

Service Development Project Proposal

Recipient Name: Gainesville Regional Transit System (RTS)

Project Type: Route 38 (Archer/Old Archer Road to University of Florida (UF) (2nd year)

Maximum Duration: One Year

Project Location: Gainesville, FL

District: 2

Project Initiation/Completion Dates: May 2011 / March 2012

Project Objectives: This fixed-route, Route 38, provides transit service from a high density housing area on Archer Road and Old Archer Road to the University of Florida via State Road 24 (Archer Road). Currently, there is only one other route (Route 22) that provides service on Old Archer Road immediately south of Archer Road. Several other routes provide service in the general area (Routes 1, 12 and 21) but all are over capacity during peak hours while class is in session at the University of Florida. These overcrowded conditions have forced some passengers to wait at the bus stop and watch several full buses pass by before capacity is finally available. RTS and the University also desire to continue expanding service on Old Archer Road to provide more direct access to the numerous apartment complexes located on the south side of Archer Road.

Operational Responsibilities: Based on past and present system performance RTS will prepare service development standards to evaluate existing and future bus routes.

Criteria for Success: Transit industry standards dictate that a route performing over 22 passengers per hour is considered in an acceptable level of service. Route 38 productivity during the first year was 35.2 passengers/hour, exceeding expectations.

Project Budget: This project, if successful, might be funded by the University of Florida.

Cost Item	Total Project Cost	Revenues and Federal Funds	Net Project Cost	State Share
Capital Equipment	-	-	-	
Operating Costs	\$263,000	0	\$263,000	\$131,500
Total	\$263,000	0	\$263,000	\$131,500

Note: Project budget is for a one-year period.

a. Project Description: The project includes the addition of a fixed-route to a transit intensive area. This route will provide service from 7:00 a.m. to 9:00 p.m. on weekdays. Service includes two (2) buses every 22-23 minutes during Fall/Spring service and one bus every 45 minutes in Summer.

b. Measurable Goals: The major objective is to make transit more convenient along Archer Road, assist overcrowded buses and relieve traffic congestion. The ridership goal assumes that this new route will achieve similar ridership figures as other routes serving the Southwest area of Gainesville. Most of these routes carry over 25 passengers per hour.

c. Milestones: Route 38 carried over 49,406 passengers at the end of the first year of service.

d. Budget: Operation costs are based on the revenue hours necessary to provide this new service. This additional information is summarized in the following tables:

Description	Revenue Hours
Operations	\$170,950.00
Maintenance	\$65,750.00
Administration/Marketing	\$26,300.00
Sub-Total	\$263,000.00

Route	Revenue Miles	Revenue Hours	Operation Costs	Estimated Ridership
38 (50%)	17,018	2,203	\$131,500	
Total	34,036	4,405	\$263,000	155,000