Service Development Project

PROJECT TITLE: Mahan Drive, I-10 to Downtown

PROJECT TYPE: Improve System Operations

PROJECT DURATION: Three Years

RECIPIENT INFORMATION:

StarMetro
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PROJECT DESCRIPTION AND JUSTIFICATION (Amended)

FDOT Project 4253551 – Mahan Drive, I-10 to Downtown

Mahan Drive from Fallschase to Downtown Tallahassee

The Mahan Drive route identified in this service development project will extend the current route to the Fallschase commercial center in the first year. The second and third years of the project will be a part of the NOVA 2010 decentralization plan proposed by StarMetro. There will be a route along Mahan from Capital Circle NE to the Fallschase commercial center. This will be the foundation for a true trunk line system with the potential to evolve into a bus rapid transit (BRT) system. This route also fulfills one of the major goals of the Transit Development Plan Major Update (2006-2015): to respond to growth in Tallahassee and Leon County.

Currently StarMetro operates Route 12 from C.K. Steele Plaza to Weems Road a distance of 10 miles. In the first-year of the program StarMetro intends to extend this route to the Fallschase commercial center to provide additional service to Leon County and to serve as the precursor to the trunk line service on US 90. In the second and third years of the program StarMetro, through the NOVA 2010 decentralization plan, intends to increase the frequency of bus service along Tennessee St./Mahan Drive from Capital Circle NW to Fallschase from one bus every hour to a bus every 10 minutes during peak periods and every 20 minutes during off peak.

FDOT funding will assist in covering the increase in operational costs for the route extension, marketing efforts to inform the public of the NOVA 2010 decentralization plan, and cost of increased service on the US 90 corridor from one bus an hour to a bus every 10 minutes during peak periods and every 20 minutes during off peak once the NOVA 2010 decentralization plan is implemented.

Project Objectives:

There are 1,445 peak-hour trips on U.S. 90 coming from Jefferson County heading west into Tallahassee. Using the methodology outlined in the FSU/DURP Assessment, transit should be able to capture 2.1% of out-of-county commuters, or 320 of the 15,251 average daily counts from Jefferson County taken by Leon County in 2006. By extending the Mahan route to Fallschase and increasing the trip frequency StarMetro expects to accomplish the following objectives:

- Average Daily Ridership of 640 trips.
- Annual Farebox Revenue $99,840 ($0.60 per trip average)
- Annual Growth of 4% of its ridership.
- 180,000 annual trips by the end of the three-year project.

FDOT Service Development Funds			
Year One			
Cost Item	Net Project Costs	Local Funds	State Share
Year One Operating Costs	$480,000	$240,000	$240,000
Year Two			
Cost Item	Net Project Costs	Local Funds	State Share
Operating Costs	$480,000	$240,000	$240,000
Year Three			
Cost Item	Net Project Costs	Local Funds	State Share
Operating Costs	$480,000	$240,000	$240,000
Total Project			
Cost Item	Net Project Costs	Local Funds	State Share
Total Operating Costs	$1,440,000	$720,000	$720,000