



Brevard Transportation Update

Transportation Planning for Florida's Space Coast

July, 2004

SR 528 Study Begins

A planning study to evaluate the future widening of SR 528 is now underway. The two-year effort, called a Project Development and Environmental (PD&E) study, will cover SR 528 from Port Canaveral to SR 520 in Orange County.

Daily traffic along SR 528 is projected to grow by 25,000 vehicles by the year 2030. Additionally the "Freight Study" completed by the Brevard MPO, Metroplan Orlando and Port Canaveral in 2002 projects a doubling of truck traffic to and from Port Canaveral by 2020.

The study will examine the need for 6-laning and alternative alignments of any widening that is necessary. Alternatives could include widening the road to the inside utilizing the existing median or widening to the outside to the north, south, or both directions. Impacts to the surrounding environment, businesses and residents will be analyzed and solutions to minimize impacts will be identified.

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Photo courtesy of CH2MHill

Looking east on SR 528 at US 1 interchange.

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Project Priorities

Each year, the Brevard MPO adopts a set of project priorities. The priorities are used by FDOT to develop the state transportation work program. FDOT attempts to implement as many of the projects on the MPO's list as funding will permit. Inclusion on the MPO's project priority list is the first step in implementing a major improvement with state or federal funds.

Each local government and transportation agency has been asked to approve project requests for submission to the MPO. The project requests submitted by local governments will be evaluated by the MPO's Growth Management Subcommittee. The Subcommittee is composed of staff planners and engineers from Brevard's local governments. The subcommittee will prepare a recommended project priority list that will be presented to the MPO at their August 12th meeting. Open houses have been scheduled in July to provide the public an opportunity to comment on the project priorities. The MPO will consider the recommended list and public comments in August. The final priority list will be forwarded to FDOT for consideration in the development of their work program in September.

Transportation Project Priorities Open House Schedule

Tuesday, July 20, 2004

Port St. John Library
6500 Carole Avenue
6:00 pm

Wednesday, July 21, 2004

Palm Bay Council Chambers
120 Malabar Road
6:00 pm

Comments and questions will be taken on the Brevard MPO's proposed Transportation Project Priorities. Please call (321-690-6890) or e-mail (brevardmpostaff@brevardmpo.com) the MPO office for more information.

Transportation Enhancement Project Priorities Adopted

The latest round of transportation enhancement projects were prioritized by the Bicycle/Pedestrian and Trails Committee and approved by the MPO in May. FDOT will fund as many projects as possible with available funding. Typically, only the first few projects on a list are able to be funded. Those projects that are funded will be programmed in the FDOT's Work Program beginning in FY 2010. The table to the right lists the top five projects adopted by the Brevard MPO for 2004. For a complete list of projects please contact the Brevard MPO office.

2004 Transportation Enhancement Project Priorities Adopted May 27, 2004		
Priority Rank	Project Name	Estimated Cost
1	Cocoa Beach SR A1A Sidewalk Program	\$300,000
2	Palm Bay Cross City Linear Park	\$624,000
3	Palm Bay Indian River Lagoon Scenic Highway Pedway	\$650,000
4	Brevard County Trails Construction Program	\$800,000
5	Palm Bay Water Street Linear Park	\$420,000

Community Survey Results Identify Transportation Improvements

For the most part, Brevard County residents are satisfied with the existing transportation system according to the results of a county-wide telephone survey conducted by the MPO in January 2004. Key areas suggested for improvements were signal coordination, traffic flow and roadway landscaping. Residents would also like a safer, expanded sidewalk system with more accessible connections and with a focus on access to and from schools. Transit service was another area that was addressed and comments included requests to add new routes, expand weekday service, reduce wait times and improve mobility for seniors and the disabled. A general comment and concern was the need to address growth impacts. The survey also revealed that a majority of residents would support a one to three cent gas tax increase to fund identified priorities.

The results are providing a foundation for the development of the MPO's Long Range Transportation Plan (LRTP). The LRTP is incorporating these priorities into a plan that can be implemented over the next 20 years with projected funding levels. For additional information on the results of the survey or the LRTP please contact the Brevard MPO office.

Project Updates

Brevard County Transportation Projects:

- **Singleton Avenue & Dairy Road Intersection improvements in Titusville.** Under construction. Estimated completion: November 2004.
- **A. Max Brewer Causeway Bridge Rehabilitation in Titusville.** Under construction. Estimated completion: July 2004.



Looking south on Croton Road just north of Lake Washington Road in Melbourne.

- **Croton Road Widening** from Johnson Jr. High to Lake Washington. Under construction. Estimated completion: September 2005.

Florida Department of Transportation Projects:

- **SR 520 Widening** from I-95 to SR 524 in Cocoa. Under Construction. Estimated completion: Summer 2005.
- **US 1 Widening** from Post Road in Melbourne to Pineda Causeway. Under Construction. Estimated completion: Summer 2004.
- **US 192 Widening** from I-95 to the Brevard/Osceola County line. Under construction. Estimated completion: September 2004.
- **Willard Peebles Bridge Replacement** on SR 520 over the Banana River. Under construction. Estimated completion: March 2005.
- **SR 528 Westbound Bridge Replacement** over Indian River. Contract awarded in October. Construction began in December.



Marketing Survey Completed

Space Coast Area Transit (SCAT) has completed an evaluation of its marketing program for fixed route transit service. The six-month project included interviews with SCAT staff and their marketing partners, a survey of current riders, and focus groups with riders and non-riders. Various marketing and informational materials, such as route schedules and maps, were also reviewed.

Preliminary results of the study indicate that SCAT's overall marketing efforts are effective at providing targeted information regarding bus service and programs. The most effective marketing techniques include illustrated buses, television and radio advertisements. Targeted marketing programs, such as the summer "Read to Ride" campaign and park-and-ride bus service for special events, are also particularly successful.

Based on the study results, potential areas of further focus for SCAT include clarifying the bus schedules and system maps and continuing to reach out to new riders and visitors to Brevard County. SCAT is also initiating a more detailed survey of current riders as well as conducting an in-depth study of its fare structure and policies (see related articles). Both efforts are focused on providing better service to current bus riders while reaching out to attract new riders.

Rider Survey to be Conducted on Fixed Routes

A comprehensive on-board rider survey will be conducted this summer on SCAT's fixed route transit system. This study is an update to SCAT's 1999 passenger survey that gauges the attitudes, habits, and preferences of current riders regarding various aspects of transit service.

This survey will find out:

- Who rides the bus?
- Why they ride the bus?
- What aspects of current services riders like most and least?
- What are the implications for potential changes to routes and service hours?

The results will be compared with previous surveys to identify trends and needed improvements along with any changes to policies that could improve transit services. Final survey results should be available in October.

SCAT to Conduct Fare Study

The passenger fare system is an integral part of SCAT's transit system. Recently, SCAT installed a new fare collection system on its fixed route vehicles and will be conducting a study to evaluate potential enhancements, such as ridership tracking, that the new system can provide. The study will also evaluate the current fare structure and distribution strategies. The study results will be available this fall. Please contact SCAT at 635-7815 for additional information.

SR 528 Study, from page 1

A Project Advisory Group (PAG) has been formed to assist with this process. The PAG is made up of staff of local government and regulatory agencies and citizens representing area residents and special interest groups. The PAG will meet throughout the study and will review study findings. Input from you will also be a critical part of the study. Public workshops will be held over the next two years. Staff from CH2MHill and FDOT will be available to meet with small groups, such as neighborhood associations, on request.

The FDOT has retained CH2MHill of Orlando to complete the study. For more information, please contact Tara Jones, P.E., Project Coordinator with CH2MHill. (Toll-free: 866-893-9378, e-mail: nathan.silva@ch2m.com) or visit the project website at www.sr528pde.com.



Brevard Metropolitan Planning Organization

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Upcoming Meetings

Technical and Citizens Advisory Committee

TAC/CAC meetings are held at the Viera Government Center, Bldg. C, 2nd Floor, Space Coast Room at 10:00 am

- Friday, July 2, 2004*

*(*Special Date Due to Independence Day Holiday)*

- Monday, August 9, 2004
- Friday, September 3, 2004*

*(*Special Date Due to Labor Day Holiday)*

- Monday, October 11, 2004

MPO

MPO meetings are held at the Viera Government Center, Bldg. C, 3rd Floor, Florida Room at 9:00 am and are televised live on Space Coast Government Television.

- Thursday, July 8, 2004
- Thursday, August 12, 2004
- Thursday, September 9, 2004
- Thursday, October 14, 2004

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