# US 278 Corridor Independent Review September 25, 2023







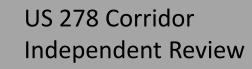
### Agenda

- 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











#### **CBB PROJECT TEAM**



Shawn Leight, PE, PTOE, PTP



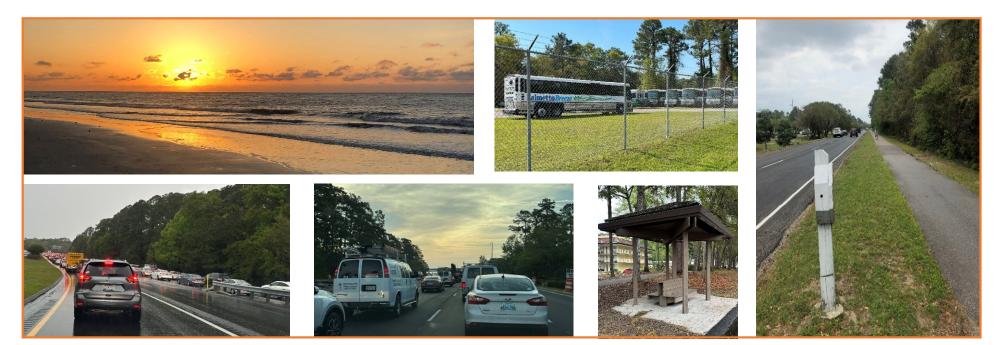
Nirav Patel PE, PTOE



Mike Albin, AICP



Joanne Martin, PE, PTOE







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# Study Questions

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





# Study Methods

#### Reviewed

 Previous Studies, US Census Journey to Work, Camber 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





# 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

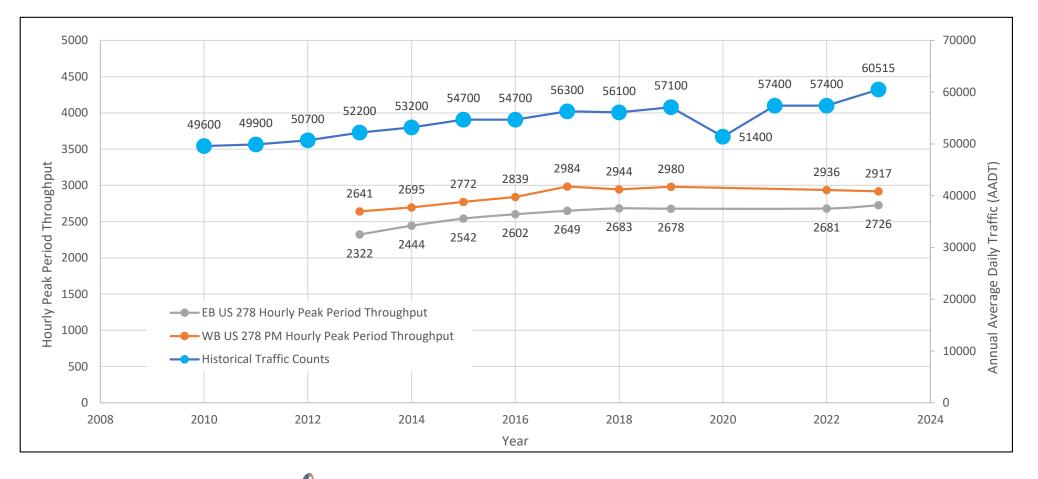






# The SCDOT Project is Needed

The widening of US 278 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.







# Morning Congestion









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### **Evening Congestion**



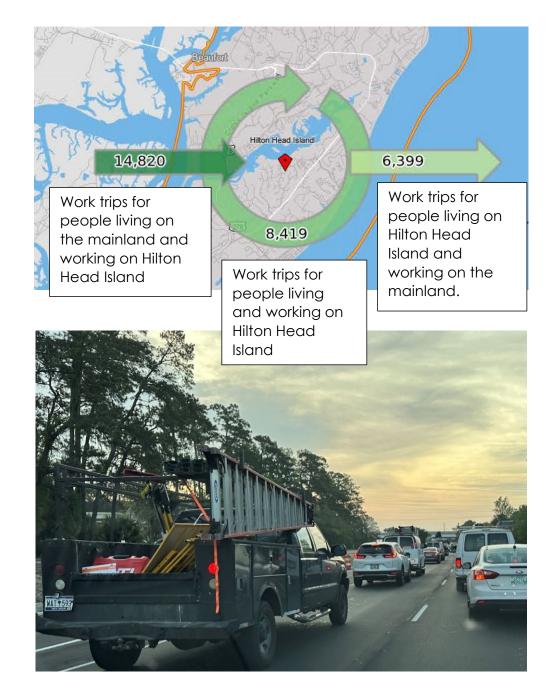




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# Who is impacted?

- 64% of Hilton Head 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 workers
- The evening congestion impacts Hilton Head workers and visitors as well.

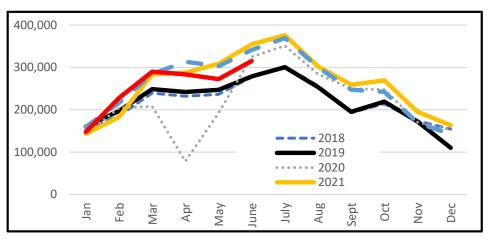




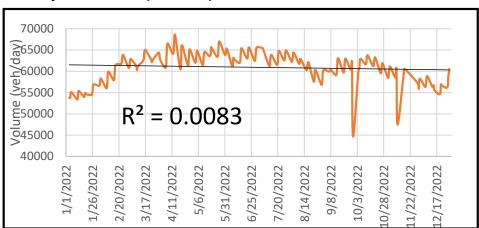


# Traffic Variability

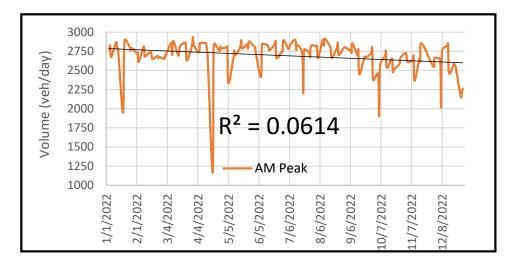
#### Visitors by Month



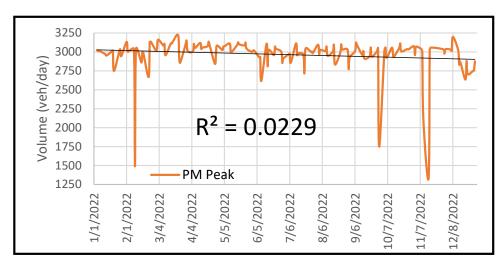
#### Daily Traffic (2022)



#### AM Peak Traffic (2022)



#### PM Peak Traffic (2022)



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



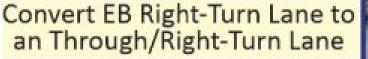


### Gumtree Road: Supporting Project



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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



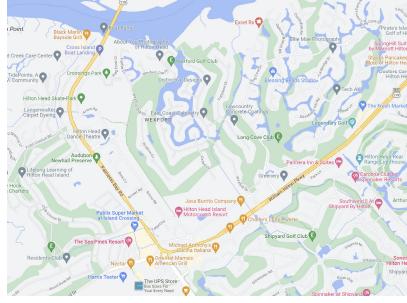




# Sea Pines Circle: Supporting Project

- 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.





# 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

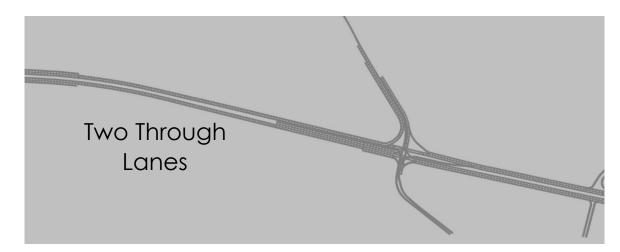
	Α	M (Minutes)		PM (Minutes)						
Direction	2023 2023 Build 2023 Build 202		2023	2023 Build	2023 Build					
	No-Build	Base	+	No-Build	Base	+				
EB US 278	19.6	19.9	9.9	9.7	9.4	9.4				
WB US 278	8.6	8.8	8.7	29	9.8	9.9				
NB Cross Island	6.7	6.7	6.4	17	6.9	6.7				
SB Cross Island	8.9	10.2	7.4	7.5	7.7	7.4				





# Scenario with No Widening through the Stoney Community

	AM (M	inutes)	PM (Minutes)				
Direction	2023	2023 No Widening	2023	2023 No Widening			
	No-Build	Through Stoney Community	No-Build	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			



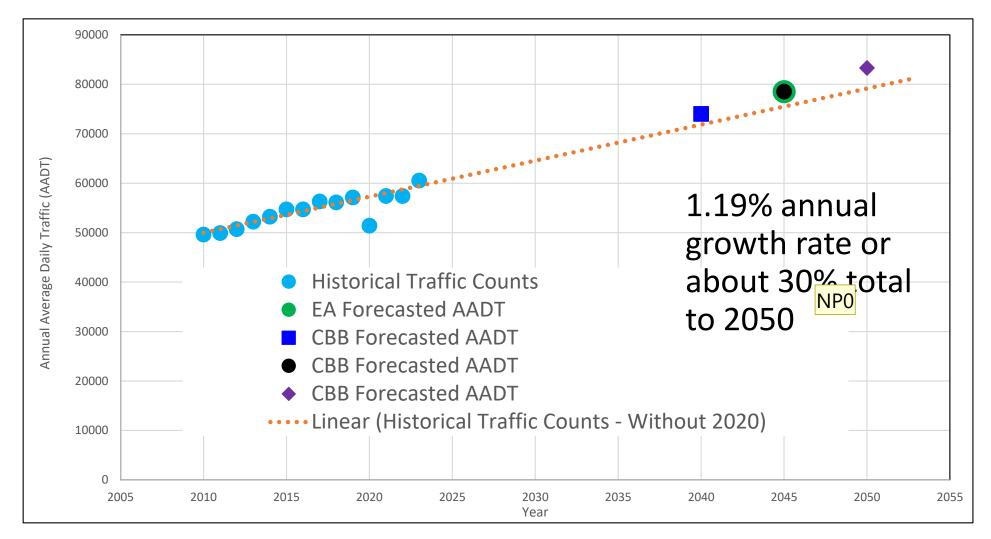
Current Parcel Map Showing Long Lot Parcels the Stoney Community



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



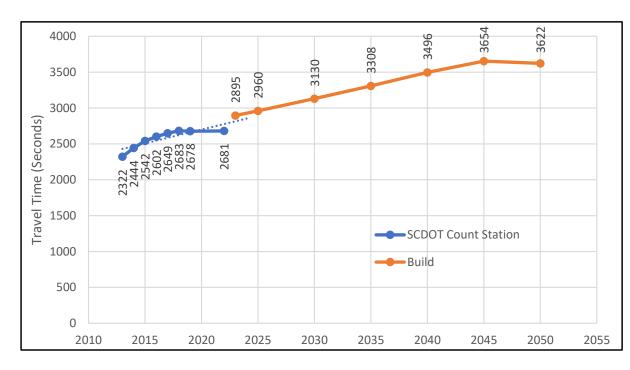
### Future Traffic Growth





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

### Future AM Peak Traffic



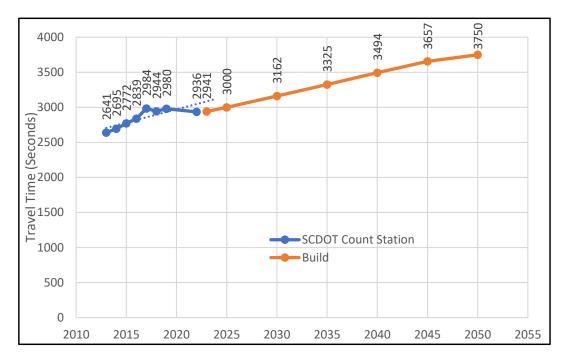
The proposed SCDOT improvements will have a long-term benefit for the Hilton Head Island community by increasing the traffic capacity of US 278 and improving traffic operations





	Section	203 6:30	23 AM 6:45	No-B 7:00	<u> </u>	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9
	EB US 278 Start to Moss Creek Drive	35	29	13	7	8	25	33	34	36	36	36	
	Moss Creek Drive to Salt Marsh Drive Salt Marsh Drive to Fording Island Road Extension	41 43	28 26	8	8	9 10	12	19 17	41 39	43 45	43 44	43 45	┢
	Fording Island Road Extension to Bluffton Parkway Interchange	49	25	11	13	13	12	13	26	48	52	52	
US 278	Bluffton Parkway Interchange to Pinckney Wildlife Refuge Pinckney Wildlife Refuge to Blue Heron Point Road	49 50	39 35	23	29 28	29 27	25 25	25 25	31 27	46 42	52 51	52 51	+
	Blue Heron Point Road to Crosstree Drive	44	29	24	27	27	24	24	27	38	46	46	
Eastbound	Crosstree Drive to Jenkins Road Jenkins Road to Squire Pope Road	47 37	27 23	25	27 26	27 25	24 24	24 24	27	38 32	47 42	47 43	+-
astb	Squire Pope Road to Spanish Wells Road	35	29	32	32	26	25	24	21	24	31	31	
-	Spanish Wells Road to Gumtree Road	26	16	11	11	10	7	6	6	6	10	25	
	Gumtree Road to Jarvis Park Road Jarvis Park Road to Museum Street	38 32	33	38 31	37 31	27 28	23 21	26	27	27	26	26 28	+
	Museum Street to Indigo Run Drive	34	32	34	34	29	27	30	31	32	31	31	
	Indigo Run Drive to EB US 278 End	45	45	45	45	45	45	45	45	45	45	45	
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	EB US 278 Start to Moss Creek Drive	36	31	34	36	- 34	35	35	35	36	36	36	
	Moss Creek Drive to Salt Marsh Drive Salt Marsh Drive to Fording Island Road Extension	44 45	44 45	44 45	44 45	44 45	44 45	44 45	44 45	44 46	44 46	44 45	╋
	Fording Island Road Extension to Bluffton Parkway Interchange	52	51	52	52	53	52	52	52	53	53	53	+
US 278	Bluffton Parkway Interchange to Pinckney Wildlife Refuge	52	51	52	52	53	53	53	53	53	53	53	
	Pinckney Wildlife Refuge to Crosstree Drive Crosstree Drive to Squire Pope Road	48 41	45 31	43 16	48	49 38	48 40	48 41	48 42	49 43	49 43	49 44	╋
Eastbound	Squire Pope Road to Spanish Wells Road	31	21	19	19	21	28	27	30	31	30	33	
East	Spanish Wells Road to Gumtree Road	30	29	27	29	27	27	29	29	27	28	28	+
	Gumtree Road to Jarvis Park Road Jarvis Park Road to Museum Street	33 30	19 21	22 24	28 29	16 21	18 20	20	24	23 25	23 23	27 28	+
	Museum Street to Indigo Run Drive	36	31	32	34	27	30	32	31	34	32	33	
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ļ	Moss Creek Drive to Salt Marsh Drive Salt Marsh Drive to Fording Island Road Extension	44 45	44 45	44 45	44 45	44 45	44 45	44 45	44 45	44 46	44 45	44 46	
8	Fording Island Road Extension to Bluffton Parkway Interchange	52	51	52	52	52	52	52	52	53	53	53	
US 278	Bluffton Parkway Interchange to Pinckney Wildlife Refuge	52 48	51 42	52 29	52 33	52 46	52 47	53 47	52 48	53 49	53 48	53 49	
	Pinckney Wildlife Refuge to Crosstree Drive Crosstree Drive to Squire Pope Road	48	42 29	14	14	46	29	47 39	48	49	48 43	49	
Eastbound	Squire Pope Road to Spanish Wells Road	30	21	18	18	15	18	23	29	30	29	32	
Eas	Spanish Wells Road to Gumtree Road Gumtree Road to Jarvis Park Road	29 31	27 17	26 20	30 27	28 16	23	18 12	25 17	26 21	27	29 22	+
	Jarvis Park Road to Museum Street	29	22	24	29	20	19	20	23	25	26	24	
	Museum Street to Indigo Run Drive	34 45	32 45	30 45	33 45	29 45	27 45	27 45	29 45	33 45	33 45	33 45	
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JS 278	Bluffton Parkway Interchange to Pinckney Wildlife Refuge	52	51	51	51	52	52	52	52	53	53	53	
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Eastbound	Squire Pope Road to Spanish Wells Road	28	19	17	18	15	15	15	17	25	30	30	
East	Spanish Wells Road to Gumtree Road	28 32	25 14	23 18	29	25	16	10	8	9	23 18	27	
	Gumtree Road to Jarvis Park Road Jarvis Park Road to Museum Street	28	21	24	24	10	16	10	20	22	22	25	
	Museum Street to Indigo Run Drive	36	30	30	33	29	27	28	28	29	29	30	
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Eas	Spanish Wells Road to Gumtree Road Gumtree Road to Jarvis Park Road	26 30	23 14	19 17	28 24	23 15	13 10	8	7 10	6 11	8 11	8	
	Jarvis Park Road to Museum Street	32	20	23	27	22	15	17	19	22	20	23	ſ
	Museum Street to Indigo Run Drive	33 45	26 45	28 45	31 45	26 45	21 45	25 45	26 45	28 45	29 45	30 45	
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	Moss Creek Drive to Salt Marsh Drive Salt Marsh Drive to Fording Island Road Extension	44 45	44 44	44 45	44	44 45	44 45	44 45	44	44 45	44 45	44 45	
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US 278	Bluffton Parkway Interchange to Pinckney Wildlife Refuge Pinckney Wildlife Refuge to Crosstree Drive	51 46	50 34	19 13	11 12	11 12	10 10	10 11	10 11	11 11	13 11	18 13	
pun	Crosstree Drive to Squire Pope Road	37	20	12	13	12	12	13	12	12	12	13	
Eastbound	Squire Pope Road to Spanish Wells Road	25 26	17 23	16 17	18 25	15 26	14 12	13 7	13	12 6	14 7	13 7	
	Spanish Wells Road to Gumtree Road Gumtree Road to Jarvis Park Road	26	23	17	25	26 16	12 9	9	6 10	6 11	7 10	7	
East	Jarvis Park Road to Museum Street	29	19	24	25	20	17	17	18	21	17	21	F
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US 278	Museum Street to Indigo Run Drive Indigo Run Drive to EB US 278 End EB US 278 Start to Moss Creek Drive Moss Creek Drive to Salt Marsh Drive Salt Marsh Drive to Fording Island Road Extension Fording Island Road Extension to Bulffton Parkway Interchange Bulffton Parkway Interchange to Pinchney Wildlife Refuge Pinchney Wildlife Refuge to Crossitree Drive Crosstree Drive to Squire Pope Road Squire Pope Road to Spanish Wells Road	2 6:30 33 44 45 51 51 45 34 23	6:45 20 43 44 50 49 30 17 16	7:00 20 44 43 24 14 12 12 12 16	32 38 23 10 11 12 13 17	32 38 22 12 11 12 12 12 15	32 44 45 21 10 10 11 11 14	44 45 20 10 10 12 12	44 45 25 10 10 11 11 12	44 45 26 10 10 12 12	44 45 31 10 10 12 13	44 45 31 11 11 12 12	

### Future PM Peak Traffic



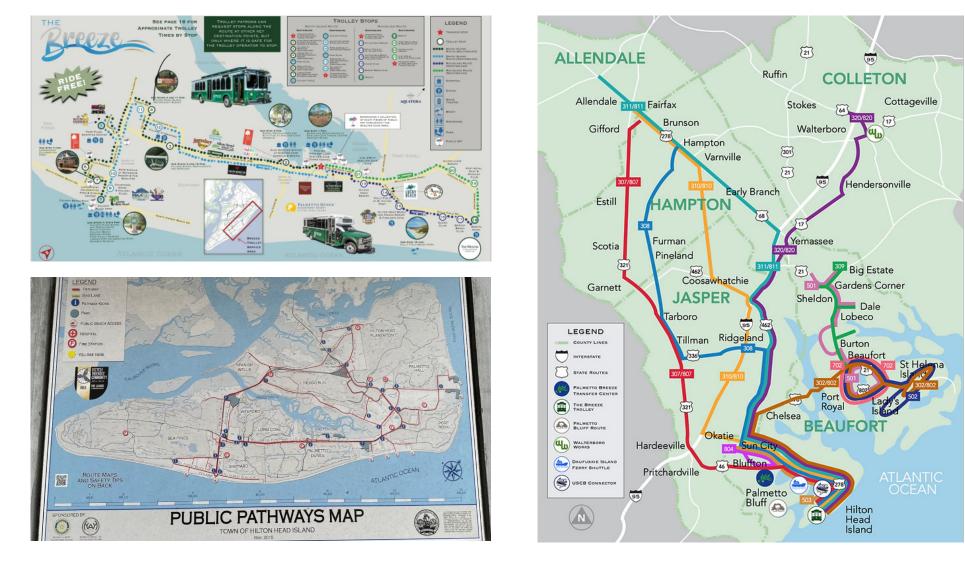
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		203	23 PM	No-Bi	uild								
	Section	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	6
	WB US 278 Start to Indigo Run Drive Indigo Run Drive to Museum Street	33 32	27 29	25	12	5	4	3	4	5	6	8	
	Museum Street to Jarvis Park Road	27	20	8	6	6	5	6	7	8	8	10	
~	Jarvis Park Road to Gumtree Road Gumtree Road to Spanish Wells Road	19 35	11 14	5	4	4	4	4	4	5	6	7	-
JS 278	Spanish Wells Road to Squire Pope Road	24	10	8	8	8	8	8	8	8	8	8	
	Squire Pope Road to Jenkins Road	46 47	46 46	46 47	46 47	46 47	46 47	46 47	46	46 47	46 47	46 46	
Westbound	Jenkins Road to Crosstree Drive Crosstree Drive to Blue Heron Point Road	47	46	47	47	47	47	47	47 45	47	47	45	+
Wes	Blue Heron Point Road to Pinckney Wildlife Refuge	52	52	52	52	52	52	52	52	52	52	52	_
	Pinckney Wildlife Refuge to Bluffton Parkway Interchange Bluffton Parkway Interchange to Fording Island Road Extension	51 52	52 52	52 52	52 52	52 52	52 52	52 52	52 53	51 52	52 53	52 52	┢
	Fording Island Road Extension to Salt Marsh Drive	48	47	47	47	47	47	48	47	48	48	47	
	Salt Marsh Drive to Moss Creek Drive Moss Creek Drive to WB US 278 End	30 45	23 45	22 45	45	21 45	22 45	24 44	23 45	24 44	22 44	25 45	-
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	Section         3:00         3:15         3:30         3:45         4:00         4:15         4:30         4:45         5:00         5:15         5:30         6:0           WB US 278 Start to Indigo Run Drive         32         26         25         30         30         25         25         29         32         33         3												
	WB US 278 Start to Indigo Run Drive Indigo Run Drive to Museum Street	31	26	25	32	32	30	25	29	35	34	36	t
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d US	Spanish Wells Road to Squire Pope Road	- 39	27	25 43	27	28 43	27	28 42	31 43	31 44	32 44	33 44	
bour	Squire Pope Road to Crosstree Drive Crosstree Drive to Pinckney Wildlife Refuge	43 51	41 50	43 50	43 50	43 50	41 50	42 50	43 50	44 50	44 51	44 51	+
Wetbound	Pinckney Wildlife Refuge to Bluffton Parkway Interchange	52	51	51	51	51	52	51	52	52	52	52	
	Bluffton Parkway Interchange to Fording Island Road Extension Fording Island Road Extension to Salt Marsh Drive	53 47	52 44	52 38	52 45	53 47	53 48	53 48	53 48	53 48	53 48	53 48	
	Salt Marsh Drive to Moss Creek Drive	30 45	21 44	18	21	20	24	24	27	29	23	25	
	Moss Creek Drive to WB US 278 End		030 P	45 M Buil	45 d	45	45	45	45	45	45	45	
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	WB US 278 Start to Indigo Run Drive Indigo Run Drive to Museum Street	32 30	22	18	2/	28 28	22	24	25	31 33	31	32	
	Museum Street to Jarvis Park Road Jarvis Park Road to Gumtree Road	25	17	17	18 22	21	15	15 17	15 19	21	24	29	
US 278	Gumtree Road to Spanish Wells Road	36	25	17	22	29	30	29	28	31	33	32	
	Spanish Wells Road to Squire Pope Road	39 42	28 39	27 40	25 40	26 41	29 41	30 41	31 42	35 43	34 42	31 43	
tbound	Squire Pope Road to Crosstree Drive Crosstree Drive to Pinckney Wildlife Refuge	42 51	39 50	40 50	40 50	41 50	41 50	41 50	42 50	43 50	51	50	
West	Pinckney Wildlife Refuge to Bluffton Parkway Interchange	52	51	51	51	51	51	51	51	51	52	52	
	Bluffton Parkway Interchange to Fording Island Road Extension Fording Island Road Extension to Salt Marsh Drive	53 48	52 42	52 41	52 43	52 42	53 48	53 48	53 48	53 48	53 48	53 48	
	Salt Marsh Drive to Moss Creek Drive	30 45	18 45	18 45	19 45	20 45	24 45	22 45	21 45	21 45	22 45	22 45	
	Moss Creek Drive to WB US 278 End		45 035 Pi			45	45	45	45	45	45	45	
_	Section	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	6
	WB US 278 Start to Indigo Run Drive Indigo Run Drive to Museum Street	31 30	18 21	11 14	15 16	18 18	15 16	9 15	9	15 21	31 32	31 34	
	Indigo Run Drive to Museum Street Museum Street to Jarvis Park Road	24	16	14	15	18	16	12	15	15	25	24	
78	Jarvis Park Road to Gumtree Road	20	15	18	21	16	15	18	15	17	20	19	_
a us 2	Gumtree Road to Spanish Wells Road Spanish Wells Road to Squire Pope Road	34 39	23 31	19 26	20 25	22 25	29 27	30 28	27 29	27 31	28 30	30 31	
tbound	Squire Pope Road to Crosstree Drive	42 51	40 50	40 50	41 50	40 50	41 50	41 50	41 50	42 50	43 50	44 50	-
Westb	Crosstree Drive to Pinckney Wildlife Refuge Pinckney Wildlife Refuge to Bluffton Parkway Interchange	51 52	50 51	50 51	50 51	50 51	50 51	50 51	50 51	50 52	50 52	50 52	
	Bluffton Parkway Interchange to Fording Island Road Extension	53 48	52 44	52	52 43	52 42	53 46	53 48	53 48	53 48	53 48	53 48	
	Fording Island Road Extension to Salt Marsh Drive Salt Marsh Drive to Moss Creek Drive	29	18	39 16	17	16	18	19	20	22	22	24	
	Moss Creek Drive to WB US 278 End	45	45 040 P	45 M Buil	45 d	45	45	45	45	45	44	45	
	Section	3:00	3:15	3:30	u 3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	6
	WB US 278 Start to Indigo Run Drive	30	15	8	8	8	7	7	7	8	14	31	
	Indigo Run Drive to Museum Street Museum Street to Jarvis Park Road	28	18 14	12 15	14 15	13 14	12 12	12 11	14 13	14 14	16 12	27 20	
278	Jarvis Park Road to Gumtree Road	19	13	17	21	16	15	17	15	17	19	17	
S	Gumtree Road to Spanish Wells Road Spanish Wells Road to Squire Pope Road	33 38	21 31	17 26	18 24	20	27 25	26 28	24 28	28 27	29		
	Squire Pope Road to Crosstree Drive	42									27	29 30	
punc			39	40	42	41	42	43	43	43	43	30 43	
/estbound	Crosstree Drive to Pinckney Wildlife Refuge	51	39 50 51			41 50	42 50 50	43 50 51	43 50 51	43 50	43 50	30 43 50	
Westbound	Crosstree Drive to Pinckney Wildlife Refuge Pinckney Wildlife Refuge to Bluffton Parkway Interchange Bluffton Parkway Interchange to Fording Island Road Extension	51 52 53	50 51 52	40 50 51 51	42 50 51 52	41 50 51 52	50 50 53	50 51 53	50 51 53	43 50 51 53	43 50 51 53	30 43 50 51 53	
Westbound	Crosstree Drive to Pinckney Wildlife Refuge Pinckney Wildlife Refuge to Bluffton Parkway Interchange Bluffton Parkway Interchange to Fording Island Road Extension Fording Island Road Extension to Salt Marsh Drive	51 52	50 51	40 50 51	42 50 51	41 50 51	50 50	50 51	50 51	43 50 51	43 50 51	30 43 50 51	
Westbound	Crosstree Drive to Pinckney Wildlife Refuge Pinckney Wildlife Refuge to Bluffton Parkway Interchange Bluffton Parkway Interchange to Fording Island Road Extension	51 52 53 48 27 45	50 51 52 44 16 45	40 50 51 33 15 45	42 50 51 52 40 17 45	41 50 51 52 36	50 50 53 43	50 51 53 47	50 51 53 47	43 50 51 53 48	43 50 51 53 47	30 43 50 51 53 48	
Westbound	Crosstree Drive to Pinckney Wildliffe Refuge Pinckney Wildliffe Refuge to Biotffron Parkway interchange Bluffton Parkway interchange to Fording Island Road Extension Fording Island Road Extension to Saik Marsh Drive Sait Marsh Drive to Moss Creek Drive Moss Creek Drive to WB US 278 End	51 52 53 48 27 45 27 27 2	50 51 52 44 16 45 045 P	40 50 51 33 15 45 M Buil	42 50 51 52 40 17 45 d	41 50 51 52 36 14 45	50 50 53 43 16 45	50 51 53 47 18 45	50 51 53 47 19 45	43 50 51 53 48 24 45	43 50 51 53 47 23 45	30 43 50 51 53 48 24 45	
Westbound	Crosstree Drive to Pinckney Wildlife Refuge Pinckney Wildlife Refuge to Blufthon Parkway Interchange Bluffton Parkway Interchange to Fording Island Road Extension Fording Island Road Extension to Salt Marsh Drive Salt Marsh Drive to Moss Creek Drive	51 52 53 48 27 45	50 51 52 44 16 45	40 50 51 33 15 45	42 50 51 52 40 17 45	41 50 51 52 36 14	50 50 53 43 16	50 51 53 47 18	50 51 53 47 19	43 50 51 53 48 24	43 50 51 53 47 23	30 43 50 51 53 48 24	
Westbound	Crosstree Drive to Pinckney Wildfiffe Refuge Pinckney Wildfiffe Refuge 108 Wildforn Parkway interchange Biuffron Parkway Interchange to Fording Island Road Extension Fording Island Road Extension to Salt Marsh Drive Salt Marsh Drive to Moss Creek Drive Moss Creek Drive to MB US 278 End Section WB US 278 Start to Indigo Run Drive Indigo Run Drive to Museum Street	51 52 53 48 27 45 <b>2</b> 3:00 29 27	50 51 52 44 16 45 045 Pl 3:15 13 15	40 50 51 33 15 45 <b>M Buil</b> 3:30 7 11	42 50 51 52 40 17 45 d 3:45 7 12	41 50 51 52 36 14 45	50 50 53 43 16 45	50 51 53 47 18 45 45 4:30 6 12	50 51 53 47 19 45 4:45 7 13	43 50 51 53 48 24 45	43 50 51 53 47 23 45 5:15 7 13	30 43 50 51 53 48 24 45 5:30 7 11	
	Crosstree Drive to Pinckney Wildliffe Refuge Pinckney Wildliffe Refuge to Biolffron Parkway interchange Bluffton Parkway interchange to Fording Island Road Extension Fording Island Road Extension to Salt Marsh Drive Salt Marsh Drive to Moss Creek Drive Moss Creek Drive to WB US 278 End Section WB US 278 Start to Indigo Run Drive	51 52 53 48 27 45 27 45 2 3:00 29	50 51 52 44 16 45 045 Pl 3:15 13	40 50 51 33 15 45 M Buil	42 50 51 52 40 17 45 d	41 50 51 52 36 14 45	50 50 53 43 16 45	50 51 53 47 18 45	50 51 53 47 19 45	43 50 51 53 48 24 45	43 50 51 53 47 23 45	30 43 50 51 53 48 24 45 5:30 7	
JS 278 Westbound	Crosstree Drive to Pinckney Wildfift Refuge Pinckney Wildfifte Refuge to Bittfrom Parkway interchange Bluffton Parkway interchange to Fording Island Road Extension Fording Island Road Extension to Salt Marsh Drive Moss Creek Drive to Moss Creek Drive Moss Creek Drive to Moss Creek Drive Salt Marsh Drive to Moss Creek Drive Bus State State State State State State Masum Street to Indigo Run Drive Indigo Run Drive to Museum Street Mosseum Street Darivis Park Road Jarvis Park Road to Gumtree Road Gumtree Road to Spanish Wells Road	51 52 53 48 27 45 <b>2</b> <b>3</b> :00 29 27 20 19 34	50 51 52 44 16 45 045 P 3:15 13 15 13 15 13 12 20	40 50 51 51 33 45 45 <b>M Buil</b> 3:30 7 11 14 15 16	42 50 51 52 40 17 45 d 3:45 7 12 16 18 17	41 50 51 52 36 14 45 4:00 7 11 14 15 18	50 50 53 43 16 45 4:15 7 12 11 14 22	50 51 53 47 18 45 4:30 6 12 11 17 24	50 51 53 47 19 45 4:45 7 13 14 15 26	43 50 51 53 48 24 45 5:00 7 12 12 12 15 27	43 50 51 53 47 23 45 5:15 7 13 11 16 29	30 43 50 51 53 48 24 45 5:30 7 11 11 11 18 29	
US 278	Crosstree Drive to Pinckney Wildfiffe Refuge Pinckney Wildfiffe Refuge Boltfifton Parkway interchange Biuffon Parkway Interchange to Fording Island Road Extension Fording Island Road Extension to Salt Marsh Drive Salt Marsh Drive to Moss Creek Drive Moss Creek Drive to WB US 278 End Section BU US 278 Start to Indigo Run Drive Indigo Run Drive to Museum Street Museum Street to Jarvis Park Road	51 52 53 48 27 45 27 20 29 27 20 19	50 51 52 44 16 45 045 P 3:15 13 15 13 15 13 12 20 29	40 50 51 51 33 45 45 <b>M Buil</b> 3:30 7 11 14	42 50 51 52 40 17 45 d 3:45 7 12 16 18	41 50 51 52 36 14 45 4:00 7 11 14 15	50 50 53 43 16 45 4:15 7 12 11 14	50 51 53 47 18 45 4:30 6 12 11 11 17	50 51 53 47 19 45 4:45 7 13 14 15	43 50 51 53 48 24 45 5:00 7 12 12 12	43 50 51 53 47 23 45 5:15 7 13 11 16	30 43 50 51 53 48 24 45 5:30 7 11 11 11	
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278	Crosstree Drive to Pinckney Wildfift Refuge Pinckney Wildfift Refuge to Birthfon Parkway interchange Bluffton Parkway interchange to Fording Island Road Extension Fording Island Road Estension to Salt Marsh Drive Moss Creek Drive to Moss Creek Drive Moss Creek Drive to WB 5278 End Section WB US 278 Start to Indigo Run Drive Indigo Run Drive to Museum Street Moseum Street to Javisi Park Road Javis Park Road to Gumtree Road Spanish Wells Road to Crosstree Drive	51 52 53 48 27 45 27 20 29 27 20 19 34 36 41	50 51 52 44 16 45 0045 P 3:15 13 15 13 12 20 29 39	40 50 51 51 33 15 45 <b>V Buil</b> 3:30 <b>7</b> 11 14 15 16 26 40	42 50 51 52 40 17 45 d 3:45 7 12 16 18 18 17 24 43	41 50 51 52 36 14 45 4:00 7 11 14 15 18 23 42	50 50 53 43 16 45 45 4:15 7 12 11 14 22 24 41	50 51 53 47 18 45 4:30 6 12 11 17 24 28 41	50 51 53 47 19 45 4:45 7 13 14 15 26 31 42	43 50 51 53 48 24 45 5:00 7 12 12 12 15 27 31 42	43 50 51 53 47 23 45 5:15 7 13 11 16 29 29 42	30 43 50 51 53 48 24 45 5:30 7 7 11 11 11 18 29 28 41	
US 278	Crosstree Drive to Pinckney Wildliffe Refuge Pinckney Wildliffe Refuge to Biolffrom Parkway Interchange Biuffton Parkway Interchange to Fording Island Road Extension Fording Island Road Estension to Salt Marsh Drive Moss Creek Drive to Moss Creek Drive Moss Creek Drive to WB 5278 End Section WB US 278 Start to Indigo Run Drive Indigo Run Drive to Museum Street Maseum Street to Javisi Park Road Jarvis Park Road to Gumtree Road Gumtree Road to Sanish Weils Road Spanish Weils Road to Crosstree Drive Crosstree Drive to Pinckney Wildlifk Refuge Pinchey Wildlifk Refuge to Differ Parkway Interchange Buffton Parkway Interchange to Fording Island Road Extension to Ferding Island Road Extension to Salt Marsh Drive	51 52 53 48 27 45 29 29 27 20 19 34 36 41 36 41 50 52 53 47	50 51 52 44 16 45 045 P 3:15 13 15 13 15 13 12 20 29 39 50 51	40 50 51 51 33 45 <b>V Buil</b> 3:30 <b>7</b> 11 14 15 16 26 40 50 51	42 50 51 52 40 17 45 d 3:45 7 12 16 18 17 24 43 50 51	41 50 51 52 36 14 45 7 11 14 45 7 11 14 15 18 23 42 50 51	50 50 53 43 16 45 4:15 7 12 11 14 22 24 41 50 51	50 51 53 47 18 45 45 6 12 11 17 24 28 41 50 50	50 51 53 47 19 43 43 7 13 14 15 26 31 42 50 51 53 48	43 50 51 53 48 24 45 5:00 7 12 12 12 12 12 12 12 15 27 31 42 50 51 33 48	43 50 51 53 47 23 45 5:15 7 13 11 16 16 29 29 42 50 51 53 48	30 43 50 51 48 24 45 5:30 7 11 11 18 29 28 41 50 53 48	
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US 278	Crosstree Drive to Pinckney Wildliffe Refuge Pinckney Wildliffe Refuge to Biolffrom Parkway Interchange Bluffton Parkway Interchange to Fording Island Road Extension Fording Island Road Steatenion to Salt Marsh Drive Moss Creek Drive to WB US 228 End WB US 278 Start to Indigo Run Drive Indigo Run Drive to Museum Street Museum Street to Javis Park Road Javis Park Road to Gumtree Road Gumtree Road to Daynie Pong Road Spanish Wells Road to Squite Ponge Road Spanish Wells Road to Crosstree Drive Crosstree Drive to Pincheny Wildlife Refuge Pincheny Wildliffe Refuge to Bilden Parkway Interchange Buffton Parkway Interchange to Fording Island Road Extension Fording Island Road Extension to Salt Marsh Drive Salt Marsh Drive to Moss Creek Drive Moss Creek Drive to WB US 278 End	51 52 53 48 27 45 29 29 27 20 19 34 36 41 50 52 53 47 27 45 27	50 51 52 44 16 45 045 P 3:15 13 15 13 12 20 29 50 51 52 43 16 45 050 P	40 50 51 33 15 45 W Buil 3:30 7 7 11 14 15 16 26 40 50 51 51 51 29 13 45 M Buil	42 50 51 52 40 17 45 d 3:45 7 12 16 18 17 24 43 50 51 51 51 45 45 d	41 50 51 52 36 14 45 7 11 14 45 7 11 14 15 18 23 42 50 51 52 35 35 35 35	50 53 43 16 45 7 12 11 14 22 24 41 50 51 53 53 38 14 45	50 51 33 47 18 45 4:30 6 12 11 77 24 28 41 50 50 50 53 47 19 45	50 51 33 47 19 45 7 4:45 7 13 14 15 26 31 42 50 51 42 50 51 53 48 22 45	43 50 51 48 24 45 5:00 7 7 12 12 12 12 12 12 12 15 27 31 42 50 51 3 48 42 44 5	43 50 51 53 47 23 45 5:15 7 13 11 16 29 29 42 50 51 53 48 48 48 45	30 43 50 51 53 48 24 45 530 7 11 11 11 11 18 29 28 41 50 51 53 0 51 53 0 51 28 41 50 51 48 24 43 50 7	
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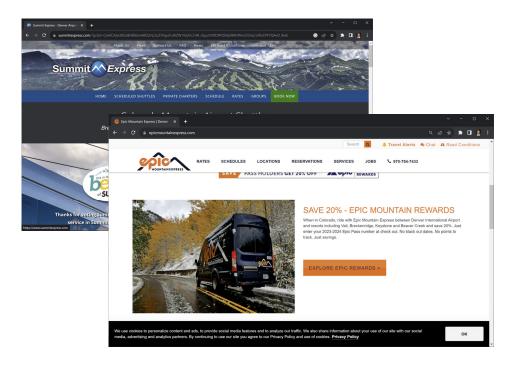
### Extending the Life of Improved US 278

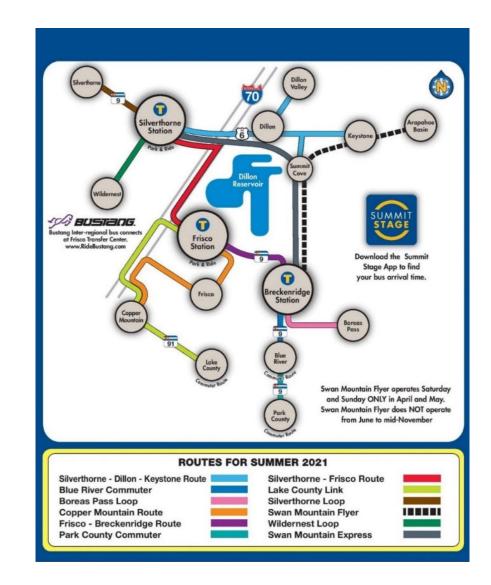
There is a limit on how much future traffic growth can be accommodated by the proposed project. Slowing the future growth of traffic on US 278 will extend the road's long-term functionality. The Hilton Head community can proactively slow future traffic growth through Travel Demand Management (TDM) strategies. Hilton Head Island already has the foundational elements for these types of systems to build upon



# 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









### 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



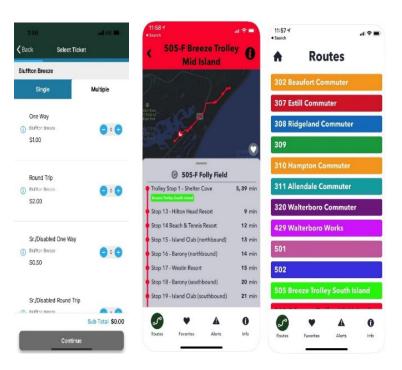




#### US 278 Corridor Independent Review

#### **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



# 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"











### THANK YOU FOR THIS OPPORTUNITY!

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