienced a lessening in ridership productivity during the time period. It is desirable for this metric to be high, meaning greater utilization of the service per unit of service supplied. RTS lies 8% above the peer mean for this metric, indicating a comparable performance to its peers.

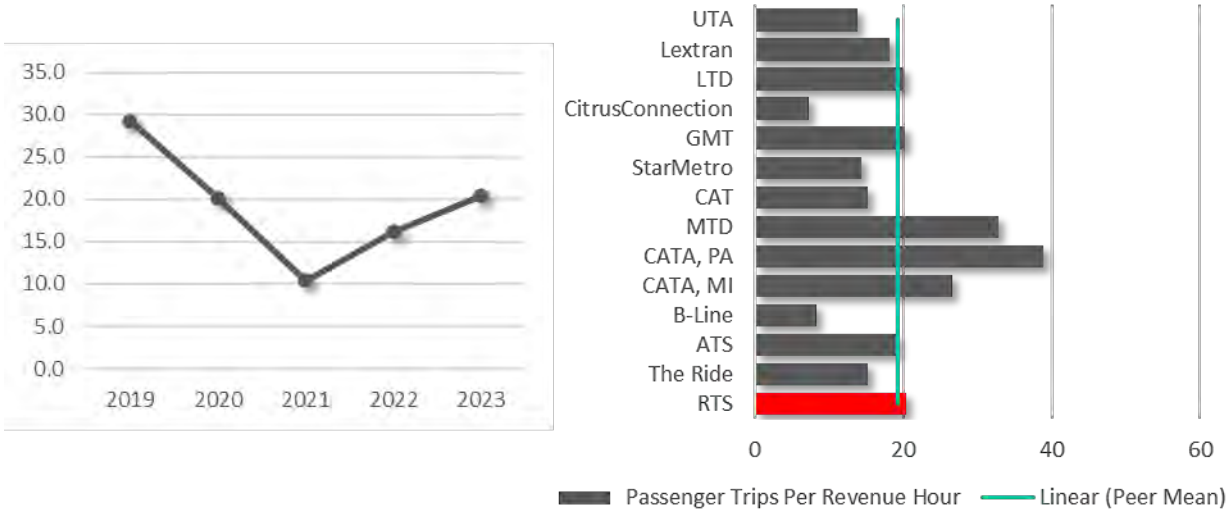
FIGURE 3-29: PEER AND TREND COMPARISON FOR PASSENGER TRIPS PER REVENUE MILE



3.4.3.3 Passenger Trips Per Revenue Hour

Passenger trips per revenue hour quantify how effectively transit service is utilized by comparing the number of trips to the hours of service provided. This metric helps evaluate how efficiently resources are being used. From 2019 to 2023, RTS's passenger trips per revenue hour decreased by 45%, corresponding to a sharper decline in ridership than in revenue hours during this period. RTS lies 6% above the peer mean for this metric. Higher values are preferable, as they indicate greater service utilization per unit of service provided.

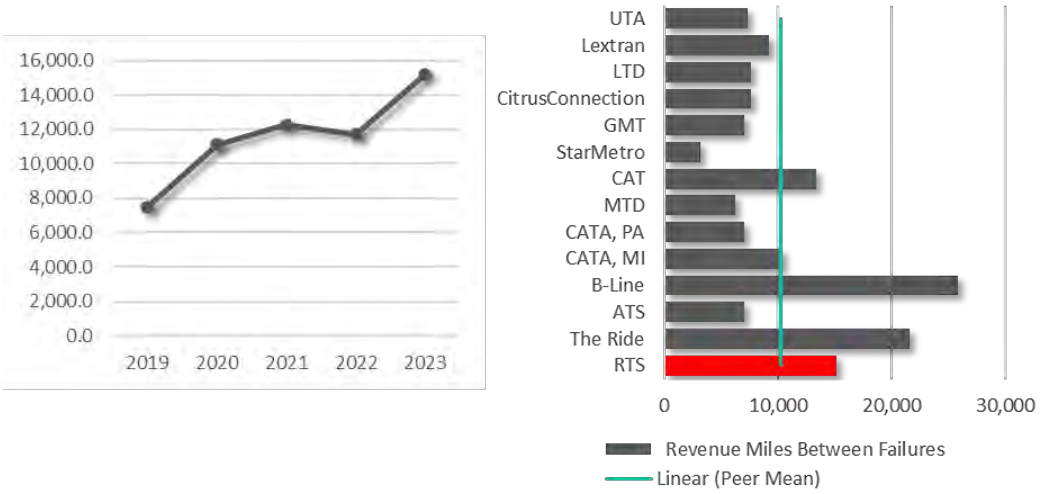
FIGURE 3-30: PEER AND TREND COMPARISON FOR PASSENGER TRIPS PER REVENUE HOUR



3.4.3.4 Revenue Miles Between Failures

Revenue miles between vehicle failures measure service reliability, reflecting the quality of vehicle maintenance. A higher number of revenue miles between system failures indicates better vehicle maintenance and/or a newer fleet. This metric also impacts the passenger experience, with fewer failures leading to more reliable service. For RTS, this measure steadily increased between 2019 and 2023, rising from 7,471 in 2019 to 15,197 in 2023—an increase of 103%. RTS currently lies 47% below the above the peer mean.

FIGURE 3-31: PEER AND TREND COMPARISON FOR REVENUE MILES BETWEEN FAILURES



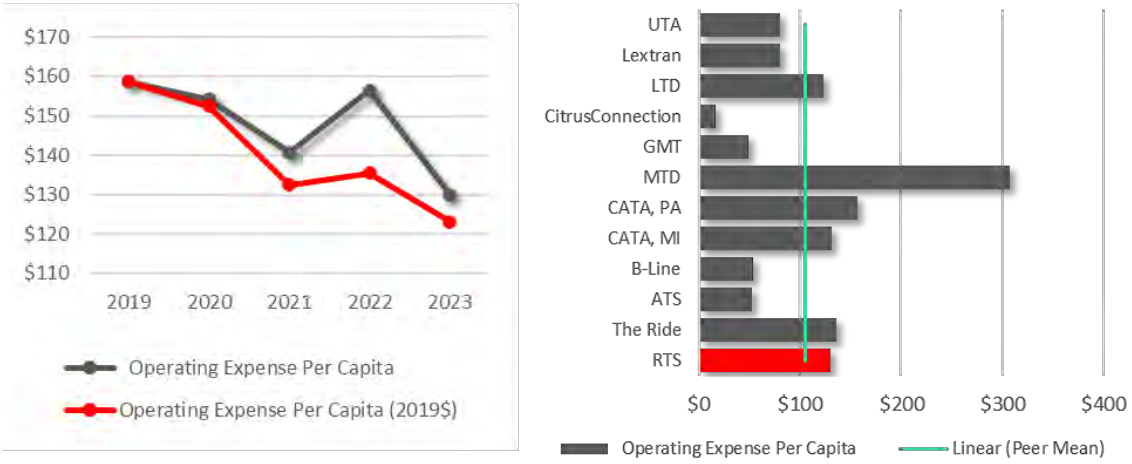
3.4.4 Fixed Route Efficiency Measures

Efficiency measures focus on costs and other measures of efficiency, this section provides an overview of efficiency measures for Gainesville RTS and its peer group. Figure 3-32 through Figure 3-37 present the efficiency measures for RTS' peer review and trend analysis. Similarities between RTS and the peers in this category may be related to the peer selection process, which is largely based on transit service characteristics. The following section summarizes the trend and peer analysis by efficiency measure type.

3.4.4.1 Operating Expense Per Capita

Operating expense per passenger trip measures the investment in transporting providing public transport relative to the population within the service area. The operating expense per capita showed variability over the 5-year period, including a sharp decrease in 2021. When excluding inflation, the operating expense per capita for Gainesville increased from $158.76 in 2019 to $130.02 in 2023, a decrease of 18%. RTS lies 24% above the peer group mean. This metric is more complex in that while a higher cost reflects a greater investment in transit, it must be viewed in context of direct costs per unit of service relative to peers.

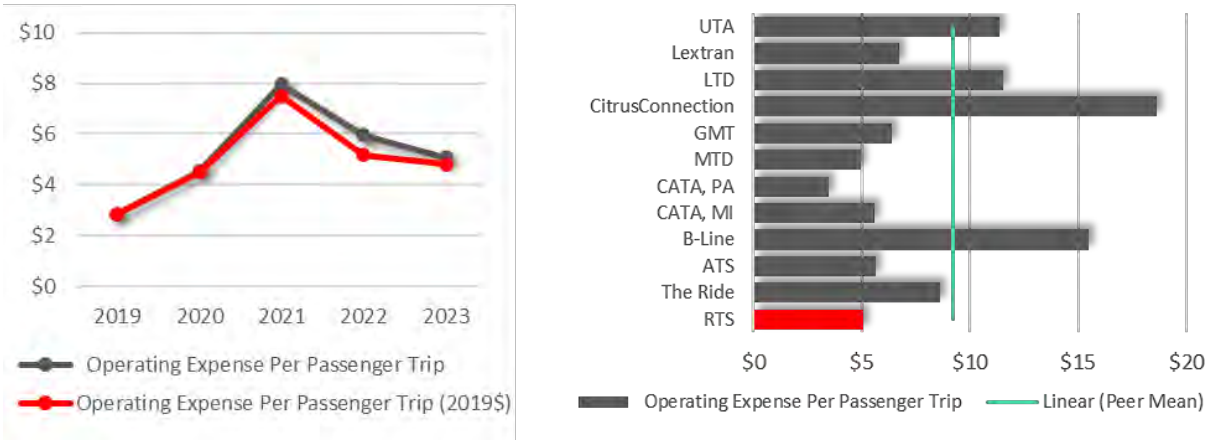
FIGURE 3-32: PEER AND TREND COMPARISON FOR OPERATING EXPENSE PER CAPITA



3.4.4.2 Operating Expense Per Passenger Trip

Operating expense per passenger trip measures the efficiency of transporting riders, the cost of operations relative to the resulting ridership, and reflects on how service is delivered and the market demand for the service. The operating expense per passenger trip in Gainesville increased from $2.85 in 2019 to $4.81 (2019 dollars) in 2023, a 69% overall increase. Gainesville RTS ranks 45% below the peer group mean. The goal is to minimize cost per passenger trip and RTS is doing well compared to peers.

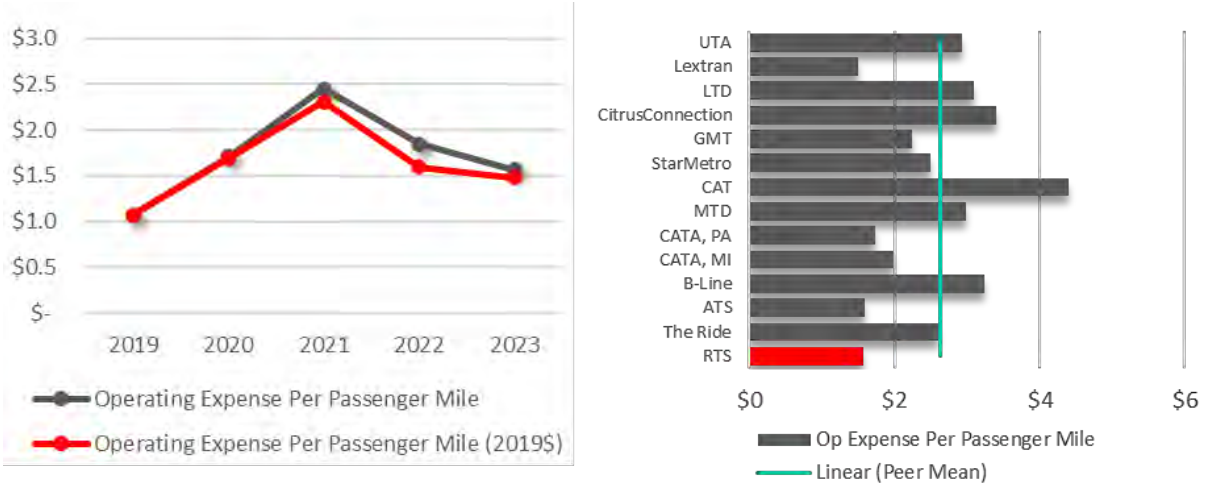
FIGURE 3-33: PEER AND TREND COMPARISON FOR OPERATING EXPENSE PER PASSENGER TRIP



3.4.4.3 Operating Expense Per Passenger Mile

Operating expense per passenger mile measures the combined impact of ridership, average trip length, and operating costs. RTS's operating expense per passenger mile gradually increased from 2019 to 2021, followed by a decline in 2022 and 2023, coinciding with a drop in passenger miles. Over this period, there was a 38% increase (adjusted to 2019 dollars). RTS is currently 41% below the peer average for this measure, indicating strong performance. The goal is to minimize cost per passenger mile, and RTS is performing well compared to its peers.

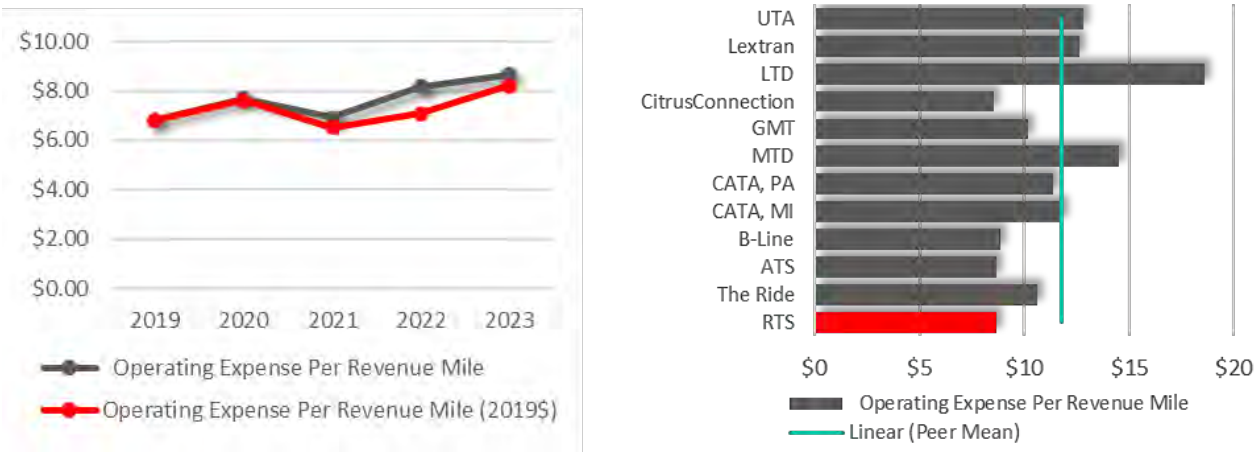
FIGURE 3-34: PEER AND TREND COMPARISON FOR OPERATING EXPENSE PER PASSENGER MILE



3.4.4.4 Operating Expense Per Revenue Mile

Operating expense per revenue mile indicates how efficiently a transit service is delivered. Overall, the metric has remained relatively stable with a slight increase across the five-year period, increasing by a value of $1.38 or 20% (2019 dollars). RTS is 27% below the peer average, demonstrating greater efficiency in transit service delivery compared to its peers. The goal is to minimize the cost per revenue mile, which RTS achieves effectively.

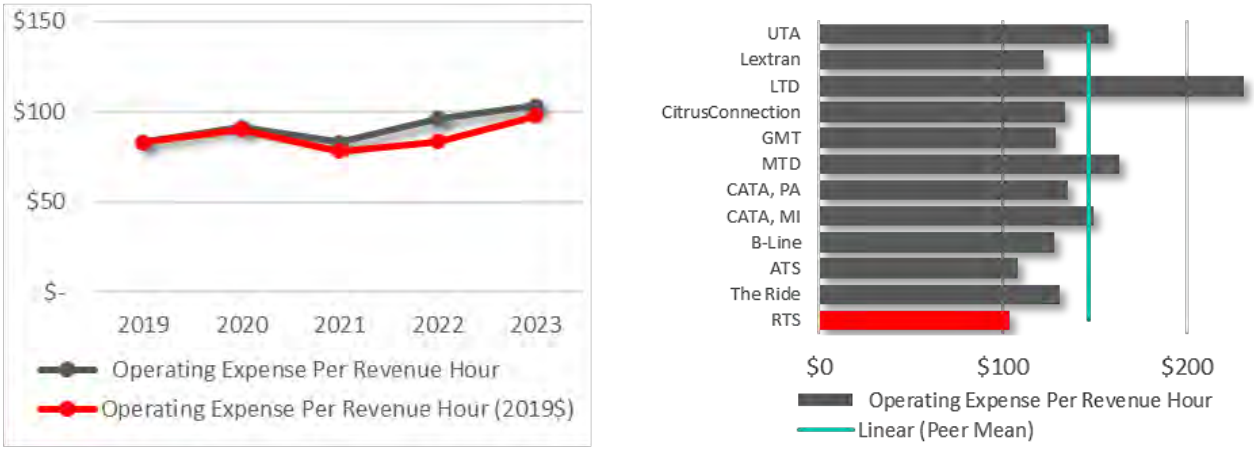
FIGURE 3-35: PEER AND TREND COMPARISON FOR OPERATING EXPENSE PER REVENUE MILE



3.4.4.5 Operating Expense Per Revenue Hour

This metric uses operating expense divided by total annual revenue hours; a key comparative measure which factors out vehicle speed. RTS' operating expense per revenue hour experienced a gradual increase with a small dip in 2021. Over the 5-year period, there was a net increase of 24% (in 2019 dollars). RTS lies 30% below the peer mean. The goal is to minimize cost per revenue hour and RTS compares well to peers.

FIGURE 3-36: PEER AND TREND COMPARISON FOR OPERATING EXPENSE PER REVENUE HOUR

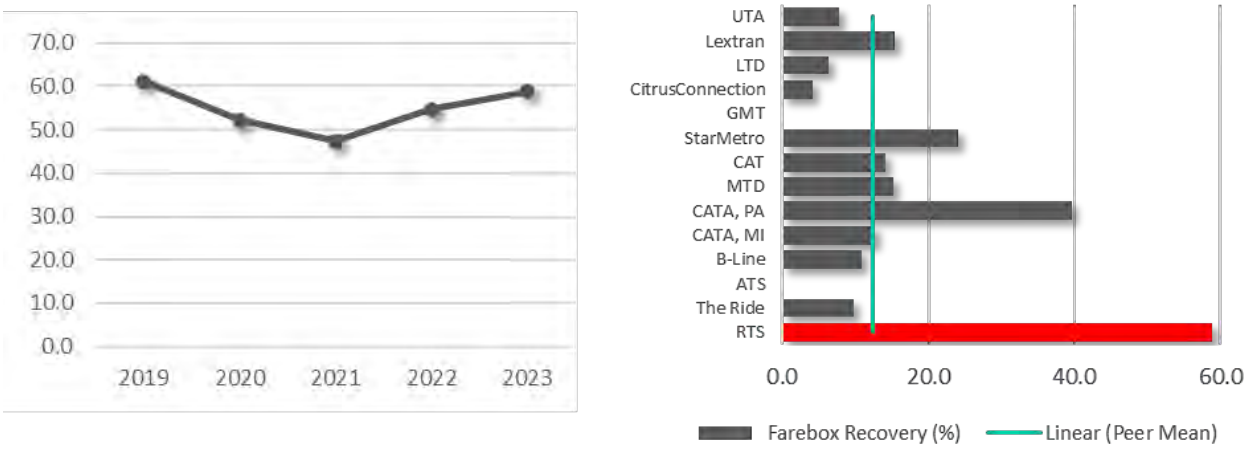


3.4.4.6 Farebox Recovery (%)

Farebox recovery (ratio) measures the percentage of a transit system's total operating expenses that are covered by fares paid by passengers. It is calculated by dividing total fare revenue by total operating expenses. RTS's farebox recovery declined from 61% in 2019 to 59% in 2023, a 4% decrease over five

years. Despite this decline, RTS's farebox recovery is 378% higher than the peer group average. This high recovery rate reflects student transportation fees within student tuition at that pay for student passes for students at Santa Fe College and UF. The goal is to increase farebox recovery, meaning more of the costs are absorbed by users.

FIGURE 3-37: PEER AND TREND COMPARISON FOR FAREBOX RECOVERY (%)



3.4.5 Peer Review Analysis Summary

The following summarizes RTS's general performance compared to its peers as well as its service's effectiveness and efficiency.

- **General Performance Indicators**
  - RTS has performed well compared to its peers in all of the general performance indicators. It serves an area that is less dense at a lower cost with generally comparable service supply and was able to generate more ridership than the mean performance of its peers.
  - Scoring 14 percent above the peer mean in passenger trips and 2 percent higher than the peer mean in revenue hours, indicating expansive service with high demand.
- **Effectiveness Measures**
  - RTS's passenger trips per capita were 50 percent above the peer mean, suggesting the service is highly utilized by the local population. This indicates either strong demand for transportation or a particularly efficient and accessible service.
  - A 7.5 percent positive deviation from the peer mean for passenger trips per revenue mile indicates efficient utilization of resources and infrastructure, as more passengers are being transported over the distance covered by revenue-generating operations.
  - The average fleet age was 80 percent higher than the peer mean, meaning the fleet of vehicles in use are relatively older and may indicate a need for fleet modernization or replacement to improve efficiency, safety, and service quality.
- **Efficiency Measures**
  - RTS performed well on cost efficiency when compared with its peers, indicating that it is more efficient at controlling its costs. Scoring below the peer mean in most metrics related to operating expenses suggests that RTS is providing more service while spending less than its peers.

- In terms of cost per trip and cost per revenue hour, two very important indicators for any agency to track, RTS has performed well in comparison to its peers.
- RTS also has significantly outperformed many of its peers in farebox recovery, with a 378 percent difference from the peer mean. Overall, the data suggest that RTS is more fiscally efficient than its peers.

This analysis, combined with the trend analysis previously summarized, will be used to gain an understanding of RTS's performance over time and among other transit agencies with similar operating characteristics. These findings, together with the insights gathered from baseline conditions assessments presented previously, will be used in the subsequent steps of this TDP to develop a vision for an attractive and viable transit network for Gainesville and its immediate region.

3.5 Service Agreements

RTS is engaged in several service agreements with other agencies. The following lists the various service agreements that RTS is currently engaged in.

3.5.1 University of Florida

RTS has a service agreement with UF. UF provides about $13.7 million in bus service revenues for prepaid unlimited access to all RTS services for UF students, faculty, and staff, and to all UF Health Shands employees. The City of Gainesville has usually negotiated 3-year contracts based on input and approval from the UF Parking and Transportation Committee, which has been extended until December 2024.

3.5.2 Santa Fe College

RTS has a service agreement with Santa Fe College where the latter provides about $0.8 million in bus service revenues for prepaid, unlimited access to all RTS services for Santa Fe College students, faculty, and staff.

3.5.3 MV Transportation

RTS has a service agreement with MV Transportation for the provision of ADA Paratransit services throughout the established service area in the City of Gainesville. The contract was renewed in 2019 for a five-year period set to expire in 2024. MV Transportation also coordinates with RTS to provide TD trips and other grant sponsored trips, although this is a service agreement arranged through Alachua County.

3.6 Other Public and Private Transportation Providers

Several public and private agencies, companies, and organizations provide transportation services throughout the County. Transportation Network Companies (TNC) such as Uber and Lyft both operate in Alachua County. Lyft serves a broader area west of Gainesville, extending into places such as Newberry, Chiefland, and Steinhatchee.

Since the development of the last TDP, a new type of transportation service provision has established itself across major urban areas across the globe. These are bicycle and scooter share companies, often grouped together as micromobility. Spin and VEO are the newest providers of micromobility in the Gainesville area, allowing services on UF's campus, Downtown Gainesville, and East Gainesville. Nearly 70 designated scooter parking spots have been established throughout Gainesville.

Intercity bus companies such as Red Coach and Greyhound continue to provide long-distance services to cities across Florida and beyond. Table 3-11 provides a brief list of some of the Gainesville area's main transportation providers.

TABLE 3-11: LIST OF TRANSPORTATION PROVIDERS SERVING THE GAINESVILLE AREA

Transportation Provider	Service Type	Coverage Area/Destinations	Website
Uber	TNC	North Central Florida	https://www.uber.com/global/en/r/cities/gainesville-fl-us/
Lyft	TNC	Alachua Co., Gilchrist Co., Levy Co., Dixie Co., Taylor Co.	https://www.lyft.com/rider/cities/gainesville-fl
VEO	Micromobility	UF Campus, University Park, Downtown, East Gainesville	www.veoride.com/gainesville/
Spin	Micromobility	UF Campus, University Park, Downtown, East Gainesville	https://www.spin.app/
Red Coach USA	Intercity Bus	Tampa, Orlando, Miami, Tallahassee, Ocala, Ft. Pierce	www.redcoachusa.com
Greyhound	Intercity Bus	Tampa, Orlando, Miami, Tallahassee, Jacksonville	www.greyhound.com
The Ride Solution	Intercity Bus	Palatka, Hawthorne, Interlachen	www.theridesolution.com
FlixBus USA	Intercity Bus	St. Petersburg, Jacksonville, Orlando, Miami, Tallahassee,	https://www.flixbus.com/bus/gainesville-fl
A Candies Coachworks	Charter Bus	N/A	https://candiesmotorcoaches.com/
Legendary Coaches	Charter Bus	N/A	https://www.legendarycoaches.us/
Stagecoach Transportation	Charter Bus	N/A	stagecoachtransportation.com
Holiday Coach Lines	Charter Bus	N/A	www.holidaycoachlines.com

Sources: Uber, Lyft, VEO, Spin, Red Coach USA, Greyhound, The Ride Solution, FlixBus USA, A Candies Coachworks, Legendary Coaches, Stagecoach Transportation, Holiday Coach Lines

4 PUBLIC OUTREACH

The Public Outreach section of the TDP highlights the comprehensive engagement efforts undertaken to ensure the planning process reflects community needs and aspirations. The consultant team solicited comments from the Regional Workforce Development Board (RWDB) and notified the Florida Department of Transportation (FDOT), RWDB, and the Metropolitan Planning Organization (MPO) about the scheduled public meetings. Review opportunities were provided to FDOT, RWDB, and MPO, and their feedback was incorporated into the project review process.

This section begins by presenting findings from an onboard rider survey, capturing critical insights into rider experiences and priorities. It then describes the public workshops conducted to facilitate direct dialogue with community members and outlines the innovative use of a virtual room, which provided an interactive platform to engage the public and share updates on plan development as it progressed.

In addition to public input, this section summarizes stakeholder interviews that shed light on perceived challenges and opportunities facing the transit agency. Stakeholders offered diverse perspectives, helping to identify areas for improvement and potential growth. Lastly, the section details the role of the steering committee, a group of community representatives who reviewed the plan and provided valuable insights throughout its development. Their contributions ensured the plan was grounded in a broad spectrum of community priorities and expert recommendations.

RTS prepared a Public Involvement Plan (PIP) to guide the TDP public involvement process. The PIP was submitted for review and approval by FDOT District Two. As shown in Appendix B, the PIP included a wide range of activities to provide numerous opportunities for involvement by the public and key stakeholders representing local and regional public or private agencies and organizations. A summary of outreach activities over the life of the Route Restoration Plan and the TDP major update are summarized in Table 4-1 below.

TABLE 4-1: OUTREACH ACTIVITIES

Event	Date	Engaged
Stakeholder Interviews	10/15/24 – 11/1/24	13
Surveys		
Online TRRP Survey	4/4/24 – 9/1/24	129
Rider Intercept Survey	9/27/24 – 11/3/24	608
Public Meeting Survey	10/26/24 – 11/10/24	32
Open House Public Workshops		
Gainesville Technology Enterprice Center	4/11/24	8
RTS Headquarters	4/12/24	40
Duval Health Fair	10/26/24	20
Artisans Guild Art Market	11/20/24	40
Steering Committees		
Steering Committee #1	7/30/24	13
Steering Committee #2	11/4/24	13
Steering Committee #3	12/10/24	9
Web and Social Media		Many
Virtual Room	3/20/24 - Present	506
Total		1,431+

4.1 Stakeholder Interviews

The Consultant Team, working with RTS staff, identified a set of stakeholders and conducted nine (9) remote stakeholder interviews. Stakeholder interviews were scheduled during times convenient for each stakeholder. The purpose for the stakeholder interviews is to capture the best understanding of local conditions, knowledge, perceptions and attitudes of the community towards mobility needs and transit services.

Table 4-2 below outlines the stakeholder interview list, and the dates interviews were conducted.

TABLE 4-2: STAKEHOLDER INTERVIEWS

Name	Agency	Date Interview Held
Cynthia Chestnut	Mayor Pro-Tem, Commissioner At-Large	Tues., October 15th, 3:30pm
Ed Book	City Commissioner D2	Wed., October 16th, 4:30pm
Dr. Naima Brown	VP Student Affairs Santa Fe College	Thurs., October 17th, 9:30am
Jeffrey Hays	Alachua County Growth Management Director	Wed., October 18th, 11:00am
Bryan Eastman	City Commissioner D4	Mon., October 28th, 1:00pm
Linda Dixon	Director of Planning UF	Tues., October 29th, 9:30am
Casey Willits	City Commissioner D3	Tues., October 29th, 3:00pm
James Ingle	City Commissioner At-Large	Tues., October 29th, 4:00pm
Phyllis Marty	CEO North Central Fl Career Source	Fri., November 1st, 8:30am

The stakeholder interviews were summarized as a group, the following summary highlights the overarching findings and insights gained from the stakeholder interviews.

Stakeholders emphasized the need for more frequent fixed-route services, expanded weekend and evening service, mobility-on-demand options, and express routes. There was a willingness among some to support local tax increases or alternative funding sources, such as partnerships, CRA funds, and advertising revenues, to enhance transit services. Most felt that the fare structure is reasonably priced. Some pointed out that fares are not a large source of revenue for RTS, calling to keep them affordable.

Most stakeholders agreed that public transportation and mobility services can help alleviate congestion in Gainesville, with suggested incentives including park-and-ride services, express routes, carpool lanes, strategic land use planning, parking cost adjustments, and collaboration with major employers.

Several trends were identified as likely to shape public transportation over the next decade. These include increased urban density, shifting residential patterns, and the growing demand for transit in expanding areas like Alachua and Newberry. Stakeholders emphasized the importance of integrating land use decisions, technological advancements (such as electric and autonomous vehicles), and micro-mobility options. Addressing declining bus ridership and aligning transit with evolving community needs were also seen as priorities.

When asked about steps to increase public transit use and their vision for RTS in the next decade, stakeholders highlighted the need for improved marketing. Suggestions included targeted outreach to university staff, hospital employees, and other groups using diverse methods. The long-term vision for RTS included its establishment as a core component of Gainesville's mobility network, leveraging regional partnerships, advanced technologies, and sustainable practices to meet the community's changing needs.

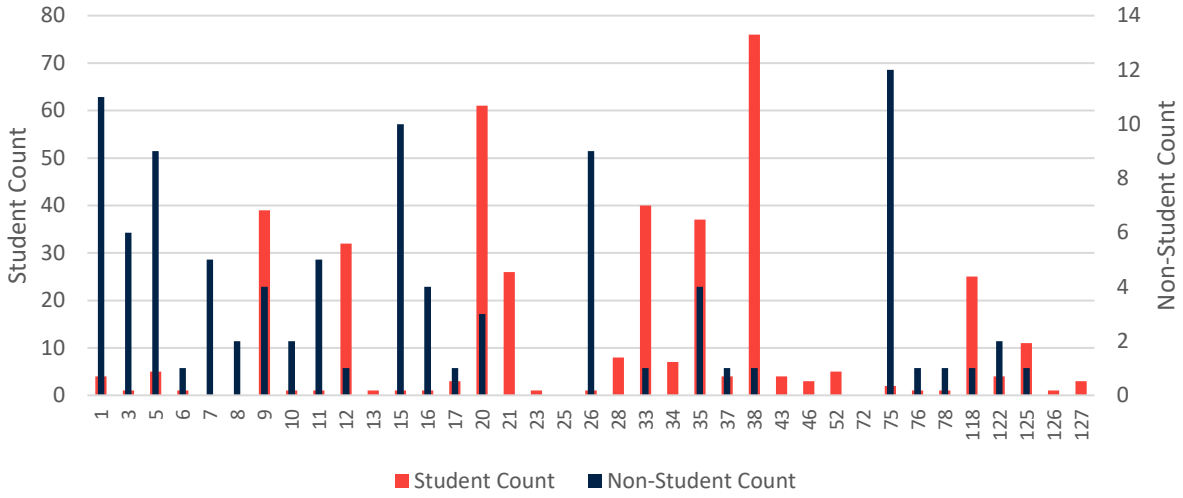
4.2 Rider Survey Results

The project team conducted in-person intercept surveys at various locations in Gainesville to collect feedback on key topics such as travel routes, trip origins and destinations, frequency of service use per week, and suggestions for improvement. These in-person surveys were administered from September 18 to September 20, 2024, at the Rosa Parks Transfer Station, Butler Plaza Transfer Station, Oaks Mall, and two locations on the UF campus: Reitz Union and the Hub. Additionally, the survey was made available online from September 27 to November 3, 2024. A total of 609 responses were gathered during the collection period, with 586 responses coming from in-person efforts.

Given the high volume of foot traffic on the UF campus and the willingness of students to engage in conversations and surveys, collection efforts were particularly successful among students. Of the 609 responses, 426 identified as students, 108 as non-students, while 74 did not answer this question. The following sections analyze survey responses separately for students and non-students, highlighting differences in how each group answered the survey questions.

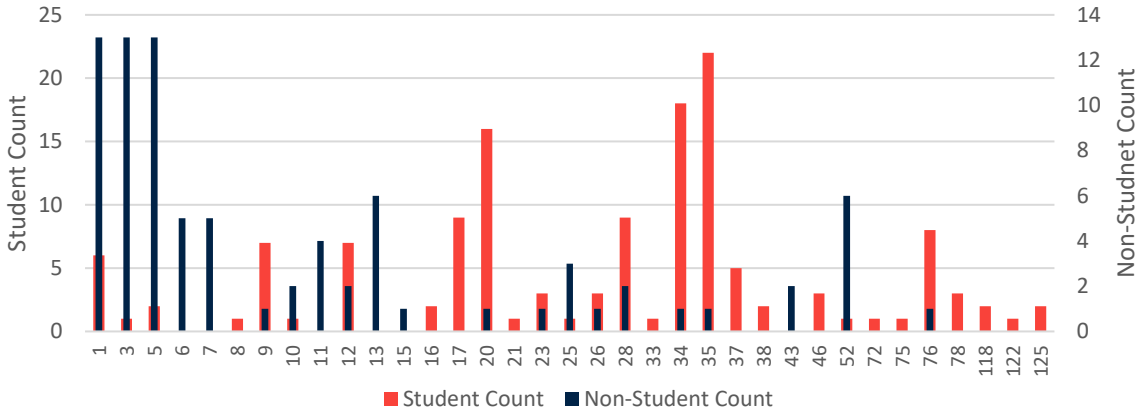
The first question on the survey asked respondents to indicate the routes they used to complete their trip, in the order they were taken. Figure 4-1 illustrates the routes selected as the first route for students (primary axis) and non-students (secondary axis). Among students, Route 38 had the highest usage, with over 75 respondents, followed by Route 20 with 61 responses and Route 33 with 40 responses. For non-students, Routes 75, 1, and 15 were the most commonly selected first routes, with 10-12 responses each.

FIGURE 4-1: FIRST ROUTE TAKEN BY RESPONDENTS



While fewer respondents reported using a second route, Figure 4-2 highlights the routes chosen by students and non-students for the second leg of their trip. Among students, Routes 37, 35, and 21 were popular, with 16 to 22 responses each. For non-students, Routes 1, 3, and 5 were the most common, each receiving 13 responses.

FIGURE 4-2: 2ND ROUTE TAKEN BY RESPONDENTS

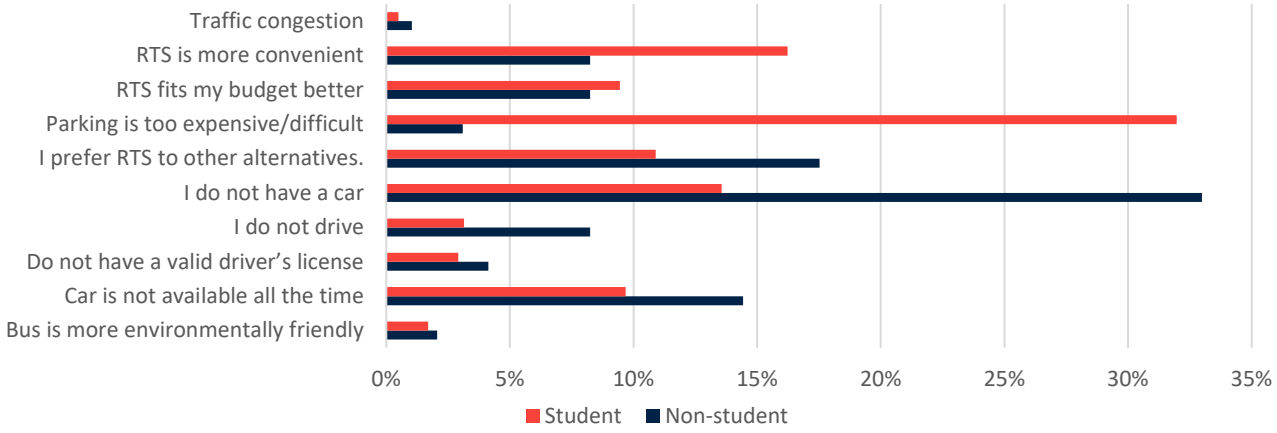


The survey also asked respondents about their trip origins and destinations. Survey respondents primarily listed "Home" as their most common trip origin or destination. Fo students, popular locations included apartment complexes like Lexington Crossing, On20, and Gainesville Place. Non-students frequently traveled for errands, medical appointments, and work, while students commonly reported trips related to school, especially to locations such as The Hub and Reitz Union. Recreation and visiting friends or family were less common but still notable across both groups. The vast majority (90%) walked to the bus stop and their final destination.

About 75% of all respondents use the bus 5-7 days a week, indicating heavy reliance on the bus network for both students and non-students. Most students reported that they have used RTS for less than two years, whereas about 63% of non-students have been using it for two years or longer. This pattern aligns with the assumption that many students are newer to the area, potentially due to starting college.

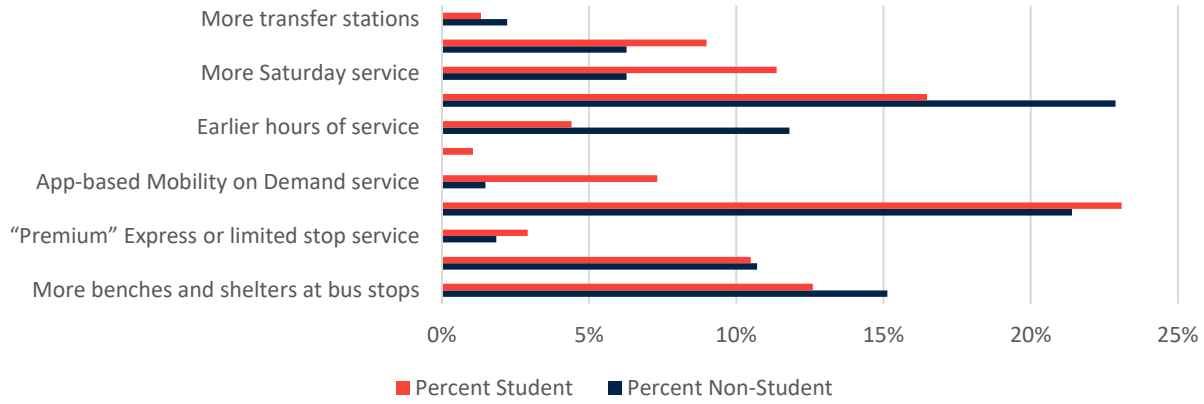
Respondents were polled on the most important reason for taking the bus, the results are displayed in Figure 4-3 for both students and non-students. For students, key factors include parking availability, convenience, and limited access to a personal vehicle. In contrast, non-students highlighted lack of access to a car, preference over other transportation options, and budgetary constraints as their primary reasons for using RTS. When asked how respondents would make the trip if not by bus, 36% said they wouldn't make the trip, followed by 30% who would catch a ride and just over 20% who would walk.

FIGURE 4-3: MOST IMPORTANT REASON FOR TAKING THE BUS



For system improvements, both students and non-students put more frequent service on existing routes as a top priority, followed by later hours of service, and more benches bus stops, as illustrated in Figure 4-4 below which shows the percent of responses received for each improvement. Non-student respondents more heavily favored later hours of service. Routes most commonly suggested for increased frequency were Routes 20 (20%), 21 (17%), 9 (17%), and 35 (16%). For earlier service, Routes 1, 20, and 33 each had about 15% support. For later service, Routes 20 (20%), 38 (17%), 21 (17%), and 35 (16%) were frequently mentioned.

FIGURE 4-4: RESPONDENT IMPROVEMENT PRIORITIES



When asked about a potential "premium" express service, roughly one-third of respondents indicated they would use it, almost half responded "maybe," and 20% said "no." Preferred corridors for this service included Archer Road, Newberry Road, Museum Road, and routes connecting the Rosa Parks and Butler Plaza transfer stations. Frequently mentioned routes for premium service included Routes 12, 21, 37, and 38, among others.

Respondents were also asked to rate aspects of their bus trips, such as route frequency, on-time performance, and safety. As shown in Table 4-3, most rated their overall satisfaction with RTS as "Good" (50%) or "Very Good" (16%), with high marks for bus operator courtesy and route directness. However, how on-time the bus was, and the length of trips received more "Fair" ratings. The RTS website was rated less favorably, with almost 40% of responses as "Fair" and 22% as "Poor."

TABLE 4-3: RESPONDENT RATINGS OF TRIP ASPECTS

	Very Poor	Poor	Fair	Good	Very Good
How often the buses run on this route?	4%	7%	28%	45%	17%
How courteous was the Bus Operator during your trip?	2%	3%	19%	40%	36%
How directly does this route go to your destination?	2%	6%	20%	36%	36%
How was the length of time your trip took?	2%	9%	29%	42%	17%
How on-time is this bus running today?	4%	8%	32%	37%	20%
How safe did you feel today while waiting for the bus?	0%	2%	12%	39%	46%
How was the shade or shelter where you waited?	10%	10%	21%	35%	24%
How user-friendly is the RTS website, www.go-rts.org?	13%	22%	40%	19%	6%
Your overall satisfaction with RTS?	1%	4%	28%	50%	16%

The survey included a section of the survey specifically geared toward students and their transit usage. Most students said they were satisfied to very satisfied with campus routes (66%). About 67% of students use campus transportation 5+ times per week primarily to reach classroom buildings. The majority (70%) of students take the bus between 6:00 am and 10:25 am to get to campus. Leaving from campus, 53% leave in the afternoon between 1:40 pm and 4:55 pm, whereas 26% said to leave in the evening between 4:55 pm and 8:10 pm.

Improvements desired by students included maintaining the current network (76%), more reliable service (74%), and better communication (42%). There were specific mentions of improved accuracy and communication of changes to service through the app. When asked about how students access information about RTS services, almost half of the respondents accessed RTS information through the RTS App and over 15% said via phone, with fewer using physical resources like newspapers, signage, or libraries.

4.3 Public Workshops

Two in-person pop-up workshops were conducted with the community. The workshops were held in Gainesville on October 26th, 2024, and November 9th, 2024. Each event featured a booth with informative project posters about the Transit Development Plan (TDP), an interactive survey, and maps showcasing the current transit network alongside proposed changes. This section provides a summary of these events.

4.3.1 Duval Health Fair

On October 26th from 10:00 am to 1:00 pm, an RTS staff member, along with two consulting team members, hosted a table at the Duval Health Fair in the Duval Neighborhood of east Gainesville. The event provided an opportunity for community engagement, with 20 attendees stopping by to discuss transit services. Ten surveys were completed, and the key findings are summarized below.

- RTS Usage: Seven participants used RTS services, while three had not. Frequently used routes included 1, 3, 5, 7, 10, 12, 13, 16, 25, and 26. Notably, all respondents agreed on the need for additional or improved transit services in Gainesville.
- Transit Improvement Priorities: When asked about priorities for the next decade, participants highlighted the need for more frequent service on existing routes and the addition of new routes. Specific suggestions included routes serving new apartment complexes south of 16th Avenue, as well as new connections to 39th Avenue, the Alachua County Jail, and Jacksonville.
- Infrastructure and Technology Improvements: Respondents prioritized improved bus stop amenities the most for transit infrastructure and technology improvements over the next 10 years.
- Affiliation with UF: None of the survey respondents were affiliated with UF
- Miscellaneous comments
    - Residents of the Duval neighborhood have expressed a desire to reinstate Route 25, which previously served their area but was discontinued.
    - One resident highlighted the need for earlier service on routes serving Shands, UF, and other key destinations in the area. With shifts starting as early as 6 a.m.,

the current bus schedules don't allow for timely arrival. As a result, this individual moved to a location within walking distance of their workplace.

4.3.2 Artisans Guild Art Market

On November 10th, 2024, from 11:00 a.m. to 5:00 p.m., a booth was set up at the Artisans Guild Fall Art Market in Downtown Gainesville. The event featured local artists, craft makers, live music, and a food truck. Approximately 40 people visited the booth, and 22 surveys were completed. Below is a summary of the survey results and notable comments:

- RTS Usage: 60% of respondents reported using RTS, with Routes 5, 8, 16, 30, 43, 46, 120, and 122 being the most frequently used. All respondents expressed a need for additional or improved transit services in Gainesville.
- Travel Destinations: Respondents indicated they would use RTS for shopping and recreational trips, commuting to work, and traveling to and from the airport.
- Transit Improvement Priorities: The top priorities included more frequent service on existing routes, extended service hours, and new routes. Specific suggestions included new routes to serve downtown at night, the airport, east Gainesville, and southwest Gainesville. Additionally, three respondents expressed interest in app-based mobility-on-demand services.
- Infrastructure and Technology Improvements: 81% of respondents prioritized improved bus stop amenities, followed by the implementation of real-time bus arrival information.
- Miscellaneous Comment: One respondent noted an issue with the Rogers Hall stop, where the display incorrectly shows "N/A" before the bus arrives.

4.4 Virtual Room Website

A virtual room is an online website that simulates a meeting room that displays project data and relevant information about the project in ways that are accessible and interesting for the public and stakeholders. Visitors who entered the room saw a 360-degree room filled with project materials such as PowerPoint presentations, fact sheets, information boards, technical reports, a sign-in sheet, comment box, and more. Figure 4-5 presents the front-facing view of the virtual room.

The virtual room website was previously available from March 20th to September 13th with information regarding Transit Route Restoration Plan (TRRP). Between August 1st and December 1st, the virtual room presented information regarding this TDP, receiving a total of 729 visits by 506 users and 3 comments. The comments mentioned a desire for a regional train to improve connections to other parts of Florida, as well as specific feedback about a bus driver.

FIGURE 4-5: VIRTUAL ROOM VIEW

4.5 Steering Committee

The following section offers a summary of the steering committee meetings conducted on the aforementioned dates. The following summaries are broken out by the respective meeting number and date, each summary contains an attendance list and relevant information covered in the meeting. Full meeting agendas and PowerPoint materials can be found in Appendix B.

4.5.1 Steering Committee Meeting #1 – Tuesday, July 30, 1:30 pm – 3:00 pm via Teams

Attendance

- RTS – Krys Ochia, Jesus Gomez, Rossana Passaniti, April, Thomas Idoyaga
- Benesch - Randall Farwell, Taylor Cox, Juan Suarez, Logan Patterson
- Quest – Sara Shepherd, Karen Harrell
- Steering Committee Members - Jeremiah McInnis, Juan Castillo, Lynne Valdes, Mike Escalante, Allison Moss, Scott Wright, Xiang Yan, Jeffrey Hays, Zeriah Foltson, Shannon Leontiades, Corey Harris, Roy Darnold, Thomas

Meeting Summary

- Team Introductions.
- Meeting opened by Taylor Cox, Consultant Project Manager, who transitioned into the guided presentation.

Questions, Answers, Comments

Feedback was discussed verbally and through chat. A copy of the comments submitted through chat is provided below.

- Question via chat: What's the geographic unit used for in the replica graphic?
  - Response: (Juan Suarez) It is the block group level.
- Question via chat: Was there consideration of land use and service demand analyses within RTS service area, which includes unincorporated Alachua County in the Gainesville Urban Area?
  - Response: (Juan Suarez) For the baseline conditions we only examine land use at high level, however when we complete our demand estimation study, this section evaluates service demand using land use as one of several factors.

- To follow up on Mike's comment, some of the slides appear to include only COG analysis, not extend beyond COG boundaries into the County's "Urban Cluster." Can you please clarify there geography analyzed?
    - Response: (Juan Suarez) For all our maps, we analyzed the entire county, either at a block group level or a traffic analysis zone level. All of our analyses we are also considering the urban parts of the Greater Gainesville area including those that are outside city limits.
- Question via chat: For public involvement, is the virtual room the main point of contact? How do we reach citizens who may not be tech savvy?
    - Response: Examples were given for public involvement outreach.
- Question via chat: Will you have surveys available in other language?
    - Response: (Sara Shepherd) Surveys and other content are available in multiple languages identified in the City's Immigrant Services Coordinator. If you would like the list of languages, we can provide it.
    - Response: (via chat) You need to add Haitian Creole
- Question via chat: I wonder to what extent RTS' negotiations with UF affect your development of this plan? I assume that the potential uncertainties of UF's payments can have a significant impact on strategic development directions.
    - Response: (Jesus Gomez) We are meeting with UF weekly.
    - Response: (Randall Farwell) We are viewing the negotiations between UF and the City.
- Comment via chat: Please be aware the new TDP will likely be incorporated in the MTPO Yea 2050 LRTP. The current TDP is in the Year 2045 LRTP.

4.5.2 Steering Committee Meeting #2 – Monday, November 4, 3:00 pm – 4:00 pm via Teams

Attendance

- RTS – Krys Ochia, Jesus Gomez
- Benesch – Randall Farwell, Taylor Cox, Rachel Kling, Juan Suarez
- Quest – Karen Harrell, Christa Assi
- Steering Committee Members – Alison Moss, Zeriah Folston, Corey Harris, Roy Darnold, William MacDonald, Jeremiah Mcinnis, Scott Wright, Xiang Yan, Sgt. Lynee Valdes, Wendy Resnick, Barbara Sleep, Rossana Passaniti

Meeting Summary

- Krys Ochia, RTS Transportation Manager, briefly welcomed the committee members.
- Meeting opened by Taylor Cox, Consultant Project Manager, who transitioned into the guided presentation.

Questions, Answers, Comments

Feedback was discussed verbally and through chat. A copy of the comments submitted through chat is provided below.

- Allison Moss asked to set up a brief meeting with the project team and the county to discuss areas within the county where fixed route is truncated and replaced with MOD.
  - Response (Mr. Farwell): Yes, RTS will coordinate with the county to set up that meeting. The team examined APC data at the stop level to determine where routes need to be modified to improve efficiency but do so in a way where coverage can be preserved with MOD. Most trips were going to a grocery store or Santa Fe college, so our goal was to preserve coverage to those locations and provide a more frequent on demand option that expands transit coverage in areas where fixed route transit is not feasible.
- Roy Darnold asked if the new transfer station was considered in the route realignment. It was also asked if the modifications estimated vehicles.
  - Response (Taylor Cox): Yes, the Eastside Transfer Center was taken into consideration during the route realignment. Yes, vehicles were estimated in the operational characteristics and there will be a reduction based on the changes to UF routes.
- Krys Ochia asked if students will be affected by the route realignment and if the group will meet again.
  - Response (Taylor Cox): This is the final TRRP Steering Committee meeting, but the two projects are folding together, so we will meet next to discuss the TDP the week of December 9-13, 2024. The students will see an impact but hopefully minimal as the routes still serve the main stops on/off campus, but they may be taking a different vehicle and a slightly modified route.

4.5.3 Steering Committee #3 – Tuesday, December 10, 1:00 pm – 2:00 pm via Teams

Attendance

- RTS – Krys Ochia, Jesus Gomez
- Benesch – Randall Farewell, Taylor Cox, Kayla Huetten, Juan Suarez, Logan Patterson, Rachel Kling
- Quest – Karen Harrell
- WSP - Alan Danahar, Thomas Rodrigues
- Steering Committee Members - Janell Damato, Roy Darnold, Zeriah Folston, Malcolm Kiner, Michael Escalante, Lynne Valdes, Freddie Jones, Tracey Reeves, Jacob Yan.

Meeting Summary

- Team Introductions.
- Meeting opened by Taylor Cox, Consultant Project Manager, who transitioned into the guided presentation.

Questions, Answers, Comments

Feedback was discussed verbally and through chat. A copy of the comments submitted through chat is provided below.

- Malcolm Kiner asked if people of high school age were engaged for this project, particularly on the east side of Gainesville?
    - Response (Taylor Cox, Juan Suarez, Karen Harrell, and Randall Farwell): The intercept survey was conducted at the Walmart and Rosa Parks Transit Station which would capture some of their input. Additionally, a public workshop was held at the Gainesville Technology Entrepreneurship Center (GTEC) in Southeast Gainesville. Randall noted that the analysis includes consideration of young adults aged 15–24.
- Question via chat: Route 43 recommendation to 20-minute frequency. Why? Are you recommending changing the alignment to Downtown for example? This route is currently not performing well.
    - Response (Taylor Cox): Route 43 is recommended to have frequency modifications in response to public outreach. However, the project team can examine modifications to the route alignment downtown, so it is introduced later in the 10-year plan if operational characteristics still warrant the change.
- Question via chat: New Express routes. Can we see the proposed alignments?
    - Response (Kayla Huetten): A map of the proposed Express Route alignments was shown.
- Question via chat: Since the TDP Implementation Plan will likely be in the 2050 LRTP, please use discreet implementable project descriptions.
    - Response (Randall Farwell): The descriptions will be incorporated into the TDP at the individual route level.

5 SITUATION APPRAISAL

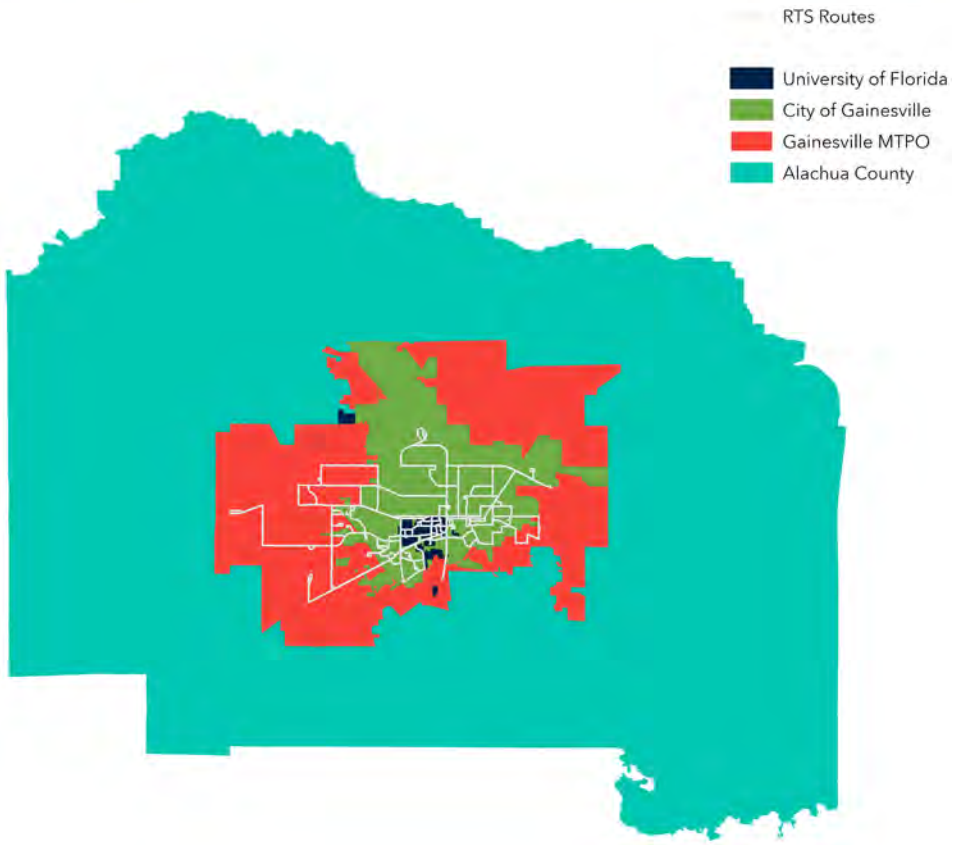
Transit systems function best when the many factors that can impact providing services effectively and efficiently are known. A situation appraisal is an assessment process that is specifically infused with a strategic planning focus to help identify and quantify/qualify such factors.

This section summarizes the situation appraisal conducted for RTS so that staff, stakeholders, and other constituents will better understand the system's local operating environment. The situation appraisal assesses and documents the key aspects of the transit operating environment, examines the strengths and weaknesses of the system, and identifies existing barriers or threats to the provision of transit service in the county. This appraisal can assist in identifying key opportunities for addressing threats and/or enhancing the transit-friendliness of the operating environment, as summarized in the remainder of this section. This situation appraisal is also a key requirement under the current TDP Rule.

Prior to this appraisal, a review of locally, regionally, and federally approved plans and studies relevant to this TDP was conducted. This ensures consistency between the 10-year transit plan goals and initiatives and any policies and planning efforts relevant to RTS' services. The current planning initiatives/policy guidance from these plans were also reviewed to better understand the policy context in RTS' service area and the adjacent region.

5.1 Plans and Document Review

Key transit-related plans and studies from Gainesville and Alachua County were identified and reviewed to help inform the TDP. The primary objective of this section is to document existing plans and policies relating to transit needs and services in the community to improve the understating of the policy context in which RTS operates, as well as identify any prior needs or recommendations related to service modifications and enhancements. The plans review has been divided into three major categories of plan jurisdictions: City of Gainesville, University of Florida, and all other local and regional plans.



Various public and private entities conduct studies to produce plans and policies at local and regional levels to address transportation issues and opportunities that may impact RTS' service area and the immediate region. In addition, certain federal and state plans and regulations also may impact the provision of local transit services.

Due to these potential impacts, this plans and policy review may help RTS understand and support its navigation of the existing local goals framework while concurrently pursuing its own goals for creating a viable and accessible transit system locally and for the region. Relevant transportation planning and programming documents are summarized, with an emphasis on those elements having implications for RTS' services.

5.1.1 City of Gainesville Plans

Transit planning in the City of Gainesville is guided at the highest level by Gainesville's Comprehensive Plan. Below that, other strategic plans inform policies, while RTS plans and studies identify and implement specific enhancements and modifications to its service.

Plan	Summary	Key Takeaways
City of Gainesville Comprehensive Plan (Last updated in 2022)	The principal document guiding the ideals and operation of Gainesville, the Comprehensive Plan identifies Gainesville's assets and the long-range community needs and goals. It facilitates a process for soliciting community input and to consider the impacts of future commercial and residential land use on the many facets of Gainesville's health and prosperity.	Gainesville's Comprehensive Plan strives to strike a balance between the needs of those who are transit-dependent and those who have a choice about using the transit system. Strategies pertinent to transit include: • Provide fixed-route transit service within ¼ mile of 80% of all medium and high-density residential areas • Provide peak-hour frequencies of 20 minutes or less within ¼ mile of all high-density residential areas (and 30 minutes or less for all other transit-supportive areas) • Operate 80% of fixed routes for at least 14 hours per day • Establish Bus Rapid Transit connecting East Gainesville to centers of employment and commerce • Improve transit infrastructure and related transit-supportive investments
Imagine GNV Comprehensive Plan Draft (2022)	As the time to draft a new comprehensive plan arises, Gainesville strives to create an inclusive plan by partnering with communities historically left out of the planning process, including predominantly Black communities. The comprehensive planning process identifies current actions and policies reinforcing equity and seeks to reverse them. Imagine GNV prioritizes actions the city can take to reinvest in marginalized communities and guides decisions affecting nearly every aspect of life in Gainesville.	Imagine GNV acknowledges the transportation disparity in Gainesville and calls for a more equitable distribution and operation of public transportation services. Strategies pertinent to transit include: • Provide fare-free transit for residents who rely on public transit • Improve transit infrastructure and related transit-supportive investments • Continue to provide and potentially expand on-demand transit service • Incorporate equity and inclusivity considerations when adding or modifying transit services • Reduce carbon emissions generated by transportation
City of Gainesville Strategic Plan (2020)	The Strategic Plan outlines Gainesville's vision, mission and values. A set of goals, initiatives and performance measures are defined to achieve each objective. Various strategies are established to collect, analyze and use data for improved decision-making and planning.	Key strategies to the provision of transit services include: • Affordable or free transit services • Transit including both fixed routes and on-demand services
Downtown Gainesville	The Downtown Strategic Plan is comprised of 16 ideas for the future of Downtown organized under six key	During the community engagement process, Downtown residents and workers indicated a lack of transit and other multimodal transit connections

Plan	Summary	Key Takeaways
Strategic Plan (2022)	findings. Collectively, these ideas represent the unified vision for the future of the urban core of Gainesville.	in Downtown and desired a more comprehensive multimodal network to serve the area.
RTS Transit Development Plan 2020-2029 (2019)	The Transit Development Plan (TDP) is a state-required 10-year plan for transit and mobility needs, cost and revenue projections. Furthermore, it represents the community's vision and goals for public transportation, to be used as a strategic planning guide. This document is the most recent TDP Major Update prepared by RTS.	This Transit Development Plan established two high-level goals: 1. Provide an Equitable, Accessible, Dynamic, Safe, Customer Responsive, Publicly Engaged, and Performance Driven Transit System 2. Be Good Stewards of Public Resources Public outreach initiatives for the TDP solicited the thoughts of Gainesville residents. Many residents indicated there is insufficient transit service in East Gainesville, Northwest Gainesville, Santa Fe, and west of Interstate 75 The highest-ranked service improvement alternatives identified in this TDP include: • Increased frequency on certain routes • Realignments of certain routes • Implementation of Bus Rapid Transit • Later service on certain routes
GO Enhance RTS Study (2014)	As a follow-up to an earlier study on rapid transit feasibility along an extended east-corridor in Gainesville, the GO Enhance RTS study expanded upon the initial study to examine a variety of plausible transit improvements in a broadened travel corridor. The study evaluated premium transit modes as a cost-effective, sustainable mechanism for improving east-west connectivity, increasing mobility and transportation choice, reducing congestion and parking demand, spurring economic development, and supporting the community's desire for a multimodal model network.	This study identified potential routes for limited-stop, high-frequency premium transit service covering the following major destinations, and then some: • Santa Fe College • Oaks Mall/HCA North Florida • University of Florida/UF Health (Shands) • Downtown Gainesville

5.1.2 University of Florida Plans

As the largest cohort of RTS users and the service's largest revenue source, UF generates the highest demand for transit in Gainesville. Most RTS routes serve UF, and many students and staff rely on transit to commute. UF has implemented several plans which incorporate transit to facilitate mobility for students, staff, and visitors to the university.

Plan	Summary	Key Takeaways
Campus Master Plan 2020-2030 (2020)	The Campus Master Plan is the guiding document for the provision of University of Florida facilities, land resources, and other assets for the next ten years. The plan outlines policies for responsible stewardship of land resources and sustainable development that supports the university's mission. Like many comprehensive and master plans, it is organized into elements, each with sets of goals, objectives, and policies.	One objective in the plan focuses on the provision of transit services and facilities to the UF community. Its policies include: • Coordination with RTS for transit services • Implementation of bus shelters at highly utilized stops • Incentivizing transit use among the UF community • Continuation of pre-paid fares for UF affiliates
Strategic Development Plan (2017)	The Strategic Development Plan seeks to shape the university and surrounding community's future over the next 40 to 50 years and establish the framework for Gainesville to be the "New American City." The plan examines key issues within the community and incorporates the voices of the public to develop four main initiatives: 1. New American City 2. Proximity 3. Strong Neighborhoods 4. Stewardship	This plan calls for the recentering, unity, and sustainability of Gainesville's urban core of UF, Downtown, and surrounding areas. It identifies activity center corridors, candidates for redevelopment, and to facilitate transportation. These corridors include: • University Avenue • SW 2nd Avenue • SW 4th Avenue • Museum Road • Depot Avenue • SW 13th Street • SW 1st Street • Newell Drive
Transportation and Parking Strategic Plan (2018)	The Transportation and Parking Strategic Plan provides context and direction for the development of the University of Florida's transportation network and supporting infrastructure into the future. It promotes accessible, safe, convenient, efficient, and sustainable mobility to and from campus. Additionally, this plan promotes the vision of the Strategic Development Plan to re-center the growth and development between the campus and Downtown Gainesville, uniting and fostering healthy relationships between	The Transportation and Parking Strategic Plan commits UF to a partnership with RTS to improve transportation efficiency. Additionally, the plan's recommendations include: • Implementing a Bicycle and Pedestrian Zone in the academic core of campus (and rerouting transit as a result) • Evaluating class scheduling to alleviate peak-hour traffic congestion • Providing premium transit service from park and ride lots • Create and incentivize routes to connect UF employee residences

Plan	Summary	Key Takeaways
	the university and its surrounding communities.	• Create a route connecting UF Health to the main campus • Create a route connecting Cultural Plaza and Downtown Gainesville (Arts Axis) • Bolster bus stop infrastructure at key stops

5.1.3 Other Local, Regional, and State Plans

In addition to the City of Gainesville and UF, several other agencies develop plans which outline the provision of transit services in the greater Gainesville area and indicate potential modifications or enhancements to those services. Additional key agencies which govern and influence transit services in the area include Alachua County and the Gainesville Metropolitan Transportation Planning Organization (MTPO).

Plan	Summary	Key Takeaways
Gainesville MTPO 2045 Long Range Transportation Plan (2021)	The Gainesville MTPO LRTP is used to document existing transportation conditions and anticipated needs of the Gainesville urbanized area. It uses data and public feedback to develop a long-range multimodal transportation network plan for implementation through 2045.	The LRTP includes the adopted 2045 needs plan, which identifies priority transportation projects, many of which are related to roadway design, construction, and improvements. Key transit improvement projects include: • Realignment of certain routes • Elimination of Route 121 • Increased frequency on multiple routes • UF express service from Duckpond, Haile Plantation, and Tower Road • Bus Rapid Transit as proposed in the GO Enhance RTS study • Construction of a park and ride facility at Tower Road and SW 8th Avenue
Gainesville MTPO 2023-2027 Transportation Improvement Program (2022)	The Transportation Improvement Program lists all transportation projects within Gainesville's urbanized area to be funded by local, regional, state, and national government agencies. The TIP identifies all regionally significant transportation projects for which Federal Highway Administration or Federal Transit Administration approval is required. These projects and their respective costs are derived from the Long-Range Transportation Plan.	Local and federal funds have been committed for transit capital, operations, and the construction of a new transfer center in East Gainesville.

Plan	Summary	Key Takeaways
Gainesville MTPO Multimodal Level of Service Report (2021)	The Multimodal Level of Service Report provides a level of service analysis for automotive, bicycle, pedestrian, and transit modes of travel in the Gainesville urbanized area, incorporating data from 2019.	The report identified several corridors in the RTS service area with a failing quality of transit service, characterized by minimal access to transit, high travel times, and headways greater than 60 minutes: • Hawthorne Road • Newberry Road west of Interstate 75 • Williston Road from SW 13th Street to University Avenue • Waldo Road north of NE 39th Avenue • NW 53rd Avenue • NW 23rd Avenue from NW 43rd Street to NW 55th Street • SE 43rd Street • NE 9th Street • NE 25th Street • SE 2nd Avenue from SE 7th Street to Williston Road • W 12th Street from SW 4th Avenue to NW 8th Avenue • S Main Street from Depot Avenue to Williston Road
Alachua County Comprehensive Plan 2019-2040 (2019)	The Alachua County Comprehensive Plan is a foundational document which consists of goals, objectives, policies, and maps in sixteen elements relating to sustainable development and community prosperity in Alachua County.	This Comprehensive Plan calls for the following transit-related services: • Coordination with RTS for the provision of transit service in Alachua County • Express transit during peak periods • Dedicated transit lanes on certain roads
Alachua County Mobility Plan	An extension of the transportation mobility element of the Alachua County Comprehensive Plan, the Mobility Plan includes transportation, land use, and sustainability elements. Key features of this plan include: • Reduction of vehicle miles and greenhouse gas emissions per capita • An alternative concurrency management system • Provisions and incentives for Transit-Oriented Developments and other	In relation to transit, this plan includes maps of proposed express transit and rapid transit corridors, connecting major activity centers and large residential clusters.

Plan	Summary	Key Takeaways
	developments that will facilitate a reduction in vehicles miles travelled per capita • A multimodal infrastructure plan	
Evaluation of East Gainesville, Florida Microtransit Mobility Project (2021)	This study undertaken by University of Florida researchers evaluates the microtransit pilot program in East Gainesville and provides recommendations for long-term implementation of the service	This study resulted in the formulation of the following recommendations: • Establish goals, strategies, and performance measures • Utilize microtransit to increase mobility in a multimodal network • Develop strategies to increase ridership • Decrease wait times • Expand operating hours • Expand coverage for job accessibility
Florida Transportation Plan (2020)	Florida's long-range transportation plan, as required by state and federal law.	Supports development of state, regional, and local transit services through series of related goals and objectives, emphasizing new and innovative approaches by all modes to meet needs today and in future. Most recent update emphasizes: • Safety and security for Florida's residents, visitors, and businesses. • Resilient and quality infrastructure. • Connected, efficient, and reliable mobility for people and freight. • Transportation choices that improve equity and accessibility. • Transportation solutions that strengthen Florida's economy. • Mobility solutions that enhance Florida's communities. • Transportation systems that enhance Florida's environment.

5.2 Socioeconomic Trends

It is beneficial to understand the demographic trends and markets that can impact public transportation services. Key findings from the assessment of socioeconomic and demographic trends for this TDP are summarized below.

- Gainesville and its surroundings are within a region that has been experiencing and anticipates continued growth. The population of Gainesville was 142,414 in 2022 (ACS 5-Year Estimates). This is up from the city's 2020 population of 133,611 (+6.6%) in 2020 and 124,271 in 2010 (+14.6%). Alachua County is also experiencing growth, where the county is projected to grow from 271,588 in 2020 to 311,324 in 2045 (+14.6%) (FEDR, 2020).
- The population of Gainesville has historically been significantly younger than the Florida and U.S. averages. The city's current median population is 26 years old in 2022. This number is relatively unchanged, whereas in 2020, the median age was 26.4 and was 24.5 in 2010.
- The top industries for work within Gainesville are in education services, health care and social services, encompassing 38.3% of resident's employment. The next biggest industry is in arts, entertainment, and recreation, and accommodation and food service, encompassing 13.8% of residents' employment.
- Being home to UF has led the city of Gainesville to have significant higher educational attainment and enrollment than Florida and the U.S. averages over the past decade. For populations over the age of 25, 58.3% of residents hold bachelor's degrees or higher. This also has led to a significant portion of the population being students. In Gainesville, 35.4% of the population is currently enrolled in higher education (ACS 5-Year Estimates, 2022).
- The income of many households within Gainesville is significantly below the Florida and U.S. averages and is unlikely to catch up given the large student population. The median income for households in Gainesville increased from $30,036 in 2010 to $43,783 in 2022 (+45.8%). The U.S. average median income has increased from $51,914 to $75,149 (+44.8%) over the same period.
- Vehicle ownership rates in Gainesville have been increasing over the past decade to the point where they are comparable to the Florida and U.S. averages. In 2010, 5.8% of Gainesville residents did not have access to vehicles while in 2022, only 4.1% had no vehicles. This current number has improved beyond the U.S. average, which has remained at 4.3% over the same period.

5.2.1 Implications

Based on reviewing the percentages of educational attainment and enrollment between 2010 and 2022, these numbers are likely to remain relatively unchanged over the next decade. The high proportion of student and low-income population presents opportunities to provide efficient transit services that connect residents to education and employment opportunities. There is a high correlation of high levels of transit service overlapping areas of transit-oriented populations, except for the east side of Gainesville, where there is still a high percentage of zero-car households. Transit coverage and service levels in East Gainesville should be increased to improve access to mobility and a more equitable distribution of service to low income and minority areas.

In the outskirts of the core Gainesville area, added development will continue to increase the demand for transit service but will be more challenging in providing efficient and effective transit service. This is due to reduced development density and more skeletal roadway network not being conducive to traditional fixed-

route service and higher cost paratransit services. Developing a strategy to serve lower density and difficult to access areas with adequate transit service is an important community need.

5.3 Land Use

A successful transit system thrives, in part, due to effective local land use policies. Implementing land uses that promote high density residential and employment centers helps create an environment that is walkable and supports multimodal alternatives like transit. To identify transit-supportive land use patterns, existing and future land uses were reviewed. The following are land use patterns observed in RTS' service area:

- The urban core exists along University Avenue between NW 13th Street and NE Waldo Road. Mixed-use and office developments also exist along all of E University Avenue, while W University Avenue serves UF and single-family housing.
- Areas within Gainesville with relatively low development intensity exist around the perimeter of the city's boundary and within the single-family neighborhoods on the east side of the city. This single-family portion of the city exists between the city boundary, north of W University Avenue and west of NW 13th Street.
- The main commercial corridors of Gainesville are located along N Main Street, NW 13th Street, and SW Archer Road. These areas provide medium intensity levels of development for job opportunities, but do not provide significant housing intensity.
- UF is located to the south of W University Avenue and west of NW 13th Street. Its location has created a demand for student housing. As a result, mixed-use residential developments are prevalent directly to campus's north and east, medium density residential developments south and west of campus, and mixed-use residential high-intensity developments prevalent to the west of campus as well as along the University Avenue and 13th Street corridors.
- Mixed-use medium density developments exist along nearly every major corridor through Gainesville.
- The areas with the highest population densities are within the UF campus and directly east of campus. Specifically, around the neighborhood between campus and SW 6th Street, where a significant number of high-density apartment buildings exist. Another high-density residential area exists between SW 23rd Street and SW 34th Street.

5.3.1 Implications

The growing trend in mixed-use and higher density development in Gainesville provides opportunities in the provision of transit service. This type of development is most convenient and cost-effective in providing walkable, bikeable and transit mobility options. Most of these areas are already served by transit, but as such areas grow, RTS has the challenge of providing adequate service frequency to meet increased demand. Providing frequent service to developing areas with such land use will be a major opportunity for RTS to increase ridership.

The sprawling suburban pattern of development in the periphery of the city, in particular west of I-75, prove a challenging condition in which to provide productive transit services and walkable and bikeable mobility options. However, there are new and emerging shared mobility strategies, such as microtransit, to most efficiently provide service. This is especially applicable to access difficult places where land use and roadway connectivity limit traditional transit service. RTS is already implementing microtransit in serving

such areas. RTS also has the opportunity to increase existing express services to less dense parts of Alachua County where transit demand has been identified.

5.4 Transit-Friendly Land Use and Urban Design Efforts

It is important to identify current and future projects in RTS's service area that may support and benefit from the provision/expansion of public transit services. Additionally, implementing transit supportive urban design patterns, such as Complete Streets and Transit-Oriented Development, helps complement and encourage transit use. Key findings from this review are as follows:

- **ADA Improvements to Bus Stops** – RTA has budgeted nearly $2 million to provide more convenient access to 100 bus stops within its system. The project is funded by the Federal Transit Administration (FTA) and FDOT and aims to provide ADA accessibility standards to the bus stops.
- **SW 43rd Street Roadway** – This project resurfaces the portion of 43rd Street within the high-density residential developments directly west of campus, between SW 20th Avenue and SW 22nd Avenue. The project implements dedicated bike lanes within the area, coverage for sidewalk gaps, and an ADA accessibility bus boarding and lighting area.
- **SW 62nd Blvd Connector (South)** – A new roadway will be built to connect Clark Butler Road with the southern end of SW 52nd Street. The roadway will have vehicle lanes as well as bike lanes and a multi-use path. This will provide new connections for local residents and provide opportunities for new developments.
- **Development Projects** – The City of Gainesville manages a database and web map of all development projects that are on the table for the city. Currently, there are 66 approved projects (as of December 1st, 2024) since the beginning of the year. There are several other projects in different steps of the development process but have not been approved yet. Of the approved projects, many are individual residence improvements or lot splits, but there are also a few planned developments and minor land use changes spread throughout the city.

5.4.1 Implications

For transit to attract ridership, particularly from fixed-route service, there needs to be adequate accessibility to the transit stops. In particular, all transit stops need to be ADA accessible. RTS is taking an aggressive posture to achieve stop accessibility. This extends to locating stops to provide for either adequate street lighting or provision for in-stop lighting. Once at the stop, for the higher ridership locations, adequate passenger amenities such as shelter, real-time information and security system should be provided.

RTS also has a role in the planning/design review of new development projects to assure to the extent practical, adequate pedestrian connections to transit stops are provided. At the same time, input to the design of new roadway projects is desirable to integrate provision for space/operation of new bus stops and any deemed feasible transit priority treatments.

5.5 Organizational Constraints

As the sole public transit provider in Alachua County, the system operates under the governance of the Gainesville City Commission, which also oversees all other city departments (Appendix C). RTS bus service operates as part of services provided by the City of Gainesville Department of Mobility. Existing service includes regular fixed-routes, ADA paratransit, and limited microtransit serving the city, UF, and

unincorporated areas of Alachua County, and is the only public transit provider in the County. The RTS system is governed by the Gainesville City Commission, who also oversees other City departments.

While a city department that receives City funding (mainly from transit fares), RTS also receives funding from UF, Santa Fe College, Alachua County, FDOT and FTA. UF historically has been the largest outside funder, given most of RTS' ridership comes from UF students and faculty. Historically, the degree of outside funding had resulted in RTS having the highest farebox recovery ratio of any public transit system in Florida, about half of RTS' operating costs. With the onset of the pandemic, ridership substantially dropped on the RTS system which has resulted in recent years in a reduced farebox recovery ratio and hence greater pressure to streamline service.

5.5.1 Implications

As part of the latest UF Transit Master Plan Update, in 2023 the university commissioned an analysis of the fixed-routes UF had been funding in recent years (21 in total) to assess the potential for reducing the extent of funding support on RTS routes. The study identified a set of routes UF would fund going forward. This impacted the extent of service to the campus and what the City would fund. Through extensive and ongoing coordination, RTS and UF have agreed on respective route provisions with a two-phase approach of service modifications for Fall 2025 and Spring 2026. In addition, the new UF campus master plan includes added roadways targeted for complete street conversion would further restrict RTS buses from operating within the inner campus area, which will require the development of enhanced transfer locations between RTS and the UF inner circulator route. It is anticipated that the funding support from UF will decrease from $15.3 million to approximately $10.0 million.

Private partnerships with local businesses and partners may also be a viable avenue of funding and should be explored. The TDP should be used as a strategic blueprint that RTS needs to explore these local options to make transit better work for its community and the region in the next 10 years.

5.6 RTS Intelligent Transportation Systems and Policy Assessment

RTS continues to invest in applications of new technology in its services, fleet composition, and administrative functions to provide high quality transit service to the Gainesville community in the most cost-effective manner. Major initiatives underway include the development of a Zero Emission Bus Transition Plan, a new mobile application for microtransit trips, and installation of new digital display at bus stops. While there is no separate ITS Master Plan that has been developed by RTS, there is a Program of Projects (POP) that identifies on a year-to-year basis anticipated federal and state grants to fund capital projects. Several of these projects involve the application of new technology. For Federal FY 2024 and State FY2024, out of a total of $40 million in new capital grants envisioned, $31.1 million involve projects with new technology components, including electric vehicles, and operations, maintenance and security hardware and software. In October 2024, the City of Gainesville was awarded $26.4 million in FTA funding for energy-related capital improvements, including $21.9 million to purchase full-sized hybrid electric buses, and $4.6 million towards building the city's first solar generating facility at the RTS administration facility.

Further insights on major technology initiatives are summarized below.

5.6.1 Farebox Upgrades

With the increase in use of mobile apps for fare payment by RTS riders, there is a need to make sure that on-bus fare boxes have the capability to read mobile phone fare data. RTS is in the process of upgrading its farebox system to accommodate mobile fare payment options, including electronic ID cards. This will involve the installation of GFI's Fast Fare hardware.

5.6.2 Zero-Emission Bus Transportation Plan

The intent of RTS' ZEB Transition Plan is to evaluate strategies for reducing greenhouse gas emissions, diversify fuel systems, and increase transit fleet efficiency. The plan, scheduled for completion by the end of 2024, will identify various available fuel sources and technology, infrastructure, personnel and land use. Work tasks include:

- Inventory of the RTS fleet
- Review of available alternative electric vehicles
- Projected costs and identify other barriers in fleet conversion
- Identify RTS required charging
- Determine training needs and potential gaps

A set of plan recommendations will be identified for integration into the Major TDP Update.

5.6.3 Mobile Application

In 2021, a new transit mobile app, GNVRideRTS, replaced the old TransLoc bus tracker for City and UF transit service. This app was developed by Clever Devices with RTS input. In 2024, a new mobile app focused on microtransit service, provided by Via Transportation, Inc., called RTS Connect, was instituted. New microtransit zones will be integrated into RTSConnect associated with proposed service improvements into the future.

5.6.4 Security System Upgrades

Critical to the safety and security of RTS operations is a top-notch access control system. Since the new RTS Administration facility opened in 2015, there have been advances in technology for various security systems such as gates, cameras, badges, and card readers. A complete overhaul of these systems is planned to start in late 2024.

5.7 Technological Pursuits

5.7.1 Driver Operating Software

There is a need to upgrade the bus scheduling software to maximize service efficiency, but software updates are desired, including moving to a cloud-based system. The existing HASTUS scheduling system in place is still preferred by RTS, with the latest software upgraded targeted to be added.

5.7.2 Transit Signal Priority

RTS' Go Enhance RTS Study from 2014 evaluated the feasibility of instituting a premium transit service across Gainesville in the east-west direction in a designated corridor. The strategy included implementation of transit signal priority (TSP) at major intersections along the corridor. While a specific premium transit service across the city has not been implemented, the concept of TSP remains a major infrastructure improvement that would lead to improved running times and improved reliability for RTS service. Further study in cooperation with the City Traffic Engineering Department and FDOT is advised to tie down specific

locations for TSP application and identify a scenario for implementation funding. With any TSP application, having connected vehicle capability on new RTS vehicles would be desirable to maximize TSP efficiency.

5.7.3 Solar-Powered Bus Stop Lighting and Digital Displays

In addition to the installation of an overhead solar powered roof at the RTS facility, there is a desire to install added solar powered lighting and digital displays for real-time passenger information at bus stops with higher ridership.

5.7.3.1 Lighting

Based on recent ridership, and estimated ridership impacts associated with revisions to fixed-route transit service in the Route Restoration Study, 30 bus stops should be targeted for added solar lighting, as shown in Table 1. The process to identify added lighting needs involved the following steps:

1. Current Stops: 1025 stops
2. Exclude Stops that already have Solar, or Shelter Lighting: 947 stops
3. Select Stops with an average daily on-boarding ridership of 1 person per weekday (as determined by inventory): 139 stops
4. Stops on routes that will serve Phase 1/Phase 2 routes (verified through GIS with new TRRP recommendations): 105 stops
5. Routes that operate night hours (verified through suggested timetables in TRRP): 95 stops
6. Stops with inadequate street lighting (verified through Google Maps, based on stops without a lamp within 50 feet of the stop): 30 stops

TABLE 5-1: RTS STOPS NEEDING SOLAR LIGHTING IMPROVEMENTS

Stop ID	Stop Description
1337	Enclave 5
1238	Sorority Row @ SW 11th Street
463	University Commons Apartments
1146	Beta Theta Pi across Springs
450	Lexington Crossing Apartments
1484	Varsity House Apartments
1460	Enclave 3
466	Forestry Field Lab/Plant Growth
842	Southwest Recreation Center
847	Corry Village
446	Shands Hospital @ Archer Road
456	Arbor Park Apartments
1452	Campus Walk @ SW 9th St
1248	Parkside II Apartments
662	McKnight Brain Institute
954	Enclave Apartments
844	Maguire Field
1159	Phi Kappa Tau
477	Cancer & Genetics Research Center
488	Countryside at the University Apartments
835	Kensington Apartments South
194	SW 2nd Avenue @ SW 26th Street
816	Canopy Apartments
470	Physics Building
1333	Enclave 1
840	Hilton University of Florida Conference Center
192	Mark Bostick Golf Course
695	Oakbrook Walk Condominiums
813	Kensington Apartments North
452	Gainesville Place Apartments @ SW 35th Place

5.7.3.2 Digital Displays

In addition, all designated mobility hubs and other major stops with higher ridership should have digital displays to provide real-time passenger information. A total of 30 stops were ranked in order of weekday boarding ridership that would benefit from such displays, excluding stops or hubs that already have this type of amenity. Table 5-2 identifies specific bus stops where such improvements are proposed.

TABLE 5-2: MOBILITY HUBS AND OTHER STOPS NEEDING DIGITAL DISPLAY FOR PASSENGER INFO

Stop ID	Stop Description
473	Reitz Union
472	Rawlings Hall
1337	Gainesville Place
16	UF Health
1192	Turlington Hall
42	Shands Hospital @ Center Drive
636	Greenwich Green Apartments
173	Oaks Mall
15	Center Dr @ Museum Rd
1207	Century Tower
449	Hideaway Apartments
1209	Oxford Terrace Apartments
635	Gateway at Gainesville Apartments
1238	Sorority Row
463	University Commons
1146	Beta Theta Pi across Springs
520	Santa Fe
37	Brandywine Apartments
945	Ridgemar Commons
838	34th St Plaza
926	Leigh Hall
13	Beaty Towers
457	Hickory Place Apartments
797	Hume Hall
1158	WALKER HALL
1145	Fraternity Row II across Springs
1180	Southwest Recreation Center
461	University Club Apartments
1254	Gator Corner Dining Facility @ Gale Lemerand
43	Center Dr @ Museum Rd

5.7.4 Implications

RTS is continually upgrading its vehicles and other technologies as needed to ensure that riders have quality experience. With the new planned technology upgrades on all buses, discretionary riders may be more apt to use the services. Furthermore, investing in alternative-fuel buses when diesel buses are past their useful life may be a good marketing technique to attract discretionary riders that align with environmentally-friendly values. By adding amenities, such as digital displays and lighting, it enhances the amenities for existing riders while also attracting new riders.

RTS should continue to coordinate with the appropriate entities on bus preferential treatments such as transit signal prioritization. Implementation of this technology could be coordinated with lane features such as queue jumps that allow transit vehicles operating in traffic to advance before queued traffic.

6 GOALS, OBJECTIVES, AND INITIATIVES

This section showcases the transit goals and objectives for RTS, providing the policy direction to guide and achieve the community's vision for transit over the next 10 years. For this major FY 2025-2034 RTS Major TDP Update, policies have been defined as Initiatives, to be more proactive on identifying specific actionable goals and objectives.

The goals, objectives, and initiatives presented in this section were prepared based on reviews and assessments of the goals, objectives, and initiatives in the previously adopted TDP, annual progress report (APR), staff coordination, and findings from the existing conditions analysis.

6.1 City of Gainesville RTS Vision

To be the transportation mode of choice for the Gainesville Metropolitan area.

6.2 City of Gainesville RTS Mission

To enhance the quality of life in our community by providing safe, courteous, equitable, reliable, and energy-efficient transportation services.

6.3 Goals, Objectives, and Initiatives

The proposed goals and objectives reflect a continuation and update of goals and objectives contained in the previous TDP. The proposed goals and objectives are intended to better incorporate a more holistic perspective on mobility consistent with the City of Gainesville Department of Transportation.

Goal 1: Provide an Equitable, Accessible, Dynamic, Safe, Customer Responsive, Publicly Engaged, and Performance Driven Transit System

Objective 1.1 Increase public outreach and marketing efforts to educate citizens, the electorate, and visitors about the benefits, availability, and characteristics of existing and planned transit services.

Initiative 1.1.1: Continue to attend community events or organization meetings (such as UF football games, Spring Garden Festival, Alachua County Youth Fair, Special Events, etc.) and Chamber of Commerce meetings to share information about RTS's existing and planned services to integrate the public's ideas into future planning efforts and funding sources.

Initiative 1.1.2: Work in coordination with local organizations to participate in job fairs to increase knowledge about the transit system and transit careers

Initiative 1.1.3: Promote transit services through mixed media, including Facebook (no less than three posts weekly).

Initiative 1.1.4: Maintain and regularly update the website with current service and schedule information. Clearly display trip planning services such as Google Trip Planner and Via.

Initiative 1.1.5: Use mixed media including Facebook and the RTS website to update the public on current service and schedule changes when they occur.

Initiative 1.1.6: Continue to use Census, ACS, and other socioeconomic and demographic datasets to identify transit dependent communities and facilities in transit dependent areas where targeted outreach, education, and public input can be conducted.

Objective 1.2: Follow federal, state, and local regulations and other best practices regarding public involvement to properly solicit citizen feedback on all RTS services, plans, and projects.

Initiative 1.2.1: Conduct public meetings on a per-semester basis to discuss enhancements in service and other major initiatives, such as the Transit Development Plan (TDP), fare changes, and Program of Projects. Develop standardized material for communicating changes.

Initiative 1.2.2: Conduct an on-board survey every 5 years as part of major TDP updates to monitor changes in user demographics, travel behavior characteristics, and user satisfaction. APC validation occurs every 3 years and RTS deploys a different method for data collection. Use survey findings to update TDP as appropriate.

Initiative 1.2.3: Create and place a customer comment card on the website and RTS Bus App to acquire citizen feedback. Place another card in the operations building for driver feedback. Where contact information is given, provide a response within 1 week.

Initiative 1.2.4: Engage as necessary with minority, low-income, disabled, and other vulnerable and protected populations and with organizations which provide services to protected and vulnerable populations to discuss transportation needs and improvements.

Objective 1.3: Provide an open and communicative internal agency culture which ensures staff safety, security, and recognizes the outstanding work of RTS' employees.

Initiative 1.3.1: Continue to implement an employee recognition program that highlights an outstanding employee each quarter, as selected by their peers.

Initiative 1.3.2: Hold one meeting with Planning and Operations per semester and prior to the implementation of any service changes to discuss mutual concerns, questions, plans, recommendations, etc.

Initiative 1.3.3: Publish an internal RTS newsletter that includes staff profiles three times per year.

Initiative 1.3.4: Continue to post internal updates and memoranda at key locations throughout RTS facilities and online through RTS' website.

Initiative 1.3.5: Continue to evaluate driver safety and security concerns, complaints, and incidents. Develop a database for tracking and categorizing driver safety and security concerns and incidents. Address recurring driver safety and security concerns, complaints, and incidents in a proactive manner with best practice safety and security measures.

Initiative 1.3.6: Ensure that 100% of new hires take mandatory National Incident Management System (NIMS) compliance courses within 90 days of hire.

Objective 1.4: Develop metrics that track and address safety and customer complaint incidents in order to promote good customer service and public safety.

Initiative 1.4.1: Track and reduce the number of revenue miles between incidents to 100,000. Establish a baseline and set a target goal to be achieved by 2034.

Initiative 1.4.2: Track and reduce the number of complaints per 1,000 riders on fixed route trips. Establish a baseline and set a target goal to be achieved by 2034.

Initiative 1.4.3: Track and reduce the number of complaints per 100,000 riders to establish a baseline and set a target goal to be achieved by 2034.

Initiative 1.4.4: Continue to annually submit a list to the City Traffic Operations Division of the top 20% of active stops (by ridership) annually at intersections to encourage installation of appropriate signage and signalization.

Initiative 1.4.5: Continue operator and maintenance safety training program hours during the summer.

Initiative 1.4.6: Ensure that 100% of new hires take mandatory National Incident Management System (NIMS) compliance courses within 90 days of hire.

Initiative 1.4.8: Monitor performance and compliance against the RTS Public Transit Agency Safety Plan (PTASP) on a monthly basis, track trends, and adjust operations, practices, and policies as needed to improve safety performance.

Objective 1.5: Provide equitable, balanced, and accessible transit services, including improved access and services to Title VI, transit-dependent, and ADA passengers.

Initiative 1.5.1: Provide convenient access to RTS schedules for the visually impaired.

Initiative 1.5.2: Update the ADA paratransit guide annually.

Initiative 1.5.3: Continue to make audible announcements to disseminate information to visually impaired, Limited English Proficiency (LEP), and low-literacy riders on RTS vehicles and at major transfer centers.

Initiative 1.5.4: Continue to explore opportunities to partner with Transportation Network Companies (TNCs) and assess the feasibility of using TNCs to provide a portion of paratransit trips where and when it improves service quality, is more cost-effective than RTS directly- operated solutions, and meets the needs of the client and trip. Assure extended partnerships with TNCs comply with ADA, Title VI, Section 14-90, and other relevant regulations.

Initiative 1.5.5: Examine the feasibility of providing mobility-on-demand services in areas where demand is not sufficient for fixed-route service but demonstrates demand for localized mobility, First-Mile/Last-Mile (FMLM) connections, demand for paratransit service, and demand by transportation disadvantaged populations.

Initiative 1.5.6: Ensure that all bus-stops are ADA accessible and prioritize wheelchair-based bus stop amenities and improvements (e.g., landing pads and waiting areas) where wheelchair usage is highest.

Initiative 1.5.7: Identify priority bus stops (by ridership) that lack sidewalk connections or ADA accessible curb ramps and coordinate with other city departments and partner agencies for inclusion on their work programs.

Initiative 1.5.8: Manage an equitable bus stop maintenance and improvement program to maintain the aesthetic quality of and financial investment in bus stop amenities and transit infrastructure across the community. Maintain standards for customer amenities (pad, shelter, bench, etc.) at bus stops based on ridership, routes serving the stop, sidewalk and bike access, adjacent land use, and Title VI protected population characteristics.

Initiative 1.5.9: Provide a system map at all stops with multiple routes, where possible.

Initiative 1.5.11: Continue to update the Title VI and LEP Plan every 3 years per FTA Requirements.

Initiative 1.5.12: Continue to promote transit ridership though the under 18 and over 65 years of age fare-free ridership program.

Objective 1.6: Improve the quality and convenience of transit services provided to passengers in the Gainesville Metropolitan area.

Initiative 1.6.1: Provide transit service for a minimum of 14 hours per day on 80% of fixed route services, excluding Later Gator and campus routes.

Initiative 1.6.2: Provide a minimum of 20-minute peak hour frequencies as a standard for all areas within a ½-mile of all high-density residential areas, as described in the City of Gainesville's UMU-1, UMU-2 zoning, H-1, and RH-2 zoning. Measure and monitor compliance through GIS mapping of aggregate peak route frequencies for routes traversing these zones.

Initiative 1.6.3: Use park-and-ride facilities at key locations along major corridors to support Alachua County mobility plan without hindering ability to increase densities.

Initiative 1.6.5: Explore opportunities to leverage advances in mobility-on-demand services to provide localized mobility, FMLM connections to fixed route, and service increasing demand for ADA paratransit services.

Initiative 1.6.6: Identify opportunities to coordinate with Transportation Network Companies (TNCs) and Micromobility Companies to provide supporting and FMLM options and services around RTS services and stops.

Initiative 1.6.7: Continue to examine improvements to the transit services consistent with the 10-year transit needs identified in the most recent TDP update.

Initiative 1.6.8: Identify opportunities to provide premium transit services including BRT characteristics such as: bus lanes, queue jumps, TSP, and enhanced stations in areas where there is enough demand, density, and right-of-way for such infrastructure.

Initiative 1.6.9: Identify locations and feasibility of implementing a Mobility Hub strategy for projects where multi-modal transportation options are available.

Objective 1.7: Implement and expand Intelligent Transportation System (ITS) to better identify and serve areas of transit demand.

Initiative 1.7.1: Continue development of ITS Plan and adoption of technology to support service planning, operations analysis, operations management, service delivery, customer information, fare payment, and leverages Mobility as a Service (MaaS) and open architecture.

Initiative 1.7.2: Monitor new mobile fare collection system (fare boxes) toward improved revenue collection and riders fare type data. Complete acquisition and deployment of other fare media options such as mobile pay.

Initiative 1.7.3: Monitor use of APCs and enhance data collection and analysis from APCs to improve operations performance (e.g.: on-time performance) and understanding of ridership activity.

Initiative 1.7.4: Continue to maintain and enhance a bus stop, route, and facilities inventory using Geographic Information Systems (GIS) and other technologies.

Initiative 1.7.5: Continue to evaluate how RTS will respond to and/or incorporate connected/autonomous vehicles.

Initiative Policy 1.7.6: Continue to explore opportunities to improve travel times, headways, and on-time performance through the implementation of transit signal priority technology along heavily trafficked corridors.

Goal 2: Be Good Stewards of Public Resources.

Objective 2.1: Promote sustainability, public health, and reduce environmental impacts through sustainable and environmentally friendly infrastructure, amenities, technology, partnerships, policies, and business practices.

Initiative 2.1.1.: Examine opportunities to develop a system-wide Sustainability Plan and subsequent performance measures with the goal of achieving entry-level status in the APTA Sustainability Commitment Program.

Initiative 2.1.2: Continue to maintain a list of recyclable materials in Maintenance, including yearly quantities of materials recycled and establish targeted reductions based on current quantities.

Initiative 2.1.3: Ensure compliance with city adopted Transit Asset Management (TAM) Plan, as required by FTA.

Initiative 2.1.4: As support vehicles reach obsolescence, replace with hybrid vehicles (if financially feasible).

Initiative 2.1.5: Examine the feasibility of transitioning the fixed-route fleet to all-electric or electric-hybrid vehicles and the required infrastructure to support such a transition.

Initiative 2.1.6: Promote and encourage interconnectivity of modes by enhancing bicycle, pedestrian and micromobility amenities at bus stops.

Objective 2.2: Increase and diversify revenue sources.

Initiative 2.2.1: Maintain advertising revenue's current share of budget while seeking to relatively increase said revenue by 2% each year.

Initiative 2.2.2: Request and maximize financial support from the City of Gainesville, Alachua County, UF, SF College, the MTPO, FDOT, and FTA on an annual basis.

Initiative 2.2.3: Monitor fare revenue and ridership to assure Title VI equity compliance.

Initiative 2.2.4: Continue existing partnership for revenue/cost sharing (UF, Santa Fe, etc.) and add partnership with major employers and institutions.

Initiative 2.2.5: Target grant programs through State, Federal, and other sources to identify and secure funding for existing services (capital and operating) and for emerging and innovative transportation research (e.g. MOD sandbox, IMI Grant Program, etc.)

Objective 2.3: Develop a performance monitoring program that recognizes mobility demand, service design, service delivery, and performance metrics within the service area.

Initiative 2.3.1: Monitor and measure mobility demand (general public and ADA) within the service area to recognize on-going changes in demand and to understand changes in transportation needs overall and by service type.

Initiative 2.3.2: Monitor and measure service performance metrics by service type (fixed route, paratransit, MOD, etc.) monthly using key operations performance metrics (e.g.: revenue hours, revenue miles, ridership, riders per revenue hour, cost per trip, etc.) to understand how well demand is being met and how well services are being supplied.

Initiative 2.3.3: On a quarterly basis examine holistically the trends in mobility need and how services are meeting these needs. Identify opportunities to improve service delivery and strategies to more holistically service demand more efficiently and cost-effectively.

Initiative 2.3.4: Maintain an overall average on-time performance (i.e., bus arrives at stop no more than 1 minute early or 5 minutes late) of 85% on all fixed-route services and 95% on-time for paratransit services with pick-ups arriving within 15 minutes of schedule pick-up time.

Initiative 2.3.5: Maintain or increase transit ridership annually; coordinate with UF Transportation Plan to leverage use of transit to access the campus.

Objective 2.4: Maintain the transit service system in a state of good repair.

Initiative 2.4.1: Evaluate rolling stock and equipment and comply with city-adopted metrics and current RTS Transit Asset Management Plan.

Initiative 2.4.2: Increase the average number of revenue miles between failures by 2% per year to meet a peer average of 13,000 revenue miles between failures by 2034.

Initiative 2.4.3: Maintain an up-to-date TAM Plan to ensure all capital assets remain within state of good repair.

Initiative 2.4.4: Follow industry guidelines for preventive maintenance and practices on vehicles and capital facilities to assure an extended lifecycle of RTS asset.

Goal 3: Foster the development of multimodal infrastructure that integrates transit with land use planning to create safe accessible and sustainable communities.

Objective 3.1: Continue to create relationships, partnerships, and coordinate with key local, regional, state, and national partners and stakeholders to promote and coordinate transit and multi-modal mobility services and improvements.

Initiative 3.1.1: Support Alachua County's Mobility Plan, City's Vision Zero Plan, and Mobility Plan, UF Transportation and Parking Strategic Plan and land use planning and regulations that facilitate pedestrian, bicycle, micro-mobility and transit ridership such as small street blocks, connectivity, placement of parking to the side or rear of buildings, wide sidewalks, protected and buffered bicycle facilities, and shared-use pathways.

Initiative 3.1.2: Continue the development review process and provide feedback on City of Gainesville and Alachua County development projects and plans to support the Mobility Plan. Prioritize comments and feedback on development projects along or near major corridors and identify opportunities for transit amenity improvements.

Initiative 3.1.3: Ensure consistency with the long-term planning efforts of relevant local and state agencies, governments, and organizations, especially Alachua County and the City of Gainesville Comprehensive Plans.

Initiative 3.1.4: Continue to partner with educational institutions including Alachua County Public Schools to create a culture of transit ridership and explore workforce training opportunities.

Initiative 3.1.5.: Share information yearly with the University of Florida and Santa Fe College regarding route performance, service concerns, and other opportunities for service revisions and/or improvements.

Initiative 3.1.6: Explore opportunities to coordinate and collaborate with Transportation Network Companies (TNCs) to provide supporting and FMLM options and services that support RTS and its customers where and when it is productive and cost-effective.

Initiative 3.1.7: Explore opportunities to coordinate and collaborate with micromobility sharing companies and provide safe FMLM options and services around major RTS bus stations and stops.

Initiative 3.1.8: Meet annually with the City, County, UF, SF College and FDOT to prioritize and implement improvements to multimodal, sidewalk, and transit facilities when the City, County, and FDOT are designing roadway improvements (resurfacing and other improvements).

Objective 3.2: In cooperation with the MPO, continue to enhance and improve multimodal connectivity throughout the region.

Initiative 3.2.1: Through the MPO process, continue to work cooperatively with neighboring communities to implement services that improve the connectivity between public transit modes and services.

Initiative 3.2.2: Continue to work through the MPO to ensure coordinated regional transportation planning and programming.

Initiative 3.2.3: Ensure coordination and consistency with local and regional plans for future public transit services.

7 DEMAND ESTIMATION

An assessment of transit demand was conducted using a set of tools and methodologies to gain an understanding of existing and future travel needs locally and regionally for RTS' service area. Latent demand assessments are a key component of TDPs and aid in determining the transit needs for the community when their results are combined with findings from the other efforts in the TDP, such as the baseline conditions assessment, public outreach, and relevant plan reviews.

This section summarizes the demand, and mobility needs assessment conducted as part of the RTS TDP.

7.1 Transit Market Assessment

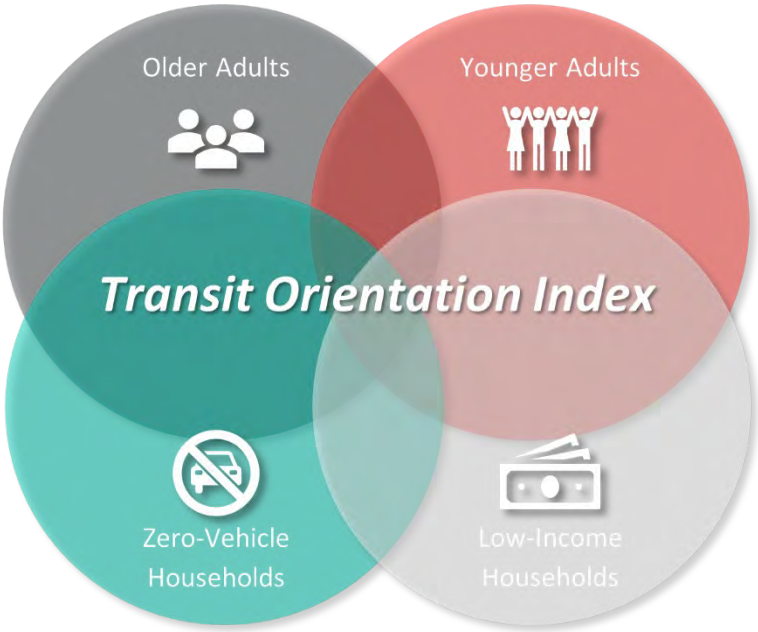
Two GIS-based tools were utilized to expand the population and employment data analyses summarized previously in this TDP. The Transportation Orientation Index (TOI) measures levels of traditional rider markets, such as older adults, youth, and low-income/no-vehicle households, compared to existing transit coverage to gauge propensity for transit use.

The Market Density Assessment supplements these findings by illustrating the relationship between the discretionary market (which includes potential passengers living and/or working in higher-density areas who may choose to use transit as a commuting or transportation alternative) and the use of transit as a commuting alternative.

7.1.1 Transportation Orientation Index

A traditional transit market refers to population segments that historically have had a higher propensity to use transit and are dependent on public transit for their transportation needs. Traditional transit users typically include older adults, youth and young adults, and low-income and/or zero vehicle households. A TOI assessment assists in identifying areas where a traditional transit market exists. To create the TOI, demographic data from the 2022 ACS (5-year estimates) were compiled at the census block group level and categorized according to each block group's relative ability to support transit based on the prevalence of these demographic characteristics. Four socioeconomic and demographic characteristics traditionally associated with the propensity to use transit were used:

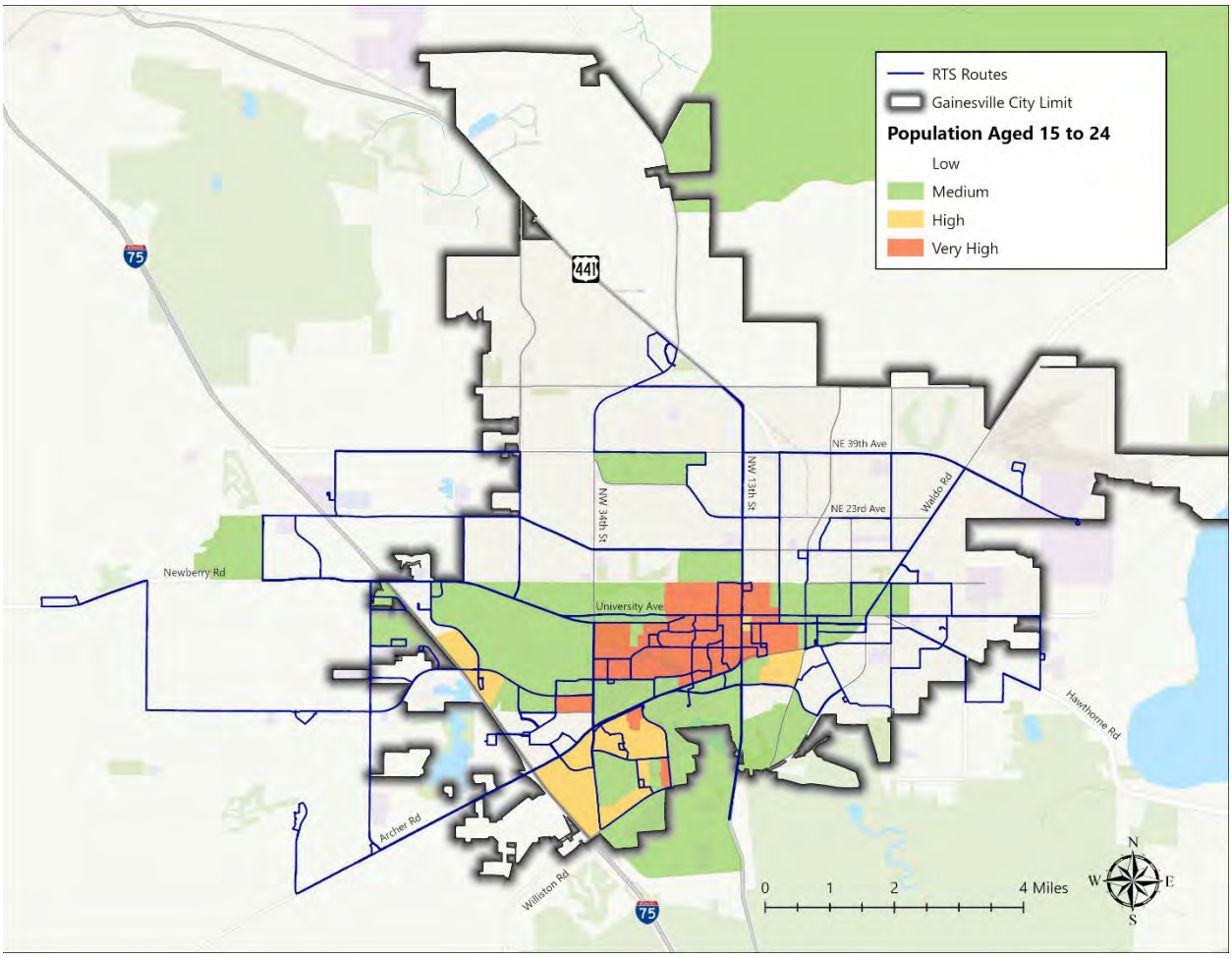
- Proportion of population ages 15-24 (young adults)
- Proportion of population age 65 and over (older adults)
- Proportion of population below poverty level (annual household income less than $25,000)
- Proportion of households with no vehicles (zero-vehicle households)



7.1.1.1 Young Adult Population

Map 7-1 shows that much of Gainesville's young adult population (ages 15-24) is concentrated near the University of Florida's main campus, extending north towards NW 8th Avenue and east towards NW 6th Street. Additional pockets of young adults in Gainesville can be found south of the UF campus and along SW 20th Avenue and SW 62nd Boulevard, an area of the city with a large student population.

MAP 7-1: DISTRIBUTION OF YOUNG ADULTS

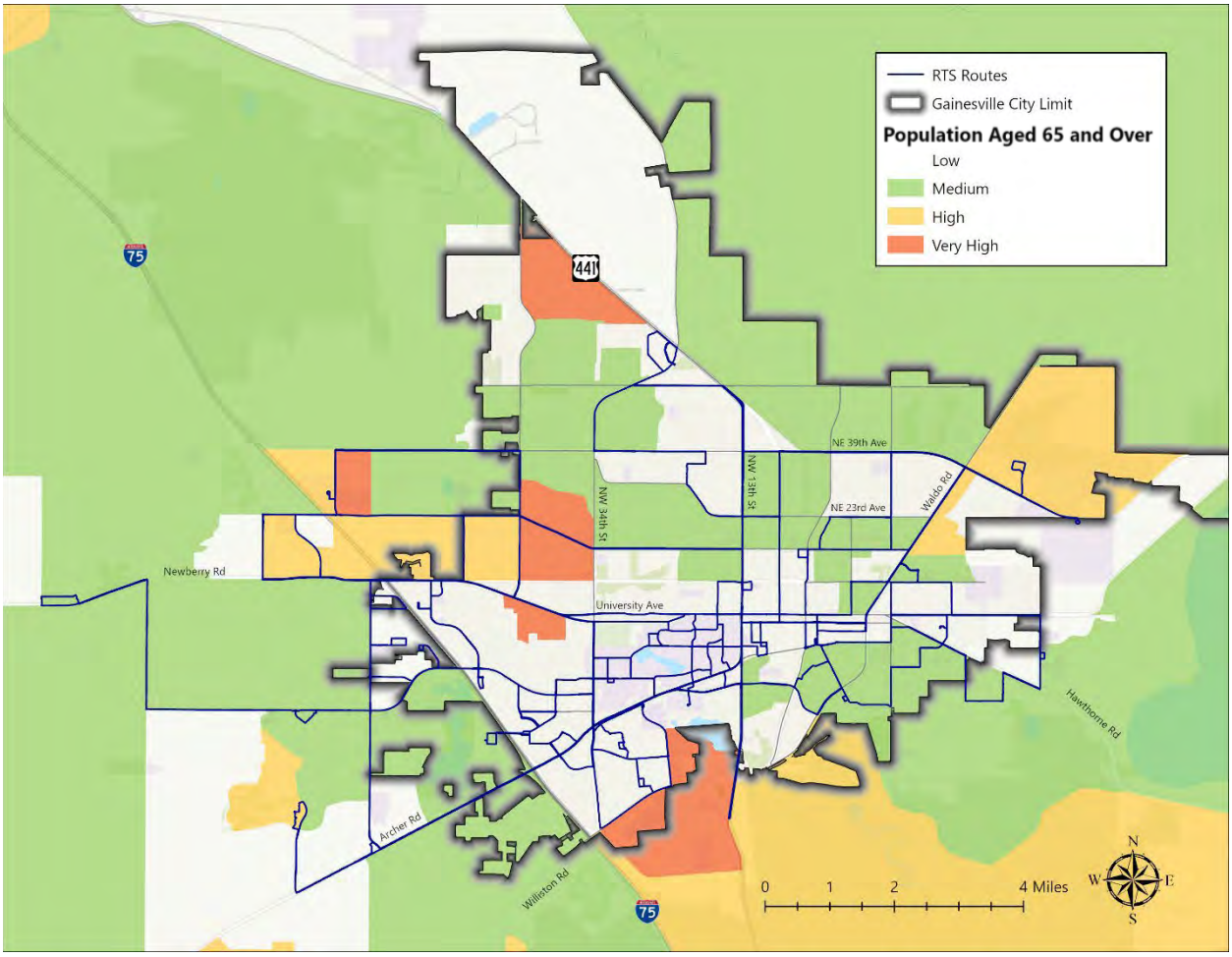


Source: 2022 ACS 5-Year Estimates

7.1.1.2 Older Adult Population

Map 7-2 shows that block groups with high percentages of older adults (ages 65 and older) are most prevalent outside the vicinity of downtown and the University of Florida. Northwest Gainesville has the largest number of block groups with high percentages of older adults, an area of the city that is mostly residential in land use and not served by many RTS routes.

MAP 7-2: DISTRIBUTION OF OLDER ADULTS

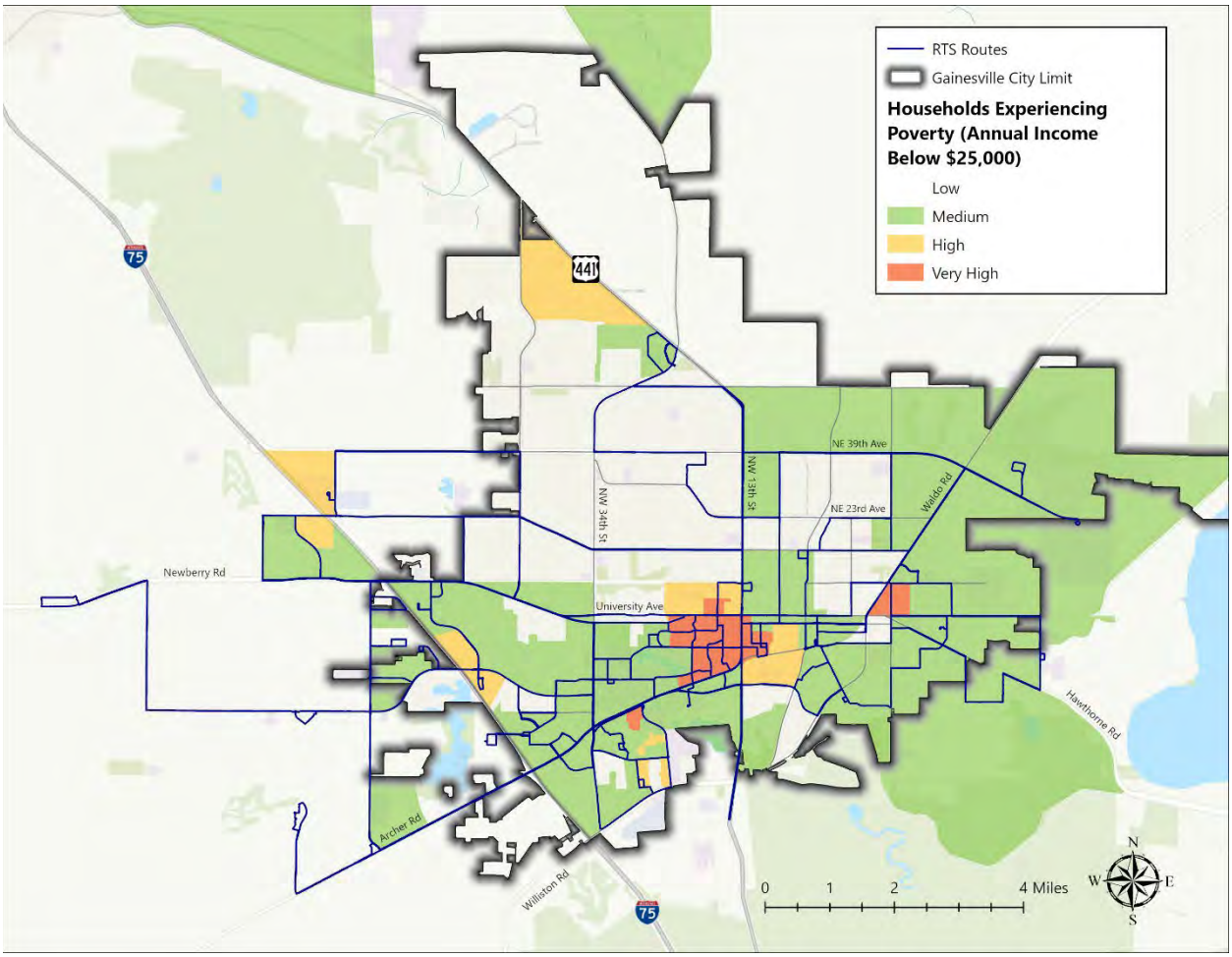


Source: 2022 ACS 5-Year Estimates

7.1.1.3 Households Below Poverty

Map 7-3 indicates that similar to the prevalence of young adults in Gainesville, high concentrations of households below poverty are located near the University of Florida's main campus, extending north to NW 8th Avenue and east to NW 6th Street, along with pockets south of the UF campus and along SW 20th Avenue and SW 62nd Boulevard. Additionally, households below poverty are prevalent east of Waldo Road.

MAP 7-3: DISTRIBUTION OF HOUSEHOLDS BELOW POVERTY

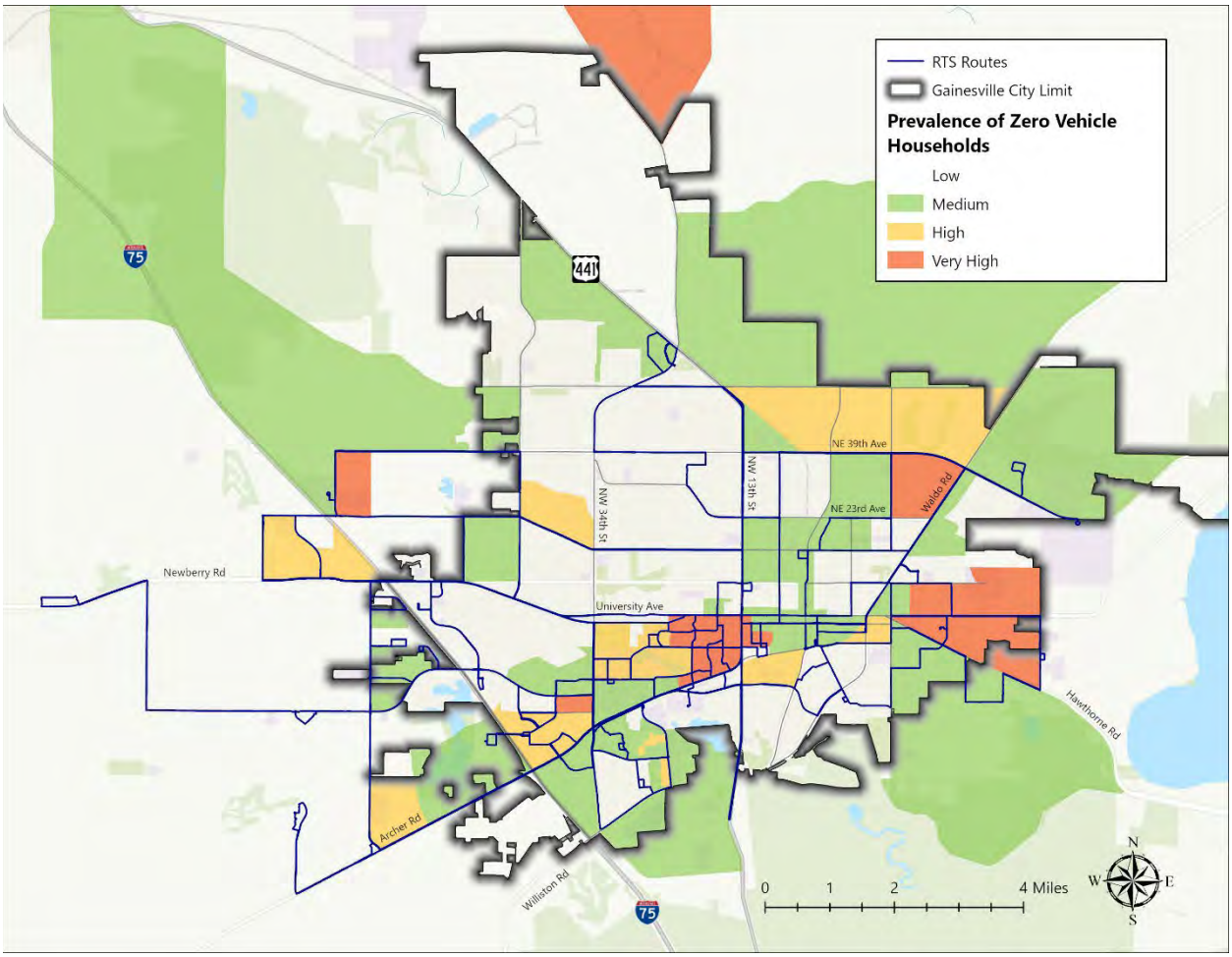


Source: 2022 ACS 5-Year Estimates

7.1.1.4 Zero-Vehicle Households

Although only 6% of all households in Gainesville do not have access to a personal vehicle, there are several pockets of the city where this rate is much higher. Map 7-4 shows that zero-vehicle households are concentrated highest in East Gainesville, especially east of NE/SE 15th Street. Other areas with high rates of zero-vehicle households in Gainesville can be found north of NE 39th Avenue and in the northwest portion of the University of Florida campus.

MAP 7-4: DISTRIBUTION OF ZERO-VEHICLE HOUSEHOLDS



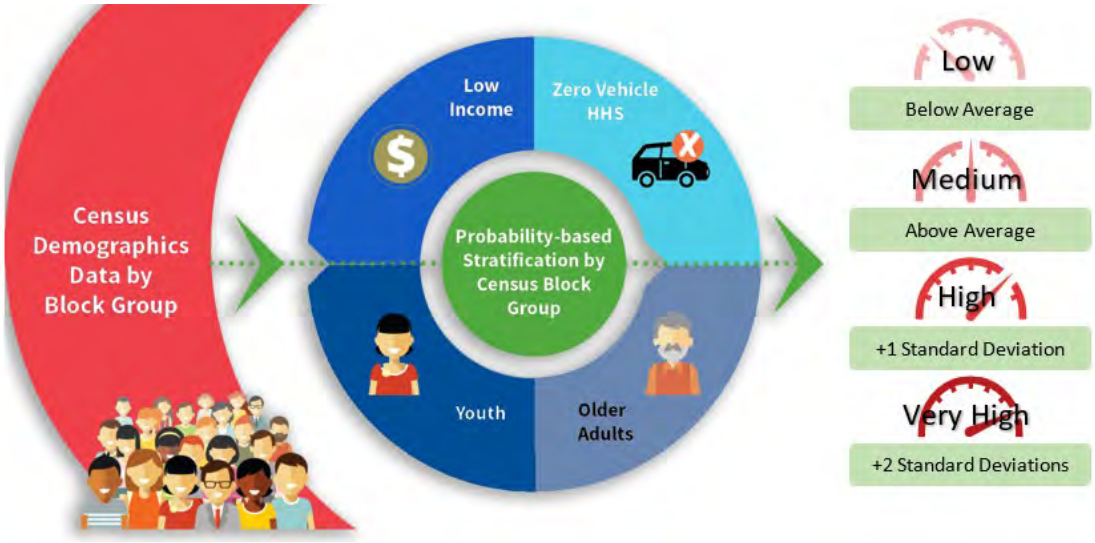
Source: 2022 ACS 5-Year Estimates

7.1.1.5 Transit Orientation Index (TOI)

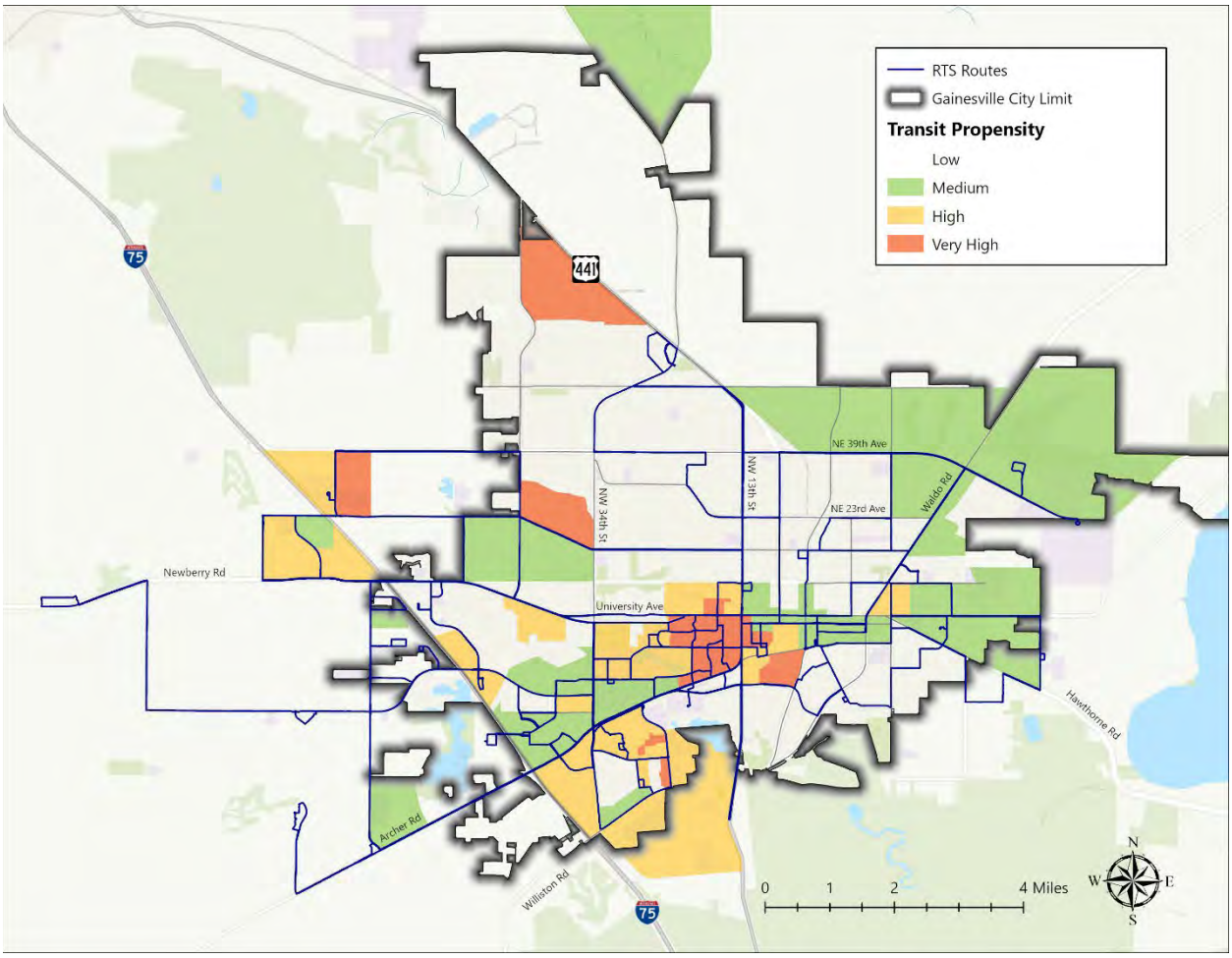
Considering the prevalence of four factors influencing transit propensity including young adults, older adults, households below poverty, and zero-vehicle households, the TOI categorizes transit propensity by block group as "low," "medium," "high," or "very high" as shown in Figure 7-1.

In Gainesville, areas with levels of transit propensity include the University of Florida campus and its surrounding areas to the north, south and east, and areas in Northwest and Southeast Gainesville. Block groups of medium to high transit propensity are located between NW 34th Street and NW 43rd Street, and in East Gainesville. Map 7-5 shows the distribution of block groups with the various levels of transit propensity. Map 7-6 shows the combination of TOI and population density.

FIGURE 7-1: TOI PROCESS

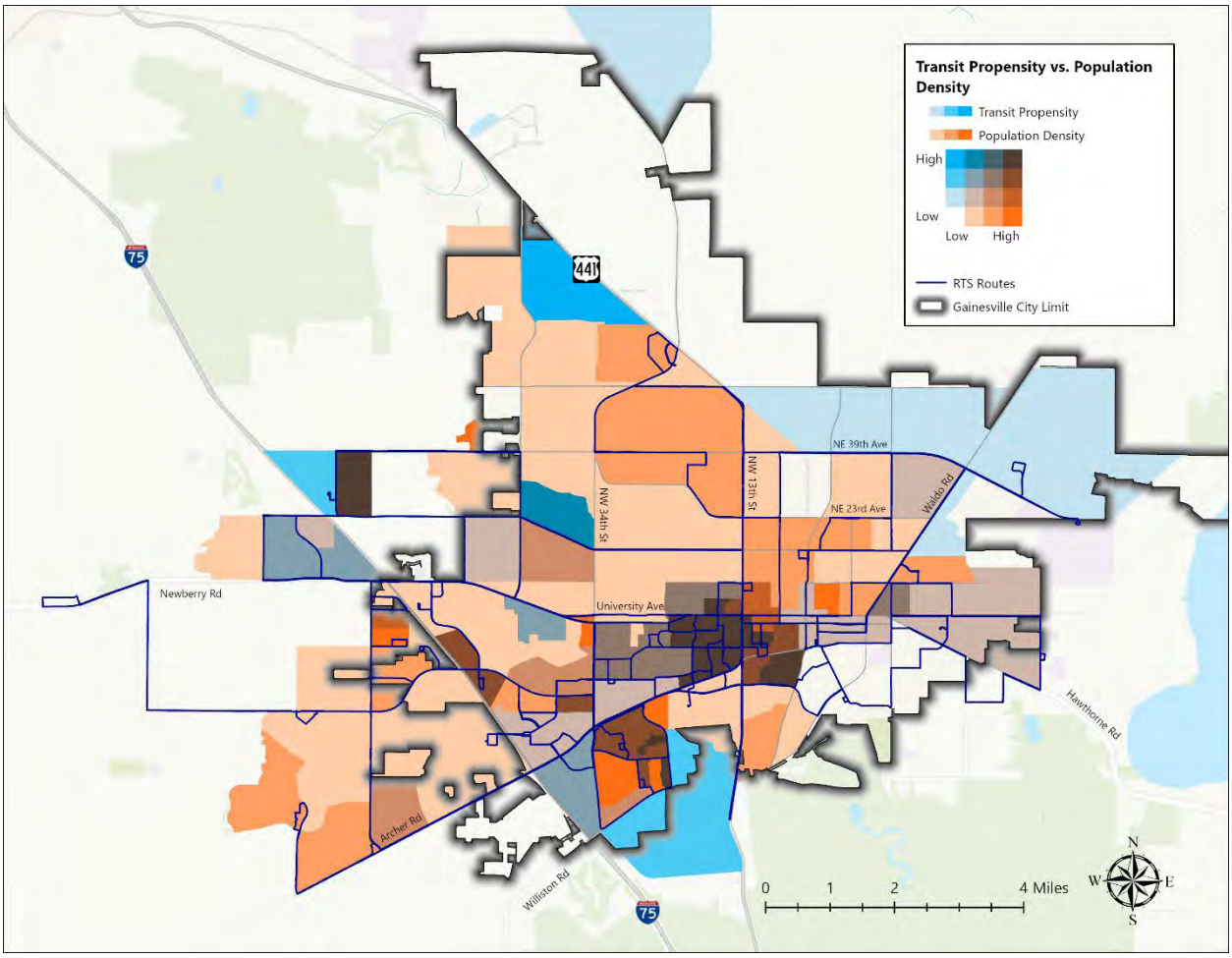


MAP 7-5: TRANSIT ORIENTATION INDEX (TOI)



Source: 2022 ACS 5-Year Estimates

MAP 7-6: TRANSIT PROPENSITY AND POPULATION DENSITY



Source: 2022 ACS 5-Year Estimates

7.1.2 Market Density Assessment

The discretionary market refers to the potential riders living in higher-density areas within a public transit service area who may choose to use transit as a transportation alternative though they have other options with which to meet their mobility needs. The Density Threshold Assessment (DTA) conducted for RTS uses industry-standard thresholds to identify areas within the RTS service area that experience transit-supportive residential and employment density levels. Data was retrieved from Replica, a data platform that represents demographics, mobility, economic activity, and land use. Replica sources much of its data from US Census Bureau products, such as the ACS 5-Year Estimates and LEHD Origin-Destination Employment Statistics Data. From Replica, block group-level data of employment, number of dwelling units, and land area were incorporated into the DTA. Three density thresholds were developed to indicate whether an area has sufficient density to sustain a level of fixed-route transit operations. The analysis assesses an area's ability to support Minimum, High, or Very High transit service level investment. These thresholds are detailed in Table 7-1.

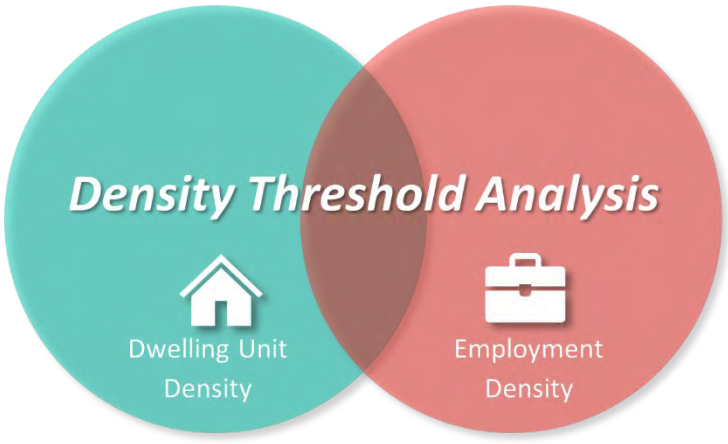
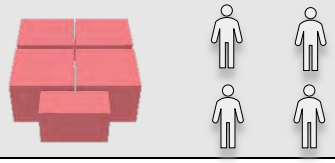
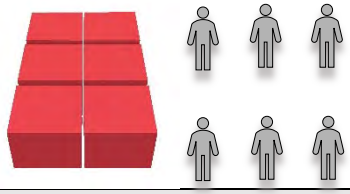
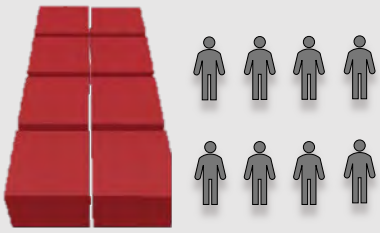


TABLE 7-1: DTA INVESTMENT THRESHOLDS

Level of Transit Investment	Dwelling Unit Density Threshold[1]	Employment Density Threshold[2]	Description	Visual Representation
Minimum	4.5-5 dwelling units per acre	4 employees per acre	Minimum dwelling unit or employment densities to consider basic fixed-route transit services	
High	6-7 dwelling units per acre	5-6 employees per acre	Increased dwelling unit or employment densities that may be able to support higher levels of transit investment (i.e., increased frequencies)	
Very High	≥ 8 dwelling units per acre	≥7 employees per acre	Highest dwelling unit or employment densities that may be able to support premium transit services (i.e., Bus Rapid Transit)	

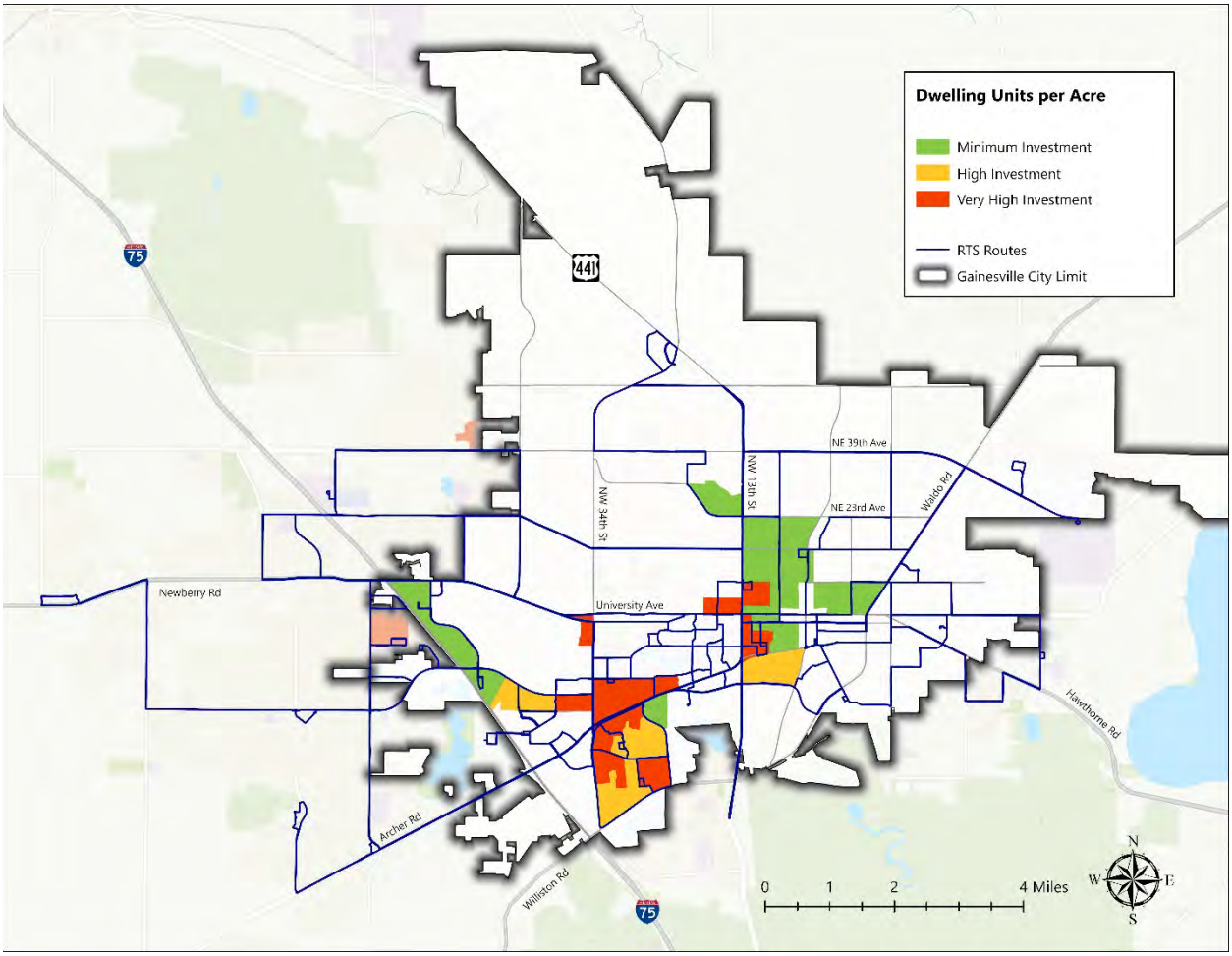
[1] TRB, National Research Council, TCRP Report 16, Volume 1 (1996), "Transit and Land Use Form," November 2002, MTC Resolution 3434 TOD Policy for Regional Transit Expansion Projects.

[2] Based on review of research on relationship between transit technology and employment densities.

7.1.2.1 Housing Density

Areas with the highest housing density in Gainesville are those with high concentrations of multi-unit residential structures. Very high housing density is primarily located surrounding the University of Florida's main campus, as shown in Map 7-7. Some additional pockets of very high housing density are located just west of Gainesville's municipal boundary. Moderate housing density can also be found in many areas between NW 13th Street and Main Street.

MAP 7-7: HOUSING DENSITY

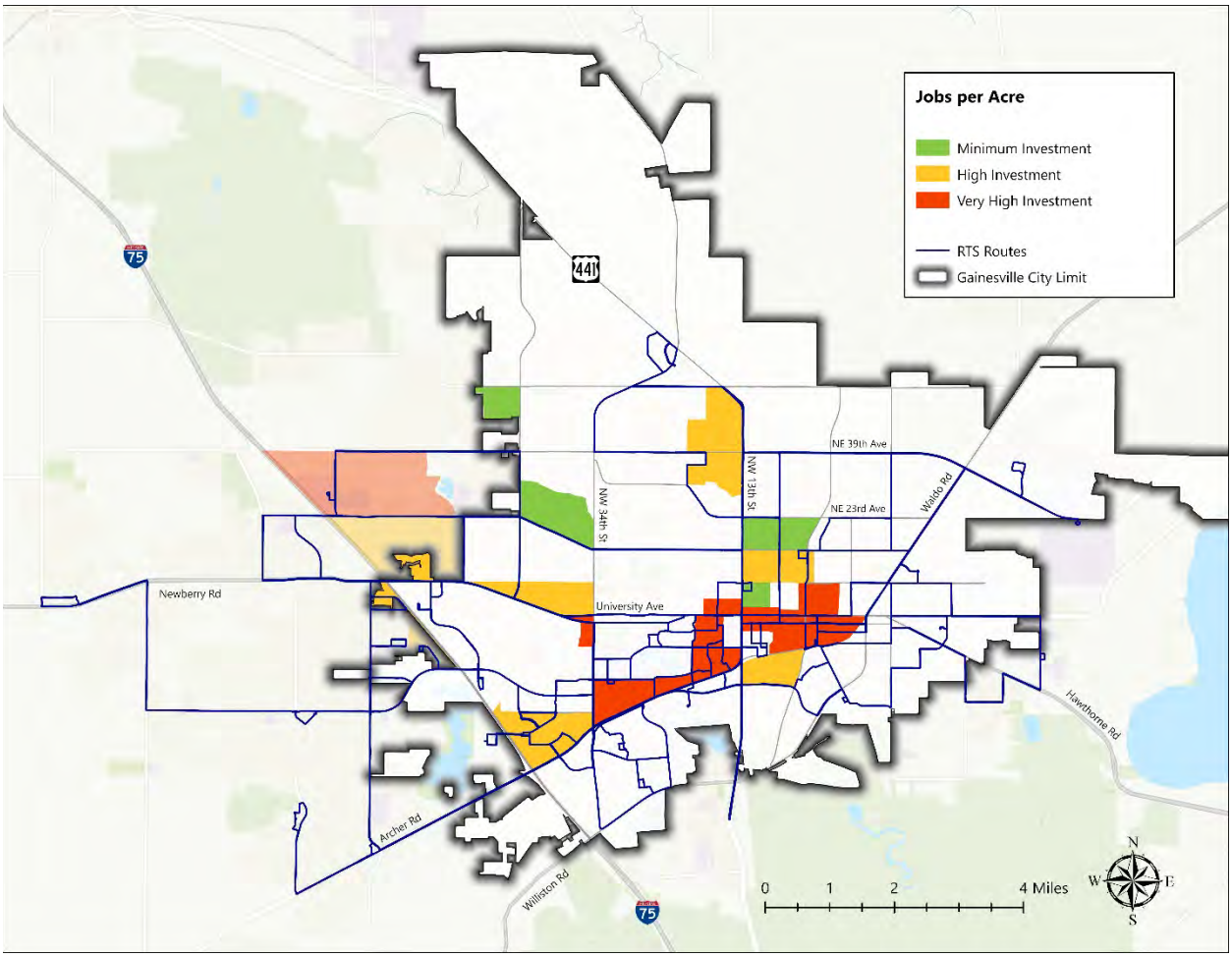


Source: Replica, 2023

7.1.2.2 Employment Density

High employment density in Gainesville is characterized by several large employers including the University of Florida, its medical branch (UF Health/Shands), HCA Healthcare, and Santa Fe College. Block groups that include and surround these institutions' main campuses exhibit high employment density. Job density levels that support very high levels of transit investment are also evident in Downtown Gainesville and its surrounding areas, as shown in Map 7-8. Other areas of high employment density include Butler Plaza and areas near SW 16th Avenue and SW 13th Street. It is important to note that job counts can, at times, be allocated to one catch-all location even though workers report to a different location. For example, a UF employee may count towards job number at the main campus, even though they report to a satellite building.

MAP 7-8: EMPLOYMENT DENSITY

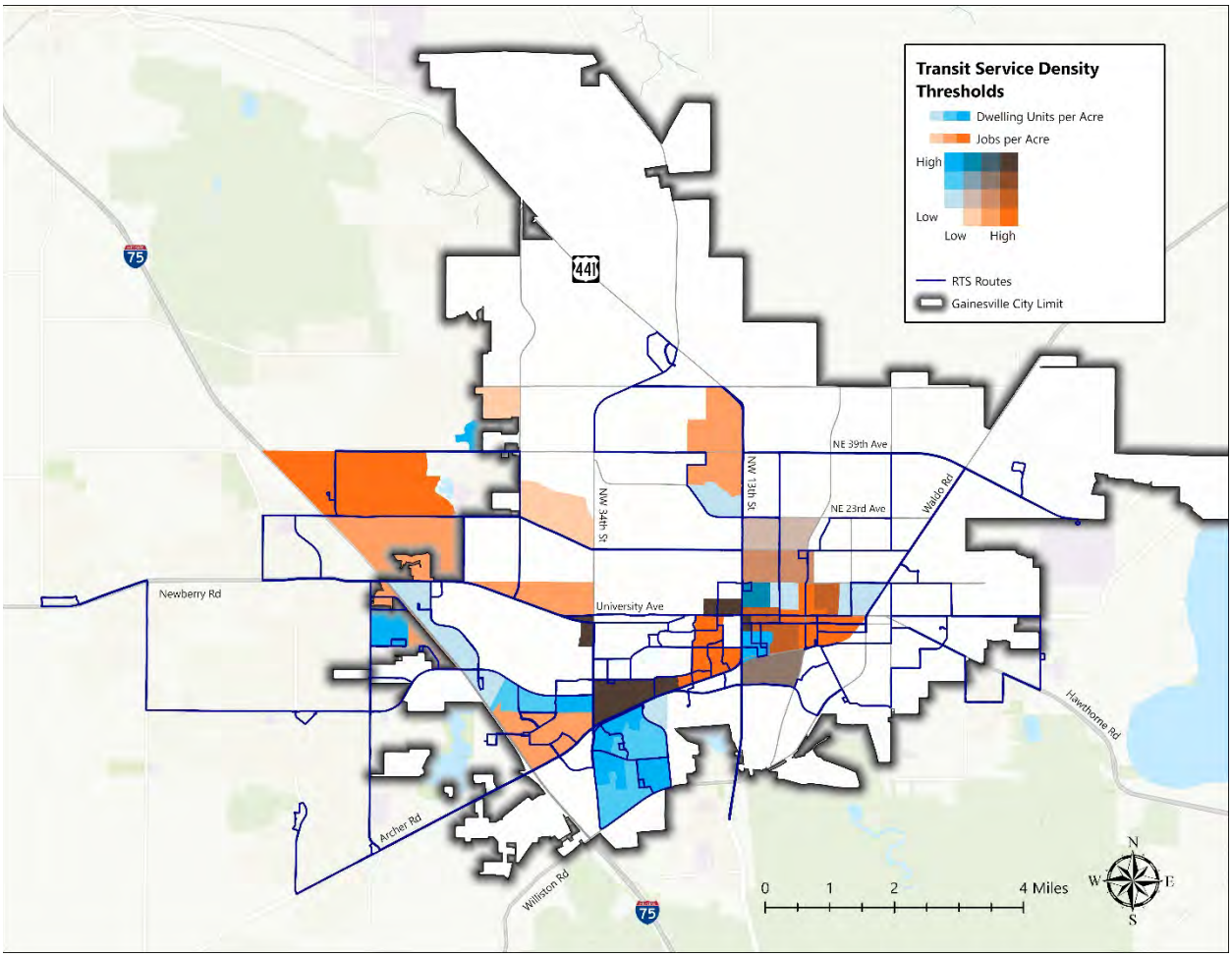


Source: Replica, 2023

7.1.2.3 Density Threshold Assessment (DTA)

Combining the data presented in the previous two maps, Map 7-9 presents the transit service density threshold by block group, which is the relationship between housing density and employment density. Most areas in Gainesville exhibit either a high concentration of dwelling units, a high concentration of jobs, or neither. The only areas in the city with both very high concentrations of housing and employment are located near University Avenue and SW 34th Street, University Avenue and NW 13th Street, and the southernmost portion of UF's main campus.

MAP 7-9: DENSITY THRESHOLD ASSESSMENT (DTA)



Source: 2022 ACS 5-Year Estimates

7.1.3 Gap Analysis

This section presents the gap analysis, which is an evaluation process that compares existing service coverage to areas of potential need using the TOI analysis results for the RTS service area. This is an approach that is becoming increasingly common as a component of assessing the performance of public transit in meeting the needs of the populations within a service area which are propense to transit use.

The gap analysis aims to identify geographical gaps in public transit where travel needs are high, but services are non-existent or insufficient. This is a twofold process that uses socioeconomic data and geographic analysis. The first step involves determining transit service subareas with high transit TOI scores, using factors such as young adult populations, older adult populations, households in poverty, and zero-vehicle households. The TOI score is then mapped to the RTS service area. The second step uses geographic analyses to determine the extent of each route's service reach by using buffer tools. Ultimately, the two outputs are overlaid to identify general gaps in the RTS transit service, and more specifically, high priority TOI areas that are served, unserved, or underserved. Note that areas beyond the buffered area along the route are considered unserved.

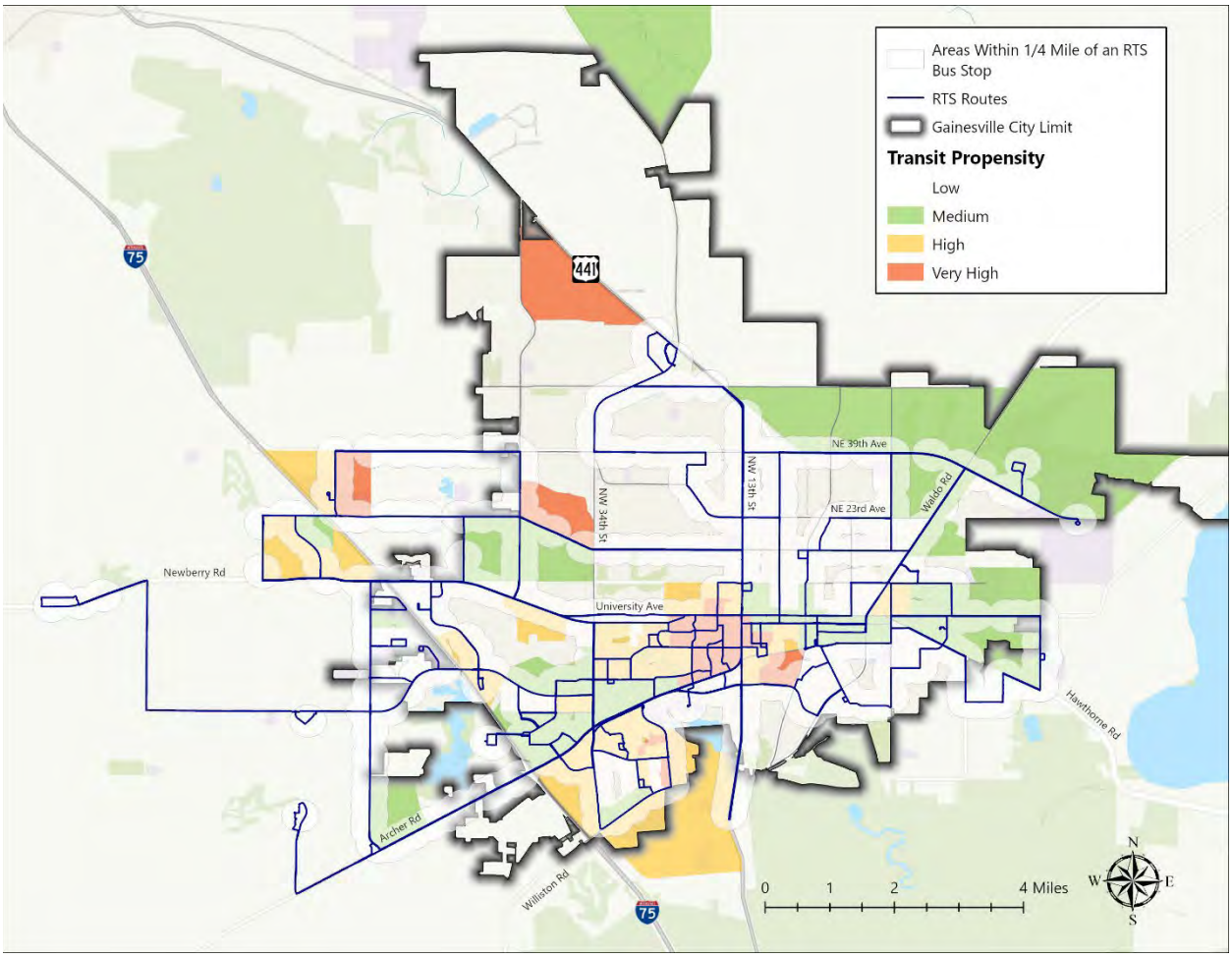
As shown in Map 7-11, practically all areas in Gainesville south of NW 53rd Avenue are located within ¾ of a mile of at least one RTS fixed route bus stop. The ¾-mile buffer represents the required ADA paratransit service area to determine the extent of each route's ridership capture area. When narrowing the buffer to only ¼ of a mile, as shown in Map 7-10, more areas are excluded from the immediate vicinity of an RTS bus stop. The ¼-mile buffer represents the typical distance most passengers are willing to walk between a bus stop and their trip origin or destination. These gaps are primarily located in Northwest Gainesville, distant from major arterial roads. There are additional gaps sprinkled throughout the city. Areas of very high transit propensity that noticeably may have the potential for being underserved include:

- Turkey Creek Forest (near NW 13th Street and NW 43rd Street)
- Idylwild and Oak Hammock (south of Williston Road between SW 13th Street and SW 34th Street)
- Westmoreland and Libby Heights (near NW 34th Street and NW 8th Avenue)

Turkey Creek Forest, a neighborhood of single-family residences, is the only one of these three underserved, transit-propense areas which is outside the range of RTS service in both the ¼ mile and ¾ mile buffers. Although it is accessible from two major roads, Turkey Creek Forest is located in a more rural area of Gainesville. The other two areas identified as underserved and are also comprised primarily of single-family residences, but also each contain an elementary school. However, Oak Hammock is a mixed-use Life Plan Community for adults ages 55 and older.

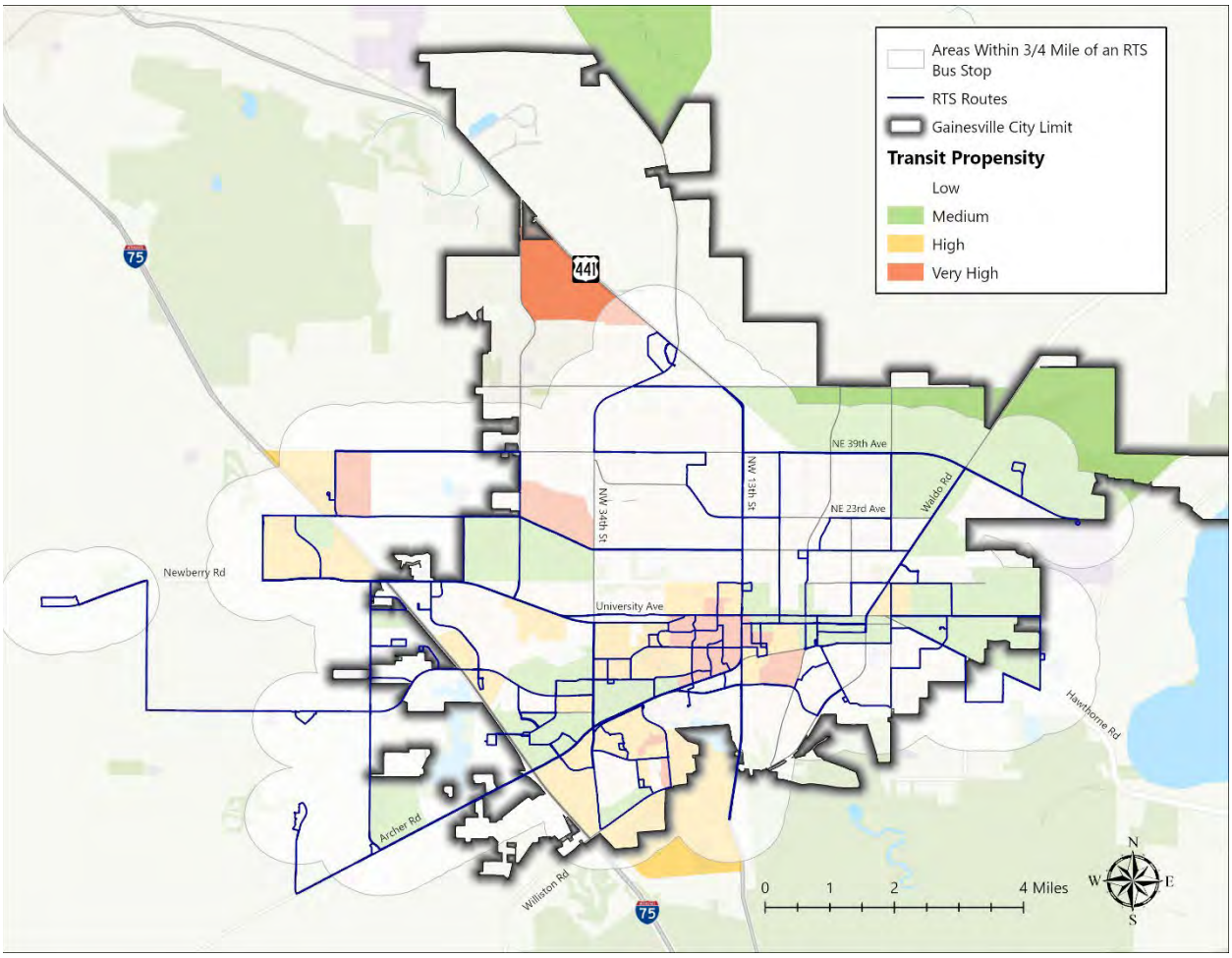
Once the gap analysis is prepared, service planning is applied to develop strategies to mitigate the gaps in service, especially in areas that resonate high in terms of TOI score. RTS has several options for serving targeted services gaps including modifications to existing routes – adjusting route alignments, service span, service frequencies, use of flex-routes, and application of mobility-on-demand strategies.

MAP 7-10: RTS GAP ANALYSIS (1/4 MILE BUFFER)



Sources: 2022 ACS 5-Year Estimates, RTS Fall 2023 GTFS

MAP 7-11: RTS GAP ANALYSIS (3/4 MILE BUFFER)



Sources: 2022 ACS 5-Year Estimates, RTS Fall 2023 GTFS

7.2 Transit Demand Estimation and Forecast

Transit demand and mobility needs were evaluated through a Ridership Demand Assessment, which projects demand for the current fixed-route transit network. This analysis gauges both route-level and system-wide ridership demand under the assumption that 2024 transit service levels and facilities remain unchanged (10-Year Status Quo Scenario). Additionally, two alternative scenarios were considered: the Phase 1 Scenario, which incorporates significant near-term changes to the system agreed upon in 2024 for implementation starting in 2025; and the Phase 2 Scenario, which builds on Phase 1 with long-term vision improvements, including recommendations from RTS's 2024 Transit Route Restoration Plan and other initiatives.

7.2.1 TBEST Overview

Ridership projections were developed using the Transit Boardings Estimation and Simulation Tool (TBEST Version 8), an FDOT-approved software for estimating ridership in Transit Development Plans (TDPs). TBEST is a robust transit analysis and forecasting model designed to simulate travel demand at the individual route level. It is tailored to provide near- and mid-term ridership forecasts that align with the

requirements of transit operational planning and TDP preparation. The model generates outputs by accounting for the following factors:

- **Transit Network Connectivity:** The extent to which routes within the bus network are interconnected. Higher connectivity enhances the efficiency and convenience of bus services.
- **Spatial and Temporal Accessibility**: This refers to service frequency and the proximity of stops to potential riders. Greater distances between bus stops and riders reduce service utilization, while infrequent service is perceived as less reliable, leading to decreased ridership.
- **Time-of-Day Variations:** TBEST captures peak-period travel patterns by assigning higher service utilization forecasts to peak service periods, reflecting increased demand during these times.
- **Route Competition and Complementarities:** TBEST considers the dynamics between routes. Routes that compete by serving the same destinations or corridors may see reduced utilization. In contrast, routes that complement each other by providing coordinated schedules and connections to major destinations or transfer hubs benefit from increased ridership.

7.2.2 Model Inputs/Assumptions

TBEST relies on a variety of demographic and transit network data as inputs for its modeling process. The inputs and assumptions applied to model RTS's system in TBEST are detailed below. The model utilized the newly released TBEST Land Use Model structure (2023), which incorporates parcel-level data derived from the Florida Department of Revenue's (DOR) statewide tax database. This DOR data includes land use designations and related attributes, enabling the application of Institute of Transportation Engineers (ITE)-based trip generation rates at the parcel level to estimate travel activity.

7.2.3 TBEST Model Limitations

It has long been a desire of FDOT to have a standard modeling tool for transit demand that could be standardized across the state, similar to the Florida Standard Urban Transportation Model Structure (FSUTMS) model used by metropolitan planning organizations in developing long range transportation plans (LRTPs). However, whereas TBEST is an important tool for evaluating improvements to existing and future transit services, model outputs do not account for latent demand for transit that could yield significantly higher ridership. In addition, TBEST cannot display sensitivities to external factors such as an improved marketing and advertising program, changes in fare service for customers, fuel prices, parking supply, competing transportation service providers, walkability and other local conditions; correspondingly, model outputs may overestimate demand in isolated cases. As the model cannot interact with roadway network conditions, ridership forecasts will not show direct sensitivity to changes in roadway traffic conditions, travel time comparisons to traffic or roadway connectivity.

Although TBEST provides ridership projections at the route and bus stop levels, its strength lies more in its ability to facilitate relative comparisons of ridership productivity. As a result, model outputs are not absolute ridership projections, but, rather, are comparative for evaluation in actual service implementation decisions. TBEST has generated interest from departments of transportation in other states and continues to be a work in progress that will become more useful as its capabilities are enhanced in future updates to the model. Consequently, it is important to integrate sound planning judgment and experience when interpreting TBEST results.

7.2.3.1 Transit Network

The transit route network for all existing RTS routes was developed to represent Fall 2023 conditions, serving as the validation year for the model. Fall 2023 General Transit Feed Specification (GTFS) data from RTS was used as the foundation for the base transit system. The GTFS data included:

- Route alignments
- Route patterns
- Bus stop locations
- Service spans
- Existing headways during peak and off-peak periods (the frequency at which buses arrive at a stop, such as one bus every 60 minutes)

The GTFS data was reviewed to confirm the accuracy of the most current service spans and headways, with adjustments made as necessary. Additionally, transfer locations were manually coded into the network properties.

7.2.3.2 Socioeconomic Data

The socioeconomic data used as base inputs for the TBEST model were sourced from the American Community Survey 2022 ACS 5-Year Estimates, the Bureau of Labor Statistics, the Bureau of Economic Analysis, and 2023 parcel-level land use data provided by the Florida Department of Revenue. These inputs enable the model to analyze market demand—including population, demographics, employment, and land use characteristics—within a ¼-mile radius of each stop.

Population and employment data are embedded in the model and cannot be modified by end-users. The applied growth rates are static and do not account for real-time economic fluctuations.

7.2.3.3 Special Generators

Special generators were identified and incorporated into TBEST to assess their potential for driving high ridership. RTS's special generators include the following, among others:

- Shopping Mall
  - Butler Plaza, Oaks Mall
- University
  - University of Florida (main campus), Santa Fe College (main campus)
- Hospital
  - UF Health, Shands Hospital, Meridian Behavioral Healthcare, North Florida Regional Medical Center, Shands Eastside Community Practice, VA Hospital, Alachua County Health Department in East Gainesville
- Airport
  - Gainesville Regional Airport
- Transfer Hub
  - Reitz Student Union, Rosa Parks Downtown Station, The Hub, Butler Plaza, Oaks Mall, (in future scenarios East Gainesville Transfer Station)
- Park and Rides
  - North Gainesville Walmart PNR, UF Cultural Plaza PNR, UF PNR 2, Butler Plaza PNR, (in future scenarios, West Gainesville PNR)

7.2.4 Microtransit Ridership Estimation

At this time, TBEST does not have the ability to estimate ridership for on-demand transit services and there are few external methodologies. Therefore, Remix was utilized to estimate microtransit ridership for the 10-year TDP. Remix is a data-driven transit planning software that uses Census and other open-source data.

7.2.5 Ridership Demand Analysis

Using these inputs, assumptions, and 2023 route level ridership data obtained from RTS, the TBEST model was validated. Using the 2025 validation model as the base model, TBEST ridership forecasts for this TDP's update planning starting year (2025) and horizon year (2034) were developed. The annual ridership forecasts generated for the Status Quo scenario reflect the estimated level of service utilization if no changes were made to any of the fixed-route services. Additionally, ridership forecasts for a second and third scenario were also generated as part of this analysis. Scenario 2 is the Spring 2025 Network scenario which reflects implementation of the first service updates to be adopted in January 2025 and is the precursor to other updates to be adopted in May 2025. Scenario 3 is the visionary network scenario as determined in the 2024 Transit Route Restoration Plan (TRRP), with significant route reductions identified by the University of Florida, as well as updated city routes that build upon Scenario 2 and additional recommendations discussed in the previous TDP. These additional recommendations include a premium express route, and two UF express routes, and an expansion in Microtransit or MOD zones.

As mentioned in the previous section, TBEST is known to over and underestimate demand in isolated cases. In addition, significant changes were incorporated from the UF Transit Master Plan so model results for RTS can seem drastic and should be interpreted with sound planning judgment and experience when interpreting TBEST results.

Table 7-2 shows the estimated number of forecasted annual riders by route and systemwide in 2025 and 2034 for all three scenarios, as derived from TBEST. Table 7-3 compares the three scenarios and examines what sorts of changes in ridership can be expected over routes in the system across the three scenarios.

TABLE 7-2: RTS ANNUALIZED TOTAL RIDERSHIP AND GROWTH RATES WITH SCENARIOS 1-3 FORECAST FOR YEARS 2025-2034

Route	Route Description	(1) Status Quo Scenario				(2) Near-Term Scenario (TRRP Phase 1)				(3) Visionary Scenario (TRRP Phase 2)			
		2025	2034	Difference	% Change	2025	2034	Difference	% Change	2025	2034	Difference	% Change
1	Rosa Parks Transfer Station to Butler Plaza Transfer Station	355,991	510,844	154,853	43.5%	405,249	576,369	171,120	42.2%	380,161	582,977	202,816	53.4%
3	Rosa Parks Transfer Station to N Main St Post Office	60,624	77,597	16,973	28.0%	59,612	75,928	16,316	27.4%	80,326	102,235	21,909	27.3%
5	Rosa Parks Transfer Station to Oaks Mall	255,636	356,486	100,850	39.5%	253,365	352,397	99,032	39.1%	238,000	364,629	126,630	53.2%
6	Rosa Parks Transfer Station to N Walmart Supercenter	71,399	92,599	21,200	29.7%	71,085	92,142	21,057	29.6%	47,627	62,253	14,626	30.7%
7	Rosa Parks Transfer Station to Eastwood Meadows	72,438	91,388	18,950	26.2%	72,476	91,642	19,166	26.4%	Eliminated	Eliminated	Eliminated	Eliminated
8	N Walmart Supercenter to UF Health	165,053	222,122	57,069	34.6%	164,761	221,500	56,739	34.4%	188,651	253,618	64,966	34.4%
9	Reitz Union to Hunters Run	286,499	346,901	60,402	21.1%	283,865	343,736	59,871	21.1%	187,291	233,391	46,100	24.6%
10	Rosa Parks Transfer Station to Santa Fe College	113,584	149,066	35,482	31.2%	112,992	148,326	35,334	31.3%	108,472	142,393	33,921	31.3%
11	Rosa Parks Transfer Station to Eastwood Meadows	89,854	113,312	23,458	26.1%	87,912	110,656	22,744	25.9%	Eliminated	Eliminated	Eliminated	Eliminated
12	Reitz Union to Butler Plaza Transfer Station	392,790	514,189	121,399	30.9%	387,236	504,125	116,889	30.2%	324,006	417,233	93,227	28.8%
13	Beaty Towers to Cottage Grove Apartments	264,976	333,663	68,687	25.9%	260,567	328,402	67,835	26.0%	413,663	529,636	115,973	28.0%
15	Rosa Parks Transfer Station to NW 13th Street	284,971	367,348	82,377	28.9%	282,829	364,157	81,328	28.8%	Eliminated	Eliminated	Eliminated	Eliminated
16	Beaty Towers to Rosa Parks Transfer Station	60,946	80,254	19,308	31.7%	60,040	79,005	18,965	31.6%	Eliminated	Eliminated	Eliminated	Eliminated
17	Rosa Parks Transfer Station to Beaty Towers	64,526	82,660	18,134	28.1%	63,696	81,593	17,897	28.1%	55,257	72,364	17,107	31.0%
20	Reitz Union to Oaks Mall	522,882	656,840	133,958	25.6%	524,414	659,047	134,633	25.7%	489,888	623,951	134,063	27.4%
21	Reitz Union to Cabana Beach	165,220	207,888	42,668	25.8%	165,529	208,178	42,649	25.8%	Eliminated	Eliminated	Eliminated	Eliminated
23	Oaks Mall to Santa Fe College	66,942	81,869	14,927	22.3%	66,803	81,696	14,893	22.3%	91,088	111,204	20,116	22.1%
25	Reitz Union to Airport	63,187	90,518	27,331	43.3%	Eliminated	Eliminated	Eliminated	Eliminated	Eliminated	Eliminated	Eliminated	Eliminated
26	Rosa Parks Transfer Station to Airport	86,299	108,533	22,234	25.8%	81,662	102,536	20,874	25.6%	110,692	141,021	30,329	27.4%
28	Butler Plaza Transfer Station to The Hub	83,160	102,144	18,984	22.8%	82,580	101,395	18,815	22.8%	Eliminated	Eliminated	Eliminated	Eliminated
33	Celebration Pointe to the Hub	357,532	448,508	90,976	25.4%	344,362	431,197	86,835	25.2%	287,717	358,238	70,521	24.5%
34	The Hub to VA Clinic	61,585	76,255	14,670	23.8%	61,042	75,588	14,546	23.8%	Eliminated	Eliminated	Eliminated	Eliminated
35	Reitz Union to SW 35th Place	326,944	411,911	84,967	26.0%	323,773	406,942	83,169	25.7%	Eliminated	Eliminated	Eliminated	Eliminated
37	Reitz Union to Butler Plaza Transfer Station	186,171	251,253	65,082	35.0%	183,598	246,245	62,647	34.1%	218,743	275,655	56,912	26.0%
38	The Hub to Gainesville Place	394,896	480,457	85,561	21.7%	392,828	477,922	85,094	21.7%	Eliminated	Eliminated	Eliminated	Eliminated
43	UF Health to Santa Fe College	110,690	137,779	27,089	24.5%	110,396	137,369	26,973	24.4%	126,403	148,359	21,955	17.4%
46	Reitz Union to Rosa Parks Transfer Station	50,713	66,626	15,913	31.4%	50,449	66,215	15,766	31.3%	Eliminated	Eliminated	Eliminated	Eliminated
52	Jonesville to Reitz Union	14,761	18,799	4,038	27.4%	14,652	18,642	3,990	27.2%	22,258	28,225	5,967	26.8%
75	Oaks Mall to Butler Plaza Transfer Station	218,818	279,240	60,422	27.6%	217,456	277,106	59,650	27.4%	244,177	296,747	52,570	21.5%
76	Haile Market Place to Santa Fe College	21,073	26,224	5,151	24.4%	21,043	26,161	5,118	24.3%	31,878	39,645	7,767	24.4%
78	Butler Plaza Transfer Station to Santa Fe College	19,252	24,488	5,236	27.2%	19,216	24,414	5,198	27.1%	Eliminated	Eliminated	Eliminated	Eliminated
118	The Hub to Cultural Plaza	293,312	352,343	59,031	20.1%	303,024	364,381	61,357	20.2%	Eliminated	Eliminated	Eliminated	Eliminated
122	Alight Apartments to Cultural Plaza	83,199	106,404	23,205	27.9%	52,850	68,853	16,003	30.3%	Eliminated	Eliminated	Eliminated	Eliminated
125	The Hub to Lakeside	145,247	172,936	27,689	19.1%	145,945	173,705	27,760	19.0%	Eliminated	Eliminated	Eliminated	Eliminated
126	Sorority Row to Lakeside	46,891	66,252	19,361	41.3%	46,777	65,553	18,776	40.1%	Eliminated	Eliminated	Eliminated	Eliminated
127	Sorority Row to SW 2nd Ave	83,098	111,340	28,242	34.0%	82,406	110,363	27,957	33.9%	Eliminated	Eliminated	Eliminated	Eliminated
150	Haile Plantation to Reitz Union	15,858	19,755	3,897	24.6%	15,808	19,679	3,871	24.5%	12,524	15,436	2,912	23.3%
151	Duckpond to Reitz Union	NA	NA	NA	NA	NA	NA	NA	NA	303,812	380,337	76,525	25.2%
152	Tower Road to Reitz Union	NA	NA	NA	NA	NA	NA	NA	NA	399,262	496,177	96,915	24.3%

TABLE 7-3: RTS ANNUALIZED TOTAL RIDERSHIP AND GROWTH RATES WITH SCENARIOS 1-3 FORECAST FOR YEARS 2025-2034 (CONTINUED)

Route	Route Description	(1) Status Quo Scenario				(2) Near-Term Scenario (TRRP Phase 1)				(3) Visionary Scenario (TRRP Phase 2)			
		2025	2034	Difference	% Change	2025	2034	Difference	% Change	2025	2034	Difference	% Change
600	East Gainesville Microtransit	15,920	28,402	12,482	78.4%	14,947	27,562	12,615	84.4%	30,430	39,032	8,602	28.3%
610	North Gainesville Microtransit	NA	NA	NA	NA	NA	NA	NA	NA	33,209	42,596	9,387	28.3%
620	West Gainesville Microtransit	NA	NA	NA	NA	NA	NA	NA	NA	11,469	14,711	3,242	28.3%
711	Eastwood Meadows to Rosa Parks Transfer Station	35,292	49,034	13,742	38.9%	33,500	46,180	12,680	37.9%	Eliminated	Eliminated	Eliminated	Eliminated
810x	Gainesville Premium Route	NA	NA	NA	NA	NA	NA	NA	NA	516,652	650,587	133,935	25.9%
CC1	Campus Connector 1	NA	NA	NA	NA	NA	NA	NA	NA	149,367	181,646	32,279	21.6%
CC2	Campus Connector 2	NA	NA	NA	NA	NA	NA	NA	NA	257,965	314,937	56,972	22.1%
CC3	Campus Connector 3	NA	NA	NA	NA	NA	NA	NA	NA	39,876	50,355	10,479	26.3%
TOTALS		6,008,229	7,714,227	1,705,998	28.4%	5,920,745	7,586,907	1,666,162	28.1%	5,400,864	6,969,587	1,568,723	29.0%

7.2.6 Ridership Growth Rates Within Scenarios between FY 25 and FY 34

In the **Status Quo** Scenario, ridership is projected to increase by 28%, growing from 6 million to 7.7 million riders by 2034, an overall increase of 1.7 million riders. This growth may be attributed to Gainesville's increasing population and rising employment levels over the next decade. Several routes demonstrate particularly high increases in ridership, driven by external factors such as population density and proximity to key amenities.

- High-Growth Routes: Routes 1, 5, 8, 25, 37, 126, and 127 are expected to see significant growth, with ridership increasing by over 35% and up to 43% in some cases. These routes benefit from their alignment with areas experiencing population growth, new housing developments (e.g., along 13th Street and University Avenue), and employment opportunities near the UF campus.
- Low-Growth Routes: In contrast, Routes 3, 23, 28, 38, 118, and 125 are projected to see increases below 23%. These routes show limited change in ridership due to fewer external influences. They may require service improvements or other interventions to capture additional riders.

In **Scenario 2**, where certain enhancements are considered, similar patterns emerge. Routes such as 1, 5, 8, 37, and 126 continue to demonstrate ridership growth exceeding 35%, affirming the influence of external factors like population and employment growth. On the other hand, Routes 3, 9, 23, 118, and 125 exhibit the lowest growth rates, indicating limited change without further interventions.

In **Scenario 3**, realignments and increased service levels lead to notable improvements in ridership for certain routes. Routes 1, 5, 6, 8, 10, and 17 stand out with ridership growth exceeding 30%, with Routes 1 and 5 achieving remarkable increases of over 50%. This trend suggests a strong connection between realignments, enhanced service supply, efficiency, and external factors such as population and employment adjacent to these routes. However, not all routes benefit equally. Routes 23, 43, 75, and the Campus Connector 2 see lower rates of ridership growth over the 10-year period, suggesting that these alignments may be less impacted by external factors or could require targeted improvements to increase demand. However, the TBEST model does not have the ability to estimate ridership for on-demand transit services, so it can be expected that some of these routes may experience growth with the integration of on-demand transit once it is implemented.

7.2.6.1 Key Takeaways

- Gainesville's population and employment growth play a critical role in ridership trends.
- High-growth routes are often aligned with dense, high-demand areas, such as the UF campus and nearby housing developments.
- Realignments and increased service supply can significantly boost ridership, but some routes may still require tailored interventions to improve performance.

TABLE 7-4: TBEST SCENARIO COMPARISONS (2025-2034)

Route	Route Description	Scenario Comparisons FY 25									Scenario Comparisons FY 34								
		Scenarios (1) vs. (2)			Scenarios (1) vs. (3)			Scenarios (2) vs. (3)			Scenarios (1) vs. (2)			Scenarios (1) vs. (3)			Scenarios (2) vs. (3)		
		Difference	% Diff.	Ridership Difference Assessment *	Difference	% Diff.	Ridership Difference Assessment *	Difference	% Diff.	Ridership Difference Assessment *	Difference	% Diff.	Ridership Difference Assessment *	Difference	% Diff.	Ridership Difference Assessment *	Difference	% Diff.	Ridership Difference Assessment *
1	Rosa Parks Transfer Station to Butler Plaza Transfer Station	49,258	13.8%	Increase	24,170	6.8%	Moderate Increase	-25,088	-6%	Moderate Decrease	65,525	12.8%	Increase	72,133	14.1%	Increase	6,608	1.1%	Little Change
3	Rosa Parks Transfer Station to N Main St Post Office	-1,012	-1.7%	Little Change	19,702	32.5%	Major Increase	20,714	35%	Major Increase	-1,669	-2.2%	Little Change	24,638	31.8%	Major Increase	26,307	34.6%	Major Increase
5	Rosa Parks Transfer Station to Oaks Mall	-2,271	-0.9%	Little Change	-17,636	-6.9%	Moderate Decrease	-15,365	-6%	Moderate Decrease	-4,089	-1.1%	Little Change	8,143	2.3%	Little Change	12,232	3.5%	Little Change
6	Rosa Parks Transfer Station to N Walmart Supercenter	-314	-0.4%	Little Change	-23,772	-33.3%	Major Decrease	-23,458	-33%	Major Decrease	-457	-0.5%	Little Change	-30,346	-32.8%	Major Decrease	-29,889	-32.4%	Major Decrease
7	Rosa Parks Transfer Station to Eastwood Meadows	38	0.1%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2						254	0.3%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2					
8	N Walmart Supercenter to UF Health	-292	-0.2%	Little Change	23,598	14.3%	Increase	23,890	15%	Increase	-622	-0.3%	Little Change	31,496	14.2%	Increase	32,118	14.5%	Increase
9	Reitz Union to Hunters Run	-2,634	-0.9%	Little Change	-99,208	-34.6%	Major Decrease	-96,574	-34%	Major Decrease	-3,165	-0.9%	Little Change	-113,510	-32.7%	Major Decrease	-110,345	-32.1%	Major Decrease
10	Rosa Parks Transfer Station to Santa Fe College	-592	-0.5%	Little Change	-5,112	-4.5%	Little Change	-4,520	-4%	Little Change	-740	-0.5%	Little Change	-6,673	-4.5%	Little Change	-5,933	-4.0%	Little Change
11	Rosa Parks Transfer Station to Eastwood Meadows	-1,942	-2.2%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2						-2,656	-2.3%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2					
12	Reitz Union to Butler Plaza Transfer Station	-5,554	-1.4%	Little Change	-68,784	-17.5%	Decrease	-63,230	-16%	Decrease	-10,064	-2.0%	Little Change	-96,956	-18.9%	Decrease	-86,892	-17.2%	Decrease
13	Beaty Towers to Cottage Grove Apartments	-4,409	-1.7%	Little Change	148,687	56.1%	Major Increase	153,096	59%	Major Increase	-5,261	-1.6%	Little Change	195,973	58.7%	Major Increase	201,234	61.3%	Major Increase
15	Rosa Parks Transfer Station to NW 13th Street	-2,142	-0.8%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2						-3,191	-0.9%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2					
16	Beaty Towers to Rosa Parks Transfer Station	-906	-1.5%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2						-1,249	-1.6%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2					
17	Rosa Parks Transfer Station to Beaty Towers	-830	-1.3%	Little Change	-9,269	-14.4%	Decrease	-8,439	-13%	Decrease	-1,067	-1.3%	Little Change	-10,296	-12.5%	Decrease	-9,229	-11.3%	Decrease
20	Reitz Union to Oaks Mall	1,532	0.3%	Little Change	-32,994	-6.3%	Moderate Decrease	-34,526	-7%	Moderate Decrease	2,207	0.3%	Little Change	-32,889	-5.0%	Moderate Decrease	-35,096	-5.3%	Moderate Decrease
21	Reitz Union to Cabana Beach	309	0.2%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2						290	0.1%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2					
23	Oaks Mall to Santa Fe College	-139	-0.2%	Little Change	24,146	36.1%	Major Increase	24,285	36%	Major Increase	-173	-0.2%	Little Change	29,335	35.8%	Major Increase	29,508	36.1%	Major Increase
25	Reitz Union to Airport	ROUTE DISCONTINUED IN SCENARIO 1																	
26	Rosa Parks Transfer Station to Airport	-4,637	-5.4%	Moderate Decrease	24,393	28.3%	Major Increase	29,030	36%	Major Increase	-5,997	-5.5%	Moderate Decrease	32,488	29.9%	Major Increase	38,485	37.5%	Major Increase
28	Butler Plaza Transfer Station to The Hub	-580	-0.7%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2						-749	-0.7%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2					
33	Celebration Pointe to the Hub	-13,170	-3.7%	Little Change	-69,815	-19.5%	Decrease	-56,645	-16%	Decrease	-17,311	-3.9%	Little Change	-90,270	-20.1%	Major Decrease	-72,959	-16.9%	Decrease
34	The Hub to VA Clinic	-543	-0.9%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2						-667	-0.9%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2					
35	Reitz Union to SW 35th Place	-3,171	-1.0%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2						-4,969	-1.2%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2					
37	Reitz Union to Butler Plaza Transfer Station	-2,573	-1.4%	Little Change	32,572	17.5%	Increase	35,145	19%	Increase	-5,008	-2.0%	Little Change	24,402	9.7%	Moderate Increase	29,410	11.9%	Increase
38	The Hub to Gainesville Place	-2,068	-0.5%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2						-2,535	-0.5%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2					
43	UF Health to Santa Fe College	-294	-0.3%	Little Change	15,713	14.2%	Increase	16,007	15%	Increase	-410	-0.3%	Little Change	10,580	7.7%	Moderate Increase	10,990	8.0%	Moderate Increase
46	Reitz Union to Rosa Parks Transfer Station	-264	-0.5%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2						-411	-0.6%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2					
52	Jonesville to Reitz Union	-109	-0.7%	Little Change	7,497	50.8%	Major Increase	7,606	52%	Major Increase	-157	-0.8%	Little Change	9,426	50.1%	Major Increase	9,583	51.4%	Major Increase

*Ridership Difference Assessment is a quick reference to understand the impact that a route has in one scenario compared to the other. A difference in ridership between 5% and -5% is assessed as having little change or impact between scenarios, moderate changes are between 5% and 10%, full increases or decreases in ridership are assessed between 10% and 20%. Major changes in ridership are above 20% or below -20%.

TABLE 7-5: TBEST SCENARIO COMPARISONS (CONTINUED)

Route	Route Description	Scenario Comparisons FY 25									Scenario Comparisons FY 34								
		Scenarios (1) vs. (2)			Scenarios (1) vs. (3)			Scenarios (2) vs. (3)			Scenarios (1) vs. (2)			Scenarios (1) vs. (3)			Scenarios (2) vs. (3)		
		Difference	% Diff.	Ridership Diff. Assessment	Difference	% Diff.	Ridership Diff. Assessment	Difference	% Diff.	Ridership Diff. Assessment	Difference	% Diff.	Ridership Diff. Assessment	Difference	% Diff.	Ridership Assessment	Difference	% Diff.	Ridership Diff. Assessment
75	Oaks Mall to Butler Plaza Transfer Station	-1,362	-0.6%	Little Change	25,359	11.6%	Increase	26,721	12%	Increase	-2,134	-0.8%	Little Change	17,507	6.3%	Moderate Increase	19,641	7.1%	Moderate Increase
76	Haile Market Place to Santa Fe College	-30	-0.1%	Little Change	10,805	51.3%	Major Increase	10,835	51%	Major Increase	-63	-0.2%	Little Change	13,421	51.2%	Major Increase	13,484	51.5%	Major Increase
78	Butler Plaza Transfer Station to Santa Fe College	-36	-0.2%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2						-74	-0.3%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2					
118	The Hub to Cultural Plaza	9,712	3.3%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2						12,038	3.4%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2					
122	Alight Apartments to Cultural Plaza	-30,349	-36.5%	Major Decrease	ROUTE DISCONTINUED IN SCENARIO 2						-37,551	-35.3%	Major Decrease	ROUTE DISCONTINUED IN SCENARIO 2					
125	The Hub to Lakeside	698	0.5%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2						769	0.4%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2					
126	Sorority Row to Lakeside	-114	-0.2%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2						-699	-1.1%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2					
127	Sorority Row to SW 2nd Ave	-692	-0.8%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2						-977	-0.9%	Little Change	ROUTE DISCONTINUED IN SCENARIO 2					
150	Haile Plantation to Reitz Union	-50	-0.3%	Little Change	-3,334	-21.0%	Major Decrease	-3,284	-21%	Major Decrease	-76	-0.4%	Little Change	-4,319	-21.9%	Major Decrease	-4,243	-21.6%	Major Decrease
151	Duckpond to Reitz Union	NEW ROUTE IN SCENARIO 3																	
152	Tower Road to Reitz Union	NEW ROUTE IN SCENARIO 3																	
600	East Gainesville Microtransit	-973	-6.1%	Moderate Decrease	14,510	91.1%	Major Increase	15,483	104%	Major Increase	-840	-3.0%	Little Change	10,630	37.4%	Major Increase	11,470	41.6%	Major Increase
610	North Gainesville Microtransit	NEW ROUTE IN SCENARIO 3																	
620	West Gainesville Microtransit	NEW ROUTE IN SCENARIO 3																	
711	Eastwood Meadows to Rosa Parks Transfer Station	-1,792	-5.1%	Moderate Decrease	ROUTE DISCONTINUED IN SCENARIO 2						-2,854	-5.8%	Moderate Decrease	ROUTE DISCONTINUED IN SCENARIO 2					
810x	Gainesville Premium Route	NEW ROUTE IN SCENARIO 3																	
CC1	Campus Connector 1	NEW ROUTE IN SCENARIO 3																	
CC2	Campus Connector 2	NEW ROUTE IN SCENARIO 3																	
CC3	Campus Connector 3	NEW ROUTE IN SCENARIO 3																	
SYSTEMWIDE TOTALS		**-87,484**	**-1.5%**	**Little Change**	**-607,365**	**-10.1%**	**Decrease**	**-519,881**	**-8.8%**	**Moderate Decrease**	**-127,320**	**-1.7%**	**Little Change**	**-744,640**	**-9.7%**	**Moderate Decrease**	**-617,320**	**-8.1%**	**Moderate Decrease**

*Ridership Difference Assessment is a quick reference to understand the impact that a route has in one scenario compared to the other. A difference in ridership between 5% and -5% is assessed as having little change or impact between scenarios, moderate changes are between 5% and 10%, full increases or decreases in ridership are assessed between 10% and 20%. Major changes in ridership are above 20% or below -20%.

TABLE 7-6: SCENARIO COMPARISONS BY FUNDING SOURCE

Funding Sources	Scenario Totals			Scenario Comparisons FY 25								
				(1) vs. (2)			(1) vs. (3)			(2) vs. (3)		
	Scenario 1	Scenario 2	Scenario 3	Difference	% Diff.	Ridership Diff. Assessment	Difference	% Diff.	Ridership Diff. Assessment	Difference	% Diff.	Ridership Diff. Assessment
University	2,742,981	2,694,548	2,436,297	-48,433	-1.8%	Little Change	-306,684	-11.2%	Decrease	-258,251	-0.1	Moderate Decrease
City of Gainesville	1,235,196	1,274,069	1,310,762	38,873	3.1%	Little Change	75,566	6.1%	Moderate Increase	36,693	0.029	Little Change
Santa Fe College	88,015	87,846	122,966	-169	-0.2%	Little Change	34,951	39.7%	Major Increase	35,120	0.4	Major Increase
Alachua County	233,579	232,108	266,435	-1,471	-0.6%	Little Change	32,856	14.1%	Increase	34,327	0.148	Increase
Funding Sources	Scenario Totals			Scenario Comparisons FY 34								
				(1) vs. (2)			(1) vs. (3)			(2) vs. (3)		
	Scenario 1	Scenario 2	Scenario 3	Difference	% Diff.	Ridership Diff. Assessment	Difference	% Diff.	Ridership Assessment	Difference	% Diff.	Ridership Diff. Assessment
University	3,463,044	3,396,879	3,072,842	-66,165	-1.9%	Little Change	-390,202	-11.3%	Decrease	-324,037	-9.5%	Moderate Decrease
City of Gainesville	1,683,428	1,734,129	1,836,516	50,701	3.0%	Little Change	153,088	9.1%	Moderate Increase	102,387	5.9%	Moderate Increase
Santa Fe College	108,093	107,857	150,849	-236	-0.2%	Little Change	42,756	39.6%	Major Increase	42,992	39.9%	Major Increase
Alachua County	298,039	295,748	324,972	-2,291	-0.8%	Little Change	26,933	9.0%	Moderate Increase	29,224	9.9%	Moderate Increase

7.2.7 Comparison between Scenarios FY 25 to FY 34

This analysis examines ridership trends using the status quo (Scenario 1) as a benchmark, highlighting expected improvements or declines in ridership in Scenarios 2 and 3. System-wide and route-level patterns reveal nuanced shifts influenced by changes in service provision, alignments, and external factors.

7.2.7.1 Scenario 1 vs. Scenario 2 (FY 25)

For FY25, system-wide ridership in Scenario 2 is projected to decline slightly by 1.5%, equating to a loss of approximately 87,000 annual rides compared to the status quo. Route-level analysis provides further insights:

Increases in Ridership:

- Route 1: A notable 14% increase in ridership compared to the status quo.

Decreases in Ridership:

- Route 26: Moderate decline due to the elimination of its complementary Route 25.
- Route 122: Major decrease as it no longer deviates to the recreational center west of the UF campus.
- Route 711: Decline, likely influenced by external factors, as no service changes were implemented.

For FY34, similar ridership trends are expected, with no major changes anticipated on the affected routes due to external factors.

7.2.7.2 Scenario 1 vs. Scenario 3 (FY 25)

In Scenario 3, system-wide ridership for FY25 is projected to decline by 10%, or about 600,000 fewer annual rides, compared to the status quo primarily due to the reduction in routes serving UF, which provides most of the ridership for RTS. Despite the overall decrease, several routes show significant improvements, especially those streamlined during the 2024 TRRP Study:

Improved Routes:

- Routes 1, 3, 8, 13, 23, 26, 52, 75, and 76 show increases due to enhanced routing and service supply.
- Routes 13, 52, and 76: Major improvements, likely driven by streamlined alignments and additional service hours.
- Route 26: Gains ridership by absorbing Route 25, which previously complemented it.

Poorly Performing Routes:

- Routes 6, 9, 12, 33, and 150 see declines, likely due to reduced service hours and less effective alignments.
- Campus Routes (118, 122, 125, 126, and 127): These are replaced by Campus Connectors 1, 2, and 3, resulting in a combined decrease of about 32%, reflecting inefficiencies in the new alignments and potential customer dissatisfaction.

7.2.7.2.1 Ridership Comparisons by Route Funding

Comparisons in ridership changes were also evaluated by route funding (as observed in Table 7-4) to understand the impacts of funding over service supply and demand. In all three scenarios, Routes were funded by one of four funding sources: The University of Florida, Santa Fe College, Alachua County, or City of Gainesville.

When analyzing ridership by funding sources between Scenarios 1 and 3, the following patterns emerge:

- Non-Campus Connector UF Routes (9, 12, 13, 17, 20, 33, 37, 150): a decrease in ridership of about 11% can be observed. This is a direct result of route reductions from the UF Transit Master Plan.
- RTS City Routes (e.g., 1, 3, 5, 6, 8, 10, 43): Moderate 6% increase in ridership compared to the status quo.
- Santa Fe College Routes (23, 76): Major increases of nearly 40%, reflecting efficient service and strong external demand.
- County-Funded Routes (52, 75): A 14% increase in ridership, driven by improved service supply and external factors.

7.2.7.2.2 Summary of Comparisons

System-wide declines between Scenarios 1 and 3 are primarily due to challenges in service provision and insufficient alignment with external factors supporting campus ridership, and other UF funded routes. However, routes on the city fringes (e.g., 3, 23, 52, 75, and 76) are expected to show marked improvements.

7.2.7.3 FY 34 Ridership Trends

By FY 34, ridership changes will largely reflect trends observed in the base year:

Improvements:

- Routes 1 and 5 will see continued increases in ridership.

Stagnation:

- Routes 37, 43, and 75 are expected to remain static.

Other Routes:

- Most other routes will perform similarly to their FY 25 projections, indicating limited influence from external factors or service changes.

7.2.7.4 Ridership Comparisons by Route Funding

Comparisons in ridership changes were also evaluated by route funding to understand the impacts of funding over service supply and demand.

7.2.7.5 Key Takeaways

- **Scenario 2:** Moderate adjustments result in minimal changes system-wide, with some routes like Route 1 benefiting, while others like Routes 26 and 122 experience declines due to service reductions or realignments.

- **Scenario 3:** While campus routes fare poorly due to alignment inefficiencies, city and fringe routes (e.g., 23, 52, 76) show strong gains, highlighting the benefits of streamlined service and increased supply.
- **FY34 Outlook:** Overall ridership increases are tied to shifting demographics. Longer-term trends largely mirror the base year, with incremental gains on well-performing routes and minimal change on underperforming routes.

8 NEEDS PLAN

This section summarizes the needs development process and the resulting potential transit improvements for RTS. These transit needs were identified and developed without consideration of funding constraints and reflect the true unimpeded needs of the community. The improvements were identified using information gathered through various data collection, analytical, and outreach efforts conducted for the TDP.

8.1 Needs Development Process

The needs development process is essential to ensure RTS effectively addresses the community's current and future mobility needs, while aligning with the established goals and objectives.

These improvements, which are summarized next in this section, reflect transit needs for the next decade in Gainesville and were identified using four methods: careful review of community needs and vision, data and analyses included in the TDP situation appraisal, direction from TDP's goals and objectives, and the transit demand assessments.

Community Needs and Vision

Multiple direct and indirect outreach techniques were used to obtain substantive public input on transit needs. Interviews with key stakeholders including elected officials and public workshops were conducted to gather input regarding 10-year improvements.

Situation Appraisal

This situation appraisal helps to develop an understanding of RTS' operating environment in the context of key elements as specified in the TDP Rule. Findings from the relevant plans/studies and implications from the situation appraisal were considered in identifying potential transit alternatives.

Goals and Objectives

The goals and objectives updated as part of this 10-year TDP emphasize many of the agency's existing priorities and outline new priorities for improvements based on transit needs. The objectives and policies often provide insight into transit needs within the community and the potential means with which to meet them.

Transit Demand Assessment

Assessments of transit demand and needs were conducted using GIS-based analyses and FDOT-approved estimation tools. Together with the baseline conditions assessment, these were used to help identify areas with transit-supportive characteristics when developing the 10-year transit needs.

8.2 10-Year Transit Needs

Based on these development methods, service, capital/infrastructure, technology, and policy improvements were identified, as summarized in the remainder of this section.

Service improvements include strengthening the current system and expanding access and availability. Improvements to existing services include enhancements to route frequencies and hours/days of service and repurposing of routes to maximize their usefulness to the riding community. The 10-Year Needs also include service expansions, including adding new routes and new modes of transit.

This network incorporates improvements of existing routes with the highest ridership and forward-thinking, technology-based options that will help make RTS a practical and efficient travel alternative.

The remainder of this section presents these service needs, starting with the recommended short-term (defined as 1-3 years) improvements and then recommendations for the mid-term (4-10 years) for the rest of the 10-year TDP period. The service recommendations are followed by the capital/infrastructure, technology, and policy improvements that are recommended to be in place to support the service recommendations needed.

8.2.1 Short-Term Service Needs (1-3 Years)

Improvements identified in the short-term begin to lay the foundation for enhancing RTS service. It begins with a redesigned network that includes recommended route realignments and repurposing within the next 1-3 years to help RTS provide the best and most efficient service to its community.

The redesigned network was developed based on input from the University of Florida and recommendations from the TRRP that was conducted for RTS simultaneously with the TDP. The plan sets the context for subsequent recommended improvements to the RTS routes and services. It examined RTS service data as well as operating environment conditions to help identify changes in the local transit markets, commuting patterns, service provision and other key components of the current mobility environment that may have had an impact on ridership. The proposed network is phased in with recommendations that can be implemented over time and will foster an opportunity to create a strategic framework for RTS to increase ridership and improve operations.

8.2.1.1 Short-Term | Phase 1

Collaboration and coordination of RTS staff incorporated UF-generated adjustments and repurposing of resources to other routes in the network. The following shows which routes are affected:

- Modified Routes: 1 and 122
- Eliminated Routes: 25
- UF assumes operation of Routes 125 and 150

8.2.1.2 Short-Term | Phase 2

This phase of the redesigned network includes modification and route discontinuation and introduction of UF-operated campus services. The following shows which routes are affected:

- Modified Routes: 1, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 15, 17, 20, and 33
- Eliminated Routes: 16, 21, 25, 28, 34, 35, 38, 46, 118, 122, 125, 126, and 127
- Addition of UF Campus Connector (CC): UF CC1, CC 2, and CC 3

The following provides a system level summary regarding span and frequency of service for Weekdays, Saturdays, and Sundays. Tables 8-1 to 8 -3 show the service spans and headways of each route on weekdays, Saturdays, and Sundays, respectively. On weekdays, routes typically begin service between 6:00 AM and 8:00 AM, and end between 7:00 PM and 11:00 PM. On Saturdays, only about half of the fixed routes are in service. The Saturday service spans are shorter, as most routes begin service around 7:00 AM and end service around 7:00 PM. On Sundays, a similar number of routes operate, however the service span is significantly shorter, as most routes only operate between 10:00 AM and 6:00 PM.

TABLE 8-1: SHORT-TERM | PHASE 2 WEEKDAY SPAN AND FREQUENCY CHART

Route	Provider	6am	7am	8am	Mid-day	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	11pm	12am
1	City				→										
3	City				→										
5	City				→										
6	City				→										
7	City				→										
8	City				→										
9	UF				→										
10	City				→										
11	City				→										
12	UF				→										
13	UF				→										
15	City				→										
17	UF				→										
20	UF (1/2)				→										
23	SF (1/2)				→										
26	City				→										
33	UF				→										
37	UF				→										
43	City				→										
52	CY				→										
75	CY				→										
76	SF				→										
78	SF				→										
711	City				→										
150	UF				→										
CC1	UF				→										
CC2	UF				→										
CC3	UF				→										

Headways
- ≤15 minutes
- 16 - 29 minutes
- 30 - 44 minutes
- 45 - 59 minutes
- ≥60 minutes

TABLE 8-2: SHORT-TERM | PHASE 2 SATURDAY SPAN AND FREQUENCY CHART

Route	Provider	6am	7am	8am	9am	10am	11am	Mid-day	4pm	5pm	6pm	7pm	8pm	9pm	10pm
1	City							→							
3	City														
5	City							→							
6	City							→							
8	City							→							
9	UF														
10	City							→							
12	UF							→							
13	UF							→							
15	City							→							
17	UF														
20	UF (1/2)							→							
26	City														
33	UF							→							
37	UF							→							
75	CY							→							
711	City							→							
CC1	UF							→							
CC2	UF							→							
CC3	UF							→							

Headways
≤15 minutes
16 - 29 minutes
30 - 44 minutes
45 - 59 minutes
≥60 minutes

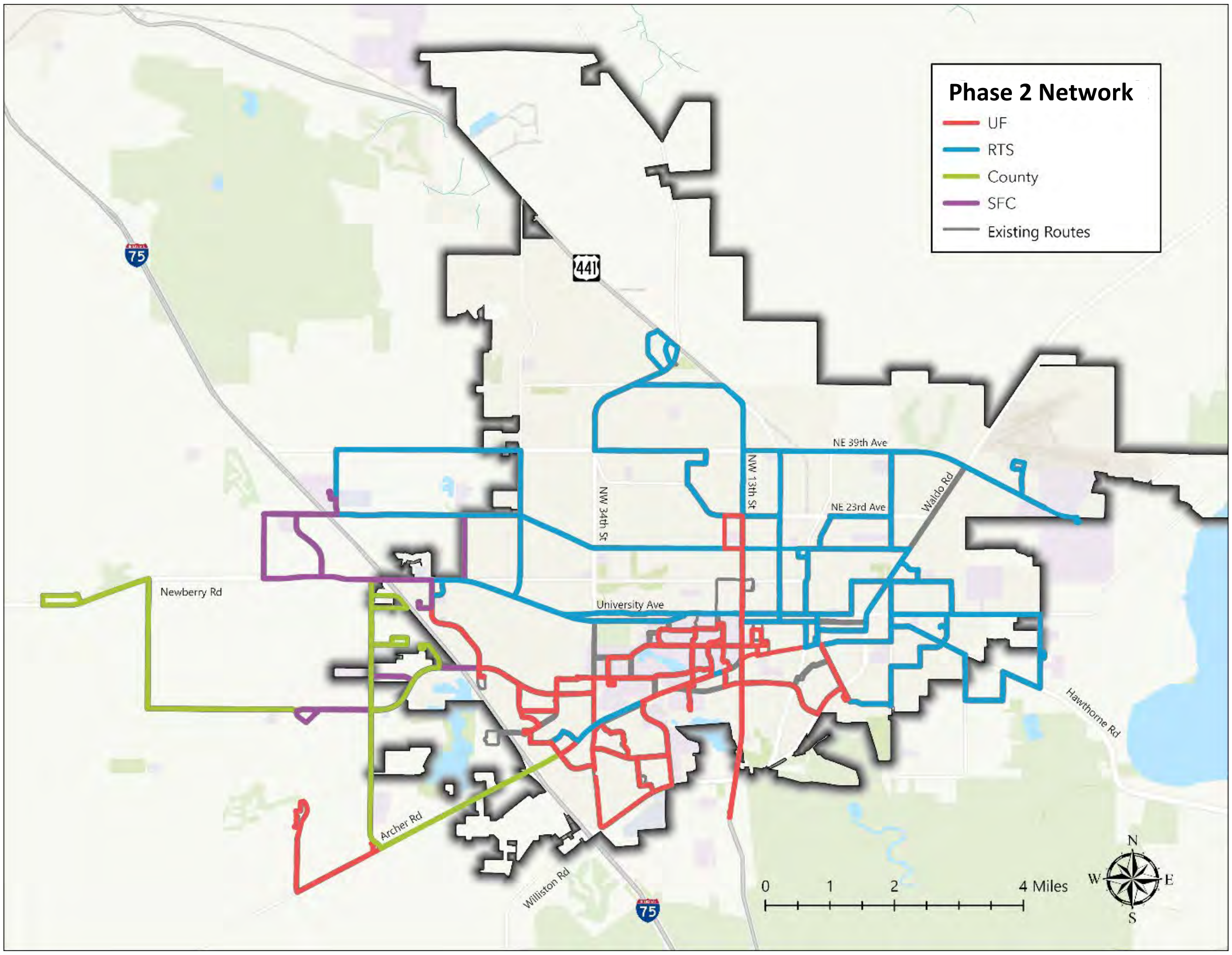
TABLE 8-3: SHORT-TERM | PHASE 2 SUNDAY SPAN AND FREQUENCY CHART

Route	Provider	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm
1	City										
5	City										
8	City										
9	UF										
12	UF										
13	UF										
15	City										
17	UF										
20	UF (1/2)										
26	City										
33	UF										
37	UF										
75	CY										
711	City										
CC1	UF										
CC2	UF										
CC3	UF										

Headways
≤15 minutes
16 - 29 minutes
30 - 44 minutes
45 - 59 minutes
≥60 minutes

This section highlights the Phase 2 network spatially by funding source, allowing the viewer to gain necessary insight into the geographic distribution of service provided, as illustrated below in Map 8-1.

MAP 8-1: SHORT-TERM | PHASE 2 NETWORK BY FUNDING SOURCE



8.2.1.3 Short-Term | Phase 3

This phase of the redesigned network includes further modification and repurposing of resources to other routes in the network. It is important to note that all changes to UF operated routes are maintained and carried over to the Phase 3 network. The following shows the cumulative service impacts.

- Modified Routes: 1, 3, 5, 6, 8, 9, 12, 13, 17, 20, 23, 26, 33, 43, 52, 75, 76
- Repurposed Routes: 7, 11, 15, 16, 21, 25, 28, 34, 35, 38, 46, 78, 118, 122, 125, 126, 127, and 711
- Continued operation of Campus Connector (CC): UF CC1, CC 2, and CC 3

Tables 8-4 to 8-6 show the service spans and headways of each route on weekdays, Saturdays, and Sundays, respectively. On weekdays, routes typically begin service between 6:00 AM and 8:00 AM, and end between 7:00 PM and 11:00 PM. On Saturdays, only about half of the fixed routes are in service. The Saturday service spans are shorter, as most routes begin service around 7:00 AM and end service around 7:00 PM. On Sundays, a similar number of routes operate, however the service span is significantly shorter, as most routes only operate between 10:00 AM and 6:00 PM.

TABLE 8-4: SHORT-TERM | PHASE 3 WEEKDAY SPAN AND FREQUENCY CHART

Route	Provider	6am	7am	8am	Mid-day	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	11pm	12am
1	City				→										
3	City				→										
5	City				→										
6	City				→										
8	City				→										
9	UF				→										
10	City				→										
12	UF				→										
13	UF				→										
17	UF				→										
20	UF (1/2)				→										
23	SF (1/2)				→										
26	City				→										
33	UF				→										
37	UF				→										
43	City				→										
52	CY				→										
75	CY				→										
76	SF				→										
150	UF				→										
CC1	UF				→										
CC2	UF				→										
CC3	UF				→										

Headways
- ≤15 minutes
- 16 - 29 minutes
- 30 - 44 minutes
- 45 - 59 minutes
- ≥60 minutes

TABLE 8-5: SHORT-TERM | PHASE 3 SATURDAY SPAN AND FREQUENCY CHART

Route	Provider	6am	7am	8am	9am	10am	11am	Mid-day	4pm	5pm	6pm	7pm	8pm	9pm	10pm
1	City							→							
3	City							→							
5	City							→							
6	City							→							
8	City							→							
9	UF							→							
10	City							→							
12	UF							→							
13	UF							→							
17	UF							→							
20	UF (1/2)							→							
33	UF							→							
37	UF							→							
52	CY							→							
75	CY							→							
76	SF							→							
CC1	UF							→							
CC2	UF							→							
CC3	UF							→							

Headways
- ≤15 minutes
- 16 - 29 minutes
- 30 - 44 minutes
- 45 - 59 minutes
- ≥60 minutes

TABLE 8-6: SHORT-TERM | PHASE 3 SUNDAY SPAN AND FREQUENCY CHART

Route	Provider	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm
1	City										
3	City										
5	City										
6	City										
8	City										
9	UF										
12	UF										
13	UF										
17	UF										
20	UF (1/2)										
33	UF										
37	UF										
52	CY										
75	CY										
76	SF										
CC1	UF										
CC2	UF										
CC3	UF										

Headways
- ≤15 minutes
- 16 - 29 minutes
- 30 - 44 minutes
- 45 - 59 minutes
- ≥60 minutes

8.2.1.4 Mobility-on-Demand (MOD)

Mobility-on-Demand (MOD) is an increasingly popular transit service concept that allows riders, using a phone app or by calling a designated phone number, to request a ride in real-time or schedule in advance. MOD uses software to automate and optimize trip requests based on trip request times, origin and destination locations, vehicle location, and vehicle capacity considerations. Vehicle operators receive and respond to trip assignments as they are requested in real time. It is envisioned that MOD would provide a 15-minute response time from when the rider requests the trip.

The service is available and accessible to ambulatory and persons with disabilities in addition to the general public. The concept promotes transit and enhances access to transit beyond current service areas. These services also serve as first/last-mile service for riders of fixed route transit services, but the rider can use this service to travel anywhere in the zone (e.g., home to work).

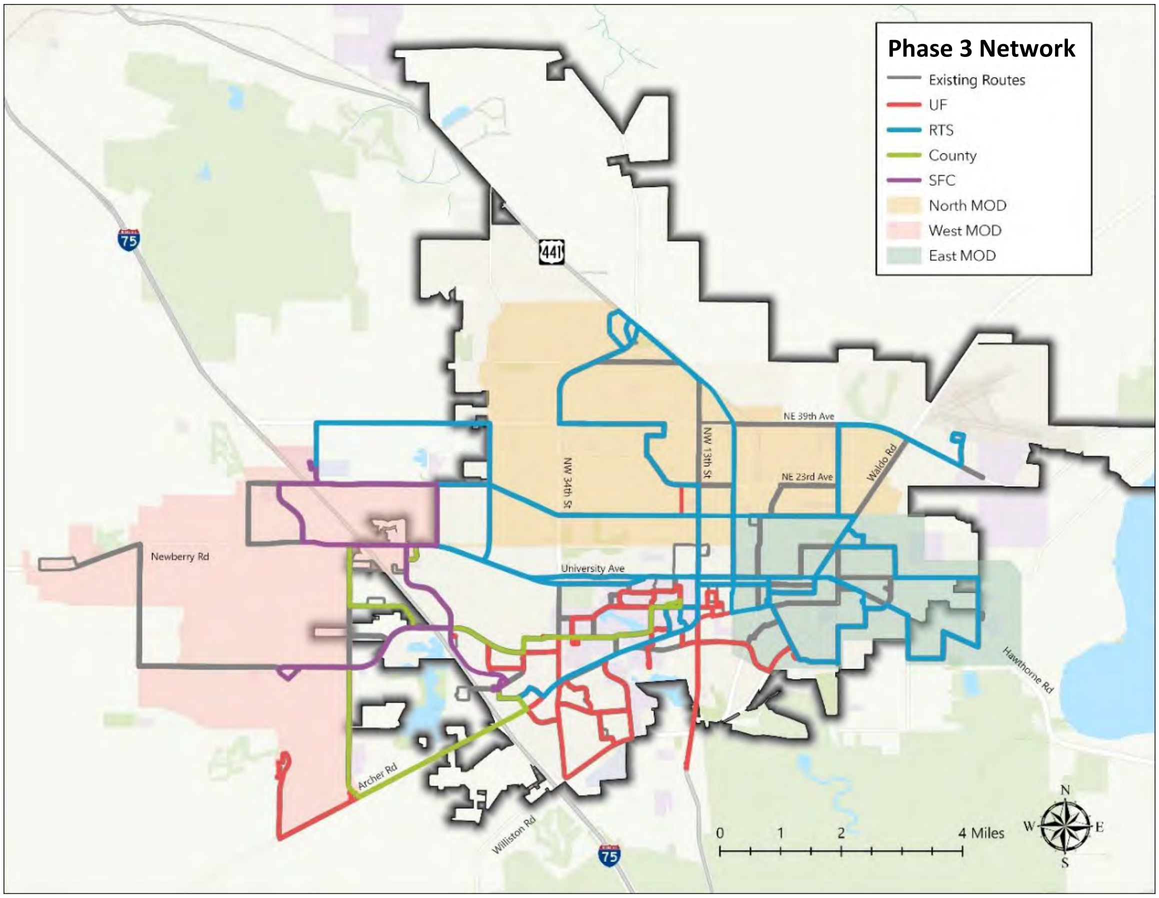
It is envisioned that MOD would operate on a 30-minute offset from fixed route, beginning service 30 minutes before fixed route and ending service 30 minutes after service to facilitate a connective service offering for RTS.

The following zones have been identified for the TDP:

- North – This service would provide on-demand coverage to neighborhoods and businesses in this growing area. This zone expands coverage in the area with a fixed route connection to Routes 6, 8, 10, and 13. This zone would span as far north as the southern Four Creeks Preserve boundary, and as far south as NW 8th Avenue. To the east, the zone would stretch to businesses adjacent to Waldo Road and to the west at North Florida Regional Medical Center.
- East – This modified on-demand zone would expand coverage from an existing MOD zone to extend from 4th Avenue to 6th Street between NE 16th Avenue and SE 16th Avenue. The zone is served by multiple fixed routes that would supplement longer trips. This zone will mostly serve areas that have a high propensity to use transit.
- West – This zone expands the reach of RTS to the west. The zone covers areas from NW 55th to areas west of I-75, north of Archer Road, south of Santa Fe's Northwest Campus. The area would be connected to locations in the zone and to Routes 23 and 75, which provide access to Butler Plaza and UF.

Map 8-2 below highlights the proposed fixed route recommendations along with the proposed additional service found in the formation of expanded MOD services.

MAP 8-2: SHORT-TERM | PHASE 3 NETWORK



8.2.2 10-Year Service Needs (4-10 Years)

8.2.2.1 Premium Transit

As RTS' service area population continues to grow, many opportunities exist to advance mobility options. Transit will continue to be a part of the solution for the need for better and quicker travel options and growth in traffic congestion due to population and employment growth. Therefore, improvements that are efficient and use technological and operational advancements in transit are essential.

The improvements build on and enhance existing and productive services. Most important, they add advanced technologies and premium transit concepts, elevating transit on some corridors to provide rapid, direct services in the community. The following are recommended improvements to meet the needs for a growing service area:

- RTS Rapid Express – Input from the community, including stakeholders, along with plans review and data analyses indicated that there is a strong demand to quickly connect west Gainesville to downtown Gainesville. The service would operate on all days of the week and 15-minute frequency is needed.

  In addition, most of the roadways the route will support, including Archer Road, 20th Avenue, and University Avenue, experience more than 20,000 vehicles daily according to FDOT, suggesting that a premium service could help alleviate traffic. To complement the service upgrades, capital/technology upgrades, including transit preferential treatment technologies such as TSP and queue jumps are recommended (see expanded descriptions of these strategies in the Capital Needs section). Although higher frequency would reduce wait times, these technologies would help ensure that the buses are able to navigate through busy intersections quickly to stay on schedule. Additionally, enhanced amenities such as covered/ sheltered bus stops with real-time passenger information, Wi-Fi, and information kiosks should be added to improve customer convenience.

  This service would operate in mixed traffic (sometimes called "BRT Lite"). Based on demand, RTS could explore an opportunity for the service to operate on a dedicated lane in the future, making the service an exclusive BRT service in the future.

8.2.2.2 Local Express

Increasing direct service is a significant need identified through public involvement efforts. Needed improvements to increase mobility access include the following:

- Duck Pond/UF Express – This route would provide a one-seat express route to connect Duck Pond neighborhood to UF campus. Additionally, this route is direct, closes mobility gaps, and adds transportation alternatives to areas that show high market density demand. The route would operate during peak hours every 30 minutes on weekdays and would terminate at the Southwest Recreation Center. Riders would be able to connect to other campus routes at this location.
- Tower/UF Express – Public outreach and guidance indicated demand for a new connection and supplement transit coverage on University Avenue/Newberry Road. This route would connect neighborhoods and businesses between Newberry Road and SW 8th Avenue from NW 91st Street to NW 75th Street to the UF campus. It would operate every 30 minutes, linking high-

employment and recreation areas. This direct connection would provide a critical connection to the UF campus and will help provide an alternative mode for commuters that use Newberry Road.

8.2.2.3 Service Span and Frequency Improvements

With direction and support from the community for increasing service frequency on high-demand corridors, this TDP recommends increasing frequencies on the most productive routes over the next 10 years. Enhancing frequencies can help attract new discretionary riders and improve the quality of service for current riders using the system. These routes will help build a high-frequency, high-ridership core for RTS' fixed route network that will help improve the quality and appeal of transit. As improving frequency and span of service is a top priority of the public, particularly current riders, potential improvements to existing routes were reviewed. The following routes are recommended for consideration:

- 15-minute service | All weekday – Routes 9, 20, and 37
- 20-minute service | All weekday – Route 43
- 30-minute service | All weekday – Routes 6 and 75
- Saturday 30- 45-minute service – Routes 3, 6, 8, 10, 52, 75, and 76
- Earlier service | 5 AM start – Routes 1, 20, and 33
- Later service | Service span expanded to 12AM – All routes
- Route Realignment | Extend Route 43 from the current terminus at UF Health to the Rosa Parks Transfer Center to provide direct connections between Santa Fe College and Rosa Parks Transfer Center. This route would continue to provide connections to UF Health and destinations along University Avenue and 34th Street.

Tables 8-7 to 8-9 summarize the improvements frequencies and span at the end of the 10-Year TDP. Map 8-3 shows all 10-year needs.

TABLE 8-7: 10-YEAR NEEDS | WEEKDAY SPAN AND FREQUENCY CHART

Route	Provider	5am	6am	7am	8am	Mid-day	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	11pm
1	City					→									
3	City					→									
5	City					→									
6	City					→									
8	City					→									
9	UF					→									
10	City					→									
12	UF					→									
13	UF					→									
17	UF					→									
20	UF (1/2)					→									
23	SF (1/2)					→									
26	City					→									
33	UF					→									
37	UF					→									
43	City					→									
52	CY					→									
75	CY					→									
76	SF					→									
150	UF					→									
CC1	UF					→									
CC2	UF					→									
CC3	UF					→									
Rapid	City					→									
Duck Pond	UF					→									
Tower Road	UF					→									

Headways
- ≤15 minutes
- 16 - 29 minutes
- 30 - 44 minutes
- 45 - 59 minutes
- ≥60 minutes

TABLE 8-8: 10-YEAR NEEDS | SATURDAY SPAN AND FREQUENCY CHART

Route	Provider	6am	7am	8am	9am	10am	11am	Mid-day	4pm	5pm	6pm	7pm	8pm	9pm	10pm
1	City							→							
3	City							→							
5	City							→							
6	City							→							
8	City							→							
9	UF							→							
10	City							→							
12	UF							→							
13	UF							→							
17	UF							→							
20	UF (1/2)							→							
33	UF							→							
37	UF							→							
52	CY							→							
75	CY							→							
76	SF							→							
CC1	UF							→							
CC2	UF							→							
CC3	UF							→							
Rapid	City							→							

Headways
- ≤15 minutes
- 16 - 29 minutes
- 30 - 44 minutes
- 45 - 59 minutes
- ≥60 minutes

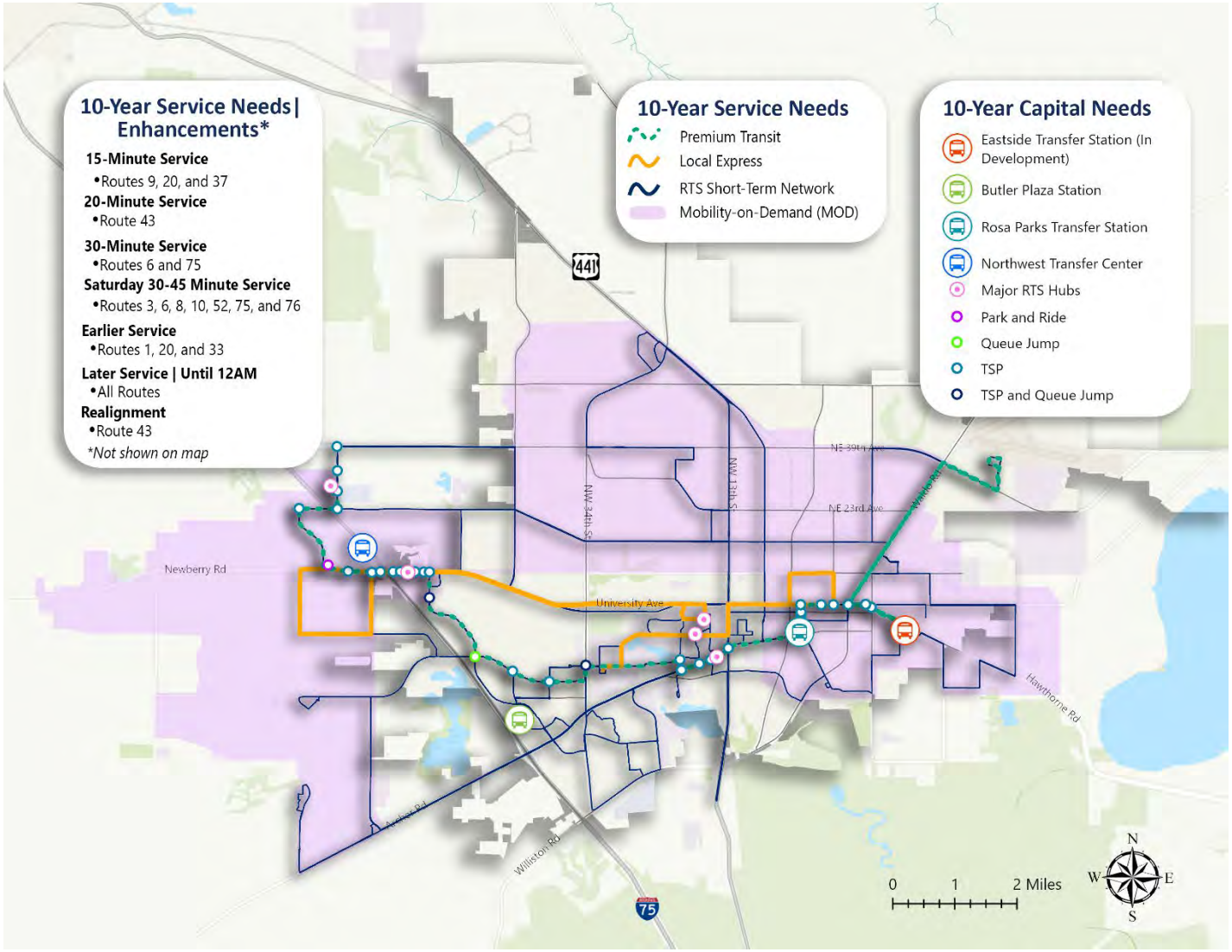
TABLE 8-9: 10-YEAR NEEDS | SUNDAY SPAN AND FREQUENCY CHARTS

Headways

- ≤15 minutes
- 16 - 29 minutes
- 30 - 44 minutes
- 45 - 59 minutes
- ≥60 minutes

Route	Provider	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm
1	City										
3	City										
5	City										
6	City										
8	City										
9	UF										
12	UF										
13	UF										
17	UF										
20	UF (1/2)										
33	UF										
37	UF										
52	CY										
75	CY										
76	SF										
CC1	UF										
CC2	UF										
CC3	UF										
Rapid	City										

MAP 8-3: 10-YEAR NEEDS



8.2.3 10-Year Capital/Infrastructure/Technology Needs

Implementation of all aforementioned transit services should be supported by necessary capital infrastructure and technology improvements to ensure an enhanced experience for riders. The following improvements have been identified to support the operational investments summarized previously.

8.2.3.1 New Eastside Transfer Center

As part of the Eastside Health and Economic Development Initiative, a new transfer facility in east Gainesville is planned to be adjacent to Southeast Eighth Avenue (Figure 8-1). The new facility will include amenities such as restrooms and ticketing and will be across the street from the proposed health care services. The facility will assist with reducing congestion and parking demand while also bolstering economic development.

FIGURE 8-1: NEW EASTSIDE TRANSFER CENTER

8.2.3.2 New Northwest Transfer Center

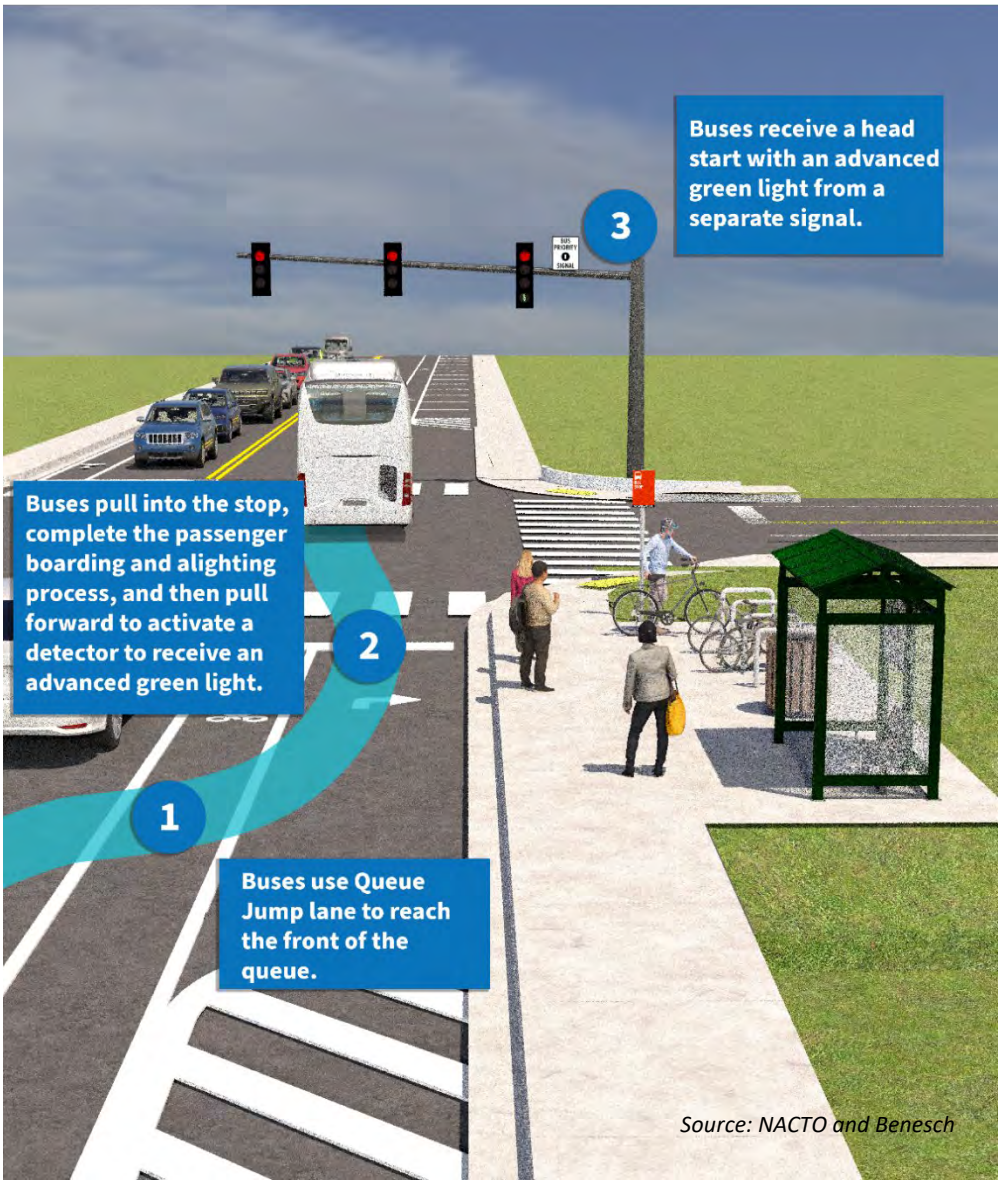
A new transfer facility adjacent to I-75 and Newberry Road in northwest Gainesville is in the planning stages. The new facility will add infrastructure in the area and enhance connectivity.

8.2.3.3 TSP/ Queue Jumps Bus

preferential treatments such as TSP and/or queue jumps may help address increased traffic on key corridors such as Archer Road, 20th Avenue, and University Avenue. Traffic directly impacts the travel time of current and any new transit services operating in mixed traffic, possibly making transit unattractive to potential riders and unreliable for current riders. These new technological improvements will help RTS expedite the movement of transit services at intersections where traffic is backed up at peak travel times.

TSP and/or queue jumps are needed for selected intersections that are most optimal for supporting enhanced transit services for the successful implementation of premium services. This should help buses adhere to their schedules and improve their appeal over driving an automobile on the same corridor. Figure 8-5 shows a TSP and queue jump configuration to prioritize transit movement at an intersection.

FIGURE 8-2: TSP WITH QUEUE JUMP CONCEPT



RTS should coordinate with FDOT and refer to the previous 2014 *Go Enhance RTS* study on TSP to plan and implement TSP and queue jumps along major transit corridors. In addition to using transit preferential treatments to ensure the proposed premium services perform on-time, RTS may conduct a study, the first study the TDP is recommending, to deploy TSP and/or queue jumps on other busy corridors with productive routes as well

8.2.3.4 New Park and Ride Facilities

Park-and-ride facilities provide car-riding commuters who wish to avoid traffic an option to use transit as part of their journey to work. To support population and employment growth and proposed new services, park-and-ride facilities are proposed throughout the county. Currently, there are five park-and-

ride facilities in the service area. A new park-and-ride facility located at Newberry Road and Fort Clarke Boulevard is also identified as needed to support growth.

8.2.3.5 Transit Infrastructure and Accessibility Upgrades

RTS needs to continue to purchase and upgrade bus shelters, benches, bike racks, and other amenities and plan to invest in additional infrastructure to support the premium services. Installing the appropriate level of amenities at bus stops may help attract more discretionary riders and provide current riders with a comfortable and safe experience to the maximum extent possible. According to public outreach, covered shelters, better sidewalks, real-time digital signage, along with solar-powered bus stop lighting and digital displays are needed at high ridership stops. In addition to the installation of an overhead solar powered roof at the RTS facility, there is a desire to install added solar powered lighting and digital displays for real-time passenger information at bus stops with higher ridership.

To continue investing in infrastructure and making its bus stops accessible to all bus riders, RTS should consider conducting a bus stop amenity standardization and prioritization study, the second recommended study

8.2.3.6 Alternative Fuel Vehicles

Alternative fuel vehicles should be implemented with the presented service needs, especially with the proposed MOD services. RTS should consider continuing its effort to acquire alternative fuel buses as replacements to its current fleet, when possible, which may attract discretionary riders and help RTS' overall marketing strategy and image building.

8.2.3.7 Bus Technology Upgrades

RTS should consider upgrading its fare payment system to improve customer experience and service efficiency. Fareboxes with the ability to accept contactless mobile payment, also known as "tap and go" systems, should be considered when replacing old machines. Additionally, mobile ticketing apps have become more popular throughout Florida. The mobile payment app allows riders to pay their bus fare directly from a smartphone. RTS should consider upgrading its AVL system to upgrade its data collection.

8.2.3.8 Education and Marketing Program

Although it is important to make transit more convenient to attract new riders, it is equally important that the community is aware of these services and how they work. Based on input from the community and stakeholders, additional outreach to students under 18, religious organizations, social service groups, community groups were suggested. RTS should implement targeted campaigns, including outreach to the aforementioned groups, including those over the age of 65.

8.2.3.9 Continue Partnership/Employer Outreach Program

Implementing a Partnership/Employer Program is a strategic initiative aimed at engaging members of the business community to promote transit usage and enhancing transit education efforts. RTS should engage members of the business community to encourage employees to use alternative mode choices such as transit or vanpools. Furthermore, this outreach program may also benefit any Public-Private Partnerships (PPP) discussions, where applicable.

8.3 Evaluation Process

This section presents the methodology used to evaluate the 10-year transit needs and help RTS set meaningful priorities for funding over the next 10 years. The comprehensive evaluation process is structured to cover a wide spectrum of qualitative and quantitative factors.

The four evaluation criteria below and their associated weights were used to rank the TDP service needs.

- Public Support – A key reason for the success of any improvement is its acceptance and support by the community. The conclusions from public outreach efforts and input from stakeholders are reviewed to gauge public support.
- Potential Demand – The findings from GIS-based technical analyses conducted as part of the demand/gap assessment are reviewed to assess the potential demand.
- Geographic Connectivity – Connectivity to key activity centers and hubs plays a critical role as RTS focuses on enhancing services and creating a multimodal transportation system for residents and visitors.
- Financial Feasibility – Financial feasibility is one of the most restrictive factors and should be weighted accordingly. The costs of implementation were considered together with the associated funding and policy support.

Table 8-10 lists the evaluation criteria and associated measures. Each measure and criterion were assigned a weight to relay their relative importance.

TABLE 8-10: 10-YEAR TDP SERVICE NEEDS EVALUATION CRITERIA

Criteria	Measure	Measure Weight	Criteria Weight
Public Support	Public Input	15%	**35%**
	Stakeholder Input	20%	
Ridership Potential	Traditional Market Coverage	10%	**20%**
	Discretionary Market Coverage	10%	
Geographic Connectivity	Connections to Key Destinations	15%	**15%**
Financial Feasibility	Cost Efficiency	30%	**30%**
Total		100%	**100%**

8.3.1.1 Improvement Scoring Thresholds

A mix of qualitative and quantitative analyses was used to gain a more comprehensive understanding of priorities for RTS. A score is assigned to each proposed improvement. For the quantitative criteria (e.g., traditional market, choice market, and operating cost per revenue vehicle) the quantitative score is determined by using the average of the entire data set and one standard deviation above or below the average. For the remaining qualitative criteria, the score is based on professional judgment of the information (i.e., collective stakeholder input) compared across the transit alternatives. A higher score is consistent with a higher ranking for a given alternative. Table 8-11 shows the thresholds and scoring for each criterion used in the needs evaluation.

TABLE 8-11: 10-YEAR NEED EVALUATION - SCORING THRESHOLDS

Measure	Range	Score
General Public Input	Low (Average – 1 SD)	1
	Between (Average – 1 SD) to Average	3
	Average to (Average + 1 SD)	5
	More than (Average + 1 SD)	7
Stakeholder Input	None	1
	Moderate	3
	High	5
	Very High	7
Traditional Market Potential	Low (Average – 1 SD)	1
	Average (Average – 1 SD to Average)	3
	High (Average to Average + 1 SD)	5
	Very High (Average to Average + 2 SD)	7
Discretionary Market Potential	Low (Average – 1 SD)	1
	Average (Average – 1 SD to Average)	3
	High (Average to Average + 1 SD)	5
	Very High (Average to Average + 2 SD)	7
	Average (Average – 1 SD to Average)	3
	High (Average to Average + 1 SD)	5
	Very High (Average to Average + 2 SD)	7
Connections to Key Destinations	None	1
	Moderate	3
	High	5
	Very High	7
Cort Efficiency (Operating Cost per Revenue Vehicle)	Low (Average – 1 SD)	1
	Average (Average – 1 SD to Average)	3
	High (Average to Average + 1 SD)	5
	Very High (Average to Average + 2 SD)	7

8.3.1.2 Prioritization

The 10-year transit service priority rankings resulting from the previously described evaluation process are presented in the image below. As previously indicated, the improvements were derived without consideration for the realities of impending financial constraints to realize the community's desired vision within the plan timeframe.

Table 8-12 shows the ranked evaluation table and weighted scores. When developing the TDP implementation plan presented in the next section, these priorities are balanced with funding realities to determine to what degree the community's vision can be realized over the next decade.

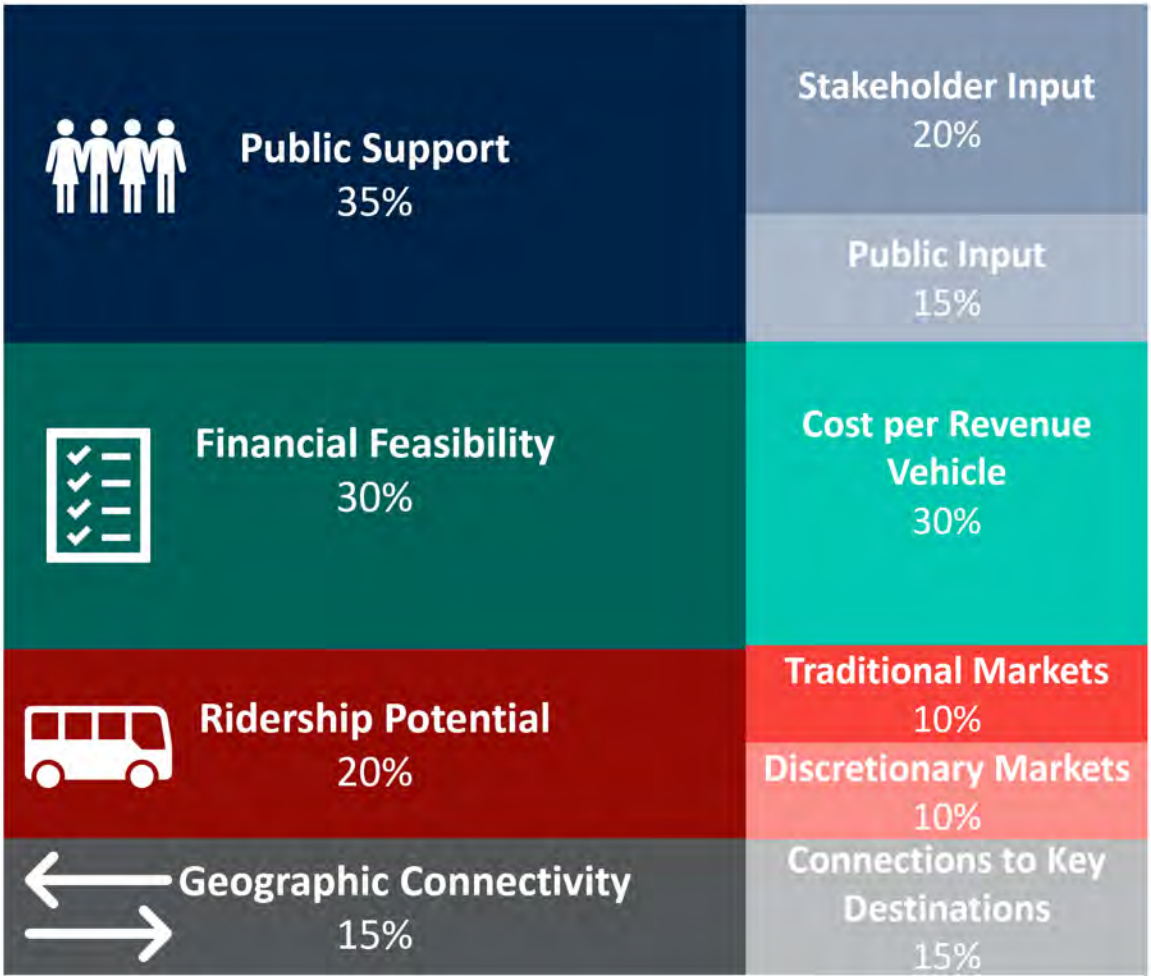


TABLE 8-12: 10-YEAR NEEDS PRIORITIZATION EVALUATION RANKING

Improvements	General Public Input	Stakeholder Input	Traditional Market Coverage	Discretionary Market Coverage	Connections to Key Destinations	Cost Efficiency	Weighted Score
Rapid Express	7	7	7	7	7	5	6.4
Duck Pond/UF Express	7	7	5	7	7	5	6.2
Tower/UF Express	7	7	3	3	7	5	5.6
15-minute service | All weekday – Route 9	7	7	5	7	5	3	5.3
15-minute service | All weekday – Route 20	7	7	7	5	5	3	5.3
5AM Early Service | Route 1	5	5	3	5	3	7	5.1
5AM Early Service | Route 33	5	5	5	3	3	7	5.1
Saturday 30-45 min | Route 6	3	5	3	3	3	7	4.6
Saturday 30-45 min | Route 52	3	5	3	3	3	7	4.6
5AM Early Service | Route 20	5	5	7	5	5	3	4.6
20-minute service | All weekday – Route 43	5	7	3	1	3	3	3.9
Saturday 30-45 min | Route 75	3	5	1	1	5	7	4.5
Saturday 30-45 min | Route 8	3	5	1	3	3	7	4.4
Saturday 30-45 min | Route 10	3	5	3	1	3	7	4.4
Saturday 30-45 min | Route 76	3	5	3	1	3	7	4.4
15-minute service | All weekday – Route 37	7	7	5	5	3	1	4.2
Saturday 30-45 min | Route 3	3	5	1	1	3	7	4.2
Realignment | Route 43	3	3	3	1	3	7	4.0
30-minute service | All weekday – Route 6	5	7	3	3	3	1	3.5
All Routes to 12AM	3	3	3	5	5	3	3.5
30-minute service | All weekday – Route 75	5	7	1	1	5	1	3.4

7 Very High **5** High **3** Moderate **1** Low/None

9 RECOMMENDED PLAN

This section summarizes the recommended 10-year transit plan for RTS' TDP. The recommended 10-year transit plan seeks to implement a revised network, new local services, and existing service enhancements. This plan is derived through comprehensive data analysis, bolstered by input and endorsement from both the local community and essential stakeholders.

The recommended transit service, capital, technology, and policy improvements presented in this section are a culmination of the efforts conducted for this TDP, as summarized previously. This includes improvement projects that can be funded or are unfunded. The capital/operating cost and revenue assumptions used to develop these funded and unfunded priorities are summarized before presenting financial and implementation plans for the 10-year TDP.

9.1 10-Year Transit Plan

After carefully reviewing the needs, projecting the funding sources assumed available over the next 10 years and discussing with staff the direction of the service provision, the recommended 10-year plan is developed. This includes implementing a new short-term network, enhancing existing service, and adding new services.

The recommended 10-year service, capital, and technology improvements for RTS' TDP are presented in the remainder of this section. These were derived after examining the previously presented needs with consideration to community direction, an understanding of the unique environment, review of goals and objectives, and demand assessments in conjunction with the projected funding sources. The recommended services are identified under each of the major improvement categories, including service, capital/infrastructure, and policy.

9.1.1 Service Improvements

RTS' TDP recommended service improvements include the following:

9.1.1.1 Implement Short-Term Network (2025-2027)

The short-term network, which is the redesigned network, is recommended for implementation in three phases to ensure an orderly and smooth transition from the current network to the new.

- Implement Short-Term Phase 1 (Spring 2025)
  - Modified Routes: 1 and 122
  - Eliminated Route: 25
  - UF assumes operation of Routes 125 and 150
- Implement Short-Term Phase 2 (Fall 2025)
  - Modified Routes: 1, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 15, 17, 20, and 33
  - Eliminated Routes: 16, 21, 25, 28, 34, 35, 38, 46, 118, 122, 125, 126, and 127
  - Addition of UF Campus Connector (CC): UF CC1, CC 2, and CC 3
- Implement Short-Term Phase 3 (Spring 2026)
  - Modified Routes: 1, 3, 5, 6, 8, 9, 12, 13, 17, 20, 23, 26, 33, 43, 52, 75, 76
  - Repurposed Routes: 7, 11, 15, 16, 21, 25, 28, 34, 35, 38, 46, 78, 118, 122, 125, 126, 127, and 711
  - Continued operation of Campus Connector (CC): UF CC1, CC 2, and CC 3

- Add Mobility on Demand (MOD) service

9.1.1.2 Implement Mid-Term Network (2028-2034)

- Duck Pond/UF Express
- Tower/UF Express
- Rapid Express
- 15-minute service | All weekday – Routes 9, 20, and 37
- 20-minute service | All weekday – Route 43
- 30-minute service | All weekday – Routes 6 and 75
- Route Realignment | Route 43

Tables 9-1 through 9-3 show the recommended 2034 RTS network characteristics.

TABLE 9-1: 10-YEAR RECOMMENDED PLAN | FIXED-ROUTE | WEEKDAY CHARACTERISTICS

Route	Provider	6am	7am	8am	Mid-day	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	11pm	12am
1	City				→										
3	City				→										
5	City				→										
6	City				→										
8	City				→										
9	UF				→										
10	City				→										
12	UF				→										
13	UF				→										
17	UF				→										
20	UF (1/2)				→										
23	SF (1/2)				→										
26	City				→										
33	UF				→										
37	UF				→										
43	City				→										
52	County				→										
75	County				→										
76	SF				→										
150	UF				→										
CC1	UF				→										
CC2	UF				→										
CC3	UF				→										
Duck Pond	City				→										
Tower Road	City				→										
Rapid Express	City				→										

Headways
- ≤15 minutes
- 16 - 29 minutes
- 30 - 44 minutes
- 45 - 59 minutes
- ≥60 minutes

TABLE 9-2: 10-YEAR RECOMMENDED PLAN | FIXED-ROUTE | SATURDAY SPAN AND FREQUENCY CHART

Route	Provider	6am	7am	8am	9am	10am	11am	Mid-day	4pm	5pm	6pm	7pm	8pm	9pm	10pm
1	City							→							
3	City							→							
5	City							→							
6	City							→							
8	City							→							
9	UF							→							
10	City							→							
12	UF							→							
13	UF							→							
17	UF							→							
20	UF (1/2)							→							
33	UF							→							
37	UF							→							
52	County							→							
75	County							→							
76	SF							→							
CC1	UF							→							
CC2	UF							→							
CC3	UF							→							

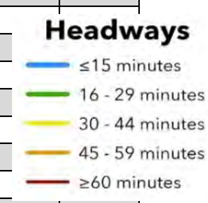
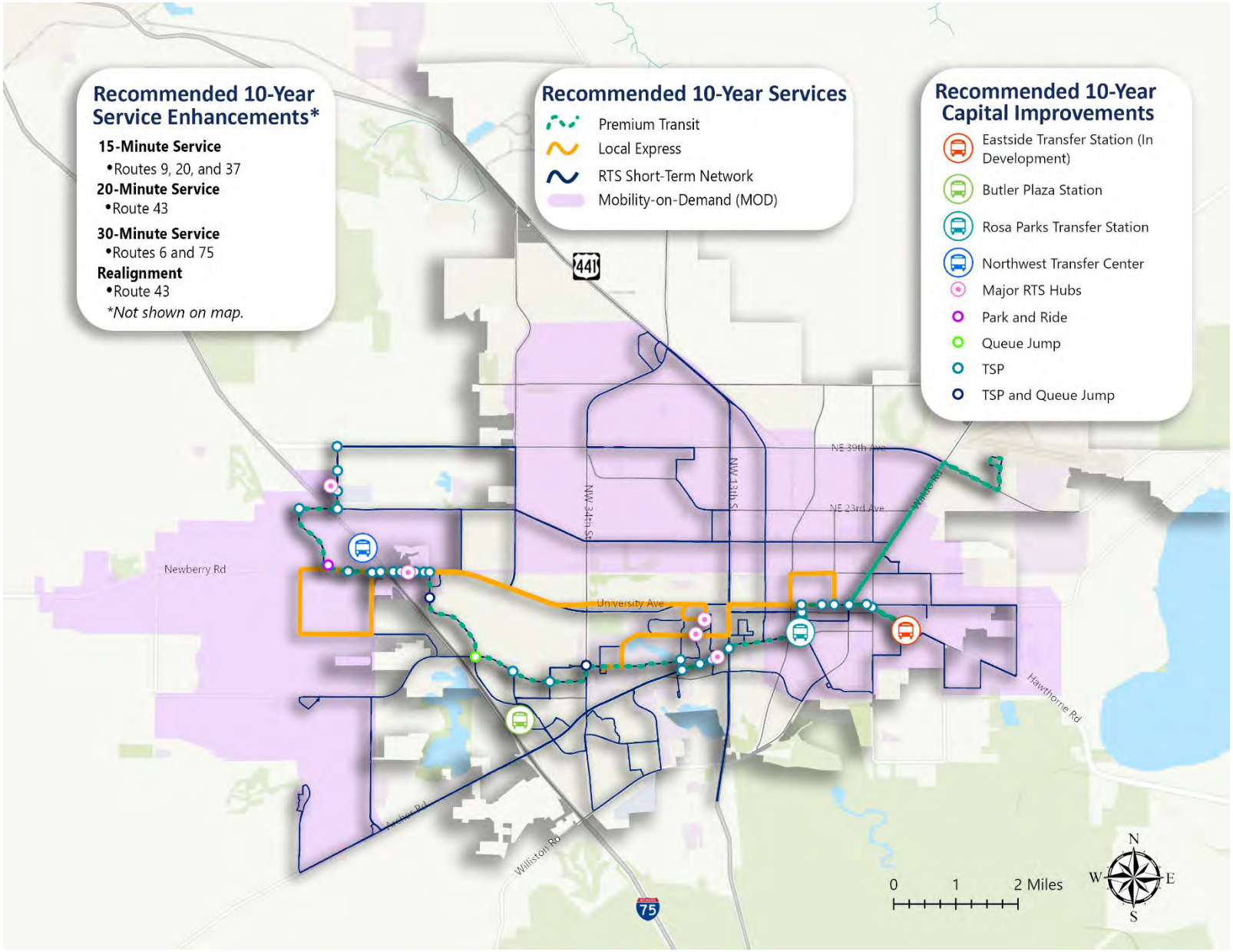


TABLE 9-3: 10-YEAR RECOMMENDED PLAN | FIXED-ROUTE | SUNDAY SPAN AND FREQUENCY CHART

Route	Provider	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm
1	City										
3	City										
5	City										
6	City										
8	City										
9	UF										
12	UF										
13	UF										
17	UF										
20	UF (1/2)										
33	UF										
37	UF										
52	County										
75	County										
76	SF										
CC1	UF										
CC2	UF										
CC3	UF										

Map 9-1 recommended 2034 RTS network.

MAP 9-1: 10-YEAR TRANSIT PLAN



9.1.2 Capital/Policy/Technology Improvements

- *New Eastside Transfer Center* – The new Eastside Transfer Center, which will be built in east Gainesville and serve as a key transfer point, is currently in the Architectural and Design phase. The new facility will feature six bus shelters, bicycle parking, restrooms, microtransit service area, and a park-and-ride facility (Figure 9-1).

FIGURE 9-1: NEW EASTSIDE TRANSFER CENTER

- *New Northwest Transfer Center* – A new Transfer Center, currently in the land acquisition stage, will help enhance connectivity in the area.
- *Deploy TSP/Queue Jumps at Selected Intersections* – TSP technologies and queue jumps will be deployed at applicable intersections on University Avenue, 20th Avenue, and University Avenue as part of implementing the Rapid Express service.
- *Solar Canopy Project* – To continue reducing environmental impact, RTS will build a solar canopy over the RTS employee parking lot.
- *Farebox Contactless Payment Device Upgrade* – Upgrading the fareboxes to include contactless payment devices will assist improving fare accessibility and collection.
- *Bus and Driver Scheduling Software Upgrade* – The implementation of expanded services will increase the demand for upgraded bus and driver scheduling software. The upgrade will also support the expanded MOD service.
- *Bus Stop Amenity Standardization Study*– To ensure proper infrastructure at high-volume stops, it is recommended that RTS conduct a study to determine the proper amenities per ridership level.
- *Enhanced Performance Monitoring Program* – The existing performance monitoring of RTS services should be enhanced. A sample performance monitoring program is included in Appendix D for RTS' consideration. A performance monitoring program tracks the performance and efficiency of routes and the system as a whole and provides a convenient tool for ensuring the provision of efficient and effective transit service.
- *Expand Transit Marketing and Education Efforts* – While RTS staff tries continuously to reach out to the community to educate them on its services, its efforts could be bolstered by partnering with other entities to spread the word. Other than using the traditional tools, this would include increased use of social media platforms and other online tools. Emphasis also would be on increasing the awareness of various technologies, such as the real-time bus locater or ride-reservation apps available for the riders.

- *Miscellaneous Capital Purchases* – RTS will continue to improve infrastructure and technology to support existing and new services. Improvements may include upgrading existing bus stop infrastructure/amenities where the need exists and/or demand warrants. Furthermore, as service is expanded, technology upgrades will be implemented.
- *Continue Fleet Replacement and Acquisition Program* –RTS should continue vehicle replacements and acquisitions to operate the proposed 10-year network.

9.2 10-Year TDP Financial Plan

A financial plan to support implementation of these TDP improvements over the next 10 years is summarized in this section. The cost and revenue assumptions used to develop the financial plan and a summary of cost and revenue projections are presented. The summary includes annual costs for service and capital projects including infrastructure, technology, or policy improvements programmed for implementation within the next 10 years and supporting revenues reasonably expected to be available to fund the implementation.

9.2.1 Operating Cost Assumptions

Numerous assumptions were made to forecast transit operating costs from 2025 through 2034 based on data from RTS and other transit industry data. Key operating cost assumptions include:

- Based on Consumer Price Index (CPI) data for 2013-2023, an average annual inflation rate of 2.4% is used for all operating cost projections.
- Operating costs for fixed-route services were estimated using the fully-allocated operating cost per revenue hour of $96.40 (2024$), based on information provided in the TRRP.
- Operating costs for MOD services with a 15-minute response time were estimated using the following per revenue hour cost (2024$), based on information provided in the TRRP.
    - East Zone - $57.96
    - North Zone - $48.30
    - West Zone - $64.01
- Paratransit costs were provided by RTS.
- Incremental hours of existing route improvements, including frequency, realignment, and expanded hours, were estimated. The fully-allocated operating cost per revenue hour was utilized to estimate incremental cost.

9.2.2 Capital/Infrastructure/Technology Cost Assumptions

Several assumptions were made to project costs for infrastructure/technology needs to support implementation of the service alternatives described previously. These capital cost assumptions include the following:

- An average annual inflation rate of 3.0% was used for capital cost projections, based on FDOT data.
- The Eastside Transfer Center cost of $3.25 million (2025$) is based on information from RTS.
- The Northwest Transfer Center cost of land acquisition is estimated to be $868,686 (2025$) with a next phase cost of $2.1 million (2025$), based on information from RTS.
- The solar canopy project is estimated to cost $4,490,000 (2026$), based on information from RTS.

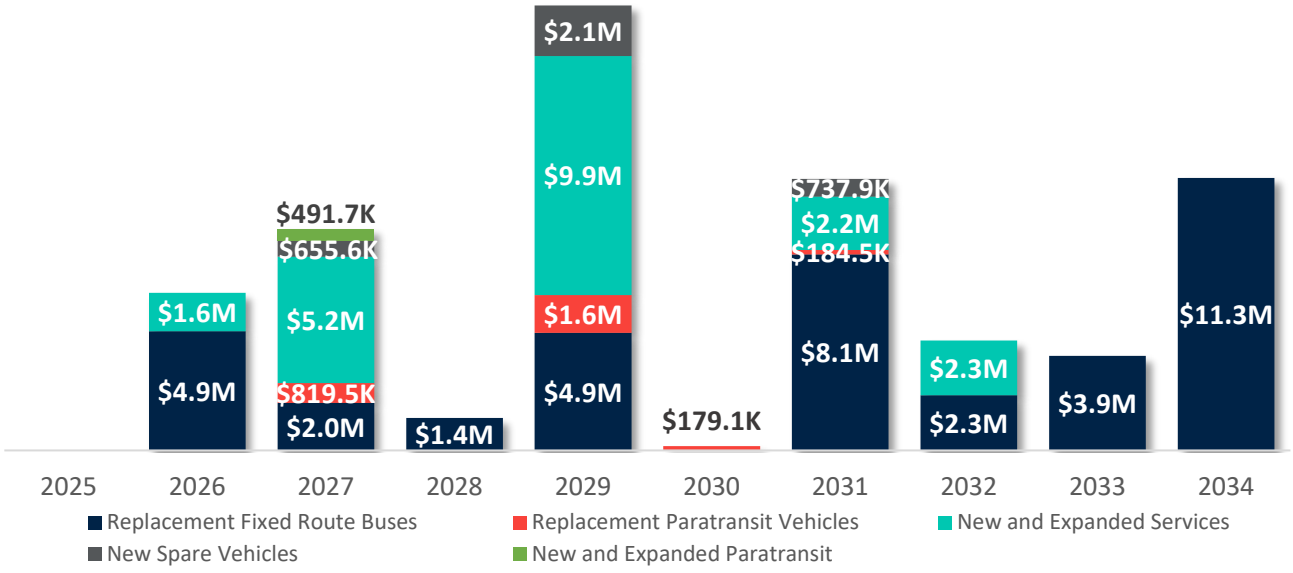
- Contactless payment farebox upgrades are estimated to cost $2,500,000 (2024$), based on information from RTS.
- Bus and Driver scheduling software upgrades are estimated to cost $1,800,000 (2024$), based on information from RTS.
- The cost of a Bus Stop Amenity and Prioritization Study is estimated to be $250,000 (2024$).
- The cost of TSP/Queue Jump is estimated to be $2 million (2031$), based on information from RTS.
- The cost of expanded transit marketing and education efforts is estimated to be $25,000 (2024$) annually.
- Miscellaneous capital costs are estimated to be $2,536,800 (2025$) annually. The capital purchases are determined annually through the planning process.

9.2.3 Vehicle Replacement/Acquisition Assumptions

The vehicle replacement plan is a critical component of the 10-year financial plan. Figure 9-2 shows the costs for replacement and new vehicles by year assuming:

- An average annual inflation rate of 3.0% is used for vehicle cost projections, including replacement vehicles, based on FDOT data.
- Vehicle life cycles (in years) are based on guidance from FTA.
- Replacement vehicles planned to be purchased include those necessary to replace vehicles within the existing fleet that will reach the end of their useful life within the TDP planning period.
- For new services, it is assumed that the vehicle(s) needed to support the route are purchased in the previous fiscal year.
- The cost of a fixed-route bus is estimated to be $600,000 (2024$) and the cost of a paratransit bus is estimated to be $150,000 (2024$).
- The FTA-standard 20% spare vehicle ratio will be maintained for all new vehicle purchases.

FIGURE 9-2: VEHICLE REPLACEMENT AND ACQUISITION SCHEDULE



9.2.4 Revenue Assumptions

Revenue assumptions and projections to support the TDP are based on data from RTS and information on transit industry/FDOT funding programs. The basic structure/composition of RTS' funding today, which includes federal, state, and local sources, is expected to continue for the next 10 years. The following key assumptions were used to project RTS' TDP revenues:

- An annual inflation rate of 3.0% was used for revenues, unless otherwise noted.
- Operating and capital revenue projections from federal sources, including annual FTA formula grant funds, are based on information from RTS.
- Existing state revenues will continue per RTS.
- Contributions from Alachua County, University of Florida, and Santa Fe College are estimated to total $134.8 million over the 10 years.
- Fare revenues were estimated to continue to be $380,000 (2024$) annually over the 10-year period. For a conservative estimate, this revenue source was not inflated.
- Contributions from the Local Option Gas Tax are estimated to total $23.4 million over the 10-year period.
- Miscellaneous funding, generated from the gas tax rebate, rentals, and asset sales, is estimated to be $506,600 (2025$) annually.
- Funding from transfers is estimated to be $814,930 (2025$) annually.
- Advertising revenue is estimated to be $575,000 (2025$) annually. For a conservative estimate, this revenue source was not inflated.
- Federal capital grants to support miscellaneous capital purchases are estimated to total $29.1 million over the 10-year period.
- A federal grant to support the Eastside Transfer Center is estimated to be $3,941,566 (2025$).
- A federal grant to support the solar canopy project is estimated to be $4,490,000 (2025$).
- A federal grant to support the purchase of hybrid and alternative-fuel buses is estimated to be $22,000,000 (2025$).
- Grants to support the purchase of the Northwest Bus Transfer Station are estimated to total $868,686 (2025$).
- FDOT capital grants are estimated to be $1.4 million over 10 years.
- New revenues to support recommended services include the following:
    - FDOT Transit Corridor funding to fund 50% of operating expenses for the Rapid Express.
    - A farebox recovery rate of 5% is assumed for new services. Fare revenue from the new services is estimated to be $2.2 million over the 10-year period.
    - New grants or local revenues needed to support new services or enhanced existing service are estimated to be $75.5 million over the 10-year period.
    - New grants or local revenues needed to support capital projects are estimated to be $56.6 million over 10 years.

9.2.5 10-Year Cost/Revenue Summary

Annual operating and capital costs with supporting revenues for RTS are summarized in Tables 9-4 and 9-5, respectively. As shown, it would cost $315.0 million to operate RTS services in the next 10 years, with another $118.4 million in capital costs. Figure 9-3 shows the operating and capital costs while Figure 9-4 shows the costs and revenues during the TDP time period.

TABLE 9-4: 10-YEAR FINANCE PLAN | OPERATING

Cost/Revenue	FY25	FY26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34	Total
Operating Costs											
Short-Term Network	$26,123,367	$20,083,551	$19,578,749	$20,047,393	$20,527,254	$21,018,602	$21,521,711	$22,036,862	$22,564,345	$23,104,453	**$216,606,287**
Paratransit	$2,715,000	$2,846,530	$2,914,666	$2,984,432	$3,055,869	$3,129,015	$3,203,912	$3,280,602	$3,359,128	$3,439,533	**$30,928,686**
Mobility on Demand Services	$305,000	$312,301	$2,352,551	$2,408,862	$2,466,522	$2,525,561	$2,586,014	$2,647,914	$2,711,295	$2,776,194	**$21,092,214**
New Services	$0	$0	$0	$4,450,384	$4,556,910	$4,665,986	$4,777,673	$4,892,033	$5,009,130	$5,129,031	**$33,481,148**
Improvements to Existing Routes	$0	$0	$0	$0	$0	$1,623,118	$1,661,970	$2,028,834	$2,489,597	$2,549,189	**$10,352,708**
Complementary ADA Paratransit for New Services	$0	$0	$0	$344,122	$352,359	$360,793	$369,430	$378,272	$387,327	$396,598	**$2,588,902**
Total Operating Costs	**$29,143,367**	**$23,242,382**	**$24,845,965**	**$30,235,193**	**$30,958,914**	**$33,323,076**	**$34,120,710**	**$35,264,518**	**$36,520,822**	**$37,394,998**	**$315,049,945**
Operating Revenues											
Federal Revenues	$5,175,437	$4,175,437	$4,300,700	$4,429,721	$4,562,613	$4,699,491	$4,840,476	$4,985,690	$5,135,261	$5,289,319	**$47,594,145**
State Revenues	$3,379,909	$3,481,306	$3,585,745	$3,693,318	$3,804,117	$3,918,241	$4,035,788	$4,156,862	$4,281,568	$4,410,015	**$38,746,869**
Fare Revenue from Existing Services	$380,000	$380,000	$380,000	$380,000	$380,000	$380,000	$380,000	$380,000	$380,000	$380,000	**$3,800,000**
Alachua County Contribution	$1,926,381	$1,984,172	$2,043,698	$2,105,009	$2,168,159	$2,233,204	$2,300,200	$2,369,206	$2,440,282	$2,513,490	**$22,083,799**
University of Florida Contribution	$13,216,754	$10,000,000	$10,000,000	$10,000,000	$10,000,000	$10,000,000	$10,000,000	$10,000,000	$10,000,000	$10,000,000	**$103,216,754**
Santa Fe College Contribution	$828,311	$853,160	$878,755	$905,118	$932,271	$960,239	$989,047	$1,018,718	$1,049,280	$1,080,758	**$9,495,657**
Local Option Gas Tax	$2,340,045	$2,340,045	$2,340,045	$2,340,045	$2,340,045	$2,340,045	$2,340,045	$2,340,045	$2,340,045	$2,340,045	**$23,400,450**
Miscellaneous	$506,600	$521,798	$537,452	$553,575	$570,183	$587,288	$604,907	$623,054	$641,746	$660,998	**$5,807,601**
Transfers	$814,930	$839,378	$864,559	$890,496	$917,211	$944,727	$973,069	$1,002,261	$1,032,329	$1,063,299	**$9,342,259**
Advertising	$575,000	$575,000	$575,000	$575,000	$575,000	$575,000	$575,000	$575,000	$575,000	$575,000	**$5,750,000**
Fare Revenue from New Services	$0	$0	$0	$222,519	$227,846	$314,455	$321,982	$346,043	$374,936	$383,911	**$2,191,693**
New FDOT | Transit Corridor	$0	$0	$0	$1,581,763	$1,619,625	$1,658,393	$1,698,089	$1,738,735	$1,780,354	$1,822,969	**$11,899,926**
New Grant or Local Revenues	$0	$0	$0	$0	$2,852,570	$4,711,993	$5,062,108	$5,728,904	$6,490,023	$6,875,194	**$31,720,792**
Total Operating Revenues	**$29,143,367**	**$25,150,297**	**$25,505,954**	**$27,676,564**	**$30,949,639**	**$33,323,076**	**$34,120,710**	**$35,264,518**	**$36,520,822**	**$37,394,998**	**$315,049,945**

TABLE 9-5: 10-YEAR FINANCE PLAN | CAPITAL

Cost/Revenue	FY25	FY26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34	Total
Capital Costs											
Replacement Fixed Route Buses	$0	$4,944,000	$1,966,909	$1,350,611	$4,868,951	$0	$8,117,168	$2,280,186	$3,914,320	$11,288,898	**$38,731,041**
Replacement Paratransit Vehicles	$0	$0	$819,545	$0	$1,565,020	$179,108	$184,481	$0	$0	$0	**$2,748,154**
Vehicles | New and Expanded Services	$0	$1,591,350	$5,245,090	$0	$9,911,793	$0	$2,213,773	$2,280,186	$0	$0	**$21,242,192**
Vehicles | New Spare	$0	$0	$655,636	$0	$2,086,693	$0	$737,924	$0	$0	$0	**$3,480,254**
Vehicles | New and Expanded Paratransit	$0	$0	$491,727	$0	$0	$0	$0	$0	$0	$0	**$491,727**
Eastside Transfer Center	$3,941,566	$0	$0	$0	$0	$0	$0	$0	$0	$0	**$3,941,566**
Northwest Bus Transfer Station	$868,686	$2,100,000	$0	$0	$0	$0	$0	$0	$0	$0	**$2,968,686**
Solar Canopy Project	$0	$4,490,000	$0	$0	$0	$0	$0	$0	$0	$0	**$4,490,000**
Farebox Contactless Payment Device Upgrade	$0	$0	$2,731,818	$0	$0	$0	$0	$0	$0	$0	**$2,731,818**
Bus and Driver Scheduling Software Upgrade	$0	$0	$1,966,909	$0	$0	$0	$0	$0	$0	$0	**$1,966,909**
Bus Stop Amenity and Prioritization Study	$0	$0	$0	$281,377	$0	$0	$0	$0	$0	$0	**$281,377**
Expand Transit Marketing and Education Efforts	$0	$0	$0	$28,138	$28,982	$29,851	$30,747	$31,669	$32,619	$33,598	**$215,604**
TSP/Queue Jumps	$0	$0	$0	$0	$0	$0	$2,000,000	$2,000,000	$2,000,000	$0	**$6,000,000**
Miscellaneous Capital Purchases	$2,536,800	$2,612,904	$2,691,291	$2,772,030	$2,855,191	$2,940,846	$3,029,072	$3,119,944	$3,213,542	$3,309,949	**$29,081,569**
Total Capital Costs	**$7,347,052**	**$15,738,254**	**$16,568,924**	**$4,432,155**	**$21,316,630**	**$3,149,806**	**$16,313,165**	**$9,711,986**	**$9,160,481**	**$14,632,444**	**$118,370,897**
Capital Revenues											
Section 5307	$2,029,649	$2,090,538	$2,153,255	$2,217,852	$2,284,388	$2,352,919	$2,423,507	$2,496,212	$2,571,099	$2,648,232	**$23,267,651**
Section 5339	$507,151	$522,366	$538,036	$554,178	$570,803	$587,927	$605,565	$623,732	$642,444	$661,717	**$5,813,918**
Section 5339 - Eastside Transfer Center	$3,941,566	$0	$0	$0	$0	$0	$0	$0	$0	$0	**$3,941,566**
Section 5339 – Solar Power	$4,490,000	$0	$0	$0	$0	$0	$0	$0	$0	$0	**$4,490,000**
Section 5339 – Hybrid 40FT Bus	$22,000,000	$0	$0	$0	$0	$0	$0	$0	$0	$0	**$22,000,000**
Northwest Bus Transfer Station Grants	$868,686	$0	$0	$0	$0	$0	$0	$0	$0	$0	**$868,686**
FDOT Capital Grants	$118,326	$121,876	$125,532	$129,298	$133,177	$137,172	$141,287	$145,526	$149,892	$154,389	**$1,356,475**
New Grant or Local Revenues	$0	$0	$147,249	$1,530,827	$18,328,263	$71,787	$13,142,805	$6,446,515	$5,797,047	$11,168,107	**$56,632,601**
Total Capital Revenues	**$33,955,378**	**$2,734,780**	**$2,964,072**	**$4,432,155**	**$21,316,630**	**$3,149,806**	**$16,313,165**	**$9,711,986**	**$9,160,481**	**$14,632,444**	**$118,370,897**

FIGURE 9-3: OPERATING AND CAPITAL COSTS | 2025-2034

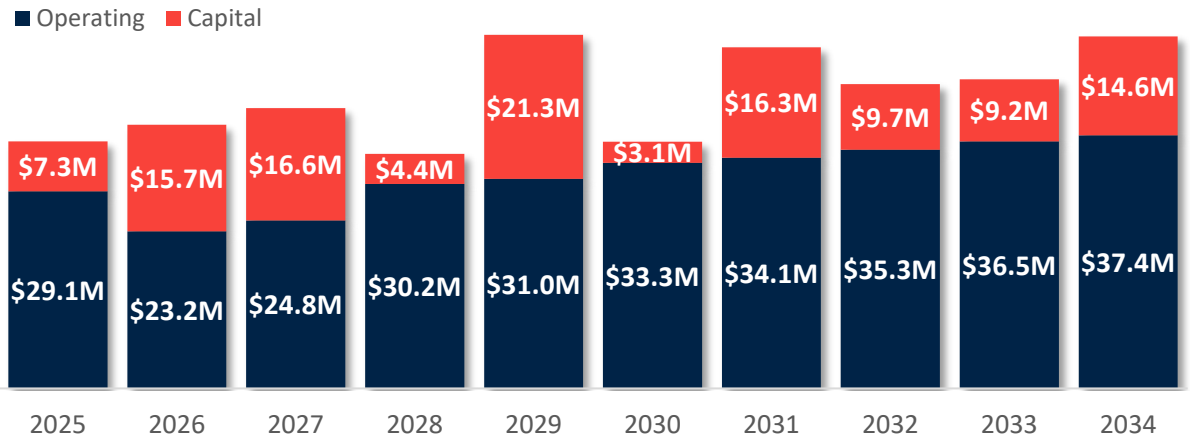
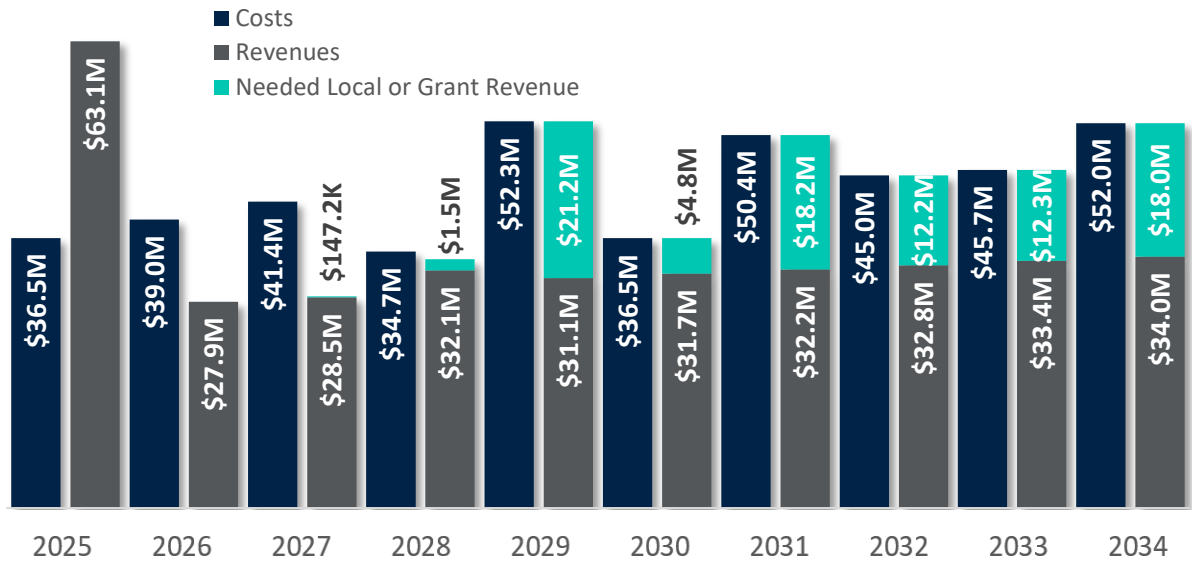


FIGURE 9-4: COSTS AND REVENUES | 2025-2034



9.3 10-Year TDP Implementation Plan

The implementation plan presented in Table 9-6 outlines operating and capital improvements that are funded in the 10-Year TDP, as well as unfunded needs. The table also shows the implementation years, operating and capital costs associated with the improvements, the type of anticipated funding sources for the plan, and the goals that the improvement support.

It should be noted that this funding schedule does not preclude the opportunity to delay or advance any projects. As priorities change, funding assumptions do not materialize, and/or more funding becomes available, this project implementation schedule can and should be adjusted.

TABLE 9-6: 10-YEAR IMPLEMENTATION PLAN

	Improvements	Implementation Year	Annual Operating Cost (2024$)	Capital Cost (2024$)	Potential Revenue Source	Relevant TDP Goals
Service Improvements						
	Short-Term Network	2025-27	$19,155,548	N/A	Existing	1, 2, 3
New Services	Duck Pond/UF Express	2028	$585,341	$600,000	Local/State	1, 2
	Tower/UF Express	2028	$585,341	$600,000	Local/State	1, 2
	Rapid Express	2028	$2,877,926	$3,600,000	Local/State	1, 2
15-minutes| All weekday	Route 9	2030	$416,448*	$2,400,000	Local/State	1, 2
	Route 20	2030	$520,560*	$3,000,000	Local/State	1, 2
	Route 37	2030	$416,448*	$2,400,000	Local/State	1, 2
Realignment	Route 43	2030	$54,900*	N/A	Local/State	1, 2
20-minutes | All weekday	Route 43	2032	$270,691*	$1,800,000	Local/State	1, 2
30-minutes | All weekday	Route 6	2033	$124,934*	$600,000	Local/State	1, 2
	Route 75	2033	$208,224*	$1,200,000	Local/State	1, 2
Saturday 30-45 min	Route 3	Unfunded	$120,307*	$1,200,000	Unfunded	1, 2
	Route 6		$60,154*	$600,000		1, 2
	Route 8		$120,307*	$1,200,000		1, 2
	Route 10		$120,307*	$1,800,000		1, 2
	Route 52		$120,307*	$1,200,000		1, 2
	Route 75		$120,307*	$1,200,000		1, 2
	Route 76		$110,282*	$1,200,000		1, 2
5AM Early Service	Route 1		$20,051*	N/A		1, 2
	Route 20		$25,064*	N/A		1, 2
	Route 33		$20,051*	N/A		1, 2
	All Routes to 12AM		$23,820,826*	N/A		1, 2
Capital/Technology/Policy Improvements						
Eastside Transfer Center		2025		$3,520,000	Local	1, 2, 3
Solar Canopy Project		2026		$4,490,000	Local/Grant	
Farebox Contactless Payment Device Upgrade		2027		$2,500,000	Local/Grant	1, 2, 3
Bus and Driver Scheduling Software Upgrade		2027		$1,800,000	Local/Grant	1, 2, 3
Bus Stop Amenity and Prioritization Study		2028		$250,000	Local	1, 2, 3
Northwest Transfer Center		2025-2026		$2,968,686	Local/Grant	1, 2, 3
Miscellaneous Capital Purchases		2025-2034		$2,536,800**	Grant	1, 2, 3
Expand Transit Marketing Education Efforts		2028-2034		$25,000**	Local	1, 2, 3
TSP/Queue Jumps		2031-2034		$6,000,000	Local/State	1, 2, 3
TSP/Queue Jumps Study		Unfunded		Unfunded	Unfunded	1, 2, 3
Newberry Rd/Fort Clarke Blvd Park and Ride		Unfunded		Unfunded	Unfunded	1, 2, 3

**Denotes incremental cost of adding/enhancing service*
***Annually*

10 IMPLEMENTATION PLAN & ACTION STEPS

While this transit plan may have been developed with the support from both the public and key stakeholders in the City of Gainesville, the implementation of it will depend on how the city will maneuver through operational and funding challenges. That hinges on obtaining continued support from the community, UF, Santa Fe, the general public, and stakeholders, beyond just the development of this plan. To assist the city in this effort, this section provides key elements to consider and steps to follow as the City of Gainesville implements its updated vision, as presented here, to enhance public transit locally and regionally.

10.1 Recommended Action Steps

This section presents a set of actions for the city to take to ensure coordination and communication in the coming months and years. These actions provide the city with a starting point in its efforts to pursue funding and implementation of the recommended transit vision for the next 10 years.

Maximize the Use of this Transit Plan

Use the TDP as a tool to justify and explain the reasons for continued investments in transit services and facilities. With the effort RTS has put in, the return on investment from conducting this TDP should span at least over the next decade. One of the goals, therefore, should be to maximize this community-supported and elected officials-approved strategic blueprint at every turn possible to reach its implementation goals.

Continued Marketing/Outreach

A carefully crafted plan to promote the TDP after adoption will improve the likelihood of achieving the implementation plan. During the TDP process, RTS has conducted extensive public outreach as part of its public involvement component that can be leveraged and expanded to market any new services as they are implemented.

Building on TDP Efforts/Relationships

Throughout the TDP public outreach process, which included members of the general public as well as numerous stakeholders, RTS identified various advocates while also educating the public about transit. It is imperative for the city to leverage these relationships to continue building support for the planned new services. These individuals may serve as facilitators for a “grassroots” outreach program or could become transit cheerleaders/ambassadors that can provide a foundation/support network for future outreach, especially at a time when the city will be amending its fixed route network. These future efforts can build upon the tools and lessons afforded by the TDP and aid in prioritizing specific target markets to engage.

Coordinate with Other Plans

Ensuring consistency with relevant regional and local studies/initiatives should also be a continued focus. For example, coordinating with MPO’s Long Range Transportation Plan to ensure that RTS’ revised transit vision and unfunded needs are communicated through that regional transportation planning process should be a priority.

Assess Periodically for Efficiency

It is recommended that RTS consider a Comprehensive Operational Analysis (COA) or at least a scaled-down service efficiency assessment in three to five years from the TDP implementation and also repeat it at least every five years to maintain good operational health. Effective coordination on the timing of a COA with other local transit planning efforts may be beneficial in the goal to provide efficient transit services. The findings of a COA can be fed into the capital and operational recommendations so that system improvements can be set in a more efficient manner.

Implement Recommended Plan but Also be Ready to Go Beyond

The goal of this planning effort by the city was to develop an implementable transit vision for RTS that is tailored primarily to the needs of the city and its immediate region. While the City should focus on implementing the recommended plan, it should also explore going even further with unfunded transit improvements if additional funding opportunities arise.

APPENDIX A: FAREBOX RECOVERY REPORT

CURRENT FAREBOX RECOVERY RATIO

Farebox recovery (ratio) refers to the percentage of a transit system's total operating expenses that are funded with fares paid by passengers and is calculated by dividing the total fare revenue collected by the total operating expenses. This value is reported by transit agencies to NTD using a standardized equation, as required for FTA grant recipients. The farebox recovery ratio for RTS, the public transportation provider for the City of Gainesville, was 56.9% in 2017. The large farebox recovery ratio is primarily a result of partnerships between the University of Florida, Santa Fe College, and RTS.

Prior Year Fare Studies and Changes

The last RTS fare change was implemented in 2009.

Strategies That Will Affect the Farebox Recovery Ratio

The FY 2025-2034 TDP major update identifies strategies that will be used to maintain or increase the farebox recovery ratio if fares are reinstated, including the following:

- Continuously monitor performance to determine if adjustments need to be made.
- Minimize costs required to operate and administer transportation services.
- Increase ridership by adding additional services.
- Determine the most cost-effective service type on all major corridors, given demand and coverage areas.
- Increase ridership while maintaining costs to operate and administer transportation services by engaging the public to refine services and aim to better meet the needs of customers.
- Evaluate fare structure to analyze opportunities for instituting additional passes.
- Work with key employers, community-based contracts, and homeowner associations to expand marketing efforts aimed at increasing ridership and revenue for the system.

APPENDIX B: PUBLIC INVOLVEMENT

2025-52A

City of Gainesville

Transit Development Plan Major Update (2025-2034)

Public Involvement Plan (PIP)

May 2024

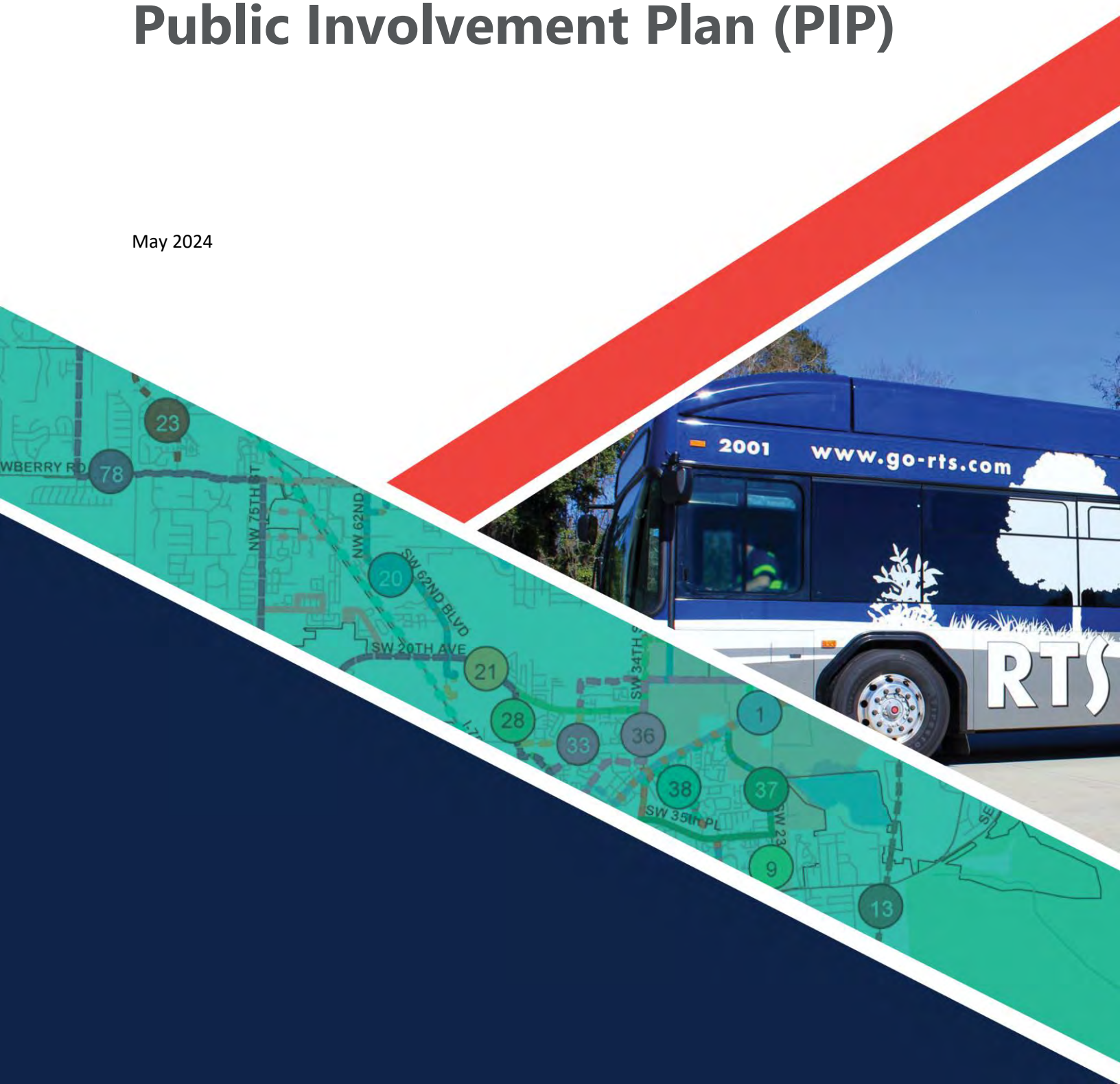


TABLE OF CONTENTS

1 INTRODUCTION

A simple yet key ingredient of any good public outreach effort is the effectiveness of listening and how that information is incorporated into the study process. The most effective plans include activities and methods oriented specifically to the project study area and an understanding of the local and regional character. The City of Gainesville and the Consultant Team recognize the importance of public engagement and have developed strategies to engage the public, stakeholders and agencies involved in the development of the Transit Development Plan (TDP). The Public Involvement Plan (PIP) for this project includes proven outreach efforts that go beyond "the minimum requirements". Our team has identified a menu of opportunities to provide the public information, listen to their concerns and suggestions, and find ways to incorporate solutions into the TDP. The PIP is a working document, updated ongoing and as outreach occurs.

1.1 Title VI

The PIP supports efforts to promote inclusive public participation. The Gainesville Regional Transit System (RTS) is committed to ensuring that no person shall, on the grounds of race, color, national origin, as provided by Title VI of the Civil rights act of 1964 and the Civil Rights Restoration act of 1987 (PL 100.259), be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity, whether those programs and activities are federally funded or not. Additionally, the PIP will consider Limited English Proficiency (LEP) individuals.

1.2 Project Background

The City of Gainesville's Department of Transportation selected Benesch to update the TDP. The TDP establishes a refreshed framework for the future growth of transit in the community, as provided by the City's transit system, Regional Transit System (RTS), and ensure safe, convenient, equitable, and accessible public transportation for all residents, workers, and visitors in Gainesville and the greater region. An integral part of the TDP is the PIP, which acts as a guide for educating, gaining input from, and disseminating information to the public and stakeholders. Based on the Team's prior proposed approach and the City's RFP, it is envisioned that the PIP will include:

- Project kick-off meeting – April 23, 2024
- Regularly scheduled project progress meetings
- Advisory Review Committee (ARC) Formation and Regular Meeting Cadence
- Public Workshops (up to 4)
- Rider Intercept Survey (1)
- Online Survey (1)
- Stakeholder Interviews (up to 10)
- Discussion Group Workshops (up to 2)
- Draft and Final Presentations (6)

1.3 Project Objectives

Upon completion, the TDP will serve as a primary resource to help the City and RTS address localized mobility needs over time. The TDP will also include:

- Provide a detailed implementation and financial plan for the first five years and a more strategic-natured vision for the second five years.
- Develop a user-friendly, easy-to-understand document for public consumption.
- Ensure the document is Americans with Disabilities Act (ADA)-accessible, meeting Section 508 requirements.
- Educate the public on the benefits of transit.
- Meet all requirements of the TDP Rule outlined in Chapter 14-73.001, FAC, and consider anticipated TDP Rule changes.

2 PUBLIC ENGAGEMENT ACTIVITIES

The following content is a TDP-specific PIP that presents the public engagement activities that will be used to collect stakeholder and public input, and to educate and inform the community about the study and, ultimately, its results. The following are summaries of the activities that are envisioned to be included, some of which (as noted) will be completed by RTS staff, others to be provided by the Consultant Team. Public involvement activities have been designed to encourage participation throughout the entire TDP process. Our Team has identified methods of communication that best serve the needs of Gainesville but is flexible enough to make changes to ensure maximum feedback. Our goal is to reach as many people and organizations as possible to ensure that their voices are heard.

2.1 Project Kickoff

Our Team will participate in the project kick-off meeting with RTS staff to discuss project elements, objectives, schedules, and to identify specific elements of the TDP, including discussion of the public outreach and involvement activities. It is also our intent, with staff guidance, to confirm activities and milestones, if feasible, and identify members of the ARC and stakeholders. The primary purpose of the meeting will be to ensure that RTS staff and the Consultant Team are in-alignment regarding the overall scope, goals, and desired deliverables for the overall TDP effort. This will help ensure the success of the project once it has begun.

2.2 Advisory Review Committee

An Advisory Review Committee (ARC) will be established to guide the update process and provide insight and input on project information and upcoming tasks, as shown in Table 2-1. The anticipated makeup of the Committee should be stakeholders that can provide an understanding of local conditions and should include knowledge of the perceptions and attitudes of community decision-makers and the community towards transit. In a coordinated effort with RTS staff, the Consultant Team will identify committee members and invite them to

represent the community and their organization. This committee will be advisory in nature but may be engaged in transit mobility visioning exercises.

The ARC will meet three times at strategic milestones:

- ARC #1 to discuss the background review, RTS services, and TDP processes;
- ARC #2 to brainstorm goals, objectives and policies; and,
- ARC #3 to review the proposed alternatives and TDP recommendations.

TABLE 2-1: ARC MEMBERS

Name	Association	Email
Kiner Malcolm	Gainesville Housing Authority	malcolmk@gnvha.org
Freddie Jones	Gainesville Housing Authority	freddiej@gnvha.org
Ardry Henderson	Gainesville Housing Authority	ardryh@gnvha.org
Corey Harris	Gainesville Housing & Community Development	harriscj@cityofgainesville.org
Wendy Resnick	City of Gainesville, GNV4ALL	Gnv4allHT@gmail.com
James Lawrence	City of Gainesville, GNV4ALL	gnv4all@gmail.com
Dr. Laura Gonzales	Language Access Florida	languageaccessflorida@gmail.com
Robin Lewy	The Rural Women's Health Program	rlewy@rwhp.org
Ricardo Alcala	Madres Sin Fronteras	msfgainesville@gmail.com
Debra Anderson	University of Florida International Center	danderson@ufic.ufl.edu
Xiang 'Jacob' Yan	University of Florida	xiangyan@ufl.edu
Barbara McDade Gordon, Ph.D	Welcoming Gainesville & Alachua County	welcominggainesville@gmail.com
Nicole Diaz	Project Salud, The Rural Women's Health Project	salud@rwhp.org
Jeff Koons	Gainesville MPTO	koons@ncfrpc.org
Naima Brown	Santa Fe College	naima.brown@sfcollege.edu
Tracey Reeves	Santa Fe College	tracey.reeves@sfcollege.edu
Beth Alexander	Santa Fe College - Adult Education, ESOL Program	beth.alexander@sfcollege.edu
Barbara Sleep	RTS Citizens Advisory Board	sleepbl@cityofgainesville.org
Christy Haven	RTS Citizens Advisory Board	gritsty@gmail.com
Zeriah Folston	City of Gainesville, EEO	folstonzk@cityofgainesville.org
Rossana Passaniti	City of Gainesville, City Manager, POI Manager	passanitir1@cityofgainesville.org
Rick Smith	City of Gainesville, Community Reinvestment Area	smithrd@gainesvillefl.gov
Erik Bredfeld	City of Gainesville, Economic Development	bredfeldea@gainesville.gov
Lynne Valdes	City of Gainesville, Police Department, Sgt.	valdesls@cityofgainesville.org
Roy Darnold	City of Gainesville, RTS Operations	darnoldrt@cityofgainesville.org

2.3 Public Workshops

Up to four (4) public workshops will be held at key milestones throughout the study process to educate the community about the TDP effort and collect input on gaps and unmet needs. To maximize opportunities for citizen participation, the venues will be in areas that provide bus access, include pop up opportunities, and may piggyback on other community events to ensure a productive turnout. The meetings will be offered in-person and as hybrid or virtual options at times to best accommodate a variety of work and personal schedules.

RTS staff will be responsible for securing the physical locations and complying with legal public notification/advertising processes and promoting the meetings to encourage participation from the community.

Methods of Public Notice

To advertise/notice the meetings, it is suggested that the RTS and/or City Communications staff prepare and distribute a press release to local media, post the announcement on their web site, Twitter and Facebook pages. Additionally, they should develop a postcard for distributed to all stakeholders, including placement on the interior of buses, at all government buildings, major organizations/institutions in the area, and the local Gainesville TV station managed by the City. Utilizing the memberships of the business community, the University of Florida, the student population, civic and community associations, and neighborhood associations would serve as an effective way to announce the meetings. The strategy for outreach will be developed in collaboration with RTS staff and the ARC.

2.4 Rider Intercept Survey

A rider intercept survey will be conducted with RTS fixed route bus patrons at bus stops and transfer locations to obtain information related to the demographics, attitudes, preferences, and habits of current riders for market research purposes (i.e., the survey will not be specifically geared for model input or validation). As needed, the survey can be developed in alternative languages.

The rider intercept survey methodology and implementation will be coordinated closely with RTS staff to ensure that study objectives are met, and data collection efforts are efficiently integrated with RTS operations. In addition, the survey form will be developed in conjunction with RTS staff and the most recent survey questionnaire to promote consistency of questions and response cohorts. This will facilitate subsequent comparative analysis of results over time.

Prior to beginning the rider survey process, the Consultant Team will meet with RTS operations staff to ensure a clear understanding of the methodology, process, and timeframe. We also will provide survey notices for RTS to distribute to its bus operators and on board its buses to notify patrons of the upcoming event.

The intercept survey interview process will rotate among the main transfer hubs, such as Rosa Parks Transfer Station, Butler Plaza Transfer Station, Reitz Union, Beaty Towers, The Hub and UF Health Shands Hospital. Given that most RTS fixed routes connect at these locations, the intercept methodology will be a cost-effective way of sampling riders for participation in the survey effort. The survey is expected to cover a sample of RTS bus riders for key times of day for a representative weekday, Saturday and Sunday of service.

The Consultant Team will target the collection of at least 400 completed surveys with representation from all routes, which will more than ensure statistical significance for system-wide results based on a confidence level of 95% with a margin of error of 5% based on the 2022 ridership.

2.5 Online Survey

The Consultant Team will conduct an online survey of the public to help better understand their needs and concerns. This survey will include a series of branching questions for transit riders, former riders, as well as the non-rider. Development of the online survey will be coordinated closely with RTS staff to ensure that survey objectives are met. The online survey will be live for a sufficient amount of time, and tablets will be available at in-person engagement events, to encourage participation.

If someone requests a hard copy or translation, surveys will be available in English and Spanish, and the City will provide the survey in other languages as requested to enhance participation.

Questions will seek input on how to improve access to mobility and improve mobility services, including attracting new riders on fixed route and new mobility services, reducing travel time, improving/expanding RTS service and reducing barriers that currently impact the community.

The online survey will be posted on the city website and distributed via current email/social media outlets and mailing lists available to the City, as well as in partnership with the ARC members and others that reach out to support the project.

2.6 Stakeholder Interviews

The Consultant Team, working with RTS staff and considering stakeholders engaged for the Transit Route Restoration Plan (TRRP), will identify stakeholders and conduct up to 10 stakeholder interviews in person or virtually. The purpose for the stakeholder interviews is to capture the best understanding of local conditions, knowledge, perceptions and attitudes of the community towards mobility needs and transit services, based on the deep knowledge and familiarity of the community and context of each stakeholder. These interviews will be scheduled during times convenient for each stakeholder. The project team will ensure stakeholders are individuals who represent diverse groups of transit users such as individuals who are older, have a disability, have lower incomes, etc.

2.7 Discussion Group Workshops

The Consultant Team, with guidance from RTS staff, will conduct two discussion groups to augment those conducted during the TRRP. While stakeholder interviews provide input from various individuals, the discussion groups provide an opportunity for stakeholders to learn from one another and identify areas of commonality and difference. The discussion groups will be organized by themes such as social services, higher education, business and economic development, etc. The discussion groups will be offered in-person with hybrid or virtual options per the preferences of the selected participants. Times will be chosen based on participants' schedules. Participants will be identified by RTS staff.

The purpose of the workshops is to obtain additional input into the TDP process by selected groups. Participants will work in smaller groups (10–12 people) to permit more in-depth and candid discussion about issues and needs. The workshops will be held at accessible venues coinciding with RTS's existing service area.

RTS staff will be responsible for securing the physical locations and complying with legal and local public notification/advertising processes.

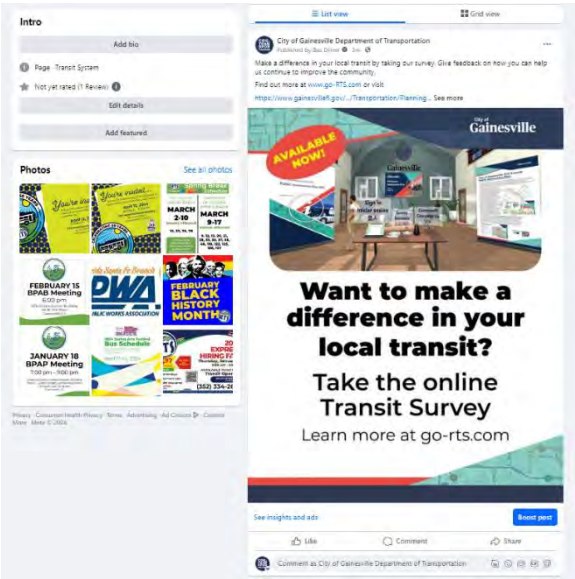
2.8 Draft and Final TDP Presentations

After completion of the City-approved TDP, the Consultant Team will schedule and conduct up to six (6) informational presentations at the direction of RTS staff. For this purpose, the Consultant Team will develop a user-friendly, graphical presentation to support the communication and adoption of the TDP by local and state partner agencies. The presentation file will be available for use by RTS staff beyond the adoption of the TDP. The audiences for the presentations may include:

- Gainesville City Commission (up to and including approval)
- Alachua County Board of County Commissioners
- North Central Florida Regional Planning Council
- Gainesville MPTO
- Transportation Disadvantaged Local Coordinating Board
- RTS Citizens Advisory Committee

2.9 Social Media

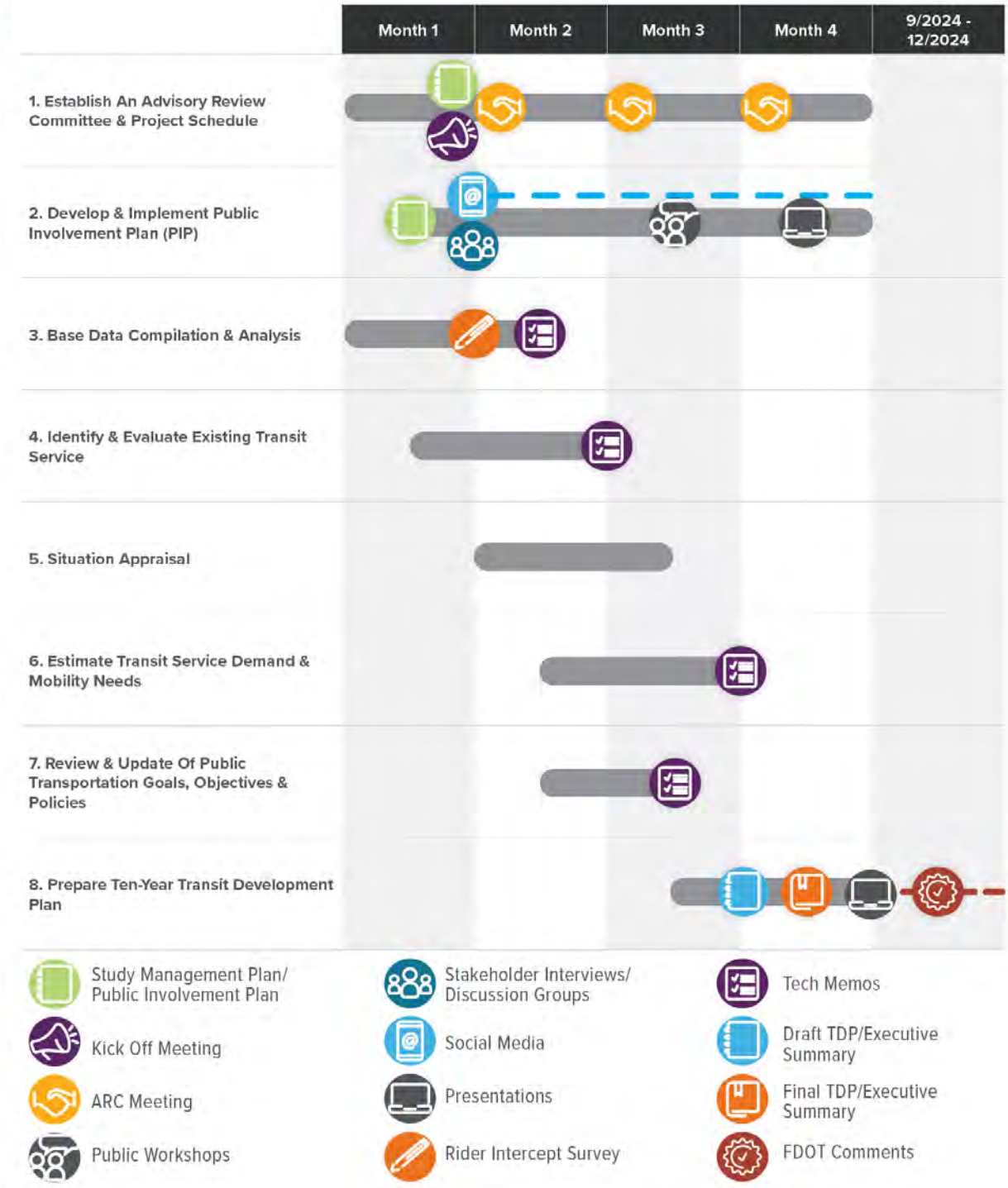
The use of social media is cost-effective and can reach a large, diverse segment of population who are more vocal and apt to become involved in an issue that affects their community.



Both social media and the City's website should be used appropriately to raise awareness about the project, to provide opportunities for the public to comment and used to provide information and notice of the public meetings and community workshops. The Consultant Team will provide relevant information to be posted and uploaded.

3 SCHEDULE OF ACTIVITES

The public engagement activities will be coordinated to fit with the overall project schedule, as shown below.



4 PUBLIC ENGAGEMENT DOCUMENTATION

The documentation of public engagement activities creates a summary of outreach activities and commitments made because of the outreach activities. Access to the documentation allows the public to see that their input was evaluated and considered. We will include a summary of the public engagement activities in the Final TDP.

2025-52A

From: Damato, Janell <Janell.Damato@dot.state.fl.us>
Sent: Wednesday, November 20, 2024 9:52 AM
To: Ochia, Krys <ochiak1@cityofgainesville.org>
Cc: Joyner-Howard, Doreen <Doreen.Joyner-Howard@dot.state.fl.us>; Reveron, Geanelly <Geanelly.Reveron@dot.state.fl.us>
Subject: [EXTERNAL] FW: RTS TDP - Public Involvement Plan (PIP)

Good Morning Krys,

The TDP PIP looks very thorough, covering many outreach aspects. You can move forward.

Thank you and have a great day!

Janell Damato, CPM
Rural/Urban Transportation Coordinator
Florida Department of Transportation
Phone-904-360-5687
2198 Edison Ave. 2806
Jacksonville Florida 32204
Email - Janell.Damato@dot.state.fl.us

From: Joyner-Howard, Doreen <Doreen.Joyner-Howard@dot.state.fl.us>
Sent: Tuesday, November 5, 2024 8:32 AM
To: Damato, Janell <Janell.Damato@dot.state.fl.us>
Cc: Reveron, Geanelly <Geanelly.Reveron@dot.state.fl.us>
Subject: FW: RTS TDP - Public Involvement Plan (PIP)

Good Morning, Janell.

Please review and coordinate with RTS.

Thank you

Doreen Joyner-Howard
Modal Development Manager
2198 Edison Avenue
Jacksonville, Fl 32204
(904) 360-5650
Doreen.Joyner-Howard@dot.state.fl.us
MobilityWeekFL.com [fdot.gov]

From: Ochia, Krys <OchiaK1@cityofgainesville.org>
Sent: Tuesday, November 5, 2024 7:32 AM

To: Joyner-Howard, Doreen <Doreen.Joyner-Howard@dot.state.fl.us>
Cc: Gomez, Jesus M <gomezjm@cityofgainesville.org>
Subject: RTS TDP - Public Involvement Plan (PIP)

Good Morning Doreen:

Attached is the PIP for the current RTS TDP process for your review and approval.

We thank you for your support.

Sincerely,

Krys Ochia Transit Planning Manager
Department of Transportation City of Gainesville
Desk (352) 393-7820 Cell (secondary) 352-317-1755
OchiaK1@cityofgainesville.gov

RTS TDP STAKEHOLDER INTERVIEW QUESTIONS

(1) Are you currently aware of Regional Transit System (RTS) and its services?

(2) Is there a need for additional transit or mobility service in Gainesville?

(3) What type of transit/mobility services would you like to see more of in the Gainesville area? (More Frequent Fixed-Route, Express Bus, Trolley, Mobility on Demand, Increased Weekend Service, Late Evening Service, enhanced bus network complemented by neighborhood shuttles)

(4) Are you willing to pay additional local taxes for enhanced and/or expanded mobility services? Note: Public transportation is a public service and does not cover its costs through user fares. What types of local funding sources should be used to continue or increase transit service in the future? (For example, private partnerships, advertising revenues, fare increases, ad valorem tax, sales tax, gas tax)

(5) What are reasonable passenger fares for transit service? The current cash fares on fixed route bus service are:

a. Adult: $1.50
b. Reduced: $0.75 (Medicare/Medicaid, Veterans/Active Duty)
c. ADA ID: $0.00
d. Students: $0.75 (City College)
e. Paratransit: $3.00 (ADA eligibility required)
f. Free: $0.00 (18 and under, 65 and over, City, GRU, Shands, Santa Fe, UF)
g. Day Pass: $3.00
h. Monthly Pass: $35.00
i. Monthly Pass–Half Fare: $17.50 (Medicare/Medicaid, Veterans/Active Duty)
j. Student Semester Pass: $60.00 (Santa Fe, City College, UF)
k. Student Monthly Pass: $17.50 (Santa Fe, City College, UF)

(6) Do you believe that public transportation or other mobility services or incentives can relieve congestion in Gainesville? What types of incentives come to mind?

(7) Changing conditions within the community can affect the existing transit market, as well as offer new opportunities to serve potential customers. Are there any specific trends that you think will affect public transportation needs over the next 10 years? (For example, socioeconomic, transportation, land use, urban design patterns, policy, funding, technological and/or other changes.)

(8) What additional steps should be taken to increase the use of public transit and other alternative mobility options in the Gainesville Metropolitan Area?

(9) Are more regional transportation options needed to connect Gainesville with surrounding areas (such as Alachua, Newberry, Jacksonville or Ocala)?

(10) Where do you see RTS in ten years? Role, function, size, mission?

(11) Do you believe RTS has been effective at marketing transit service options?

(12) Do you use RTS? Why? Why not?

Transit Development Plan Intercept Survey (2024)

2025-52A

The City of Gainesville is currently in the process of updating its 10-Year Transit Development Plan (TDP). To help develop the plan and priorities, RTS is gathering feedback on your travel experiences and seeks your insights to enhance public transportation in the Gainesville area. ***This survey is about the ONE-WAY transit trip you just made, you are making, or you are about to make!***

1. Please list all the routes are you using to complete this trip:

1st Route:_____ 3rd Route:_____

2nd Route:_____ 4th Route:_____

2. Where are you coming from now? (Please ✓ the starting place of this one-way trip)

1__Home 4__Medical 7__Errands

2__Work 5__Recreation 8__Visiting friends/family

3__School 6__Shopping 9__Other (please specify):_____

3. What is the address or the name of the place, business, or building you are coming from?

_____

4. Where are you going to now? (Please ✓ the ending place of this one-way trip)

1__Home 4__Medical 7__Errands

2__Work 5__Recreation 8__Visiting friends/family

3__School 6__Shopping 9__Other (please specify):_____

5. What is the address or the name of the place, business, or building you are going to?

_____

6. How did you get to your first bus stop?

1__Walk 4__Skateboard 7__Other (please specify):_____

2__Bike 5___Park & Ride

3__Scooter 6__Drop off (Taxi/Uber/

7. How will you get to your final destination?

1__Walk 4__Skateboard 7__Other (please specify):_____

2__Bike 5__Park & Ride

3__Scooter 6__Drop off (Taxi/Uber/Lyft/friend)

8. How many days a week do you typically ride the bus?

1__1 day 4__4 days 7__Everyday

2__2 days 5__5 days 8__Less than once a week

3__3 days 6__6 days

9. How would you make this trip if not by bus?

1__Walk 3__Scooter 5__Catch a ride (Taxi/Uber/Lyft/friend)

2__Bike 4__Skateboard 6__Would not make it

10. How long have you been using the RTS bus service?

1__First-time rider 4__1 year to less than 2 years

2__Less than 6 months 5__2 years to 5 years

3__6 months to less than a year 6__More than 5 years

11. Compared to other transportation alternatives available to you, what is the most important reason you ride the bus?

1__I prefer RTS to other alternatives 7__Do not have a valid driver's license

2__Car is not available all the time 8__Bus is more environmentally friendly

3__RTS fits my budget better 9__I do not drive

4__Traffic congestion 10__I do not have a car

5__RTS is more convenient 11__ Other (please specify): _____

6__Parking is too expensive/difficult _____

12. Which of the following improvements do you think are most important? Please select your top THREE choices – then go to the next question.

1__More benches and shelters at bus stops 7__Earlier hours of service

2__Bus service to new areas 8__Later hours of service

3__"Premium" Express or limited stop service 9__More Saturday service

4__More frequent service on existing routes 10__More Sunday service

5__App-based Mobility on Demand service for local trips & connections with transit 11__More transfer stations

12__Other: (please explain)

6__Autonomous vehicles _____

13. If you chose Earlier service on existing routes in the previous question, circle all routes that apply ***(If you did NOT choose earlier service, you may skip this)***

Options: 1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 15, 16, 17, 20, 21, 23, 24, 25, 26, 28, 33, 34, 35, 37, 38, 43, 46, 52, 75, 76, 78, 118, 122, 125, 126, 127, 150, 600, 711

14. If you chose Later service on existing routes in the previous question, circle all routes that apply (If you did NOT choose earlier service, you may skip this)

Options: 1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 15, 16, 17, 20, 21, 23, 24, 25, 26, 28, 33, 34, 35, 37, 38, 43, 46, 52, 75, 76, 78, 118, 122, 125, 126, 127, 150, 600, 711

15. If you chose More Frequent service on existing routes in the previous question, circle all routes that apply (If you did NOT choose earlier service, you may skip this)

Options: 1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 15, 16, 17, 20, 21, 23, 24, 25, 26, 28, 33, 34, 35, 37, 38, 43, 46, 52, 75, 76, 78, 118, 122, 125, 126, 127, 150, 600, 711

PLEASE CONTINUE ON BACK OF SURVEY

16. If RTS provided "premium" express or limited stop bus service, would you use that service? (An Express Service has no stops between origin and destination)

1__Yes, please indicate which roads: 2__Maybe 3__No

_____

17. Please rate the following aspects of your most recent bus ride?

	Very Poor	Poor	Fair	Good	Very Good
How often the buses run on this route?					
How courteous was the bus operator during your trip?					
How directly did this route go to your destination?					
How was the length of time your trip took?					
How on-time was this bus running today?					
How safe did you feel today while waiting for the bus?					
How was the shade or shelter where you waited?					
How user-friendly is the RTS website, www.go-rts.org?					
Your overall satisfaction with RTS?					

18. Please indicate which is more important for a transit agency: serving a greater number of destinations fewer times a day OR serving fewer destinations more times a day

1__Greater number of destinations but fewer 2__Equal 3__Fewer destinations, but the bus comes more times a day

19. Are you able to travel to destinations outside the city limits using public transportation?

1__No 2__Not sure 3__Yes

If you are NOT a UF student, please skip to Question #27

20. How satisfied are you with the current structure of UF campus routes and transportation options?

1__Very satisfied 3__Neutral 4__Dissatisfied
2__Satisfied 5__Very dissatisfied

21. How often do you typically use UF campus transportation services a week?

1__Rarely or never 4__3-4 times per week
2__1-2 times per week 5__5 or more times per week

22. If you take the bus TO campus, what time do you most frequently use it?

1__Morning (6:00 am-10:25am) 4__Evening (4:55pm-8:10pm)
2__Midday (10:25am-1:40pm) 5__Night (8:10pm-12:00am)
3__Afternoon (1:40pm-4:55pm)

23. If you take the bus FROM campus, what time do you most frequently use it?

1__Morning (6:00 am-10:25am) 4__Evening (4:55pm-8:10pm)
2__Midday (10:25am-1:40pm) 5__Night (8:10pm-12:00am)
3__Afternoon (1:40pm-4:55pm)

24. Which of the following destinations do you frequently visit using campus transportation services?

2025-52A

1__Classroom buildings 4__Libraries 7__Off-campus housing areas
2__Residence halls 5__Recreation facilities 8__Other (please specify):
3__Dining halls 6__Parking areas _____

25. Which of the following improvements do you think are most important to you as a student or employee? Select your top THREE choices.

1__Maintain current transit service 4__More reliable service
2__Connections to park-and-rides 5__More safety improvements
3__Better communication (e.g., newsletter, App, Google, etc.) 6__Other (Please specify):_____
_____

26. How do you access information about RTS service, schedules and changes?

1__RTS website 4__Library 7__RTS email
2__Newspaper 5__Phone 8__RTS App
3__At the bus stop 6__In the bus 9__Other (please specify):_____

27. How do you identify yourself?

1__Male 3__Transgender/Non-binary 5__Please specify if these options do not apply to you:_____
2__Female 4__ Decline to answer

28. What language is primarily spoken at home?

1__English 3__Spanish 4__Other (please specify):_____

29. What is your current employment status?

1__Employed full-time 4__Retired 6__High school student
2__Employed part-time 5__College student 7__Other (please specify):_____
3__Not employed

30. What is your affiliation with UF?

1__Student 4__Retiree 6__I am not affiliated with UF
2__Faculty and Staff 5__Alumni 7__Other (please specify):_____
3__UF Health Employee

31. What is your household income?

1__Less than $25,000 4__$50,001 to $75,000 6__Greater than $100,000
2__$25,000 to $50,000 5__$75,001 to $100,000

32. My age is ...

1__Under 18 4__35—44 7__65—74
2__18—24 5__45—54 8__75 or older
3__25—34 6__55—64 9__Prefer not to answer

English-US Sarah

City of Gainesville Transit Development Plan

The City of Gainesville is currently in the process of updating its 10-Year Transit Development Plan (TDP). The TDP serves as a roadmap for transit enhancements over the next decade, improving the quality of life and mobility options for Gainesville residents.

Please take a few moments to complete the following survey about your transit usage, priorities and preferences, and a bit about you.

1. Have you or a member of your household used RTS, the public transportation service in Gainesville

- ○ Yes, I have used RTS
- ○ No, I have never used RTS
- ○ I did not know public transportation was available in Gainesville

2. If you use RTS, which bus route do you use most often? (Leave blank if you are not a transit rider.)

3. Do you think there is a need for additional/improved transit services in Gainesville?

- ○ Yes
- ○ No

4. If you use RTS services now or decide to use them in the future, where would you go using it? (Select up to THREE)

- [ ] Work
- [ ] Shopping
- [ ] Social/Recreational
- [ ] Education/College
- [ ] Medical
- [ ] Religious
- [ ] To get to/from the airport
- [ ] Areas outside of the city
- [ ] Other

5. What should RTS consider as priority public transit improvements for next 10 years? (Check all that apply)

- [ ] "Premium" Express or limited stop service
- [ ] New route(s)
- [ ] More frequent service on existing routes
- [ ] Later hours of service
- [ ] Earlier Hours of service
- [ ] More Saturday service
- [ ] More Sunday service
- [ ] Autonomous vehicles in city/town centers
- [ ] App-based Mobility on Demand for first-mile/last-mile connections with transit
- [ ] Other

6. To what extent do you agree with the recommended route changes, and how do you believe these changes will affect your trip?

- ○ Strongly agree – Significantly improves my trip
- ○ Agree – Slightly improves my trip
- ○ Neutral – No noticeable impact on my trip
- ○ Disagree – Slightly worsens my trip
- ○ Strongly disagree – Significantly worsens my trip

7. What transit infrastructure/technology improvements should the County consider supporting in the next 10 years?

- ○ Provide real-time bus arrival information displays
- ○ Add more Park-and-Ride lots
- ○ Improve bus stop amenities (shelters, bike storage, etc.)
- ○ Improve pedestrian/bicycle access to bus stops
- ○ Other

8. How do you identify yourself?

- ○ Male
- ○ Female
- ○ Transgender/Non-binary
- ○ Decline to answer
- ○ Please specify if the options above do not apply to you:

9. What is your current employment status?

- ○ Employed full-time (at least 35 hours per week)
- ○ Employed part-time (less than 35 hours per week)
- ○ Not employed
- ○ College or post-graduate student
- ○ High school student
- ○ Retired
- ○ Other

10. What is your affiliation with UF?

- ○ Student
- ○ Faculty
- ○ UF Health Employee
- ○ Retiree
- ○ Alumni
- ○ I am not affiliated with UF

11. My age is....

- ○ Under 18
- ○ 18 - 34
- ○ 35 - 54
- ○ 55 - 74
- ○ 75 or older
- ○ Prefer not to answer

Submit

DUVAL NEIGHBORHOOD HEALTH FAIR

Thomas Idoyaga (RTS Advertising Sales and Public Outreach Events) IdoyagaT1@cityofgainesville.org-
Coordinated setting up the RTS table at the event

Location: Bartley Temple United Methodist
Address [google.com]: 1936 NE 8th Ave, Gainesville, FL 32641
Date/time: Saturday, 10/26/24, 10am

https://www.wcjb.com/2024/10/26/community-health-fair-provides-valuable-resources-gainesville-locals/ [wcjb.com]

https://www.gainesville.com/story/lifestyle/health-fitness/2024/10/28/impact-duval-hosts-community-health-fair-in-gainesville-florida/75892480007/ [gainesville.com]

Community health fair provides valuable resources to Gainesville locals

The community health fair at Bartley Temple featured 28 vendors which provided valuable education and resources for people who attended (wcjb)

By Alyssa Perry

Published: Oct. 26, 2024 at 3:19 PM EDT

GAINESVILLE, Fla. (WCJB) -A local organization hosted a community health fair today, aimed at providing resources for Gainesville residents.

Free blood pressure screening, information about sickle cell disease, and resources on domestic violence information are just some of the things that were offered at the health fair. The community health fair at Bartley Temple featured 28 vendors who provided valuable education and resources for people who attended.

Impact Duval is the organization that put this health fair together. They've hosted many events that have provided help to the northwest Duval community.

"There is an organization that we have started called Impact Duval which is an alliance of churches here in this area that are coming together to try to make a positive impact in this community," Added Opened Door Senior Pastor Timothy Jones.

Impact Duval was created by Bartley Temple United Methodist Church, Dayspring Baptist Church, Open Door Ministries, and Prayers by Faith Outreach Ministries.

"The main thing is we want to reach more people in the community and at the same time we want our members at the different churches to come together and be comfortable worshiping with other people," said Dayspring Senior Pastor Marie Herring.

The mission is to unite the churches to work together to help impact more people in need. They are hopeful that with each year, they're able to extend their services to a bigger part of the community.

Click here to subscribe to our newsletter.

The Gainesville Sun | Gainesville.com

HEALTH-FITNESS

From health care to education, Impact Duval fair educates residents on available resources

Cleveland Tinker
Gainesville Sun

Published 12:49 p.m. ET Oct. 28, 2024

A variety of agencies and organizations provided information about the services they offer at what was billed as the Community Health Fair presented by Impact Duval.

Held Saturday at Bartley Temple United Methodist Church, more than two dozen vendors representing government agencies, nonprofits and health care organizations were on hand to share information with the community.

Sickle cell disease was one of the health topics featured during the event, and Angela Howard, who was diagnosed with the disease when she was 2 years old, spoke to the crowd about the disease.

"I have sickle cell and I go around advocating for sickle cell patients," Howard said. "I was told by doctors I wouldn't live past 18 and now I'm 53."

Sickle cell affects about 100,000 Americans, mostly Blacks, even though some white people live with it, too, Howard said, adding that sickle cell "is not contagious."

Victoria Blass, center, a mental health counselor with Meridian Behavioral HealthCare, and Cpl. William "Bill" Gough of the Gainesville Police Department, talk to a woman about GPD's Co-Responder Team on Saturday during Impact Duval's Community Health Fair at Bartley Temple United Methodist Church. *Photo By Cleveland Tinker*

Sickle cell disease is an inherited disorder that changes red blood cells into a C shape. People with sickle cell disease report being stigmatized due to their race and because they may be seen as drug seekers or addicts when they pursue medications to control pain, according to www.ufhealth.org.

Angela Howard speaks about living with sickle cell disease during the Community Health Fair presented by Impact Duval on Saturday at Bartley Temple United Methodist Church. *Provided By Cleveland Tinker*

Manning a table to the side of the podium were members of the Gainesville Police Department's Co-Responder Team — Cpl. William "Bill" Gough and Victoria Blass. Gough is accompanied by Blass, a mental health counselor with Meridian Behavioral HealthCare, when they are needed to provide community-based solutions for people living with mental health illness or substance use disorders.

The Rev. Dr. Mary Mitchell, standing, pastor of Bartley Temple United Methodist Church, manned a table with members of her family sharing information about dementia provided by the Alzheimer's Association during the Community Health Fair presented by Impact Duval. *Provided By Cleveland Tinker*

"We wanted to bring awareness and resources to the community to educate people about services that are available to them," said the Rev. Dr. Mary Mitchell, pastor of Bartley Temple.

Though the concept of the health fair began simply to have health care providers at the event, its scope grew because the leaders of Impact Duval wanted to provide the community with as much information as possible, Mitchell said.

"We just wanted to bring more awareness of the challenges we face as a community and to let the community know we don't have to tackle them as churches all by ourselves," Mitchell said. "There are a lot of resources available in the community."

Impact Duval is a coalition of four churches — Bartley Temple, DaySpring Baptist Church, Open Door Ministries and Prayers by Faith Outreach Ministries — created in October 2023 to help increase the quality of life of residents living in the Duval neighborhood in northeast Gainesville.

Areas of focus for the coalition include, but are not limited to, health care disparities, sickle cell anemia awareness, cancer disparities and education and literacy disparities, said the Rev. Dr. Marie Herring, pastor of DaySpring.

"This is wonderful and needed, and needs to be done more often," said Jinelle Mosley, a minister at DaySpring. "Getting the word out about resources in the community is very important."

ARTISANS GUILD ART MARKET

Location: Artisan Guild
Address [google.com]: 1936 NE 8th Ave, Gainesville, FL 32641
Date/time: Saturday, 11/10/24, 10am-5pm

https://www.artisansguildgallery.com/art-market.html#/ [artisansguildgallery.com]

https://www.visitgainesville.com/event/fall-art-market/ [visitgainesville.com]

Visit GAINESVILLE Alachua County, FL

Communities | University of Florida | Blog | Meetings & Industry | Sports

THINGS TO DO | OUTDOOR RECREATION | EAT & DRINK | STAY | EVENTS | SEARCH

November 10, 11:00 a.m. - 5:00 p.m.

Fall Art Market

Artisans' Guild Gallery
224 NW 2nd Ave.
Gainesville, FL 32601

DIRECTIONS

EVENT WEBSITE

Overview

Discover Local Treasures at the Artisans' Guild Gallery Fall Art Market

Meet local artists and start your holiday shopping on the beautiful porch and grounds of the Artisans' Guild Gallery. Eighteen local artists and makers display their works with live music from Eric Diamond, Dali Rusa Fling Quartet and Vintage Strings. Enjoy coffee from beignets from Le Petite Beignet.

City of Gainesville

RTS TDP Major Update
Steering Committee Meeting #1
July 30, 2024 @ 1:30pm – 3:00pm

Agenda

1. Introductions
   - Jesus Gomez, RTS, Transportation Director
   - Krys Ochia, RTS, Transit Planning Manager
   - Randy Farwell, Benesch, Senior Advisor
   - Taylor Cox, Benesch, Project Manager/Task Lead for consultant team
   - Juan Suarez, Benesch, Benesch, Task Lead
   - Logan Patterson, Benesch, Planner
   - Sara Shepherd, Quest, Outreach Support
   - Karen Harrell, Quest, Outreach Support
   - Thomas Rodrigues, WSP, Task Lead/Project Support
2. Role of Steering Committee
3. TDP purpose and integration with the TRRP
4. Timeline and deliverables
   - Task level overview
5. Baseline Conditions and Plans Review
6. Preliminary Service Recommendations
7. Next Meeting and Open Discussion

Task Breakdown:

- Task 1 Advisory Review Committee
- Task 2 Public Involvement
- Task 3 Base Data Compilation and Analysis
- Task 4 Identify and Evaluate Current Services:
- Task 5 Situation Appraisal
  - Plans Review (Attachment A)
- Task 6: Demand Estimation
- Task 7: Goals and Objectives
- Task 8: TDP

City of Gainesville

Attachment A: Project Scope

LIST OF PLANS AND DOCS REVIEWED

City of Gainesville

- City of Gainesville Comprehensive Plan (Last updated in 2022)
- Imagine GNV Comprehensive Plan Draft (2022)
- City of Gainesville Strategic Plan (2020)
- Downtown Gainesville Strategic Plan (2022)
- RTS Transit Development Plan 2020-2029 (2019)
- GO Enhance RTS Study (2014)

University of Florida

- Campus Master Plan 2020-2030 (2020)
- Strategic Development Plan (2017)
- Transportation and Parking Strategic Plan (2018)

Other Local and Regional Plans and Documents

- Gainesville MTPO 2045 Long Range Transportation Plan (2021)
- Gainesville MTPO 2023-2027 Transportation Improvement Program (2022)
- Gainesville MTPO Multimodal Level of Service Report (2021)
- Alachua County Comprehensive Plan 2019-2040 (2019)
- Alachua County Mobility Plan
- Evaluation of East Gainesville, Florida Microtransit Mobility Project (2021)

City of Gainesville

Transit Development Plan

Steering Committee Meeting #1

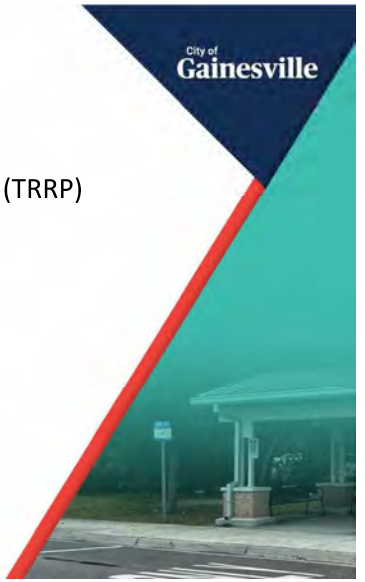
July 30, 2024

benesch

Agenda

- Role of the Steering Committee
- Integration of the Transit Route Restoration Plan (TRRP)
- Purpose of the TDP and Process
- TDP Timeline and Deliverables
- Baseline Conditions
- Service Recommendation Development
- Next Meeting and Open Discussion

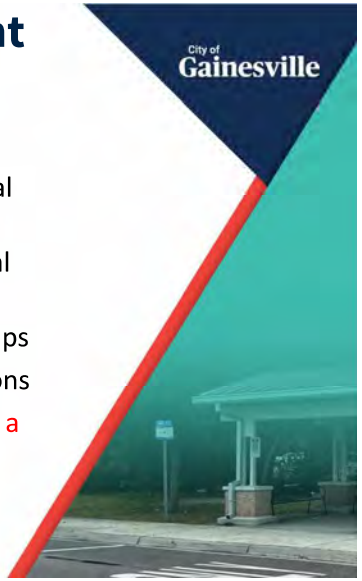
benesch



What is a Transit Development Plan (TDP)?

- A strategic vision for mobility
- Produces a 5-year and 10-year service and capital plan
- FDOT requirement to qualify for state and federal funding
- Assesses mobility needs, services, and service gaps
- Used to get community input on mobility decisions
- A TDP is not a budget or binding agreement, it is a strategic vision

benesch



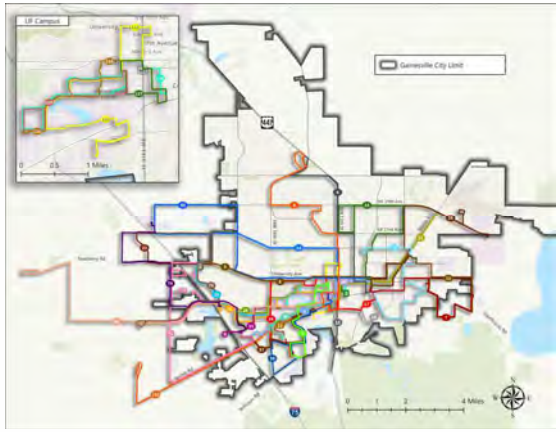
Summary of TDP Phases

benesch

TDP Development Timeline

- Data collection began in May 2024
- Project tasks and sequencing are reflected in the schedule
- Submission deadline for FDOT is extended to December 2024

Current Fixed-Route Network

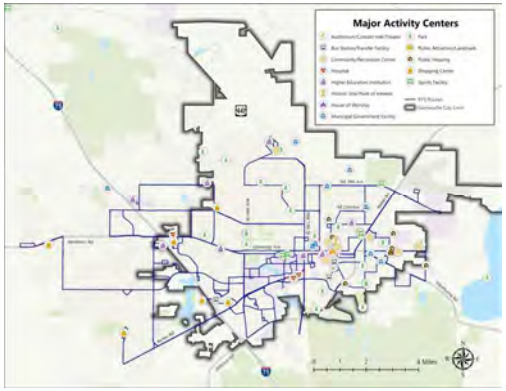


Source: RTS

RTS Fixed-Route Summary:

- Services operate seven days a week, with weekday spans of approximately 20 hours or less and headways ranging from 9 minutes to 105 minutes.
- 38 bus routes – 32 city routes & 6 campus routes

Activity Centers



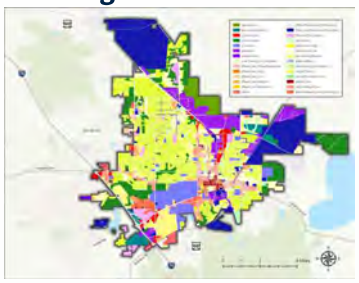
Source: City of Gainesville, 2023, RTS

Major trip generators for RTS:

- University of Florida
- Santa Fe College
- HCA North Florida/Oaks Mall
- Downtown Gainesville
- Butler Plaza

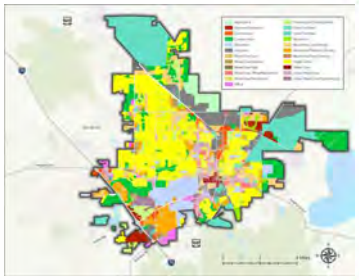
Future activity cluster will be near the Gainesville Technology Entrepreneurship Center (GTEC) in southeast Gainesville

Existing Land Use



Source: City of Gainesville, 2023

Future Land Use



Source: City of Gainesville, 2023

Land Use Maps help identify current and future areas that may benefit the most from public

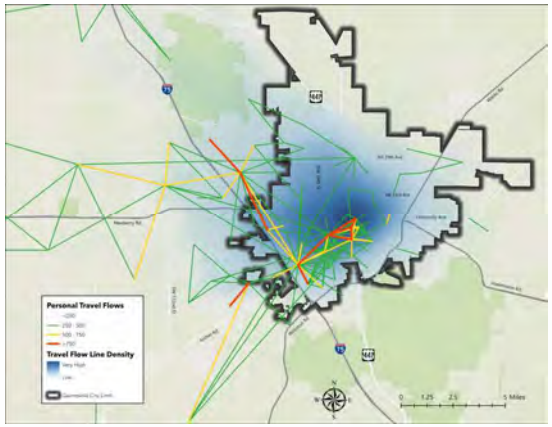
Current:

- University of Florida and Downtown are in the center of the city's activity
- Commercial and thoroughfares have grown – Archer Rd, University Ave, Newberry Rd, 13th St, 39th Ave
- Single Family Residential are prominent in Northwest Gainesville
- Overall, nearly 26% of all land use is Single Family Residential, followed by Public Institutional Facilities with 19%

Future:

- Land use is mix is not expected to change much.

Travel Flow Analysis



Source: Replica, 2023

Distribution of trips by block group. Average weekday travel flows for spring 2023.

These lines do not reflect exact travel origins and destinations but can be used to address localized movement of persons in Gainesville.

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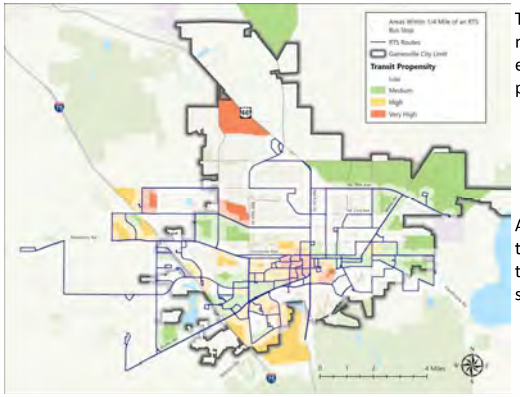
Market Analysis



Source: 2022 ACS 5-Year Estimates, RTS

Transit propensity reflects mobility need distribution by examining the following population characteristics:

- Older adults
- Young Adults
- Low-income
- Zero-vehicle households

Areas of medium to very high transit propensity outside of the shaded area are mobility service gaps.

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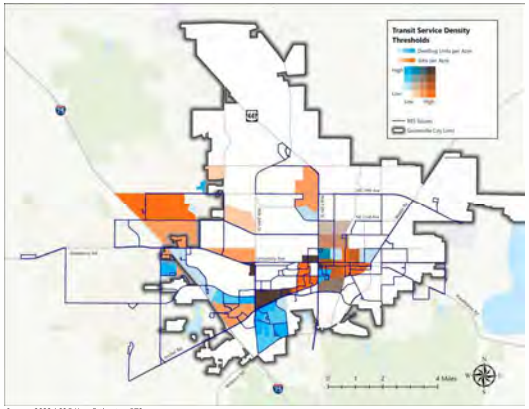
Density Threshold Analysis (DTA)



Source: 2022 ACS 5-Year Estimates, RTS

A density threshold analysis helps locate, prioritize, and justify transit investments by placing capital intensive improvements along corridors and in areas with high population and high job density

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Plans and Documents Reviewed

LIST OF PLANS AND DOCS REVIEWED

City of Gainesville

- City of Gainesville Comprehensive Plan (Last updated in 2022)
- Imagine GNV Comprehensive Plan Draft (2022)
- City of Gainesville Strategic Plan (2020)
- Downtown Gainesville Strategic Plan (2022)
- RTS Transit Development Plan 2020-2029 (2019)
- GO Enhance RTS Study (2014)

University of Florida

- Campus Master Plan 2020-2030 (2020)
- Strategic Development Plan (2017)
- Transportation and Parking Strategic Plan (2018)

Other Local and Regional Plans and Documents

- Gainesville MTPO 2045 Long Range Transportation Plan (2021)
- Gainesville MTPO 2023-2027 Transportation Improvement Program (2022)
- Gainesville MTPO Multimodal Level of Service Report (2021)
- Alachua County Comprehensive Plan 2019-2040 (2019)
- Alachua County Mobility Plan
- Evaluation of East Gainesville, Florida Microtransit Mobility Project (2021)

Do you have specific plans not included on the list that we should consider?

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10-Year Transit Needs Development

- Financially unconstrained Needs
- Financially constrained program
- Mobility needs and Service Gaps
- Public Engagement Findings
- Growth and Redevelopment
- Consistent with Peer Agencies
- Rider Experience
- Recognition of demand changes
- 5-10 year improvement priorities

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Recommended 10-Year Plan

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Next Meeting and Open Discussion

Questions?

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City of Gainesville

Transit Development Plan

Steering Committee Meeting #2
November 4, 2024

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Agenda

- Purpose of the TDP and Process
- Integration of the Transit Route Restoration Plan (TRRP)
- Baseline Data Update and Documentation
- Public Outreach
- Service Recommendation Development
- Project Timeline and Next Steps
- Open Discussion

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What is a Transit Development Plan (TDP)?

- A strategic vision for mobility
- Produces a 5-year and 10-year service and capital plan
- FDOT requirement to qualify for state and federal funding
- Assesses mobility needs, services, and service gaps
- Used to get community input on mobility decisions
- A TDP is not a budget or binding agreement, it is a strategic vision

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Summary of TDP Phases

Submitted Tech Memo #1 ✓
Submitted Tech Memo #2 ✓

Transit Route Restoration Plan (TRRP)

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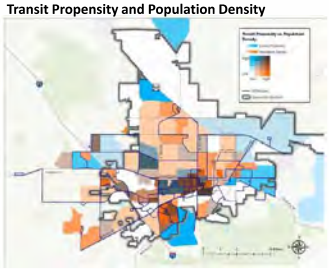
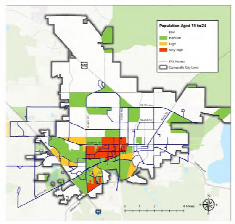
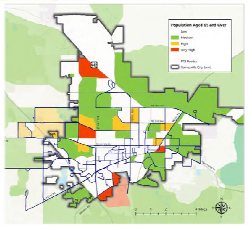
Transit Market Analysis

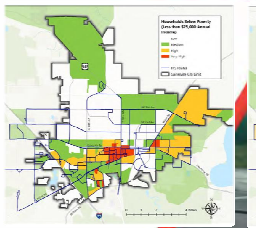
Transit Propensity and Population Density

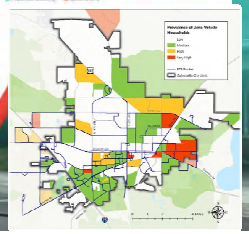


Population in Gainesville and Alachua County





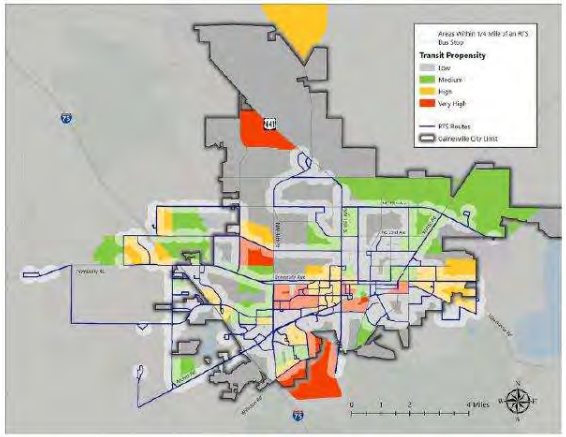




Transit Gap Analysis

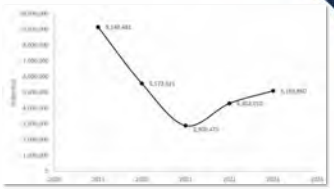
- Reflects mobility need, served and unserved, by transit
- Areas within buffer are served
- Areas outside buffer are not
- Some high and very high areas are unserved
- Land use, density, and route structure create gaps
- Does not reflect gaps due to travel time and inconvenience
- Provides insight for restructure

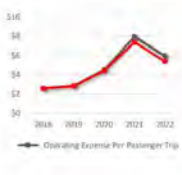
RTS Fixed Gap Analysis ¼-mile Buffer

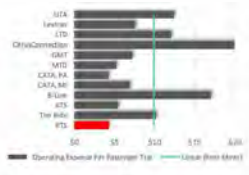


Tech Memo # 2 Update

- Overview of existing services and facilities
- Inventory of transit assets
- Level of service and characteristics
- Peer agency assessment
- Summary of service provisions
- Summary of private transportation services







Public Outreach

Duval Neighborhood Health Fair
- October 26th
- Collected 10 surveys

Fall Art Market
- November 10th 11am - 5pm
- 224 NW 2nd Avenue

Stakeholder Interviews
- Completed 9 out of the 10 surveys as of 11/1/2024

Intercept Survey

- September 18th – September 21st
- Collected 608 surveys
- Intercepted Riders at:
  - Rosa Parks
  - The Hub
  - Reitz Union
  - Santa Fe College
  - Butler Plaza
  - Oaks Mall
  - Walmart (east)

Preliminary Results

- Over 91% of the respondents walked to the first bus stop.
- Over 40% of the respondents use RTS 5 days a week, followed by 24% who use it everyday.
- Over 36% of the respondents would not be able to make their trip if RTS was not available.
- Reason for use: Parking is too expensive, or they do not have a vehicle.
- Almost 50% (48.5%) said they would be interested in a premium express or limited stop service.
- Faculty/students: 66% are Satisfied or Very Satisfied with the current campus routes and options.
- Route 38 was the most common starting route, followed by Route 20.

Top 3 Improvements:

- More frequent service on existing routes
- Later service hours
- More benches and shelters

Top 3 Improvements from Faculty/Students:

- Maintain current RTS campus service
- More reliable service
- Better communication

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Virtual Room

https://storage.net-fs.com/hosting/7441809/17/

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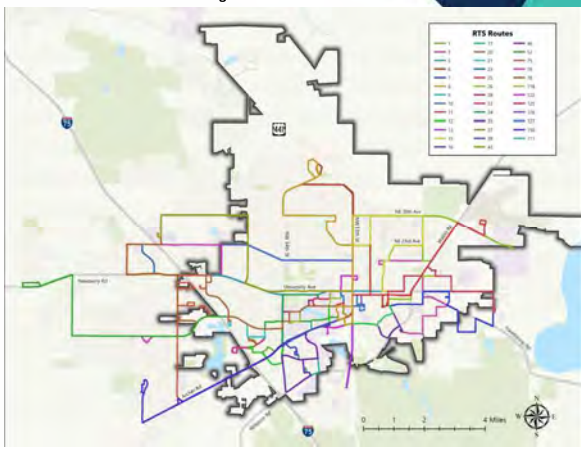
System Overview and Phases

- Existing Network:
  - 38 Fixed routes
    - 21 UF Funded
    - 12 RTS Funded
    - 3 Santa Fe College & 2 County Funded
- Phasing of Recommendations:
  - Phase 1 – Reflects UF's proposed Network Changes with minor modifications to RTS funded routes
  - Phase 2 – TRRP Study recommendations, reflecting UF proposed network, modified RTS, Santa Fe College, and County routes

Existing RTS Network



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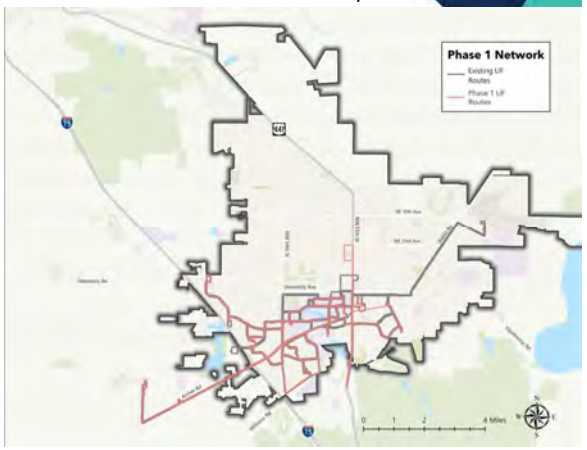
Phase 1 - UF Recommendations

Route	Maintained	Removed	Modified
9			x
12			x
13			x
16		x	
17			x
20			x
21		x	
25		x	
28		x	
33			x
34		x	
35		x	
37	x		
38		x	
46		x	
118		x	
122		x	
125		x	
126		x	
127		x	
150	x		
Proposed			
Campus Circulator North South			
Campus Circulator West			
Campus Circulator East			

Phase 1 - UF Network Overlay



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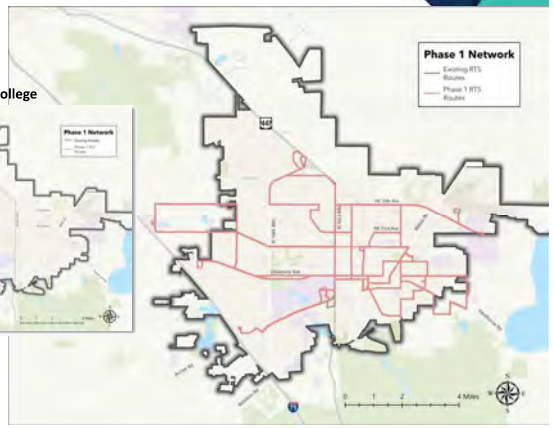
Phase 1 - RTS, Santa Fe College, & County Recommendations

- Minimal modifications to existing network
- Maintain service coverage

Phase 1 - RTS Network Overlay



Phase 1 - County Network Overlay

Phase 1 – Santa Fe College

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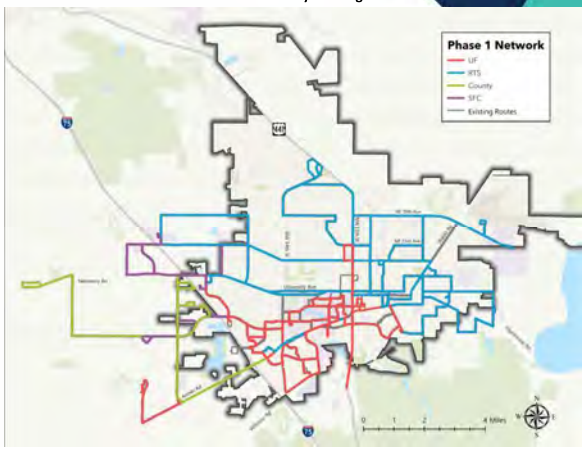
Phase 1 - System Overview

- Phase 1 Network Highlights:
  - 28 Fixed routes
    - 11 UF Funded
    - 12 RTS Funded
    - 3 Santa Fe College and 2 County Funded
  - Maintain service coverage
  - Streamlined campus routing

Phase 1 - Network by Funding Source



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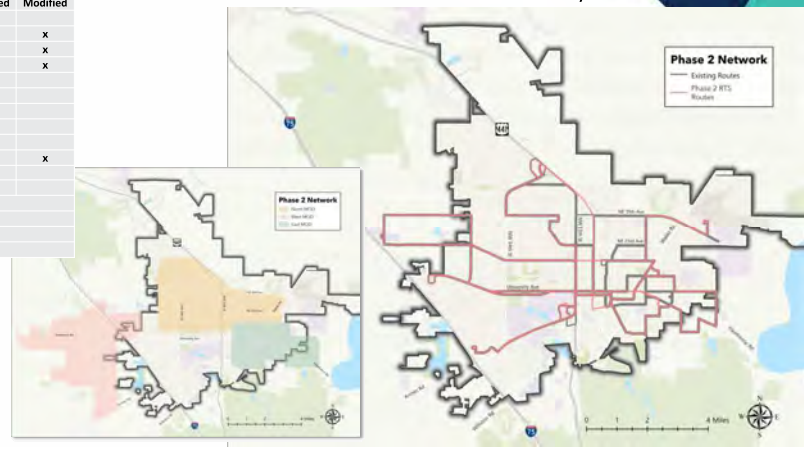
Phase 2 - RTS Recommendations

Route	Maintained	Removed	Modified
1	x		
3			x
5			x
6			x
7		x	
8	x		
10	x		
11		x	
15		x	
26			x
43	x		
711		x	
Proposed			
North MOD			
East MOD			
West MOD			

Phase 1 - UF Network Overlay



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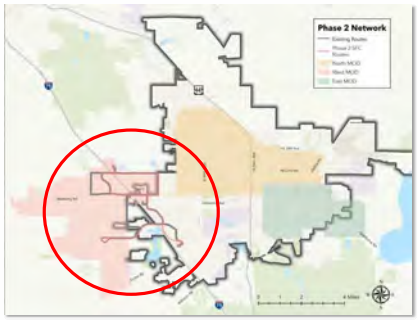
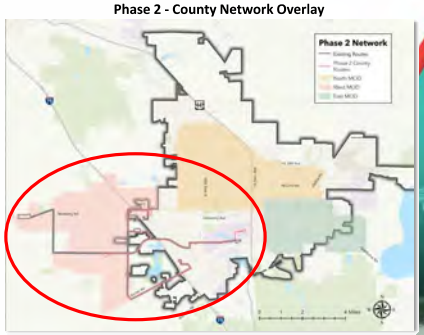
Phase 2 – Santa Fe College & County Recommendations

- Streamlined and Truncate Routes supported by MOD (shown in pink)

Phase 2 – Santa Fe College Network Overlay



Phase 2 - County Network Overlay



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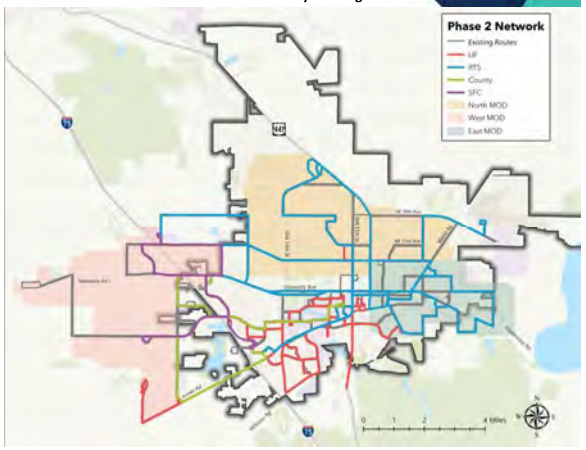
Phase 2 - System Overview

- Phase 2 Network Highlights:
  - 23 Fixed routes
    - 11 UF Funded
    - 12 RTS Funded
    - 3 Santa Fe College and 2 County Funded
  - 3 MOD Zones
  - Maintain service coverage
  - Streamlined RTS routing
  - Expanded service coverage with MOD

Phase 2 - Network by Funding Source



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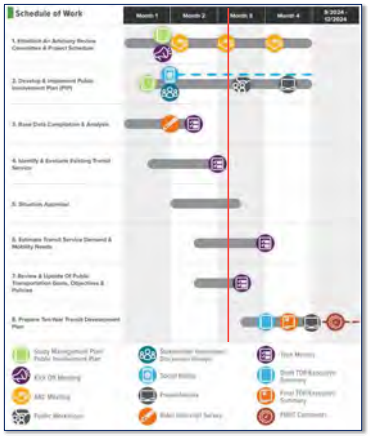
TDP Development Timeline



- Data collection began in May 2024
- Project tasks and sequencing are reflected in the schedule
- Submission deadline for FDOT is extended to December 2024

- Revised Rule: New due date is March 1, 2025

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Discussion and Next Steps

- Document survey responses
- Host final Steering Committee meeting
- Finalize TBEST results and Financial Plan
- Draft Documentation

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Questions?

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Transit Development Plan

Steering Committee Meeting #3
December 10, 2024

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Agenda

- TDP Process Phase
- Public Outreach Update
- Recap of Service Recommendation Phasing
- Needs Development and Transit Needs
- Needs Evaluation
- Implementation Timeline
- Next Steps
- Open Discussion

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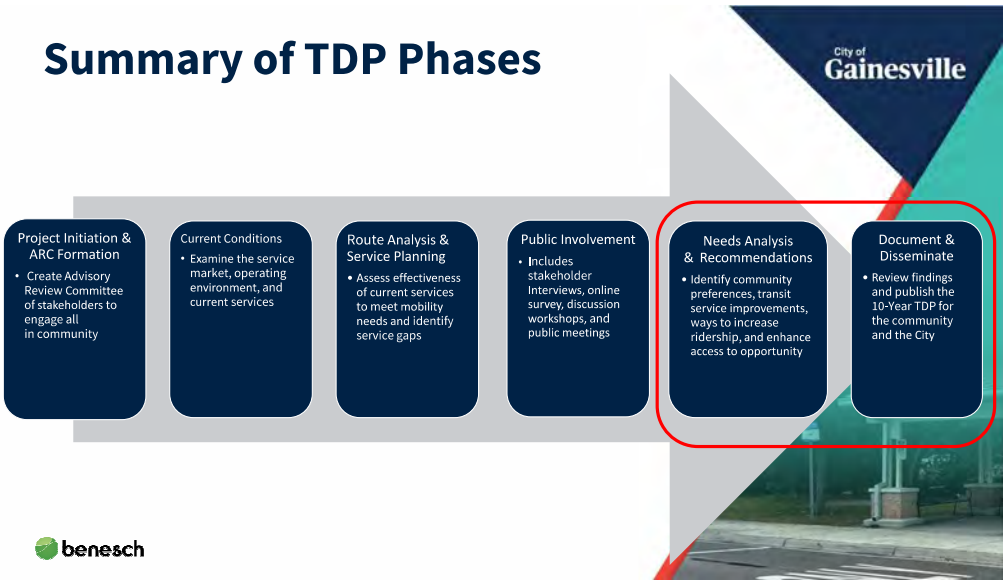
Summary of TDP Phases



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Public Outreach Update

Fall Art Market
- November 10th 11am - 5pm
- 28 surveys
- More than 30 engaged!

Stakeholder Interviews
- Completed 9 out of the 10 surveys as of 12/5/2024

Virtual Room
- 69 visitors
- 135 visits

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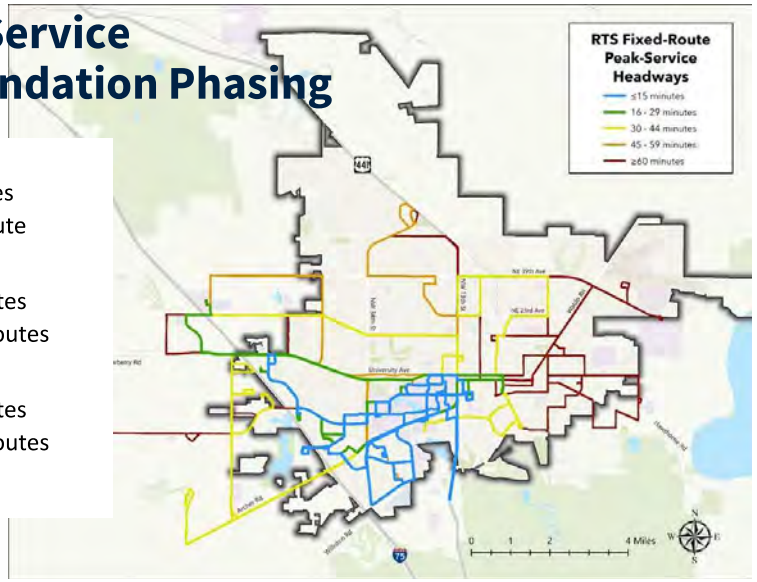
Recap of Service Recommendation Phasing

- Phase I
  - Modify 2 routes
  - Eliminate 1 route
- Phase II
  - Modify 15 routes
  - Eliminate 13 routes
- Phase III
  - Modify 17 routes
  - Eliminate 18 routes



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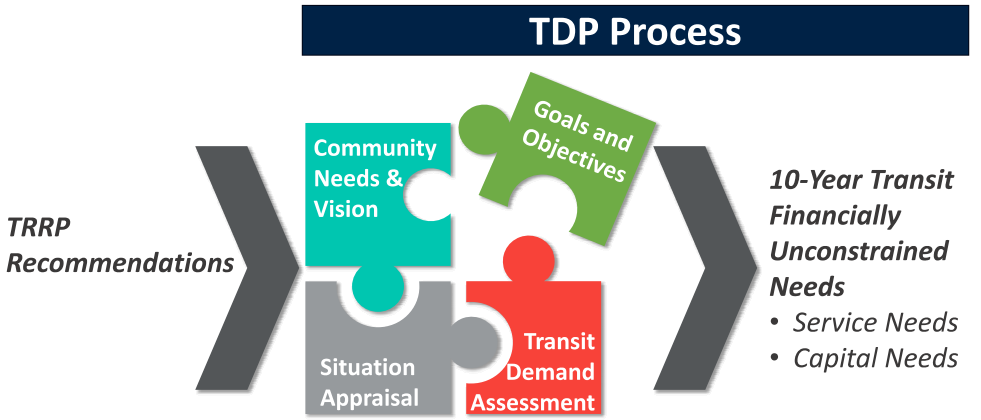
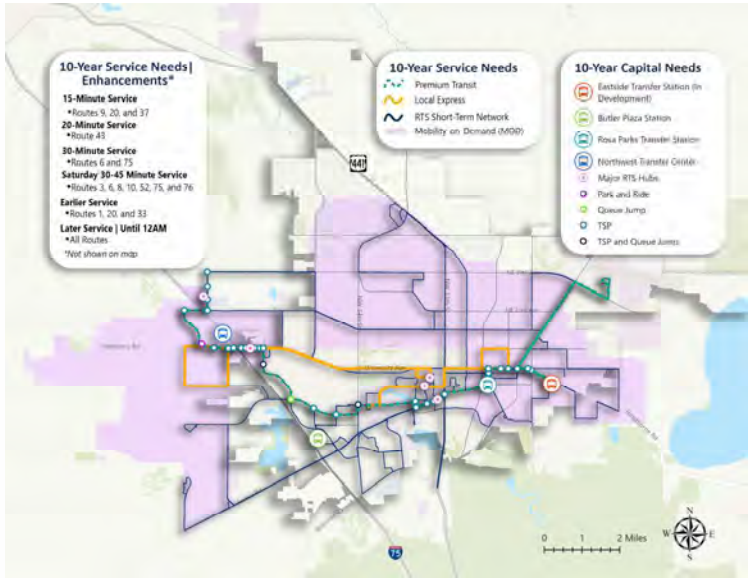
Transit Needs Development



Transit Needs

- Existing Service Enhancements
- New Services
  - Premium
  - Express
  - MOD
- Technology-based improvements



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Transit Needs | Service Enhancements

10-Year Service Needs | Enhancements*

15-Minute Service
- Routes 9, 20, and 37

20-Minute Service
- Route 43

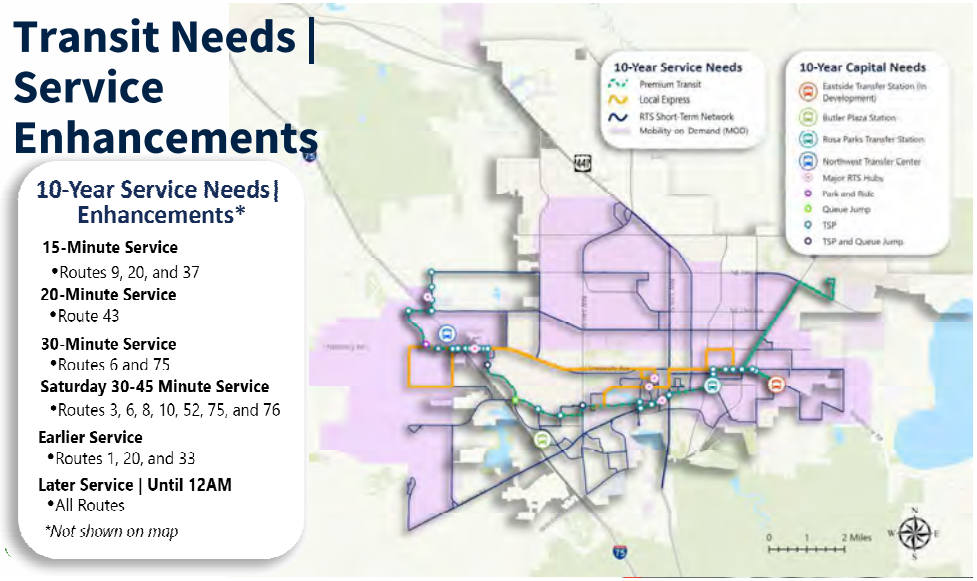
30-Minute Service
- Routes 6 and 75

Saturday 30-45 Minute Service
- Routes 3, 6, 8, 10, 52, 75, and 76

Earlier Service
- Routes 1, 20, and 33

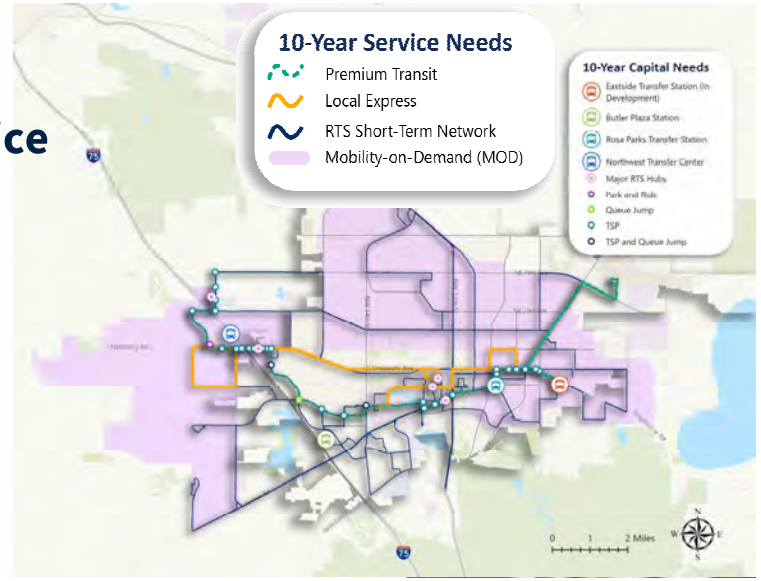
Later Service | Until 12AM
- All Routes

*Not shown on map



Transit Needs | New Service

- Rapid Express
- Local Express routes
  - Duck Pond/UF
  - Tower/UF Road



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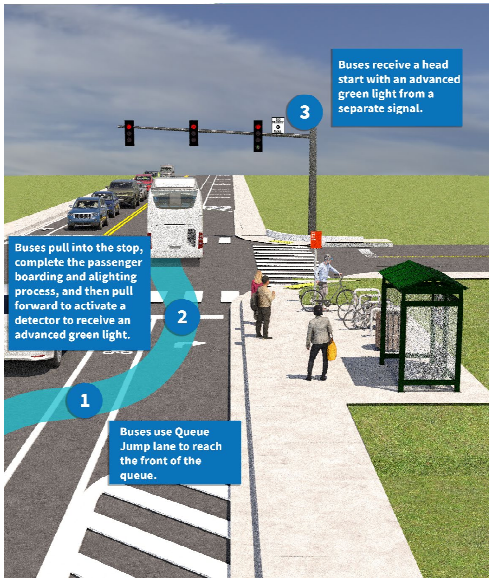
Transit Needs | Capital

- New Eastside Transfer Station
- New Northwest Transfer Station
- Rapid Express support
  - Park and Rides
  - TSP and Queue Jumps
- Infrastructure and Accessibility Upgrades
- Alternate-Fuel Vehicles
- Technology Upgrades



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Needs Evaluation | Criteria

Public Support 35%	Stakeholder Input 20%
	Public Input 15%
Financial Feasibility 30%	Cost per Revenue Vehicle 30%
Ridership Potential 20%	Traditional Markets 10%
	Discretionary Markets 10%
Geographic Connectivity 15%	Connections to Key Destinations 15%

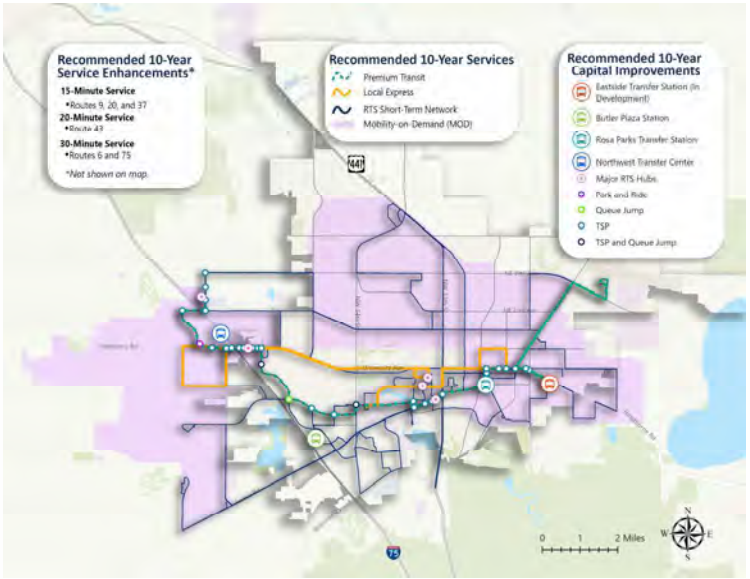
Needs Evaluation | Results

Improvements	General Public Input	Stakeholder Input	Traditional Market Coverage	Discretionary Market Coverage	Connections to Key Destinations	Cost Efficiency	Weighted Score
Rapid Express	7	7	7	7	7	5	6.4
Duck Pond/UF Express	7	7	5	7	7	5	6.2
Tower/UF Express	7	7	3	3	7	5	5.6
15-minute service | Route 9	7	7	5	7	5	3	5.3
15-minute service | Route 20	7	7	7	5	5	3	5.3
5AM Early Service | Route 1	5	5	3	5	3	7	5.1
5AM Early Service | Route 33	5	5	5	3	3	7	5.1
Saturday 30-45 min | Route 6	3	5	3	3	3	7	4.6
Saturday 30-45 min | Route 52	3	5	3	3	3	7	4.6
5AM Early Service | Route 20	5	5	7	5	5	3	4.6
Saturday 30-45 min | Route 75	3	5	1	1	5	7	4.5
Saturday 30-45 min | Route 8	3	5	1	3	3	7	4.4
Saturday 30-45 min | Route 10	3	5	3	1	3	7	4.4
Saturday 30-45 min | Route 76	3	5	3	1	3	7	4.4
15-minute service | Route 37	7	7	5	5	3	1	4.2
Saturday 30-45 min | Route 3	3	5	1	1	3	7	4.2
20-minute service | Route 43	5	7	3	1	3	3	3.9
30-minute service | Route 6	5	7	3	3	3	1	3.5
All Routes to 12AM	3	3	3	5	5	3	3.5
30-minute service | Route 75	5	7	1	1	5	1	3.4

7 Very High 5 High 3 Moderate 1 Low/None

10-Year Plan

- Existing Service Enhancements
- New Services
  - Premium
  - Express
  - MOD
- Technology-based improvements



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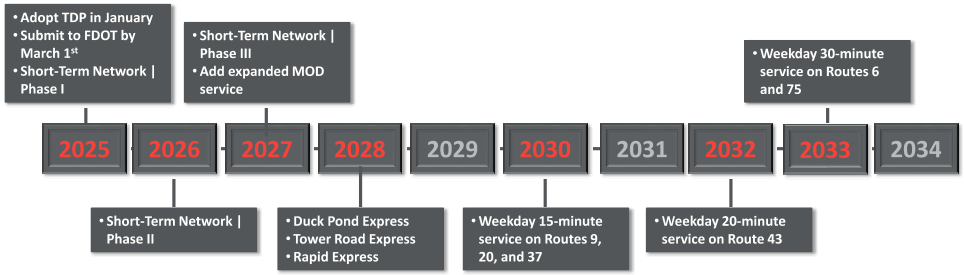
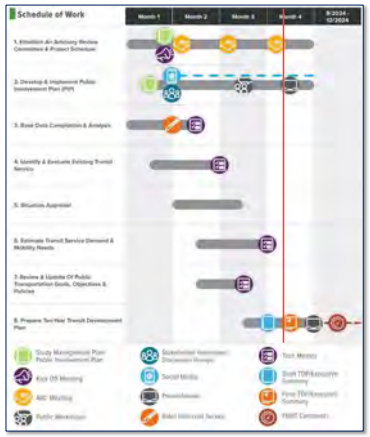
Implementation Timeline



TDP Development Timeline



- Submitted Needs Plan to FDOT
- Submitted Financial and Implementation Plan to FDOT
- Submission deadline for RTS is December 20th, 2024
- Submission deadline for FDOT is extended to March 2025 (Revised Rule).

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Discussion and Next Steps

- Finalize Financial Plan
- Submit to RTS on December 20th, 2024
- Finalize Presentation for January 30th, 2025
- Finalize Documentation

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Questions?

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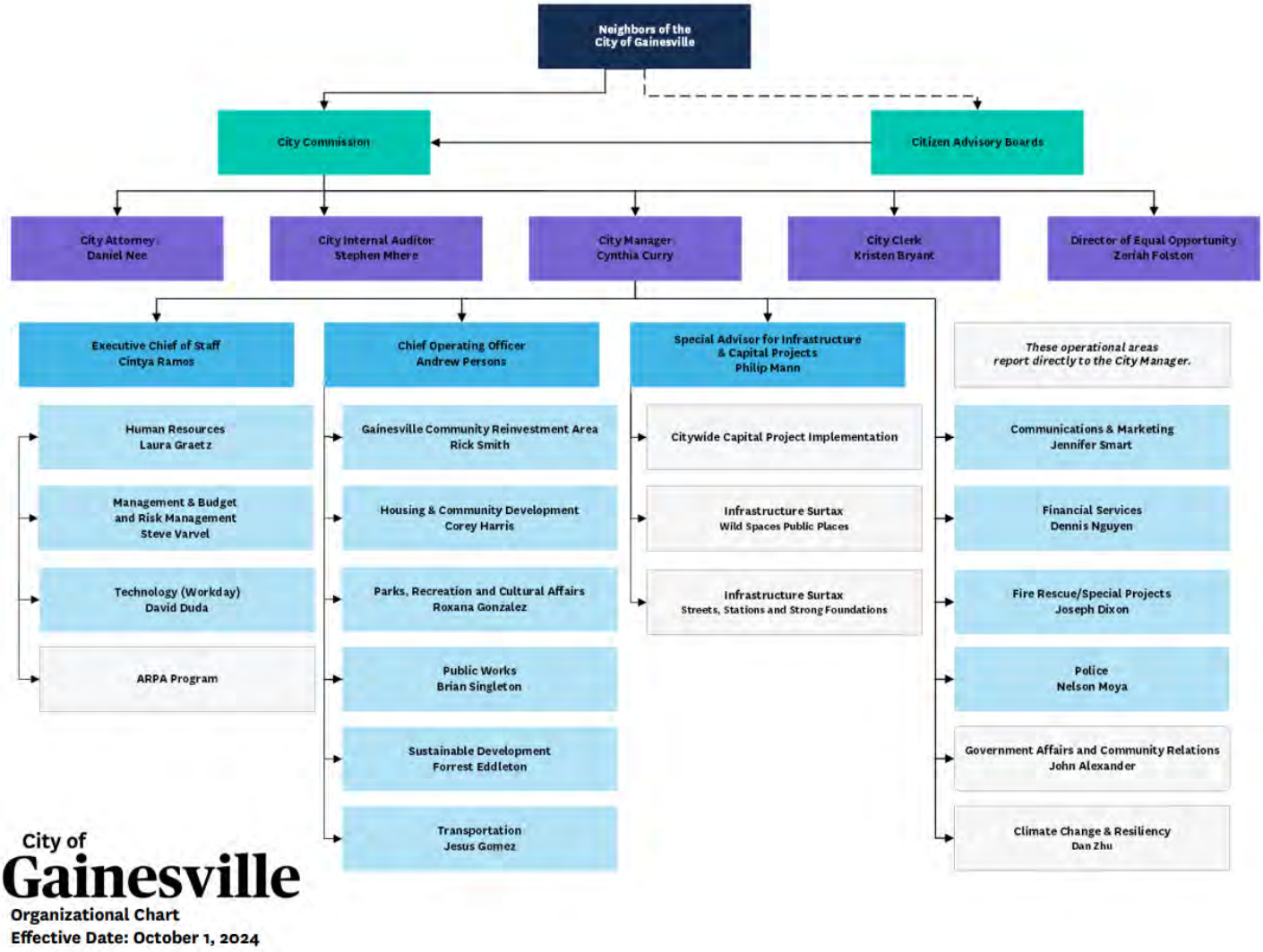
APPENDIX C: ORGANIZATION CHART



APPENDIX D: PERFORMANCE MONITORING PROGRAM

Once the proposed transit services are implemented, the following performance indicators and measures should be monitored by RTS on a quarterly basis for its fixed-route, Microtransit, and mobility-on-demand services as part of the recommended performance monitoring program.

- Passenger Trips – annual number of passenger boardings on the transit vehicles.
- Revenue Miles – number of annual miles of vehicle operation while in active service.
- Revenue Hours – number of annual hours of vehicle operation while in active service.
- Passenger Trips per Revenue Hour – ratio of passenger trips to revenue hours of operation.

New fixed-route type services typically take three years to become established and productive, the performance data up to that point should be reviewed and interpreted cautiously as a result. Further, Microtransit and mobility-on-demand services will be a relatively new service type in the City of Gainesville and therefore have fewer benchmarks with which to compare initially. Although adjustments and modifications are encouraged as demand and needs change, outright discontinuation based on performance monitoring data alone are discouraged during the initial three years.

Evaluation Methodology and Process

This process is based on two measures, trips per mile and trips per hour, which are weighted equally to derive an overall route score. An individual route's score for a particular measure is based on a comparison of the measure as a percentage of the system average for that particular measure. These individual measure scores are added together and divided by two to get a final aggregate score. This final composite performance score is an indication of a route's performance for the two measures when compared to the system average for those measures. A higher score represents better overall performance when compared to other routes.

The noted comparative performance evaluation can be beneficial, but caution should be exercised when using the final scores and rankings, because these figures are comparing routes to one another and may not reflect the specific goals established for a particular route (i.e., geographic coverage vs. ridership performance). The process is particularly useful, however, in highlighting those routes that may have comparative performance-related issues. These routes can then be singled out for closer observation in future quarters or years to determine specific changes that may help mitigate any performance issues.

Once a route score is determined, routes can be ranked to show the highest performing and lowest performing routes. The rankings are a useful proxy for determining the comparative performance of any route, as well as highlighting changes in performance over time. To track the performance variation over time, three performance levels have been developed:

- Level I – Good (≥ 75%) – Transit routes in this category are performing efficiently compared with the average level of all the agency's routes.
- Level II – Monitor (30–74%) – Routes in this category exhibit varying levels of performance problems and require more detailed analysis (e.g., ride checks, on-board surveys, increased marketing efforts, etc.) to aid in identifying specific changes that can be made to help improve the route's performance.
- Level III – Requires Attention (≤ 29%) – Routes in this category exhibit poor performance and low efficiency. Recommendations for these routes may include truncation of the route, reduction in the route's number of revenue hours, or discontinuation of the route

PERFORMANCE MONITORING PROGRAM