

# US 278 Corridor Independent Review

September 25, 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



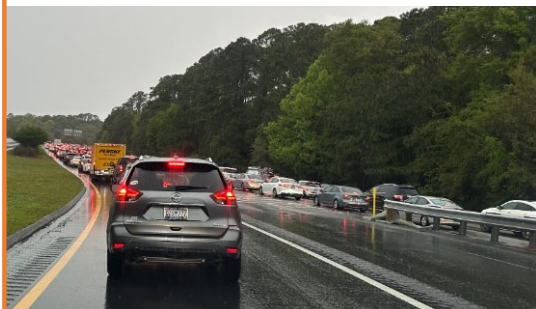
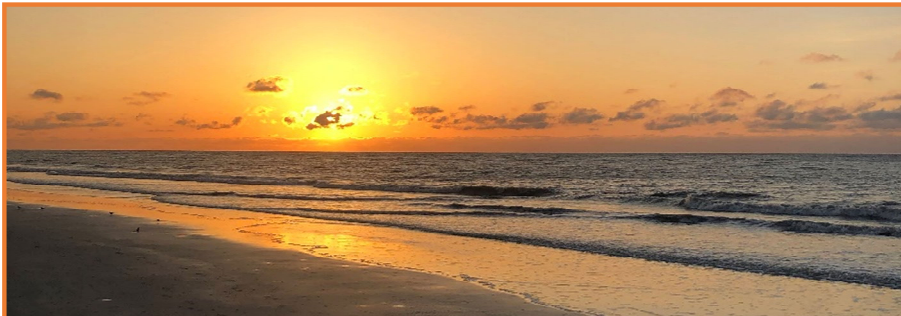
Nirav Patel  
PE, PTOE



Mike Albin,  
AICP



Joanne Martin,  
PE, PTOE



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# 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?
4. 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?



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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

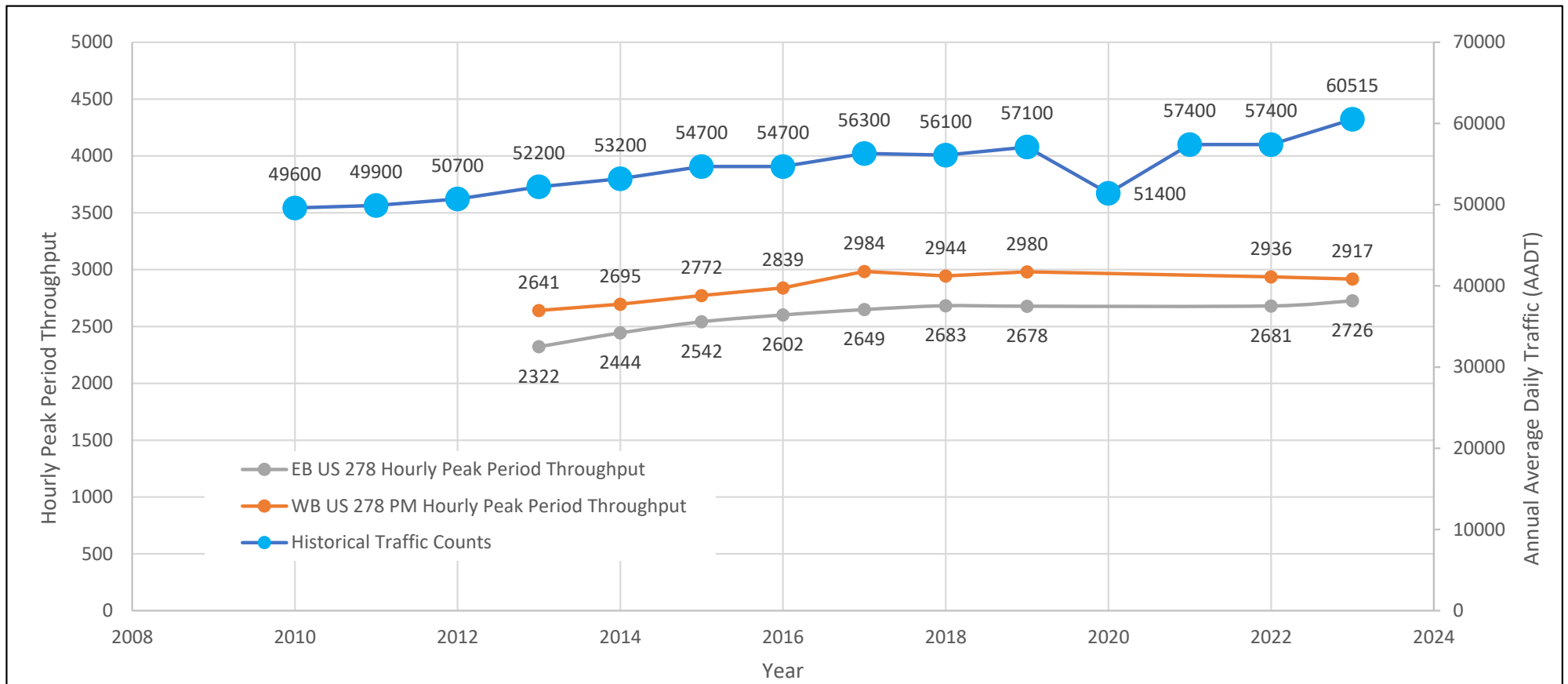
- 2023 No-Build (Existing Geometrics);
- 2023 SCDOT Preferred Alternative;
- 2023 Build (Gumtree Road and Sea Pines Improvements);
- 2023 Build (No Widening Stoney Community)
- 2025 to 2050 growth scenarios



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# The SCDOT Project is Needed

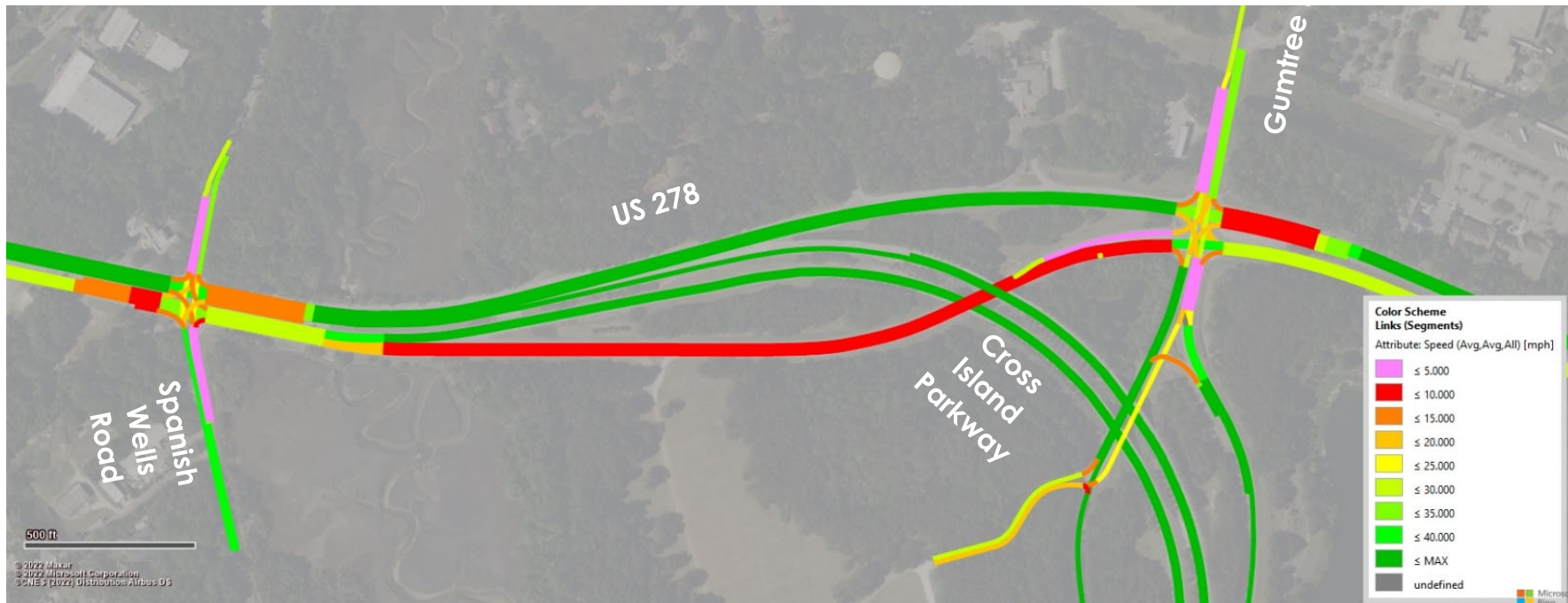
**The widening of US 278 to six-lanes is necessary to accommodate existing and future traffic accessing Hilton Head Island. US 278 is already operating at capacity during both the morning and evening peak periods.**



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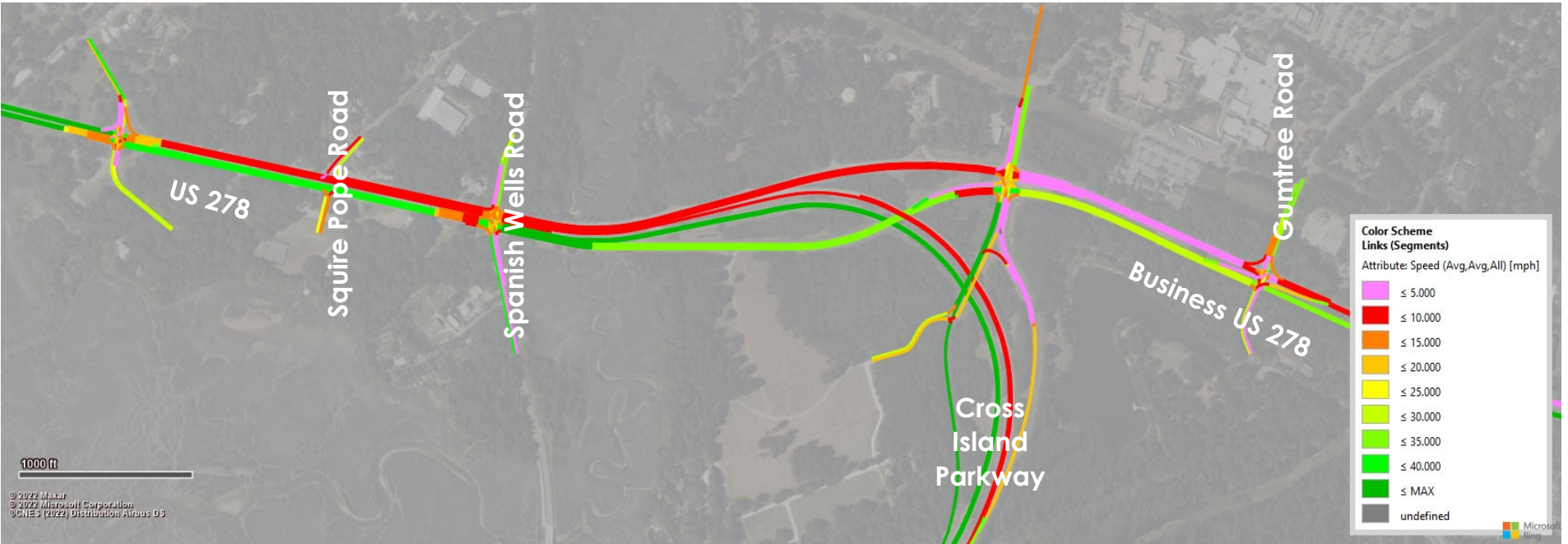


# Morning Congestion



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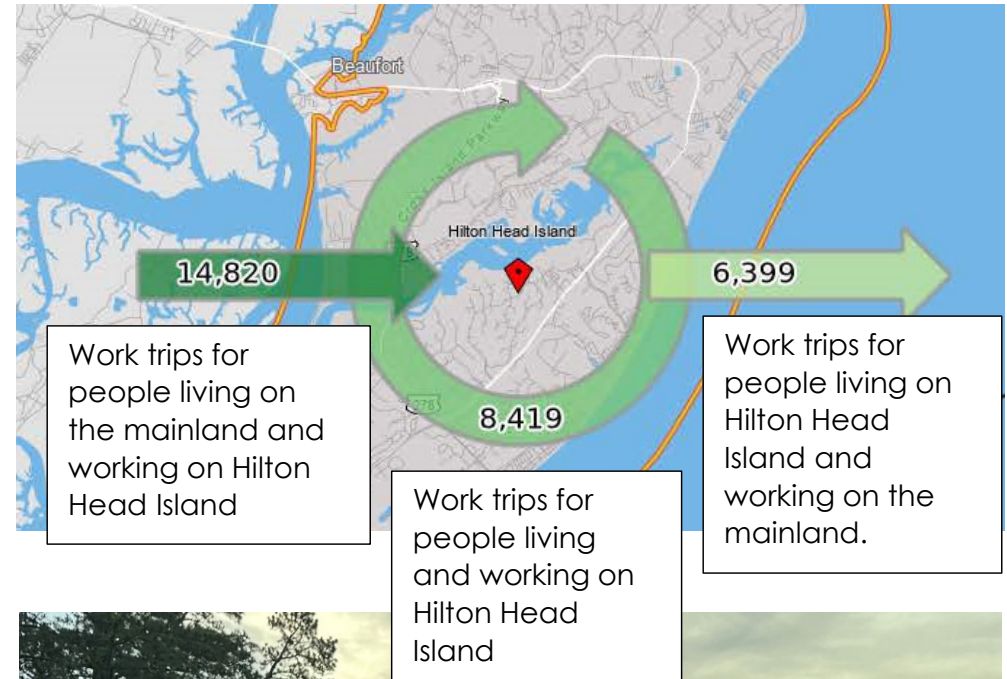
# Evening Congestion



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# Who is impacted?

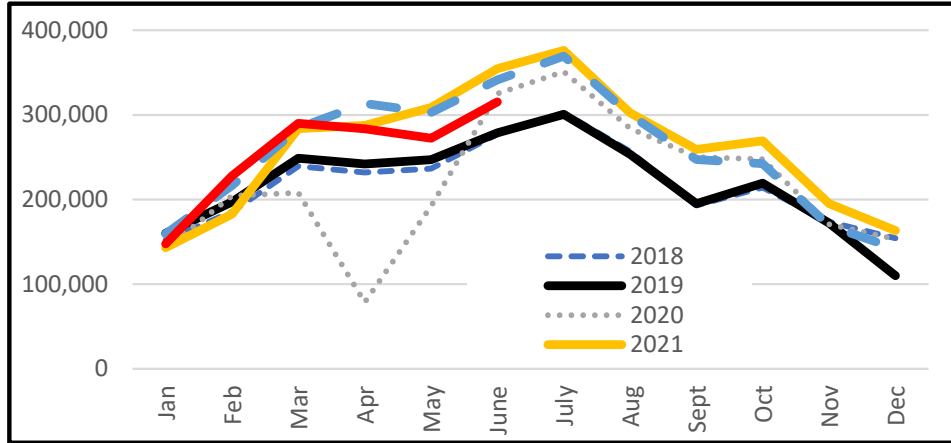
- 64% of Hilton Head workers commute from the mainland.
- 50% of the jobs on Hilton Head Island are related to job sectors in accommodation, food service, retail trade, construction, and health care
- **The morning congestion largely impacts Hilton Head workers**
- The evening congestion impacts Hilton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



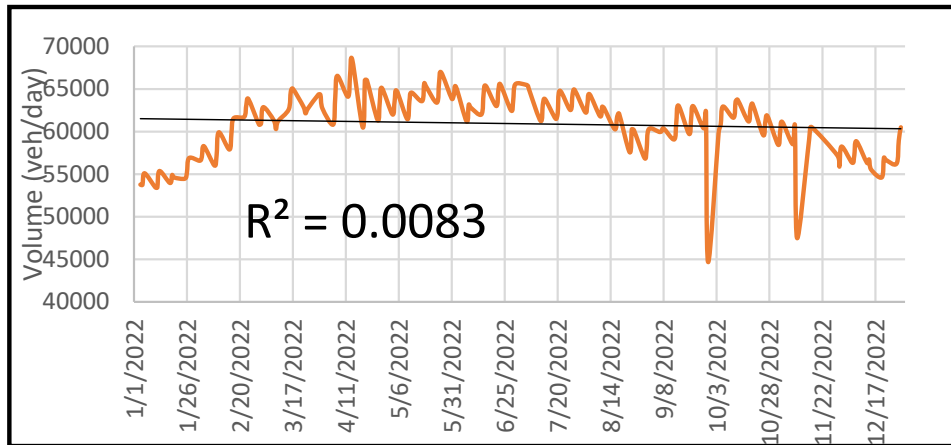
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# Traffic Variability

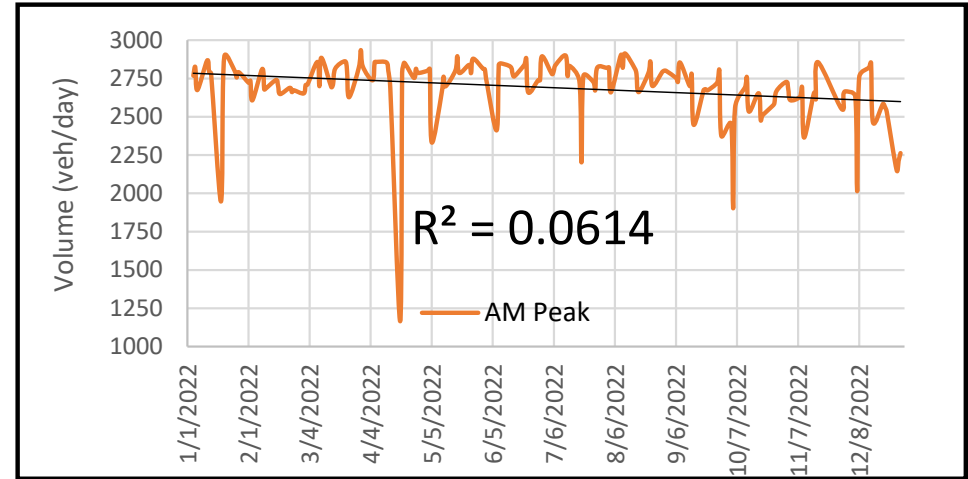
## Visitors by Month



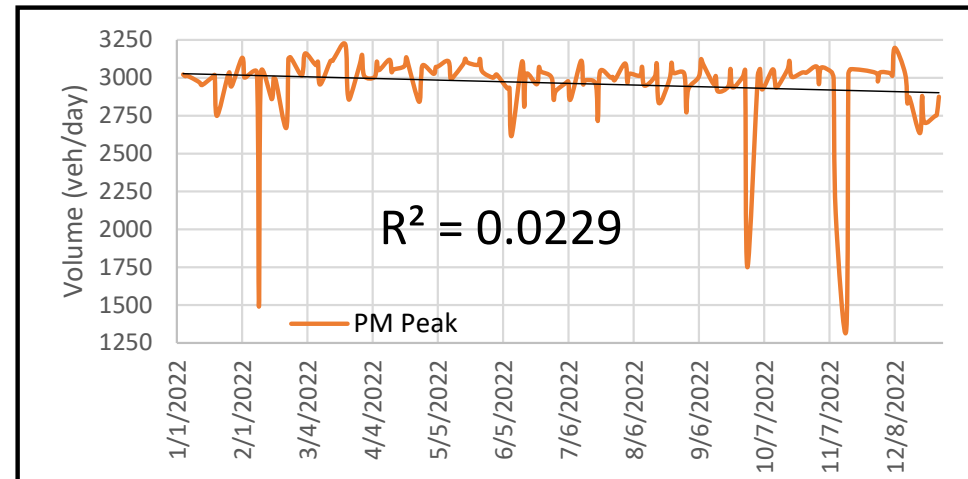
## Daily Traffic (2022)



## 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



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

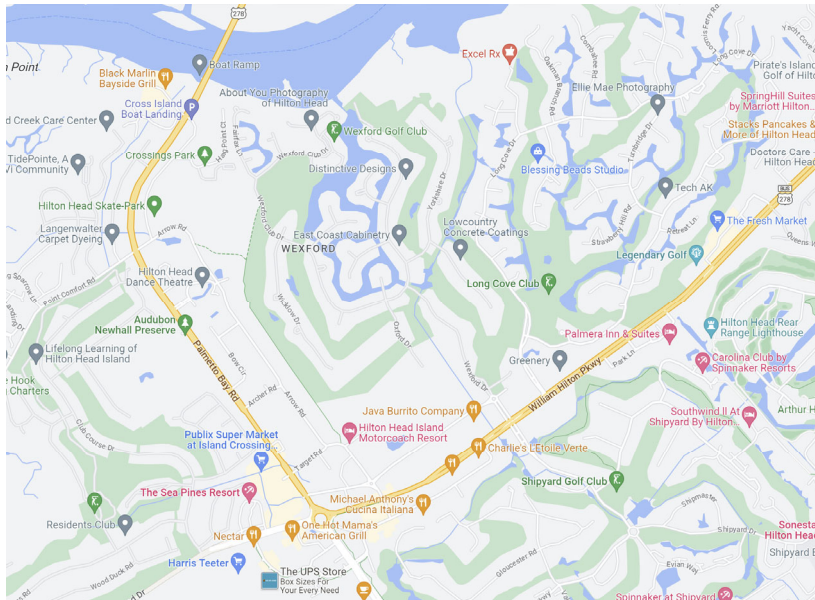
**Gumtree Road:**  
*The intersection of Gumtree Road/Business US 278 should be restriped with 3 eastbound through lanes as a local project in conjunction with the proposed US 278 widening*



# 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.



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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	<b>19.6</b>	<b>19.9</b>	<b>9.9</b>	9.7	9.4	9.4
WB US 278	8.6	8.8	8.7	<b>29</b>	<b>9.8</b>	<b>9.9</b>
NB Cross Island	6.7	6.7	6.4	<b>17</b>	<b>6.9</b>	<b>6.7</b>
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	<b>24.4</b>	9.7	9.5
WB US 278	8.6	8.8	29.0	<b>30.6</b>
NB Cross Island Parkway	6.7	6.5	17.0	<b>32.2</b>
SB Cross Island Parkway	8.9	7.3	7.5	7.4

Current Parcel Map Showing Long Lot Parcels the Stoney Community



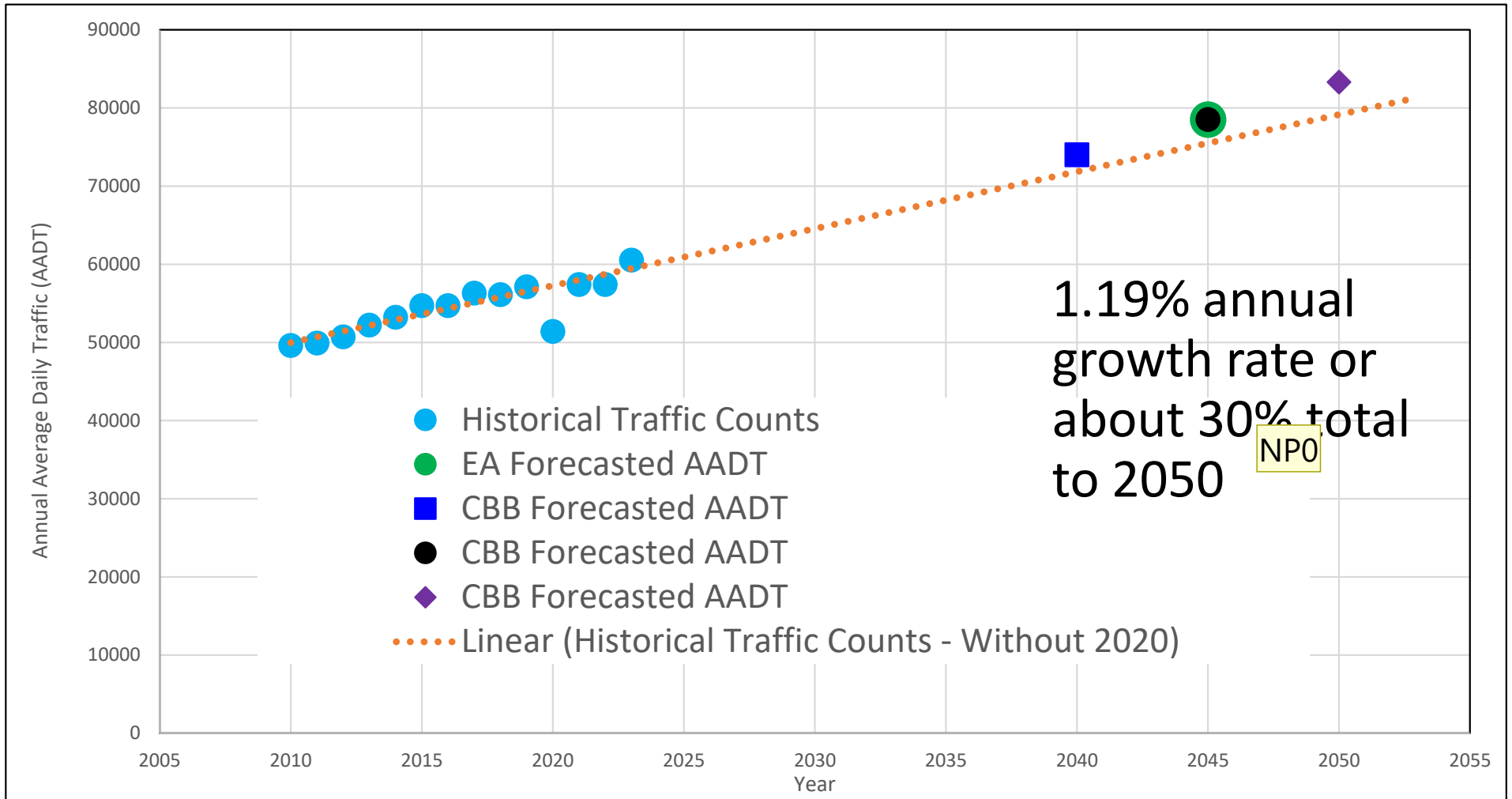
(Source: Beaufort County, 2020; Bing Maps Imagery 2018)



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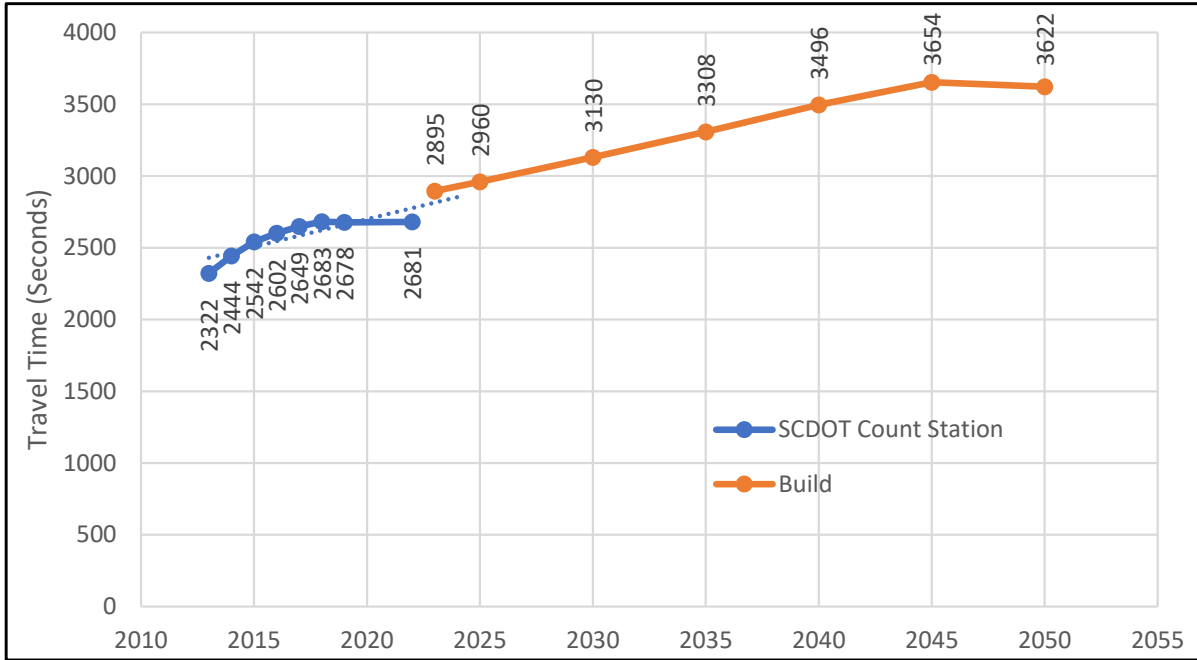
# Future Traffic Growth



***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**

		2023 AM No-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	
Eastbound US 278	EB US 278 Start to Moss Creek Drive	45	28	13	8	9	12	19	41	43	43	43	43	
	Moss Creek Drive to Salt Marsh Drive	43	26	8	9	10	11	17	39	45	44	45	45	
	Salt Marsh Drive to Fording Island Road Extension	49	25	11	13	13	12	13	26	48	52	52	52	
	Fording Island Road Extension to Bluffton Parkway Interchange	49	39	23	29	29	25	25	31	46	52	52	52	
	Bluffton Parkway Interchange to Pinckney Wildlife Refuge	50	35	23	28	27	25	25	27	42	51	51	51	
	Pinckney Wildlife Refuge to Blue Heron Point Road	44	29	24	27	27	24	24	27	38	46	46	47	
	Blue Heron Point Road to Crosstree Drive	47	27	25	27	27	24	24	27	38	47	47	47	
	Crosstree Drive to Jenkins Road	57	23	25	26	25	24	24	27	39	42	43	43	
	Jenkins Road to Squire Pope Road	35	29	32	32	26	26	23	21	24	31	31	31	
	Squire Pope Road to Spanish Wells Road	26	16	11	11	10	7	6	6	6	10	25	29	
	Spanish Wells Road to Gumtree Road	38	33	38	37	27	23	26	27	27	26	26	30	
	Gumtree Road to Jarvis Park Road	32	25	31	31	28	21	25	24	25	22	28	28	
	Jarvis Park Road to Museum Street	34	32	34	34	29	27	30	31	32	31	31	34	
	Museum Street to Indigo Run Drive	45	45	45	45	45	45	45	45	45	45	45	45	
	Indigo Run Drive to EB US 278 End	45	45	45	45	45	45	45	45	45	45	45	45	

		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	
Eastbound US 278	EB US 278 Start to Moss Creek Drive	46	31	34	36	34	35	35	35	36	36	36	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	46	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	53	53	53	53	53	53	53	
	Pinckney Wildlife Refuge to Crosstree Drive	48	45	43	48	49	48	48	48	49	49	49	49	
	Crosstree Drive to Squire Pope Road	41	31	16	22	38	40	41	42	43	43	44	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	45	45	45	45	45	45	45	45	45	45	45	45	
	Indigo Run Drive to EB US 278 End	45	45	45	45	45	45	45	45	45	45	45	45	

		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	
Eastbound US 278	EB US 278 Start to Moss Creek Drive	45	29	13	8	9	12	19	41	43	43	43	43	
	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	46	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	53	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	40	29	14	14	16	29	39	42	43	43	43	43	
	Squire Pope Road to Spanish Wells Road	30	21	16	18	15	18	23	29	30	29	32	30	
	Spanish Wells Road to Gumtree Road	29	27	26	30	28	23	18	25	26	27	29	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	45	45	45	45	45	45	45	45	45	45	45	45	
	Indigo Run Drive to EB US 278 End	45	45	45	45	45	45	45	45	45	45	45	45	

		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	
Eastbound US 278	EB US 278 Start to Moss Creek Drive	35	28	31	35	33	34	33	34	35	36	36	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	52	52	52	52	53	53	53	53	
	Pinckney Wildlife Refuge to Crosstree Drive	47	39	18	15	16	30	38	47	49	48	49	49	
	Crosstree Drive to Squire Pope Road	40	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	23	27	28	
	Gumtree Road to Jarvis Park Road	32	14	18	24	16	11	10	12	11	18	22	26	
	Jarvis Park Road to Museum Street	28	21	24	26	19	16	18	20	22	22	25	24	
	Museum Street to Indigo Run Drive	45	45	45	45	45	45	45	45	45	45	45	45	
	Indigo Run Drive to EB US 278 End	45	45	45	45	45	45	45	45	45	45	45	45	

		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	
Eastbound US 278	EB US 278 Start to Moss Creek Drive	35	26	29	34	33	33	33	34	34	36	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	51	51	46	44	52	52	52	52	53	53	53	
	Bluffton Parkway Interchange to Pinckney Wildlife Refuge	52	50	34	14	14	22	22	40	52	53	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	38	23	13	13	13	12	13	13	13	19	33	43	
	Squire Pope Road to Spanish Wells Road	25	17	16	18	15	14	14	15	12	15	22	30	
	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	34	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	43	26	28	31	26	21	25	26	28	29	30	30	
	Indigo Run Drive to EB US 278 End	45	45	45	45	45	45	45	45	45	45	45	45	

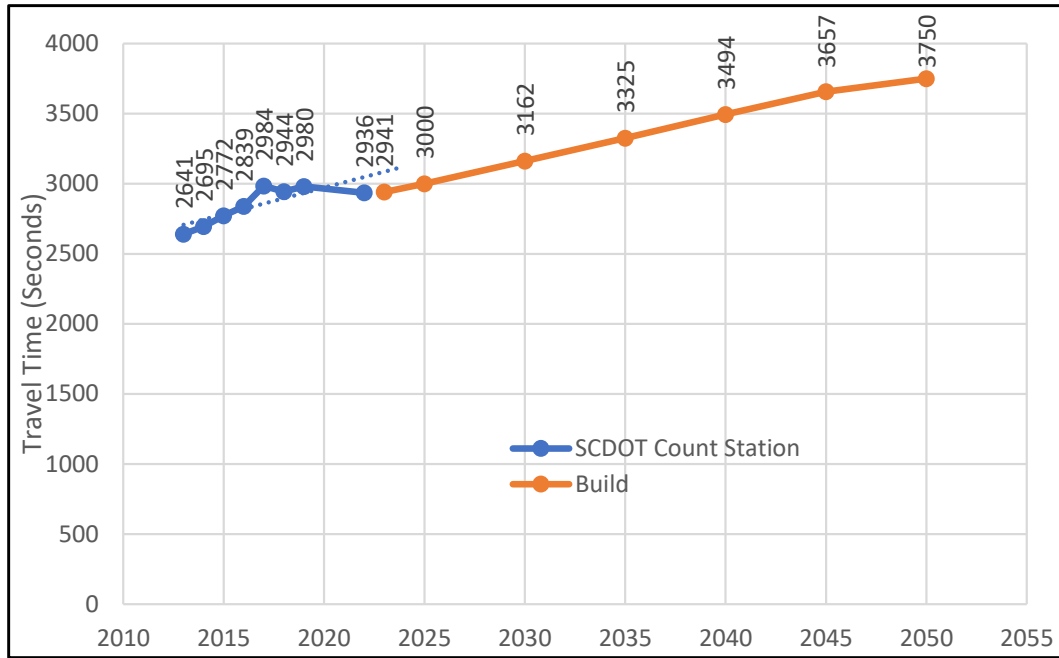
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Eastbound US 278	EB US 278 Start to Moss Creek Drive	34	22	25	33	33	33	33	33	34	35	35	34	
	Moss Creek Drive to Salt Marsh Drive	44	44	44	44	44	44	44	44	44	44	44	44	
	Salt Marsh Drive to Fording Island Road Extension	45	44	45	45	45	45	45	45	45	45	45	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	50	19	11	11	10	10	10	11	13	18	40	
	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	18	13	12	19	12	12	12	13	14	
	Squire Pope Road to Spanish Wells Road	25	14	16	18	15	14	13	14	12	14	13	15	
	Spanish Wells Road to Gumtree Road	26	23	17	25	26	12	7	6	6	7	7	9	
	Gumtree Road to Jarvis Park Road	31	34	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	

		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	
Eastbound US 278	EB US 278 Start to Moss Creek Drive	33	20	20	32	32	32	33	33	34	34	34	34	
	Moss Creek Drive to Salt Marsh Drive	44	43	44	38	38	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	51	50	24	10	12	21	20	25	26	31	31	42	
	Bluffton Parkway Interchange to Pinckney Wildlife Refuge	46	49	11	11	11	10	10	10	10	10	11	11	
	Pinckney Wildlife Refuge to Crosstree Drive	46	30	12	12	12	10	10	10	10	10	11	10	
	Crosstree Drive to Squire Pope Road	34	17	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	15	18	17	20	19	21	20	
	Museum Street to Indigo Run Drive	32	26	26	32	26	18	19	27	28	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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# Future PM 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**



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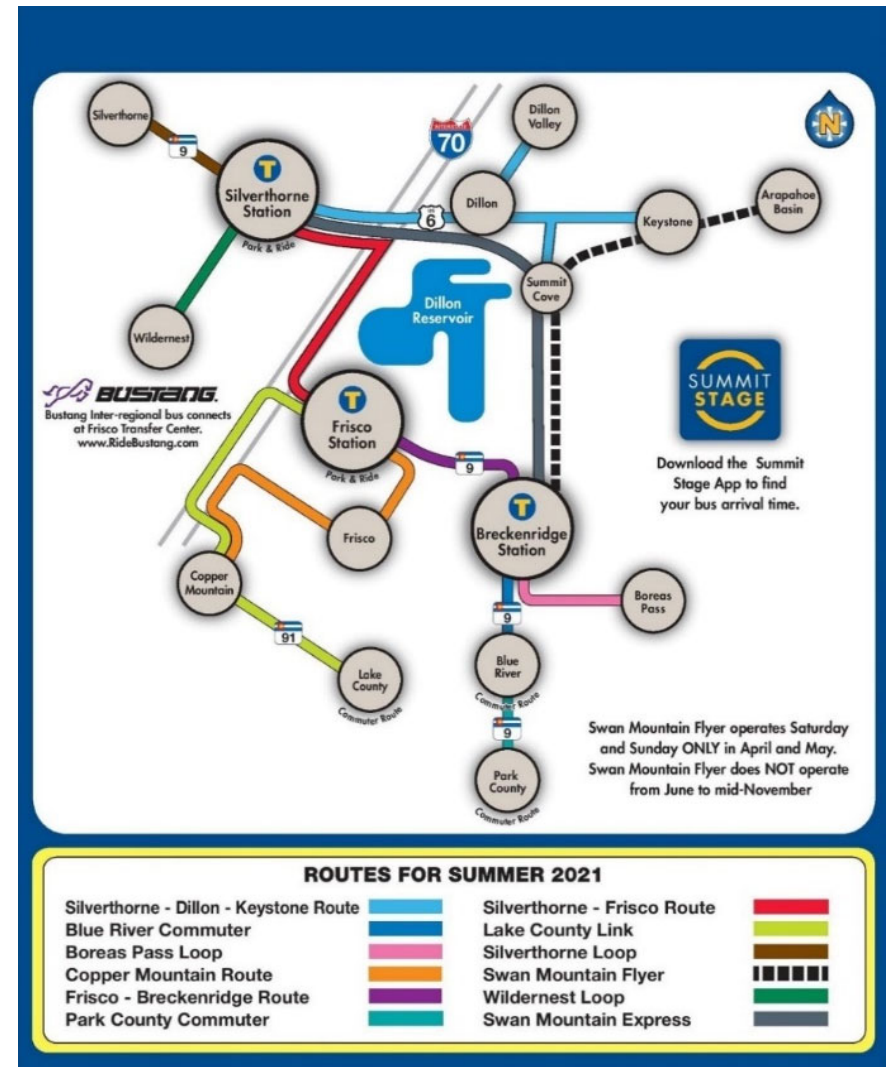
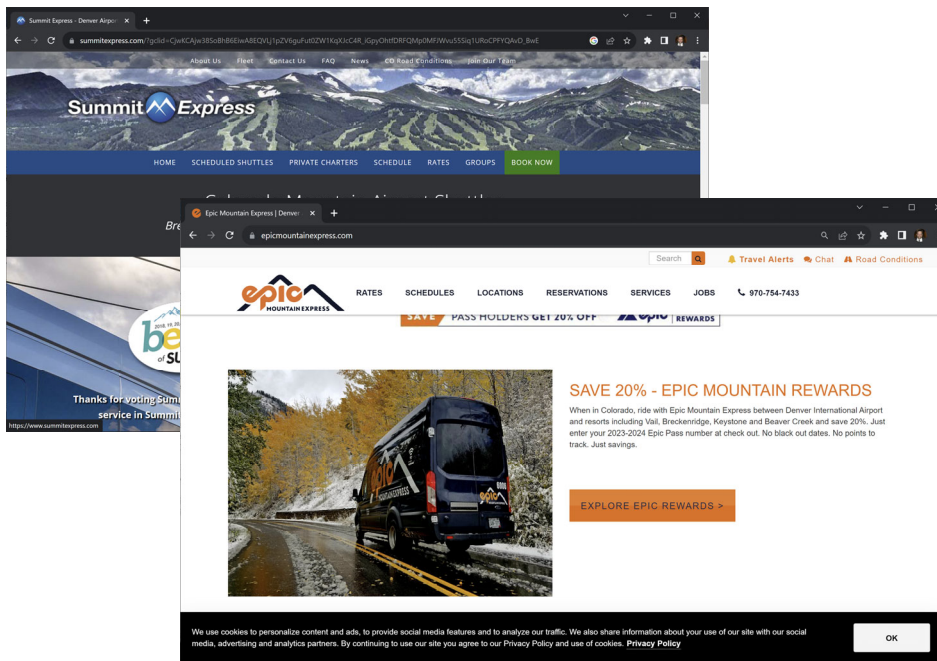
		2023 PM No-Build												
Section		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	6:00	
Westbound US 278	WB US 278 Start to Indigo Run Drive	33	27	25	12	5	4	3	4	5	6	8	24	
	Indigo Run Drive to Museum Street	32	29	11	6	4	4	4	5	6	7	9	16	
	Museum Street to Jarvis Park Road	27	20	8	6	5	6	7	8	8	8	10	15	
	Jarvis Park Road to Gumtree Road	19	11	6	4	4	4	4	4	5	6	7	9	
	Gumtree Road to Spanish Wells Road	35	14	6	5	5	5	5	5	6	7	7	8	
	Spanish Wells Road to Squire Pope Road	24	10	8	8	8	8	8	8	8	8	8	8	
	Squire Pope Road to Jenkins Road	46	46	46	46	46	46	46	46	46	46	46	46	
	Jenkins Road to Crosstree Drive	47	46	47	47	47	47	47	47	47	47	46	47	
	Crosstree Drive to Blue Heron Point Road	45	45	45	45	45	45	45	45	45	45	45	45	
	Blue Heron Point Road to Pinckney Wildlife Refuge	52	52	52	52	52	52	52	52	52	52	52	52	
	Pinckney Wildlife Refuge to Bluffton Parkway Interchange	51	52	52	52	52	52	52	52	52	51	52	52	
	Bluffton Parkway Interchange to Fording Island Road Extension	53	52	52	53	52	52	52	52	53	53	53	53	
	Fording Island Road Extension to Salt Marsh Drive	48	47	47	47	47	47	48	47	48	48	48	48	
	Salt Marsh Drive to Moss Creek Drive	30	23	22	22	21	22	24	23	24	22	25	24	
	Moss Creek Drive to WB US 278 End	45	45	45	45	45	45	44	45	44	44	45	45	
		2025 PM Build												
Section		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	6:00	
Westbound US 278	WB US 278 Start to Indigo Run Drive	32	26	25	30	30	25	25	29	32	32	33	33	
	Indigo Run Drive to Museum Street	31	26	27	32	32	30	26	29	35	34	36	34	
	Museum Street to Jarvis Park Road	27	20	19	24	22	18	17	22	25	24	26	27	
	Jarvis Park Road to Gumtree Road	22	15	18	23	22	16	18	20	22	22	22	22	
	Gumtree Road to Spanish Wells Road	35	29	23	30	30	29	31	30	31	32	34	38	
	Spanish Wells Road to Squire Pope Road	39	27	25	27	28	27	28	31	31	32	33	33	
	Squire Pope Road to Jenkins Road	43	41	43	45	43	41	42	43	41	44	44	44	
	Jenkins Road to Crosstree Drive	51	50	50	50	50	50	50	50	50	50	51	51	
	Crosstree Drive to Pinckney Wildlife Refuge	52	51	51	51	51	51	51	51	51	52	52	53	
	Pinckney Wildlife Refuge to Bluffton Parkway Interchange	53	52	52	52	53	53	53	53	53	53	53	53	
	Bluffton Parkway Interchange to Fording Island Road Extension	48	44	43	43	42	48	48	48	48	48	48	48	
	Fording Island Road Extension to Salt Marsh Drive	30	21	18	21	20	24	24	27	29	23	25	27	
	Salt Marsh Drive to Moss Creek Drive	45	44	45	45	45	45	45	45	45	45	45	45	
	Moss Creek Drive to WB US 278 End	45	44	45	45	45	45	45	45	45	45	45	45	
			2030 PM Build											
Section		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	6:00	
Westbound US 278	WB US 278 Start to Indigo Run Drive	32	22	18	27	28	22	17	25	31	31	32	32	
	Indigo Run Drive to Museum Street	30	22	16	24	28	24	24	27	33	33	35	37	
	Museum Street to Jarvis Park Road	25	17	17	18	21	15	15	15	21	24	29	27	
	Jarvis Park Road to Gumtree Road	21	14	17	22	19	15	17	19	19	20	23	21	
	Gumtree Road to Spanish Wells Road	36	25	18	22	29	30	29	28	31	33	33	34	
	Spanish Wells Road to Squire Pope Road	39	28	27	25	26	29	30	30	31	31	31	33	
	Squire Pope Road to Crosstree Drive	42	39	40	40	41	41	41	42	43	42	43	43	
	Crosstree Drive to Pinckney Wildlife Refuge	51	50	50	50	50	50	50	50	50	51	50	51	
	Pinckney Wildlife Refuge to Bluffton Parkway Interchange	52	51	51	51	51	51	51	51	51	52	52	53	
	Bluffton Parkway Interchange to Fording Island Road Extension	53	52	52	52	52	53	53	53	53	53	53	53	
	Fording Island Road Extension to Salt Marsh Drive	48	42	41	43	42	48	48	48	48	48	48	48	
	Salt Marsh Drive to Moss Creek Drive	30	18	18	19	20	24	24	27	21	21	22	23	
	Moss Creek Drive to WB US 278 End	45	45	45	45	45	45	45	45	45	45	45	45	
			2035 PM Build											
	Section		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	6:00
Westbound US 278	WB US 278 Start to Indigo Run Drive	31	18	11	15	18	15	15	9	15	31	31	33	
	Indigo Run Drive to Museum Street	30	21	14	16	18	16	15	15	21	32	34	36	
	Museum Street to Jarvis Park Road	24	16	16	15	16	13	12	14	15	25	24	28	
	Jarvis Park Road to Gumtree Road	20	15	19	21	16	15	18	15	19	20	19	21	
	Gumtree Road to Spanish Wells Road	34	23	19	20	22	29	30	27	27	28	30	34	
	Spanish Wells Road to Squire Pope Road	39	31	26	25	25	27	28	29	31	30	31	35	
	Squire Pope Road to Crosstree Drive	42	40	40	41	40	41	41	41	42	43	44	44	
	Crosstree Drive to Pinckney Wildlife Refuge	51	50	50	50	50	50	50	50	50	50	50	51	
	Pinckney Wildlife Refuge to Bluffton Parkway Interchange	52	51	51	51	51	51	51	51	51	52	52	53	
	Bluffton Parkway Interchange to Fording Island Road Extension	53	52	52	52	52	53	53	53	53	53	53	53	
	Fording Island Road Extension to Salt Marsh Drive	48	44	43	43	42	46	48	48	48	48	48	48	
	Salt Marsh Drive to Moss Creek Drive	29	18	16	17	16	18	19	20	23	23	24	27	
	Moss Creek Drive to WB US 278 End	45	45	45	45	45	45	45	45	45	45	44	45	
			2040 PM Build											
	Section		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	6:00
Westbound US 278	WB US 278 Start to Indigo Run Drive	30	15	8	9	8	7	7	7	9	14	31	32	
	Indigo Run Drive to Museum Street	28	18	14	14	13	12	12	14	14	14	14	15	
	Museum Street to Jarvis Park Road	22	14	15	15	14	12	11	13	14	12	20	25	
	Jarvis Park Road to Gumtree Road	19	13	17	21	16	15	17	15	17	19	17	24	
	Gumtree Road to Spanish Wells Road	33	21	17	18	20	27	26	24	28	29	29	29	
	Spanish Wells Road to Squire Pope Road	38	31	26	24	23	25	28	28	27	27	30	32	
	Squire Pope Road to Crosstree Drive	42	39	40	42	41	42	43	43	43	43	43	44	
	Crosstree Drive to Pinckney Wildlife Refuge	51	50	50	50	50	50	50	50	50	50	50	51	
	Pinckney Wildlife Refuge to Bluffton Parkway Interchange	52	51	51	51	51	51	51	51	51	51	51	52	
	Bluffton Parkway Interchange to Fording Island Road Extension	53	52	51	52	52	53	53	53	53	53	53	53	
	Fording Island Road Extension to Salt Marsh Drive	48	44	43	43	42	46	48	48	48	48	48	48	
	Salt Marsh Drive to Moss Creek Drive	27	16	15	17	14	16	18	19	24	23	24	21	
	Moss Creek Drive to WB US 278 End	45	45	45	45	45	45	45	45	45	45	44	45	
			2045 PM Build											
	Section		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	6:00
Westbound US 278	WB US 278 Start to Indigo Run Drive	29	13	7	7	7	7	7	7	7	7	7	7	
	Indigo Run Drive to Museum Street	27	15	11	12	11	12	12	13	12	13	11	17	
	Museum Street to Jarvis Park Road	20	13	14	16	14	11	11	14	12	11	11	14	
	Jarvis Park Road to Gumtree Road	19	12	15	18	15	14	17	15	15	16	18	18	
	Gumtree Road to Spanish Wells Road	34	20	16	17	18	22	24	26	27	29	29	27	
	Spanish Wells Road to Squire Pope Road	36	29	26	24	23	24	28	31	31	29	28	27	
	Squire Pope Road to Crosstree Drive	41	39	40	43	42	41	41	42	42	42	41	43	
	Crosstree Drive to Pinckney Wildlife Refuge	50	50	50	50	50	50	50	50	50	50	50	50	
	Pinckney Wildlife Refuge to Bluffton Parkway Interchange	52	51	51	51	51	51	51	51	51	51	51	51	
	Bluffton Parkway Interchange to Fording Island Road Extension	53	52	51	51	52	53	53	53	53	53	53	53	
	Fording Island Road Extension to Salt Marsh Drive	47	43	29	40	35	38	47	48	48	48	48	47	
	Salt Marsh Drive to Moss Creek Drive	27	16	13	15	13	14	19	22	24	24	21	21	
	Moss Creek Drive to WB US 278 End	45	45	45	45	45	45	45	45	45	45	45	45	
			2050 PM Build											
	Section		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	6:00
Westbound US 278	WB US 278 Start to Indigo Run Drive	28	10	6	7	7	6	6	6	7	7	7	7	
	Indigo Run Drive to Museum Street	26	14	10	11	10	9	12	14	13	14	15	15	
	Museum Street to Jarvis Park Road	18	13	14	15	15	11	10	12	12	11	11	12	
	Jarvis Park Road to Gumtree Road	18	12	14	17	14	14	17	18	16	17	14	19	
	Gumtree Road to Spanish Wells Road	32	19	15	16	17	19	20	24	24	28	29	31	
	Spanish Wells Road to Squire Pope Road	38	30	27	27	24	25	26	29	28	27	26	26	
	Squire Pope Road to Crosstree Drive	41	38	41	42	42	42	43	43	43	43	43	43	
	Crosstree Drive to Pinckney Wildlife Refuge	50	50	50	50	50	50	50	50	50	50	50	50	
	Pinckney Wildlife Refuge to Bluffton Parkway Interchange	51	51	51	51	51	51	51	51	51	51	51	51	
	Bluffton Parkway Interchange to Fording Island Road Extension	53	52	50	52	51	52	53	53	53	53	53	53	
	Fording Island Road Extension to Salt Marsh Drive	48	40	29	35	32	31	47	47	48	46	48	48	
	Salt Marsh Drive to Moss Creek Drive	27	14	13	14	12	13	17	19	21	18	18	20	
	Moss Creek Drive to WB US 278 End	45	45	45	45	45	45	45	45	45	45	45	45	





# 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



US 278 Corridor  
Independent Review

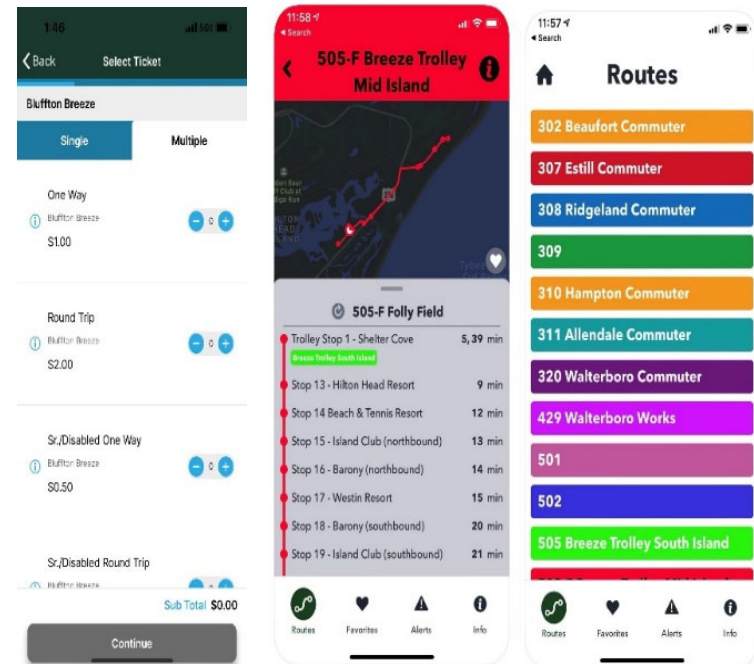
# Strong Base to Build From

## 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



US 278 Corridor  
Independent Review

# 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”



US 278 Corridor  
Independent Review



# THANK YOU FOR THIS OPPORTUNITY!

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