

# 980372

# Gainesville Five Year TDP

FIVE YEAR TRANSIT  
DEVELOPMENT PLAN  
DRAFT FINAL REPORT

## RTS VISION STATEMENT

*\* To become a premiere university community transportation system which provides a variety of flexible transportation services that promote accessibility, comfort, a sense of fun, and community pride.*

## DEMOGRAPHIC ANALYSIS

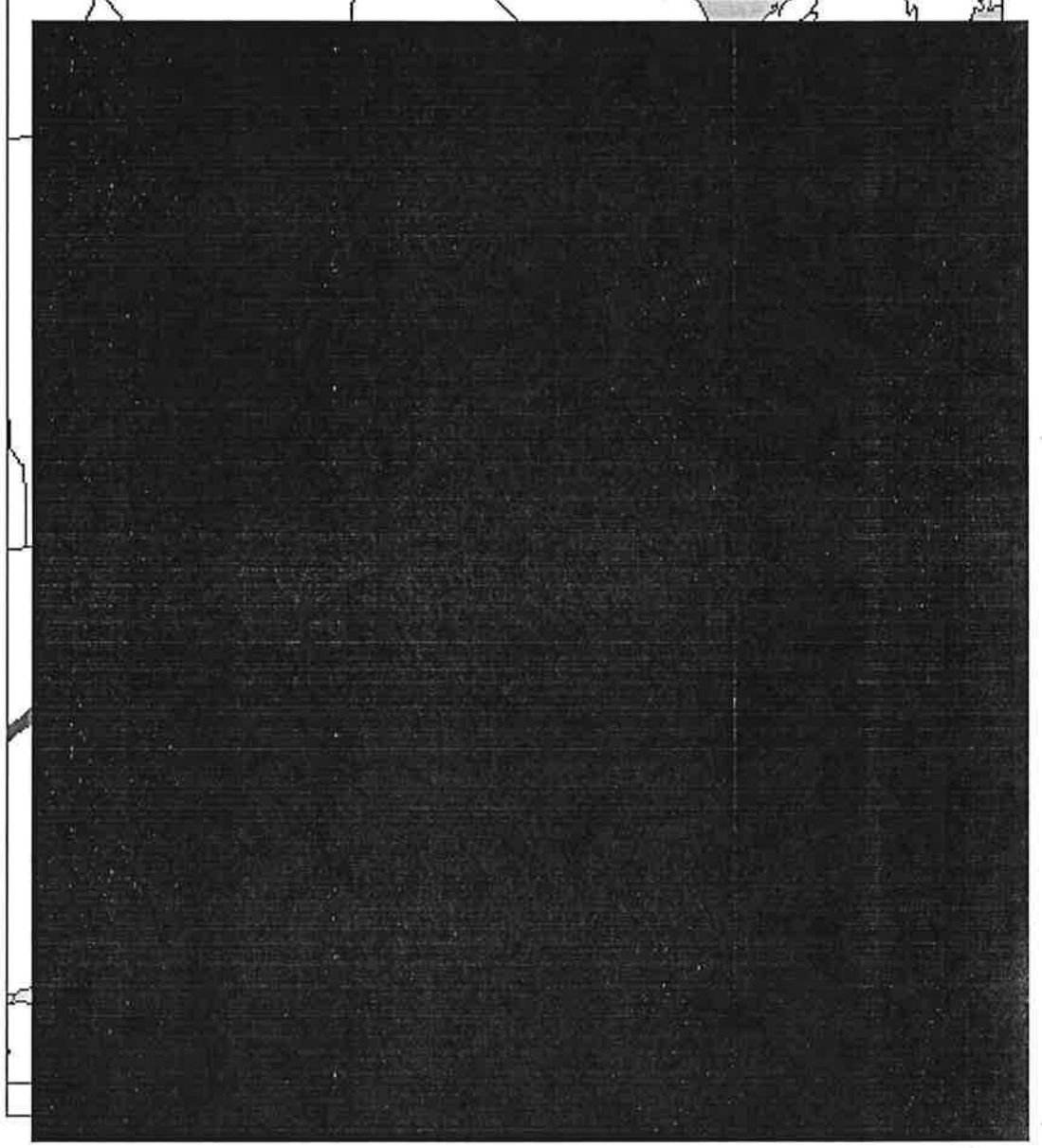
- ◆ Population Density
- ◆ Traditional Transit Markets
- ◆ Unique Transit Markets
- ◆ Worker and Commute
- ◆ Carpool and Transit

## Traditional Transit Markets

- ◆ Under 18 Years of Age
- ◆ Over 60 years of age
- ◆ Households under \$10,000 income
- ◆ Households zero auto availability

# DEMOGRAPHIC ANALYSIS

## Population Density



# REGIONAL TRANSIT SYSTEM

Results from the 1997 RTS On-Board Survey

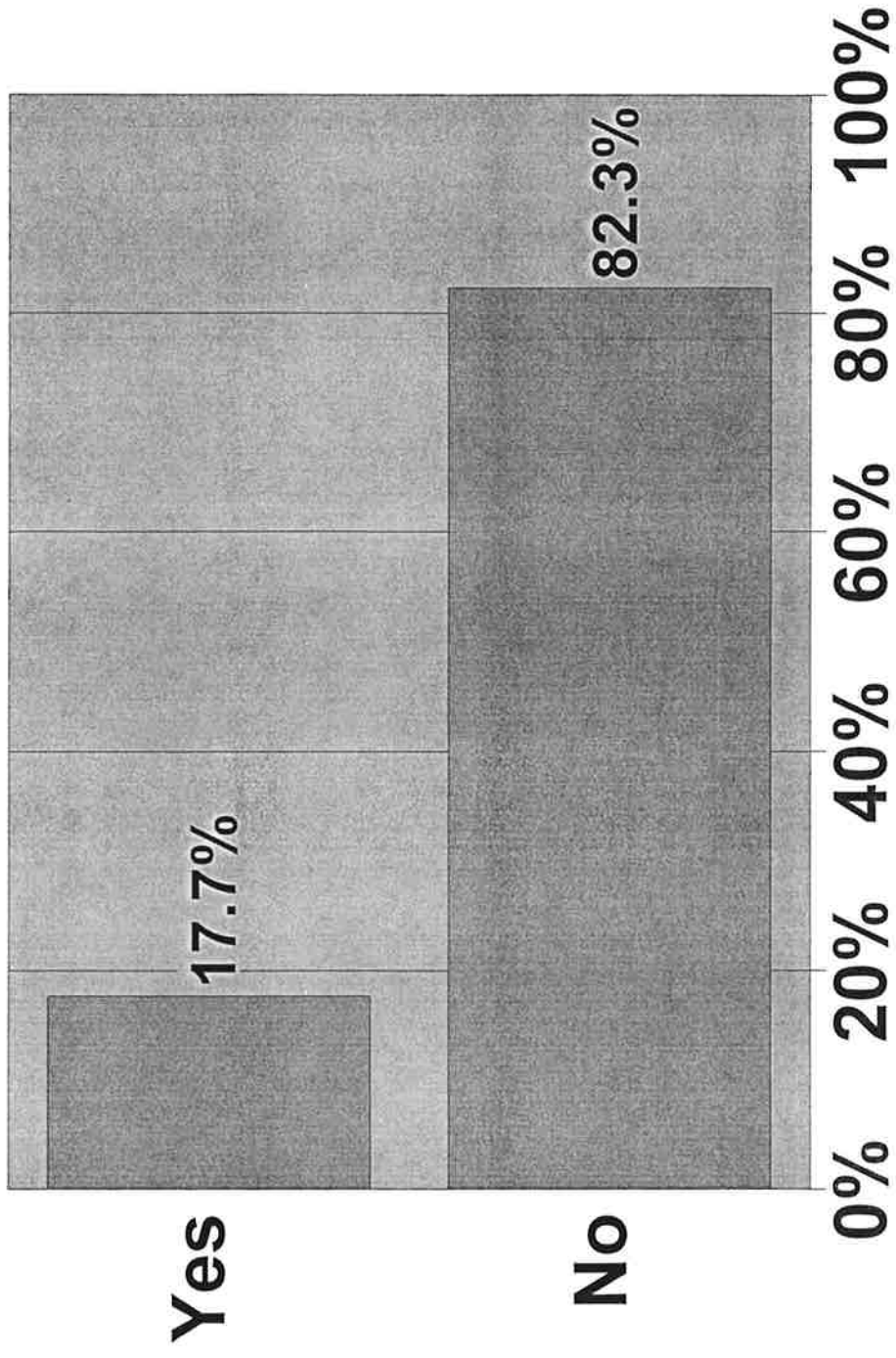
# RTS ON-BOARD SURVEY

## Areas of Analysis

- Trip Characteristics
- Transfer Analysis
- Rider Demographics
- Fare and Travel Behavior
- Work and Class Time Analysis
- Customer Satisfaction

# RTS ON-BOARD SURVEY

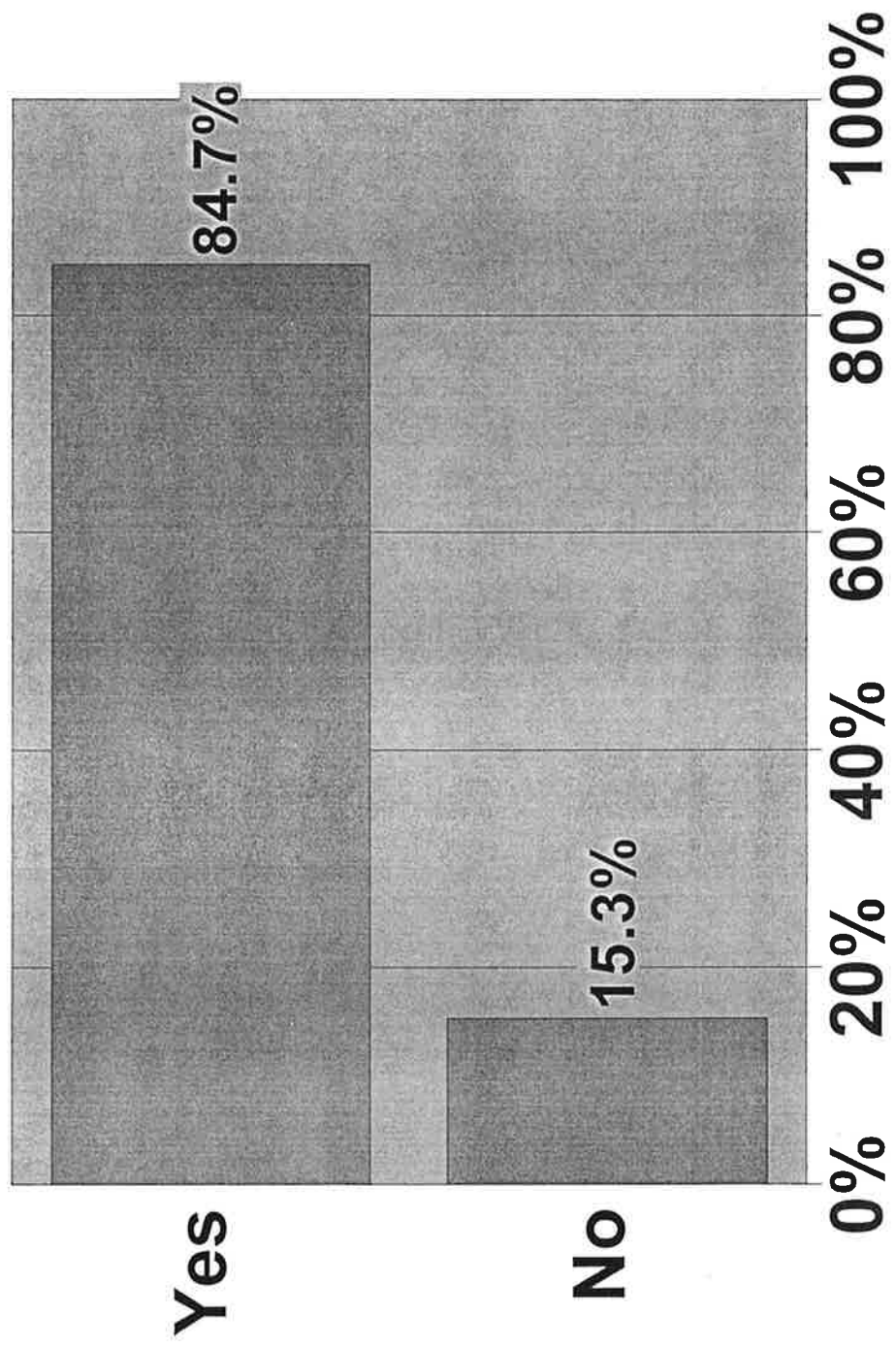
Do you need to transfer to complete your trip?





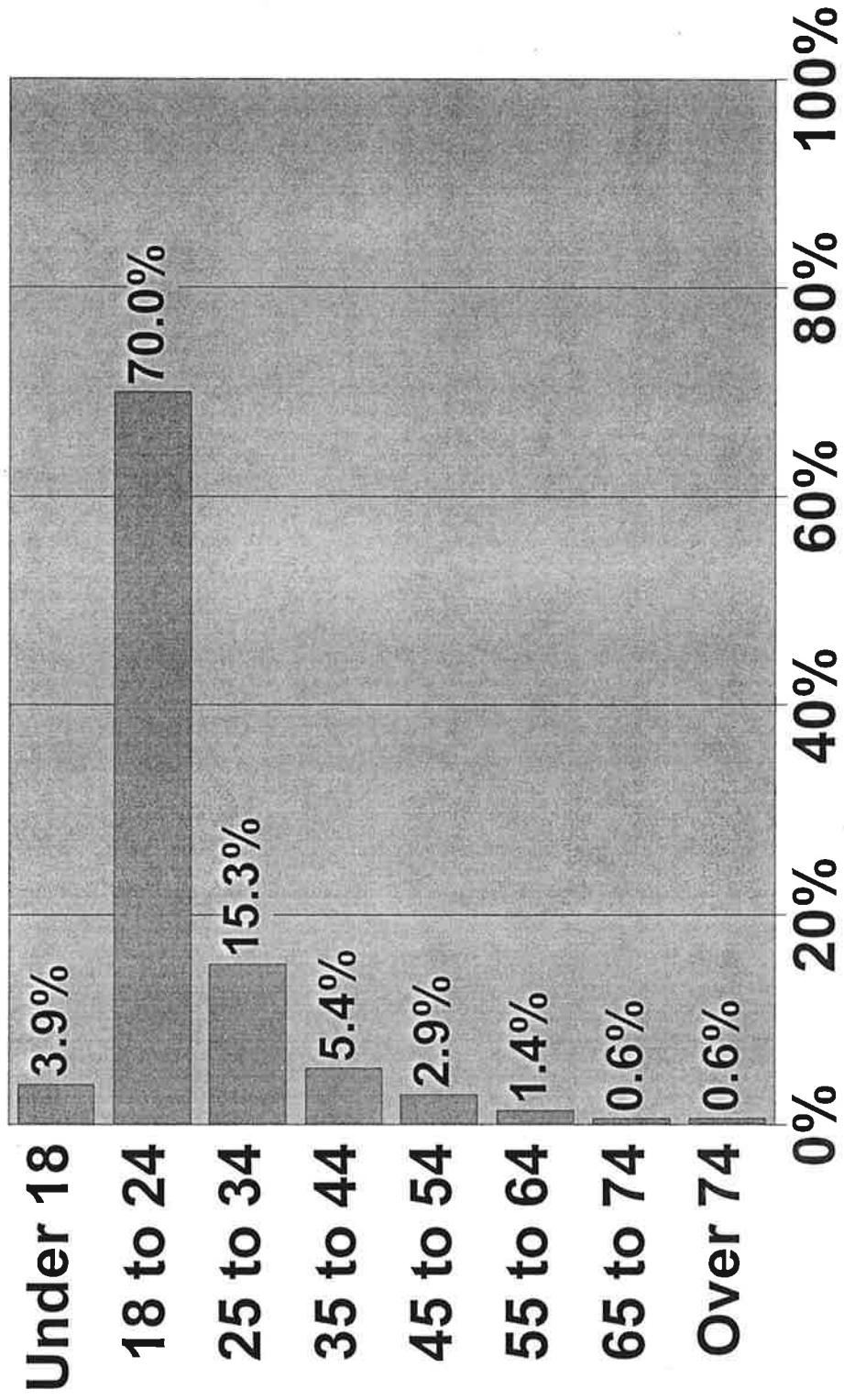
# RTS ON-BOARD SURVEY

Do you have a valid driver's license?



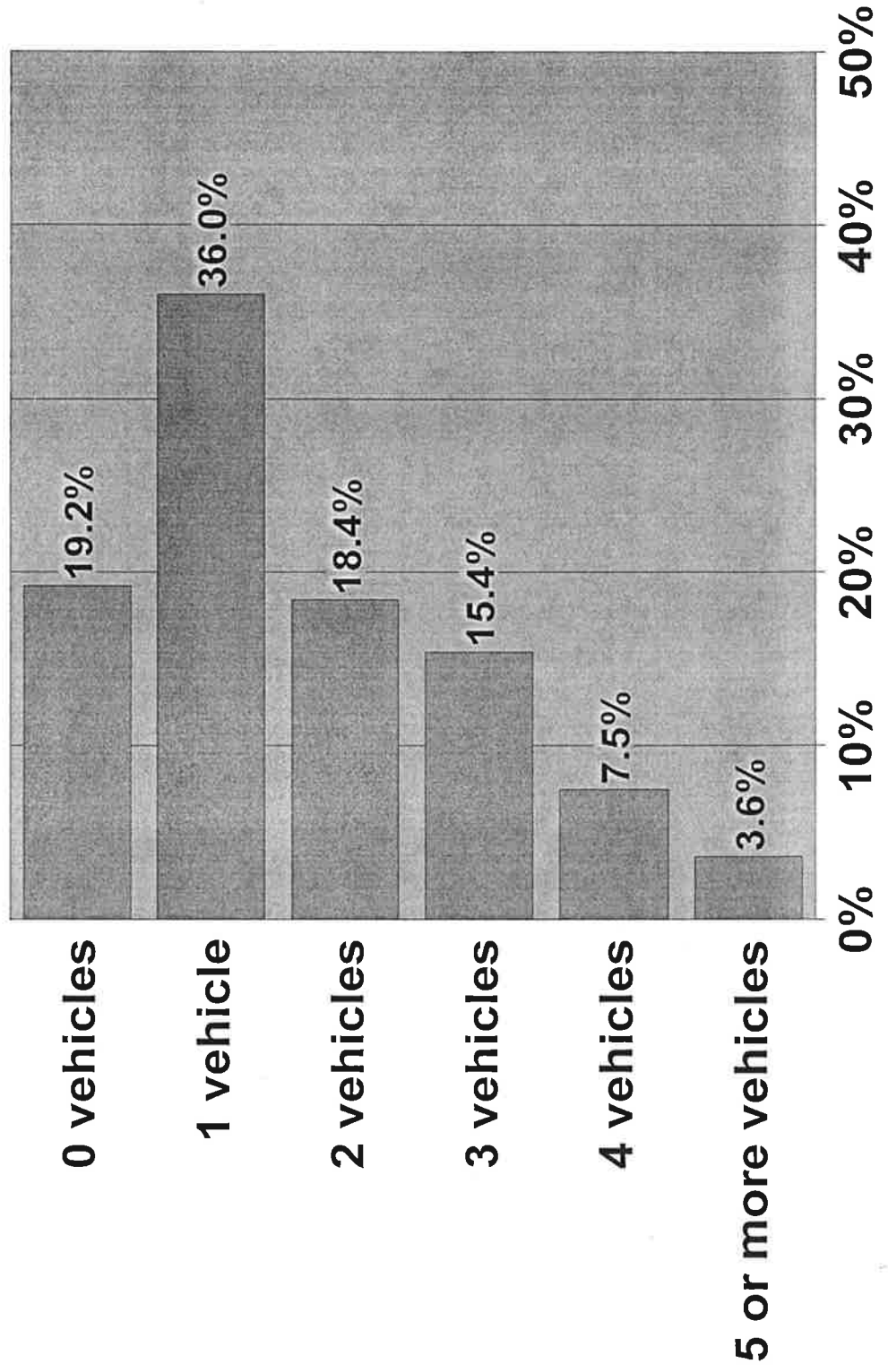
# RTS ON-BOARD SURVEY

Age



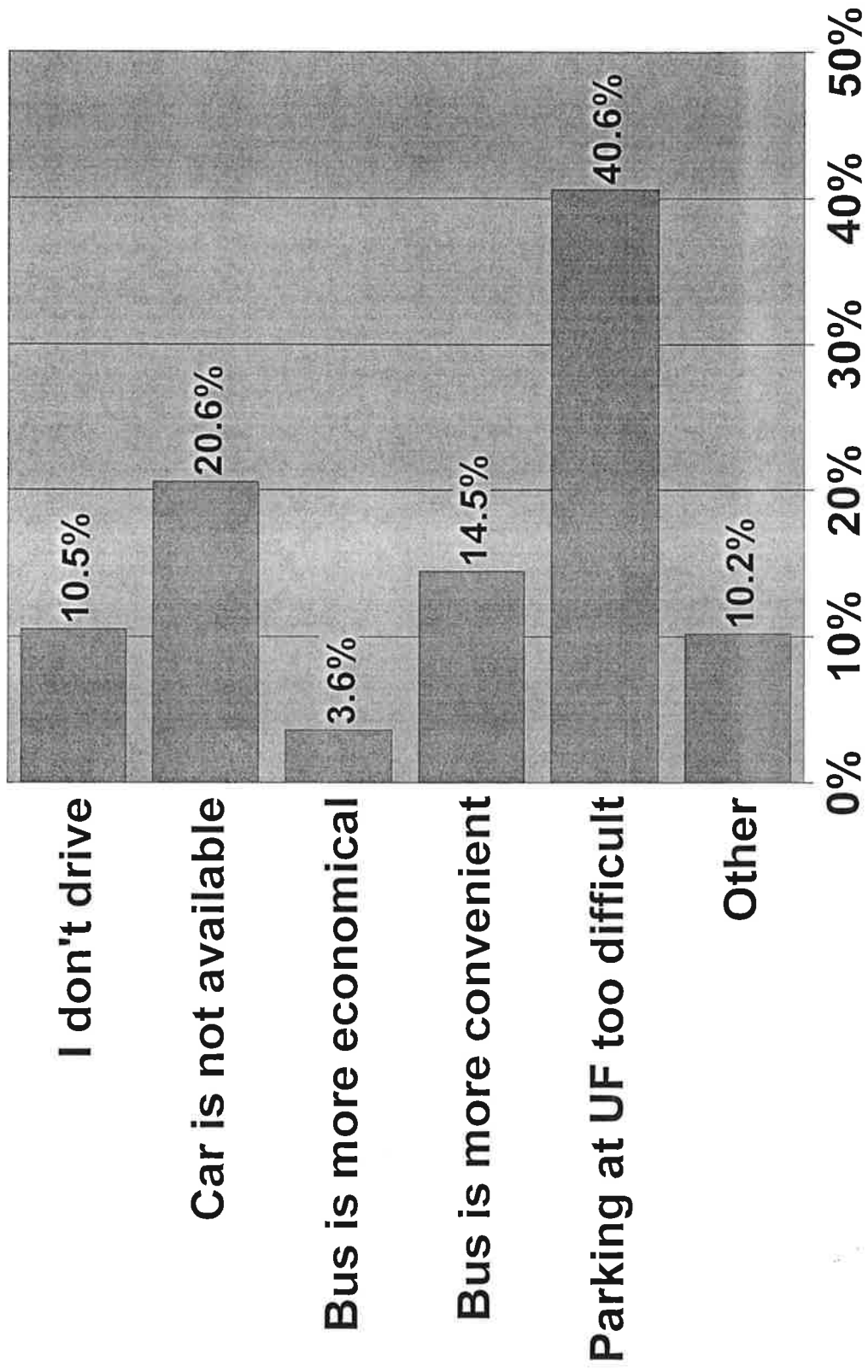
# RTS ON-BOARD SURVEY

## Household Vehicle Availability



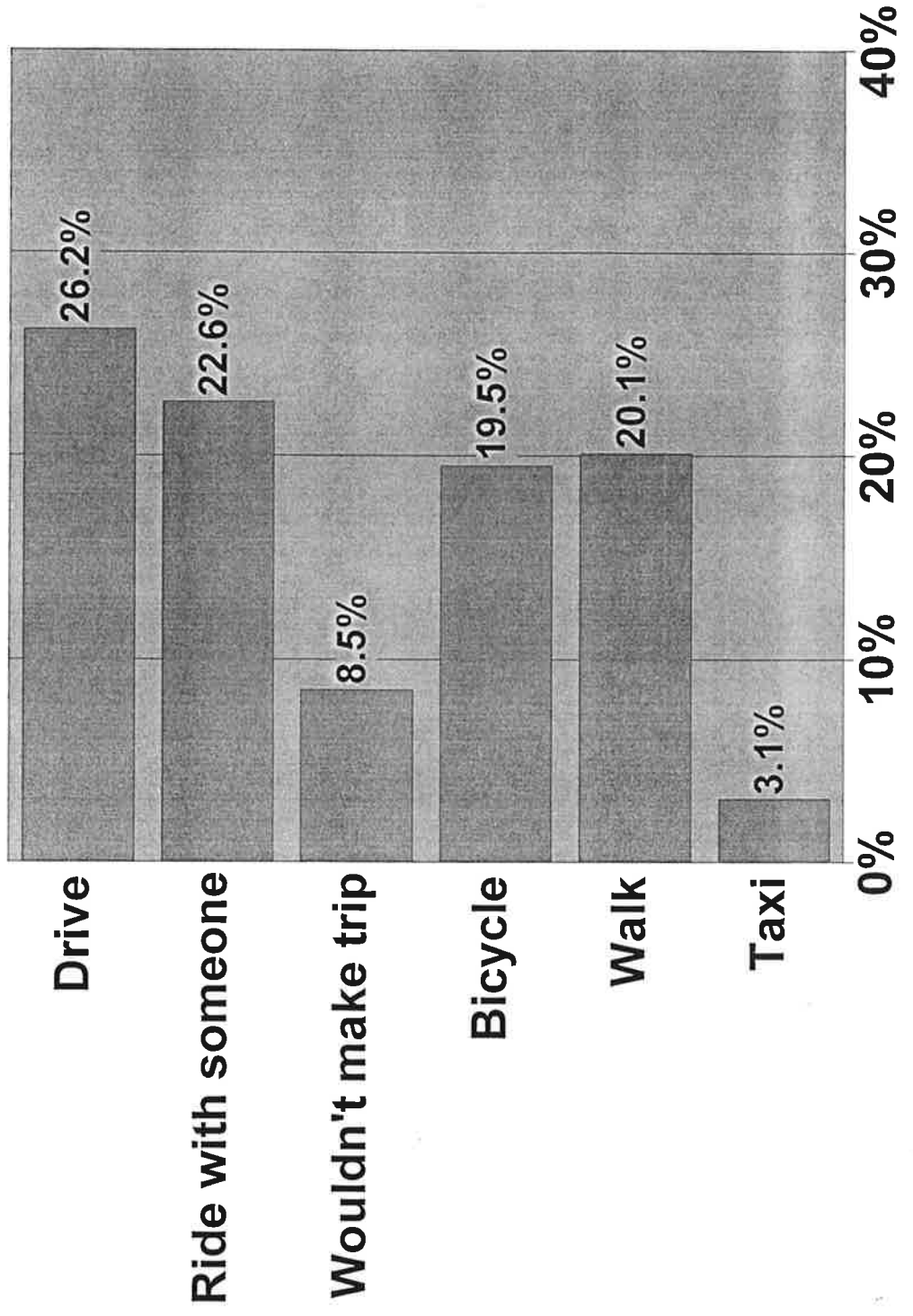
# RTS ON-BOARD SURVEY

## Most Important Reason for Riding Bus



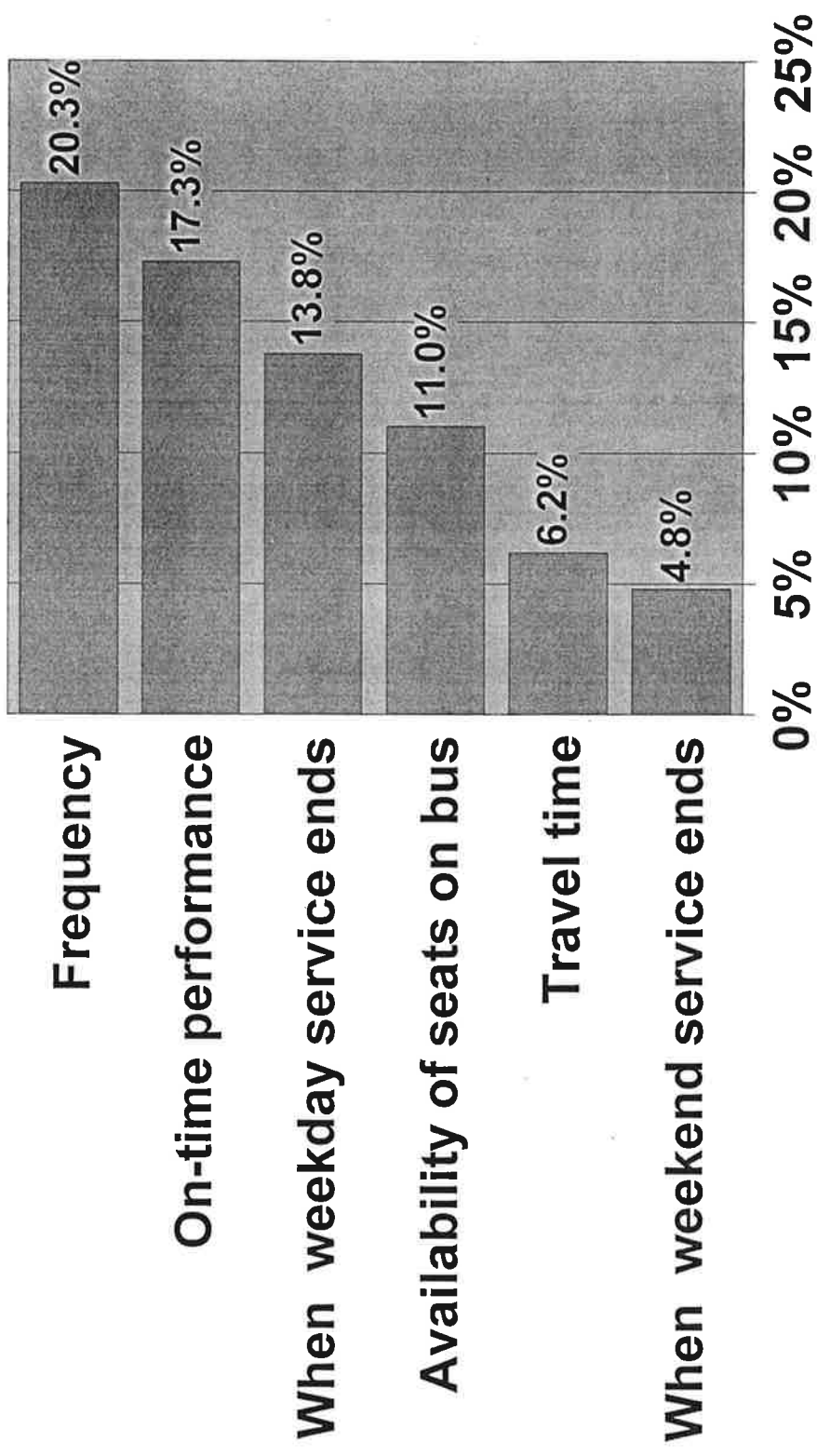
# RTS ON-BOARD SURVEY

## Alternative Transportation



# RTS ON-BOARD SURVEY

## Areas for Improvement: Customer Priorities



# RTS ON-BOARD SURVEY

## Conclusions

- ◆ UF Campus primary generator of transit
- ◆ UF Students primary market
- ◆ Seniors, persons with disabilities, working adults under-represented
- ◆ RTS network well designed for origin/destination travel

# RTS ON-BOARD SURVEY

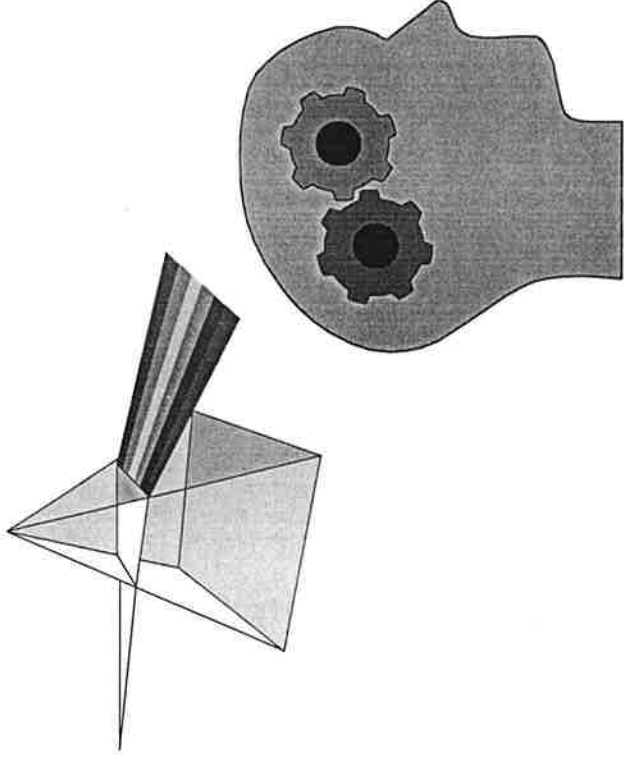
## Conclusions

- ◆ Transit is most logical mode of transportation for RTS customers
- ◆ Priorities for Improvements
  - Frequency of Service
  - On-time performance
  - Weekday span of service
- ◆ >50% Customers are Overall Satisfied



# COMMUNITY LEADER INTERVIEWS

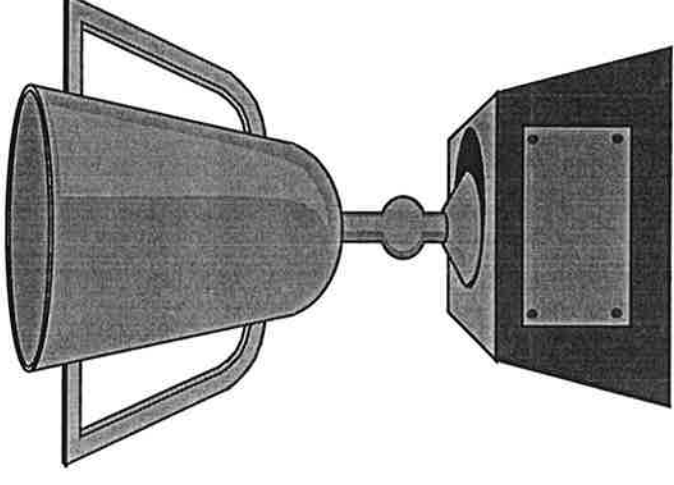
- ◆ Local Elected Officials
- ◆ UF Students
- ◆ UF Administrators
- ◆ Business Leaders
- ◆ Santa Fe Community College
- ◆ Disabled Advocates



# COMMUNITY LEADER INTERVIEWS

## Current Status of RTS

- ◆ RTS as Jewel of Gainesville
  - Convenient
  - Efficient
  - Friendly
  - Straightforward
  - Welcome
  - Reliable
  - Recognized



## GOALS AND INITIATIVES

- ◆ Fulfill Newly Adopted “Vision” Statement
- ◆ Communicate Role of Transit
- ◆ Increase Service Availability
- ◆ Enhance Presence of Transit
- ◆ Utilize Technology and Innovative Approaches
- ◆ Change Organizational Culture
- ◆

## NEEDS AND OPPORTUNITIES

- ◆ Transit in the life of community
- ◆ Existing and New Markets
  - Existing Customer Bases
  - Commuters
- ◆ The Product Approach
  - Fixed Route Local
  - Express
  - Vanpool and Carpool Matching
- ◆ Marketing and Communications
- ◆

# FIVE-YEAR TRANSPORTATION SERVICE PLAN

- ◆ Frequency Improvements
- ◆ Gradual Weekday Span Improvements
- ◆ Saturday/Holiday Span Improvements
- ◆ New Express Service
- ◆ New local service
- ◆ 42 Replacement Buses
- ◆ 15 Expansion Buses
- ◆ 84 buses - Total fleet size
- ◆

FIVE-YEAR TRANSPORTATION SERVICE  
PLAN

- ◆ Operating Expenses - \$31.4 million
- ◆ Operating Revenues - \$27.3 million
- ◆ Current Unfunded - \$4.1 million
- ◆
- ◆ Capital Expenses - \$30.8 million
- ◆ Capital Revenues - \$16.1 million
- ◆ Current Unfunded - \$14.7 million
- ◆

## CAPITAL PROJECTS (Five Year Total)

- ◆ Transit Coaches - \$15.95 Million
- ◆ Vans (Commuter Assist.) - \$525,000
- ◆ Vans (Paratransit) - \$200,000
- ◆ Marketing and Communications \$750,000
- ◆ Technology - \$1.89 Million
- ◆ Facilities and Amenities - \$5.1 Million
- ◆ Maintenance/Other Equip. - \$3.05 Million
- ◆ Commuter Assistance Program - \$300,000
- ◆