

US 278 Corridor Independent Review

Hilton Head Island Town Council
October 17, 2023



US 278 Corridor
Independent Review

Agenda

- About CBB
- Study Purpose
- Major Findings
- Travel Demand Management Strategies
- Question and Answer



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EXPERT | TRUSTED ADVISOR | FRIEND

SERVICES

Transportation Safety

Transportation Studies & Planning

Transportation Design (Signals, Lighting & ITS)

Traffic Signal & Transportation Systems Operations

Transportation Modeling

Complete Streets

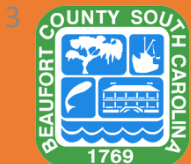
Neighborhood Placemaking & Planning

Data Collection

Grant Writing

Transportation Expertise

- 24 Transportation Professionals
- 15 Licensed Professional Engineers (PE)
- 12 Professional Traffic Operations Engineers
- 2 Professional Transportation Planners
- 2 Road Safety Professionals
- 1 American Institute of Certified Planners



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CBB PROJECT TEAM



Shawn Leight,
PE, PTOE, PTP



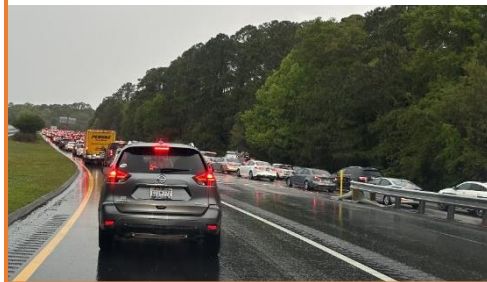
Nirav Patel
PE, PTOE



Mike Albin,
AICP



Joanne Martin,
PE, PTOE



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SCDOT PROJECT AREA



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Study Questions

1. Is widening US 278 to six lanes in the SCDOT project area necessary?
2. What are the downstream traffic impacts of the SCDOT project?
3. Are SCDOT's future year forecasts reasonable?
4. Can other strategies address congestion without widening US 278 to six lanes in the SCDOT project area (e.g., public transportation systems, adaptive traffic signals, and/or Intelligent Transportation Systems)
5. How will the SCDOT project impact non-motorized users?



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Study Methods

- **Reviewed**
 - Previous Studies, US Census Journey to Work, Chamber of Commerce visitor data, Historical SCDOT traffic count data.
- **Field studies**
 - Traffic counts, Travel patterns, Traffic queues, Travel time runs.
- **VISSIM traffic model**
- **Evaluated**
 - Road network, Bicycle/ pedestrian infrastructure, Transit systems, Adaptive traffic signals, Intelligent Transportation Systems (ITS)



Expanded traffic analysis to include Business US 278 to Indigo Run and the Cross Island Parkway to the Sea Pines Circle



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VISSIM

- Microsimulation model
- Stochastic – introduces randomness
- Multi-time period – 3 hour runs

Analysis Scenarios

- 2023 No-Build (Existing Geometrics);
- 2023 SCDOT Preferred Alternative;
- 2023 Build (Gumtree Road and Sea Pines Improvements);
- 2023 Build (No Widening Stoney Community)
- 2025 to 2050 growth scenarios



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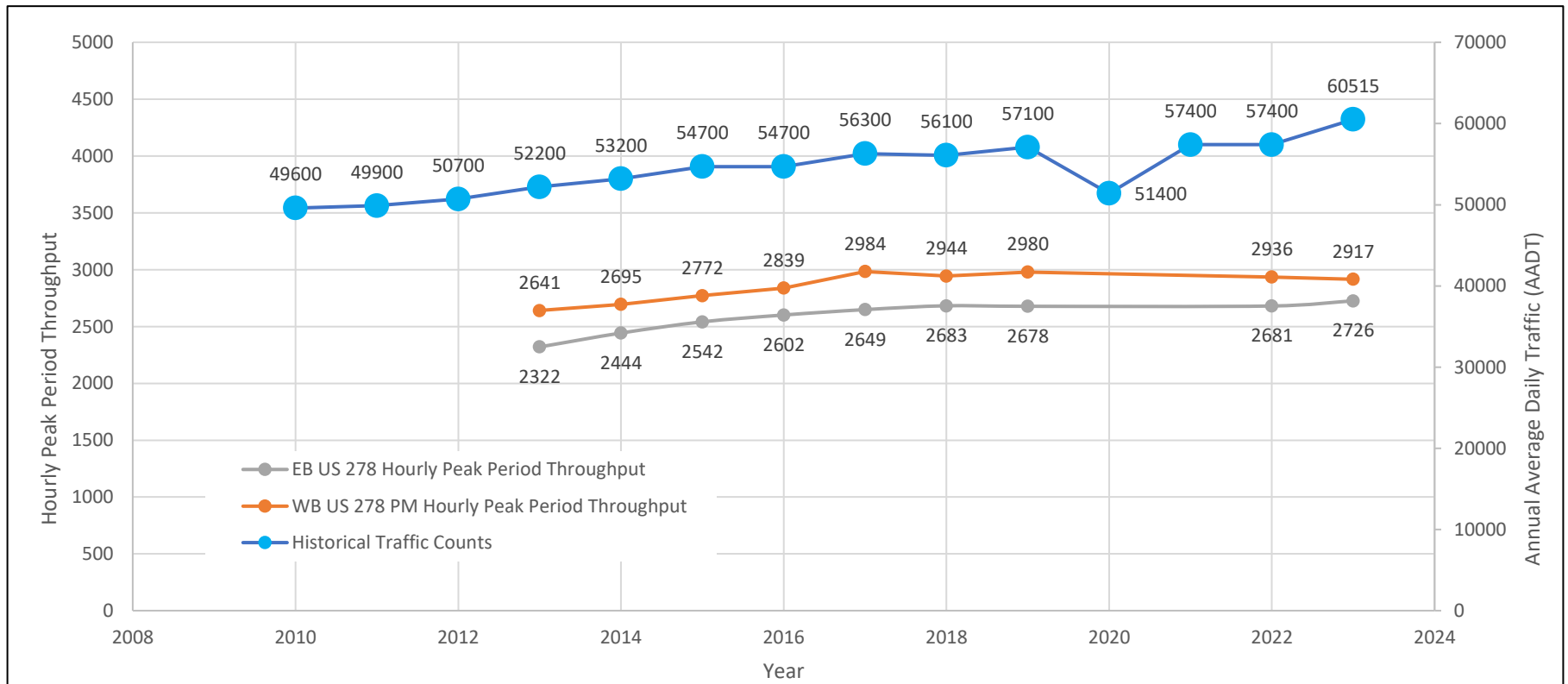
VISSIM Model



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The SCDOT Project is Needed

The widening of US 278 in the SCDOT proposed project limits to six-lanes is necessary to accommodate existing and future traffic accessing Hilton Head Island. US 278 is already operating at capacity during both the morning and evening peak periods.



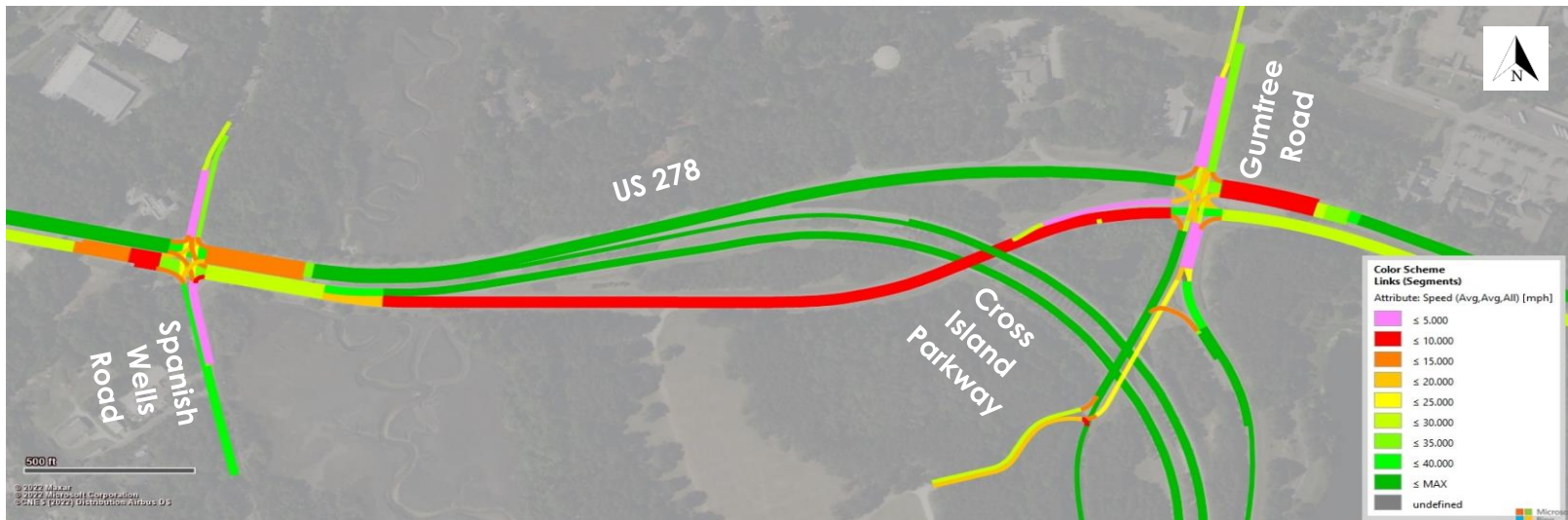
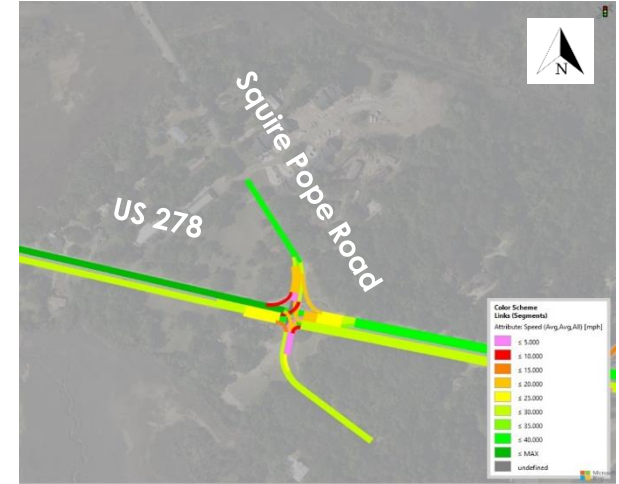
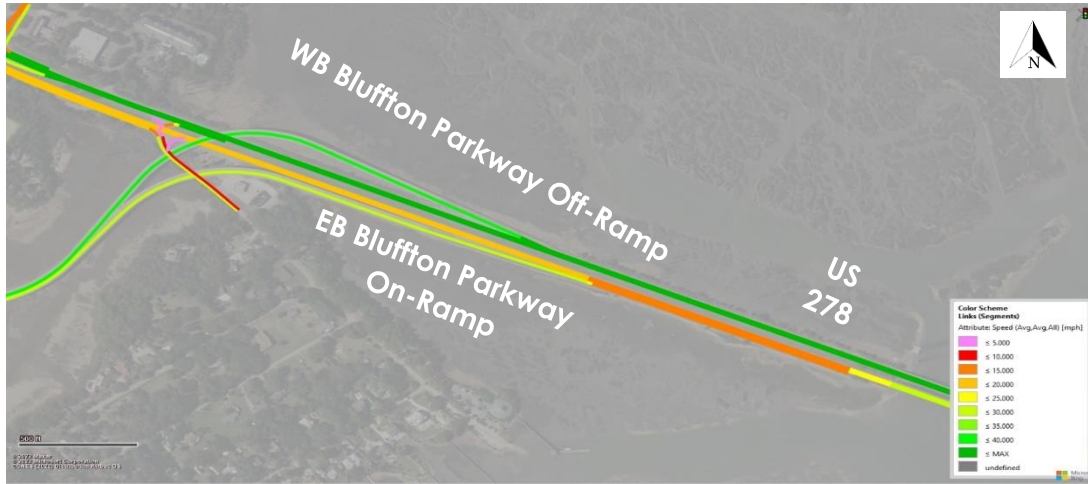
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Morning Congestion



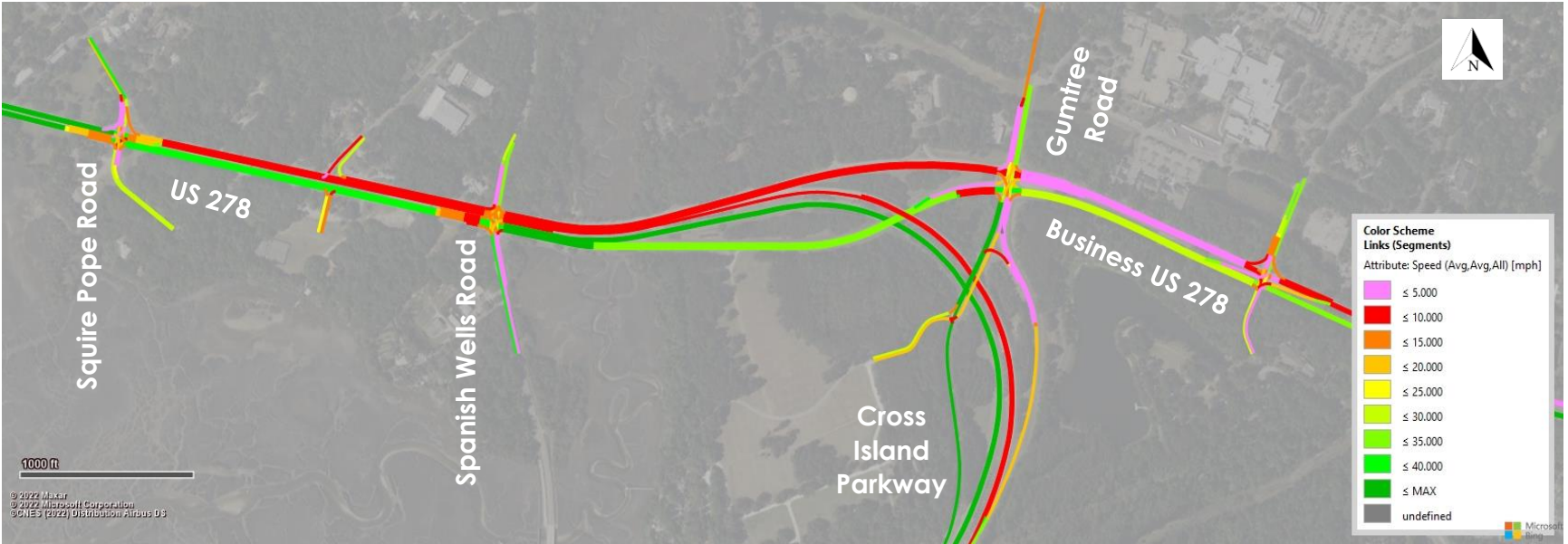
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Morning Congestion



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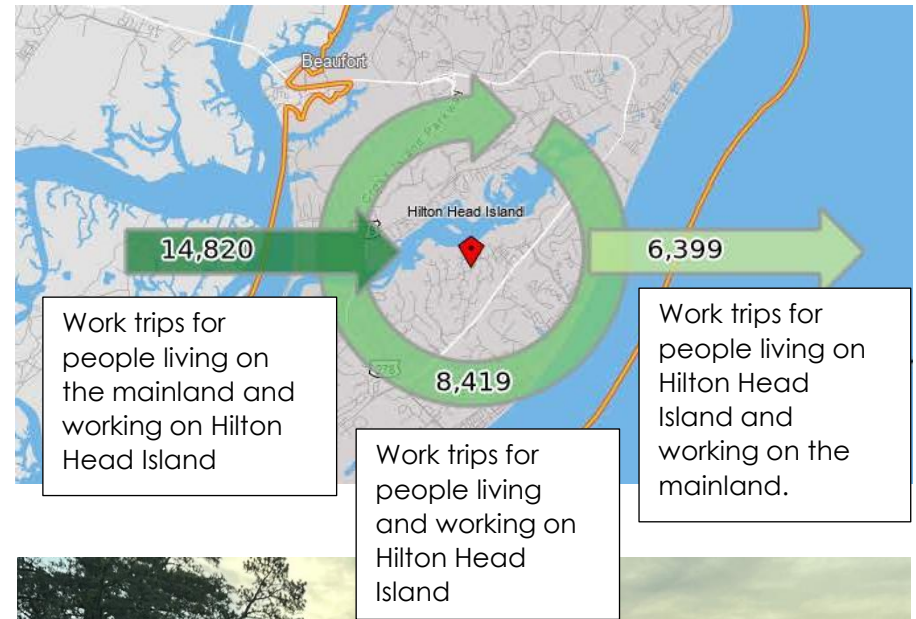
Evening Congestion



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Who is impacted?

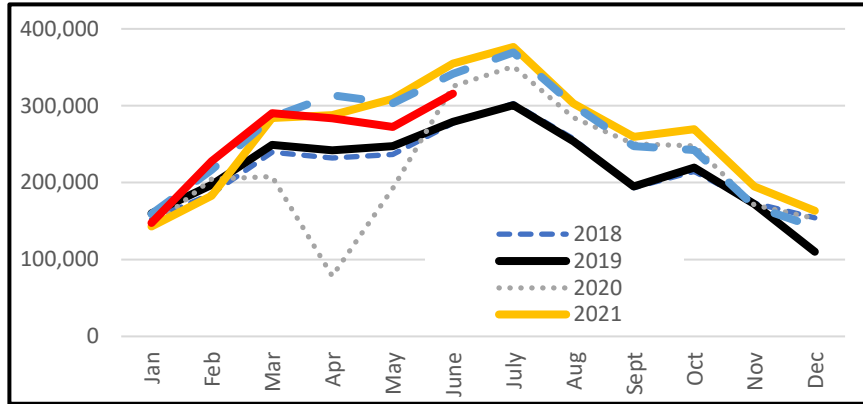
- 64% of Hilton Head Island workers commute from the mainland.
- 50% of the jobs on Hilton Head Island are related to job sectors in accommodation, food service, retail trade, construction, and health care
- **The morning congestion largely impacts Hilton Head Island workers**
- The evening congestion impacts Hilton Head Island workers and visitors as well.



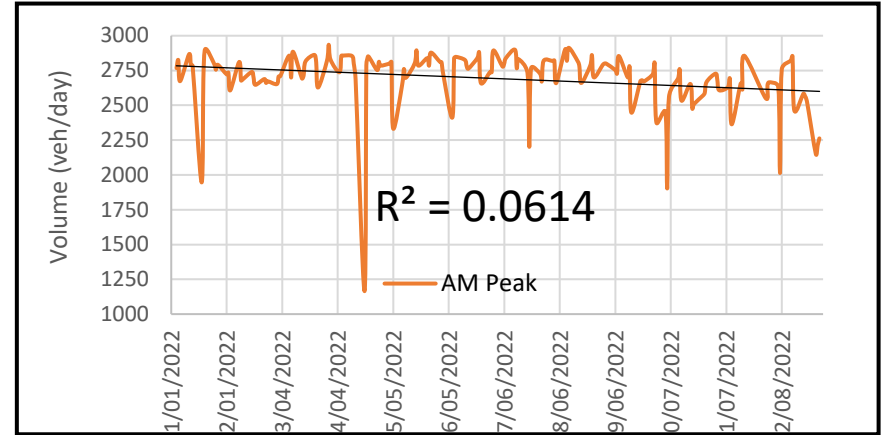
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Traffic Variability

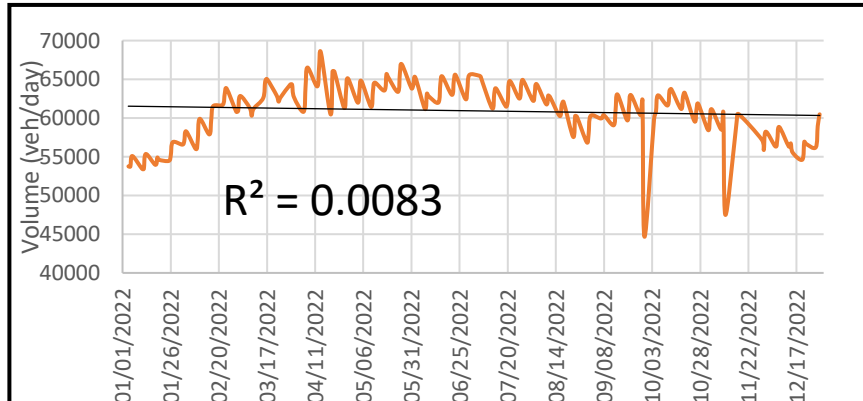
Visitors by Month



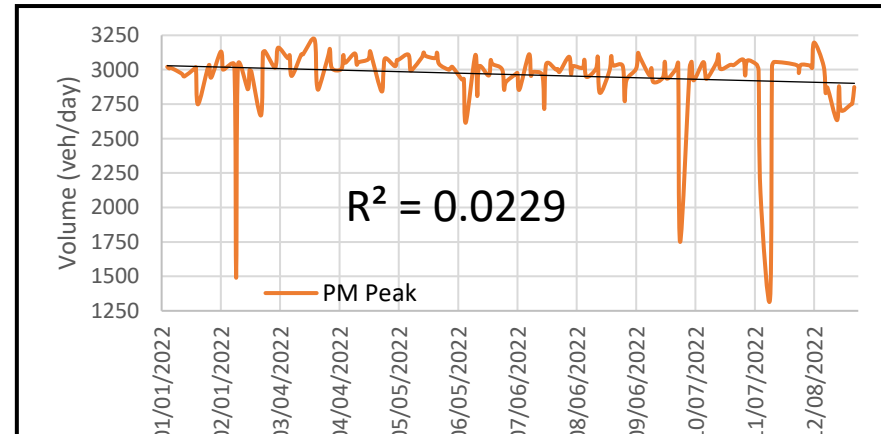
AM Peak Traffic (2022)



Daily Traffic (2022)



PM Peak Traffic (2022)



- 20,000,000 annual bridge crossings.
- 3,000,000 annual visitors, or 10-20% of bridge trips.

SUPPORTING PROJECTS



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Gumtree Road: Supporting Project



**Gumtree Road:
The intersection
of Gumtree
Road/Business
US 278 should be
restriped with 3
eastbound
through lanes as
a local project in
conjunction with
the proposed US
278 widening**

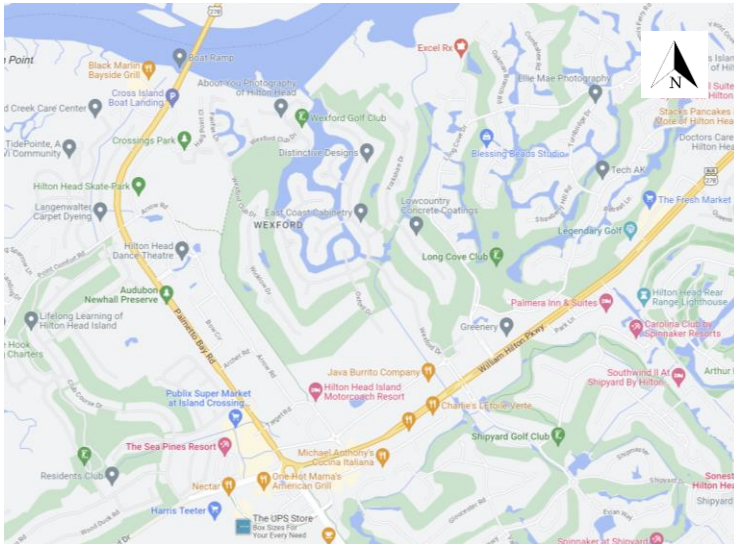
**Convert EB Right-Turn Lane to
an Through/Right-Turn Lane**



Sea Pines Circle: Supporting Project

- Sea Pine Circle is a gateway to slow down traffic
- Congestion decreases the attractiveness of Cross Island Parkway
- A traffic signal was utilized for VISSIM models to get traffic through the network

While the Sea Pines Circle operates at capacity and with significant congestion, the intersection also serves as a gateway, slowing and calming traffic accessing these areas. The local community should consider options to improve the capacity of the Sea Pines Circle intersection while, if possible, maintaining it as a gateway to slow traffic transitioning from the Cross Island Parkway to the local roadway network.



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Benefits of the SCDOT Project (+)

VISSIM modeling confirms that the proposed SCDOT US 278 Corridor Improvements will increase roadway capacity, reducing congestion and improving travel time reliability during the morning and evening traffic peak periods

| Direction | AM (Minutes) | | | PM (Minutes) | | |
|-----------------|---------------|-----------------|--------------|---------------|-----------------|--------------|
| | 2023 No-Build | 2023 Build Base | 2023 Build + | 2023 No-Build | 2023 Build Base | 2023 Build + |
| EB US 278 | 19.6 | 19.9 | 9.9 | 9.7 | 9.4 | 9.4 |
| WB US 278 | 8.6 | 8.8 | 8.7 | 29 | 9.8 | 9.9 |
| NB Cross Island | 6.7 | 6.7 | 6.4 | 17 | 6.9 | 6.7 |
| SB Cross Island | 8.9 | 10.2 | 7.4 | 7.5 | 7.7 | 7.4 |



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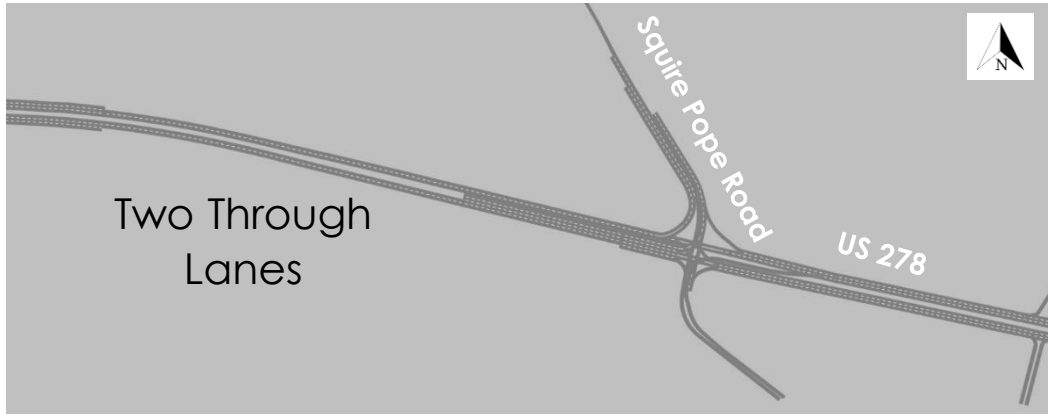
Scenario with No Widening through the Stoney Community

| Direction | AM (Minutes) | | PM (Minutes) | |
|-------------------------|---------------|---|---------------|---|
| | 2023 No-Build | 2023 No Widening Through Stoney Community | 2023 No-Build | 2023 No Widening Through Stoney Community |
| EB US 278 | 19.6 | 24.4 | 9.7 | 9.5 |
| WB US 278 | 8.6 | 8.8 | 29.0 | 30.6 |
| NB Cross Island Parkway | 6.7 | 6.5 | 17.0 | 32.2 |
| SB Cross Island Parkway | 8.9 | 7.3 | 7.5 | 7.4 |

Current Parcel Map Showing Long Lot Parcels the Stoney Community

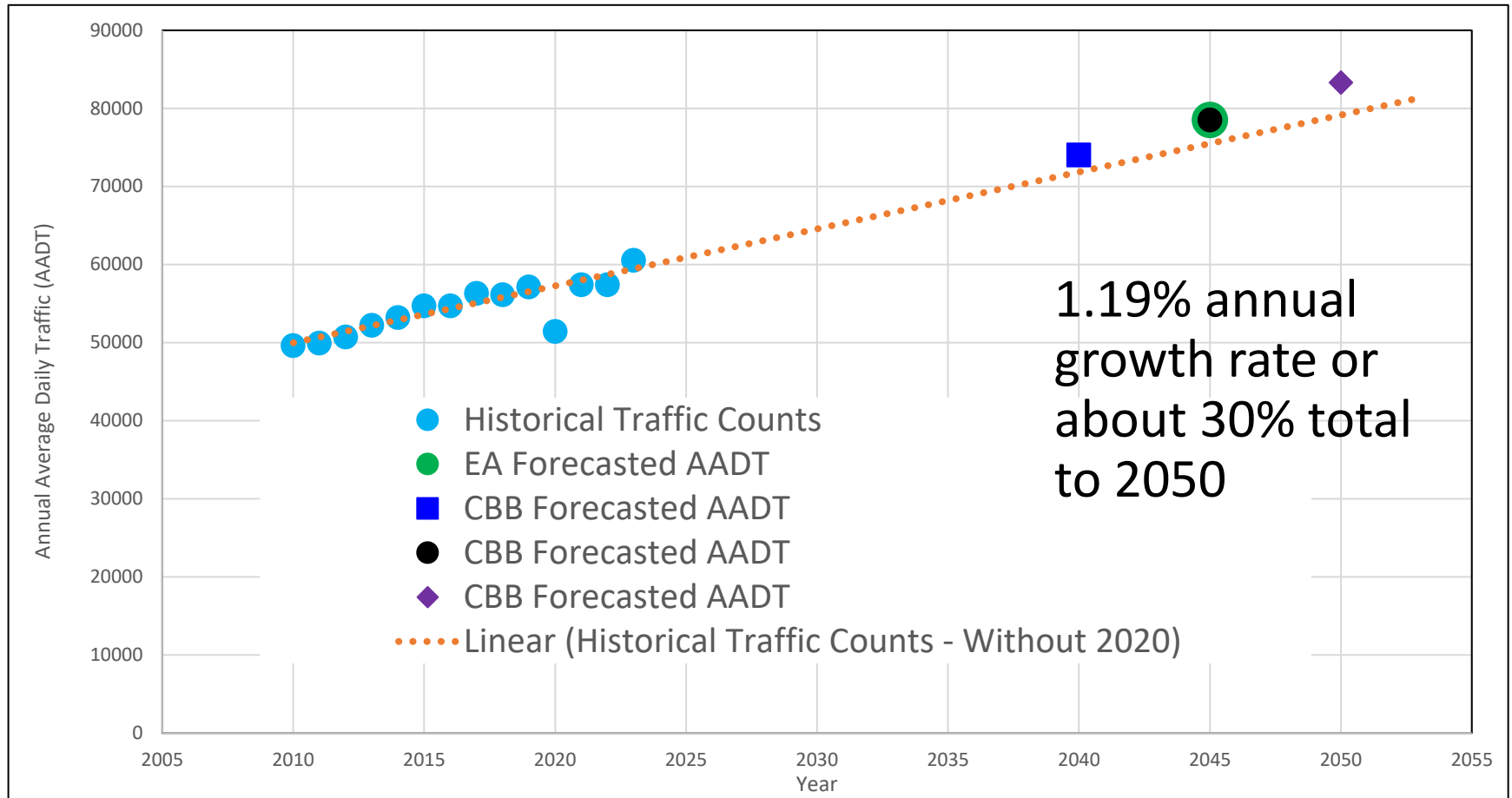


(Source: Beaufort County, 2020; Bing Maps Imagery 2018)



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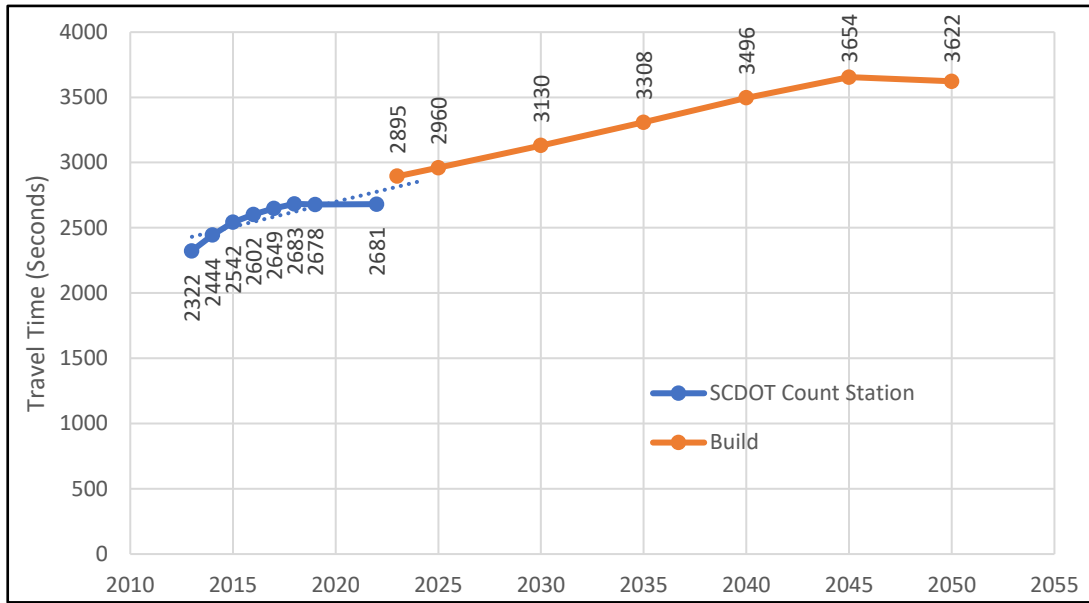
Future Traffic Growth



CBB agrees that SCDOT's future year forecasts are reasonable and consistent with historical growth trends and ongoing local development.



Future AM Peak Traffic



The proposed SCDOT improvements will have a long-term benefit for the Hilton Head Island community by increasing the traffic capacity of US 278 and improving traffic operations

| Section | 2023 AM Build | | | | | | | | | | | |
|---|---------------|------|------|------|------|------|------|------|------|------|------|------|
| | 6:30 | 6:45 | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 |
| EB US 278 Start to Moss Creek Drive | 35 | 29 | 13 | 7 | 8 | 25 | 33 | 34 | 35 | 36 | 35 | 35 |
| Moss Creek Drive to Salt Marsh Drive | 44 | 28 | 8 | 8 | 8 | 12 | 19 | 34 | 41 | 43 | 43 | 43 |
| Salt Marsh Drive to Fording Island Road Extension | 43 | 26 | 8 | 9 | 10 | 11 | 17 | 24 | 30 | 35 | 45 | 45 |
| Fording Island Road Extension to Bluffton Parkway Interchange | 49 | 25 | 11 | 13 | 13 | 12 | 13 | 26 | 48 | 52 | 52 | 52 |
| Bluffton Parkway Interchange to Pinckney Wildlife Refuge | 49 | 39 | 23 | 29 | 29 | 25 | 25 | 31 | 46 | 52 | 52 | 52 |
| Pinckney Wildlife Refuge to Blue Heron Point Road | 50 | 35 | 23 | 28 | 27 | 25 | 25 | 27 | 42 | 51 | 51 | 51 |
| Blue Heron Point Road to Crosstree Drive | 44 | 29 | 14 | 17 | 17 | 24 | 24 | 27 | 39 | 45 | 45 | 47 |
| Crosstree Drive to Jenkins Road | 47 | 27 | 25 | 27 | 27 | 24 | 24 | 27 | 38 | 47 | 47 | 47 |
| Jenkins Road to Squire Pope Road | 37 | 23 | 25 | 26 | 25 | 24 | 24 | 27 | 32 | 42 | 43 | 43 |
| Squire Pope Road to Spanish Wells Road | 35 | 29 | 32 | 32 | 26 | 25 | 23 | 21 | 24 | 31 | 31 | 34 |
| Spanish Wells Road to Gumtree Road | 26 | 16 | 11 | 11 | 10 | 7 | 6 | 6 | 10 | 25 | 25 | 29 |
| Gumtree Road to Jarvis Park Road | 36 | 33 | 36 | 37 | 27 | 23 | 26 | 27 | 39 | 45 | 45 | 46 |
| Jarvis Park Road to Museum Street | 32 | 25 | 31 | 31 | 28 | 21 | 25 | 24 | 25 | 22 | 28 | 28 |
| Museum Street to Indigo Run Drive | 34 | 33 | 34 | 34 | 29 | 27 | 30 | 31 | 32 | 31 | 31 | 34 |
| Indigo Run Drive to EB US 278 End | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 |

| Section | 2025 AM Build | | | | | | | | | | | |
|---|---------------|------|------|------|------|------|------|------|------|------|------|------|
| | 6:30 | 6:45 | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 |
| EB US 278 Start to Moss Creek Drive | 35 | 31 | 14 | 36 | 34 | 35 | 35 | 35 | 36 | 36 | 35 | 37 |
| Moss Creek Drive to Salt Marsh Drive | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 |
| Salt Marsh Drive to Fording Island Road Extension | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 46 | 46 | 45 | 46 |
| Fording Island Road Extension to Bluffton Parkway Interchange | 52 | 51 | 52 | 52 | 53 | 53 | 52 | 52 | 53 | 53 | 53 | 53 |
| Bluffton Parkway Interchange to Pinckney Wildlife Refuge | 52 | 51 | 52 | 52 | 53 | 53 | 53 | 53 | 53 | 53 | 53 | 53 |
| Pinckney Wildlife Refuge to Crosstree Drive | 45 | 45 | 43 | 43 | 49 | 48 | 48 | 48 | 49 | 49 | 49 | 50 |
| Crosstree Drive to Squire Pope Road | 42 | 32 | 15 | 40 | 41 | 42 | 42 | 43 | 43 | 43 | 43 | 44 |
| Squire Pope Road to Spanish Wells Road | 31 | 21 | 19 | 19 | 21 | 28 | 27 | 30 | 31 | 30 | 33 | 32 |
| Spanish Wells Road to Gumtree Road | 30 | 29 | 27 | 29 | 27 | 27 | 29 | 29 | 27 | 28 | 28 | 29 |
| Gumtree Road to Jarvis Park Road | 33 | 19 | 22 | 28 | 16 | 18 | 20 | 24 | 23 | 23 | 27 | 27 |
| Jarvis Park Road to Museum Street | 30 | 21 | 24 | 29 | 21 | 20 | 21 | 25 | 25 | 23 | 28 | 30 |
| Museum Street to Indigo Run Drive | 36 | 31 | 32 | 34 | 27 | 30 | 31 | 32 | 31 | 31 | 31 | 34 |
| Indigo Run Drive to EB US 278 End | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 |

| Section | 2030 AM Build | | | | | | | | | | | |
|---|---------------|------|------|------|------|------|------|------|------|------|------|------|
| | 6:30 | 6:45 | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 |
| EB US 278 Start to Moss Creek Drive | 35 | 29 | 33 | 36 | 34 | 34 | 34 | 34 | 36 | 36 | 36 | 36 |
| Moss Creek Drive to Salt Marsh Drive | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 |
| Salt Marsh Drive to Fording Island Road Extension | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 46 | 46 | 45 | 46 |
| Fording Island Road Extension to Bluffton Parkway Interchange | 52 | 51 | 52 | 52 | 52 | 52 | 52 | 52 | 53 | 53 | 53 | 53 |
| Bluffton Parkway Interchange to Pinckney Wildlife Refuge | 52 | 51 | 52 | 52 | 52 | 52 | 52 | 52 | 53 | 53 | 53 | 53 |
| Pinckney Wildlife Refuge to Crosstree Drive | 48 | 42 | 29 | 33 | 46 | 47 | 47 | 48 | 49 | 48 | 49 | 49 |
| Crosstree Drive to Squire Pope Road | 46 | 29 | 14 | 14 | 16 | 29 | 39 | 42 | 43 | 43 | 43 | 43 |
| Squire Pope Road to Spanish Wells Road | 28 | 21 | 18 | 18 | 15 | 18 | 23 | 29 | 30 | 29 | 32 | 30 |
| Spanish Wells Road to Gumtree Road | 25 | 17 | 26 | 30 | 28 | 23 | 18 | 25 | 26 | 29 | 28 | 29 |
| Gumtree Road to Jarvis Park Road | 31 | 17 | 20 | 27 | 16 | 11 | 12 | 17 | 21 | 22 | 22 | 28 |
| Jarvis Park Road to Museum Street | 29 | 22 | 24 | 29 | 20 | 19 | 20 | 23 | 25 | 26 | 24 | 26 |
| Museum Street to Indigo Run Drive | 34 | 32 | 30 | 33 | 29 | 27 | 27 | 29 | 33 | 33 | 33 | 33 |
| Indigo Run Drive to EB US 278 End | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 |

| Section | 2035 AM Build | | | | | | | | | | | |
|---|---------------|------|------|------|------|------|------|------|------|------|------|------|
| | 6:30 | 6:45 | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 |
| EB US 278 Start to Moss Creek Drive | 35 | 29 | 31 | 35 | 33 | 34 | 33 | 34 | 35 | 35 | 35 | 35 |
| Moss Creek Drive to Salt Marsh Drive | 44 | 43 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 |
| Salt Marsh Drive to Fording Island Road Extension | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 46 |
| Fording Island Road Extension to Bluffton Parkway Interchange | 52 | 51 | 51 | 52 | 52 | 52 | 52 | 52 | 53 | 53 | 53 | 53 |
| Bluffton Parkway Interchange to Pinckney Wildlife Refuge | 52 | 51 | 51 | 51 | 51 | 52 | 52 | 52 | 53 | 53 | 53 | 53 |
| Pinckney Wildlife Refuge to Crosstree Drive | 47 | 39 | 15 | 15 | 16 | 30 | 38 | 47 | 49 | 48 | 48 | 49 |
| Crosstree Drive to Squire Pope Road | 45 | 26 | 14 | 13 | 13 | 13 | 14 | 26 | 42 | 42 | 43 | 43 |
| Squire Pope Road to Spanish Wells Road | 28 | 19 | 17 | 18 | 15 | 15 | 15 | 17 | 25 | 30 | 30 | 30 |
| Spanish Wells Road to Gumtree Road | 28 | 25 | 23 | 29 | 25 | 16 | 10 | 8 | 9 | 21 | 27 | 28 |
| Gumtree Road to Jarvis Park Road | 33 | 14 | 18 | 24 | 16 | 11 | 11 | 17 | 21 | 21 | 22 | 26 |
| Jarvis Park Road to Museum Street | 28 | 21 | 24 | 26 | 16 | 18 | 18 | 20 | 22 | 22 | 25 | 24 |
| Museum Street to Indigo Run Drive | 36 | 30 | 30 | 33 | 29 | 27 | 28 | 28 | 29 | 29 | 30 | 31 |
| Indigo Run Drive to EB US 278 End | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 |

| Section | 2040 AM Build | | | | | | | | | | | |
|---|---------------|------|------|------|------|------|------|------|------|------|------|------|
| | 6:30 | 6:45 | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 |
| EB US 278 Start to Moss Creek Drive | 35 | 26 | 29 | 34 | 33 | 33 | 33 | 34 | 34 | 34 | 35 | 34 |
| Moss Creek Drive to Salt Marsh Drive | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 |
| Salt Marsh Drive to Fording Island Road Extension | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 46 |
| Fording Island Road Extension to Bluffton Parkway Interchange | 52 | 51 | 51 | 46 | 44 | 52 | 52 | 52 | 52 | 52 | 53 | 53 |
| Bluffton Parkway Interchange to Pinckney Wildlife Refuge | 52 | 50 | 34 | 14 | 14 | 22 | 22 | 40 | 52 | 52 | 53 | 53 |
| Pinckney Wildlife Refuge to Crosstree Drive | 47 | 37 | 14 | 12 | 12 | 11 | 11 | 13 | 22 | 40 | 47 | 49 |
| Crosstree Drive to Squire Pope Road | 44 | 27 | 13 | 13 | 12 | 23 | 33 | 33 | 33 | 33 | 33 | 33 |
| Squire Pope Road to Spanish Wells Road | 25 | 17 | 16 | 18 | 15 | 14 | 14 | 15 | 17 | 19 | 19 | 19 |
| Spanish Wells Road to Gumtree Road | 26 | 23 | 19 | 28 | 23 | 13 | 8 | 7 | 6 | 8 | 8 | 17 |
| Gumtree Road to Jarvis Park Road | 30 | 14 | 17 | 24 | 15 | 10 | 9 | 10 | 11 | 11 | 12 | 17 |
| Jarvis Park Road to Museum Street | 32 | 20 | 23 | 27 | 22 | 15 | 17 | 19 | 22 | 20 | 23 | 20 |
| Museum Street to Indigo Run Drive | 33 | 31 | 26 | 31 | 26 | 25 | 26 | 26 | 28 | 28 | 30 | 30 |
| Indigo Run Drive to EB US 278 End | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 |

| Section | 2045 AM Build | | | | | | | | | | | |
|---|---------------|------|------|------|------|------|------|------|------|------|------|------|
| | 6:30 | 6:45 | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 |
| EB US 278 Start to Moss Creek Drive | 34 | 22 | 25 | 33 | 33 | 33 | 33 | 33 | 34 | 35 | 35 | 34 |
| Moss Creek Drive to Salt Marsh Drive | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 |
| Salt Marsh Drive to Fording Island Road Extension | 45 | 44 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 |
| Fording Island Road Extension to Bluffton Parkway Interchange | 52 | 50 | 42 | 19 | 24 | 25 | 25 | 29 | 34 | 42 | 47 | 52 |
| Bluffton Parkway Interchange to Pinckney Wildlife Refuge | 51 | 49 | 11 | 11 | 10 | 10 | 10 | 10 | 10 | 10 | 11 | 10 |
| Pinckney Wildlife Refuge to Crosstree Drive | 46 | 34 | 13 | 12 | 12 | 10 | 11 | 11 | 11 | 11 | 13 | 17 |
| Crosstree Drive to Squire Pope Road | 37 | 20 | 12 | 13 | 13 | 12 | 13 | 12 | 12 | 12 | 13 | 14 |
| Squire Pope Road to Spanish Wells Road | 25 | 17 | 16 | 18 | 15 | 14 | 13 | 13 | 14 | 14 | 13 | 15 |
| Spanish Wells Road to Gumtree Road | 26 | 23 | 19 | 26 | 23 | 13 | 8 | 7 | 6 | 8 | 8 | 17 |
| Gumtree Road to Jarvis Park Road | 31 | 14 | 16 | 21 | 16 | 9 | 9 | 10 | 11 | 10 | 11 | 13 |
| Jarvis Park Road to Museum Street | 29 | 19 | 24 | 25 | 20 | 17 | 17 | 18 | 21 | 17 | 21 | 22 |
| Museum Street to Indigo Run Drive | 33 | 26 | 26 | 30 | 25 | 21 | 23 | 26 | 30 | 28 | 27 | 27 |
| Indigo Run Drive to EB US 278 End | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 |

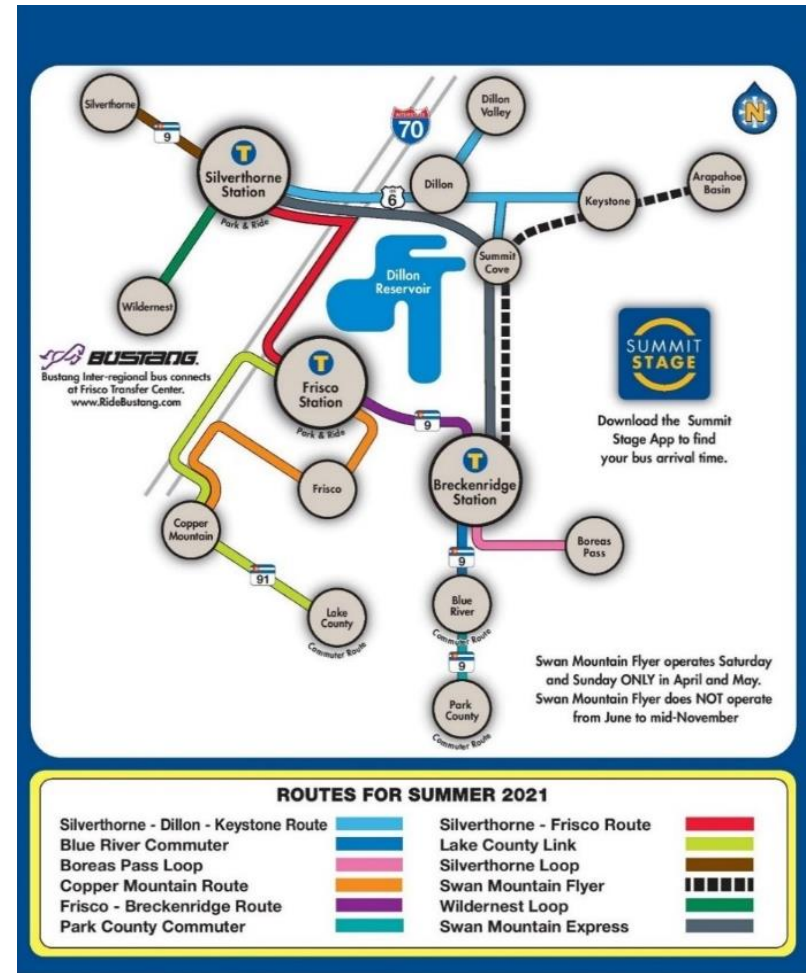
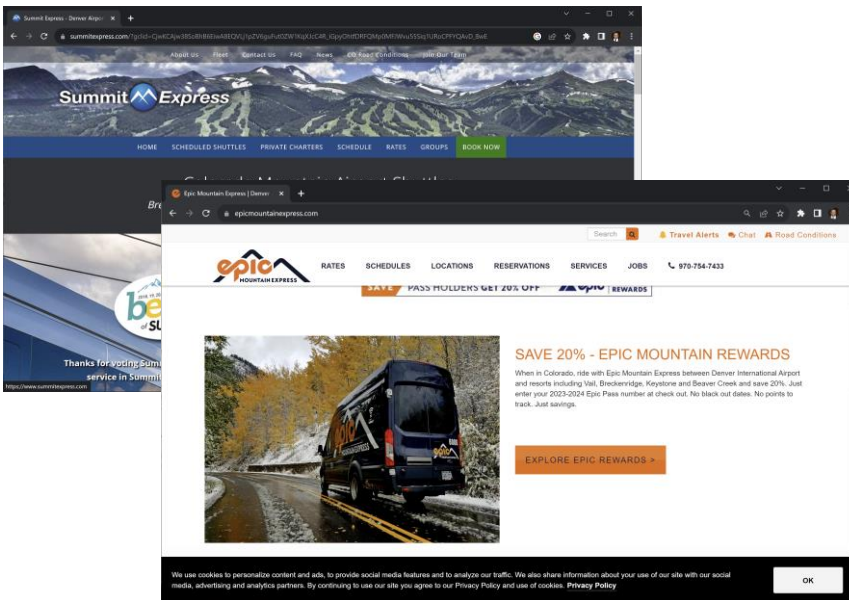
| Section | 2050 AM Build | | | | | | | | | | | |
|---|---------------|------|------|------|------|------|------|------|------|------|------|------|
| | 6:30 | 6:45 | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 |
| EB US 278 Start to Moss Creek Drive | 33 | 20 | 20 | 32 | 32 | 32 | 31 | 31 | 31 | 31 | 31 | 31 |
| Moss Creek Drive to Salt Marsh Drive | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 |
| Salt Marsh Drive to Fording Island Road Extension | 45 | 44 | 43 | 23 | 22 | 45 | 45 | 45 | 45 | 45 | 45 | 45 |
| Fording Island Road Extension to Bluffton Parkway Interchange | 53 | 50 | 24 | 10 | 12 | 21 | 20 | 25 | 26 | 31 | 31 | 42 |
| Bluffton Parkway Interchange to Pinckney Wildlife Refuge | 53 | 49 | 14 | 11 | 11 | 10 | 10 | 10 | 10 | 10 | 11 | 11 |
| Pinckney Wildlife Refuge to Crosstree Drive | 45 | 30 | 12 | 12 | 12 | 10 | 10 | 10 | 10 | 10 | 11 | 10 |
| Crosstree Drive to Squire Pope Road | 34 | 13 | 12 | 13 | 12 | 11 | 12 | 11 | 12 | 12 | 12 | 12 |
| Squire Pope Road to Spanish Wells Road | 23 | 16 | 16 | 17 | 15 | 14 | 12 | 12 | 12 | 13 | 12 | 14 |
| Spanish Wells Road to Gumtree Road | 26 | 23 | 18 | 23 | 20 | 9 | 6 | 6 | 6 | 6 | 6 | 7 |
| Gumtree Road to Jarvis Park Road | 29 | 16 | 16 | 22 | 13 | 9 | 9 | 10 | 11 | 10 | 11 | 12 |
| Jarvis Park Road to Museum Street | 31 | 20 | 24 | 26 | 18 | 17 | 17 | 20 | 20 | 20 | 20 | 20 |
| Museum Street to Indigo Run Drive | 32 | 26 | 26 | 32 | 26 | 18 | 19 | 19 | 27 | 28 | 27 | 25 |
| Indigo Run Drive to EB US 278 End | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 | 45 |



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Summit County Colorado Case Study

- Local transit circulator supported by private shuttles from Denver.
- Ridership:
 - 432,000 annual trips in 1992
 - 1.7-1.9 million annual trips today



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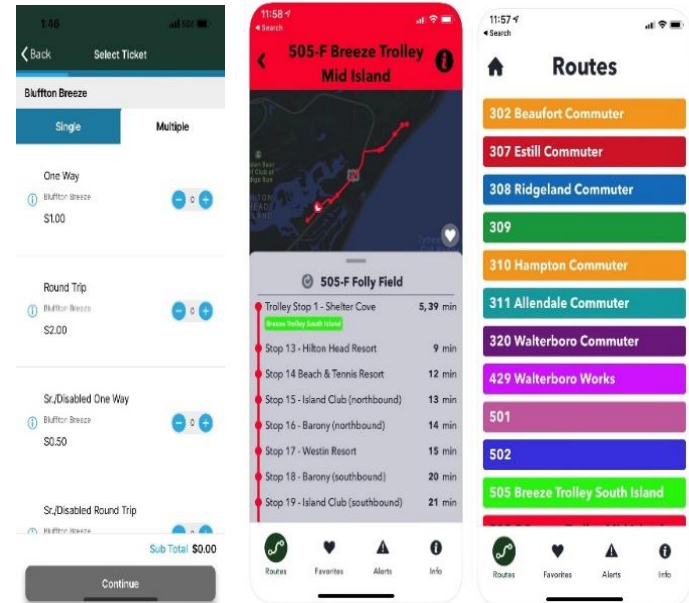
Strong Base to Build From

Challenges

- Limited funding
 - 50% FTA / 50% local funding
- Services are not coordinated
 - e.g., Palmetto Breeze and Sea Pines Trolley
- Limited service
 - Palmetto Breeze commuter, 2x/day
 - Sea Pines Trolley runs May to Dec
- Lack of park & ride lots
- Transfer hub at Maintenance Facility
- Lack of signage at some bus stops

Opportunities

- Established system
 - Palmetto Breeze ridership at 250,000 passengers per year
- Supporting bicycle/pedestrian infrastructure on Hilton Head Island
- Planned multi-use path on new bridge



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Short Term TDM Recommendations

| Recommendation | Results |
|---|--|
| A dedicated local sales tax for transit | Increased and stable funding |
| Establish strategic park-and-ride locations | “Park once” use transit to get around |
| Coordinate services between systems | Increases range of travel |
| Increase marketing for branding | Increase awareness and system use |
| Develop service to new markets (e.g., retirement communities) | Expanding service to retirement communities could encourage transit use |
| Work with partners, encourage ridership | Encourage employees or patrons to come by transit could increase ridership |
| Provide and promote service from local airports | Travelers could use transit instead of rental cars and taxi/rideshare services |
| Develop dial-a-ride service | More direct service |
| Explore a bus-on-shoulder program | Allow buses to “queue jump” |



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THANK YOU FOR THIS OPPORTUNITY!

CONTACT:

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T: (314) 922-3099

