FINAL

CITY OF GAINESVILLE

REGIONAL TRANSIT SYSTEM

TRANSIT DEVELOPMENT PLAN

FY2007 – FY2011

Submitted To:

Florida Department of Transportation
District 2

Prepared By:

REGIONAL TRANSIT SYSTEM
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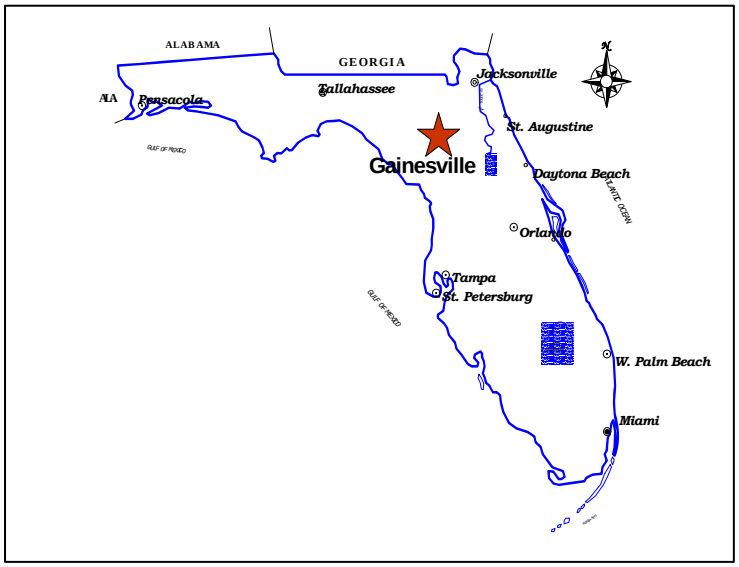
July 2006

TABLE OF CONTENTS

CHAPTER ONE:
Base Data Compilation

INTRODUCTION

The City of Gainesville Regional Transit System (RTS) has provided public transportation to the City of Gainesville and adjacent areas of Alachua County for over 31 years. RTS is a division of the City of Gainesville's Public Works Department, and operates a fleet of 88 diesel buses on its fixed-route system within a service area of approximately 74 square miles. This fixed route system consists of 36 routes, including ten routes serving the University of Florida (UF) campus. Currently, MV Transportation, under contract with RTS, provides paratransit services to the community.



The University of Florida and the City of Gainesville developed a partnership during fiscal year 1997 that resulted in pre-paid unlimited transit access for all University of Florida students, staff and faculty. Tremendous demand for transit services and increases in transit ridership are just two results of the highly successful partnership between the City of Gainesville RTS and the University of Florida (UF). This partnership was developed to provide pre-paid unlimited access to transit for all University of Florida students, staff and faculty.

Prior to the partnership between UF and City of Gainesville, RTS operated as a small urban transit system experiencing declining ridership and community support. Routes provided circuitous services at infrequent intervals. The partnership between University of Florida and City of Gainesville Regional Transit System enabled RTS to re-align some of its existing fixed routes and to increase frequencies to provide better connections between routes. Since the partnership was formed, ridership on the system has increased from two million annual riders in 1996 to more than 8 million annual riders today.

With tremendous growth in ridership, RTS is faced with increased challenges to meet the demand for new services. Overcrowding on buses, on-time performance, maintenance and operational constraints, equity issues, system network design, and funding are just some of the issues facing

RTS. As a community, Gainesville must balance the area's continued economic vitality with strategies to address the associated traffic congestion.

RTS is aware of the importance of visionary planning in a vibrant and growing community. RTS also knows that it possesses unique qualities and an important symbiotic relationship with the University of Florida. RTS realizes the need to engage the community in its future planning efforts. To address these issues, RTS has developed and implemented a Public Outreach Program with the objective of educating the community about transit and transit related issues, as well as obtaining feedback from the community to improve transit planning.

In Florida, transit systems must submit a five-year Transit Development Plan (TDP) to the Florida Department of Transportation as a condition to receiving block grant funding each year. The plan must be strategic in nature, which means that it must reflect the community's will and set out a series of strategies to reflect that will. In the past, residents and leaders have struggled with the role of transit in overall community values. There are many in Gainesville/Alachua County who value the region's natural beauty with its parks, prairies, and tree-lined streets. The people of Gainesville think a great deal about their community not only in concrete but in conceptual terms as well, using terms such as "livable" and "sustainable" and "human scale development" to envision the kind of community they wish to create and maintain. Others believe the region has great potential for business and economic development given the quality of life that is afforded to new people moving into the region. Finally, there are those who see the University of Florida, with its powerful economic impact and future expansion plans, as the primary force driving all of the factors discussed above.

Within this framework, Gainesville has experienced not only a rethinking of the role of transit but also a sense of great opportunity that must be seized. In January 1998, the Gainesville City Commission made history by adopting the first ever vision statement for the Regional Transit System. The 2003 modified vision statement is as follows:

To continuously improve our position as a premiere community and university transportation system, providing a variety of flexible transportation services and promoting accessibility, comfort, and sense of fun and community pride!

This vision statement has been and will continue to be a guide in the development of this Transit Development Plan. RTS is working diligently to continue to maintain their position as a "premiere university community transportation system." To better plan for the continuing development, improvement, or expansion of a public transit system, it is necessary to gain an understanding of the environment within which the system is operating. To achieve this end, Chapter One analyzes the demographic and economic conditions of Gainesville/Alachua County and its population utilizing 2000 U.S. Census Bureau (USCB), 2005 population estimates, data collected from an on-board passenger survey, a bus operator survey, and interviews with Gainesville community leaders. RTS staff, the City of Gainesville, the North Central Florida Regional Planning Council and the University of Florida provided additional information.

GAINESVILLE/ALACHUA COUNTY

Alachua County is located in North Central Florida and is bounded by Marion and Levy Counties to the south, Gilchrist County to the west, Columbia, Union and Bradford Counties to the north, and Putnam County to the east. The county encompasses approximately 874 square land miles. Gainesville, the largest city in the county, is physically situated in the center and is the County seat. A majority of residents live within the Gainesville urbanized area, which encompasses all of the RTS service area.

The Gainesville urbanized area has "natural barriers" that guide growth and development within the region and also highlight its natural beauty. To the south there is Paynes Prairie State Preserve, which is several thousand acres in size; to the east is Newnans Lake; and to the north is San Felasco Hammock. A majority of residential and commercial development has occurred in the western and northwestern urban area, including the Oaks Mall at Newberry Road and I-75 and continuing west to S.W. 125th Street. Although a vast majority of off-campus housing for University of Florida students is situated south and southwest of the University along Archer Road, S.W. 20th/24th Avenue, and the Williston Road corridors, there has been a recent trend towards students locating in other areas of the City of Gainesville.

The University of Florida is the community's main economic engine as the largest employer and with a student enrollment of 47,000 that has been steadily increasing over the past several years. The University also has medical clinics and a teaching hospital, which makes it a primary focal point for the many rural counties surrounding it. Santa Fe Community College, located outside the western boundary of Gainesville city limits, boasts a population of approximately 14,000 students, with approximately 264 full time and 276 part time faculty members.

In 2000, the United States Census Bureau (USCB) reported Alachua County's population at 217,955. Today, Gainesville is the largest city and the county seat with an estimated population of 118,634. The county's eight (8) rural communities have a combined population of 20,368, the largest of which is Alachua with an estimated population of 7,402. Table I-1 below summarizes the 2005 population estimates for Alachua County's communities and unincorporated areas using the Bureau of Economic Business Research (BEBR) April 1, 2005 estimates.

TABLE I-1
POPULATION – ALACHUA COUNTY COMMUNITIES
Population, Population Growth Rates, and Population Densities

Community	2000 Census	2005 Estimates	% Change
Gainesville	95,447	118,634	24.3%
Alachua	6,098	7,402	21.4%
High Springs	3,863	4,432	14.7%
Newberry	3,316	4,261	28.5%
Archer	1,289	1,230	-4.6%
Hawthorne	1,415	1,396	-1.3%
Waldo	821	832	1.3%
Micanopy	653	629	-3.7%
LaCrosse	143	186	30.1%
Unincorporated	104,910	100,012	-4.7%
TOTAL	217,955	239,014	9.7%

This section summarizes demographic and economic data for Gainesville/Alachua County. Specifically, characteristics related to transit use are presented. All data used in this chapter were obtained from the USCB's Census of Population and Housing databases and, where applicable, from the April 1, 2005 county population estimates and projections provided by the Bureau of Economic and Business Research (BEBR). Most graphic depictions in this section present data at the block group level in order to provide more accuracy in looking at various demographic characteristics. Figures I-1 and I-2 on the following pages show Alachua County census tracts and block groups for the Gainesville Urban Area (GUA) and Alachua County as a whole.

As shown in Table I-2, the 2005 BEBR population estimates for Alachua County was 239,014. According to the USCB's population estimates, the county's population has increased 9.7 percent from 2000 to April 2005, or an increase of 21,059 people. During this same time, Florida's population grew by approximately 11 percent. Based on medium rate growth figures provided by BEBR, Alachua County's population is projected to reach 260,800 by 2010, and exceed 279,000 by the year 2015.

Population densities were also examined, since higher densities are generally more conducive to transit use. Table I-2 shows that Alachua County's 2005 estimated population density of 256 persons per square mile is ranked 23rd in the state and is 22 percent less dense than the State of Florida as a whole. In addition, according to 2005 U.S. Census data, the population density of Gainesville/Alachua County is significantly greater than that of its neighboring counties. The nearest most dense county is Clay County with a 2005 population density of 284 persons per square mile (ranked 22nd) with the remaining adjacent counties all ranking between 30th and 55th in the state.

Figure I-1
Census Tracts and Block Group Boundaries
Alachua County

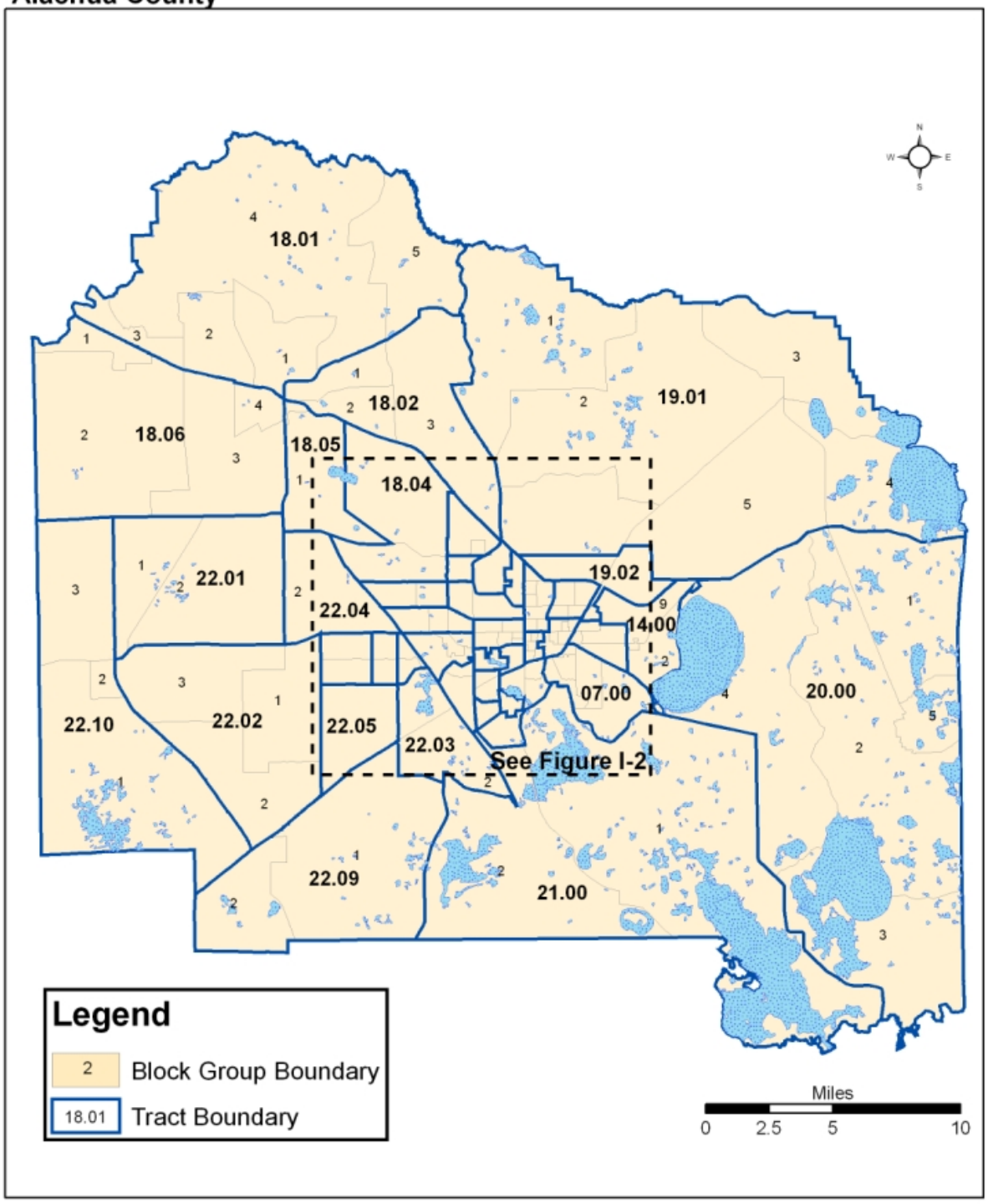


Figure I-2
Census Tracts and Block Group Boundaries
Gainesville Urban Area

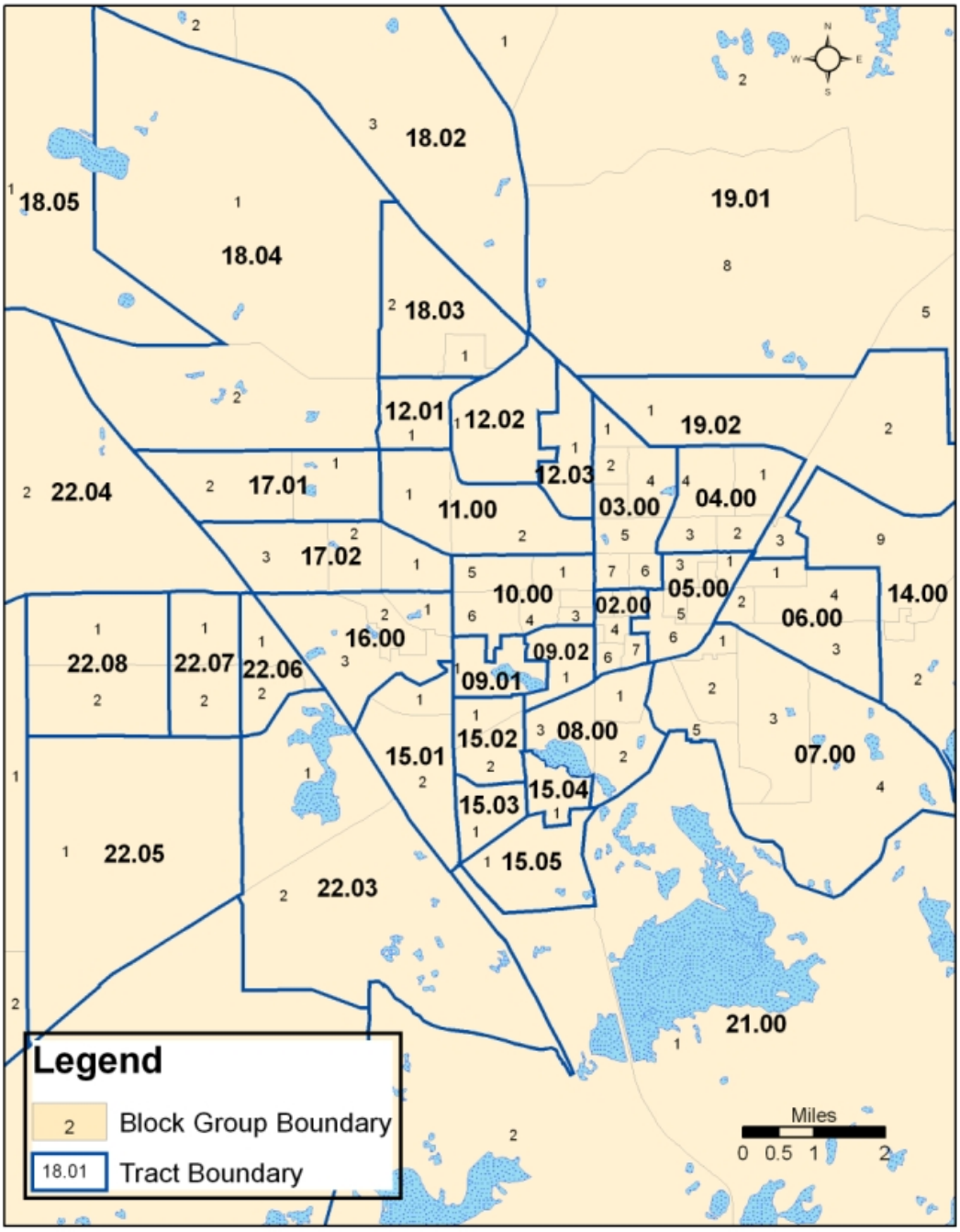


Table I-2
General Populations, Growth Rates, and Densities

Geographic Area	2005 Estimated Population	Population Growth (2000-2005)	Density (persons per square mile)
Alachua County	239,014	9.7%	256
Florida	17,789,864	11.3%	329

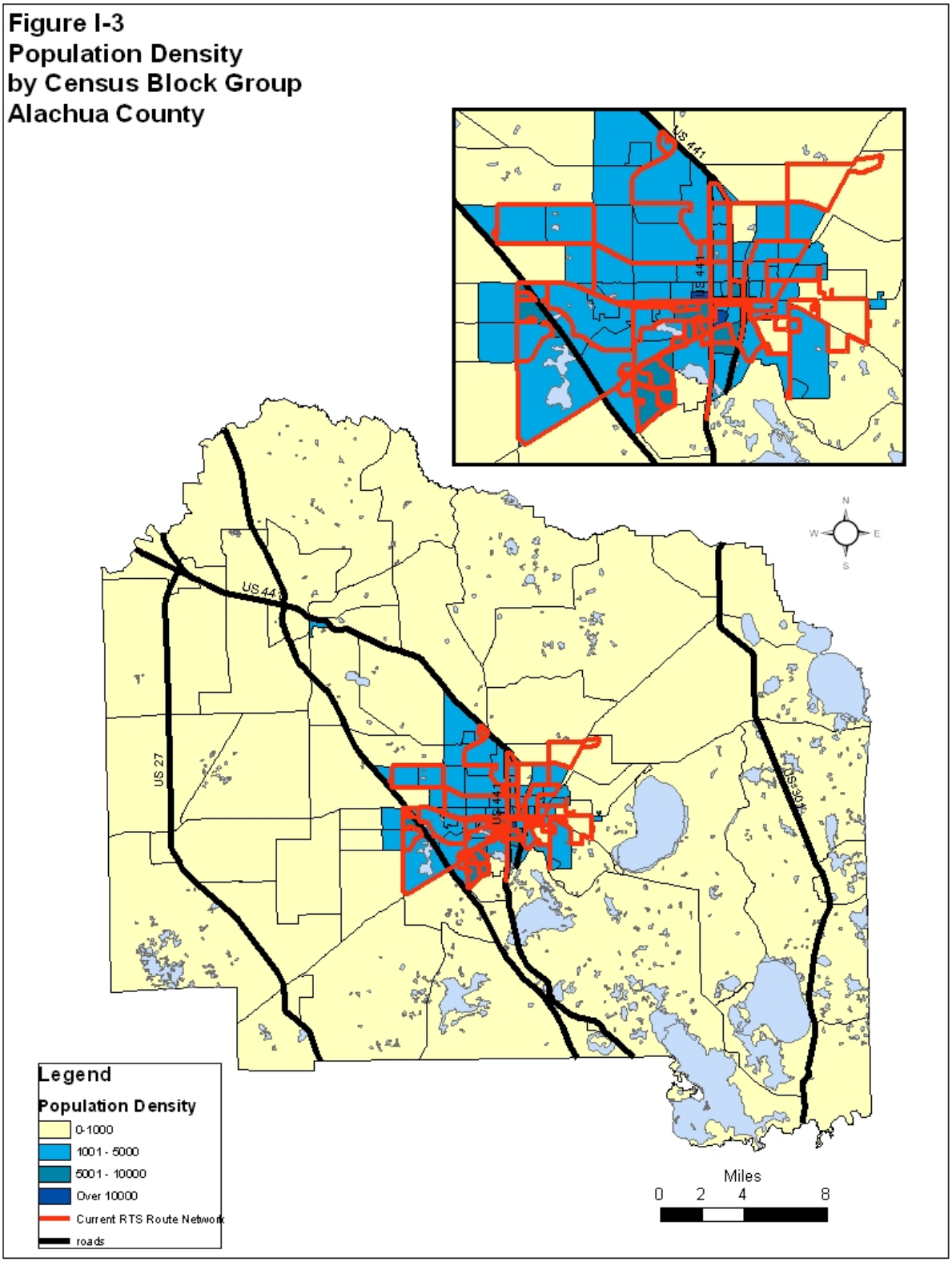
Table I-3 outlines the six most populous census tracts in Gainesville/Alachua County. These six tracts each have populations greater than 7,000 persons. According to 2000 U.S. Census data, the most populous tract is number 18.04, which is located in northwest Gainesville and has 8,998 persons residing within its physical boundaries.

Table I-3
Highest Populations by Census Tract (2000)
Gainesville/Alachua County

Tract	Geographic Area	Population
18.04	Northwest Alachua County	8,998
8.00	South Central Gainesville (urban)	8,439
15.01	West Gainesville (urban)	8,135
7.00	Southeast Gainesville	7,455
19.01	Northeast Alachua County	7,327
16.01	West Gainesville (urban)	7,225

Although the above listed census tracts are the most populated, none of them have the greatest population densities expressed in persons per square mile. A majority of the block groups with the highest densities tend to be located west of Waldo Road, north of Paynes Prairie, east of I-75, and south of U.S. 441/N.W. 53rd Avenue as Illustrated in Figure I-3. The population densities by block group can be seen in Figure I-3: those shaded darkest blue depict population densities greater than 10,000 persons per square mile.

Figure I-3
Population Density
by Census Block Group
Alachua County



TRADITIONAL AND UNIQUE TRANSIT MARKETS

To investigate the transportation needs of a given area, certain distinct segments of the population must be examined. One step in the development of a TDP requires the analysis of segments of the study area's population that consist of persons who use transit service as a primary source for mobility requirements. Florida has a statutory definition to define segments of the population who are “transportation-disadvantaged”. These groups are commonly referred to using the acronym "TD." Traditional transit markets include:

- Youth (persons under the age of 18),
- Elderly (persons 60 years of age and older),
- Disabled (persons who have a public transportation disability),
- Low-income (households with annual incomes below $10,000), and
- Zero-car (households in which no car is available).

In Gainesville, because of its demographics, unique markets exist for transit service including:

- University and College students (between the ages of 18-25),
- Environmentalists,
- Proponents of livable and sustainable communities, and
- University of Florida employees.

In this section, we will examine those market segments that are quantifiable based on U.S. census data.

Data from the 2000 U.S. Census were used to obtain the number of persons in each of the TD categories. The following sections provide a description of the demographic characteristics of Gainesville/Alachua County in terms of the categories listed above.

Transportation Disadvantaged Population

Chapter 427 of the Florida Statutes defines transportation disadvantaged (TD) persons as:

> *"...those persons who because of physical or mental disability, income status, or age are unable to transport themselves or to purchase transportation and are, therefore, dependent upon others to obtain access to health care, employment, education, shopping, social activities, or children who are handicapped or high-risk or at risk as defined in s. 411.202."*

The Florida Coordinated Transportation System serves two population groups. The first group, now being referred to by the Florida Commission for the Transportation Disadvantaged (CTD) as the "Potential" TD population (also known as Category I TD population), includes persons who are disabled, elderly, low-income, and children who are "high-risk" or "at-risk." These Potential TD persons are eligible for trips that are sponsored by social services or other governmental agencies.

The second population group, referred to by the CTD as the Transportation Disadvantaged (TD) population (also known as Category II), is a subset of the Potential TD population. The TD population includes those persons who are transportation disadvantaged according to the definition

in Chapter 427 F.S. (i.e., they are unable to transport themselves or to purchase transportation). These persons are eligible to receive the same subsidies as those persons in the Potential TD group, plus they are eligible to receive trips subsidized by the TD Trust Fund monies allocated to local community transportation coordinators (CTCs) by the CTD, as funding permits.

Table I-4 presents the 2006 estimates for persons who are included in the Potential TD population. This figure, 87,866, represents approximately 36 percent of the county's 2006 population. Table I-4 also includes the 2006 estimate of the TD population in Gainesville/Alachua County. Approximately 16,035 persons, or 6.7 percent of the county's population, are estimated to be included in the TD population and, therefore, would meet the criteria for being considered transportation disadvantaged and eligible to receive trips subsidized by the TD Trust Fund.

Table I-4
2006 Gainesville/Alachua County
Transportation Disadvantaged Populations

Population Segments	Population Estimates	Percent of County Pop. (2005 Est.)
Potential TD Population	87,866	36.7%
TD Population	16,035	6.7%

Source: Estimates obtained using the methodology described in *Methodology Guidelines for Forecasting TD Transportation Demand at the County Level.* May 1993.

Table I-5 contains a detailed breakdown of the different categories within Gainesville/Alachua County's actual TD population. The largest subgroup is the transportation disabled, elderly, non-low income, which comprises approximately 44.4 percent of the 2006 TD population estimate.

The *National Survey of Transportation Handicapped People* (NSTHP), sponsored by the former Urban Mass Transportation Administration (now the Federal Transit Administration), provided data on the number of persons with a "transportation handicap." This was defined as persons who (1) had experienced one or more general problems in the past 12 months that affected their mobility, (2) perceived that they had more difficulty in using public transportation than persons without their general problem, and (3) were not homebound. This definition was used to specify transportation disabled persons (a subset of the total disabled population) noted in Tables I-5 and I-6.

Table I-5
2005 Gainesville/Alachua County
Transportation Disadvantaged (TD) Population

Population Segments	Population Estimates	Percent of TD
Transportation Disabled, Non-Elderly, Low Income	853	5.3%
Transportation Disabled, Non-Elderly, Non-Low Income	2,587	16.1%
Transportation Disabled, Elderly, Low Income	1,227	7.6%
Transportation Disabled, Elderly, Non-Low Income	7,118	44.4%
Non-Transportation Disabled, Low Income, No Auto, No Fixed-Route Transit	4,250	26.5%
Total Transportation Disadvantaged	16,035	100.0%

Source: Estimates obtained using the methodology described in *Methodology Guidelines for Forecasting TD Transportation Demand at the County Level*. May 1993.

Table I-6 contains projections for the TD population of Gainesville/Alachua County out to the year 2005. Projections of populations are separated into the same subgroups as in Table 1-5. From 2006 to 2008 the TD population is estimated to grow from 16,035 in 2006 to 16,745 in 2008.

Table I-6
2006-2008 Gainesville/Alachua County
Transportation Disadvantaged (TD) Population Projections

Population Segments	2006	2007	2008
Transportation Disabled, Non-Elderly, Low Income	853	859	864
Transportation Disabled, Non-Elderly, Non-Low Income	2,587	2,603	2,621
Transportation Disabled, Elderly, Low Income	1,227	1,270	1,315
Transportation Disabled, Elderly, Non-Low Income	7,118	7,371	7,632
Non-Transportation Disabled, Low Income, No Auto, No Fixed-Route Transit	4,250	4,281	4,313
Total Transportation Disadvantaged	**16,035**	**16,384**	**16,745**

Source: Estimates obtained using the methodology described in *Methodology Guidelines for Forecasting TD Transportation Demand at the County Level,* May 1993.

Age

Table I-7 shows the percentage distributions for all age groups in Gainesville/Alachua County and Florida. As mentioned previously, the age groups of primary interest for this TDP are those segments of the population that are considered to be transportation disadvantaged. Specifically, these segments are the age groups that comprise the county's youth and elderly populations.

It is evident from the data in Table I-7 that the population of Gainesville/Alachua County is somewhat younger, overall, than that of Florida. The county's age distribution indicates that 43.3 percent of the population is under the age of 25 as compared with 31.1 percent for Florida. According to 2000 U.S. Census data, the median age in Alachua County is 29 years. The younger populations within the county should be considered a major factor in the strategic planning and continuing development of public transit in the region.

Table I-7
Population and Age Distribution

Geographic Area	Age				
	0 – 17	18 – 24	25 – 44	45 – 59	60+
Gainesville	17.8%	29.4%	26.7%	13.9%	12.3%
Alachua County	20.2%	23.2%	27.7%	16.3%	12.6%
Florida	22.8%	8.3%	28.6%	18.1%	22.2%

As discussed previously, age groups under 18 and age groups over 60 are of interest in this study. Those under the age of 18 are either too young to drive or do not have access to an automobile. Similarly, the elderly are often drawn to public transportation as a more convenient form of mobility when physical or economic limitations are present. Therefore, persons in these two age groups typically rely more on public transportation for mobility.

Figures I-4 and I-5 below display the distributions of youth and elderly populations in Alachua County. The highest concentrations of persons below the age of 18 are found in the northern and western block groups of both the Gainesville urban area and Alachua County as a whole. The highest concentrations (more than 1,500) are found in the block group that includes Haile Plantation and other single family residential subdivisions and the block group north of N.W. 39th Avenue near U.S. 441. Routes 8 and 75 currently provide service within one-quarter mile of these areas with the highest concentrations of people under the age of 18. Elderly populations are more dispersed throughout the county, including block groups in eastern Alachua County along U.S. 301, southern Alachua County, High Springs, and west of I-75. The highest concentrations of elderly persons (more than 500) are found primarily in the northern portions of the Gainesville urban area, including the Millhopper area and the area from U.S. 441 south to N.W. 39th Avenue.

Figure I-4
Population Under Age 18
by Census Block Group
Alachua County

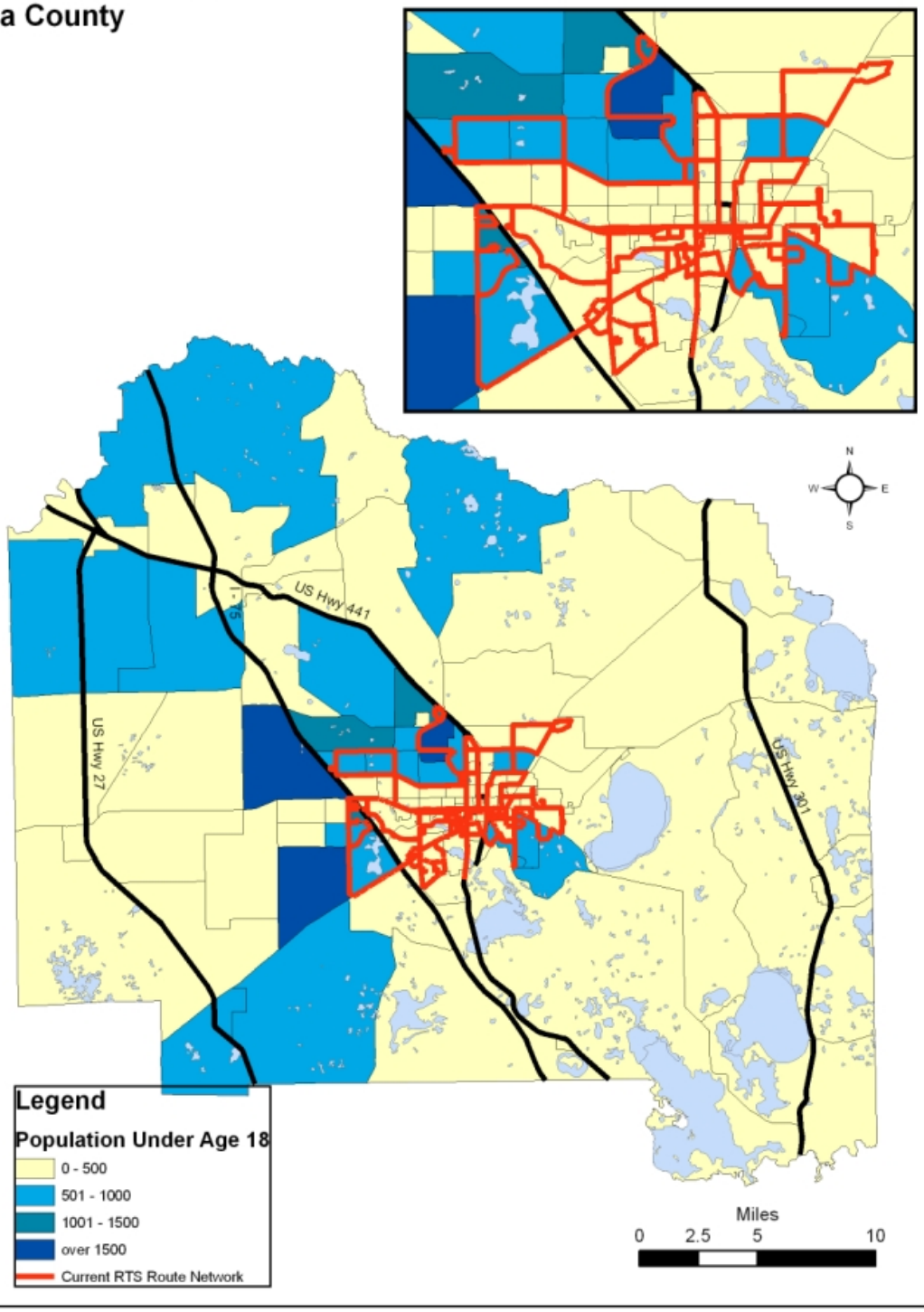
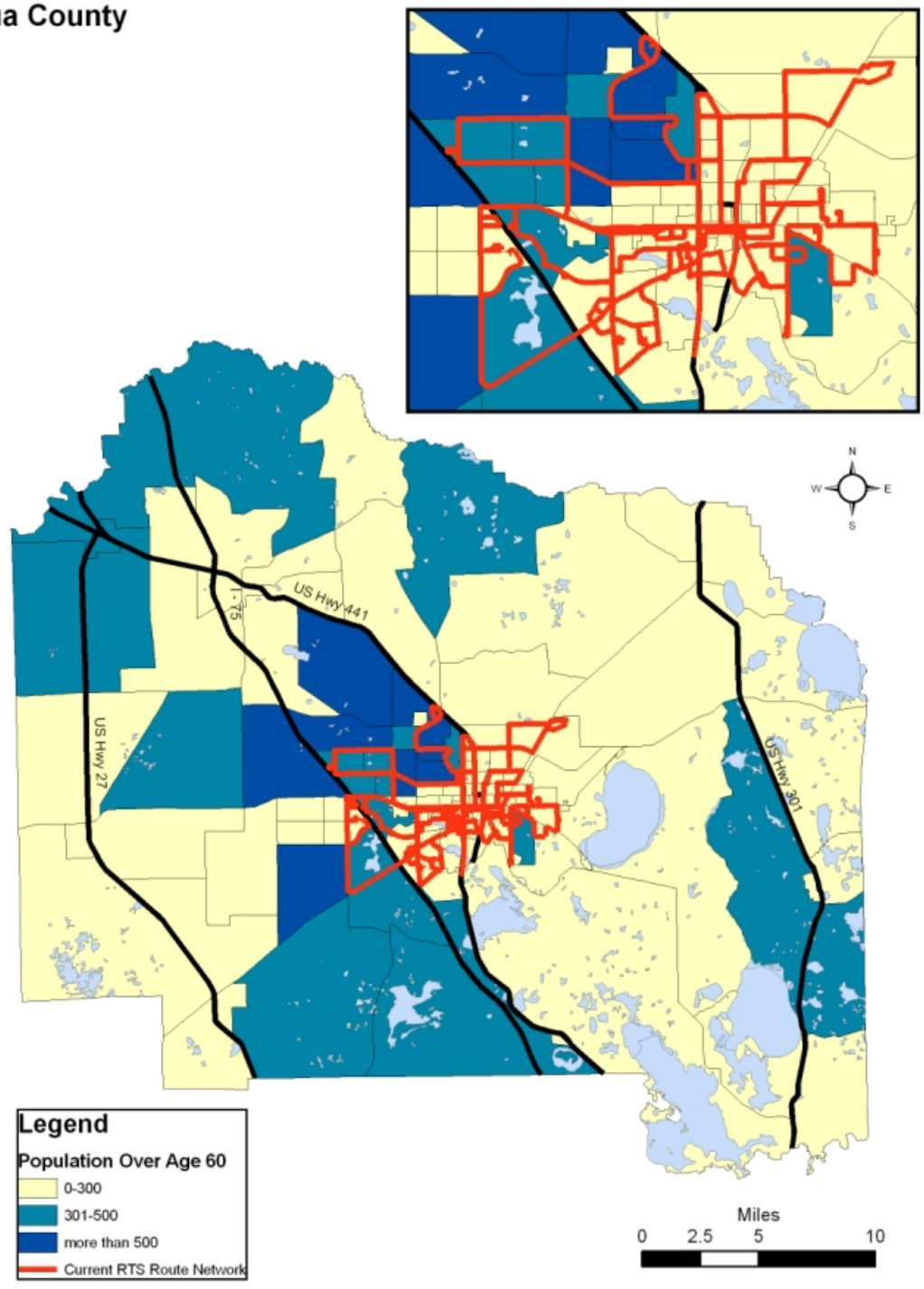


Figure I-5
Population Over Age 60
by Census Block Group
Alachua County



Income

Table I-8 presents the distribution of household income in Gainesville, Alachua County and Florida as a whole. Compared to the state, Gainesville and Alachua County have higher percentages of households with incomes in the three lowest income categories listed in Table I-8. Conversely, Florida, as a whole, has higher percentages of households in the four highest income categories. In 1999, Gainesville's median income was $28,164 and Alachua County's median income was $31,426, which was 24 percent lower than Florida's 1999 mean income of $38,819.

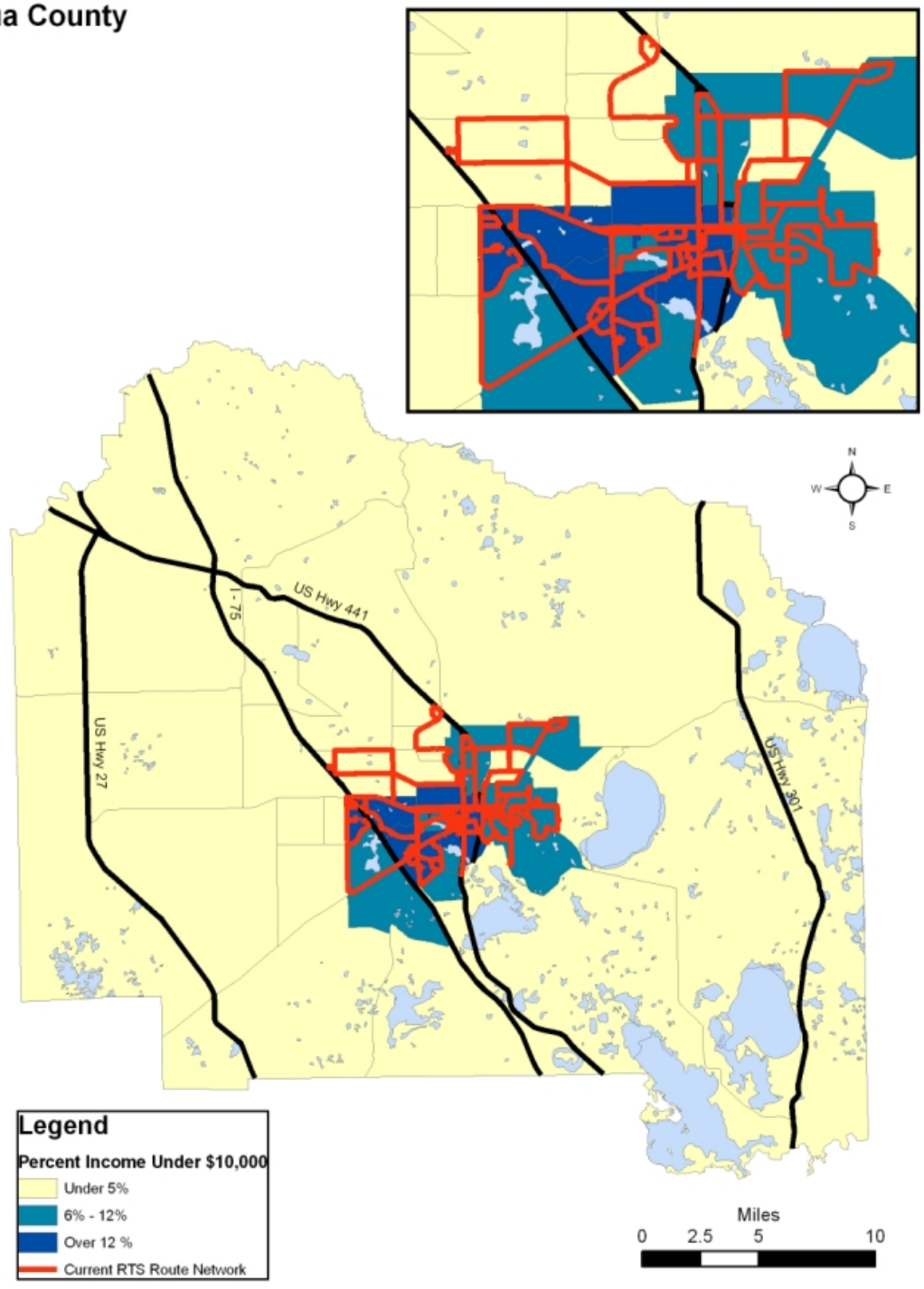
Table I-8
Household Income Distribution (1999)

Geographic Area	$0-$9,999	$10,000-$14,999	$15,000-$24,999	$25,000-$34,999	$35,000-$49,999	$50,000-$74,999	$75,000 & Over
Gainesville	20.0%	8.9%	16.5%	13.1%	13.2%	13.8%	14.5%
Alachua County	17.8%	8.1%	15.2%	12.9%	14.4%	15.3%	16.2%
Florida	9.6%	6.7%	14.5%	14.2%	17.4%	18.5%	19.1%

Like age, income is an important factor in determining the usage of public transit. In general, with little or no access to an automobile (vehicle availability is discussed later in this section), low-income persons rely more on a public transit system for mobility and access to employment, shopping, and entertainment.

Figure I-6 below depicts census tracts containing the percentage of population with annual household incomes less than $10,000. As the map in the figure shows, the tracts with the highest concentrations of low-income households (more than 12% of households, shaded dark blue) are located mainly in the southwest Gainesville urban area and in eastern Alachua County between Newnans Lake and Orange Lake to the south.

Figure I-6
Percent of Households with Income Under $10,000
by Census Tract
Alachua County



Household Vehicle Availability

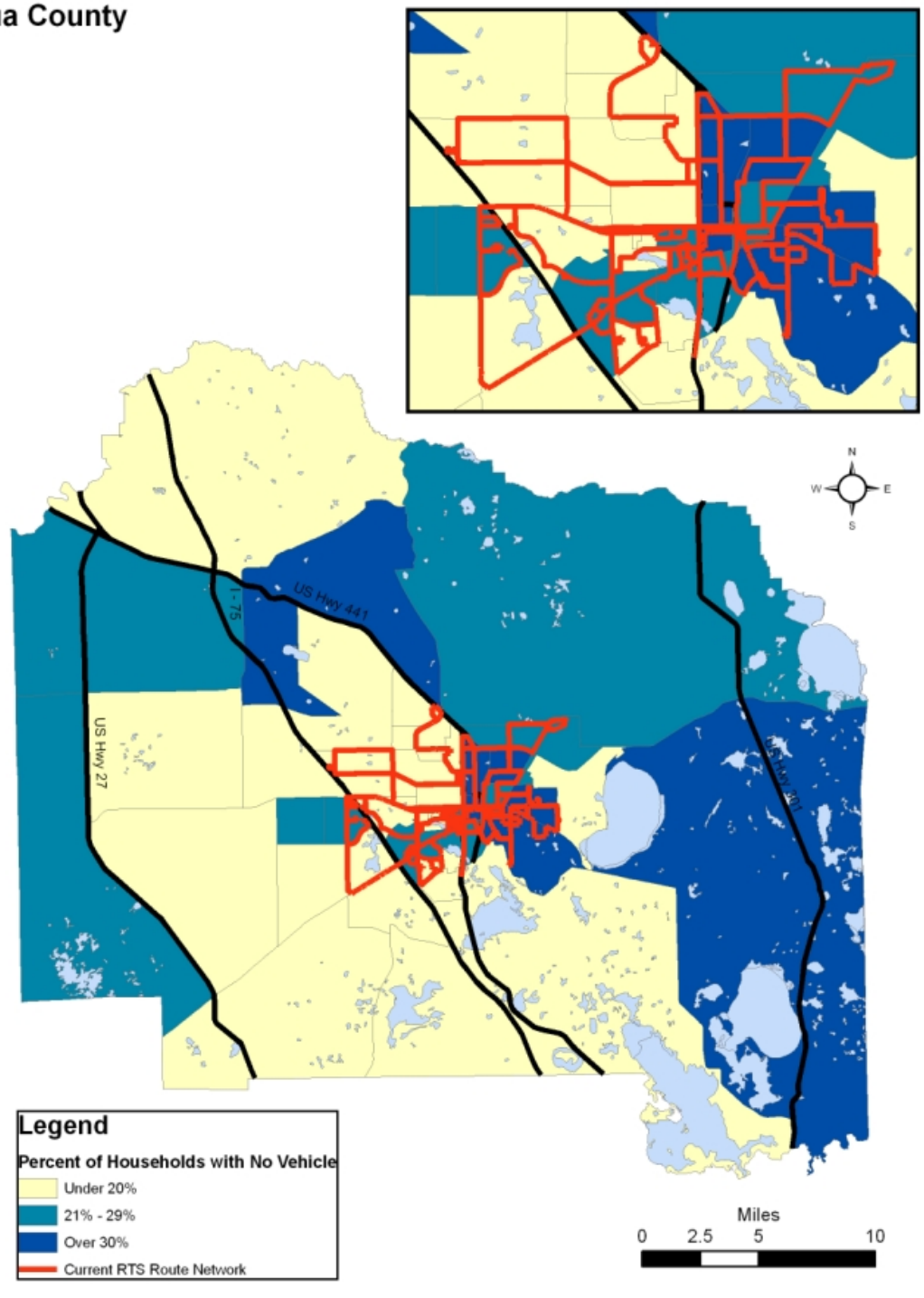
Although Figure I-6 shows a heavy distribution of low income households throughout Alachua County, an examination of households with no automobiles available provides assistance in narrowing these low income persons more likely to use public transportation. Table I-9 outlines the distributions of vehicle availability among occupied housing units (used as a proxy for households) in Gainesville/Alachua County and Florida. In Gainesville/Alachua County, approximately seven percent of households do not have access to a vehicle, comparable to the Florida statistic. Approximately 40 percent of households in the county have one vehicle available. Vehicle availability in Gainesville/Alachua County's households is comparable to the rest of the state.

Census tracts wherein over 30 percent of the occupied housing units do not have a vehicle are included in Figure I-7, which graphically depicts the distribution of occupied housing units with no vehicles available. A majority of the census tracts with no vehicles available are found in the eastern Gainesville urban area, eastern Alachua County, Alachua, and High Springs. The tracts with over 30 percent of households with no vehicles are shown in dark blue and include those areas north and south of East University Avenue and areas to the south. RTS currently provides transit service to those census tracts within the City of Gainesville that contain a high percentage (over 30 percent) of housing units with no vehicle available. However, there exists a deficiency in transit service to those tracts within the eastern portion of Gainesville city limits. For example, routes 2, 7, 11, and 24 provide only one-hour headways.

Table I-9
Vehicle Availability Distribution (2000)

	Number of Vehicles Available			
Geographic Area	**Zero**	**One**	**Two**	**Three or More**
Gainesville	9.3%	44.4%	33.5%	12.8%
Alachua County	7.3%	40.1%	37.8%	14.9%
Florida	8.1%	41.4%	38.2%	12.3%

Figure I-7
Percent of Households with No Vehicles Available
by Census Tract
Alachua County



Unique Transit Markets

As mentioned earlier, Gainesville has some unique markets for transit in addition to traditional markets, including:

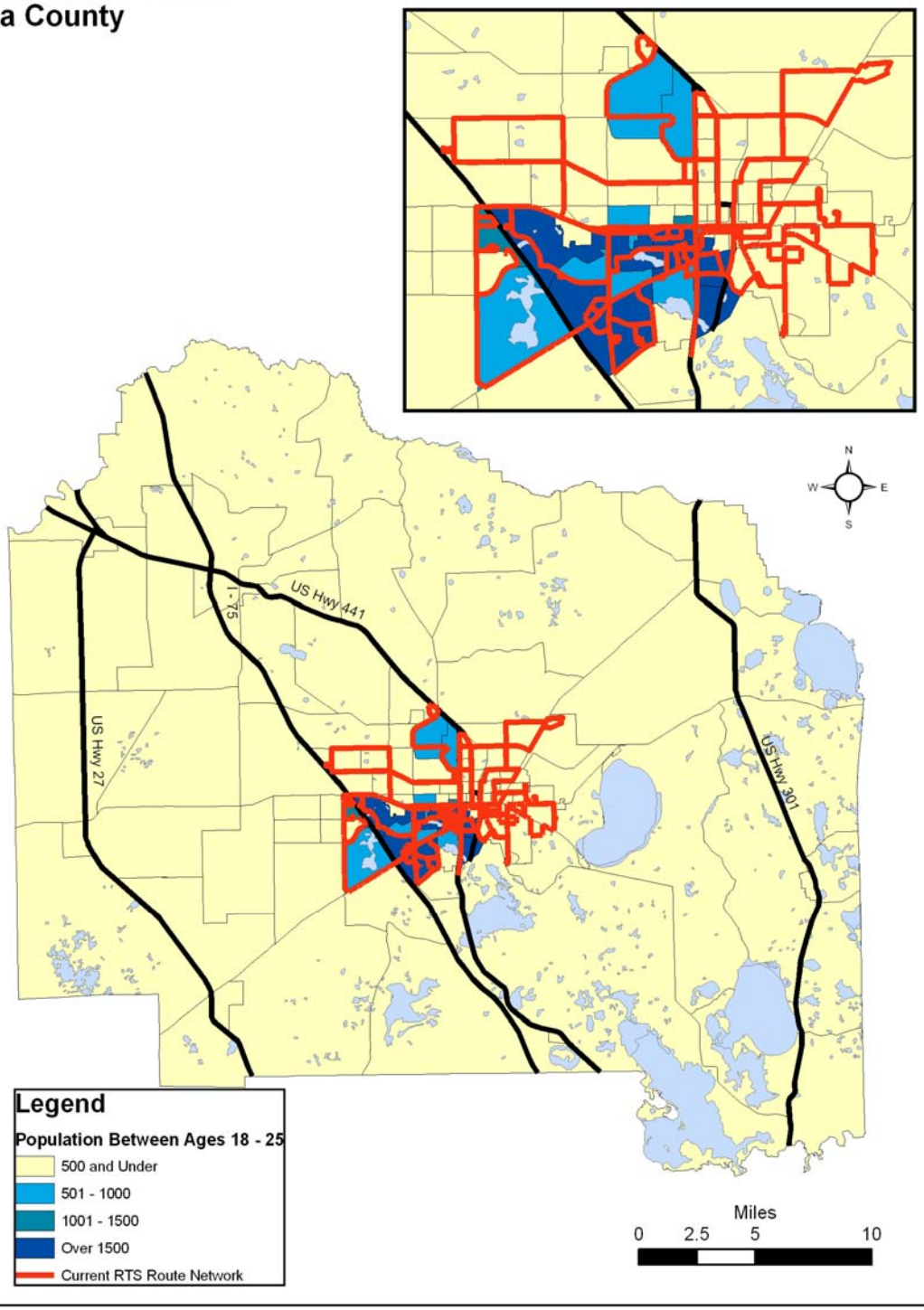
- University and College Students,
- Environmentalists,
- Proponents of livable and sustainable communities, and
- University of Florida employees.

Of these markets, only one can actually be examined using U.S. Census data, and that is University and College students. For the purposes of this study, university and college students will be considered those persons who fall within the age 18-25 category. It is true that there are persons in this age group who are not university and college students and it is also true that there are university students in other age groups. However, using this demographic can help determine the concentrations of the majority of students in the area.

Figure I-8 below shows the distribution of 18-25 year-olds in the region. This figure yields no surprises as the block groups with concentrations of this age group fall in the southwest quadrant of the urban area where many rental apartment complexes are located.

Some of the most productive routes in the RTS fixed route system provide service to the southwest quadrant of the City of Gainesville. Most of these routes provide direct connections between student-oriented apartment complexes and the University of Florida campus. As a result of the concentration of student housing and the high level of transit service provided, students comprise over 75 percent of passengers on routes serving the area.

Figure I-8
Population Between Age 18 - 25
by Census Block Group
Alachua County



EMPLOYMENT CHARACTERISTICS AND COMMUTING PATTERNS

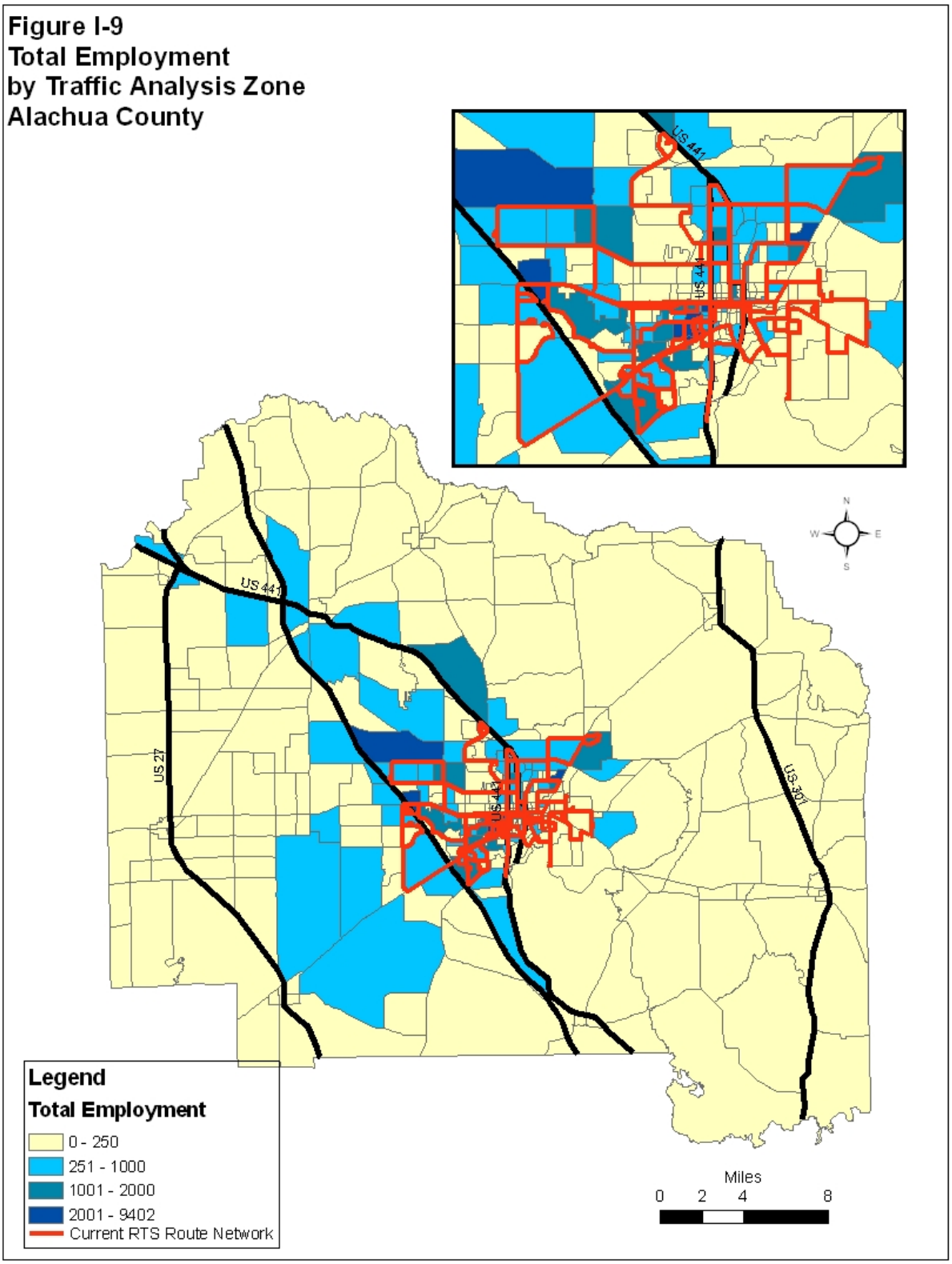
The percentage of Alachua County workers in the labor force (63.3 percent) is higher than the state percentage (58.6 percent). The employed labor force was also higher than the state percentage however unemployment was at 4.4 percent compared to 3.2 percent for the state in 2000.

Table I-10
Labor Force Participation (2000)

Geographic Area	Percentage in Labor Force	Percentage of Labor Force Employed
Alachua County	63.3%	58.8%
Florida	58.6%	54.9%

Figure I-9 on the following page shows employment by Traffic Analysis Zone (TAZ). As expected, the higher concentrations of employment (those shaded darker blues) fall at the University of Florida, Interstate 75 and 39th avenue, the Airport Industrial Park, central Gainesville, Millhopper, and the industrial park in Alachua. Lesser concentrations of employment are dispersed throughout the urban area. It is interesting to note the high concentration of employment located just outside Gainesville city limits in the northwestern portion of the urbanized area. This area of darker blue shading depicts development that is primarily serviced based and commercial jobs.

Figure I-9
Total Employment
by Traffic Analysis Zone
Alachua County



Travel to Work

Table I-11 below shows work locations and the extent of intercounty commuting for Gainesville, Alachua County and Florida. The table indicates that a far greater percentage of workers commute to central cities in Gainesville/Alachua County than workers throughout the rest of the state. The USCB defines the central city in Alachua County as Gainesville.

Figure I-11 shows the percent of workers commuting to a central city. Virtually all block groups within the county have at least 45 percent of the households commuting to the central city. The highest concentrations, greater than 70 percent and greater than 85 percent, fall within the Gainesville urban area.

Table I-11
Work Commuting Patterns (2000)

Geographic Area	Work in Central City	Work outside the County
Gainesville / Alachua County	62.7%	6.9%
Florida	34.3%	13.7%

Travel Time to Work

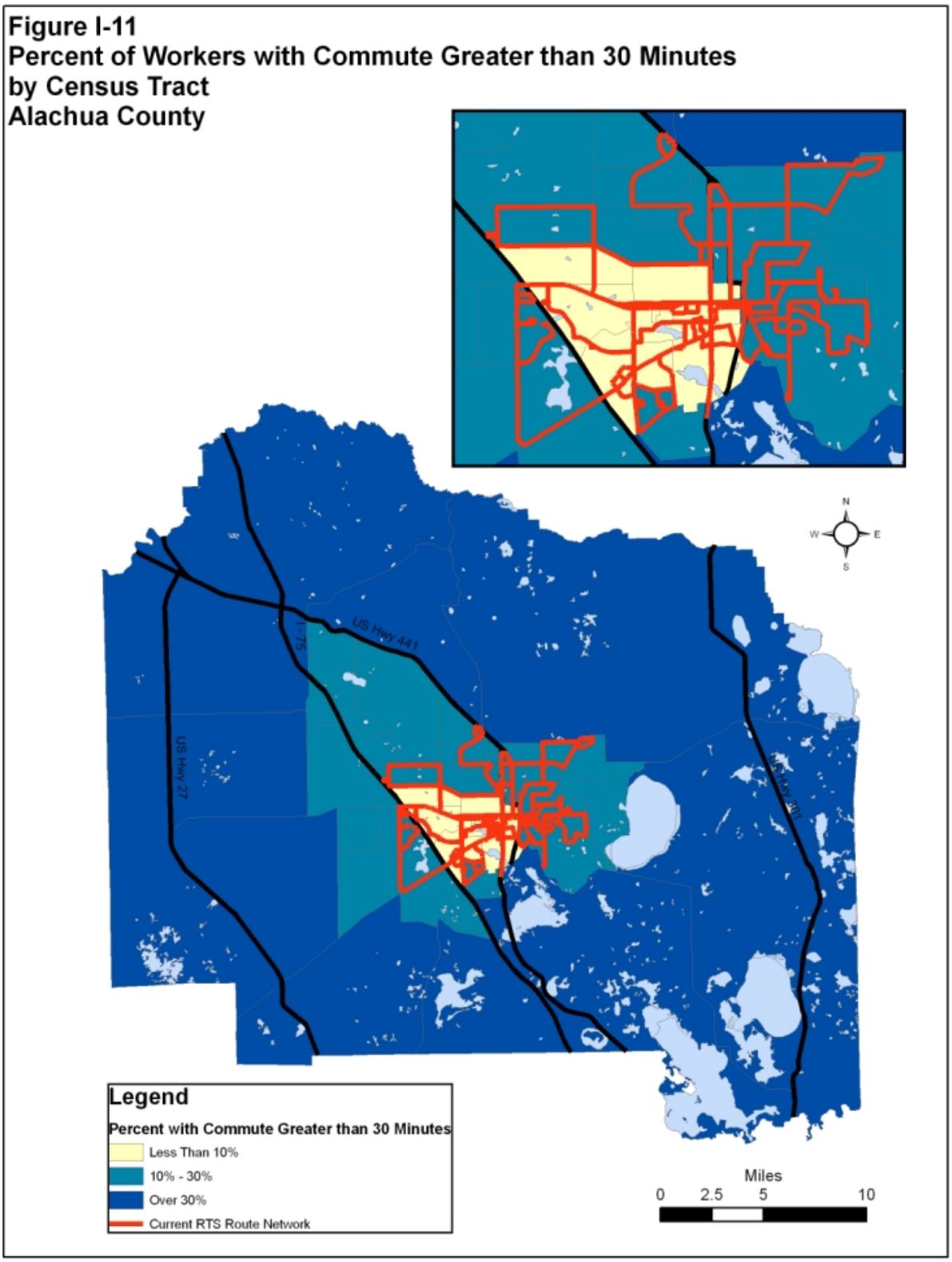
The largest proportion of workers in Gainesville/Alachua County travel between 10 and 19 minutes to work, according to 2000 U.S. Census data. This finding is also true for the state. Table I-12 below shows the distribution of travel times in Alachua County and the state.

Most of the block groups wherein the largest percentages of workers with commutes greater than 30 minutes are located in the extreme eastern and western edges of the county. Smaller percentages of commuters have greater than 30 minute commutes almost in concentric rings around the Gainesville urban area, as displayed in Figure I-11.

Table I-12
Travel Time to Work (2000)

	Travel Time in Minutes (percent of workers)				
Geographic Area	**0-9**	**10-19**	**20-29**	**30-44**	**45+**
Gainesville	18.6%	49.6%	18.2%	7.7%	5.9%
Alachua County	14.6%	40.1%	23.4%	14.2%	7.8%
Florida	11.2%	30.0%	21.6%	22.3%	14.9%

Figure I-11
Percent of Workers with Commute Greater than 30 Minutes
by Census Tract
Alachua County



Means of Travel to Work

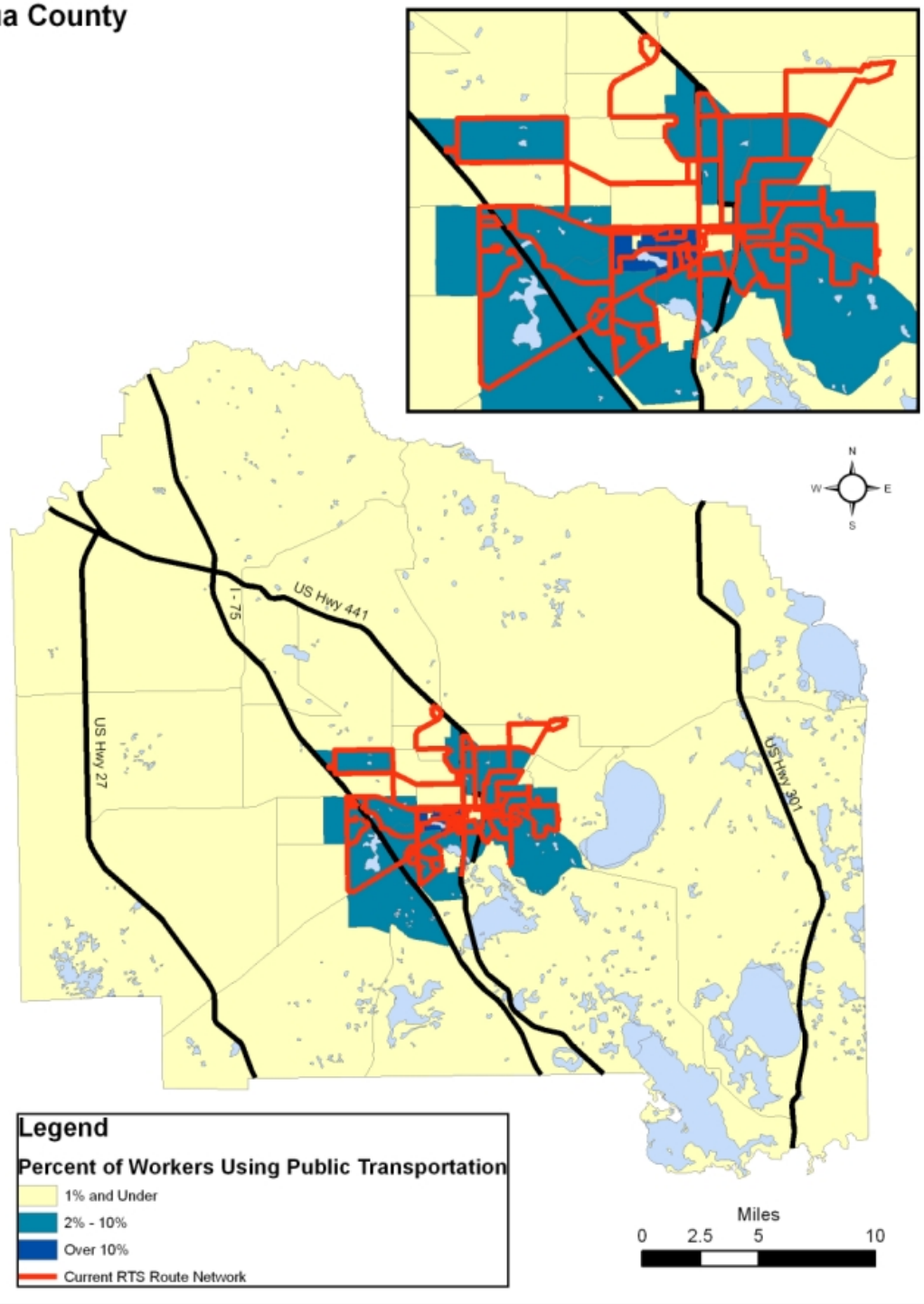
The data in Table I-13 shows that, as expected, the majority of workers in Gainesville/Alachua County drive alone to work. Almost 75 percent of workers in the county drive alone and the distributions of travel modes are consistent with those of the state. Also, the same table shows that public transit, at all geographic levels, is the least-used travel mode for the work trip.

Figure I-12 shows the distribution of carpoolers and Figure I-13 shows those who used public transportation in Alachua County. Census tracts with greater than 10% of workers carpooling have relatively equal distribution throughout the eastern and western sides of the county. The highest concentrations of carpoolers are found in eastern Alachua County. For public transportation, those census tracts with greater than 1% of commuters riding transit fall within the Gainesville urban area and specifically within the RTS service area.

Table I-13
Journey-to-Work Mode Split (2000)

Geographic Area	Travel Mode				
	Drive Alone	Carpool	Public Transit	Other	Walk or Bike
Gainesville	69.8%	12.2%	3.2%	3.9%	10.9%
Alachua County	74.7%	12.7%	2.4%	4.2%	6.0%
Florida	78.8%	12.9%	1.9%	4.1%	2.3%

Figure I-13
Percent of Workers Using Public Transportation
by Census Tract
Alachua County



OTHER GAINESVILLE/ALACHUA COUNTY CHARACTERISTICS

Visitors/Tourists

The University of Florida hosts six home football games each year during the months of September through November that attract more than 85,000 spectators per game. In addition, the Gatornationals, a car racing event, is held in Gainesville each March. There are also many cultural events occurring throughout the year. According to the Alachua County Visitors and Convention Bureau's statistics, hotel occupancy reached a peak in March 84.70 percent. The low month was December at 52.07%. Table I-14 below shows hotel occupancy for the calendar year 2005.

Table I-14
Hotel/Motel Occupancy in Gainesville/Alachua County, 2005
Source: Alachua County Visitors and Convention Bureau

Month	Occupancy Rate in Percentages
January	68.55%
February	79.87%
March	84.70%
April	74.78%
May	63.69%
June	82.69%
July	62.46%
August	77.83%
September	61.46%
October	79.44%
November	76.08%
December	52.07%
Total 2005 Average Hotel/Motel Occupancy	**71.97%**

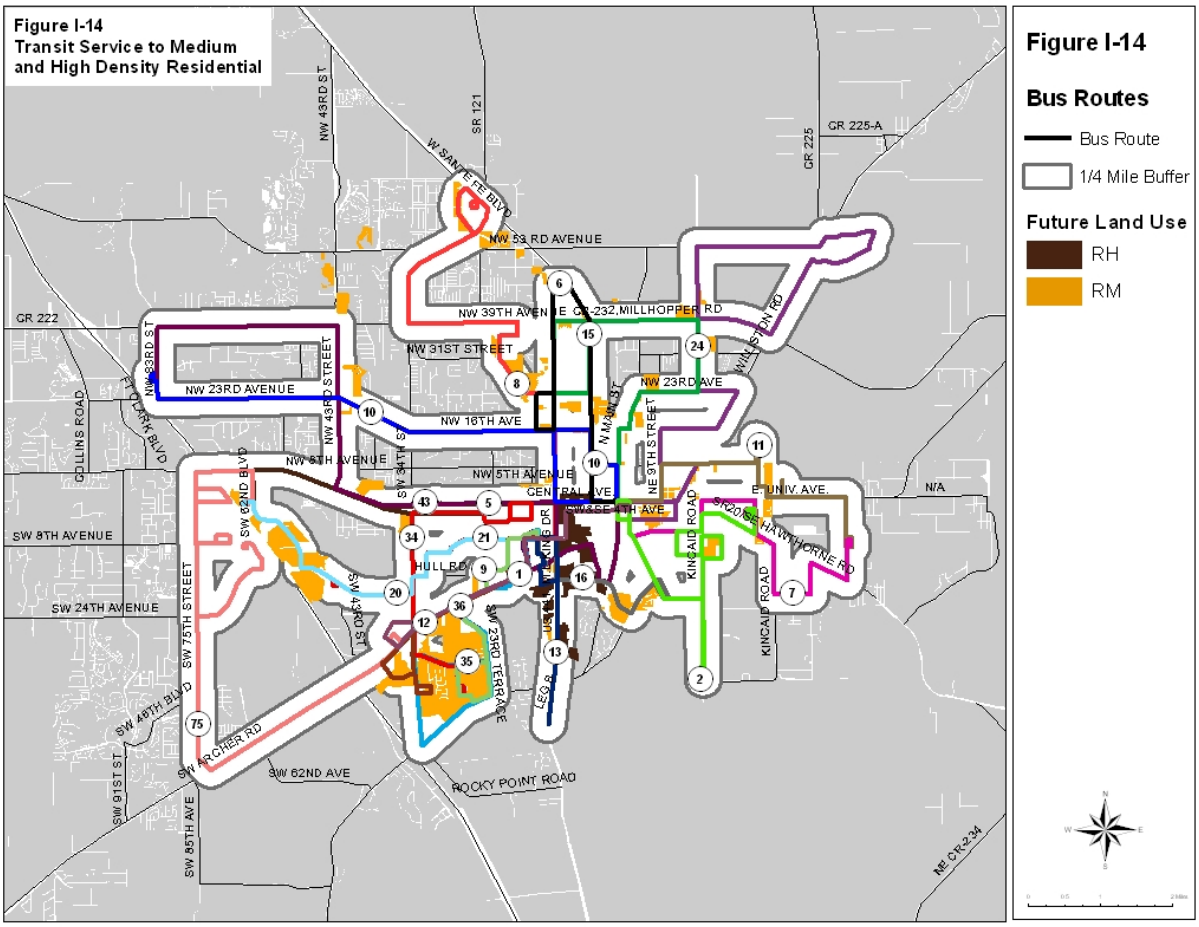
Land Use and Transportation Mobility

The City of Gainesville “Future Land Use Element” contains a series of goals and objectives to guide the development and redevelopment of the city. Goal 4 states, “The land use element shall foster the unique character of the city by directing growth and redevelopment in a manner that uses neighborhood centers to provide goods and services to City residents; protects neighborhoods;

distributes growth and economic activity throughout the City in keeping with the direction of this element". Several land use categories are outlined in Objective 4.1.1 that include low, medium and high density residential development (up to 100 units per acre) as well as mixed use developments of varying intensities, with up to 150 units per acre designated in the "Mixed Use High Intensity" category. While many other land use categories are addressed, it is the land use categories discussed above that receive the most attention in the Transportation Mobility Element.

The Transportation Mobility Element states as an overall goal that the city, "Establish a transportation system that enhances compact development, redevelopment, quality of life that is sensitive to the cultural and environmental amenities of Gainesville…The [transportation] system should provide vehicular, public transit and non-motorized access to activity centers, community facilities and neighborhood commercial areas". Accordingly, the objectives for transit call for the City to provide transit service to each Medium and High Intensity Mixed Use area unless there is a determination that there is inadequate ridership to support this service.

The policies also address transit service to medium and high-density residential developments, stating that service shall be provided within ¼ mile of 80 percent of all Medium (RM) and High Density (RH) Residential areas (see Figure I-14 below). Finally, the Transportation Mobility Element contains policies that address extensions and expansions of transit service based on intensities or residential and mixed use developments.



Roadway Deficiencies

Table I-15 provides information on roadway segment deficiencies based on the existing plus committed network of the *Gainesville Metropolitan Area Year 2020 Transportation Plan*. As outlined in the Plan, a segment is considered to be "deficient" if its volume to capacity ratio, based on adopted Level of Service (LOS) standards, exceeds 1.2. This means that the facility is experiencing a volume of traffic that is greater than 120% of its capacity. A segment is considered to be "borderline" deficient if its volume to capacity ratio is 1.0 to 1.2. This means that the segment is experiencing traffic volumes between 100 and 120% of its capacity.

The existing plus committed network shows six segments that are currently deficient and thirteen segments that are borderline deficient. The source of this data is the *Level of Service Information Gainesville Metropolitan Area Tables* provided by the Metropolitan Transportation Planning Organization.

Table I-15
Gainesville/Alachua County - Roadway Deficiencies, Existing Plus Committed

ROADWAY SEGMENT	VOLUME / CAPACITY RATIO	CURRENT RTS SERVICE
CURRENTLY DEFICIENT		
US 441 (13th St) from SR 24(Archer Rd) to SR 26(University Ave)	1.71	8, 13, 16, 43
SR 26(University Ave) from North/South Dr. to US 441(13th St)	1.40	5, 43
SR 121 (NW 34th St) from University Ave to NW 16th Ave	1.21	*NONE*
BORDERLINE DEFICIENCY		
Radio Road / Museum Road from SR 121 to US 441	1.04	Portions of 1, 8, 9, 12, 13, 16, 20, 21, 35, 36, 43
North-South Drive from Museum RD to SR 26	1.12	34
US 441 (13th St) from SR 26 (University Ave) to NW 29th Rd	1.02	Portions of 6, 8, 15
SR 26A (SW 2nd Ave) from Newberry Road to SW 34th St	1.04	5, 43
SR 26A (SW 2nd Ave) from SW 34th St to University Ave	1.02	5, 34, 43
SR 24 (Archer Rd) from SW 34th St to SR 226 (SW 16th Ave)	1.10	1, 12, 36

Major Trip Generators and Attractors

Existing Major Trip Generators and Attractors

The Transportation Mobility element of the City of Gainesville's Comprehensive Plan identifies 23 areas as major trip "generators" or "attractors". These areas are identified based on the existing and future land use map series. These include neighborhood (activity) centers within the city and those identified by the County in the Gainesville Urban Reserve Area. Table I-16 contains some major trip generators and attractors, as well as the routes that serve them. Trip generators and attractors are areas that provide employment, shopping and other essential services needed by area residents.

Table I-16

Generator / Attractor	Bus Route
Santa Fe Community College	6,10,43
Oaks Mall	5, 20, 75
Archer Road/Butler Plaza	1,12,34,75
Westgate Regency	5, 43
Millhopper	10,43
Ridgeway Village	8
Northwood Village	8
NW 13th Street at 39th Avenue	6, 15
Gainesville Mall	6,8,15
University of Florida, Shands and Veteran's Hospital	1, 5, 8, 9, 10, 12,13,16,20,21,35,36,43
Shands at Alachua General Hospital	1
SW 13th Street	8,13,16
Downtown Gainesville	1, 2, 5,6,7,43,24,11,15 10,
Gainesville Shopping Center	13
Airport	None
Tacachale (Sunland Center)	24
SE Hawthorne Road at SE 27th Street	7
Royal Park Plaza	5, 43

ON-BOARD SURVEY OF RIDERS

During the week of October 2, 2001, surveys were handed out to each rider boarding an RTS weekday trip on each route operated during that period. More than 30,000 surveys were tendered to boarding passengers and more than 12,000 surveys were completed and returned. Of those 12,000 returned surveys, many were inadequately responded to and were eliminated from the sample. Of the remaining surveys, a random sample was collected, representing at least 200 completed surveys from each route operated by RTS. The following section summarizes the findings of that rider survey.

Access to Transit Services

When asked how they got to the bus, more than 80% said they walked. Figure I-15 shows the distribution of responses, including walk distances, to that question. More than 88% indicated they would walk from the bus to complete their trip. Figure I-16 shows the distribution of responses when they were asked how would they get to their destination from the bus. Walk distances tend to be short, with ridership dropping significantly beyond 3 blocks or so. This supports the design goal of having the majority of service area population living within ¼ mile of a bus route.

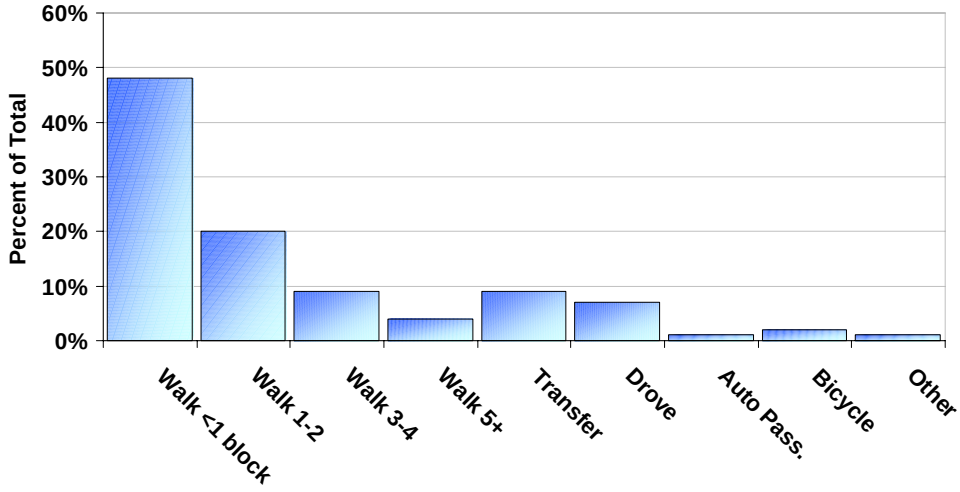


Figure I-15
Rider Access to Transit Services
Question: How did you get to this bus?

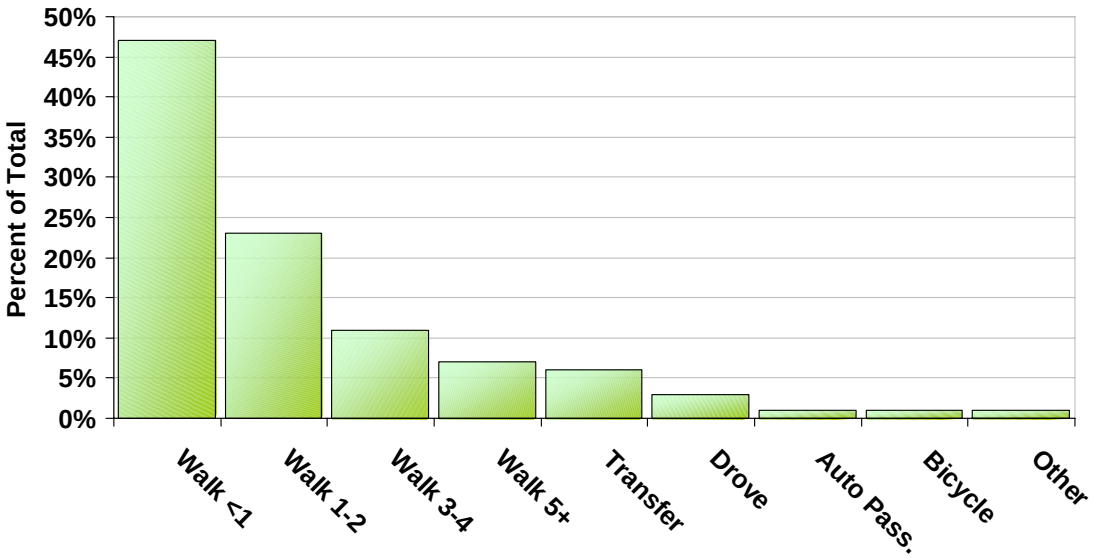


Figure I-16
Mode to Destination from Bus
Question: How will you get to the end of this trip?

Transferring

About 14% had transferred to the bus on which they were surveyed, and more than 19% intended to transfer from that bus. Transferring respondents were asked to record the origin and destination routes for trips requiring a transfer. Figure I-17 depicts the distribution of route numbers from which they transferred. Routes 1,2,5,10,11, and 15 are the most frequent source of passenger transfers.

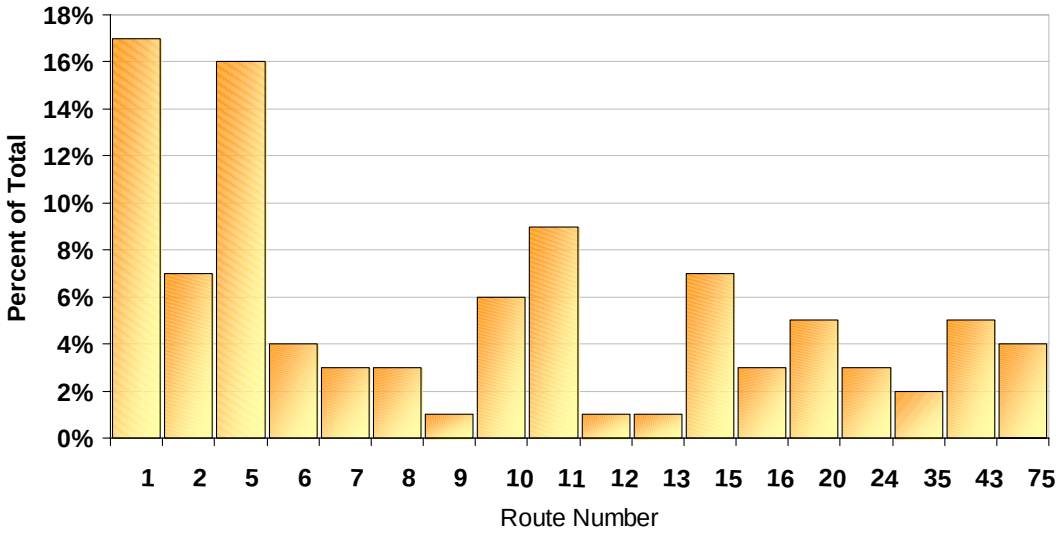


Figure I-17
Source: Routes of Transferring Passengers

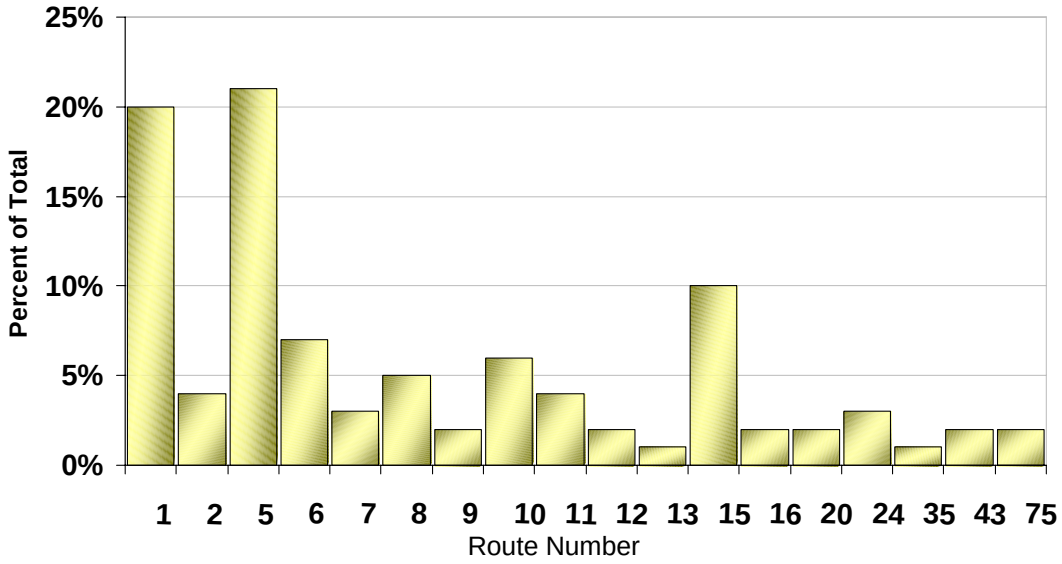


Figure I-18
Destination Routes of Transferring Passengers

Figure I-18 depicts the distribution of routes to which respondents transferred. The most frequent destinations for transferring passengers are Routes 1,5,6,10, and15.

And Route \ Between Route	1	2	5	6	7	8	9	10	11	12	13	15	16	20	24	35	43	75
1		5	2	6	6			2	20		8	8	2	6	10	1	12	30
2			13	4	9	4		10	18			14	6		4		2	
5				14		4		10	10			16		6	4		2	33
6					6	6		2	16		2				10		8	
7						2		2	8			6					4	2
8								8			2	2	2	2		2	4	
9																2		
10									7			10			4		4	
11												14						
12														2			2	2
13													2	2			6	
15															6		4	2
16														1			2	
20																	2	17
24																	4	
35																	4	
43																		
75																		

1-5
6-10
11-15
16-20
21-30
30+

Figure I-19
Transfer Route Interchanges of Survey Respondents

Figure I-19 shows the transfer pairs and volumes represented in the survey sample. Approximately 70 percent of respondents reported waiting time less than 15 minutes for their transfer connection. This is a very good result for the RTS system, which is currently designed around 3 major transfer facilities at the downtown Plaza, University of Florida campus and Butler Plaza The distribution of transfer wait times is shown in Figure I-20.

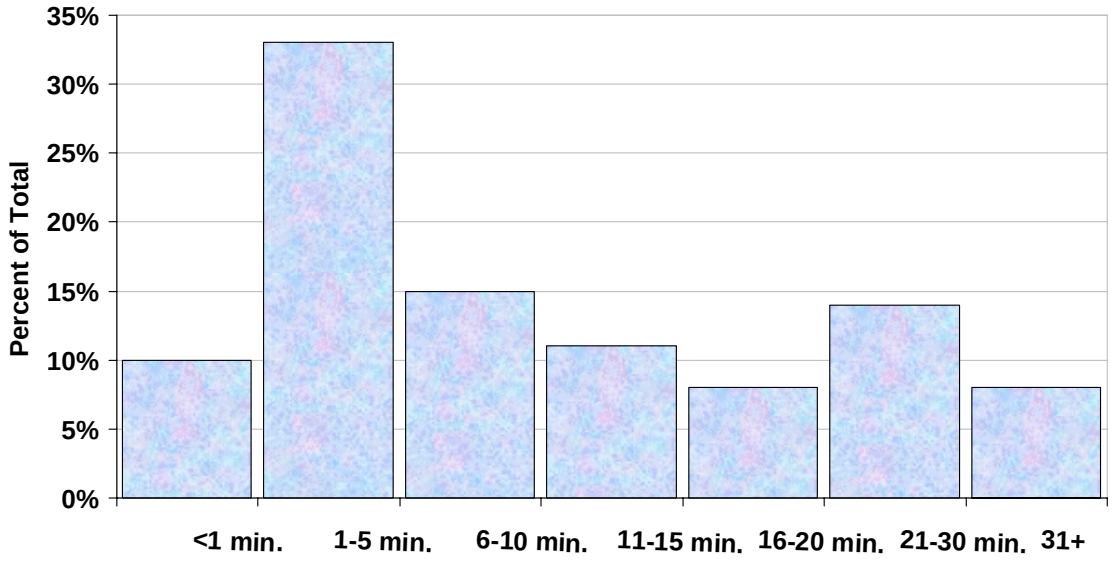


Figure I-20

Distribution of Wait Times for Transferring Passengers

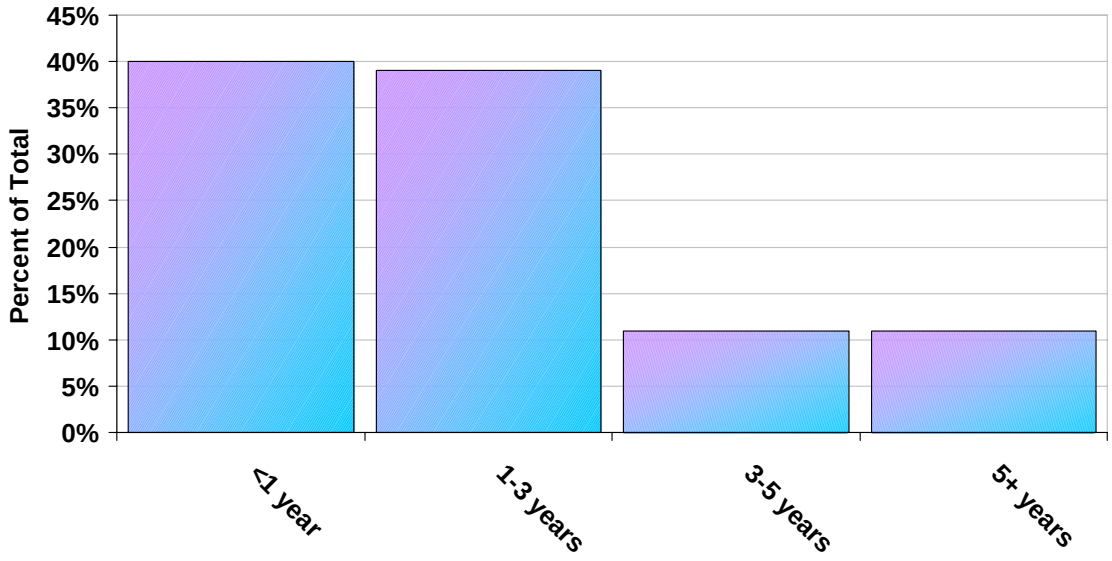


Figure I-21
Length of RTS Ridership

Nearly 80% of respondents reported riding RTS for less than 3 years while only 11% reported riding RTS for more than 5 years (Figure I-21). This is not an unexpected distribution for a system as dependent on student riders as RTS. These numbers do, however, demonstrate a significant opportunity to retain as many as possible of those who remain in the Gainesville area after graduation, as long-term riders

Rider Demographics

Students represent a majority of RTS riders according to the responses to a number of questions posed in the on-board survey. When asked what fare they has paid, more than 60% reported boarding by showing a (Gator 1 pass (Figure I-22).

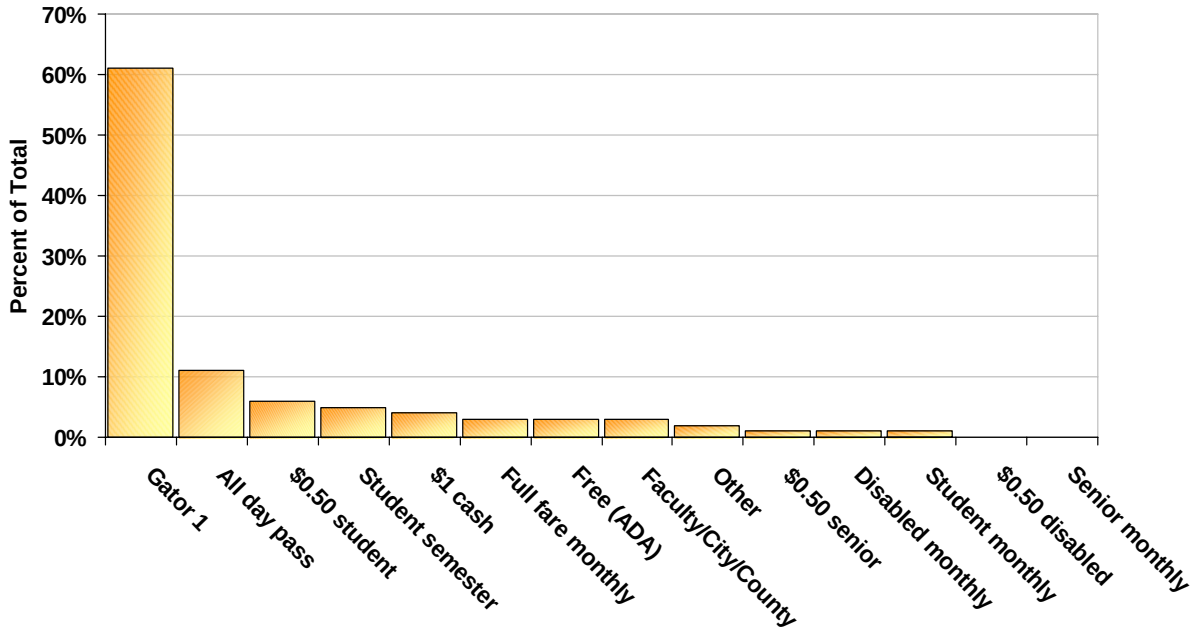


Figure I-22
Fare Paid by Survey Respondents

When asked to characterize their employment status, more than 35% indicated that they were employed, but only 50% characterized themselves as full-time students (Figure I-23).

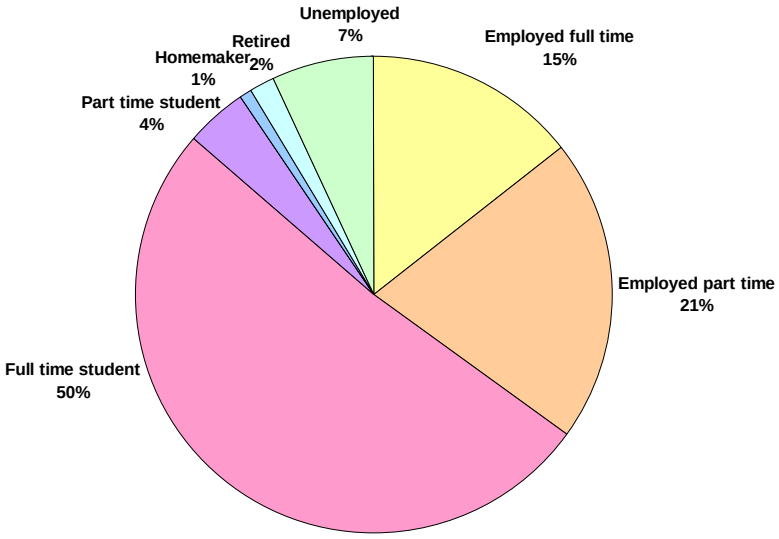


Figure I-23
Employment Status of Respondents

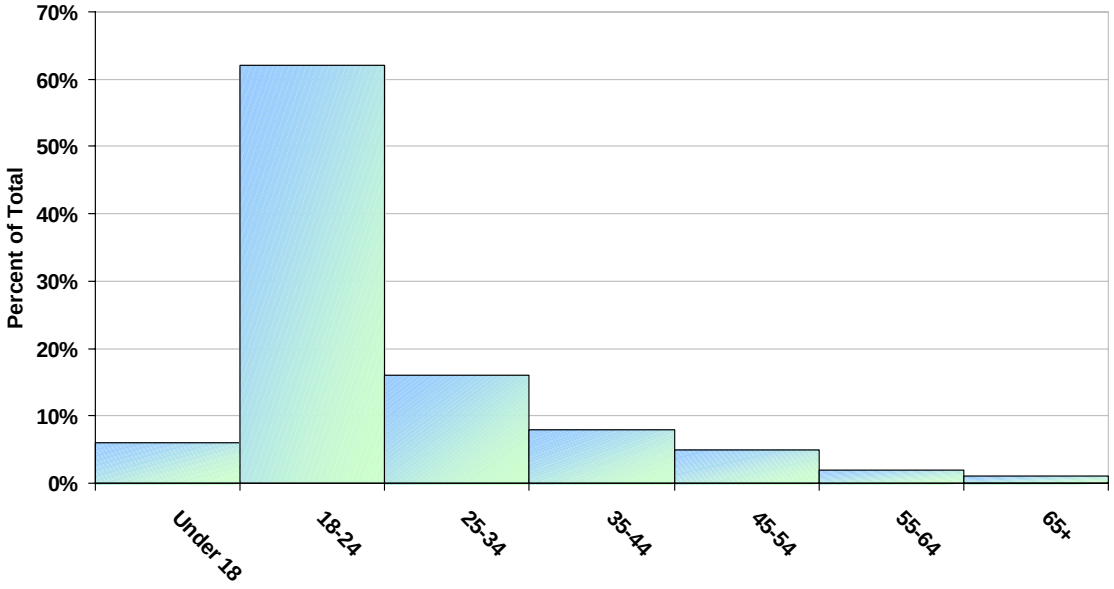


Figure I-24
Age Distribution of Survey Respondents

The largest age group represented in the survey sample was the 18-24 year-old group, also consistent with the observation that college students make up the bulk of the RTS ridership (Figure I-24).

Most riders use RTS five or more days per week. The proportion using RTS services less frequently is quite small relative to the number of regular users (Figure I-25).

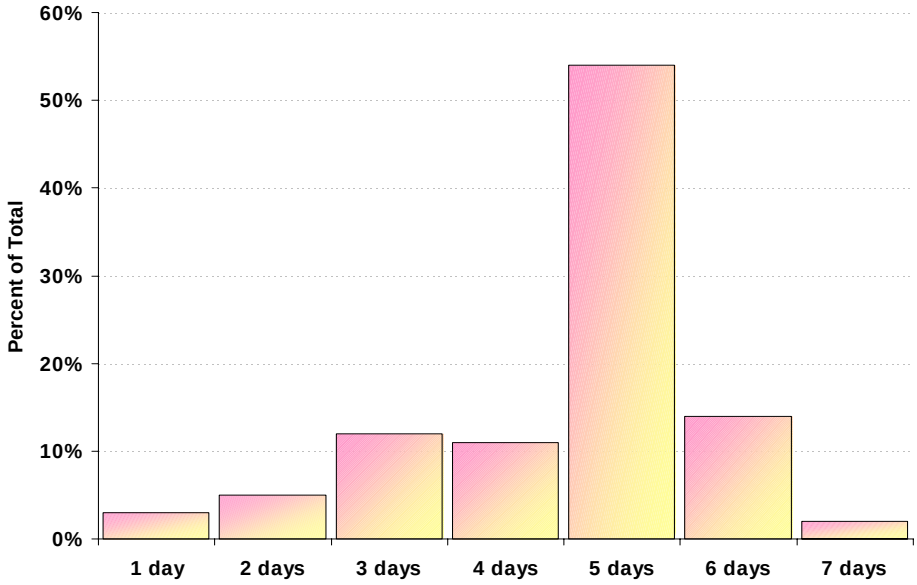


Figure I-25
Frequency of RTS Usage Among Respondents

Captive Ridership

Unlike many mid-size city transit systems, RTS ridership is far less transit dependent based upon traditional measurements of this condition. The limited supply of parking on the UF campus is a significant determinant of transit usage among students Nearly 80% of respondents said they are licensed drivers and able to drive (Figure I-26).

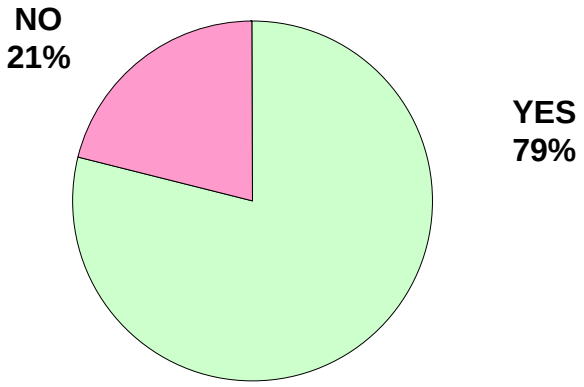


Figure I-26
Licensed Drivers Among Respondents

In addition, 51% said they had a vehicle available for the transit trip upon which they were surveyed (Figure I-27). Only about 23% of respondents said they had no vehicle in their household (Figure I-28).

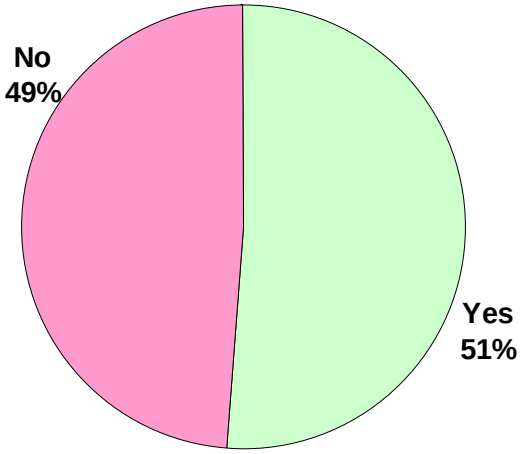


Figure I-27
Personal Vehicle Available for Surveyed Trip

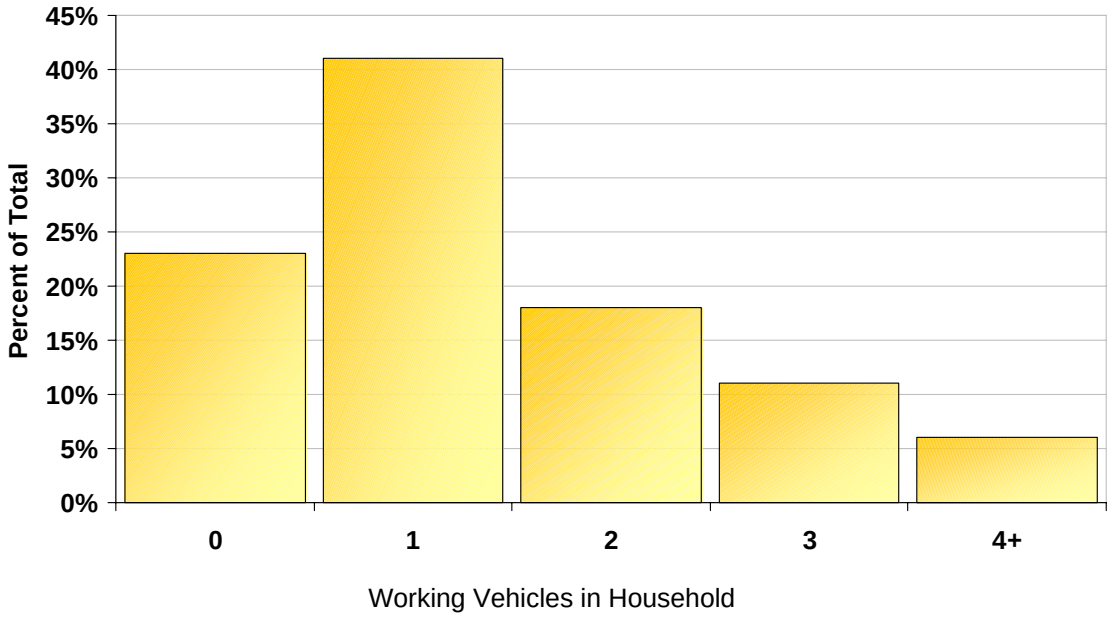


Figure I-28
Household Vehicle Ownership Among Respondents

Attitudes Toward Transit Service

In general, RTS riders appear to be very happy with their service Nearly 90% reported being very satisfied or satisfied with their bus service (Figure I-29). Only 2% reported being very dissatisfied with RTS service.

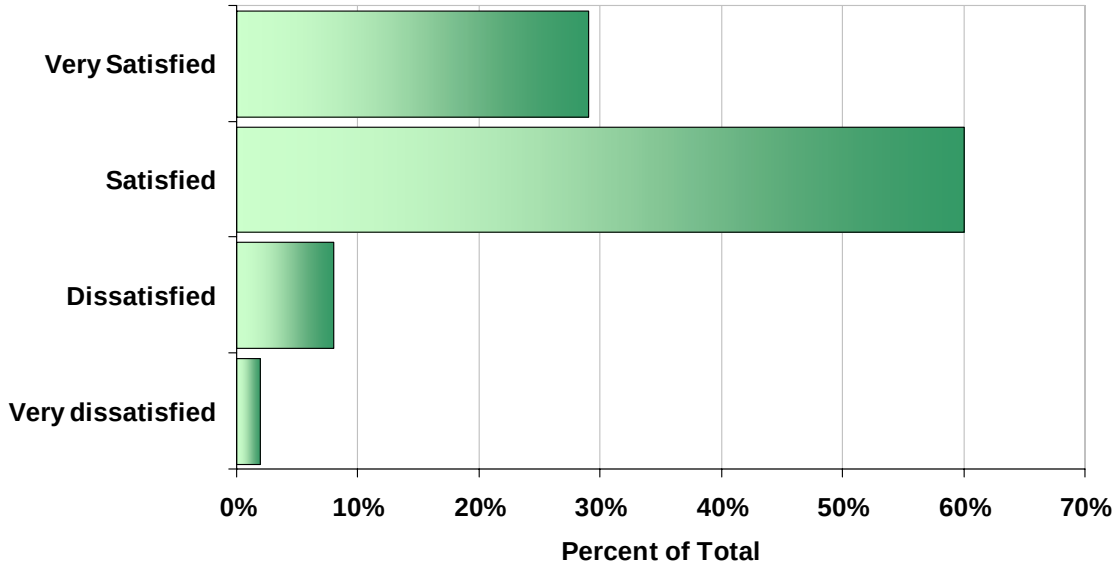


Figure I-29

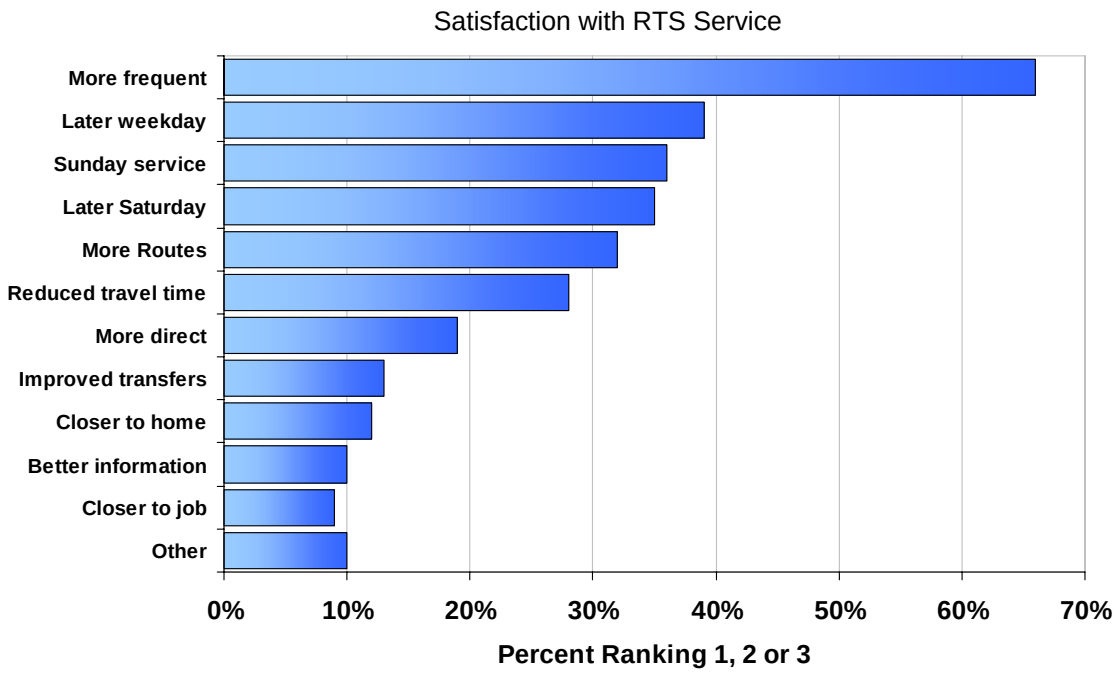


Figure I-30
Riders' Service Change Priorities

When asked to prioritize different classes of potential service improvements, respondents reported that more frequent service was their highest priority (Figure I-30) mentioned by 65% of all survey respondents. Other less-frequently mentioned priorities included later weekday service (39%), Sunday service (36%) and later Saturday service (34%).

Stakeholders

Interviews were conducted with a number of stakeholders in order to identify issues and expectations concerning the conduct and results of the COA project. Stakeholders came from a number of groups, including:

- The City of Gainesville,
- Alachua County,
- The North Central Florida Regional Planning Council,
- The Chamber of Commerce,
- The Visitors and Convention Bureau, and
- The University of Florida.

This section will summarize a number of themes, which recurred throughout those interviews, and will paraphrase individual comments of stakeholders where appropriate. The issues and expectations summarized here have served as input to the data gathering and recommendation phases of this project, which are described in following chapters. Subsequent sections will identify the major themes of those interviews.

Transit Friendly Services to Students

A number of stakeholders lauded RTS efforts in recent years toward providing pre-paid transit services designed around the needs of students. While this effort has focused on the University of Florida and its students, overtures have been made toward Santa Fe Community College to extend these benefits to SFCC students, staff and faculty as well.

The obvious advantages of this program, increased system ridership, reduced parking demand on the UF campus and reduced requirements for future parking facilities were mentioned by many stakeholders. In addition, many stakeholders noted that the expanded services, while primarily directed at students, have provided additional transportation options for non-students as well.

Equity Issues

While the focusing of system services on students is considered a positive action, many stakeholders have expressed concern that the transportation needs of other segments of the population may be getting insufficient attention. Several stakeholders, including a representative of the City of Gainesville's Department of Community Development, have stated that an increased focus on the needs of other segments of the community, notably the lower-income residents of the eastern region of the City, is overdue.

The City and RTS recently increased service frequencies on several routes serving this area, which has been viewed approvingly by these stakeholders. However, the explosive growth of the UF student market and the difficulty experienced by the RTS in keeping pace with that growth has caused several stakeholders to question the relative priority given to these two very different groups. Representatives of the University of Florida have mentioned equity issues, as well, even as they focus on the needs of UF students.

Growth Expectations

Stakeholders frequently expressed concerns about the form and direction of future growth in the area. In general, this concern relates to the issues described above in subsection 2.2.2: the issue of equity of access to transit services. The general view is that growth continues to occur predominantly on the western side of the City of Gainesville and will continue to expand westward in the future.

This westward expansion creates a need for expanded transit services in this area, thereby, to some extent, undercutting RTS' ability to expand services in the eastern part of the City. Much of this growth is taking place, and is expected to continue to take place, outside of the City of Gainesville's corporate limits. Stakeholders have expressed the belief that a more regional approach to funding transit services will be needed to address the equity issues attendant with continued economic expansion to the west.

System Network Design

While the improved level of services implemented in recent years has resulted in shorter transfer waits and generally improved total trip times for many riders, many stakeholders believe that the focus on the UF campus has resulted in a network which has not addressed other, non-university-related trip patterns.

Several stakeholders remarked on the difficulty in making north-south trips in the western and eastern portions of the City of Gainesville and in making east-west trips in the northern and southern portions of the City. While the focus on the downtown and campus areas serves the needs of many RTS riders, it is felt that improved peripheral access could improve ridership and contribute to a more pedestrian/transit-friendly focus of development.

County-Wide Service

A number of stakeholders, primarily representatives of Alachua County, have expressed a desire for the extension of RTS services into unincorporated areas of Alachua County adjacent to the City of Gainesville and for the provision of service between the City and several smaller municipalities within the County, including Newberry and Archer.
County representatives have expressed an interest in expanding the funding base for RTS services to include Alachua County to help defray the costs of such service extensions. The desire expressed for such services has tended to be of a generic nature, with few details concerning the precise form this service or funding should take.

Service to Gainesville Regional Airport

Several stakeholders have mentioned the provision of service to the Gainesville Regional Airport as a high priority for RTS. Among the suggestions for airport development include the operation of a commuter airline connection between Gainesville and nearby airports at Jacksonville, Tampa and Orlando. Suggestions were also made to identify a rail corridor for the long-range (20-year) future connecting Gainesville with those same cities. It has been opined that the development of rail service and the expansion of airline services out of the Gainesville Regional Airport will significantly spur development in the region surrounding that facility.

Downtown Transit Operations

Several stakeholder comments focused on the pulsed transfer system currently in operation at the downtown Gainesville Plaza. During peak pulse times, six or seven buses customarily line up along the southern edge of the plaza, double-parking on SE 1st Avenue and causing pedestrian/vehicle conflicts at this site. While the present operation has continued to operate surprisingly safely and efficiently, there has been concern expressed concerning the safety issues associated with a continuation of this practice. Many stakeholders requested that a search for a safer transfer operation be included in the scope of services for the COA project.

The City has announced a plan to reduce the number of lanes on Main Street. The traffic calming of this major north-south arterial could impact the efficient operation of the Downtown Plaza Transit Center. The plan also calls for a reduction of lanes in a major transit corridor between downtown and the University of Florida.

The City' of Gainesville's efforts to promote a more pedestrian-friendly atmosphere in downtown Gainesville, including efforts to increase outdoor dining in the urban core, and the potential for conflict with increased transit operations in this area has also been mentioned.

Commuter Services

Several stakeholders also mentioned a need for improved commuter services to major employment centers as a major concern. Services focusing on the needs of non-student commuters to the UF area, the medical care facilities along Archer Road and to downtown Gainesville were most frequently mentioned.

It is felt by some stakeholders that the current focus on UF students does not always result in good commuter services for non-students.

Neighborhood Transit Operations

A few stakeholders mentioned increasing opposition by neighborhood residents to large buses "rumbling" through their neighborhoods. Most agreed, however, that such a problem presents a fundamental conflict: the balancing of the need for smaller vehicles to minimize neighborhood disruption against the need for larger vehicles to handle the increasing demand for transit services.

Funding and Governance

Also mentioned by stakeholders, although infrequently, is the belief that the increasingly regional nature of RTS services, and the prospects for future service expansions beyond the corporate limits of the City of Gainesville, will require a more regional approach to funding and operation of RTS services.

While City stakeholders have tended to focus on development impact fees as a mechanism to fund service expansion in the City, Alachua County representatives tend to focus on the use of local option gas tax revenues. It seems clear that any long-term approach to RTS funding must include both the City of Gainesville and Alachua County, as well as including other affected municipalities in the planning stages.

With a more regional funding base, and the necessity to balance the needs of many participating jurisdictions, many stakeholders offered the opinion that a countywide authority should assume responsibility for public transit operations.

Other Issues

A number of other issues, ideas and opinions were mentioned by smaller numbers of stakeholders. The following list briefly summarizes the most-frequently mentioned needs:

- More frequent service throughout the service area,
- Focus on alternative fuels and fuel sources,
- A high-frequency downtown to UF circulator/shuttle,
- Universal access for all members of the community,
- More revenue from Alachua County to fund services,
- Expansion of the RTS operating base,
- Alleviation of downtown parking and congestion, and
- Service to expanded student-housing areas outside of the City.

CHAPTER TWO:

Goals and Initiatives

Goal # 1: Fulfill the adopted Regional Transit System (RTS) Vision for Transit in Gainesville

Initiatives

1.1 Continue a customer-driven approach to increase ridership.

Rather than designing a rigid product and then attempting to force it on customers, a market-driven approach means that the transit system will design, tailor or modify its transportation services based on the needs or demands of a particular market segment. For instance, UF employees as a market segment may require different products that are more logical for their transportation needs compared to downtown workers, the youth market (public school children) and senior citizens. Taking a market-driven approach to transit service enables the transit provider to treat transit as a business with a focus on gaining more customers and increasing ridership.

1.2 Continue a product approach to give distinction to transit services.

Currently RTS is the name of the transit system and its individual products are called routes. In a product approach, the entire transit system and individual routes and services could be given different names to give them distinction. These approaches can greatly enhance marketing efforts, the visual aspect of the transit system, service packaging, and customer identification with various services. This approach can also play a major role in packaging different enticement programs for different market segments to utilize transit.

RTS has 'branded' several existing transit services with logo identification and catchy, friendly names. Examples are Later Gator (late night bus service), Good Night Gator (designated late night stops on campus), and the Gator Aider (University of Florida football shuttle service).

1.3 Maintain focus on the UF campus as the major regional generator of transit trips.

The route network as it exists attempts to serve the UF campus or origins and destinations throughout the urban area. There is ridership disparity between routes that directly serve UF and those that do not. Clearly, existing data indicates that the University of Florida (UF) and surrounding businesses are the primary regional generator of transit trips. Therefore, the transit system should

focus on UF due to the implications for expanded ridership and balance of the overall transportation system in the region.

Since the implementation of the pre-paid unlimited access program for University of Florida students, faculty and staff, RTS has experienced a tremendous increase in ridership and has continually responded to requests for service enhancements to meet the transportation needs of the University.

RTS staff continues to work with University of Florida Student Government and officials to better meet the transit demands of this major trip generator/attractor.

1.4 Continue to implement practices to ensure the comfort and reliability of the transit system.

RTS has implemented Talking Bus technology on 45 of its buses. Talking Bus is a voice announcement system that lets riders know about upcoming bus stops, including nearby landmarks and transfer points. This especially benefits those riders who are visually impaired.

1.5 Develop a transit system that balances the needs of the transit-dependent with those of the choice rider.

RTS strives to strike a balance between the needs of those who are transit-dependent, and the need to become a viable service designed for the substantially larger market of those who have a choice about using the bus. RTS provides service to major trip generators and attractors such as the UF campus and neighborhood activity centers, and strives to ensure that areas with medium to large concentrations of employment and housing are adequately served.

Goal # 2: Communicate the Role of Transit in the Gainesville Community

Initiatives

2.1 Continue the Community Relations and Public Outreach Program.

A Community Relations and Public Outreach program has the objective of developing two or three general presentations (based on the communications program above) and taking them out into the community. Speaking engagements with homebuilders, the Chamber of Commerce, environmental coalitions, disabled advocates, seniors, university student groups, and school children should be conducted as often as possible. The impact of these efforts is to enhance transit's presence in the community as well as to build relationships on a continual basis. This component is also critical for the transit system to maintain constant feedback from the public as a means of identifying improvements and communicating them effectively.

RTS asks several certified ADA passengers to participate in update to the ADA Complementary Paratransit Service Guide. RTS continues to meet with community groups to identify service issues and improve service on the Eastside of Gainesville.

RTS has partnered with Consultants from the Center for Urban Transportation Research (CUTR), conducting public forums to gather public opinion and information regarding the community's public transportation system. These public forums have better enabled RTS to gain deeper insight as to the public's perception of transit service in our community, as well the public's priorities for transit service.

2.2 Continue to establish successful partnerships with community groups.

This initiative is already underway by RTS on an informal basis as opportunities present themselves. There are many opportunities with the University of Florida, Santa Fe Community College (SFCC), the Alachua County School Board, environmental groups, sustainable development groups, bicyclists, City of Gainesville and Alachua County Parks, and others interested in the issue of transportation and community. RTS seeks to garner grass roots support for transit and create advocates and spokespersons for the expansion of the transit system. It also requires the transit system to be responsive to its allies in meeting and promoting their interests in the community.

RTS has worked with community, university and local government agencies to promote alternative transportation choices through local group meetings, transportation fairs, and transit-sanctioned events (BBOP).

RTS staff regularly attends community meetings in an effort to support transit.

2.3 *Maintain marketing efforts to UF students.*

The data from virtually all the analyses in the Base Data Compilation section of this TDP reveal that the UF student market is the primary market for transit services in Gainesville. There are tremendous opportunities to intensify marketing efforts to this population with enormous ridership gain potential.

RTS participates in the UF freshman orientation sessions (PREVIEW) by informing incoming students and parents about transit service. RTS has also participated in a one-stop business location (Gator One Stop) for newcomers to the area to inform them of transit service.

2.4 Continue marketing efforts to working adults, seniors, and persons with disabilities.

ADA paratransit focus groups have been held to gather input for informational print material supplying information on RTS ADA Complementary Paratransit

services. These meetings have provided a clear understanding of common issues.

Individuals certified for ADA complementary paratransit service are provided unlimited access to the fixed-route transit system. Marketing efforts include advertisements in local newspapers and on local radio stations.

2.5 *Encourage multi-modal practices by considering bicycle and pedestrian needs when implementing changes.*

This initiative has been a focus of RTS when considering changes to service. RTS has installed bicycle racks on all vehicles in its fleet, and considers multi-modal practices when reviewing proposed development and plans. All future bus purchases will have bicycle racks designed to carry three bicycles, which will increase our bicycle carrying capacity by fifty percent.

Implementation of the Transportation Concurrency Exception Area (TCEA) ordinance by City of Gainesville Department of Community Development has provided City staff with tools necessary to require all development projects within the TCEA zones provide for multi-modal access to that project.

2.6 *Continue a customer-oriented approach to transit by more customer-friendly printed transit information materials, customer relations, customer complaints, employee courtesy, and service reliability.*

Superior customer service is a critical factor in retaining and attracting customers. Customer-orientation is a primary focus of RTS ensuring that service improvements result in customer satisfaction with and confidence in the transit system. RTS provides bus operator training to ensure drivers practice excellent customer service. Providing a more pleasing interior environment on buses is another example of customer-orientation. RTS has implemented a new customer service award that is presented at the annual employee banquet.

A customer service recognition plan was developed to reward drivers who deliver superior customer service. Each month RTS nominates an employee of the month. These recognized employees are rewarded with a designated parking space, pins and a certificate. Transit Operators receive refresher training every summer. Customer service training is part of the refresher program.

The RTS planning department recently developed and implemented changes to the bus schedule booklet. New and improved graphics depicting route alignment were introduced during summer 2005, and customer feedback about the changes has been positive. RTS is continuing its efforts to make printed materials and electronic information more user friendly and, as part of that process, we continuously monitor customer comments to ensure our changes our in fact improvements.

Goal # 3: Enhance RTS Facilities to Meet Existing and Future Transit Demands of the Community

Initiatives

3.1 *Continue efforts to identify funding sources to enhance the RTS maintenance, administration and operations facilities.*

RTS is experiencing a critical shortage of maintenance, operations and administrative space at its current facility. This critical shortage of space directly impacts the quality and quantity of transit service delivered to the community.

RTS staff will continue to seek funding sources for expansion of its current and future facilities.

3.2 *Conduct a study to evaluate current facilities and future expansion needs of RTS.*

Successful facility expansion depends upon the development of a comprehensive master plan to address current and future needs of RTS. Evaluation of the current facilities, as well as an assessment of needs for the future should be a consideration when exploring facility expansion.

3.3 *Continue efforts to acquire additional land for on-site facility expansion.*

RTS is exploring options for expansion of its existing maintenance, administration and operations facility. Purchasing additional land to aid in expansion of the existing facility is just one option that could provide the space necessary for enhancement of the existing facility.

RTS staff will continue to work with City of Gainesville staff and local landowners to acquire additional acreage.

3.4 C*ontinue collaborative efforts to construct a new downtown transfer center.*

RTS is working with various agencies in the community, and other departments within the City of Gainesville to construct a new downtown transfer center.

3.5 *Establish a transfer center on the University of Florida campus.*

To foster travel from all parts of the urban area to UF and, to make travel to campus more attractive to a wider range of markets, it is critical for RTS to establish a second primary regional transfer center that provides connections in the University area.

In the long run, such a center will assist RTS in orienting a majority of services to the campus while still providing mobility to customers who are traveling to other destinations for work and other purposes.
RTS has proposed the development of an on-campus transfer center to the University of Florida.

Goal # 4: Increase Service Availability

Initiatives

4.1 *Maintain focus on service enhancements providing greater system frequency, later weekday service, improve Saturday service and Sunday service.*

Previous surveys have reported that more frequent service was the highest priority, followed by later weekday service and Sunday service. In response, RTS continues to improve and adjust service with respect to these requests and available operating funds. In addition, RTS will begin operating nine new Sunday service routes beginning August 2006. Sunday service is made possible through FDOT service development funds and the University of Florida.

4.2 *Continue development of seasonal schedules that correspond to University of Florida sessions.*

Seasonal schedules are effective in saving resources and operating funds by reducing frequency of service on system and campus routes during the summer months when ridership drops due to reduced enrollment. The TDP therefore reflects this as a full initiative because it enables RTS to allocate resources in fall, winter, and spring when ridership is heavier and more service is needed.

Although ridership has been steadily increasing since implementation of the pre-paid unlimited access program with the University of Florida, RTS is continuing with seasonal schedules, where the frequency and length of service is reduced in the summer due to less ridership.

4.3 *Establish direct "express" routings between high-density residential areas and major trip generators and attractors such as the UF campus.*

RTS will continue its efforts to establish more direct and rapid travel between high - density residential areas and major trip generators and attractors.

The existing transit network in southwest Gainesville is designed for direct travel between origin and destination. Routes 1, 9, 12, 34, 35, and 36 provide direct service between the southwest portion of the urbanized Gainesville area and the University of Florida campus. Southwest Gainesville has a high concentration of UF student housing and several commercial activity centers.

4.4 *Focus on partnerships to fund transit service improvements.*

Partnerships with existing and potential partners in the public and private sectors are vital to continuing service improvements. As RTS continues to grow and expand, future planning should center on strengthening existing relationships and cultivating potential new partners.

Together, RTS and the University of Florida have cultivated a strong positive relationship, fostered by frequent communications and meetings between RTS and UF staff. UF students and officials continue to serve as members of the RTS Citizen's Advisory Board.

4.5 *Enhance the current service review process consisting of RTS staff and bus operators.*

The process has the objective of monitoring product and system performance and to be a conduit of feedback from passengers, bus operators, and the public. Decisions related to service changes, route modifications, and schedule changes are made under this process.

RTS had placed comment boxes on all the buses to learn how to better serve passengers. A suggestion box has been made available in the driver break room for ongoing input. Transit Supervisor meetings provide an opportunity to get suggestions on how to enhance service. Staff meetings between operations and planning staff should be held to ensure facilitation of information sharing between planning and operations as service changes, route modifications, and schedule changes are considered.

4.6 *Continue to replace existing vehicles with vehicles that meet all Americans with Disabilities Act standards.*

RTS has attained the goal of a 100% accessible fleet of buses. RTS is now beginning to purchase only low-floor buses with wheelchair lifts that are easily deployed and stowed either manually or electronically. This change will reduce the number of service interruptions due to malfunctioning lift equipment.

4.7 *Establish a contract with the local Community Transportation Coordinator (CTC) for Complementary Paratransit Services under the Americans with Disabilities Act.*

RTS currently contracts out its obligation to provide paratransit service to the Alachua County Community Transportation Coordinator (CTC), MV Transportation. The contract with MV Transportation began on October 1, 2005, and will expire on September 30, 2006. Per local policy, demand response service is provided door to door. RTS is currently evaluating MV's performance to determine whether or not to continue its contract or issue a new RFP for ADA paratransit services.

Goal # 5: Enhance the Presence of Transit through Fixed Facilities and Transit-Oriented Design

Initiatives

5.1.1 *Incorporate transit-oriented design into development and redevelopment projects within the service area.*

Both Alachua County and the City of Gainesville believe that land use, zoning, and development regulations need to deal with the issue of design for transit circulation and transit infrastructure. Since the TDP must be in compliance with adopted local plans, it is important for RTS staff to participate in any revisions to language in comprehensive plans and development regulations to achieve this initiative.

RTS continues to work with the City and County Planning Departments to promote incorporation of transit infrastructure as a mode of traffic mitigation for new developments. RTS reviews County zoning agenda items to ensure transit infrastructure and transit oriented design issues are addressed along new developments. RTS is also in the process of developing a Transit-Oriented Design Guideline manual for persons and organizations involved in local land development.

RTS is now included in all First Step meetings to provide transit comments on proposed future development and redevelopment within the City of Gainesville. Involvement at this stage of the development process will ensure that transit issues are addressed early on in the process.

5.2 *Incorporate transit -oriented design into roadway improvements.*

RTS must capitalize on leadership support and continue this initiative at the MTPO level to enhance the presence and functioning of transit on congested corridors.

RTS staff is represented in the Technical Advisory Committee and Design Team which both report to the MTPO. RTS requests that appropriate transit infrastructure and roadway design is incorporated into new projects.

5.3 *Establish a Transit Infrastructure Program that improves the transit experience, promotes fun, accommodates development, and incorporates public participation in the design process.*

Transit infrastructure includes passenger shelters, information kiosks at bus stops, street furniture, trashcans, etc. The program has the objective of being flexible enough to incorporate different design features based on compatibility with surrounding land uses, customer demand, artistic and creative elements, and community values.

Also, the program should address the replacement of existing passenger shelters to become more aesthetically pleasing and incorporate bus stop kiosks with schedule information.

Kiosks have been added at many bus stops so that passengers are able to see when the next bus is scheduled to arrive. RTS is working with the University of Florida to create shelters to place on campus. RTS is reviewing incorporation of bicycle parking at transit stops. RTS maintains priority lists of heavily used bus stops to place passenger shelters. RTS plans on creating a formal Transit Infrastructure Design Program in conjunction with Center for Urban Transportation Research (CUTR) and Florida Department of Transportation (FDOT).

5.4 *Continue evaluation of bus stops and stations to provide for improvements of shelters, route information, bicycle parking and other transit infrastructure.*

RTS regularly maintains its bus stops and in the process evaluates appropriate infrastructure for each stop. Customer requests are considered at such time.

Goal # 6: Use Technology and Innovative Approaches in the Provision of Transit Services

Initiatives

6.1 *Continue investigating the use of alternative fuel buses.*

Alternative fuel buses can reduce air pollution and improve system efficiency. However, due to range restrictions, alternative fuels should be implemented on routes with shorter distances.

RTS recently participated in a project conducted by the Center for Urban Transportation Research (CUTR) that is examining the characteristics of alternative fuels and establishing a database for performance comparisons. RTS will continue to participate in efforts that make alternative fuels a more viable alternative for transit agencies to use.

6.2 *Continue to match vehicle size with daily passenger volume.*

This objective is intended to allocate transit service supply to areas with greater demand and to promote RTS's image as an efficient transit service provider. This initiative can alleviate crowding on routes with higher ridership by operating larger buses on busier routes.

Street size and character are other factors considered when determining appropriate size of vehicle. For instance, neighborhood circulators connecting downtown to nearby residential areas require smaller sized vehicles.

6.3 *Continue to explore and implement solutions that increase productivity and reduce travel time delays.*

This initiative is intended to enhance transit service so that transit can operate on schedule and be less subject to traffic delays. RTS continues to work with of City of Gainesville departments and the FDOT to develop ideas for improving route performance.

RTS also recognizes the impact of route delays on systemwide performance, and believes that the purchase of low-floor wheelchair lift equipped buses is one solution to help reduce dwelling times and service interruptions thereby improving overall performance.

RTS continues to plan for the implementation of a CAD/AVL system and associated technologies that improve system performance. Implementation issues will be addressed in the Intelligent Transportation System plan that RTS is currently developing.

6.4 *Integrate Intelligent Transportation System technology (ITS) to maintain and enhance operations planning.*

RTS has been awarded a grant in the form of technical assistance from the Center for Urban Transportation Research (CUTR) to develop and implement an ITS plan. This plan will serve as a guide for all new technology purchases and will focus on integrating existing technology employed at RTS.

RTS is in the process of procuring software that improves the analysis of data from the existing farebox data collection system. This software is expected to be implemented before spring 2006.

6.5 *Pursue efforts to implement alternative approaches for providing enhanced bus service, such as Bus Rapid Transit (BRT), along transportation corridors identified in the MTPO 2025 Transportation Plan.*

RTS is conducting a BRT feasibility study scheduled to begin June 2007. The study will identify corridors in the Gainesville Urban Area with potential to support the operation of a BRT system. This study will consider transportation projects put forth in the MTPO 2025 Transportation Plan.

6.6 *Purchase software in conjunction with the development of the vanpool and ridematching program proposed to FDOT as a service development proposal.*

This initiative will help RTS serve community mobility needs and minimize the operation of fixed routes in lower density portions of Alachua County. It could also assist RTS to develop new markets that are not inclined to use fixed route service. RTS believes this will also be a useful tool for a customer base that is likely to use park and ride facilities and shuttle bus services.

CHAPTER THREE:
Evaluation of Existing Transit Service

INTRODUCTION

Chapter Three contains two main sections. The first section, a performance evaluation, consists of a detailed overview of the operating and financial characteristics of RTS. This is further divided into a trend analysis. The trend analysis represents RTS's performance over a six-year time period (FY 2000 through FY 2005). The second section addresses how the results of the performance evaluation apply to the goals and initiatives developed for RTS in Chapter Two.

PERFORMANCE EVALUATION OF EXISTING RTS SERVICE

The following sections outline the performance evaluation methodology and describe the results of the trend analysis. All data used in this section originate from individual National Transit Database reports. These analyses are useful in determining the strengths of RTS as well as areas that may require additional attention.

The Purpose of Performance Review

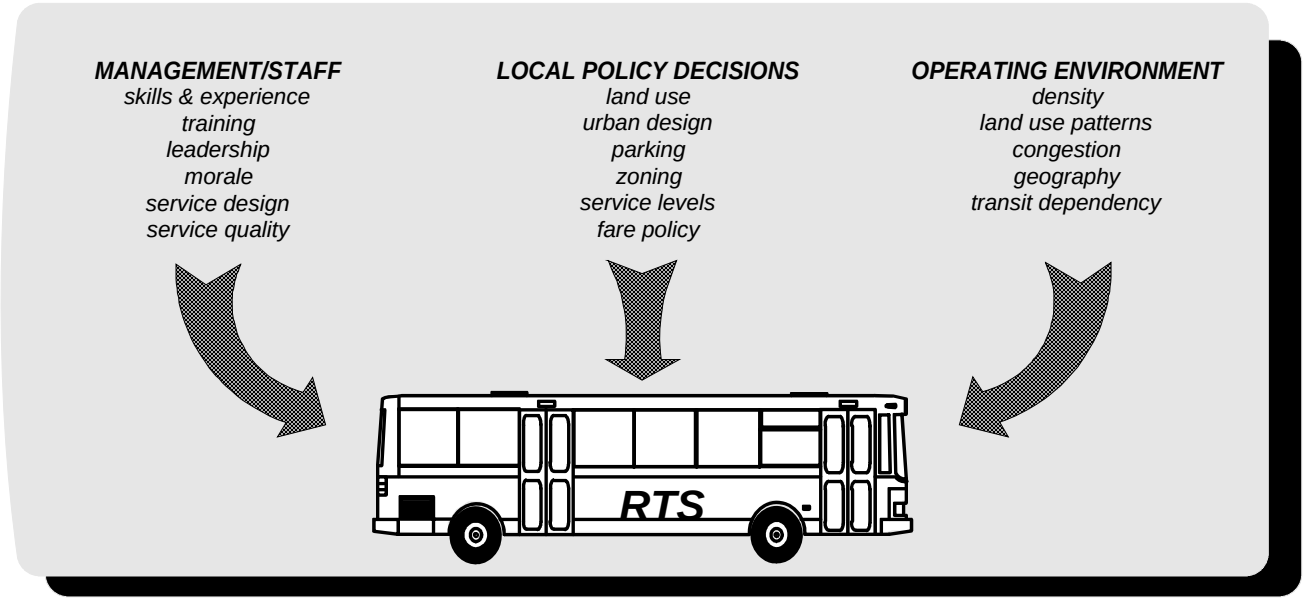
Since a performance evaluation is only one method of analyzing performance of a given public transportation system and is limited only to those aspects included in the analysis, the reader should exercise considerable caution in interpreting the results. These analyses are particularly strong in reviewing cost effectiveness and efficiency; however, they do not relay the extent to which other objectives of the public transportation system are being achieved. For example, the performance evaluation will not directly measure several relevant considerations such as passenger satisfaction with regard to levels of service, taxpayer and public attitudes toward the agency, employee morale, success in attaining minority hiring or contracting goals, quality of planning, contributions to community economic development, air quality improvements, or other goals that may be important to the public transportation system and the community.

In addition, several aspects of quality of service are not measured in a performance evaluation. These include vehicle cleanliness and comfort, operator courtesy, on-time performance, quality of marketing and passenger information support, and level of satisfaction with hours of operations, frequency of service, and geographic coverage of the service. Many of the above-mentioned issues, however, are addressed in RTS's 2001 Comprehensive Operational Analysis (COA) through on-board passenger surveys, bus operator surveys, interviews with local officials, and other forms of public involvement, such as RTS Public Forum meetings. In 2006, RTS will begin the process of developing a public involvement plan to meet the new requirements for future Transit Development Plans. As part of the public involvement plan, RTS will conduct surveys to measure the level of customer satisfaction with RTS's services. These surveys will address customer satisfaction regarding operator courtesy, vehicle cleanliness, service span, frequency and service coverage. Survey results will be used to assist RTS in making future planning, operations, and maintenance decisions.

In addition to understanding the limits of this analysis, the reader should take care in interpreting the meaning of the various performance measures. The evaluation does not necessarily provide information concerning which aspects of performance are within control of the agency and which are not. Figure III-1 denotes the major factors that ultimately affect a given agency's performance.

Performance reviews are a useful and important tool in monitoring and improving transit system performance. However, it must be recognized that the results of trend analysis are only a starting point for gaining a complete understanding of the performance of transit systems. The issues identified as a result of this evaluation provide the basis for a series of questions that can lead to an enhanced understanding of the "hows" and "whys" of system performance.

Figure III-1
Factors Affecting Transit Performance



Performance Review Database

To receive federal funds, transit properties are required to report a variety of data in a standardized format, resulting in what is known as a National Transit Database, or NTD report. These documents provide standardized measures of reporting that enable a more accurate comparison of information among properties. Since 1979, when this reporting requirement was instituted, additional refinements in data collection and reporting have increased the accuracy and comparability of the data. The data are for the fiscal year used by each transit system. For Florida properties, the fiscal year runs from October 1st through September 30th. For other properties, the fiscal year may be different.

Data Reliability - All NTD data submitted to the Federal Transit Administration (FTA) are subject to considerable review and validation through manual and automated methods. Each report is thoroughly examined to identify errors, questions, and inconsistencies. FTA specifies problems and requires each reporting agency to respond to these problems before the final report is accepted.

Data Definitions - To fully understand the data presented in NTD reports, it is important to understand the definitions of the terms used. In many instances, these definitions differ from initial perceptions and may be subject to interpretation. Appendix B contains a detailed list of definitions for selected terms used by FTA. The data collection procedures further specify exactly what is meant by a given term. For example, a “passenger trip” refers to an individual boarding a transit vehicle. A person riding a bus from the corner to the office takes one passenger trip to work and a second passenger trip to return home. Likewise, a person transferring from one bus to another is considered to make two passenger trips to get to his or her destination.

The national inflation rate, as defined by the percentage change in the Consumer Price Index (CPI) for all items (including commodities and services) from year to year, was used to inflate cost indicators from 2000 through 2005 so that they could be presented in real terms (2005 dollars).

Performance Indicators and Measures - The evaluation measures used throughout the performance review are divided into three categories: performance indicators, effectiveness measures, and efficiency measures. Performance indicators report absolute data in the selected categories that are required by NTD reporting. These tend to be key indicators of overall transit system performance. Effectiveness measures typically refine the data further and indicate the extent to which various service-related goals are being attained. For example, the number of passenger trips per capita is an indicator of the effectiveness of the agency in meeting transportation needs. Efficiency measures involve reviewing the level of resources (labor and other costs) required to achieve a given level of output, or service. It is possible to have very efficient service that is not effective or to have highly effective service that is not efficient.

The substantial amount of data available through NTD reporting provides an opportunity to develop a large number of measures. Sets of performance indicators, effectiveness measures, and efficiency measures that are believed to provide a good representation of overall transit system performance have been selected for this analysis. Table III-1 lists the selected indicators and measures provided in this report for directly operated fixed-route transit services.

Table III-1
Selected Performance Review Indicators and Measures
Fixed-Route Transit Services

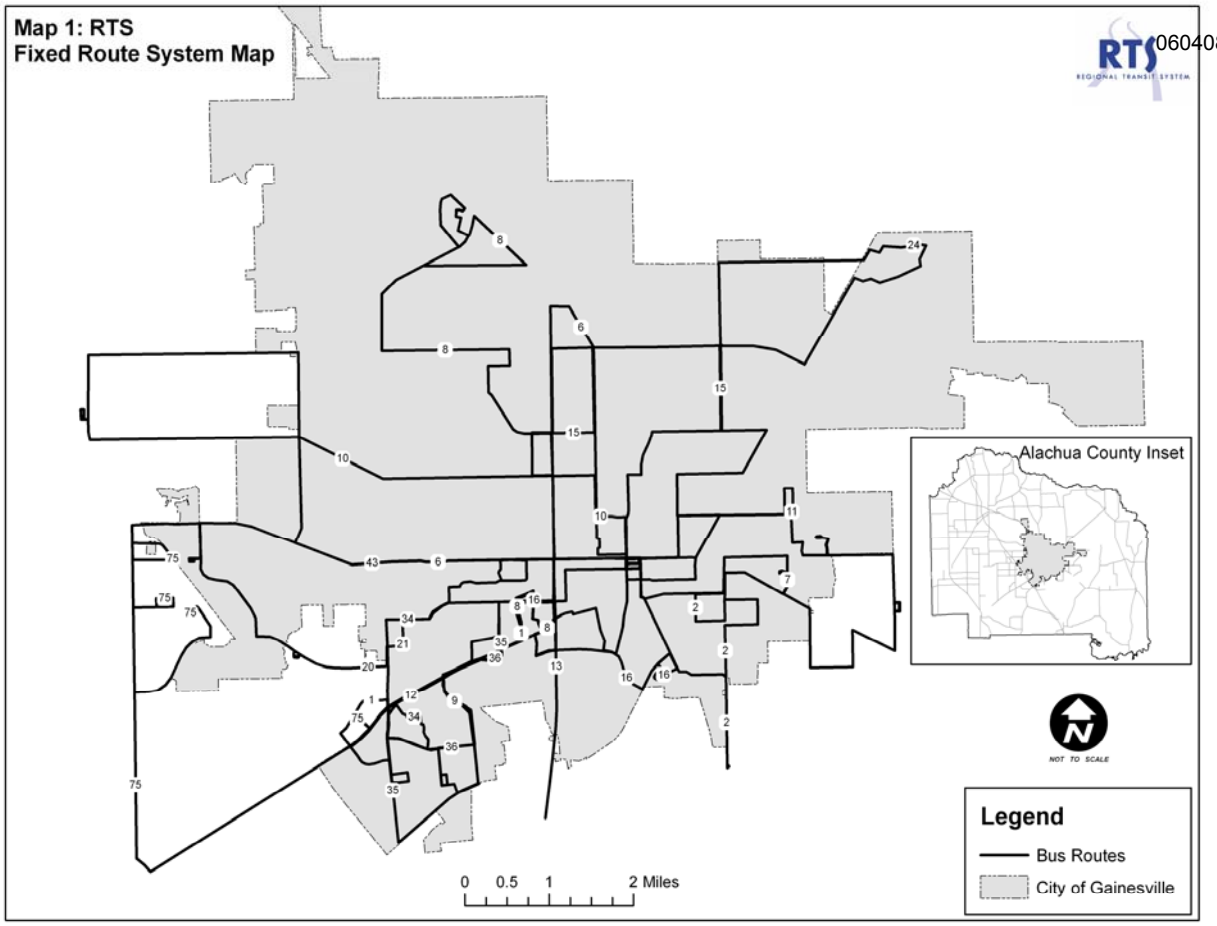
Performance Indicators	Effectiveness Measures	Efficiency Measures
Service Area Population Passenger Trips Passenger Miles Vehicle Miles Revenue Miles Vehicle Hours Revenue Hours Route Miles Total Operating Expense Total Operating Expense (2005 $) Total Maintenance Expense Total Maintenance Expense (2005 $) Operating Revenues Total Employees Vehicles Available for Maximum Service Vehicles Operated in Maximum Service Total Gallons of Fuel Consumed	**Service Supply** Revenue Miles Per Capita **Service Consumption** Passenger Trips Per Capita Passenger Trips Per Revenue Mile Passenger Trips Per Revenue Hour **Quality of Service** Average Age of Fleet (years) Revenue Miles Between Incidents Revenue Miles Between Revenue Service Interruptions	**Cost Efficiency** Operating Expense Per Capita Operating Expense Per Passenger Trip Operating Expense Per Passenger Mile Operating Expense Per Revenue Mile **Operating Ratios** Farebox Recovery **Vehicle Utilization** Revenue Miles Per Vehicle Mile Vehicle Miles Per Peak Vehicle **Labor Productivity** Revenue Hours Per Employee Passenger Trips Per Employee **Energy Utilization** Vehicle Miles Per Gallon **Fare** Average Fare

OVERVIEW OF RTS

RTS operates as a department of the City of Gainesville Commission, a seven-member public policy body responsible for oversight of all city government operations. RTS provides public transportation services primarily within the Gainesville city limits and surrounding portions of unincorporated Alachua County (see Map 1) through direct operation of its fixed-route motorbus service and provision of ADA-mandated complementary demand-responsive service.

Operational Characteristics

During full service weekdays, RTS operates 21 fixed routes, four (4) late evening routes, and nine (9) routes on the University of Florida main campus. RTS's service area covers approximately 74 square miles and serves a population just over 149,000. RTS provides fixed route service six days a week with services spanning from approximately 6:00AM to 3:00AM during weekdays. Service headways during peak service range from eight (8) to sixty (60) minutes and fifteen (15) to ninety (90) minutes during off-peak times. Ten of RTS's 21 fixed routes provide transfer connections in downtown Gainesville while 12 routes run through or adjacent to the University of Florida. Map 1 provides a general overview of RTS's fixed route service structure (campus routes not shown).



This performance evaluation focuses on fixed-route service; therefore, demand-response service is not included in the trend analysis. To present a general overview of the transit system, selected performance indicators, effectiveness measures, and efficiency measures are reported in Table III-2. Table III-2 has been modified to more accurately reflect the RTS service area population.

Table III-2

Summary of Selected Operating Statistics, Gainesville RTS

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Performance Indicators	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005	% Change 2004-2005
Service Area Population	137,665	139,950	142,273	144,164	147,036	149,173	1.4%
Passenger Trips	5,180,872	6,302,952	7,185,018	8,103,120	8,146,496	8,152,989	0.1%
Revenue Miles	1,855,587	1,960,692	2,147,281	2,408,321	2,661,644	2,668,090	0.2%
Revenue Hours	152,474	161,144	188,956	212,034	233,158	235,765	1.1%
Total Operating Expense	$7,279,463	$8,458,929	$9,462,631	$10,917,692	$12,608,960	$13,823,592	9.6%
Total Maintenance Expense	$1,244,586	$1,415,157	$1,938,381	$2,379,754	$2,600,006	$3,559,156	36.9%
Total Employees (FTEs)	133	150	163	198	212	254	19.8%
Vehicles Available in Maximum Service	72	82	83	105	105	105	0.0%
Vehicles Operated in Maximum Service	58	72	72	88	88	88	0.0%
Effectiveness Measures							
Rev. Miles Per Capita	13.5	14.0	15.1	16.7	18.1	17.9	-1.1%
Passenger Trips Per Capita	37.6	45.0	50.5	56.2	55.4	54.7	-1.3%
Passenger Trips Per Revenue Mile	2.8	3.2	3.3	3.4	3.1	3.1	0.0%
Average Age of Fleet (years)	11.7	9.2	9.4	10.4	11.5	10.4	-9.6%
Efficiency Measures							
Operating Expense Per Capita	$52.88	$60.44	$66.51	$75.73	$85.75	$92.67	8.1%
Operating Expense Per Passenger Trip	$1.41	$1.34	$1.32	$1.35	$1.55	$1.70	9.7%
Operating Expense Per Revenue Mile	$3.92	$4.31	$4.41	$4.53	$4.74	$5.18	9.28%
Farebox Recovery Ratio	30.7%	30.8%	43.7%	50.5%	50.3%	52.0%	3.4%
Revenue Hours Per Employee	1,146	1,074	1,159	1,071	1,099	1,086	-5.2%
Passenger Trips Per Employee	38,954	42,020	44,079	40,295	38,441	37,571	-1.8%
Average Fare	$0.43	$0.41	$0.58	$0.68	$0.78	$0.88	104.7%

Fixed-Route Trend Analysis

A fixed-route trend analysis for the years 2000 through 2005 was conducted to follow the performance of RTS's directly operated motorbus service over a six-year time period. Data used in this analysis are from RTS's NTD reports. Performance indicators and measures are grouped into categories and presented in tabular form (Tables III-3 through III-12), along with brief discussions of the data. The percent change over the six-year trend period for each indicator and measure is also shown in the tables. Trends are also illustrated graphically in Figures III-2 through III-34.

Performance Indicators

Ridership and Route Mileage

As indicated in Table III-3, ridership on RTS's directly operated fixed-route service increased 57 percent between 2000 and 2004. Ridership has been increasing since 1996 and experienced two significant increases in 1998 and 1999. These increases were primarily due the formation of an interlocal agreement between RTS and the University of Florida to provide students with unlimited prepaid access to all RTS fixed routes with the use of their student identification cards.

The number of passenger miles increased by 125 percent from 2000-2005. The largest increase occurred between 2002 and 2003 when passenger miles increased by 61 percent. In fiscal year 2003, RTS obtained a sampling waiver from the Federal Transit Administration to calculate passenger miles based on the average trip length and the number of passenger trips. Over the 2000-2005 period, the average trip length (passenger miles per passenger trip) increased from 2.98 miles in 2000 to 3.35 miles in 2005. The trends for passenger trips and passenger miles are depicted in Figures III-2 and III-3.

The trend for the number of system miles is also shown in Table III-3 and Figure III-4. The number of system miles increased 34.9% over the trend period, with 270.4 system miles in 2000 and 364.9 system route miles in 2005.

Table III-3
Gainesville RTS - Ridership and Route Miles, Fixed-Route Trend Analysis

Fiscal Year	Passenger Trips	Passenger Miles	Route Miles
2000	5,180,872	12,123,240	270.4
2001	6,302,952	14,748,888	315.0
2002	7,185,018	16,812,920	347.9
2003	8,103,120	27,153,322	376.5
2004	8,146,496	27,298,674	363.6
2005	8,152,989	27,312,513	364.9
% Change 2000-2005	**57.4%**	**125.3%**	**34.9%**

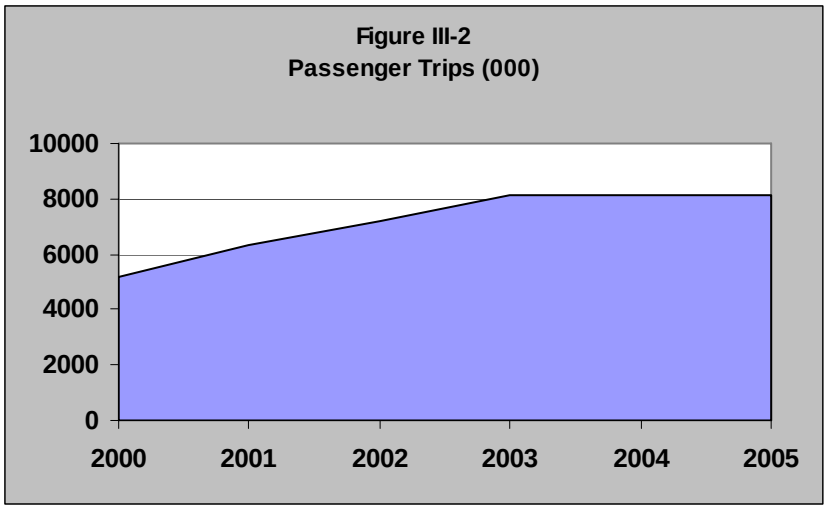


Figure III-2
Passenger Trips (000)
10000
8000
6000
4000
2000
0
2000
2001
2002
2003
2004
2005

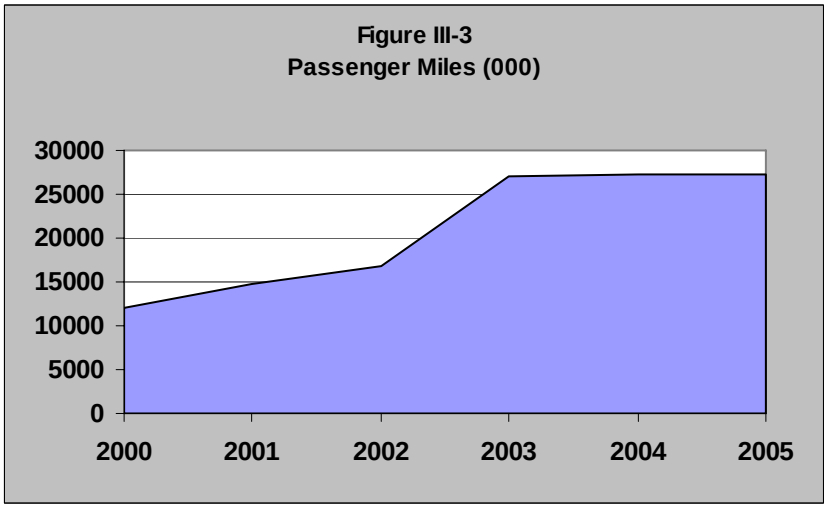


Figure III-3
Passenger Miles (000)
30000
25000
20000
15000
10000
5000
0
2000
2001
2002
2003
2004
2005

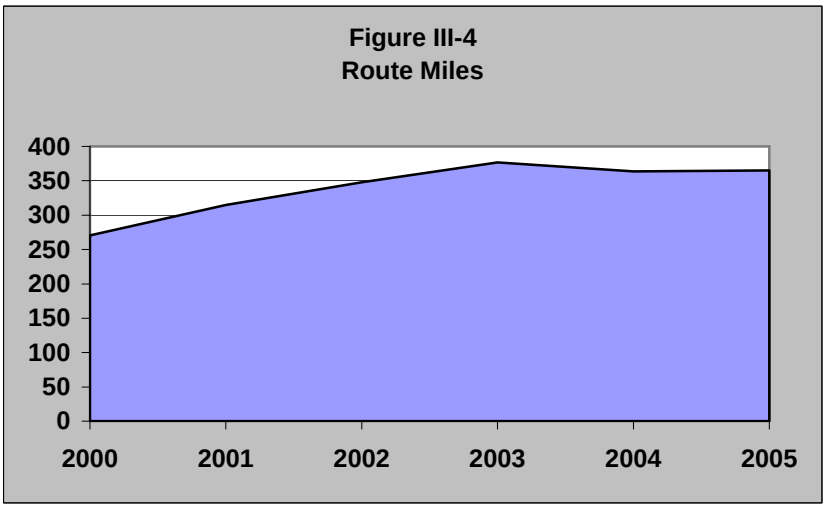


Figure III-4
Route Miles
400
350
300
250
200
150
100
50
0
2000
2001
2002
2003
2004
2005

Level of Service

The level of service provided, as measured by vehicle miles and revenue miles, increased over the trend period. Table III-4 shows from 2000 to 2005, that vehicle miles and revenue miles increased at similar rates. These changes are also shown graphically in Figures III-5 and III-6. As the figures show, vehicle miles and revenue miles increased each year and peaked in fiscal year 2005.

Table III-4 also indicates that the numbers of vehicle hours and revenue hours increased significantly between 2000 and 2005, increasing 56 percent and 54 percent, respectively. Vehicle and revenue hours also peaked during fiscal year 2005, as exhibited in Figures III-7 and III-8.

Table III-4
Gainesville RTS - Level of Service, Fixed-Route Trend Analysis

Fiscal Year	Vehicle Miles	Revenue Miles	Vehicle Hours	Revenue Hours
2000	1,942,538	1,855,587	157,257	152,474
2001	2,129,984	1,960,692	170,544	161,144
2002	2,332,684	2,147,281	199,978	188,956
2003	2,710,565	2,408,321	229,444	212,034
2004	2,806,894	2,661,644	242,692	233,158
2005	2,820,508	2,668,090	245,795	235,765
% Change 2000-2005	**45.2%**	**43.8%**	**56.3%**	**54.6%**

Figure III-5
Vehicle Miles (000)

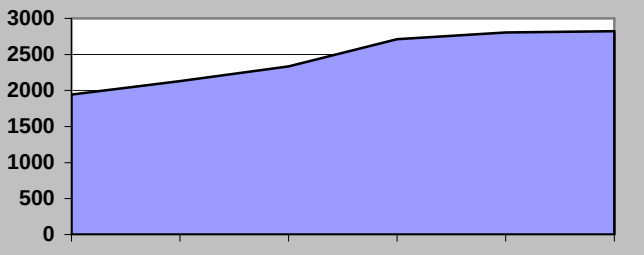


Figure III-6
Revenue Miles (000)

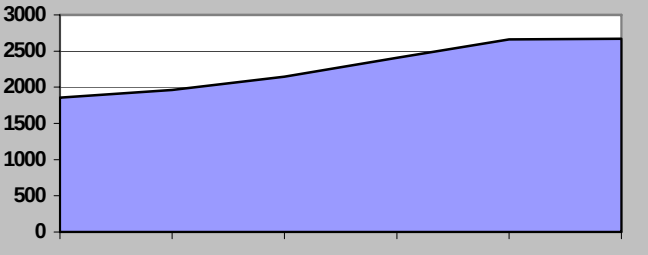


Figure III-7
Vehicle Hours (000)

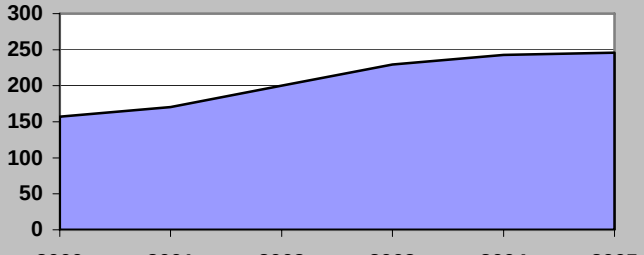
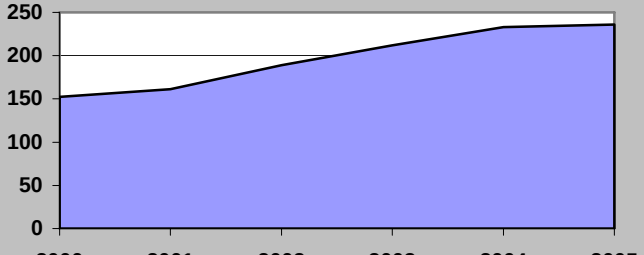


Figure III-8
Revenue Hours (000)



Operating Expenses

Total operating expense rose 90 percent in nominal terms between 2000 and 2005 as evidenced by Table III-5. However, when these figures are adjusted for inflation, the increase is 67 percent (in 2005 dollars). Total operating expenses have nearly doubled since 2000. This increase is primarily attributable to RTS's efforts to improve fleet conditions and expand transit services. The change in operating expense is exhibited in Figure III-9 in both nominal and real values.

Total maintenance expense is a subset of total operating expense. The table below and Figure III-10 show that maintenance expenses, in nominal terms, increased similarly to operating expenses until 2002 when the increase in maintenance expenses began outpacing the increase in operating expenses. Total maintenance expense increased nearly 37 percent between 2001 and 2002, and 32 percent between 2004 and 2005. These increasing expenditures are attributable to RTS's efforts to improve fleet conditions. These efforts include but are not limited to hiring additional maintenance personnel, purchasing lift equipment, and increasing training for mechanics. In addition, the high average fleet age and diversity of vehicles in the fleet continue to pose a challenge for controlling maintenance expenses. Overall, maintenance expense increased by 186 percent between 2000 and 2005; however, when inflation is considered, maintenance expense increased by 152 percent during this time.

Table III-5
Gainesville RTS - Operating Expenses, Fixed-Route Trend Analysis

Fiscal Year	Total Operating Expense	Total Operating Expense (2005 $)	Total Maintenance Expense	Total Maintenance Expense (2005 $)
2000	$7,279,463	$8,255,000	$1,244,586	$1,411,550
2001	$8,458,929	$9,328,230	$1,415,157	$1,560,590
2002	$9,462,631	$10,272,660	$1,938,381	$2,104,310
2003	$10,917,692	$11,588,200	$2,379,754	$2,525,900
2004	$12,608,960	$13,036,200	$2,600,006	$2,688,100
2005	$13,823,592	$13,823,592	$3,559,156	$3,559,156
% Change 2000-2005	**89.9%**	**67.5%**	**186.0%**	**152.2%**

NOTE: Inflation rates were taken from the U.S. Department of Labor

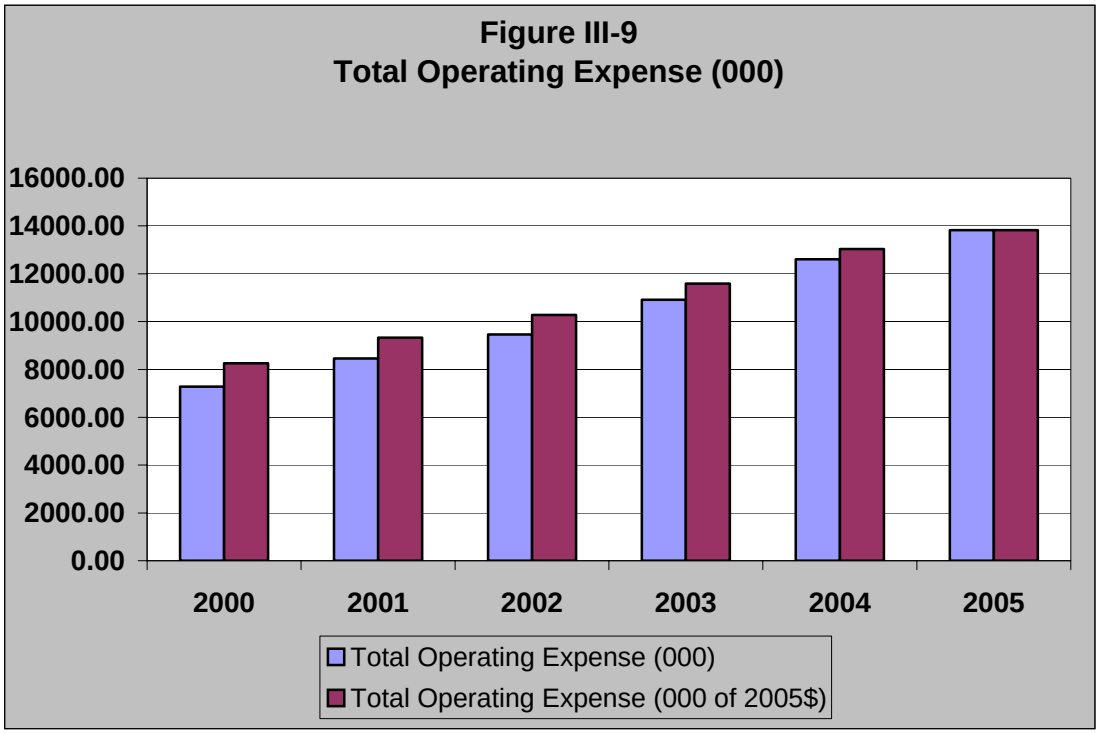


Figure III-9
Total Operating Expense (000)
16000.00
14000.00
12000.00
10000.00
8000.00
6000.00
4000.00
2000.00
0.00
2000
2001
2002
2003
2004
2005
Total Operating Expense (000)
Total Operating Expense (000 of 2005$)

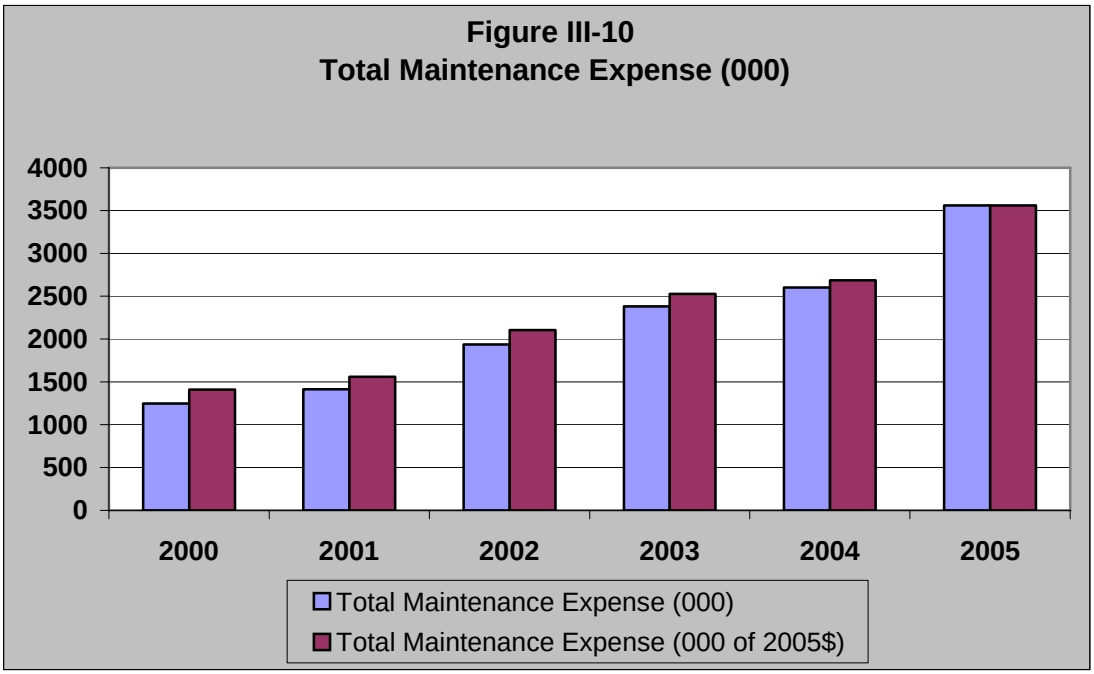


Figure III-10
Total Maintenance Expense (000)
4000
3500
3000
2500
2000
1500
1000
500
0
2000
2001
2002
2003
2004
2005
Total Maintenance Expense (000)
Total Maintenance Expense (000 of 2005$)

Operating Revenues

From 2000 to 2005, passenger fare revenue from RTS fixed-route service steadily increased, as evidenced in Table III-6. Passenger fares are the revenues earned from carrying passengers and, for RTS, include fares from contracts, passes, and revenue collected directly from the farebox. Fares collected through contracts, or special transit fares, comprise the majority of RTS passenger fare revenue at 90 percent. The remaining ten (10) percent of passenger fares is collected at the farebox and through the sales of passes. Figure III-11 also illustrates the trend for fare revenue.

Operating revenue includes passenger fares as well as auxiliary transportation funds and non-transportation revenues (such as investment income). Table III-6 below and Figure III-12 show that this indicator increased significantly over the six-year period. This increase is primarily due to RTS's and the University of Florida's efforts to enhance transit service to students both on and off campus.

Lastly, the trend for total local revenue is exhibited in Table III-6 and Figure III-13. Total local revenue consists of all revenues originating at the local level, including operating revenue and passenger fare revenue (excluding state and federal assistance). Total local revenue increased over 92 percent from 2000 to 2005.

Table III-6
Gainesville RTS - Operating Revenues, Fixed-Route Trend Analysis

Fiscal Year	Passenger Fare Revenue	Operating Revenue	Total Local Revenue
2000	$2,231,243	$2,336,803	$5,775,600
2001	$2,603,365	$2,744,222	$6,197,494
2002	$4,139,096	$4,256,602	$7,602,954
2003	$5,531,141	$5,647,602	$9,324,561
2004	$6,325,217	$6,517,146	$10,748,863
2005	$7,193,151	$7,370,188	$11,108,171
% Change 2000-2005	**222.4%**	**215.4%**	**92.3%**

Figure III-11
Passenger Fare Revenue (000)

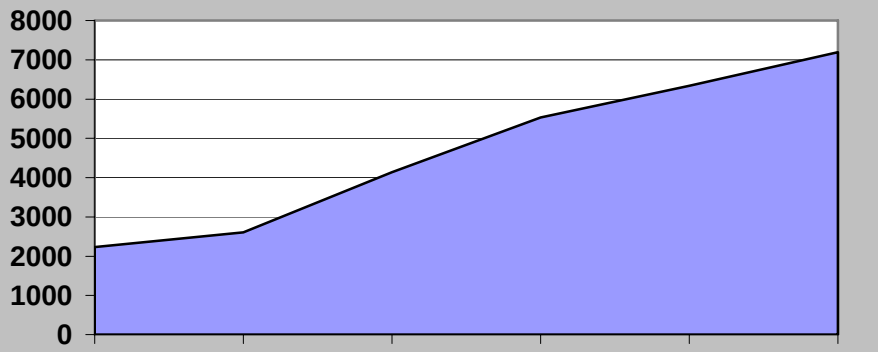


Figure III-12
Operating Revenue (000)

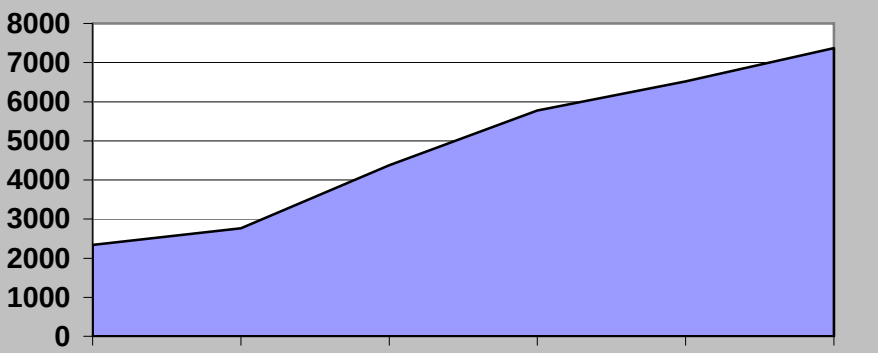
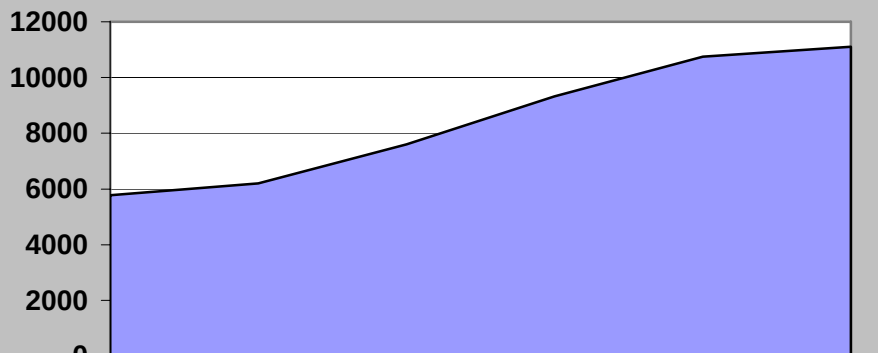


Figure III-13
Total Local Revenue (000)



Employees, Vehicles, and Fuel Consumption

The total number of employees at RTS is represented by full-time equivalents (FTEs). Table III-7 indicates that total employee FTEs increased 63 percent to 217 employees in 2005. Figure III-14 illustrates the trend graphically, and also shows the difference among the three employee categories: administrative employees, maintenance employees, and transportation operating employees.

The number of vehicles available for and operated in maximum service are also outlined in Table III-7. The changes between 2000 and 2001 were significant, with a 24 percent increase in vehicles operated in maximum service. Changes from 2000 to 2005 were also significant for vehicles available and vehicles operated in maximum service, showing increases of nearly 46 percent and nearly 52 percent respectively. Since 2000, the number of vehicles available for maximum service has increased to 105. Figure III-15 shows this trend, and indicates that the number of vehicles operated in maximum service remained at 72 in 2001 and 2002 before increasing again to 88 in 2003.

Finally, the total gallons of fuel utilized for each year in the trend period is presented in Table III-7. The table and Figure III-16 indicate that fuel consumption increased by 92 percent over the trend period, peaking in 2005 with 879,828 gallons of fuel.

Table III-7
Gainesville RTS - Employees, Vehicles, and Fuel Consumption, Fixed-Route Trend Analysis

Fiscal Year	Total Employees (FTEs)	Vehicles Available for Max. Service	Vehicles Operated in Max. Service	Total Gallons of Fuel Consumed
2000	133	72	58	541,401
2001	150	82	72	631,816
2002	163	83	72	684,798
2003	198	105	88	782,558
2004	212	105	88	869,419
2005	217	105	88	879,828
% Change 2000-2005	**63.2%**	**45.8%**	**51.7%**	**62.5%**

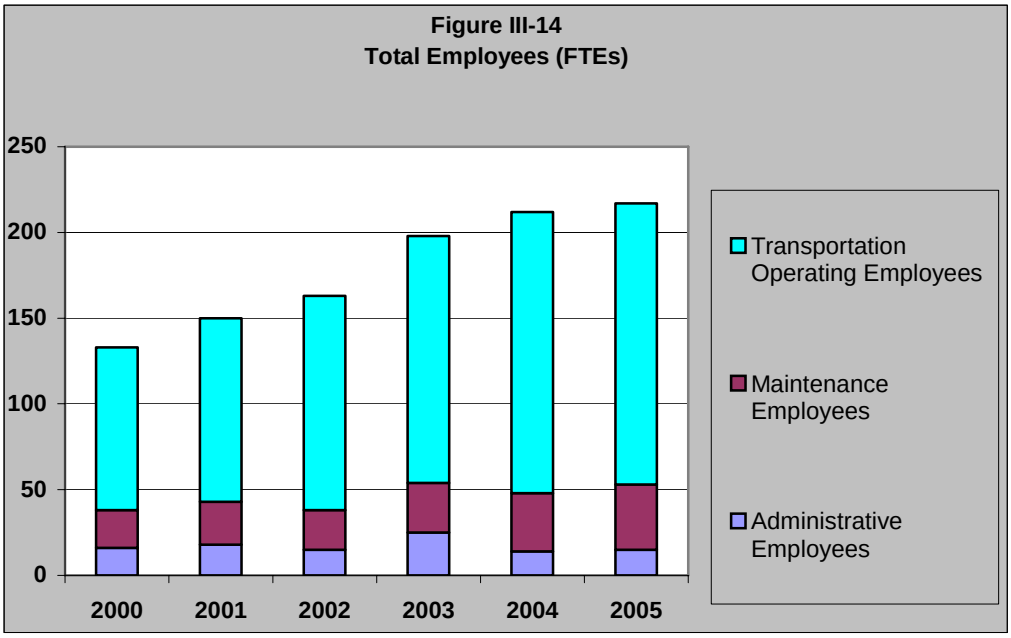


Figure III-14
Total Employees (FTEs)
250
200
150
100
50
0
2000
2001
2002
2003
2004
2005
Transportation Operating Employees
Maintenance Employees
Administrative Employees

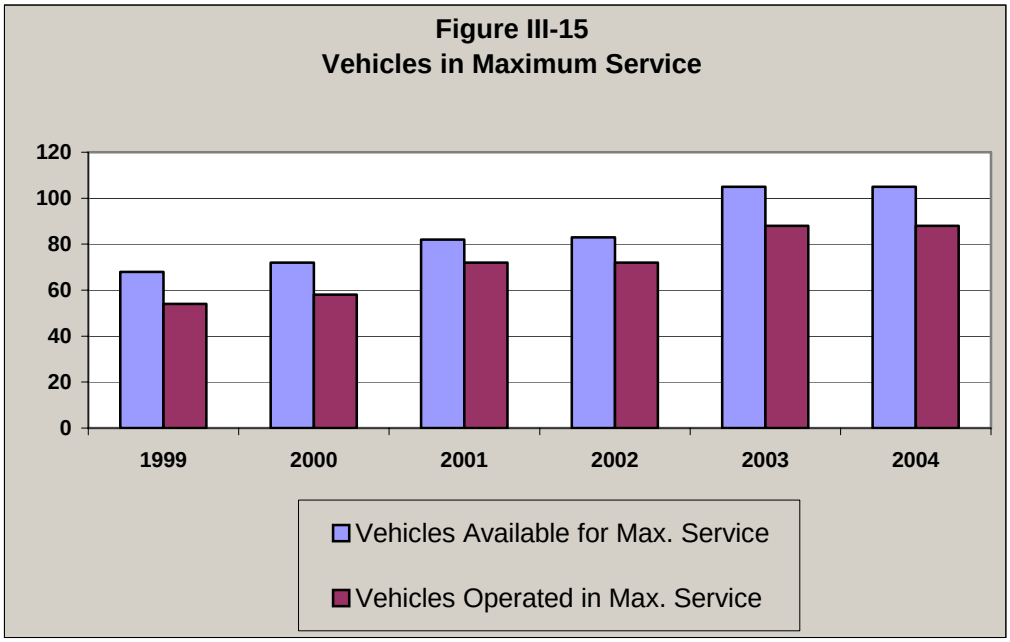


Figure III-15
Vehicles in Maximum Service
120
100
80
60
40
20
0
1999
2000
2001
2002
2003
2004
Vehicles Available for Max. Service
Vehicles Operated in Max. Service

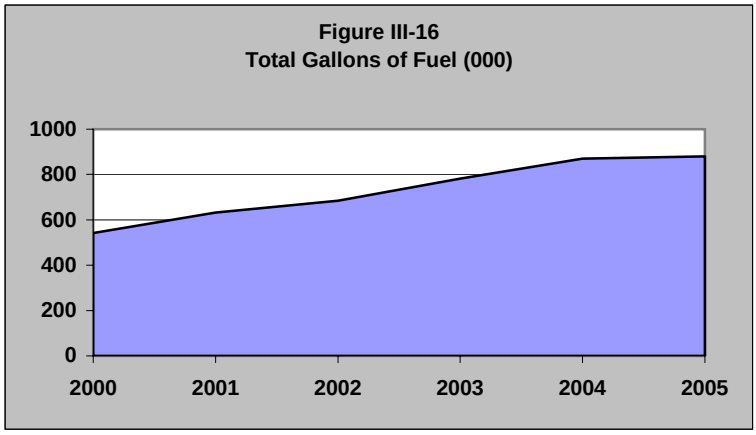


Figure III-16
Total Gallons of Fuel (000)
1000
800
600
400
200
0
2000
2001
2002
2003
2004
2005

Effectiveness Measures

Service Supply and Service Consumption

The number of revenue miles per capita is one method of evaluating the level of service supply. Over the trend period from 2000 to 2005 this measure increased over 32 percent, as shown in Table III-8. Figure III-17 depicts the trend and also indicates that the measure peaked in fiscal year 2004 with 18.1 revenue miles per capita.

Measures of the level of service consumption are also summarized in Table III-8 and in Figures III-18 through III-20. One such measure is number of passenger trips per capita. Between 2000 and 2005, this measure increased by 70 percent. The table and Figure III-18 illustrate how this measure peaked in 2003 (at 56.2 trips per capita) and then decreased slightly to 54.7 in 2004.

Additional measures of service consumption are numbers of passenger trips per revenue mile and per revenue hour, which are generally influenced by the supply and demand of transit service. From 1999 to 2003, passenger trips per revenue mile increased steadily. In 2004, this upward trend ceased primarily due to the affects of an active hurricane season, which reduced ridership for several days in September 2004. These measures all demonstrate a recent decline in the level of service consumption for RTS.

Table III-8
Gainesville RTS - Service Supply and Service Consumption, Fixed-Route Trend Analysis

Fiscal Year	Revenue Miles Per Capita	Passenger Trips Per Capita	Passenger Trips Per Revenue Mile	Passenger Trips Per Revenue Hour
2000	13.5	37.6	2.8	34.0
2001	14.0	45.0	3.2	39.1
2002	15.1	50.5	3.4	38.0
2003	16.7	56.2	3.4	38.2
2004	18.1	55.4	3.1	34.9
2005	17.9	54.7	3.1	34.6
% Change 2000-2005	**32.6%**	**70.7%**	**10.7%**	**1.8%**

Figure III-17
Revenue Miles Per Capita

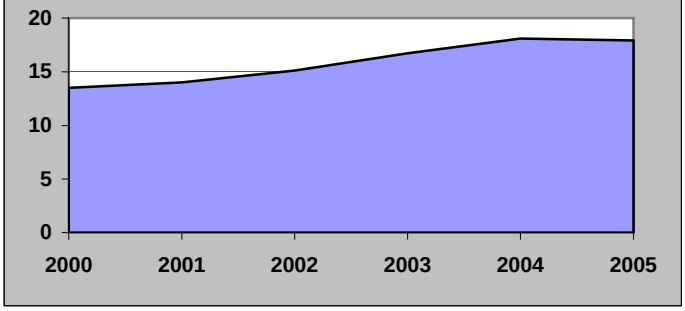


Figure III-18
Passenger Trips Per Capita

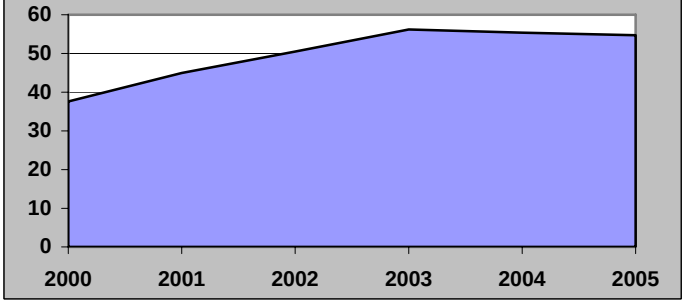


Figure III-19
Passenger Trips Per Revenue Mile

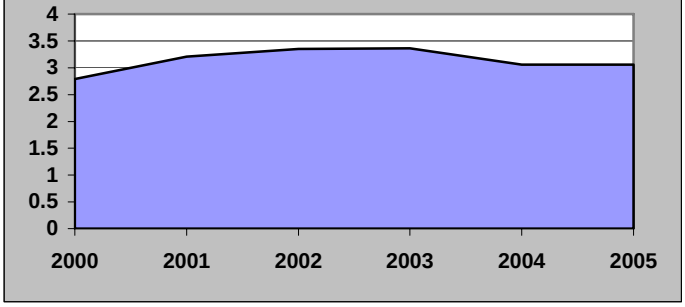
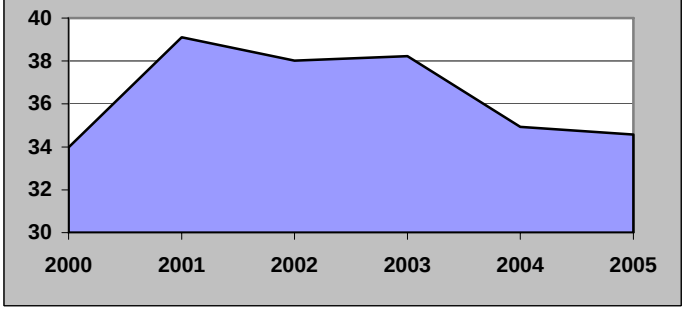


Figure III-20
Passenger Trips Per Revenue Hour



Quality of Service

Table III-9 shows the trend for the average age of RTS's vehicle fleet. The average age of the fleet is also represented graphically in Figure III-21. During the trend period, the average fleet age remained relatively constant despite a slight age decrease in 2001 due to the arrival of 23 new buses. Since 2001 the average fleet age has gradually returned to the age present in 2000. It is important to note that these figures are calculated based on the fleet conditions that existed at the end of each fiscal year. In February 2005, RTS received nine new buses that have decreased the age to the level present in 2003. Even with the inclusion of these 9 new buses, nearly half of the RTS fleet is past the retirement age prescribed by the Federal Transit Administration. RTS plans to improve the quality of its fleet by purchasing 8 to 15 new buses each year through 2010. This replacement plan will allow RTS to reduce fleet age and decrease any associated maintenance costs.

The numbers of revenue miles between safety incidents and between revenue service interruptions helps RTS measure the safety and reliability of transit services. The table below indicates that revenue miles between safety incidents overall increased 25 percent between 2000 and 2005. The number of revenue miles between interruptions (roadcalls) increased nearly 55 percent over the trend period. This measure increased sharply in 2002 to 4,082 before dropping to 3,025 in 2003. Since 2004 revenue miles between interruptions has increased for two consecutive years to reach a six-year high of 4,202 in 2005. The increase in this measure between 2003 and 2005 demonstrates a decline in the number of interruptions and, therefore, an overall increase in the level of reliability. The trends for these two measures are shown in Figures III-22 and III-23.

Table III-9
Gainesville RTS - Quality of Service, Fixed-Route Trend Analysis

Fiscal Year	Average Age of Fleet (years)	Revenue Miles Between Incidents	Revenue Miles Between Interruptions
2000	11.7	265,084	2,717
2001	9.2	490,173	2,632
2002	9.4	268,410	4,082
2003	10.4	267,591	3,025
2004	11.5	266,164	3,369
2005	10.4	296,454	4,202
% Change 2000-2005	**-11.1%**	**25.8%**	**54.7%**

Figure III-21
Average Age of Fleet (years)

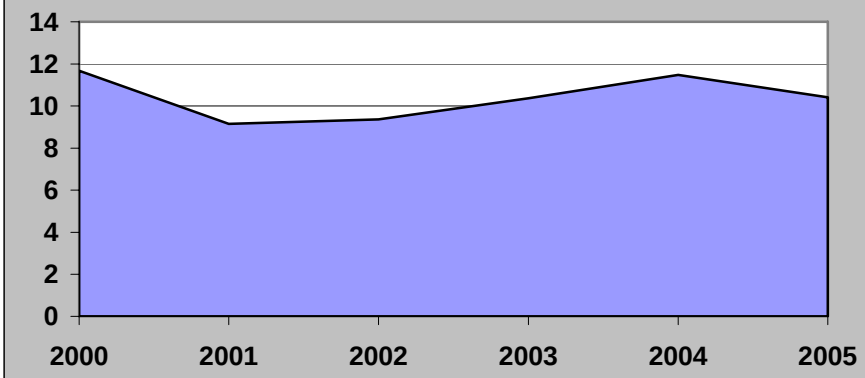


Figure III-22
Revenue Miles Between Incidents

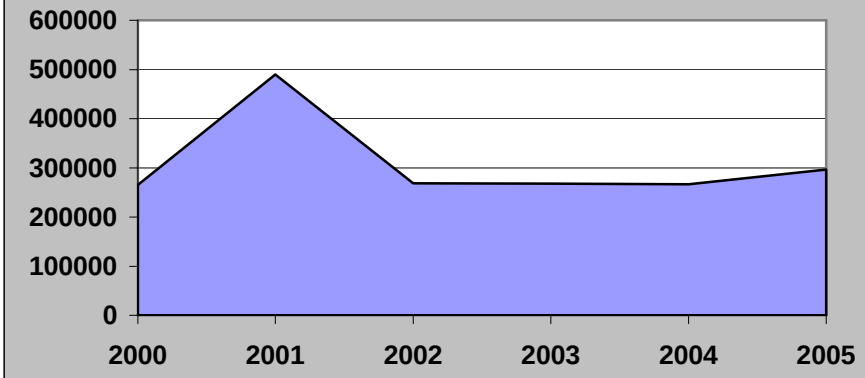
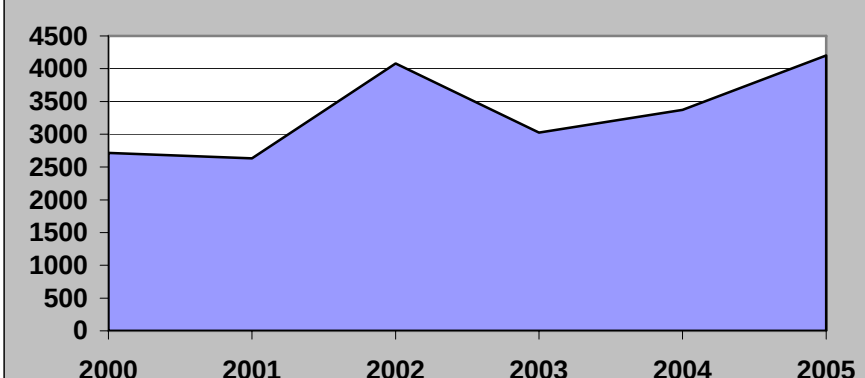


Figure III-23
Revenue Miles Between Interruptions



Efficiency Measures

Cost Efficiency

Operating expense ratios, as shown in Table III-10, are nominal values and help to measure the RTS's overall cost efficiency. The table indicates that operating expense per capita increased by 104 percent during the trend period. The operating expense per capita peaked in 2004 at $87.46. The trend for this measure is also depicted in Figure III-24.

Operating expense per passenger trip increased by 4 percent while operating expense per passenger mile decreased 27 percent between 1999 and 2004, as noted in Table III-10. The operating expense per passenger trip peaked in 2004 at $1.55, while the operating expense per passenger mile peaked in 1999 at $0.65. Figures III-25 and III-26 illustrate these trends graphically.

Operating expense per revenue mile is the final ratio analyzed for this evaluation. As summarized in Table III-10, this measure increased by 19 percent between 1999 and 2004. Between 1999 and 2000, this measure decreased from $4.00 to $3.92 reaching its lowest level for the trend period. As with the other measures, the values for operating expense per revenue mile of service are also presented in graphical form in Figure III-27.

Table III-10
Gainesville RTS - Cost Efficiency, Fixed-Route Trend Analysis

Fiscal Year	Operating Expense Per Capita	Operating Expense Per Passenger Trip	Operating Expense Per Passenger Mile	Operating Expense Per Revenue Mile
2000	$52.88	$1.41	$0.60	$3.92
2001	$60.44	$1.34	$0.57	$4.31
2002	$66.51	$1.32	$0.56	$4.41
2003	$75.73	$1.35	$0.40	$4.53
2004	$87.75	$1.55	$0.47	$4.74
2005	$92.67	$1.70	$0.51	$5.18
% Change 2000-2005	**75.25%**	**20.6%**	**-15.0%**	**32.1%**

Figure III-24
Operating Expense Per Capita

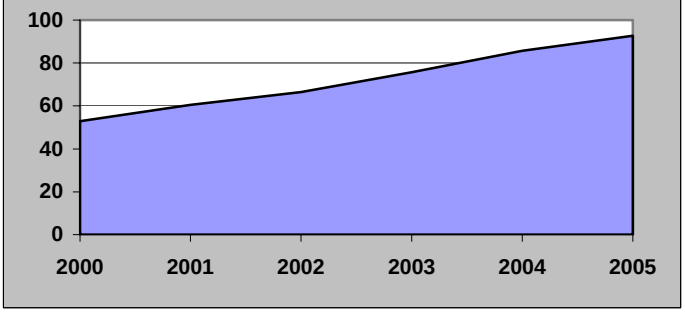


Figure III-25
Operating Expense Per Passenger Trip

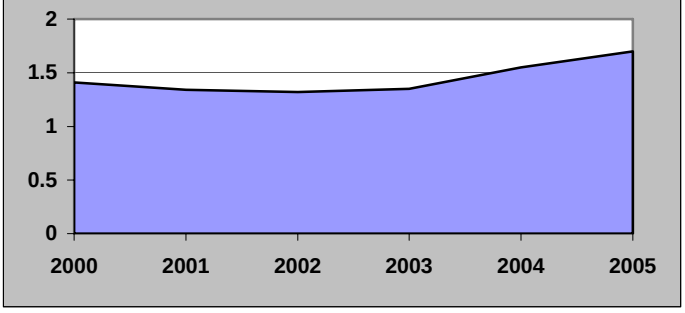


Figure III-26
Operating Expense Per Passenger Mile

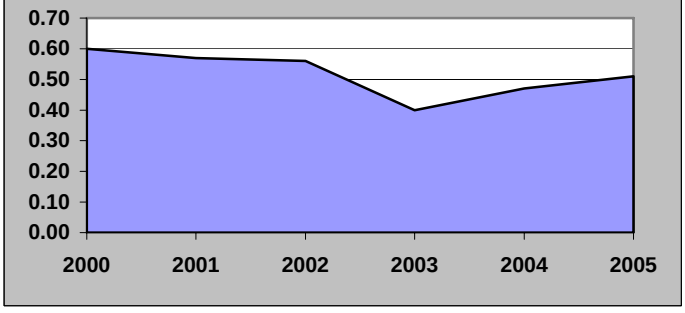
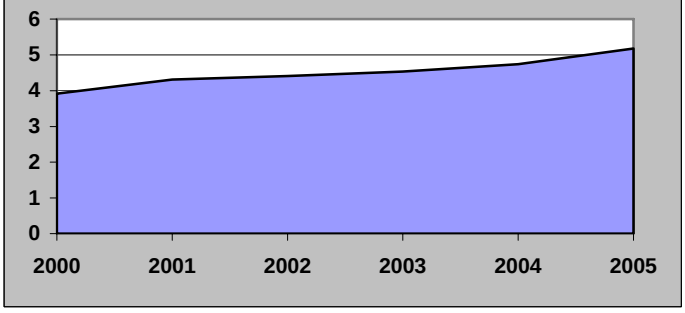


Figure III-27
Operating Expense Per Revenue Mile



Farebox Recovery, Average Fare, and Labor Productivity

The farebox recovery ratio, which represents the amount of operating expenses covered by passenger fare revenue, increased 82 percent over the trend period, as noted in Table III-11. The growth in the farebox recovery from fiscal year 1999 to fiscal year 2004 is directly related to cooperative efforts between RTS and University of Florida to fund the services that students find most beneficial. Excluding contractual agreements the farebox recovers approximately six percent of the total annual operating expense.

The average fare per passenger trip has also increased over the trend period as illustrated in Table III-11. The trend for RTS's average fare is exhibited in Figure III-29.

RTS's labor productivity is measured by the numbers of revenue hours per employee and passenger trips per employee over the six-year trend period. Table III-11 below indicates that revenue hours per employee increased 17.4 percent and passenger trips per employee increased 19.5 percent. Figure III-30 reveals that revenue hours per employees peaked in 2002. Figure III-31 reveals that the passenger trips per employee also peaked in 2002.

Table III-11
Gainesville RTS - Farebox Recovery, Average Fare, and Labor Productivity, Fixed-Route Trend Analysis

Fiscal Year	Farebox Recovery Ratio	Average Fare	Revenue Hours Per Employee	Passenger Trips Per Employee
2000	30.7%	$0.43	1,146	38,954
2001	30.8%	$0.41	1,074	42,020
2002	43.7%	$0.58	1,159	44,079
2003	50.5%	$0.68	1,071	40,925
2004	50.3%	$0.78	1,100	38,427
2005	52.0%	$0.88	1,086	37,571
% Change 2000-2005	**69.4%**	**104.7%**	**-5.2%**	**-3.1%**

Note: *Maintenance employees were added to FTE

Figure III-28
Farebox Recovery

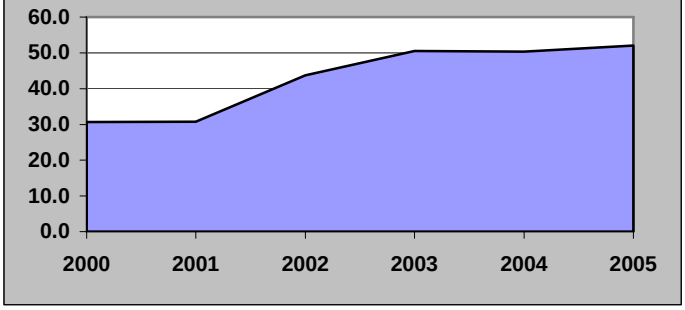


Figure II-29
Average Fare

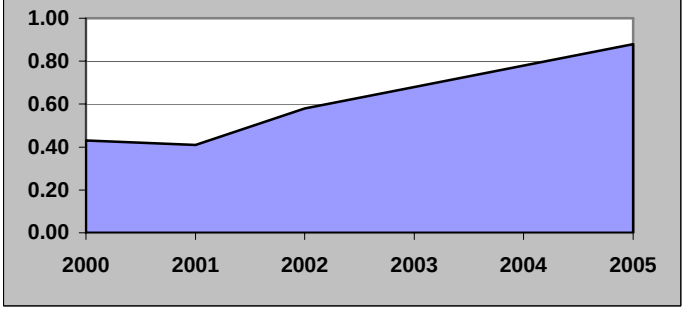


Figure II-30
Revenue Hours Per Employee

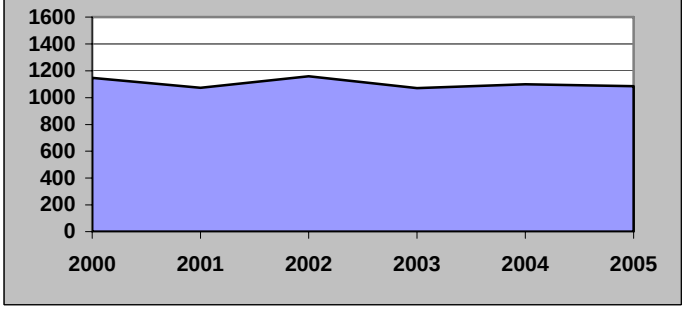
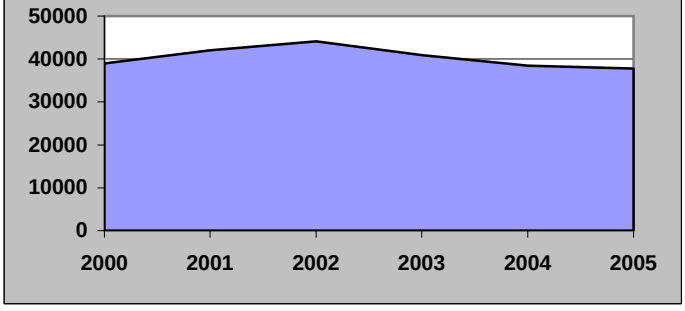


Figure II-31
Passenger Trips Per Employee



Vehicle Utilization and Energy Utilization

Two measures of vehicle utilization are the number of revenue miles per vehicle mile and the number of vehicle miles per peak vehicle. Table III-12 shows that the number of revenue miles per vehicle mile remained more or less constant throughout the trend period. Throughout this period, the measure has been close to 0.95 revenue miles per vehicle mile, with the exception of 2003 when it was 0.89. The number of vehicle miles per peak vehicle fluctuated during the six-year period; however, the table indicates that the value of this measure has only dropped by less than half a percent over the six-year period. Figures III-32 and III-33 present these two measures in a graphic format.

Finally, the fuel efficiency of RTS's fixed-route fleet can be measured by the number of vehicle miles per gallon. As can be seen from Table III-12, this measure decreased over the six-year period. The declining trend in fuel efficiency is likely due to a combination of factors that include increasing traffic congestion, increasing fleet age, and more hours of service. This trend is also represented in Figure III-34.

Table III-12
Gainesville RTS - Vehicle Utilization and Energy Utilization, Fixed-Route Trend Analysis

Fiscal Year	Revenue Miles Per Vehicle Mile	Vehicle Miles Per Peak Vehicle	Vehicle Miles Per Gallon
2000	0.96	33,492	3.59
2001	0.92	29,583	3.37
2002	0.92	32,398	3.41
2003	0.89	30,802	3.46
2004	0.95	31,896	3.22
2005	0.95	32,051	3.21
% Change 2000-2005	**-1.0%**	**-4.3%**	**-10.6%**

Figure III-32
Revenue Miles Per Vehicle Mile

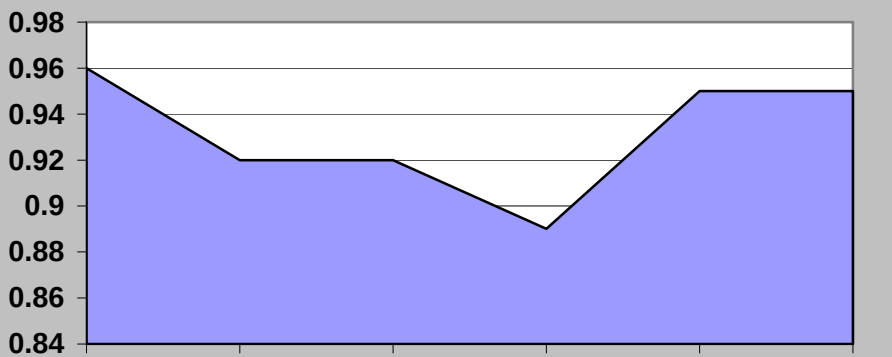


Figure III-33
Vehicle Miles Per Peak Vehicle

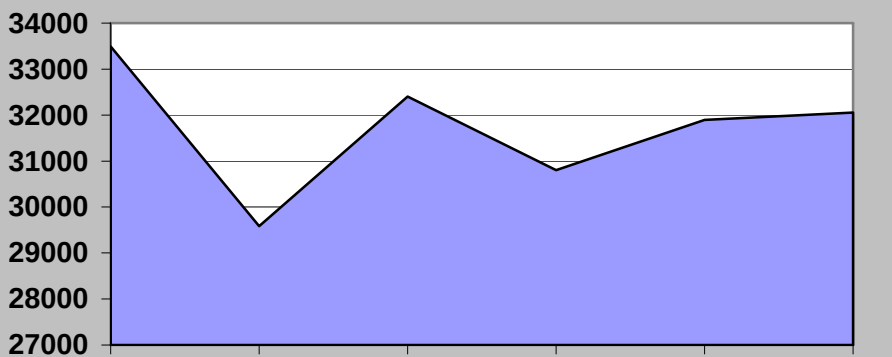
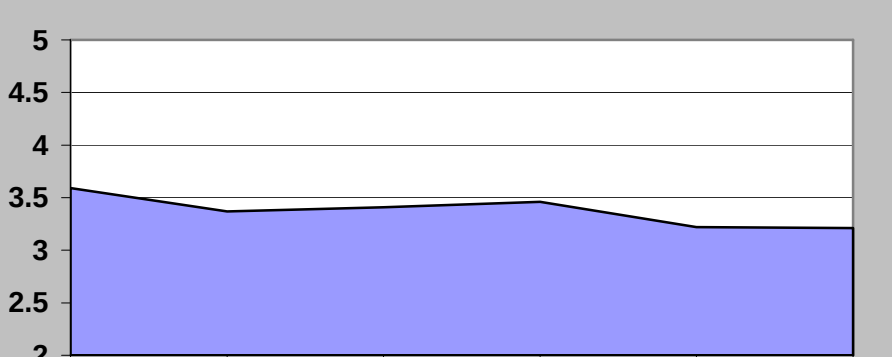


Figure III-34
Vehicle Miles Per Gallon



APPLICATION TO RTS GOALS

A useful tool for assessing the performance evaluation results is the review of proposed system goals introduced previously in Chapter One. Specific performance review measures can be identified to assist in the determination of the extent to which RTS is meeting each of the stated goals. The proposed goals and initiatives (and related strategies) can be found in Chapter One, while Table III-13 denotes appropriate effectiveness and efficiency measures directly relating to the assessment of RTS with respect to each of the stated goals.

Tables III-13 through III-15 specifically address the trend performance measures applicable to each of the goals. For each measure, the percent change from 2000 to 2005 and from 2004 to 2005 is provided from the section containing the fixed-route trend analysis. These tables provide a practical overview of RTS's performance over time.

It is important to note that interpretation was purposely omitted from this section since the intent is not to suggest that this performance evaluation is the only mechanism for assessing whether system goals are being achieved. The performance measures do not comprehensively cover the objectives identified under each goal in Chapter Two. Many of the objectives cannot be analyzed through this methodology and require additional information or a more subjective evaluation. However, a consideration of the applicable measures provides a useful starting point for fully understanding the status of RTS in its efforts to achieve these goals. Therefore, the applicable measures are outlined in the tables, but the interpretation of these measures as they relate to the achievement of system goals is left to the reader.

Table III-13
Performance Measures Applied to RTS Goals

Goals		Applicable Performance Measures
Goal 1	Fulfill the adopted RTS Vision for Transit in Gainesville	Service Consumption Passenger Trips Per Capita Passenger Trips Per Revenue Mile Passenger Trips Per Revenue Hour
Goal 2	Communicate the role of transit in the Gainesville Community	No applicable performance measures in NTD database. Specific actions are addressed as system enhancement.
Goal 3	Enhance RTS Facilities	No applicable performance measures in NTD database. Specific actions addressed as system enhancements.
Goal 4	Increase service availability	Cost Efficiency Operating Expense Per Capita Operating Expense Per Passenger Trip Operating Expense Per Passenger Mile Operating Expense Per Revenue Mile Service Supply Revenue Miles Per Capita Operating Ratios Farebox Recovery Vehicle Utilization Revenue Miles Per Vehicle Mile Vehicle Miles Per Peak Vehicle Labor Productivity Revenue Hours Per Employee Passenger Trips Per Employee Energy Utilization Vehicle Miles Per Gallon
Goal 5	Enhance the presence of transit through Fixed Facilities and Transit Oriented Design	No applicable performance measures in NTD database. Specific actions are addressed in the recommendations as system enhancements.
Goal 6	Use technology and Innovative Approaches in the Provision of Transit Services	No applicable performance measures in NTD database.

Table III-14
Status of Goal 1: Fulfill the Newly adopted RTS Vision for Transit in Gainesville

Applicable Performance Measure	Trend: % Change 2000-2005	Trend: % Change 2004-2005
Service Consumption		
Passenger Trips Per Capita	+45.5%	-1.3%
Passenger Trips Per Revenue Mile	+10.7%	0.0%
Passenger Trips Per Revenue Hour	+1.7%	-1.0%

Table III-15
Status of Goal 3: Increase Service Availability

Applicable Performance Measure	Trend: % Change 2000-2005	Trend: % Change 2004-2005
Cost Efficiency		
Operating Expense Per Capita	+75.3%	+8.1%
Operating Expense Per Passenger Trip	+20.6%	+9.7%
Operating Expense Per Passenger Mile	-15.0%	+13.0%
Operating Expense Per Revenue Mile	+32.1%	+9.3%
Service Supply		
Revenue Miles Per Capita	+32.6%	-1.1%
Operating Ratios		
Farebox Recovery Ratio	69.4%	3.4%
Labor Productivity		
Revenue Hours Per Employee	-5.2%	-5.2%
Passenger Trips Per Employee	-3.1%	-1.8%
Vehicle Utilization		
Revenue Miles Per Vehicle Mile	-1.0%	0.0%
Vehicle Miles Per Peak Vehicle	-4.3%	+0.5%
Energy Utilization		
Vehicle Miles Per Gallon	-10.6%	-0.3%

CONCLUSIONS

A summary of RTS's performance strengths and weaknesses based on the fixed-route trend analysis is presented in Table III-17. This table is not intended to suggest the extent of the strength or weakness but to identify those performance areas wherein the trend has improved or worsened between 2000 and 2005. A performance strength is defined as any performance area that improved or was maintained over the trend analysis time period. A performance weakness is defined as a trend that declined over the trend period.

Table III-17
RTS Performance Strengths and Weaknesses, Fixed-Route Trend Analysis

Performance Strengths	Performance Weaknesses
Service Consumption Cost Efficiency Service Supply Operating Ratio	Energy Utilization Vehicle Utilization Labor Productivity Quality of Service- Age of Fleet

Trend analysis can be a very valuable tool for developing a better understanding of RTS performance and for identifying target areas for additional attention and improvement. Performance evaluation measures do not comprehensively cover all of the objectives of a transit system. Many objectives cannot be measured with this mechanism and require additional information or more subjective evaluation. However, the results of the trend analysis provide a useful introduction to a full understanding of the performance of RTS and complement other components of this study.

CHAPTER FOUR:
Demand Estimation and Needs Assessment

INTRODUCTION

One particular task in the development of this TDP includes the preparation of estimates of demand for public transit over the five-year planning period, the assessment of mobility needs in Gainesville, and a brief review of alternative methods for increasing mobility through transit system improvements. This chapter summarizes the results of this effort and leads into the final task of the TDP, which identifies and evaluates alternatives and recommendations.

Various methods exist for estimating the demand for transit service and assessing unmet mobility needs. The demand estimation techniques used in this document rely on data and findings from all previous tasks as well as operating data collected from other sources. The proposed goals and initiatives from Chapter Two and the existing levels and perceptions of service are also considered in assessing the need for improved service.

This chapter also includes a needs assessment that summarizes relevant information concerning unmet demand, the service area, service span and frequency, type of service, and multimodal linkages that may contribute to improving pubic transit service and mobility for residents of Gainesville.

CURRENT AND FUTURE DEMAND FOR TRANSIT SERVICE

There are several different methods available to estimate the level of demand for transit service in Gainesville. Demand may be estimated by using trend analysis, peer review comparisons, fare and service elasticities, census tract analysis, and from interviews and surveys. The following sections provide estimates for fixed-route transit demand in Gainesville using trend analysis methods.

Ridership Trends

Since fiscal year 2000, passenger trips at RTS have increased from 5.2 million to over 8.1 million in fiscal year 2005. This increase in ridership can be attributed to service changes implemented by RTS and the increased level of demand from students at the University of Florida.

A trend analysis of past ridership figures suggests that passenger trip increases over the next five years would produce similar figures to the existing passenger productivity rates used for service estimates. Therefore, RTS used existing passengers per hour in FY 2005 in conjunction with the five-year service plan to expand fixed route services discussed in Chapter Four to estimate ridership increases over the next five years. Essentially, Table IV-1 below shows that as fixed route service hours increase, passenger productivity will increase at approximately the same rate. As shown in Table IV-1, fixed route service hours increase at a rate of approximately 5 to 7 percent each year.

Table IV-1
Projected Fixed-Route Ridership for Gainesville RTS
Fixed Route Revenue Hour Expansion

	FY 2005 (Actual)	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
Fixed Route Revenue Hours	235,765	257,866	275,003	295,302	308,900	322,309	337,236
Passengers Per Hour	34.6	35.0	35.0	35.0	35.0	35.0	35.0
Ridership	8,152,989	9,025,310	9,625,105	10,335,570	10,811,500	11,280,815	11,803,260

***NOTE:** Estimation based on FY 2006 year-to-date values (October 2004 – March 2005)

Demand-Responsive Service Ridership Estimates

Americans with Disabilities Act

In addition to requiring transit agencies to provide accessible, fixed-route bus service, the Americans with Disabilities Act (ADA) of 1990 requires transit operators to provide complementary paratransit service. Federal regulations define the service criteria that must be met when implementing complementary paratransit service. The six service criteria, described in Section 37.31 of the federal regulations (49 CFR Part 37), include the following:

- Service area
- Response time
- Fares
- Trip purpose
- Hours and days of service
- Capacity constraints

Section 37.123 of the ADA regulations describes the eligibility standards for the paratransit service. To be eligible for ADA complementary paratransit services, persons must be unable to use fixed-route service for some or all of their trips because of the nature of their disabilities. A person who is blind or uses a wheelchair, for example, is not automatically eligible for ADA paratransit unless he or she is specifically unable to use the fixed-route service.

ADA requires public transit systems to prepare a *Complementary Paratransit Plan* describing the system's implementation plan for ADA paratransit service, and to provide annual updates to the plan. Although RTS reported its full compliance with the complementary paratransit provisions as of January 1997, there have been changes in the approach to this commitment over the past few years. In previous years, RTS had been providing mini-bus service that operated a mixture of ADA trips and trips assigned from the local Community Transportation Coordinator. In early 1998, RTS changed its policy and is now only providing trips for ADA eligible persons. Also in 1998, RTS contracted with the Center for Independent Living (CIL) to conduct a recertification of all eligible individuals to match the eligibility criteria as defined by the FTA. Approximately 3,025 individuals are certified to use RTS paratransit service.

RTS is continuing its contract MV Transportation, the local Community Transportation Coordinator (CTC), to provide complementary ADA paratransit service. RTS has also continued to purchase vehicles to lease to the CTC.

By contracting with the local CTC to provide demand response service, RTS is in line with many other transit systems in the state that have utilized Florida's coordinated transportation system to meet their responsibilities. Table IV-2 below provides estimates of eligible persons and ridership over the five-year period.

Table IV-2
ADA-Eligible Person and Trip Projections

	Year					
Projection	**2006***	**2007**	**2008**	**2009**	**2010**	**2011**
Number of Persons Certified ADA-Eligible	3,067	3,527	4,056	4,665	5,364	6,169
Number of ADA Paratransit Trips Provided	27,900*	32,085	36,898	42,432	48,797	56,117

*NOTE: Estimates for 2007 through 2011 based on projected fifteen percent increase per year.

Fixed-route service improvements such as route extensions and realignments, and lengthening of the span of service during the day have definite implications with regard to ADA requirements. Complementary paratransit service must be provided during the hours of normal fixed-route operation, and must be made available to all eligible persons within three-quarters of one mile of a fixed route. Therefore, such proposals as expanded evening or introduction of service to new areas will also expand the hours or geographic service coverage that will be required for complementary ADA service and, thus, increase the projected number of ADA trips.

NEEDS AND OPPORTUNITIES

There are a number of opportunities for RTS to take a strategic approach not only in expanding services but also in capitalizing on recent events to improve overall image, importance to the community, customer bases, and community support. Setting a course for capitalizing on these opportunities, starts with looking at RTS' facilities and bus stop infrastructure.

Facilities and Transit Infrastructure (Amenities)

RTS can use business relationships as a means of placing new transit infrastructure along its bus routes. Facilities and infrastructure (or bus stop amenities) form a base of assets for transit used to highlight issues of importance to Gainesville. Similar to the "Adopt-a-Highway" program, RTS can foster community ownership of transit facilities by having community groups sponsor shelters and facilities. As part of the sponsorship, RTS could promote clean-up days whereby the sponsor would pick up trash around the transit facility. Such sponsorship gives exposure to both RTS and the community group, which would have a plaque or other form placed on the facility.

Bicycle parking facilities need to be added to transit stops with high passenger usage. An example of where bicycle parking facilities should be placed is throughout the University of Florida campus, downtown, and at bus stops where passenger shelters are located. Automatic Passenger Counters (APCs) technology can be used to collect more accurate information regarding passenger boardings and alightings (exiting bus).

Special Event Transportation Services

RTS currently provides transit services for park-and-ride lots associated with University of Florida football and basketball games. This type of special event transportation can be expanded to other events such as downtown art festivals and other events wherein traffic and parking are an issue. Special event transportation provides an additional benefit besides good will and exposure. It is a means for RTS to engage in product sampling for those members of the community who would otherwise never experience using our services.

The Federal Transit Administration (FTA) maintains strict guidelines that must be followed for transit agencies providing charter services. Limited capital and human resources have also limited RTS' abilities to focus on expanding its special event transportation services.

Community Service

Community service enables the transit system to provide one-time special transportation services for a community group. As with special event transportation, community service can be used as a product sampling opportunity. However, it can also be used to target specific markets that RTS is attempting to expand. For instance, if RTS was seeking to expand the senior and youth markets, then it could target community service to events involving only those groups. Community service is a cost-efficient way to use equipment and human resources.

EXISTING AND NEW MARKETS

Existing Customer Bases

Although the existing customer base for RTS includes traditional transit markets and university students, it does not follow the same trends as the rest of the State. Furthermore, RTS has been experiencing a reduction in the rate of ridership growth. RTS is currently examining its existing transit market and looking at ways to modify its existing transit system to better meet the needs of the community, and developing strategies to identify and reach untapped markets within the urban area.

Below are ways RTS plans to continue increasing ridership with existing and new customers.

Traditional Transit Markets

As an industry, we tend to refer to traditional transit markets as the "Transit Dependent," meaning low income persons who cannot afford cars, seniors, and youth under the age of 18. The concept of transit dependency defies logic since there will always be individuals who fit the demographics that commonly define "dependent" and yet those individuals do not use transit. Everyone who boards a transit vehicle is making a choice to do so. RTS has an opportunity to treat its traditional transit markets as any other market segment and become more responsive to their needs and travel patterns to serve them better in the future.

On-board surveys can be used not only to determine the priorities for service improvements, but also to determine real origins and destinations for those routes serving traditional transit markets. The 2001 On-Board Survey of Riders, conducted by consultants performing the Comprehensive Operational Analysis (COA), identified that RTS ridership is far less transit dependent based upon traditional measurements of this condition. Nearly 80% of respondents

said they are licensed drivers and able to drive. In addition, 51% said they had a vehicle available for the transit trip upon which they were surveyed. The data yielded from the Automatic Passenger Counters (APC) has resulted in preliminary recommendations pertaining to route alignments and re-orientation of services to reflect the recorded passenger counts for boardings and alightings on all routes.

Seniors and People with Disabilities

Seniors do not comprise a large percentage of the population in Alachua County (12.6 percent) and are more dispersed throughout Alachua County. In its community outreach efforts, RTS should continue to attempt to visit senior centers to determine ways in which seniors can be better served.

People with disabilities are more likely to live within the urban area and may be accustomed to riding paratransit services for their travel needs. However, as RTS replaces and expands its fleet, there will be more buses with wheelchair and other accessibility features.

Youth under Age 18

In contrast to seniors, the under 18 segment of the population accounts for over 20 percent of Alachua County's population. RTS currently provides service to thirteen elementary schools, four middle schools, five high schools and five private schools in the Gainesville urban area. RTS can expand ridership in this age group by working with the School Board and the individual schools. Many transit systems have school programs where transit agency personnel visit classrooms once a year and discuss the benefits of transit with children. These programs are used to introduce children who may likely be adult riders to the transit system. RTS should also identify whether the School Board has an interest in increasing transit usage to alleviate capacity on regular school bus routes. For middle and high school students, RTS can market the independence and flexibility that comes with fixed route transit service.

University Students

In August 1998, all students enrolled at the University of Florida began paying a per-credit hour fee to have unlimited prepaid access to the transit system. Students have been the largest growth market for RTS. RTS needs to communicate that they are is in touch with student transportation needs and is responsive to those needs. As frequency and span of service improvements are made in the coming years, RTS should continue to communicate its response to customer demand. In addition, university students are by definition a dynamic market for transit because each year new freshmen move into the area and seniors graduate. Therefore, RTS has established information systems for incoming freshmen introduced to the transit system for the first time. RTS provides information to students at the summer orientation for incoming freshmen, and works diligently with advertising and marketing consultants to develop services, such as easy to read campus maps, that will aid incoming freshman exposed for the first time to transit.

University of Florida Employees/Commuters

As parking becomes more inconvenient for students on campus, it is likely to also become more inconvenient for employees of the University and medical complex. Fixed route local bus service has not proven to be highly attractive to university employees in past years. However, as RTS begins to expand its product base with express services from park-and-rides, van pools, ride matching for carpooling, and guaranteed ride home programs, RTS may be able to tailor its

services to accommodate university employees. Serving this market is yet another reason that establishing responsiveness and credibility is important to RTS in coming years. As more and more people have a positive experience with the transit agency, there is an increased likelihood that others will follow. The Employee Pass Program for University of Florida employees is a step toward making transit a more attractive travel mode. An employee pass program has been recently developed and implemented for Veteran's Administration Hospital Employees. Approximately 2,000 employees have signed up to receive an RTS sticker that enables them pre-paid unlimited access to RTS transit services.

Downtown Commuters

The City of Gainesville has long had a desire to support the growth and development of the downtown area. Downtown commuters are likely to have demands and tastes for services similar to those of UF employees. In January and March 1999, RTS conducted surveys of downtown employees to attempt to address their needs with flexible and tailored services. City and county employees began unlimited transit service in Spring 2000. Recently, there has been increased attention on the prospects of a downtown circulator service. In response to this request for downtown shuttle service, RTS has drafted two circulator routes that would provide peak hour transit shuttle service between downtown Gainesville, the University of Florida and nearby employee parking lots within the downtown area.

Area Commuters

RTS is in the process of implementing a Commuter Choice Employer Outreach Program marketing campaign that targets employers and employees to encourage participation in the Federal Government's Commuter Choice Benefits Program and/or RTS' local Employee Bus Pass Program which offers prepaid services to employees. Both programs could potentially reduce the number of peak hour vehicle trips, and subsequent demand for vehicle parking.

PRODUCT APPROACH

In 2001, consultants conducting the Comprehensive Operational Analysis (COA) used stakeholder interviews to identify issues and expectations of the COA. Many stakeholders lauded RTS efforts in recent years for providing transit services designed around the needs of students.

While this effort has focused on the University of Florida and its students, RTS has successfully partnered with Santa Fe Community College (SFCC) to develop and implement pilot projects that include enhanced transit service tailored to the needs of SFCC students.

Other important issues provided by the stakeholder interviews include equity issues, growth expectations, system network design, countywide service, and funding/governance. For a more detailed explanation, please refer to the Regional Transit System Comprehensive Operational Analysis Chapter 2- Study Inputs.

Corresponding to the approach of developing existing and new markets for transit service is the approach of dealing with existing and new services of the transit system. The product approach not only enables the transit agency to target services to specific market segments, it also provides opportunities for developing different product names and logos for services which are offered under the umbrella of the RTS. By developing identity for each service, the customer has his/her own product with which to identify. Examples of this 'branding' are: Gator Aider (UF

football game shuttle service), Later Gator (late night bus service), Late Night Gator (Designated late night bus stops on campus), and Fast Break Shuttle (UF basketball game shuttle service).

The following pages provide an overview of existing and new services for RTS in the five-year timeframe.

Fixed-Route Local Service

Fixed-route local bus service expects to remain the primary focus of RTS service over the next ten years. RTS plans to perform a Comprehensive Operations Analysis (COA) in fiscal year 2007. This analysis will assist in identifying major issues and challenges facing RTS. The COA will address needs of the current customer, existing service, and financial constraints. The following aspects of fixed route service are discussed below:

- Service area;
- Later evening service;
- Improved frequency;
- Evening Service;
- Sunday Service.

Based on the population densities of the Gainesville urban area, the various market segments analyzed in the 1998 TDP, and the low transfer ratio in the service area, RTS is effective in serving a majority of its customer base. Development in the urban area continues to bring growth in the southern and western urban area. In coming years, additional high-density residential development in Gainesville's urbanized area will require expansion of the service area. However, the clear mandate from RTS customers surveyed for the 2001 COA was for improved frequency, evening service, improved Saturday service and Sunday service. RTS will examine the need to design its maintenance facility to accommodate articulated buses, which could handle the higher passenger volumes on specific routes.

Improved Frequency

From the transit agency's perspective, improving frequency resolves the issues of overcrowding and can improve actual running times for each trip in order to maintain frequency.

RTS has been making frequency improvements on heavily traveled routes and increasing the span of service. Increasing frequency will require an increase in the number of buses required to provide increased service. The RTS facility is 30 years old and is designed to accommodate 40 buses. The shortage of space for equipment and personnel directly limits the amount of service RTS can provide to the community.

Evening Service

RTS will continue making gradual service improvements in the evening while considering ways to even out the service span at the system level. For customers who require a transfer in traveling, it would be frustrating to have one route operating later in the evening only to discover that the second route ended earlier. As the University of Florida moves toward a 24-hour campus, request for extended service hours on campus-oriented routes will only continue to increase.

Saturday Service

The potential to enhance existing Saturday service exists for RTS. While existing capital resources are sufficient for such service enhancements, additional operational resources must be identified to successfully implement such service improvements.

Sunday Service

Based on the number of requests RTS receives for Sunday service, there exists a large demand for Sunday service in the community. The University of Florida Student Government and officials requested Sunday service on the campus East-West Circulator. This enhanced route began in Fall 2002 and continues to operate. Realizing the opportunity to enhance and develop Sunday service in the community, RTS collaborated with University of Florida and Florida Department of Transportation (FDOT) to develop nine (9) new Sunday bus routes as a demonstration project. With funding support from the FDOT and the University of Florida, Sunday service is scheduled to begin operating in the fall of 2006.

Alternative Programs and Services

Support for new alternative programs has come from sources outside of RTS. For instance, express service from park-and-ride lots is one component of the 2020 Long Range Transportation Plan. The Florida Department of Transportation has supported the establishment of a commuter assistance program by entering into a partnership with RTS through a service development grant. Below is an overview of alternative programs for RTS.

Commuter Assistance Program

The Commuter Assistance Program is designed to provide a set of flexible and tailored services to meet the demands of commuters with busy lifestyles.

The goal of the RTS Commuter Assistance Program is to assist in alleviating congestion on urban roadways during peak hour commuting times. RTS' marketing efforts have targeted corridors within the Gainesville Urban Area with poor or failing levels of service in an attempt to improve transit patronage and in reduce traffic congestion. This program also seeks to create a more positive transit image through planned outreach initiatives.

Commuter Choice Employer Outreach Program

RTS' Commuter Choice Employer Outreach Program marketing campaign targets employers and employees along congested corridors within the Gainesville Urban Area. Through a marketing program, employees are informed about RTS routes and services. Employers offer their employees up to $100.00 per month tax-free for transit benefits. The employers pay no payroll taxes on the benefit, and employees pay no income or payroll taxes on the benefit.

Employers have the option of implementing an Employee Bus Pass Program that offers prepaid service to employees. Both programs, the Commuter Choice Employee Outreach and Employee Bus Pass program, will reduce the number of vehicle trips during peak travel times. To date, RTS is working with the University of Florida, the North Florida / South Georgia Veterans Health System, and the Shands Hospital.

North Florida/ South Georgia Veterans Health System (NF/SG) Employee Bus Pass Program

The City of Gainesville entered into an interlocal agreement to provide 2,000 NF/SG employees unlimited access to transit, for a term of one year from May 1, 2006 through April 20, 2007 at cost of $4.50 per employee.

The University of Florida Shands Hospital

The City of Gainesville entered into an interlocal agreement to provide 7,949 Shands Hospital employees unlimited access to transit for a one-year term beginning February 1, 2006 through January 31, 2007 at a cost of $4.50 per employee.

Future Outreach Efforts

Future outreach activities will focus on identifying businesses along congested corridors. Employees and their employers along these corridors could take advantage of the Employer Outreach Bus Pass Program and reduce congestion simultaneously.

Proposed Services

A central service is the provision of vanpools wherein a group of commuters who live close to each other and travel to the same employer lease a van on a monthly basis and share expenses and driving duties. Vans are usually purchased through federal grants and then either administered by the transit agency or a private contractor. The cost of leasing turned over to the customers covers insurance, maintenance, and depreciation on the vehicle. Customers are then directly responsible for fuel costs on a monthly basis.

Vanpools have been known to form as a result of the transit agency soliciting companies and as a result of customers themselves forming a group and soliciting the transit agency. The success of vanpools is usually tied to major employment sites wherein employees live some distance away from the employer. In those instances, vanpools are more economical and convenient to the customers who use them. Vanpools are beneficial when it is not as feasible or convenient for commuters to use fixed-route transit services.

The development of Work for Gain Economic Self-Sufficiency (WAGES) services has helped identify an additional group of individuals in need of flexible transportation services. Vanpools could potentially provide the flexible transportation services that many WAGES program recipients require. Vanpools may also benefit residents in some of Gainesville's neighboring rural communities, such as Archer and Newberry, where lack of ridership would not support fixed route transit service.

Another service is ridematching, whereby there is a central advertised telephone number for customers to call and provide information on their home and work addresses. Through GIS-based software, information is fed into a system and matched with other commuters in the area who are seeking a carpool situation.

Work for Gain Economic Self-sufficiency (WAGES) case managers currently gather data from WAGES recipients regarding transportation needs. This information can be used in GIS-based software to identify employee/employer locations and provide ridematching. RTS works with the

Alachua Bradford Regional Workforce Development Board (ABRWDB) by providing transportation to WAGES customers who need access to childcare, education and training, medical services, and employment.

In addition to the services themselves, a commuter assistance program usually has a number of supportive services including a Guaranteed Ride Home Program, which provides vouchers for customers to receive a limited number of taxi trips when an emergency arises causing them to leave work early. Other supportive services include Employee Transportation Coordinator training within companies, pass programs for bus service, and other services tailored to the needs of a customer or customer group.

RTS is currently developing a commuter assistance project to create a Car Pool Parking/ Cash Out proposal. Recommendations of this program include:

- Reserving a nominal number of prime downtown parking spaces for employees who carpool to work
- Implementation of an employee parking lot shuttle
- Creation of an employee transportation benefits program consisting of a parking cash out program
- Continued support of subsidized transit access

Express Service

RTS continues to investigate the feasibility of express service with customer needs and demands in mind. For instance, park-and-ride locations, number of trips, direct travel, and alternatives for emergencies (e.g. a Guaranteed ride Home Program) are likely to be important issues for potential customers of this service. As the largest employer in the region, and the largest generator of trips on the road network in the peak periods, the University of Florida campus continues to be a prime candidate for express service.

In the fall of 1998, RTS began operating an express service between the Oaks Mall and the University of Florida. A joint agreement was established that allowed RTS to operate the UF Express service (Route 100) from the parking area immediately south of the Oaks Mall in exchange for asphalt surface and striping maintenance. This express service was discontinued in the summer of 2000 due to low ridership productivity: Although ridership ranged from 4,000 passengers per month in September 1998 to just over 1,000 passengers per month in the summer of 2000, other fixed-route services operating between the Oaks Mall and UF (Routes 5 and 20) were three times as productive as the UF Express service.

Commuter Assistance research funding will continue to address the feasibility of operating express services within the Gainesville urban area. In addition, as express routes become more feasible, RTS will reconsider the possibility of providing express service from remote locations to UF and Downtown Gainesville.

Bus Advertising Program

One means of supporting the business community while at the same time generating additional revenues for transit services is a bus advertising program. Adhesive graphics can transform into moving art that conveys a message or advertisement for a product, service or business. Strict artistic standards are usually applied and advertisements are limited to any product or service that can be purchased by a minor. This type of policy rules out advertising for tobacco, alcohol,

the lottery, adult entertainment, and/or other services or services deemed objectionable to the community.

Currently, in return for advertising, RTS accepts a monthly payment for advertisements and does not participate in trade-in-kind partnerships. For instance, media outlets such as newspapers or television and radio stations may provide time slots or space to RTS in return for bus advertising. Businesses may provide transit access to their property, construct transit amenities, or implement employer transportation packages to encourage their employees to use alternative forms of transportation. These trade-in-kind partnerships are used by many transit properties and RTS should consider them in the future.

In addition to the business community, RTS can use the bus advertising program to promote other agencies that are of importance to Gainesville. This is another aspect of forming relationships with other community jewels.

Any advertising program must be reviewed on a regular basis to assess the achievement or progress toward meeting financial and aesthetic goals. Some of the questions to be asked include: is the program self-funding, is the appearance of the advertising copy interfering with the overall appearance of the fleet, what are the comments from riders and other residents?

Community Outreach/Corporate Communications

Community outreach is another important step in getting to know the community that is getting to know transit. Although RTS proactively seeks any and all opportunities to give presentations in the community, RTS has been catapulted into the public spotlight due to the instant success of the prepaid unlimited access partnership between RTS and the University of Florida. This recent attention provides RTS another vehicle for educating the public about transit and transit related issues, as well as helps to generate increased feedback from the public in the form of “letters to the editor”, phone calls and e-mailed comments and/or suggestions.

RTS’ success has received national recognition in three trade journals. An article was published in Passenger Transport’s May 6, 2002 Bus and Paratransit Conference issue entitled, *Transit Effort Helps Gainesville, Florida Boost City Revenue by $2.5 Million*. RTS was also highlighted in the March / April 2003 issue of Busline Magazine, *RTS: Public Transit is Gaining in Gainesville* and the April 2004 issue of Mass Transit, *RTS Gainesville’s Small Wonder*.

The Public Forum Outreach Program, developed by RTS, uses innovative audience polling techniques to help increase public comment and input into the transit planning process. Other examples of community outreach/corporate communications include the Chamber of Commerce, the Homebuilders Association, Rotary and other club gatherings, and the University of Florida Student Senate. Speaking engagements should focus on RTS’ vision for transit, its desires for improvements to achieve that vision, and the importance of improvements to the community. Speaking engagements are also a great time to receive input from the public on issues of importance related to transportation and to establish contacts for potential partnerships.

Joint Promotions/Sponsorship of Community Events

Visibility for transit can be achieved through joint promotions and sponsorships wherein RTS and other partners pool resources in order to gain media exposure showing each in a positive light. As an example, RTS could join forces with a business partner and the Hippodrome to sponsor a show or season of shows. Promotions and sponsorships should further the vision of

RTS to make transit a fun and enjoyable experience that is accessible to all. The goal should always be to further position transit in the marketplace without draining huge financial resources from the transit system. Care should always be taken in deciding on events and promotions to maximize exposure and minimize financial expenditures. Events that will likely receive press coverage are good examples since the exposure would entail a mixture of paid and free media.

RTS Budgetary constraints have had an impact on the number of joint promotions and sponsored community events that are conducted in the City of Gainesville. There exists a need at RTS to develop and implement a criteria protocol to follow when choosing joint promotions and sponsorship opportunities within the community.

North Florida / South Georgia Veterans Health System (NF/SG) Employee Bus Pass Program

RTS staff partnered with NF/SG public relations to coordinate distribution of payroll inserts and posting brochure announcements to successfully market the Employee Bus Pass Program. RTS and NF/SG staff distributed over 350 bus pass stickers to employees. Additional bus pass stickers are available for employees who request them, and will be distributed by NF/SG staff.

Informal feedback from employees participating in the Employee Bus Pass Program indicate that more employees would commute to work by bus if there was direct service to the Veterans Administration Hospital originating west of Interstate 75.

GO-RTS.com Umbrella Marketing Campaign

RTS' umbrella marketing campaign is an important outlet for RTS to fulfill its vision and to address issues regarding transit image improvement. The campaign also assists in fostering community partnerships, positioning transit in the marketplace, and building customer confidence and trust. Building community support and increasing ridership are also important.

The GO-RTS.com marketing program consists of mass media directing riders to the RTS web site for transit information. It includes targeted radio and print publications, government access television, interior bus cards, participation in the Gainesville Kids Start Fair, Bike, Hike and Bus Week and other community events. This program includes website updates and maintenance.

Reauthorization of the Transportation Bill Campaign

RTS marketing is participating in the Public Transportation Partnership for Tomorrow (PT) [2] program initiated by the American Public Transportation Association (APTA). The goal of this national initiative was to achieve the best results on the reauthorization of the Transportation bill. In accordance with the (PT)2 program, RTS placed emphasis on targeting and addressing the needs of the aging population as well as the younger, student age bus riders. As the number of Gainesville urban area residents who are looking for public transportation increases, the need for awareness campaigns is more crucial than ever.

The Road Ahead Public Relations Plan

RTS implemented a public relations campaign entitled: The Road Ahead. The purpose of the campaign was to inform and educate target audiences about RTS' past achievements, present challenges, and future strategies. The primary message conveys the importance of RTS's expansion plans and the introduction of the Commuter Choice Employer Outreach Program. The secondary message celebrated 30 years of transit service in the Gainesville urban area.

The Road Ahead public relations plan includes design, printing and insertion of 31,000 tabloid inserts into the *Gainesville Sun*; a press conference in conjunction with a radio remote and radio schedule; informative table top display and festive roll out of several new buses; invitation, interior bus cards, radio schedule and posters to promote the event and an employee recognition meeting. Research will be conducted to establish and monitor results of this campaign. This campaign includes targeted radio and print publications, interior bus cards, specialty items, video for government access television, and participation in special events.

Commuter Choice Employer Outreach Program

RTS uses a combination of print and broadcast, direct mail, information kits, brochures, payroll inserts, posters and personal visits with employers to market the Commuter Benefits Program and the Employee Bus Pass Program. Collateral materials such as employee notifications, payroll inserts, pass vouchers, bus pass cards and identification stickers are distributed to employers who participate in these programs. The RTS website (www.go-rts.com) explains the procedures and benefits of the Employee Bus Pass Program to both employers and employees. The RTS website also provides links to related sites and a calculator for computing cost savings associated with the use of public transportation.

Criteria for Success

There will be two measures for evaluating the effectiveness of the above mentioned marketing programs. The first will measure the number of businesses and employees who take advantage of RTS' Commuter Benefits Program and / or Employee Bus Pass Program. The second measure will be to conduct exit interviews to determine the number of new riders, level of customer satisfaction, RTS service awareness and where riders get their transit schedule information (website, schedule booklet, etc).

MARKETING AND COMMUNICATIONS

Marketing and communications play in important role in helping RTS fulfill its vision through:

- Improving image;
- Positioning transit in the marketplace;
- Building customer confidence and trust;
- Building community support;
- Increasing ridership; and
- Fostering partnerships

Setting a course for building support for public transportation starts with looking at what makes Gainesville a vital community. What makes Gainesville unique and what issues are currently addressing? Community values in Gainesville consist of a number of social and economic interests including:

- Business;
- Downtown Gainesville;
- Parks and Recreation;

- Culture and the Arts;
- Major Medical facilities;
- Environmental Advocacy Groups;
- Homebuilders and Developers;
- Established Neighborhoods;
- School System;
- University and Colleges;
- Apartment complexes;
- Social and Community Services;
- State Government facilities

The challenge for RTS is to understand the needs and interests of each of these entities for developing partnerships and joint opportunities to promote the interests of transit in Gainesville. The challenge begins with relationships. Means by which RTS could cultivate these interests are outlined below.

In addition to fostering community support, RTS believes an opportunity exists to increase involvement from university students. RTS believes in providing students with practical experiences while in an educational setting, and to that end, sees an opportunity for students and faculty to participate in the development of a cost effective marketing and communications plan. Many departments at the University of Florida offer courses that encompass the components of a marketing and communications plan (i.e., Marketing, Public Relations, Fine Arts, Journalism, Business Administration, and Music). In addition, Gainesville has a business community that must conduct the same activities for their companies. RTS could communicate these ideas with students, professors, and local businesses to develop a marketing and communications plan for future implementation.

One idea would be to enlist the help of an interested professor to offer an interdisciplinary course or seminar to students. The course would be structured to provide exposure to all of the major facets of marketing and communications with the prospect to hear guest speakers from the transit industry. Groups of students from major disciplines would be assigned to professors and business professionals for an opportunity to each create a Marketing and Communications Plan for RTS.

RTS would establish the parameters of the plan by providing a framework that would address the following topics:

- Transit logos and packaging,
- Corporate Communications,
- Promotions,
- Target Markets,
- Community Relations,
- Transit Alliances,
- Marketing, and
- Media/Advertising.

RTS would judge the proposals based on content, quality and cost effectiveness, and award the best three proposals with a choice of a monetary prize, small scholarship, or perhaps a summer internship to interested participants.

CHAPTER FIVE:

Five Year Transportation Services Plan

INTRODUCTION

At this point in the TDP process, focus shifts from an analytical approach to a more future-oriented perspective. Findings presented earlier in the document are now brought together and used to make recommendations for transit and transportation improvements in Gainesville.

The last section of this chapter presents a series of possible service enhancements to be implemented over the next five years. Enhancements are prioritized according to the time frame for action: within one year; within the next one to two years; and within the next three to five years. An outline of current budget projections for RTS over the five-year period and estimates of costs associated with each recommendation are also provided.

RTS SERVICE CHANGES: FALL 2005; SPRING and SUMMER 2006

There have been moderate changes in Gainesville's transit service during the past year. Beginning fall 2005, several routes began operating more frequently during morning and afternoon peak hours. Below is a list of the changes made to transit service since fall 2005:

Route #	Change	Service Change Description
Route 9	Frequency	Increased frequency during morning and afternoon peak periods
Route 9	Span	Service begins 15 minutes earlier in morning to alleviate full buses
Route 12	Frequency	Increased frequency during morning and afternoon peak periods
Route 21	Frequency	Increased frequency during morning peak period and every 20 minutes between 6:30 PM and 2:00 AM
Route 20	Frequency	Increased frequency from 6:00 AM until 7:00 PM
Route 8	Route Realignment	Service added along NW 53rd Avenue & US 441 (Northbound only) without any schedule changes

Summer 2006 Seasonal Schedule

During the summer season, RTS makes changes to the system schedule to adjust service levels based on seasonal fluctuations. These changes typically result in a decreased level of service. Changes are summarized below:

Route #	Service Change Description
5	Reduced span of service from 2:00 am to 11:00 pm
9	Reduced span of service from 2:20 am to 11:00 pm
12	Reduced span of service from 2:20 am to 11:00 pm
13	Reduced span of service from 2:00 am to 11:00 pm
15	Reduced span of service from 2:00 am to 11:00 pm
16	Reduced span of service from 2:00 am to 11:00 pm
20	Reduced span of service from 2:00 am to 11:00 pm
21	Reduced span of service from 6:00 pm to 3:00 pm
34	Reduced span of service from 2:00 am to 11:00 pm
35	Reduced span of service from 2:00 am to 11:00 pm
36	No Service
Park and Ride 1 and 2	No service
Lakeside	Frequency increased from every 30 minutes to every 15 minutes
Later Gator	Service resumes July 3, 2006

FIVE-YEAR TRANSIT SERVICES PLAN AND STRATEGIC INITIATIVES

In this section, as well as the following section entitled, “RTS Capital and Operating Plan,” findings and recommendations are presented for the overall Five Year Transit Services Plan and Strategic Initiatives to be undertaken based on the Goals and Initiatives listed in Chapter One. Since those Goals and Initiatives are related to service, strategic initiatives, and capital projects, each section provides references to the individual goal and initiative for which it implements.

Five Year Transit Services Plan

The Goals and Initiatives in Chapter Two calls for RTS to conduct the following activities related to transit services in the five-year timeframe:

- Focus service enhancements on greater system frequency, reliability (on-time performance), and weekday evening service. (Goal 4, Initiative 4.1)
- Focus on the University of Florida campus as the major regional generator of transit trips. (Goal 1, Initiative 1.3)

- ♦ Continue direct “express” routings between high-density residential areas and the University of Florida campus. (Goal 4, Initiative 4.3)

- ♦ Continue seasonal schedules corresponding to University of Florida sessions. (Goal 4, Initiative 4.2)

- ♦ Continue to replace existing fleet with buses that meet all Americans with Disabilities Act standards. (Goal 4, Initiative 4.6)

- ♦ Continue market-driven approaches to increase ridership. (Goal 1, Initiative 1.1)

- ♦ Develop a product approach to give distinction to transit services. (Goal 1, Initiative 1.2)

- ♦ Continue using smaller buses on lower ridership routes. (Goal 6, Initiative 6.2)

SUMMARY FOR FIVE-YEAR TRANSIT SERVICES PLAN AND STRATEGIC INITIATIVES

Table V-1 below summarizes service enhancements to existing RTS routes and new services to be implemented to achieve these initiatives from fiscal year 2007 through 2011.

Proposed service enhancements have been curtailed in this five-year plan to reflect the need to alleviate deficiencies in RTS’ administrative and maintenance facilities; however, minor service enhancements are scheduled as agreed upon during meetings with the University of Florida Transportation Fee Committee.

Increased route frequencies, increased span of service, and Sunday service were the three most common requests for service enhancements from the community. These enhancements include:

- Increasing service on some routes
- Increasing the hours of service and frequency on student oriented routes
- Increasing frequencies for routes serving the eastside and Santa Fe Community College.
- Combining routes to accommodate requests for Sunday service.

These requests were a result of feedback obtained from RTS sponsored Public Forums, public meetings held by City of Gainesville and Alachua County departments, meetings with the University of Florida Transportation Access Fee Committee and University of Florida Campus Master Plan meetings.

Table V-1
Five Year Transit Services Plan
Enhancement and New Service Summary
Fixed-Route Service

Year	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
Service Enhancement	**Routes**	**Routes**	**Routes**	**Routes**	**Routes**
Frequency					
Every 30 minutes		11,75	10,24	43	2,6
Every 10-20 minutes	13, 21				
Under 10 minutes	12,35				
Service Span					
Service until 11:00 PM					
Service until 2:30 AM (Mon-Fri)	1				
Hours of Service	12,13,21,35				
New Service					
Weekday Service	25	23	39	62	44, 46
Saturday Service		9,12,13,16			
Sunday Service	9 New Routes				
Annual Vehicle Requirement*					
Enhanced & New Service	**2**	**3**	**4**	**4**	**4**

Note: Continued expansion of bus service is dependent upon expansion of the RTS Operations and Maintenance facility.

***** Vehicle requirement reflects the overall fleet expansion required to operate all enhancements and new service with respect to RTS's actual fleet.

New and Modified Fixed Route Services Description

Sunday Service: In August 2006, the RTS will begin operating nine (9) new routes on Sunday. This is a two-year demonstration project with funding support from the Florida Department of Transportation and the University of Florida.

Route 23: This city route would provide service from the Oaks Mall to Santa Fe Community College (SFCC) via Fort Clarke Boulevard. (Goal to establish transit service focusing on west Gainesville between SFCC and Oaks Mall transfer area)

Route 25: This city route would provide service from east Gainesville to west Gainesville via NE Waldo Road. (Goal to increase routes serving east Gainesville)

Route 39: This city route would provide service from the Spring Hills development to the Gainesville Airport along 39th Avenue. (Goal to improve east west connectivity, gaps in service)

Route 44: This city route would provide service from UF campus to Hunter's Crossing in NW Gainesville, via 13th Street and portions of NW 39th Avenue. (Goal to establish north south connections and t provide service between NW Gainesville to UF campus and downtown).

Route 46 - Downtown/UF Circulator: This is a frequently requested service resulting from increasing development in downtown Gainesville and along the corridor between UF and downtown. This service request has been on the agenda for the Economic Development/ University Community Committee meeting March 2005, and RTS staff has been directed to continue studying the feasibility of this project.

Route 62: This city route would provide service from the Oaks Mall to Butler Plaza via SW 62nd Boulevard and SW 43rd Street. (Goal to increase north south connections and provide service between two major transportation attractors/generators)

Additional Service Considerations – Bus Rapid Transit

The introduction of Bus Rapid Transit concepts in the Plan East Gainesville study and the Gainesville Metropolitan Area 2020 Transportation Plan has prompted the examination of Bus Rapid Transit (BRT) feasibility for the Gainesville urban area. Consequently, RTS is preparing to conduct a feasibility study to examine the potential of developing a Bus Rapid Transit service in the Gainesville urban area.

Service Hours and Operating Base Program

Although successful implementation of the five-year plan to increase transit services will depend upon the ability of RTS to expand its existing facility, Table V-2 below shows the trend in service hour growth with corresponding operating costs.

Table V-2
Service Hours and Operating Base Program
FY 2007-2011

	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
RTS Scheduled Service Hours	275,003	295,302	308,900	322,309	337,236
Operating Costs	$13,977,164	$14,716,160	$15,387,258	$16,048,992	$16,785,640
*ADA Service Costs	$850,000	$892,500	$937,125	$983,981	$1,033,180
TOTAL OPERATING COSTS	**$14,827,164**	**$15,608,660**	**$16,324,383**	**$17,032,973**	**$17,818,820**

* ADA Service Costs based on number of paratransit trips provided at $17.90 per trip ambulatory, and $20.42 per one way trip using mobility service.

FLEET REQUIREMENTS

To support the proposed Five Year Transit Services Plan, RTS will continue to replace and expand its fleet as necessary to meet service demands and maintain a spare bus ratio not to exceed 20 percent. Currently, RTS has an existing fleet of 101 buses and a peak vehicle requirement of 81 buses. Table V-3 outlines the vehicle replacement schedule for RTS over the five-year period.

Table V-3
Fleet Replacement Plan
FY 2007-2011

Model Year	Manufacturer	Size	Actual Fleet	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
1989	Orion Bus	30 ft.	3	0	0	0	0	0
1989	Orion Bus	35 ft.	12	12	12	9	3	0
1990	Flxible Bus	35 ft.	3	2	2	2	0	0
1991	Flxible Bus	40 ft.	15	3	0	0	0	0
1991	Orion Bus	30 ft.	12	12	10	8	3	0
1994	Orion Bus	40 ft.	8	8	8	8	8	0
1995	Gillig	40 ft.	12	12	12	12	12	12
1996	Flxible Bus	40 ft.	7	7	7	7	7	7
2001	Nova RTS	40 ft.	15	15	15	15	15	15
2001	Gillig	40 ft.	8	8	8	8	8	8
2002*	AVS (2 buses)	22 ft.	0	0	0	0	0	0
2005	Gillig	40 ft.	9	9	9	9	9	9
2006	Gillig	40 ft.	0	5	5	5	5	5
	TOTAL		104	93	88	83	70	56
FY 2007	Replacement Buses	40 ft.		15	15	15	15	15
FY 2007	Expansion Buses	40 ft.		2	2	2	2	2
FY 2008	Replacement Buses	40 ft.			6	6	6	6
FY 2008	Expansion Buses	40 ft.			3	3	3	3
FY 2009	Replacement Buses	40 ft.				6	6	6
FY 2009	Expansion Buses	40 ft.				4	4	4
FY 2010	Replacement Buses	40 ft.					14	14
FY 2010	Expansion Buses	40 ft.					4	4
FY 2011	Replacement Buses	40 ft.						14
FY 2011	Expansion Buses	40 ft.						4
FY2007-FY2011	Total Replacement & Expansion Buses	40 ft.		15 2	6 3	6 4	14 4	14 4
	TOTAL		104	110	114	119	124	128
	Peak Vehicle Requirement		88	92	95	99	103	107

** Contingency Fleet

STRATEGIC INITIATIVES

Goal #1: Fulfilling the Vision

1. **Upcoming Activities**. Continue the educational outreach to the community. RTS should continue its Public Outreach Program, as well as continue to set up tables at the UF Reitz Union, UF residence hall check-in, and downtown with personnel to give information and provide assistance. Establish transit information materials and a free gift as part of the educational outreach program to pre-school and elementary groups, as well as to new college student check-ins at student oriented apartment complexes. Through educating the public, as well as obtaining input from the public, RTS can better meet the needs of the transit-dependent and the choice rider. (*Years One through Five)*

Goal #2: Communicating the Role of Transit

1. **Apply for a Service Development Grant with FDOT for a "Marketing and Communications Program" for RTS**. Begin working with University of Florida and Santa Fe Community College officials to establish a contest to develop the program. Local business community leaders will be enlisted to act as sponsors for groups entering the contest. The contest will yield a comprehensive program for RTS addressing the areas of:

   - Transit logos and packaging,
   - Corporate Communications,
   - Promotions,
   - Target Markets,
   - Community Relations,
   - Transit Alliances,
   - Marketing, and
   - Media/Advertising. *(Years Two through Five)*

2. **Conduct Community Outreach presentations annually**. RTS staff should proactively seek community groups and organizations to conduct speaking engagements about the vision, improvements, and needs for transit in the Gainesville community. *(Years One through Five)*

3. **Conduct Community Service transportation events annually.** Establish criteria for a community service program and schedule public forums throughout the year*. (Years One through Five)*

Goal #3: Enhance RTS Facilities to meet existing and future transit demands

1. **Develop a "Facility Expansion Steering Committee" to provide input on expansion of the existing RTS facility.** RTS should work with other agencies and city departments to plan and design a phase approach to the expansion of the existing operations, maintenance and administrative facilities. (Years One through Five)

Goal #4: Increase Service Availability:

1. **Develop one partnership annually with a private sector or public sector entity**. Great flexibility exists for building partnerships and seizing opportunities for the purposes of funding transit service improvements, generating new revenues from bus advertising, media trades, increasing ridership, placing passenger amenities, conducting a joint sponsorship or promotional event, and developing new markets and/or new products. *(Years One through Five)*

2. **Continue the service review process consisting of RTS staff and bus operators.** As services are modified and new services are implemented, it is extremely important for RTS to continue its mechanism to internally evaluate the effectiveness of service. Responsiveness to customers is a large part of such a process as there will also be public requests for service expansions that will be addressed as part of this process. *(Year One)*

Goal #5: Enhancing Transit's Presence

1. **Develop a formal Transit Infrastructure Program.** RTS should establish a Transit Infrastructure Program. *(Years One and Two)*

2. **Continue to maintain RTS' relationship as a partner in the Comprehensive Planning and Land Development Code updates, and rezoning petitions for the City of Gainesville and Alachua County.** As a means of incorporating transit circulation, urban design, transit stops, shelters and other amenities into the new development process, RTS must continue to review existing regulations, propose modifications to those regulations, and review individual rezoning petitions. These actions establish a "jurisdictional" role for RTS during the development proposal stage as well as establish standards for new development when building permits are issued. RTS now attends all First Step meetings held by the City of Gainesville Building and Planning department to provide transit input on potential development projects in the early phase. *(Years One through Five)*

3. **Continue to work with the MTPO to incorporate transit design and amenities when road improvements are made to state, county, and local road segments**. This initiative follows a charette that was held for improvements to the S.W. 20th Avenue corridor in which road improvements, transit, bicycle, and pedestrian improvements were considered as part of an overall solution to traffic congestion in the corridor. RTS should review the annual TIP to determine opportunities to continue this practice. *(Years One through Five)*

4. **Develop a formal Transit Infrastructure Design Program.** This program should contain design elements that improve the transit experience, promote fun, accommodates development and incorporates public participation in the design process*. (Years One and Two)*

Goal #6: Use Technology and Innovation

1. **Integrate Intelligent Transportation System Technology (ITS)**. RTS should continue efforts to research vendors for this technology. RTS will tap other resources, such as the Center for Urban Transportation Research (CUTR), to obtain information and guidance as to the appropriate technology and steps for implementation of an innovative technical based approach to the provision of transit services. *(Years One and Two)*

FIVE-YEAR OPERATING AND CAPITAL IMPROVEMENT PROGRAM

Table V-4 presents the Five-Year Operating and Capital Improvement Program to implement the goals and initiatives for RTS. In addition, Table V-5 presents the Summary Operating and Capital Financial Plan and includes costs, revenues and unfunded amounts for the five-year period.

The following descriptions provide an explanation of each project in the FY 2007-2011 Operating and Capital Improvement Program of the TDP. Each project carries a reference to the goal and when appropriate, the initiative that establishes the project's inclusion.

Project 1

Operating Assistance – This line is directly related to fixed-route, paratransit and the commuter assistance program improvements planned for the next five years.

Project 2

ADA Contract with CTC – This project shows the expenditures necessary to contract with the local CTC to provide RTS' required ADA Paratransit service.

Project 3

Maintenance Facility Expansion – This project is funded through SAFETEA-LU Project # 498 and includes the expansion of the existing maintenance facility to service vehicles. This project is complementary to the expansion of the administration and operations offices, which focuses on property acquisition for additional vehicle storage.

Project 4

Administration / Operations Building Expansion – This project includes expansion of administration and operations offices, and acquisition of additional property for vehicle storage as the fleet expands.

Project 5

Administration Modular Building Purchase – This line reflects the need to purchase a modular building to provide office space for administrative employees while the expansion of the Administration / Operations building (Project #4) is in progress. This project would result in additional office space that would remain on-site even after Project #4 is complete.

Project 6

Administration Facility Lease – This line reflects the need to lease office space for administrative employees while the expansion of the Administration / Operations building (Project #4) is in progress. This project is in lieu of Project #5, the purchase of a modular building to house administration employees.

Project 7

Downtown Transfer Center – This project will establish a regional multi-modal transfer center to act as the hub for fixed route transit service, and include cost for land acquisition, design and construction of the facility.

Project 8

Transit Coaches (Replacement) – This line reflects the fleet replacement needs as referenced previously in Table V-3. This includes the purchase of ADA compliant heavy-duty diesel buses during the five-year period.

Project 9

Transit Coaches (Replacement of Rehab Buses) – This line reflects the fleet replacement needs as referenced previously in Table V-3. This includes the purchase of Rehabilitated ADA compliant heavy-duty diesel buses during the five-year period.

Project 10

Transit Coaches (Expansion Buses) – This line reflects the fleet expansion needs for service improvements and new service programmed for the five-year period. The programmed expansion vehicles will be ADA compliant heavy-duty diesel buses needed to carry the increased passenger loads projected in the system.

Project 11

Vans (Paratransit) – These lift-equipped vans will be leased to the local CTC for the operation of RTS' required ADA complementary paratransit service.

Project 12

Vans (Commuter Assistance) – These vans will be used as the capital investment in initiating the start of a vanpool and commuter assistance program in Alachua County

Project 13

Support Vehicles – This line item is for the purchase of replacement and expansion autos/vans for supervisory personnel monitoring service on the street.

Project 14

Service Enhancements: Frequency and Span of Service Improvements – As detailed previously in Table V-1, these improvements include increasing frequency of service on all routes during the five years of this plan. Also, later evening Weekday and Saturday service is programmed for all of the routes in the system.

Project 15

New Local Service – This improvement includes new local routes serving the City of Gainesville.

Project 16

Transit Planning – This line item includes obtaining assistance for preparation of annual updates to the Transit Development Plan, as well as other planning activities such as preparation of reports, rider surveys and a Transit Oriented Design Manual. The Gainesville community is unique in nature and this should be reflected in the design of passenger amenities and transfer facilities located throughout the county. This line item is to develop a manual that will aid developers and government planners in incorporating transit design elements in new residential and commercial developments, road improvements, transfer facilities, bus stops, and parking facilities on the UF campus.

Project 17

Bus Rapid Transit Study – This line item details the SAFETEA-LU funding available to conduct a Bus Rapid Transit feasibility study conducted prior to development of a BRT project.

Project 18

CAD/AVL Equipment/PA and Surveillance Equipment – This line item includes the purchase of an Automated Vehicle Location (AVL) system and PA and Surveillance Equipment, which will provide RTS the ability to better monitor on-time performance (service reliability), gather data to improve system performance, and improve response time in emergency situations.

Project 19

Automatic Passenger Counters – Automatic Passenger Counters (APCs) are used to track boarding and alighting (by stop and time of day) aid in identifying shelter locations, monitoring route running time, and identifying bus overload situations. APCs can also be used to reduce or eliminate the need to hire temporary personnel to collect FTA required National Transit Database ridership data.

Project 20

Passenger Amenities – This line item includes purchase and installation of shelters, benches and bus stop signage throughout the RTS service area.

Project 21

Transit Traveler Information System – This project represents the development and implementation of a passenger information system at major destinations and transfer facilities. This project includes, but is not limited to, the purchase of dynamic message signs that display route information, next bus-scheduled arrival/departure information and other technologies that will assist transit patrons in using fixed route transit services.

Project 22

GFI Fareboxes – This line item details funding needed to purchase fareboxes, a new data system, and upgrade existing fareboxes.

Project 23

Radios for Vehicles – This line item includes the purchase of new radios and upgraded radio equipment in conjunction with the implementation of system radio upgrades for the large bus fleet.

Project 24

Park and Ride Services – This line includes costs to implement new park and ride services in corridors identified by the FDOT for congestion mitigation strategies.

Project 25

Marketing and Communications – This will be a service development grant designed to implement the Marketing and Communications program.

Project 26

Commuter Assistance Program – This project will be implemented through assistance from the FDOT to establish a vanpool, ride match, and carpool programs to provide transportation alternatives to commuters throughout Alachua County. This project takes into consideration efforts to establish Park and Ride services under Project # 24.

Project 27

Preventative Maintenance – This line item deals with the funding necessary for bus fleet preventative maintenance.

Project 28

Associated Capital Maintenance – This line item includes the labor associated with the prevention maintenance of the system's vehicles.

Project 29

Shop Equipment – This line item includes the purchase of physical plant equipment, and maintenance and shop tools.

Project 30

Employee Training – This project envisions the training of bus operators, supervisors and customer service personnel for improving customer service skills.

Project 31

Maintenance Training – This project will be for initial and refresher training for mechanics, as fleet expansion requires additional maintenance skills.

Project 32

Scheduling Software – This project would allow RTS to purchase scheduling software for fixed route services and would assist in improving schedules to more closely match current traffic conditions. This project takes into consideration the many other technological components that RTS is currently exploring.

Project 33

Fleet Management Software – This project would allow RTS to purchase software to improve fleet management. This project takes into consideration the many other technological components that RTS is currently exploring.

Project 34

Furniture/Office Equipment – This line item is for the purchase of replacement and upgraded office equipment and furniture and the RTS operating bases.

Project 35

Computer Equipment – This line item includes hardware and software purchases including servers, desktop computers, and associated equipment to improve system performance and efficiency (i.e., farebox data analysis software, financial recording software, etc…).

Project 36

Transit Signal Priority – This project would support RTS' efforts to improve on-time performance on routes by giving buses priority at traffic signals when needed.

Project 37

University of Florida Transfer Center **–** *T*his project would establish a transfer center on the University of Florida main campus to facilitate route connections between campus circulators and city fixed route services.

Project 38

Video Cameras/ Safety Equipment – This line item details funding needed for the purchase and installation of video cameras and safety equipment on buses and throughout facilities.

Project 39

Neighborhood Transfer Center – This project will establish a transfer center located within east Gainesville and will enable RTS to better facilitate transfers and improve system connectivity.

Table V- 5
Summary Operating and Capital Financial Plan

Summary of Operating and Capital Expenses and Revenues

ITEM	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
Operating Expenses & Revenues					
Expenses					
Existing Operating Costs	$ 15,124,533	$ 15,504,338	$ 15,192,663	$ 15,188,494	$ 15,188,494
ADA Paratransit Operations	$ 850,000	$ 892,500	$ 937,125	$ 983,981	$ 1,033,180
Commuter Assistance Program	$ 60,000	$ 60,000	$ 60,000	$ 60,000	$ 60,000
Total Operating Expenses	**$ 16,034,533**	**$ 16,456,838**	**$ 16,189,788**	**$ 16,232,475**	**$ 16,281,674**
Revenues					
Bus Fares	$ 860,000	$ 875,000	$ 875,000	$ 875,000	$ 875,000
FTA (5307)	$ 1,400,000	$ 1,400,000	$ 1,400,000	$ 1,400,000	$ 1,400,000
FDOT (Block Grant)	$ 1,356,306	$ 1,394,458	$ 1,402,783	$ 1,458,614	$ 1,458,614
UF Campus Dev.	$ 700,000	$ 700,000	$ 700,000	$ 700,000	$ 700,000
UF Campus Svc.	$ 2,328,568	$ 2,600,000	$ 2,600,000	$ 2,600,000	$ 2,600,000
UF Transportation Fee(City Routes)	$ 4,330,606	$ 4,330,606	$ 4,330,606	$ 4,330,606	$ 4,330,606
Local Funds (Advertising & Pass Programs)	$ 433,210	$ 433,210	$ 433,210	$ 433,210	$ 433,210
Alachua County	$ 814,435	$ 949,500	$ 949,500	$ 949,500	$ 949,500
City Gas Tax	$ 2,043,138	$ 2,043,138	$ 2,043,138	$ 2,043,138	$ 2,043,138
Local Funds	$ 513,426	$ 513,426	$ 513,426	$ 513,426	$ 513,426
Later Gator Services	$ 524,844	$ 585,000	$ 585,000	$ 585,000	$ 585,000
Total Revenues	**$ 15,304,533**	**$ 15,824,338**	**$ 15,832,663**	**$ 15,888,494**	**$ 15,888,494**
Current Unfunded Operating	**$ (730,000)**	**$ (632,500)**	**$ (357,125)**	**$ (343,981)**	**$ (393,180)**
Capital Expenses & Revenues					
Expenses					
Maintenance Building Expansion	$802,560	$869,440	$902,880		
Administration and Operations Expansion	$238,000	$259,000	$274,000		
Administration Modular Building Purchase	$50,000	$50,000			
Administration Facility Lease	$30,000	$30,000	$30,000	$30,000	$30,000
Downtown Transfer Center	$2,000,000	$3,000,000			
Transit Coaches	$8,922,560	$3,749,770	$4,102,880	$5,760,000	$5,760,000
Vans - Lift-equipped	$250,000	$250,000	$250,000	$250,000	
Vans - Commuter Assistance	$150,000	$150,000	$150,000	$25,000	$25,000
Support Vehicles	$100,000	$100,000	$100,000	$100,000	$100,000
CAD/AVL Equipment	$200,000	$200,000	$200,000	$200,000	$200,000
Automatic Passenger Counters	$85,000	$20,000	$15,000	$15,000	$15,000
Passenger Amenities at Bus Stops	$30,000	$50,000	$50,000	$50,000	$50,000
Transit Traveler Information System	$50,000	$75,000	$75,000	$25,000	$25,000
GFI Fareboxes	$200,000	$200,000	$200,000	$200,000	$200,000
Radios	$50,000	$50,000	$50,000	$50,000	$50,000
Preventative Maintenance	$600,000	$600,000	$600,000	$600,000	$600,000
Marketing & Communications	$60,000	$60,000	$60,000	$60,000	$60,000
Associated Capital Maintenance	$600,000	$600,000	$600,000	$600,000	$600,000
Shop Equipment	$150,000	$150,000	$200,000	$250,000	$250,000
Employee Training	$60,000	$60,000	$60,000	$60,000	$60,000
Maintenance Training	$100,000	$100,000	$100,000	$100,000	$100,000
Transit Planning	$100,000	$15,000	$15,000	$15,000	$15,000
Bus Rapid Transit Study	$96,140	$100,320	$108,680	$112,860	
Transit Signal Priority	$35,000	$35,000	$35,000	$35,000	$35,000
UF Transfer Center	$200,000	$4,000,000			
Scheduling Software	$200,000	$100,000	$100,000		
Fleet Management Software	$90,000				
Furniture/Office Equipment	$25,000	$25,000	$25,000	$25,000	$25,000
Computer Equipment	$20,000	$20,000	$20,000	$20,000	$20,000
Video Cameras/Safety Equipment	$150,000	$150,000	$150,000	$150,000	$150,000
Neighborhood Transfer Center	$250,000				
Total Expenses	**$15,894,260**	**$15,068,530**	**$8,473,440**	**$8,732,860**	**$8,370,000**
Revenues					
Total Capital - FTA 5309	$1,939,260	$2,098,530	$2,188,440	$112,860	
Total Capital - FTA 5307	$850,000	$850,000	$850,000	$850,000	$850,000
FDOT STP Funds	$2,500,000				
FDOT STP Funds (Vans)	$250,000	$250,000	$250,000	$250,000	$250,000
UF (Capital)	$180,000	$320,000	$640,000	$960,000	$960,000
Total Revenues	**$5,719,260**	**$3,518,530**	**$3,928,440**	**$2,172,860**	**$2,060,000**
Current Unfunded Capital	**-$10,175,000**	**-$11,550,000**	**-$4,545,000**	**-$6,560,000**	**-$6,310,000**

Table V-4
Five-Year Operating and Capital Improvement Program

PROJECT ITEM	PROJECT DESCRIPTION		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FIVE YEAR TOTAL	FUND SOURCE
1	Operating Assistance		$1,400,000	$1,400,000	$1,400,000	$1,400,000	$1,400,000	$7,000,000	FTA (5307)
			$860,000	$875,000	$875,000	$875,000	$875,000	$4,360,000	Bus Fares
			$1,356,306	$1,394,458	$1,402,783	$1,458,614	$1,458,614	$7,070,775	FDOT (Block Grant)
			$520,000	$380,000	$60,000	$0	$0	$960,000	UF Campus Dev. - CDA for Operating
			$2,328,568	$2,600,000	$2,600,000	$2,600,000	$2,600,000	$12,728,568	UF Campus Svc.
			$4,330,606	$4,330,606	$4,330,606	$4,330,606	$4,330,606	$21,653,030	UF Transportation Fee(City Routes)
			$814,435	$949,500	$949,500	$949,500	$949,500	$4,612,435	Alachua County
			$433,210	$433,210	$433,210	$433,210	$433,210	$2,166,050	Local Funds (Advertising & Pass Programs)
			$2,043,138	$2,043,138	$2,043,138	$2,043,138	$2,043,138	$10,215,690	City Gas Tax
			$524,844	$585,000	$585,000	$585,000	$585,000	$2,864,844	Later Gator Svcs.
			$513,426	$513,426	$513,426	$513,426	$513,426	$2,567,130	Route 35 (Annexation Funds)
		Total:	$15,124,533	$15,504,338	$15,192,663	$15,188,494	$15,188,494	$76,198,522	
2	ADA Contract with CTC		$850,000	$892,500	$937,125	$983,981	$1,033,180	$4,696,786	Local Funds
	Complementary Paratransit		$300,000	$300,000	$300,000	$300,000	$300,000	$1,500,000	FTA Section 5307 - Capital
3	Maintenance Facility Expansion Engineering, Design and Construction		$802,560	$869,440	$902,880			$2,574,880	FTA Section 5309 - SAFETEA-LU Project #344
4	Administration / Operations Building Facility Expansion	**Total:**	$238,000	$259,000	$274,000			$771,000	FTA Section 5309 - SAFETEA-LU Project #498
5	Administration Modular Building Purchase In lieu of Project #6 - Admin Facility Lease	**Total:**	$50,000	$50,000				$100,000	FTA Section 5307
6	Administration Facility Lease In lieu of Project #5 - Modular Building Purchase	**Total:**	$30,000	$30,000	$30,000	$30,000	$30,000	$150,000	FTA Section 5307
7	Downtown Transfer Center Design & Construction	**Total:**	$2,000,000	$3,000,000				$5,000,000	FTA Section 5309
8	Transit Coaches: #		15	6	6	14	14		
	Replacement		$4,800,000	$1,600,000	$1,280,000	$3,520,000	$3,520,000	$14,720,000	FTA Section 5309
			$180,000	$320,000	$640,000	$960,000	$960,000	$3,060,000	UF Campus Dev. (Capital)
9	Transit Coaches: #		9	3	3				
	Replacement		$2,500,000					$2,500,000	FDOT STP Funds
			$802,560	$869,770	$902,880			$2,575,210	FTA Section 5309 - SAFETEA-LU Project #95
10	Transit Coaches: #		2	3	4	4	4		
	Expansion		$640,000	$960,000	$1,280,000	$1,280,000	$1,280,000	$5,440,000	FTA Section 5309

Table V-4
Five-Year Operating and Capital Improvement Program

PROJECT ITEM	PROJECT DESCRIPTION		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FIVE YEAR TOTAL	FUND SOURCE
11	Vans: # Lift Equipped - Paratransit	 **Total:**	4 $250,000	4 $250,000	4 $250,000	4 $250,000		16 $1,000,000	 FDOT STP Funds
12	Vans: # Commuter Assistance Vanpool & Ridematch Program	 **Total:**	5 $62,500 $62,500	5 $62,500 $62,500	5 $62,500 $62,500	2 $50,000	2 $50,000	19 $287,500	 FTA Section 5307 FDOT Service Development (50%)
13	Support Vehicles: #	 **Total:**	4 $100,000	4 $100,000	4 $100,000	4 $100,000	4 $100,000	20 $500,000	 FTA Section 5307
14	Service Enhancements: Frequency & Service Span	**Total:**	$311,824	$651,282	$975,906	$1,288,045	$1,618,913	$4,845,970	Local Funds
15	New Local Service		$355,365 $355,365	$555,134 $555,134	$728,371 $728,371	$903,169 $903,169	$1,106,059 $1,106,059	$3,648,097 $3,648,097	Local Funds (50%) FDOT Service Development (50%)
	Sunday Service - Nine (9) New Routes		$242,522	$242,522	$242,522	$242,522	$242,522	$1,212,610	
	Route 25		$468,208	$468,208	$468,208	$468,208	$468,208	$2,341,040	
	Route 23			$399,538	$399,538	$399,538	$399,538	$1,598,152	
	Route 39				$346,474	$346,474	$346,474	$1,039,422	
	Route 62					$349,595	$349,595	$699,190	
	Route 44						$243,468	$243,468	
	Route 46 - Downtown Circulator						$162,312	$162,312	
16	Transit Planning	**Total:**	$100,000	$15,000	$15,000	$15,000	$15,000	$160,000	FTA Section 5307
17	Bus Rapid Transit Study	**Total:**	$96,140	$ 100,320	$108,680	$112,860		$418,000	FTA Section 5309 - SAFETEA-LU Project # 213
18	CAD/AVL Equipment Hardware and Software PA and Surveillance Equipment	**Total:**	$200,000	$200,000	$200,000	$200,000	$200,000	$1,000,000	FTA Section 5307
19	Automatic Passenger Counters	**Total:**	$85,000	$20,000	$15,000	$15,000	$15,000	$150,000	FTA Section 5307
20	Passenger Amenities at Bus Stops Benches, Shelters, Signs, Logos	**Total:**	$30,000	$50,000	$50,000	$50,000	$50,000	$230,000	FTA Section 5307
21	Transit Traveler Information System	**Total:**	$50,000	$75,000	$75,000	$25,000	$25,000	$250,000	FTA Section 5307

Table V-4
Five-Year Operating and Capital Improvement Program

PROJECT ITEM	PROJECT DESCRIPTION		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FIVE YEAR TOTAL	FUND SOURCE
22	GFI Fareboxes	**Total:**	$200,000	$200,000	$200,000	$200,000	$200,000	$1,000,000	FTA Section 5307
23	Radios for Vehicles	**Total:**	$50,000	$50,000	$50,000	$50,000	$50,000	$250,000	FTA Section 5307
24	Park-and-Ride Services		$125,000	$100,000	$100,000	$50,000	$50,000	$425,000	FDOT Transit Corridor Program
			$125,000	$100,000	$100,000	$50,000	$50,000	$425,000	Local Funds
25	Marketing and Communications		$30,000	$30,000	$30,000	$30,000	$30,000	$150,000	FDOT Service Development (50%)
			$30,000	$30,000	$30,000	$30,000	$30,000	$150,000	Local Funds
26	Commuter Assistance Program		$55,000	$50,000	$50,000			$155,000	FDOT Service Development (50%)
	Vanpool & Ridematch Proposal to FDOT		$55,000	$50,000	$50,000			$155,000	Local Funds
						$100,000	$100,000	$200,000	FTA Section 5307
27	Preventative Maintenance	**Total:**	$600,000	$600,000	$600,000	$600,000	$600,000	$3,000,000	FTA Section 5307
28	Associated Capital Maintenance	**Total:**	$600,000	$600,000	$600,000	$600,000	$600,000	$3,000,000	FTA Section 5307
29	Shop Equipment	**Total:**	$150,000	$150,000	$200,000	$250,000	$250,000	$1,000,000	FTA Section 5307
30	Employee Training		$30,000	$30,000	$30,000	$60,000	$60,000	$210,000	Local Funds
			$30,000	$30,000	$30,000			$90,000	FDOT Service Development (50%)
31	Maintenance Training	**Total:**	$50,000	$50,000	$50,000	$100,000	$100,000	$350,000	Local Funds
			$50,000	$50,000	$50,000			$150,000	FDOT Service Development (50%)

Table V-4
Five-Year Operating and Capital Improvement Program

PROJECT ITEM	PROJECT DESCRIPTION		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FIVE YEAR TOTAL	FUND SOURCE
32	Scheduling Software		$200,000	$100,000	$100,000			$400,000	FTA Section 5307
33	Fleet Management Software		$90,000					$90,000	FTA Section 5307
34	Furniture/Office Equipment	**Total:**	$25,000	$25,000	$25,000	$25,000	$25,000	$125,000	FTA Section 5307
35	Computer Equipment	**Total:**	$20,000	$20,000	$20,000	$20,000	$20,000	$100,000	FTA Section 5307
36	Transit Signal Priority	**Total:**	$35,000	$35,000	$35,000	$35,000	$35,000	$175,000	FTA Section 5307
37	Transfer Center: University of Florida Campus			$200,000 $200,000	$2,000,000 $2,000,000			$2,200,000 $2,200,000	FTA Section 5307 Local Funds (UF)
38	Video Cameras/Safety Equipment	**Total:**	$150,000	$150,000	$150,000	$150,000	$150,000	$750,000	FTA Section 5307
39	Neighborhood Transfer Center	**Total:**	$250,000					$250,000	FTA Section 5309

		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
Total Operating		$15,124,533	$15,504,338	$15,192,663	$15,188,494	$15,188,494
Total Capital - FTA 5309		$7,690,000	$5,560,000	$2,560,000	$4,800,000	$4,800,000
Total Capital - FTA 5309 SAFETEA-LU Projects		$1,939,260	$2,098,530	$2,188,440	$112,860	$0
Total Capital - FTA 5307		$4,543,640	$4,452,820	$6,306,180	$4,297,860	$4,185,000
FDOT Service Development (50%)		$582,865	$777,634	$950,871	$933,169	$1,136,059
FDOT Transit Corridor Program		$125,000	$100,000	$100,000	$50,000	$50,000
Local Funds		$1,777,189	$2,328,916	$2,871,402	$3,355,195	$3,938,152
FDOT STP Funds		$2,750,000	$250,000	$250,000	$250,000	$0
Local Funds (UF)		$6,659,174	$7,130,606	$8,930,606	$6,930,606	$6,930,606
FDOT Block Grant		$1,356,306	$1,394,458	$1,402,783	$1,458,614	$1,458,614
UF Campus Dev.		$520,000	$380,000	$60,000	$0	$0
UF Campus Dev. (Capital)		$180,000	$320,000	$640,000	$960,000	$960,000

APPENDIX A

DETAILED FIVE-YEAR SERVICE IMPROVEMENT PLAN

SERVICE ESTIMATES

Year 1 (Current Service as Spring 2006)

Route		Rev. Miles		Rev. Hours		Oper. Cost		Vehicle Req. (Wk)		Headways (Wk)		Ridership Estimates			Drivers (FT)	
		Current	Enhanced	Current	Enhanced	Current	Enhanced	Pk Cur.	Pk Enh.	Pk Cur.	Pk Enh.	Pass./Hr	# Pas. (Curr.)	# Pas.(Enh)	Curr.	Enh.
1	Butler Plaza to Downtown	108,457	155,482	11,417	16,367	$ 563,404	$ 807,687	3	3	20	20	40.2	458,943	657,933	6	9
2	Downtown to Robinson Heights	65,637	65,637	3,861	3,861	$ 190,540	$ 190,540	1	1	60	60	20.2	77,992	77,992	2	2
5	Downtown to Oaks Mall	174,438	174,438	15,437	15,437	$ 761,816	$ 761,816	3	3	20	20	31.4	484,722	484,722	8	8
6	Downtown to Gainesville Mall	48,648	48,648	3,988	3,988	$ 196,783	$ 196,783	1	1	60	60	22.0	87,725	87,725	2	2
7	Downtown to Eastwood Meadows	53,482	53,482	4,114	4,114	$ 203,026	$ 203,026	1	1	60	60	29.1	119,717	119,717	2	2
8	Northwood Village to Shands (Center Dr.)	134,193	134,193	11,372	11,372	$ 561,221	$ 561,221	3	3	30	30	26.9	305,914	305,914	6	6
9	McCarty Hall to Lexington Crossing	208,613	208,613	18,794	18,794	$ 927,484	$ 927,484	5	5	8	8	38.9	731,087	731,087	10	10
10	Downtown to SFCC	60,254	60,254	3,608	3,608	$ 178,055	$ 178,055	1	1	60	60	34.4	124,115	124,115	2	2
11	Downtown to Eastwood Meadows	46,654	46,654	3,988	3,988	$ 196,783	$ 196,783	1	1	60	60	28.8	114,840	114,840	2	2
12	Campus Club to McCarty Hall	171,351	171,351	16,268	16,268	$ 802,801	$ 889,466	4	4	12	12	36.2	588,884	588,884	9	9
13	Job Services to Newell Dr./Museum Rd.	92,382	92,382	7,699	7,699	$ 379,921	$ 478,966	2	2	15	15	46.0	354,131	354,131	4	4
15	Downtown to NW 23rd Ave./NW 6th St.	93,139	93,139	7,277	7,277	$ 359,095	$ 359,095	2	2	30	30	32.9	239,397	239,397	4	4
16	Newell Dr./Museum Rd. to Sugar Hill	135,551	135,551	12,103	12,103	$ 597,271	$ 597,271	4	4	8	8	35.8	433,278	433,278	7	7
20	Oaks Mall to McCarty Hall	298,214	298,214	22,592	22,592	$ 1,114,915	$ 1,114,915	6	6	10	10	44.2	998,566	998,566	12	12
21	SW 43rd St to McCarty Hall	63,689	63,689	5,055	5,055	$ 249,448	$ 293,468	2	2	20	20	33.9	171,353	171,353	3	3
24	Downtown to Job Corp	63,767	63,767	4,114	4,114	$ 203,026	$ 203,026	1	1	60	60	27.1	111,489	111,489	2	2
25	Airport to University of Florida		101,200		9,488		$ 468,208		2		45	22.6		214,418		5
34	Hub to Lexington Crossing	143,291	143,291	11,482	11,482	$ 566,620	$ 566,620	3	3	16	16	22.4	257,189	257,189	6	6
35	McCarty Hall to Homestead Apts.	201,248	201,248	15,888	15,888	$ 784,073	$ 817,088	4	4	11	11	32.4	514,771	514,771	9	9
36	McCarty Hall to SW 35th Place via Archer Rd	49,238	49,238	4,757	4,757	$ 234,774	$ 234,774	2	2	20	20	27.6	131,302	131,302	3	3
43	Downtown to SFCC	84,439	84,439	6,325	6,325	$ 312,139	$ 312,139	2	2	60	60	22.6	142,945	142,945	3	3
75	Butler Plaza to Oaks Mall	159,121	159,121	8,973	8,973	$ 442,818	$ 442,818	3	3	30	30	24.6	220,736	220,736	5	5
Subtotal		**2,455,805**	**2,604,030**	**199,109**	**213,546**	**9,826,013**	**10,801,249**	**54**	**56**				**6,669,098**	**7,082,505**	**107**	**115**
117	Park and Ride 2 34th Street	51,179	51,179	5,018	5,018	$ 247,614	$ 247,614	2	2	15	15	38.3	192,170	192,170	3	3
118	Park and Ride 1 Harn Museum	123,966	123,966	12,154	12,154	$ 599,775	$ 599,775	5	5	6	6	67.4	819,146	819,146	7	7
119	Family Housing	25,757	25,757	2,342	2,342	$ 115,553	$ 115,553	1	1	30	30	18.7	43,786	43,786	1	1
120	Frat Row	58,872	58,872	7,359	7,359	$ 363,167	$ 363,167	3	3	6	6	66.0	485,694	485,694	4	4
121	Commuter Lot	59,318	59,318	7,062	7,062	$ 348,493	$ 348,493	3	3	7	7	30.6	216,087	216,087	5	4
122	UF Circulator	35,903	35,903	5,129	5,129	$ 253,116	$ 253,116	2	2	15	15	17.0	87,193	87,193	2	3
125	Lakeside Apts.	23,058	23,058	2,453	2,453	$ 121,056	$ 121,056	1	1	30	30	48.4	118,725	118,725	1	1
126	UF Evening Circulator	62,586	62,586	5,795	5,795	$ 429,004	$ 429,004	2	2	15	15	15.9	92,141	92,141	3	3
127	East Circulator (Sorority Row)	31,844	31,844	5,055	5,055	$ 249,448	$ 249,448	2	2	10	10	45.2	228,471	228,471	3	3
128	UF Campus to Lake Wauburg	5,184	5,184	288	288	$ 14,213	$ 14,213	1	1	60	60	3.8	1,094	1,094	1	1
Subtotal		**477,666**	**477,666**	**52,653**	**52,653**	**2,741,438**	**2,741,438**	**22**	**22**				**2,284,507**	**2,284,507**	**30**	**30**
300	Later Gator A	21,974	52,214	1,962	4,662	$ 96,825	$ 230,070	3	3	10	10	17.1	33,550	79,720	1	3
301	Later Gator B	24,721	24,721	1,962	1,962	$ 96,825	$ 96,825	3	3	20	20	8.1	15,892	15,892	1	1
302	Later Gator C	32,700	32,700	2,180	2,180	$ 107,583	$ 107,583	3	3	20	20	12.4	27,032	27,032	1	1
305	Later Gator F	21,173	6,993	2,017	666	$ 99,514	$ 32,867	3	3	20	20	8.5	17,140	5,661	1	-
Subtotal		**79,396**	**109,636**	**6,104**	**8,804**	**301,232**	**434,477**	**9**	**9**				**76,474**	**122,644**	**4**	**5**
400	Downtown to Oaks Mall		4,222		364		26,947		1		60	15.0	-	5,460		-
401	Oaks Mall to Downtown		5,096		364		26,947		1		60	15.0	-	5,460		-
402	Downtown to Campus Club		3,676		364		26,947		1		60	15.0	-	5,460		-
403	Downtown to Lexington Crossing		4,659		364		26,947		1		60	15.0	-	5,460		-
404	One Stop Career Center to UF		2,184		364		26,947		1		60	15.0	-	5,460		-
405	Downtown to Campus Club		2,038		364		26,947		1		60	15.0	-	5,460		-
406	Downtown to Waldo Road		5,132		364		26,947		1		60	15.0	-	5,460		-
407	Downtown to Gainesville Mall		4,295		364		26,947		1		60	15.0	-	5,460		-
408	Northwood Village to Shands		6,443		364		26,947		1		60	15.0		5,460		-
Totals		**3,012,867**	**3,191,332**	**257,866**	**275,003**	**12,868,683**	**13,977,164**	**85**	**87**			**35.0**	**9,030,079**	**9,489,657**	**141**	**150**

Enhancement Benefits Year One compared to Current Service (As Spring 2006)

Rev. Miles	Rev. Hours	Oper. Cost	Vehicle Req. (Wk)	
			Pk Cur.	Pk Enh.
178,465	17,138	$ 1,108,481		2

Passenger Est.		Drivers (FT)	
# Pas.(C)	# Pas.(E)	Curr.	Enh.
	459,578		9

Note: Operating costs are based on $49.35/rev.hour

SERVICE ESTIMATES

Year 2 (Current Service as Spring 2006)

Route		Rev. Miles		Rev. Hours		Oper. Cost		Vehicle Req. (Wk)		Headways (Wk)		Ridership Estimates			Drivers (FT)	
		Current	Enhanced	Current	Enhanced	Current	Enhanced	Pk Cur.	Pk Enh.	Pk Cur.	Pk Enh.	Pass./Hr	# Pas. (Curr.)	# Pas.(Enh)	Curr.	Enh.
1	Butler Plaza to Downtown	108,457	155,482	11,417	16,367	$ 563,404	$ 807,687	3	3	20	20	40.2	458,943	657,933	6	9
2	Downtown to Robinson Heights	65,637	65,637	3,861	3,861	$ 190,540	$ 190,540	1	1	60	60	20.2	77,992	77,992	2	2
5	Downtown to Oaks Mall	174,438	174,438	15,437	15,437	$ 761,816	$ 761,816	3	3	20	20	31.4	484,722	484,722	8	8
6	Downtown to Gainesville Mall	48,648	48,648	3,988	3,988	$ 196,783	$ 196,783	1	1	60	60	22.0	87,725	87,725	2	2
7	Downtown to Eastwood Meadows	53,482	53,482	4,114	4,114	$ 203,026	$ 203,026	1	1	60	60	29.1	119,717	119,717	2	2
8	Northwood Village to Shands (Center Dr.)	134,193	134,193	11,372	11,372	$ 561,221	$ 561,221	3	3	30	30	26.9	305,914	305,914	6	6
9	McCarty Hall to Lexington Crossing	208,613	209,383	18,794	18,863	$ 927,484	$ 930,906	5	5	8	8	38.9	731,087	733,784	10	10
10	Downtown to SFCC	60,254	60,254	3,608	3,608	$ 178,055	$ 178,055	1	1	60	60	34.4	124,115	124,115	2	2
11	Downtown to Eastwood Meadows	46,654	86,615	3,988	7,403	$ 196,783	$ 365,338	1	2	60	30	28.8	114,840	213,206	2	4
12	Campus Club to McCarty Hall	171,351	197,038	16,268	18,706	$ 802,801	$ 923,147	4	5	12	9	36.2	588,884	677,162	9	10
13	Job Services to Newell Dr./Museum Rd.	92,382	120,210	7,699	10,018	$ 379,921	$ 494,364	2	3	15	10	46.0	354,131	460,805	4	5
15	Downtown to NW 23rd Ave./NW 6th St.	93,139	93,139	7,277	7,277	$ 359,095	$ 359,095	2	2	30	30	32.9	239,397	239,397	4	4
16	Newell Dr./Museum Rd. to Sugar Hill	135,551	139,045	12,103	12,415	$ 597,271	$ 612,668	4	4	8	8	35.8	433,278	444,448	7	7
20	Oaks Mall to McCarty Hall	298,214	298,214	22,592	22,592	$ 1,114,915	$ 1,114,915	6	6	10	10	44.2	998,566	998,566	12	12
21	SW 43rd St to McCarty Hall	63,689	74,928	5,055	5,947	$ 249,448	$ 293,468	2	3	20	16	33.9	171,353	201,592	3	3
23	Oaks Mall to SFCC		115,368		8,096		$ 399,538		2		20	25.0		202,400		4
24	Downtown to Job Corp	63,767	63,767	4,114	4,114	$ 203,026	$ 203,026	1	1	60	60	27.1	111,489	111,489	2	2
25	Airport to University of Florida		101,200		9,488		$ 468,208		2		45	22.6		214,418		5
34	Hub to Lexington Crossing	143,291	143,291	11,482	11,482	$ 566,620	$ 566,620	3	3	16	16	22.4	257,189	257,189	6	6
35	McCarty Hall to Homestead Apts.	201,248	209,722	15,888	16,557	$ 784,073	$ 817,088	4	4	11	11	32.4	514,771	536,447	9	9
36	McCarty Hall to SW 35th Place via Archer Rd	49,238	49,238	4,757	4,757	$ 234,774	$ 234,774	2	2	20	20	27.6	131,302	131,302	3	3
43	Downtown to SFCC	84,439	84,439	6,325	6,325	$ 312,139	$ 312,139	2	2	60	60	22.6	142,945	142,945	3	3
75	Butler Plaza to Oaks Mall	159,121	196,135	8,973	11,060	$ 442,818	$ 545,823	3	3	30	30	24.6	220,736	272,082	5	6
Subtotal		**2,455,805**	**2,873,866**	**199,109**	**233,845**	**9,826,013**	**11,540,245**	**54**	**62**				**6,669,098**	**7,695,351**	**107**	**124**
117	Park and Ride 2 34th Street	51,179	51,179	5,018	5,018	$ 247,614	$ 247,614	2	2	15	15	38.3	192,170	192,170	3	3
118	Park and Ride 1 Harn Museum	123,966	123,966	12,154	12,154	$ 599,775	$ 599,775	5	5	6	6	67.4	819,146	819,146	7	7
119	Family Housing	25,757	25,757	2,342	2,342	$ 115,553	$ 115,553	1	1	30	30	18.7	43,786	43,786	1	1
120	Frat Row	58,872	58,872	7,359	7,359	$ 363,167	$ 363,167	3	3	6	6	66.0	485,694	485,694	4	4
121	Commuter Lot	59,318	59,318	7,062	7,062	$ 348,493	$ 348,493	3	3	7	7	30.6	216,087	216,087	5	4
122	UF Circulator	35,903	35,903	5,129	5,129	$ 253,116	$ 253,116	2	2	15	15	17.0	87,193	87,193	2	3
125	Lakeside Apts.	23,058	23,058	2,453	2,453	$ 121,056	$ 121,056	1	1	30	30	48.4	118,725	118,725	1	1
126	UF Evening Circulator	62,586	62,586	5,795	5,795	$ 429,004	$ 429,004	2	2	15	15	15.9	92,141	92,141	3	3
127	East Circulator (Sorority Row)	31,844	31,844	5,055	5,055	$ 249,448	$ 249,448	2	2	10	10	45.2	228,471	228,471	3	3
128	UF Campus to Lake Wauburg	5,184	5,184	288	288	$ 14,213	$ 14,213	1	1	60	60	3.8	1,094	1,094	1	1
Subtotal		**477,666**	**477,666**	**52,653**	**52,653**	**2,741,438**	**2,741,438**	**22**	**22**				**2,284,507**	**2,284,507**	**30**	**30**
300	Later Gator A	21,974	52,214	1,962	4,662	$ 96,825	$ 230,070	3	3	10	10	17.1	33,550	79,720	1	3
301	Later Gator B	24,721	24,721	1,962	1,962	$ 96,825	$ 96,825	3	3	20	20	8.1	15,892	15,892	1	1
302	Later Gator C	32,700	32,700	2,180	2,180	$ 107,583	$ 107,583	3	3	20	20	12.4	27,032	27,032	1	1
305	Later Gator F	21,173	6,993	2,017	666	$ 99,514	$ 32,867	3	3	20	20	8.5	17,140	5,661	1	-
Subtotal		**79,396**	**109,636**	**6,104**	**8,804**	**301,232**	**434,477**	**9**	**9**				**76,474**	**122,644**	**4**	**5**
400	Downtown to Oaks Mall		4,222		364		26,947		1		60	15.0	-	5,460		-
401	Oaks Mall to Downtown		5,096		364		26,947		1		60	15.0	-	5,460		-
402	Downtown to Campus Club		3,676		364		26,947		1		60	15.0	-	5,460		-
403	Downtown to Lexington Crossing		4,659		364		26,947		1		60	15.0	-	5,460		-
404	One Stop Career Center to UF		2,184		364		26,947		1		60	15.0	-	5,460		-
405	Downtown to Campus Club		2,038		364		26,947		1		60	15.0	-	5,460		-
406	Downtown to Waldo Road		5,132		364		26,947		1		60	15.0	-	5,460		-
407	Downtown to Gainesville Mall		4,295		364		26,947		1		60	15.0	-	5,460		-
408	Northwood Village to Shands		6,443		364		26,947		1		60	15.0		5,460		-
Totals		**3,012,867**	**3,461,168**	**257,866**	**295,302**	**12,868,683**	**14,716,160**	**85**	**93**			**35.0**	**9,030,079**	**10,102,503**	**141**	**159**

Enhancement Benefits Year One compared to Current Service (As Spring 2006)

Rev. Miles	Rev. Hours	Oper. Cost	Vehicle Req. (Wk)	
			Pk Cur.	Pk Enh.
448,300	37,436	$ 1,847,477		8

Passenger Est.		Drivers (FT)	
# Pas.(C)	# Pas.(E)	Curr.	Enh.
	1,072,424		18

Note: Operating costs are based on $49.35/rev.hour

SERVICE ESTIMATES

Year 3 (Current Service as Spring 2006)

Route		Rev. Miles		Rev. Hours		Oper. Cost		Vehicle Req. (Wk)		Headways (Wk)		Ridership Estimates			Drivers (FT)	
		Current	Enhanced	Current	Enhanced	Current	Enhanced	Pk Cur.	Pk Enh.	Pk Cur.	Pk Enh.	Pass./Hr	# Pas. (Curr.)	# Pas.(Enh)	Curr.	Enh.
1	Butler Plaza to Downtown	108,457	155,482	11,417	16,367	$ 563,404	$ 807,687	3	3	20	20	40.2	458,943	657,933	6	9
2	Downtown to Robinson Heights	65,637	65,637	3,861	3,861	$ 190,540	$ 190,540	1	1	60	60	20.2	77,992	77,992	2	2
5	Downtown to Oaks Mall	174,438	174,438	15,437	15,437	$ 761,816	$ 761,816	3	3	20	20	31.4	484,722	484,722	8	8
6	Downtown to Gainesville Mall	48,648	48,648	3,988	3,988	$ 196,783	$ 196,783	1	1	60	60	22.0	87,725	87,725	2	2
7	Downtown to Eastwood Meadows	53,482	53,482	4,114	4,114	$ 203,026	$ 203,026	1	1	60	60	29.1	119,717	119,717	2	2
8	Northwood Village to Shands (Center Dr.)	134,193	134,193	11,372	11,372	$ 561,221	$ 561,221	3	3	30	30	26.9	305,914	305,914	6	6
9	McCarty Hall to Lexington Crossing	208,613	209,383	18,794	18,863	$ 927,484	$ 930,906	5	5	8	8	38.9	731,087	733,784	10	10
10	Downtown to SFCC	60,254	110,955	3,608	6,644	$ 178,055	$ 327,881	1	2	60	30	34.4	124,115	228,554	2	4
11	Downtown to Eastwood Meadows	46,654	86,615	3,988	7,403	$ 196,783	$ 365,338	1	2	60	30	28.8	114,840	213,206	2	4
12	Campus Club to McCarty Hall	171,351	197,038	16,268	18,706	$ 802,801	$ 923,147	4	5	12	9	36.2	588,884	677,162	9	10
13	Job Services to Newell Dr./Museum Rd.	92,382	120,210	7,699	10,018	$ 379,921	$ 494,364	2	3	15	10	46.0	354,131	460,805	4	5
15	Downtown to NW 23rd Ave./NW 6th St.	93,139	93,139	7,277	7,277	$ 359,095	$ 359,095	2	2	30	30	32.9	239,397	239,397	4	4
16	Newell Dr./Museum Rd. to Sugar Hill	135,551	139,045	12,103	12,415	$ 597,271	$ 612,668	4	4	8	8	35.8	433,278	444,448	7	7
20	Oaks Mall to McCarty Hall	298,214	298,214	22,592	22,592	$ 1,114,915	$ 1,114,915	6	6	10	10	44.2	998,566	998,566	12	12
21	SW 43rd St to McCarty Hall	63,689	74,928	5,055	5,947	$ 249,448	$ 293,468	2	3	20	16	33.9	171,353	201,592	3	3
23	Oaks Mall to SFCC		115,368		8,096		$ 399,538		2		20	25.0		202,400		4
24	Downtown to Job Corp	63,767	118,668	4,114	7,656	$ 203,026	$ 377,824	1	2	60	30	27.1	111,489	207,478	2	4
25	Airport to University of Florida		101,200		9,488		$ 468,208		2		45	22.6		214,418		5
34	Hub to Lexington Crossing	143,291	143,291	11,482	11,482	$ 566,620	$ 566,620	3	3	16	16	22.4	257,189	257,189	6	6
35	McCarty Hall to Homestead Apts.	201,248	209,722	15,888	16,557	$ 784,073	$ 817,088	4	4	11	11	32.4	514,771	536,447	9	9
36	McCarty Hall to SW 35th Place via Archer Rd	49,238	49,238	4,757	4,757	$ 234,774	$ 234,774	2	2	20	20	27.6	131,302	131,302	3	3
39	Springhills to Airport		53,358		7,021		$ 346,474		2		45	25.0		175,519		4
43	Downtown to SFCC	84,439	84,439	6,325	6,325	$ 312,139	$ 312,139	2	2	60	60	22.6	142,945	142,945	3	3
75	Butler Plaza to Oaks Mall	159,121	196,135	8,973	11,060	$ 442,818	$ 545,823	3	3	30	30	24.6	220,736	272,082	5	6
Subtotal		**2,455,805**	**3,032,826**	**199,109**	**247,444**	**9,826,013**	**12,211,343**	**54**	**66**				**6,669,098**	**8,071,296**	**107**	**132**
117	Park and Ride 2 34th Street	51,179	51,179	5,018	5,018	$ 247,614	$ 247,614	2	2	15	15	38.3	192,170	192,170	3	3
118	Park and Ride 1 Harn Museum	123,966	123,966	12,154	12,154	$ 599,775	$ 599,775	5	5	6	6	67.4	819,146	819,146	7	7
119	Family Housing	25,757	25,757	2,342	2,342	$ 115,553	$ 115,553	1	1	30	30	18.7	43,786	43,786	1	1
120	Frat Row	58,872	58,872	7,359	7,359	$ 363,167	$ 363,167	3	3	6	6	66.0	485,694	485,694	4	4
121	Commuter Lot	59,318	59,318	7,062	7,062	$ 348,493	$ 348,493	3	3	7	7	30.6	216,087	216,087	5	4
122	UF Circulator	35,903	35,903	5,129	5,129	$ 253,116	$ 253,116	2	2	15	15	17.0	87,193	87,193	2	3
125	Lakeside Apts.	23,058	23,058	2,453	2,453	$ 121,056	$ 121,056	1	1	30	30	48.4	118,725	118,725	1	1
126	UF Evening Circulator	62,586	62,586	5,795	5,795	$ 429,004	$ 429,004	2	2	15	15	15.9	92,141	92,141	3	3
127	East Circulator (Sorority Row)	31,844	31,844	5,055	5,055	$ 249,448	$ 249,448	2	2	10	10	45.2	228,471	228,471	3	3
128	UF Campus to Lake Wauburg	5,184	5,184	288	288	$ 14,213	$ 14,213	1	1	60	60	3.8	1,094	1,094	1	1
Subtotal		**477,666**	**477,666**	**52,653**	**52,653**	**2,741,438**	**2,741,438**	**22**	**22**				**2,284,507**	**2,284,507**	**30**	**30**
300	Later Gator A	21,974	52,214	1,962	4,662	$ 96,825	$ 230,070	3	3	10	10	17.1	33,550	79,720	1	3
301	Later Gator B	24,721	24,721	1,962	1,962	$ 96,825	$ 96,825	3	3	20	20	8.1	15,892	15,892	1	1
302	Later Gator C	32,700	32,700	2,180	2,180	$ 107,583	$ 107,583	3	3	20	20	12.4	27,032	27,032	1	1
305	Later Gator F	21,173	6,993	2,017	666	$ 99,514	$ 32,867	3	3	20	20	8.5	17,140	5,661	1	-
Subtotal		**79,396**	**109,636**	**6,104**	**8,804**	**301,232**	**434,477**	**9**	**9**				**76,474**	**122,644**	**4**	**5**
400	Downtown to Oaks Mall		4,222		364		26,947		1		60	15.0	-	5,460		-
401	Oaks Mall to Downtown		5,096		364		26,947		1		60	15.0	-	5,460		-
402	Downtown to Campus Club		3,676		364		26,947		1		60	15.0	-	5,460		-
403	Downtown to Lexington Crossing		4,659		364		26,947		1		60	15.0	-	5,460		-
404	One Stop Career Center to UF		2,184		364		26,947		1		60	15.0	-	5,460		-
405	Downtown to Campus Club		2,038		364		26,947		1		60	15.0	-	5,460		-
406	Downtown to Waldo Road		5,132		364		26,947		1		60	15.0	-	5,460		-
407	Downtown to Gainesville Mall		4,295		364		26,947		1		60	15.0	-	5,460		-
408	Northwood Village to Shands		6,443		364		26,947		1		60	15.0		5,460		-
Totals		**3,012,867**	**3,620,128**	**257,866**	**308,900**	**12,868,683**	**15,387,258**	**85**	**97**			**35.0**	**9,030,079**	**10,478,448**	**141**	**167**

Enhancement Benefits Year One compared to Current Service (As Spring 2006)

Rev. Miles	Rev. Hours	Oper. Cost	Vehicle Req. (Wk)	
			Pk Cur.	Pk Enh.
607,260	51,035	$ 2,518,575		12

Passenger Est.		Drivers (FT)	
# Pas.(C)	# Pas.(E)	Curr.	Enh.
	1,448,369		26

Note: Operating costs are based on $49.35/rev.hour

SERVICE ESTIMATES

Year 4 (Current Service as Spring 2006)

Route		Rev. Miles		Rev. Hours		Oper. Cost		Vehicle Req. (Wk)		Headways (Wk)		Ridership Estimates			Drivers (FT)	
		Current	Enhanced	Current	Enhanced	Current	Enhanced	Pk Cur.	Pk Enh.	Pk Cur.	Pk Enh.	Pass./Hr	# Pas. (Curr.)	# Pas.(Enh)	Curr.	Enh.
1	Butler Plaza to Downtown	108,457	155,482	11,417	16,367	$ 563,404	$ 807,687	3	3	20	20	40.2	458,943	657,933	6	9
2	Downtown to Robinson Heights	65,637	65,637	3,861	3,861	$ 190,540	$ 190,540	1	1	60	60	20.2	77,992	77,992	2	2
5	Downtown to Oaks Mall	174,438	174,438	15,437	15,437	$ 761,816	$ 761,816	3	3	20	20	31.4	484,722	484,722	8	8
6	Downtown to Gainesville Mall	48,648	48,648	3,988	3,988	$ 196,783	$ 196,783	1	1	60	60	22.0	87,725	87,725	2	2
7	Downtown to Eastwood Meadows	53,482	53,482	4,114	4,114	$ 203,026	$ 203,026	1	1	60	60	29.1	119,717	119,717	2	2
8	Northwood Village to Shands (Center Dr.)	134,193	134,193	11,372	11,372	$ 561,221	$ 561,221	3	3	30	30	26.9	305,914	305,914	6	6
9	McCarty Hall to Lexington Crossing	208,613	209,383	18,794	18,863	$ 927,484	$ 930,906	5	5	8	8	38.9	731,087	733,784	10	10
10	Downtown to SFCC	60,254	110,955	3,608	6,644	$ 178,055	$ 327,881	1	2	60	30	34.4	124,115	228,554	2	4
11	Downtown to Eastwood Meadows	46,654	86,615	3,988	7,403	$ 196,783	$ 365,338	1	2	60	30	28.8	114,840	213,206	2	4
12	Campus Club to McCarty Hall	171,351	197,038	16,268	18,706	$ 802,801	$ 923,147	4	5	12	9	36.2	588,884	677,162	9	10
13	Job Services to Newell Dr./Museum Rd.	92,382	120,210	7,699	10,018	$ 379,921	$ 494,364	2	3	15	10	46.0	354,131	460,805	4	5
15	Downtown to NW 23rd Ave./NW 6th St.	93,139	93,139	7,277	7,277	$ 359,095	$ 359,095	2	2	30	30	32.9	239,397	239,397	4	4
16	Newell Dr./Museum Rd. to Sugar Hill	135,551	139,045	12,103	12,415	$ 597,271	$ 612,668	4	4	8	8	35.8	433,278	444,448	7	7
20	Oaks Mall to McCarty Hall	298,214	298,214	22,592	22,592	$ 1,114,915	$ 1,114,915	6	6	10	10	44.2	998,566	998,566	12	12
21	SW 43rd St to McCarty Hall	63,689	74,928	5,055	5,947	$ 249,448	$ 293,468	2	3	20	16	33.9	171,353	201,592	3	3
23	Oaks Mall to SFCC		115,368		8,096		$ 399,538		2		20	25.0		202,400		4
24	Downtown to Job Corp	63,767	118,668	4,114	7,656	$ 203,026	$ 377,824	1	2	60	30	27.1	111,489	207,478	2	4
25	Airport to University of Florida		101,200		9,488		$ 468,208		2		45	22.6		214,418		5
34	Hub to Lexington Crossing	143,291	143,291	11,482	11,482	$ 566,620	$ 566,620	3	3	16	16	22.4	257,189	257,189	6	6
35	McCarty Hall to Homestead Apts.	201,248	209,722	15,888	16,557	$ 784,073	$ 817,088	4	4	11	11	32.4	514,771	536,447	9	9
36	McCarty Hall to SW 35th Place via Archer Rd	49,238	49,238	4,757	4,757	$ 234,774	$ 234,774	2	2	20	20	27.6	131,302	131,302	3	3
39	Springhills to Airport		53,358		7,021		$ 346,474		2		45	25.0		175,519		4
43	Downtown to SFCC	84,439	168,878	6,325	12,650	$ 312,139	$ 624,278	2	4	60	30	22.6	142,945	285,890	3	7
62	Oaks Mall to Butler Plaza		134,596		7,084		$ 349,595		2		15	25.0		177,100		4
75	Butler Plaza to Oaks Mall	159,121	196,135	8,973	11,060	$ 442,818	$ 545,823	3	3	30	30	24.6	220,736	272,082	5	6
Subtotal		**2,455,805**	**3,251,860**	**199,109**	**260,853**	**9,826,013**	**12,873,077**	**54**	**70**				**6,669,098**	**8,391,341**	**107**	**140**
117	Park and Ride 2 34th Street	51,179	51,179	5,018	5,018	$ 247,614	$ 247,614	2	2	15	15	38.3	192,170	192,170	3	3
118	Park and Ride 1 Harn Museum	123,966	123,966	12,154	12,154	$ 599,775	$ 599,775	5	5	6	6	67.4	819,146	819,146	7	7
119	Family Housing	25,757	25,757	2,342	2,342	$ 115,553	$ 115,553	1	1	30	30	18.7	43,786	43,786	1	1
120	Frat Row	58,872	58,872	7,359	7,359	$ 363,167	$ 363,167	3	3	6	6	66.0	485,694	485,694	4	4
121	Commuter Lot	59,318	59,318	7,062	7,062	$ 348,493	$ 348,493	3	3	7	7	30.6	216,087	216,087	5	4
122	UF Circulator	35,903	35,903	5,129	5,129	$ 253,116	$ 253,116	2	2	15	15	17.0	87,193	87,193	2	3
125	Lakeside Apts.	23,058	23,058	2,453	2,453	$ 121,056	$ 121,056	1	1	30	30	48.4	118,725	118,725	1	1
126	UF Evening Circulator	62,586	62,586	5,795	5,795	$ 429,004	$ 429,004	2	2	15	15	15.9	92,141	92,141	3	3
127	East Circulator (Sorority Row)	31,844	31,844	5,055	5,055	$ 249,448	$ 249,448	2	2	10	10	45.2	228,471	228,471	3	3
128	UF Campus to Lake Wauburg	5,184	5,184	288	288	$ 14,213	$ 14,213	1	1	60	60	3.8	1,094	1,094	1	1
Subtotal		**477,666**	**477,666**	**52,653**	**52,653**	**2,741,438**	**2,741,438**	**22**	**22**				**2,284,507**	**2,284,507**	**30**	**30**
300	Later Gator A	21,974	52,214	1,962	4,662	$ 96,825	$ 230,070	3	3	10	10	17.1	33,550	79,720	1	3
301	Later Gator B	24,721	24,721	1,962	1,962	$ 96,825	$ 96,825	3	3	20	20	8.1	15,892	15,892	1	1
302	Later Gator C	32,700	32,700	2,180	2,180	$ 107,583	$ 107,583	3	3	20	20	12.4	27,032	27,032	1	1
305	Later Gator F	21,173	6,993	2,017	666	$ 99,514	$ 32,867	3	3	20	20	8.5	17,140	5,661	1	-
Subtotal		**79,396**	**109,636**	**6,104**	**8,804**	**301,232**	**434,477**	**9**	**9**				**76,474**	**122,644**	**4**	**5**
400	Downtown to Oaks Mall		4,222		364		26,947		1		60	15.0	-	5,460		-
401	Oaks Mall to Downtown		5,096		364		26,947		1		60	15.0	-	5,460		-
402	Downtown to Campus Club		3,676		364		26,947		1		60	15.0	-	5,460		-
403	Downtown to Lexington Crossing		4,659		364		26,947		1		60	15.0	-	5,460		-
404	One Stop Career Center to UF		2,184		364		26,947		1		60	15.0	-	5,460		-
405	Downtown to Campus Club		2,038		364		26,947		1		60	15.0	-	5,460		-
406	Downtown to Waldo Road		5,132		364		26,947		1		60	15.0	-	5,460		-
407	Downtown to Gainesville Mall		4,295		364		26,947		1		60	15.0	-	5,460		-
408	Northwood Village to Shands		6,443		364		26,947		1		60	15.0		5,460		-
Totals		**3,012,867**	**3,839,162**	**257,866**	**322,309**	**12,868,683**	**16,048,992**	**85**	**101**			**35.0**	**9,030,079**	**10,798,493**	**141**	**175**

Enhancement Benefits Year One compared to Current Service (As Spring 2006)

Rev. Miles	Rev. Hours	Oper. Cost	Vehicle Req. (Wk)	
			Pk Cur.	Pk Enh.
826,295	64,444	$ 3,180,309		16

Passenger Est.		Drivers (FT)	
# Pas.(C)	# Pas.(E)	Curr.	Enh.
	1,768,414		34

Note: Operating costs are based on $49.35/rev.hour

SERVICE ESTIMATES

Year 5 (Current Service as Spring 2006)

Route		Rev. Miles		Rev. Hours		Oper. Cost		Vehicle Req. (Wk)		Headways (Wk)		Ridership Estimates			Drivers (FT)	
		Current	Enhanced	Current	Enhanced	Current	Enhanced	Pk Cur.	Pk Enh.	Pk Cur.	Pk Enh.	Pass./Hr	# Pas. (Curr.)	# Pas.(Enh)	Curr.	Enh.
1	Butler Plaza to Downtown	108,457	155,482	11,417	16,367	$ 563,404	$ 807,687	3	3	20	20	40.2	458,943	657,933	6	9
2	Downtown to Robinson Heights	65,637	121,550	3,861	7,150	$ 190,540	$ 352,853	1	2	60	30	20.2	77,992	144,430	2	4
5	Downtown to Oaks Mall	174,438	174,438	15,437	15,437	$ 761,816	$ 761,816	3	3	20	20	31.4	484,722	484,722	8	8
6	Downtown to Gainesville Mall	48,648	90,317	3,988	7,403	$ 196,783	$ 365,338	1	2	60	30	22.0	87,725	162,866	2	4
7	Downtown to Eastwood Meadows	53,482	53,482	4,114	4,114	$ 203,026	$ 203,026	1	1	60	60	29.1	119,717	119,717	2	2
8	Northwood Village to Shands (Center Dr.)	134,193	134,193	11,372	11,372	$ 561,221	$ 561,221	3	3	30	30	26.9	305,914	305,914	6	6
9	McCarty Hall to Lexington Crossing	208,613	209,383	18,794	18,863	$ 927,484	$ 930,906	5	5	8	8	38.9	731,087	733,784	10	10
10	Downtown to SFCC	60,254	110,955	3,608	6,644	$ 178,055	$ 327,881	1	2	60	30	34.4	124,115	228,554	2	4
11	Downtown to Eastwood Meadows	46,654	86,615	3,988	7,403	$ 196,783	$ 365,338	1	2	60	30	28.8	114,840	213,206	2	4
12	Campus Club to McCarty Hall	171,351	197,038	16,268	18,706	$ 802,801	$ 923,147	4	5	12	9	36.2	588,884	677,162	9	10
13	Job Services to Newell Dr./Museum Rd.	92,382	120,210	7,699	10,018	$ 379,921	$ 494,364	2	3	15	10	46.0	354,131	460,805	4	5
15	Downtown to NW 23rd Ave./NW 6th St.	93,139	93,139	7,277	7,277	$ 359,095	$ 359,095	2	2	30	30	32.9	239,397	239,397	4	4
16	Newell Dr./Museum Rd. to Sugar Hill	135,551	139,045	12,103	12,415	$ 597,271	$ 612,668	4	4	8	8	35.8	433,278	444,448	7	7
20	Oaks Mall to McCarty Hall	298,214	298,214	22,592	22,592	$ 1,114,915	$ 1,114,915	6	6	10	10	44.2	998,566	998,566	12	12
21	SW 43rd St to McCarty Hall	63,689	74,928	5,055	5,947	$ 249,448	$ 293,468	2	3	20	16	33.9	171,353	201,592	3	3
23	Oaks Mall to SFCC		115,368		8,096		$ 399,538		2		20	25.0		202,400		4
24	Downtown to Job Corp	63,767	118,668	4,114	7,656	$ 203,026	$ 377,824	1	2	60	30	27.1	111,489	207,478	2	4
25	Airport to University of Florida		101,200		9,488		$ 468,208		2		45	22.6		214,418		5
34	Hub to Lexington Crossing	143,291	143,291	11,482	11,482	$ 566,620	$ 566,620	3	3	16	16	22.4	257,189	257,189	6	6
35	McCarty Hall to Homestead Apts.	201,248	209,722	15,888	16,557	$ 784,073	$ 817,088	4	4	11	11	32.4	514,771	536,447	9	9
36	McCarty Hall to SW 35th Place via Archer Rd	49,238	49,238	4,757	4,757	$ 234,774	$ 234,774	2	2	20	20	27.6	131,302	131,302	3	3
39	Springhills to Airport		53,358		7,021		$ 346,474		2		45	25.0		175,519		4
43	Downtown to SFCC	84,439	168,878	6,325	12,650	$ 312,139	$ 624,278	2	4	60	30	22.6	142,945	285,890	3	7
44	Hunter's Crossing to Shands (Center Dr.)		58,215		4,934		$ 243,468		2		45	24.3		119,884		3
46	Downtown to UF (Shands) Circulator		36,179		3,289		$ 162,312		1		30	15.0		49,335		2
62	Oaks Mall to Butler Plaza		134,596		7,084		$ 349,595		2		15	25.0		177,100		4
75	Butler Plaza to Oaks Mall	159,121	196,135	8,973	11,060	$ 442,818	$ 545,823	3	3	30	30	24.6	220,736	272,082	5	6
Subtotal		**2,455,805**	**3,443,837**	**199,109**	**275,780**	**9,826,013**	**13,609,724**	**54**	**75**				**6,669,098**	**8,702,139**	**107**	**149**
117	Park and Ride 2 34th Street	51,179	51,179	5,018	5,018	$ 247,614	$ 247,614	2	2	15	15	38.3	192,170	192,170	3	3
118	Park and Ride 1 Harn Museum	123,966	123,966	12,154	12,154	$ 599,775	$ 599,775	5	5	6	6	67.4	819,146	819,146	7	7
119	Family Housing	25,757	25,757	2,342	2,342	$ 115,553	$ 115,553	1	1	30	30	18.7	43,786	43,786	1	1
120	Frat Row	58,872	58,872	7,359	7,359	$ 363,167	$ 363,167	3	3	6	6	66.0	485,694	485,694	4	4
121	Commuter Lot	59,318	59,318	7,062	7,062	$ 348,493	$ 348,493	3	3	7	7	30.6	216,087	216,087	5	4
122	UF Circulator	35,903	35,903	5,129	5,129	$ 253,116	$ 253,116	2	2	15	15	17.0	87,193	87,193	2	3
125	Lakeside Apts.	23,058	23,058	2,453	2,453	$ 121,056	$ 121,056	1	1	30	30	48.4	118,725	118,725	1	1
126	UF Evening Circulator	62,586	62,586	5,795	5,795	$ 429,004	$ 429,004	2	2	15	15	15.9	92,141	92,141	3	3
127	East Circulator (Sorority Row)	31,844	31,844	5,055	5,055	$ 249,448	$ 249,448	2	2	10	10	45.2	228,471	228,471	3	3
128	UF Campus to Lake Wauburg	5,184	5,184	288	288	$ 14,213	$ 14,213	1	1	60	60	3.8	1,094	1,094	1	1
Subtotal		**477,666**	**477,666**	**52,653**	**52,653**	**2,741,438**	**2,741,438**	**22**	**22**				**2,284,507**	**2,284,507**	**30**	**30**
300	Later Gator A	21,974	52,214	1,962	4,662	$ 96,825	$ 230,070	3	3	10	10	17.1	33,550	79,720	1	3
301	Later Gator B	24,721	24,721	1,962	1,962	$ 96,825	$ 96,825	3	3	20	20	8.1	15,892	15,892	1	1
302	Later Gator C	32,700	32,700	2,180	2,180	$ 107,583	$ 107,583	3	3	20	20	12.4	27,032	27,032	1	1
305	Later Gator F	21,173	6,993	2,017	666	$ 99,514	$ 32,867	3	3	20	20	8.5	17,140	5,661	1	-
Subtotal		**79,396**	**109,636**	**6,104**	**8,804**	**301,232**	**434,477**	**9**	**9**				**76,474**	**122,644**	**4**	**5**
400	Downtown to Oaks Mall		4,222		364		26,947		1		60	15.0	-	5,460		-
401	Oaks Mall to Downtown		5,096		364		26,947		1		60	15.0	-	5,460		-
402	Downtown to Campus Club		3,676		364		26,947		1		60	15.0	-	5,460		-
403	Downtown to Lexington Crossing		4,659		364		26,947		1		60	15.0	-	5,460		-
404	One Stop Career Center to UF		2,184		364		26,947		1		60	15.0	-	5,460		-
405	Downtown to Campus Club		2,038		364		26,947		1		60	15.0	-	5,460		-
406	Downtown to Waldo Road		5,132		364		26,947		1		60	15.0	-	5,460		-
407	Downtown to Gainesville Mall		4,295		364		26,947		1		60	15.0	-	5,460		-
408	Northwood Village to Shands		6,443		364		26,947		1		60	15.0		5,460		-
Totals		**3,012,867**	**4,031,139**	**257,866**	**337,236**	**12,868,683**	**16,785,640**	**85**	**106**			**35.0**	**9,030,079**	**11,109,291**	**141**	**184**

Enhancement Benefits Year One compared to Current Service (As Spring 2006)

Rev. Miles	Rev. Hours	Oper. Cost	Vehicle Req. (Wk)	
			Pk Cur.	Pk Enh.
1,018,271	79,371	$ 3,916,957		21

Passenger Est.		Drivers (FT)	
# Pas.(C)	# Pas.(E)	Curr.	Enh.
	2,079,212		43

Note: Operating costs are based on $49.35/rev.hour

Appendix B:
Glossary of Performance Indicators and Measures

PERFORMANCE INDICATORS

Service Area Population – The service area population is calculated using Florida Department of Transportation (FDOT) Florida Transit Information System (FTIS) software and Geographical Information System (GIS) data to approximate the service area population for the Regional Transit System (RTS).

Passenger Trips – Annual number of passenger boardings on the transit vehicles. A trip is counted each time a passenger boards a transit vehicle. This, if a passenger has to transfer between buses to reach a destination, he or she is counted as making two passenger trips.

Passenger Miles – Number of annual passenger trips multiplied by the system's average trip length (in miles). This number provides a measure of the total number of passenger miles of transportation consumed.

Vehicle Miles – Total distance traveled annually by revenue service vehicles, including both revenue miles and deadhead miles.

Revenue Miles – Number of annual miles of vehicle operation while in active service (available) to pick up revenue passengers). This number is smaller than vehicle miles because of the exclusion of deadhead miles such as vehicle miles from the garage to the start of service, vehicle miles from the end of service to the garage, driver training, and other miscellaneous miles that are not considered to be in direct revenue service.

Vehicle Hours – Total hours of operation by revenue service vehicles including hours consumed in passenger service and deadhead travel.

Revenue Hours – Total hours of operation by revenue service vehicles in active revenue service.

Route Miles – Number of directional routes miles as reported in NTD data; defined as the mileage that service operates in each direction over routes traveled by public transportation vehicles in revenue service.

Total Operating Expense – Reported total spending on operations, including administration, maintenance, and operation of service vehicles.

Total Operating Expense – (2004 $) – Total operating expenses inflated to 2004 dollars for purposes of determining the real change in spending for operation expenses.

Total Maintenance Expense – Sum of all expenses categorized as maintenance expenses; a subset of total operating expense.

Total Maintenance Expense (2004 $) – Total maintenance expenses inflated to 2004 dollars for purposes of determining the real change in spending for maintenance purposes.

Total Local Revenue – All revenues originating at the local level (excluding state and federal assistance).

Operating Revenue – Includes passenger fares, special transit fares, school bus service revenues, freight tariffs, charter service revenues, auxiliary transportation revenues, subsidy from other sectors of operations, and non-transportation revenues.

Passenger Fare Revenue – Revenue generated annually from passenger fares.

Total Employees – Total number of payroll employees of the transit agency. It is useful to note that the increasing tendency to contract out for services may result in some significant differences in this measure between otherwise similar properties. It is important to understand which services are contracted before drawing conclusions based on employee levels. All employees classified as capital were excluded from this report.

Transportation Operating Employees – All employees classified as operating employees: vehicle drivers, supervisory personnel, direct personnel.

Maintenance Employees – All employees classified as maintenance employees who are directly or indirectly responsible for vehicle maintenance.

Administrative Employees – All personnel positions classified as administrative in nature. This report includes all general administration, ticketing/fare collection, and system security employees as classified by FTA in the NTD report.

Vehicles Available for Maximum Service – Number of vehicles owned by the transit authority that are available for use in bus service.

Vehicles Operated in Maximum Service – The largest number of vehicles required for providing service during peak hours (typically the rush period).

Total Gallons of Fuel Consumed – Total gallons of fuel consumed by the vehicle fleet.

EFFECTIVENESS MEASURES

Vehicle Miles Per Capita – Total number of annual vehicle miles divided by the service area's population. This can be characterized as the number of miles of service provided for each man, woman, and child in the service area and is a measure of the extensiveness of service provided in the service area.

Passenger Trips Per Capita – Average number of transit boardings per person per year. This number is larger in areas where public transportation is emphasized and in areas where there are more transit dependents, and is a measure of the extent to which the public utilizes transit in a given service area.

Passenger Trips Per Revenue Mile – The ratio of passenger trips to revenue miles of service; a key indicator of service effectiveness that is influenced by the levels of demand and the supply of service provided.

Passenger Trips Per Revenue Hour – The ratio of passenger trips to revenue hours of operation; reports on the effectiveness of the service since hours are a better representation of the resources consumed in providing service.

Average Age of Fleet – Traditionally, a standard transit coach is considered to have a useful life of 12 years. However, longer service lives are not uncommon. The vehicle age and the reliability record of the equipment, the number of miles and hours on the equipment, the sophistication and features (i.e. wheelchair lifts, electronic destination signs, etc.) and operating environment (weather, roadway grades, and passenger abuse) all affect the maintenance needs and depreciation of the bus fleet.

Revenue Miles Between Incidents – Number of revenue miles divided by the number of incidents; reports the average interval, in miles, between incidents.

Revenue Miles Between Service Interruptions – Number of revenue miles divided by revenue service interruptions; an indicator of the average frequency of delays because of a problem with the equipment.

EFFICIENCY MEASURES

Operating Expense Per Capita – Annual operating budget divided by the county/service area population; a measure of the resource commitment to transit by the community.

Operating Expense Per Passenger Trip – Operating expenditures divided by the total annual ridership; a measure of the efficiency of transporting riders; one of the key indicators of comparative performance of transit properties since it reflects both the efficiency with which service is delivered and the market demands for the service.

Operating Expense Per Passenger Mile – Reflection of operating expense divided by the number of passenger miles; takes into account the impact of trip length on performance since some operators provide lengthy trips while others provide short trips.

Operating Expense per Revenue Mile – Operating expense divided by the annual revenue miles of service; a measure of the efficiency with which service is delivered and is another key comparative indicator.

Farebox Recovery – Ratio of passenger fare revenues to total operating expenses; and indicator of the share of revenues provided by the passengers.

Revenue Miles Per Vehicle Mile – Reflects how much of the total vehicle operation is in passenger service. Higher ratios are favorable, but garage location, training needs, and other considerations may influence the ratio.

Vehicle Miles Per Peak Vehicle – Vehicle miles divided by the number of peak vehicles. It is an indicator of how intensively the equipment is used and is influenced by the bus travel speeds, as well as by the levels of service in the off-peak time periods. A more uniform demand for service over the day would result in a higher number.

Revenue Hours Per Employee – Reflects overall labor productivity.

Passenger Trips Per Employee – Another measure of overall labor productivity.

Vehicle Miles Per Gallon – Vehicle miles of service divided by the total gallons consumed; measures energy efficiency and utilization.

Average Fare – Passenger fare revenues divided by the total number of passenger trips.