

## Measuring Success 2013

### 18) Traffic Counts Along the Corridor.

This is a non-narrative section. There are 13 traffic count sites along the OSLT according to FDOT data.. The data collection sites are identified by number. The traffic counts reflect both directions of flow. The data is for 2012, the most recent available. Most counts are similar or down from previous years. Official site descriptions are in ALL CAPS. "JA" means John Anderson Drive.

790171 = 33,500 ON SR-40 0.581 MI W OF SR-A1A (intersection of Granada and JA)  
795128 = 18,000 ON SR-40 0.199 MI W OF SR-A1A

795125 = 12,300 ON SR-A1A 0.11 MI N OF SR-40 (just N of Neptune Ave)  
790174 = 15,100 ON SR-A1A 1.93 MI N OF SR-40  
790368 = 15,300 ON SR-A1A 4.108 MI N OF SR-40

798162 = 4,900 JA N OF SR-40/GRANADA BLVD (just N of Amsden Dr)  
798163 = 4,900 JA N OF LYNNHURST DR  
798161 = 2,400 JA N OF AQUA VISTA DR  
798117 = 850 JA N OF CAPISTRANO DR

798183 = 9,100 N BEACH ST 0.2 MI N OF GRANADA  
797078 = 1,500 N BEACH ST 1.85 MI N OF DOMICILIO AVE  
797095 = 1,750 OLD DIXIE HIGHWAY S OF HIGHBRIDGE/BOARDMAN

798015 = 2,400 BOARDMAN/HIGHBRIDGE E OF OLD DIXIE HWY

### 19) Corridor Resources.

This information is in the approved CMP.

### 20) Marketing and Promotional Efforts.

The Ormond Scenic Loop and Trail continues to be represented on an ongoing or occasional basis at Citizens for Ormond Beach, Ormond Mainstreet, Ormond Beach City Commission, Halifax River Audubon, Florida Native Plant Society, Ormond Beach Garden Club, and Ormond Beach Historical Trust. Our website is active at [www.ormondscenicloopandtrail.com](http://www.ormondscenicloopandtrail.com) and links to it are posted on websites for Visit Florida, A1A Scenic and Coastal Byway, and Tomoka, Bulow, and North Peninsula State Parks. A tri-fold brochure about the Ormond Scenic Loop and Trail is in targeted distribution as is a fund raising brochure. We offer logo t-shirts for sale. These have been updated with our new logo. We also offer a locally produced DVD about the corridor. It has been viewed 4,966 times at YouTube

since its release in 2007, up about 1,600 views over the last two years. A Florida Department of Transportation video about Florida's scenic highways, which includes a section on the Ormond Scenic Loop and Trail, is complete and since its posting on YouTube in June, 2011 has been viewed 1197 times, 400 more views over two years ago. We are active and visible to the community during events such as Ormond Mainstreet's Riverfest, the Ormond Beach Farmer's Market, and the Ormond Beach Seafood Festival.

#### 21) Lodging Facilities.

25-50. Small local establishments

#### 22) Food Facilities.

25-50. Almost all small local establishments.

#### 23) Chambers of Commerce.

Ormond Beach Chamber of Commerce

#### 24) Private Development

The economy has improved as have home sales and prices, along with a reduced inventory of existing homes as compared to two years ago. But new development remains and stalled "in progress" development along the corridor remains slow. Details provided in "Corridor Conditions." We expect these conditions to accelerate slowly.

#### 25) Demographic Changes.

A census data for 2012 puts the population of Volusia County at 496,950, higher than 2010, 494,593. Statistics for Volusia County from the University of Florida's Bureau of Economic and Business Research for 2011 or 2012 show increasing numbers of individuals over 60 years of age living in poverty, increasing enrollment in Medicare, Medicaid, and the food stamp program, and decreasing high school graduation rates and fewer elementary school staff. On the other hand the average annual number of employed persons is up in 2012 to 229,044 from 226,670 in 2011 and the average annual unemployment rate is down to 22,480 from 27,428 in 2011.

#### 26) Property Value Changes.

Volusia County Tax Appraiser Morgan Gilreath states in a piece in the Daytona Beach News-Journal that "the real estate recession [in Volusia County] is, I think, over." According to Gilreath, the total assessed value of property in Volusia [in 2012] is estimated at \$36.2 billion including new construction, up nearly 3 percent from about \$35.2 billion a year ago.

27) Changes in Tourist Traffic.

We do not have this statistic directly but we might infer stable or improving traffic because Volusia County bed taxes are up to \$11.3 million from \$10.75 million a year ago.

28) Other Comments on Measuring Success.

As for the prior reporting period, informal public input we gather when we staff a table at local events indicates there is steady public approval for our activities on behalf of preserving, protecting, and enhancing the byway.