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**“If You Build It, They Will...  
Wait! Why Are We Building It?”**

July 20, 2023



**SAIN**  
ASSOCIATES

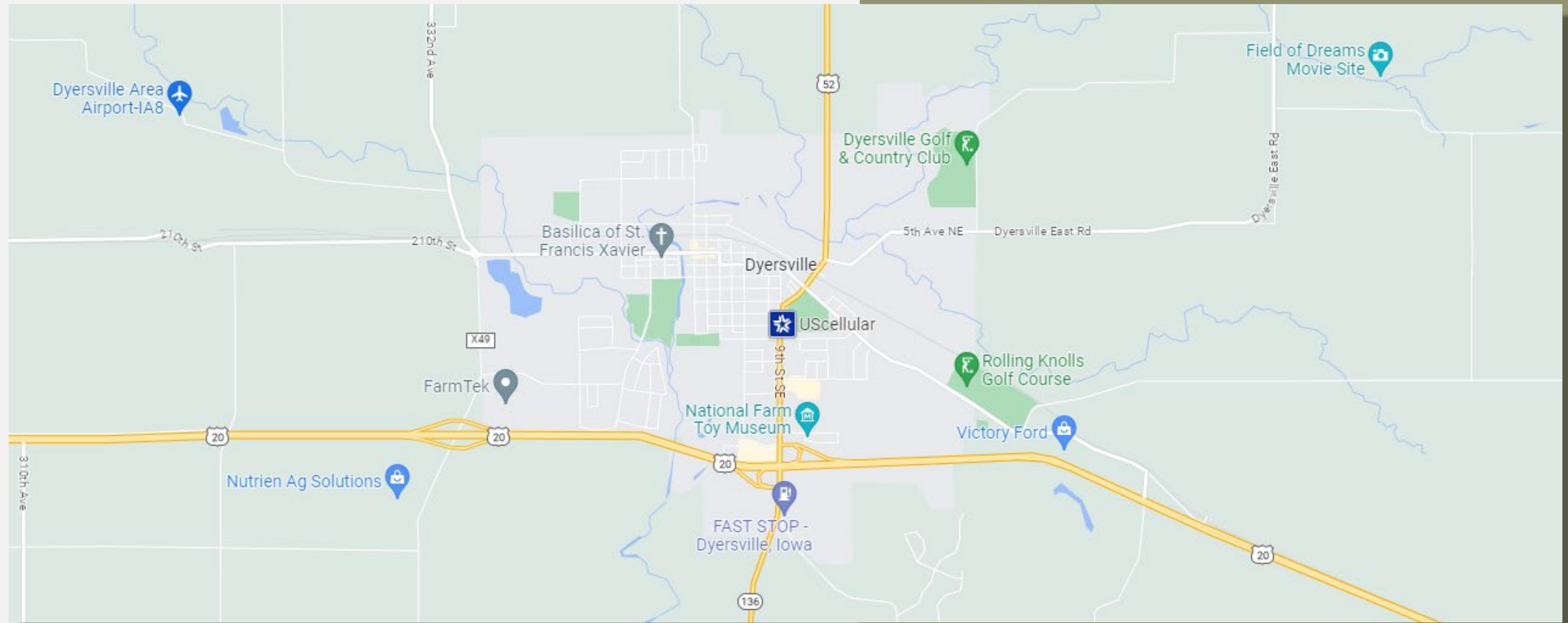
A man with dark hair, wearing a white turtleneck, stands in a cornfield. The background shows a sunset with a warm, orange glow in the sky and silhouettes of corn plants. The man is looking slightly to the right of the camera with a serious expression.

**“If you build it, he will come.”**

**- Field of Dreams (1989)**

# Dyersville, Iowa

- Population: 4,477 (2020 Census)
- US Highway 20



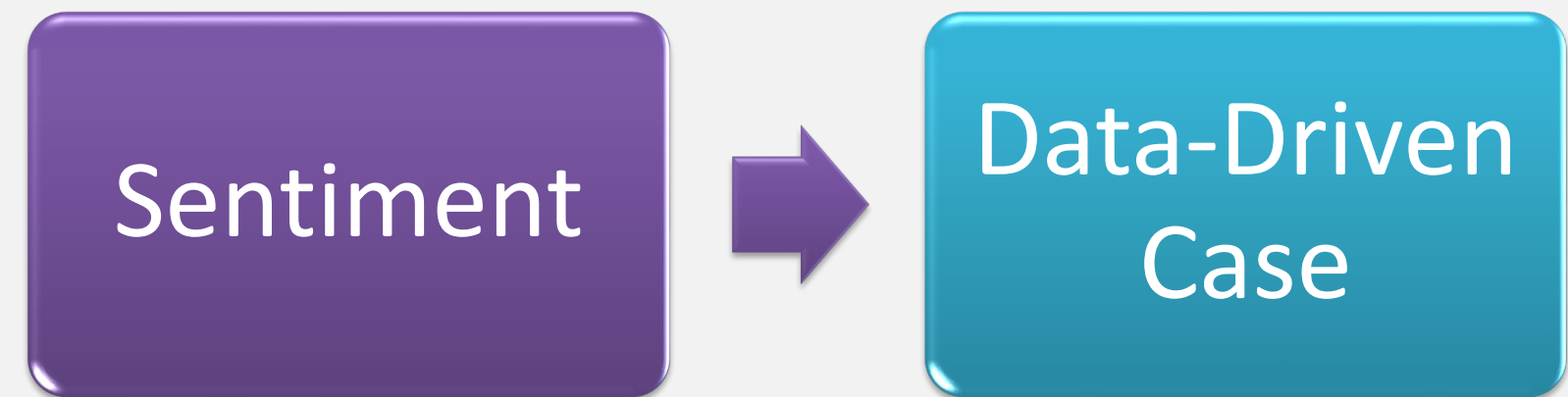


*“People will come, Ray.  
People will come to Iowa for  
reasons they can’t even  
fathom.”*

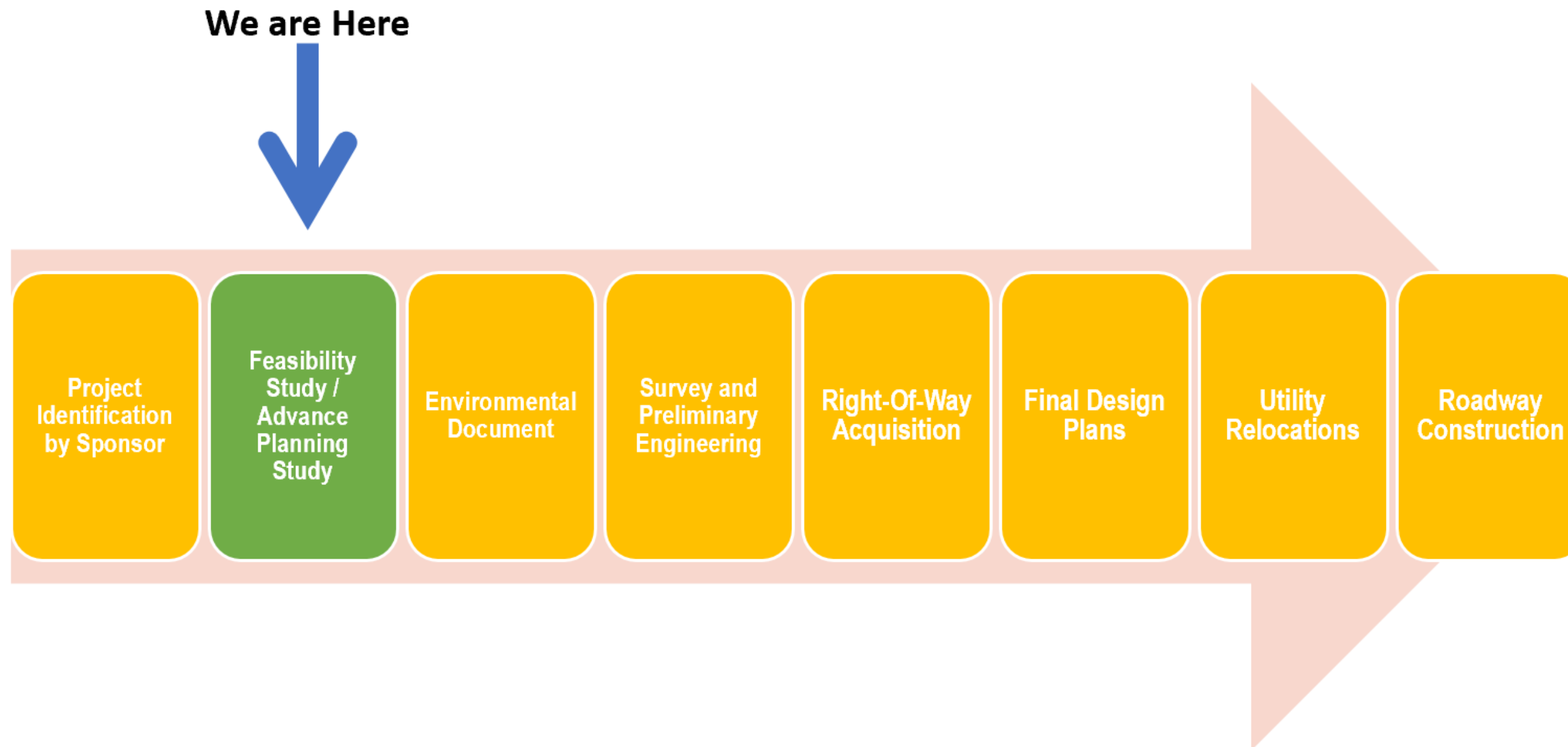
– Field of Dreams (1989)

## Purpose and Need in Rural Context

- Goal: Substantiate the purpose and need for improvement with objective data.



# Project Development Process



# BUILD Grant

- Awarded in 2020 Funding Cycle
- Planning Grant
- Feasibility Study

## BUILD Grants

Better Utilizing Investments to Leverage Development Transportation Discretionary Grants Program

**PROJECT NAME:** Long Range Transportation Study to Widen State Routes 167 and 52

**APPLICANT/SPONSOR:** Southeast Alabama Regional Planning & Development Commission


**BUILD GRANT AWARD:** \$450,000

**TOTAL PROJECT COST:** \$450,000

**PROJECT LOCATION:** Coffee, Geneva, and Dale Counties, Alabama

**PROJECT DESCRIPTION:**

This planning grant will fund the technical and economic feasibility study of two projects on approximately 24 miles of SR 167 and SR 52. The first project would widen approximately 24 miles of SR 167 in Alabama from a two-lane undivided roadway to a four-lane divided roadway from the Alabama State Line to US 84. The second project would widen approximately 13 miles of SR 52, extending a segment from Geneva to Dothan that is currently being widened to SR 167.



**PROJECT HIGHLIGHTS AND BENEFITS:**

The study will assess how to enable the safe passing of heavy trucks navigating the numerous steep grades on SR167, which is a major evacuation route. By expanding capacity on the two routes, quality of life benefits from increased flow of traffic could be expected.

**Rural**

U.S. Department of Transportation

[www.transportation.gov/buildgrants](http://www.transportation.gov/buildgrants)

# State Route 167

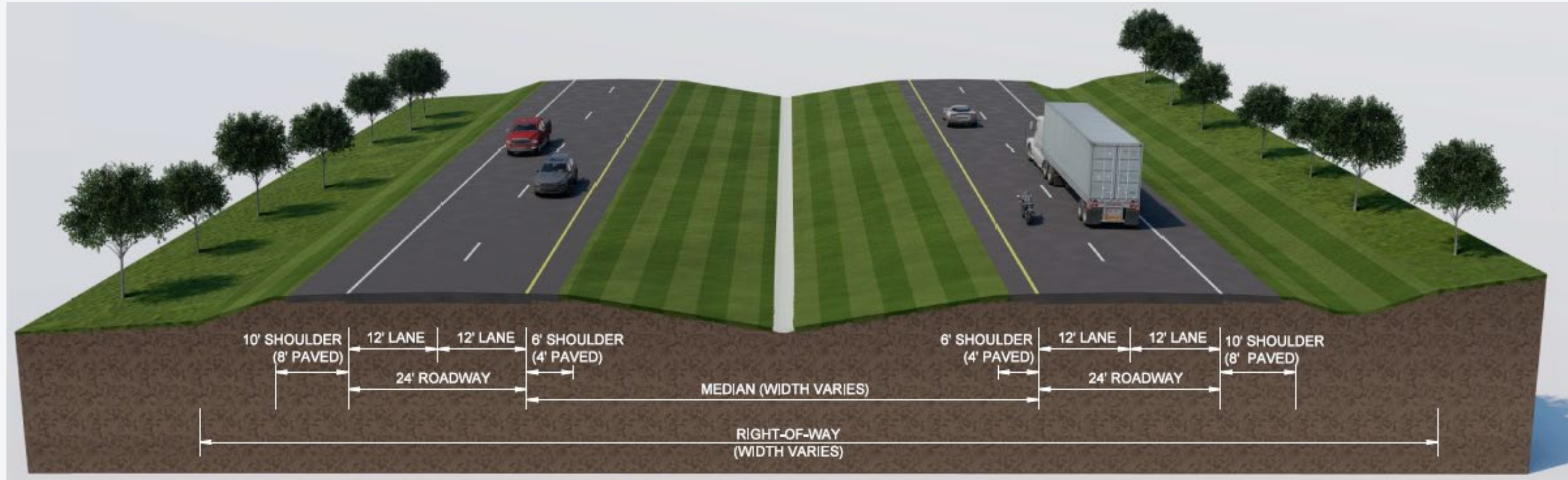
- Two-Lane Highway
- Rural Minor Arterial
- Study Area: Enterprise to Florida State Line (24 miles)
- Nearby Urban Centers:
  - Enterprise (Population 28,711)
  - Hartford (Population 2,651)



**SRR-167**

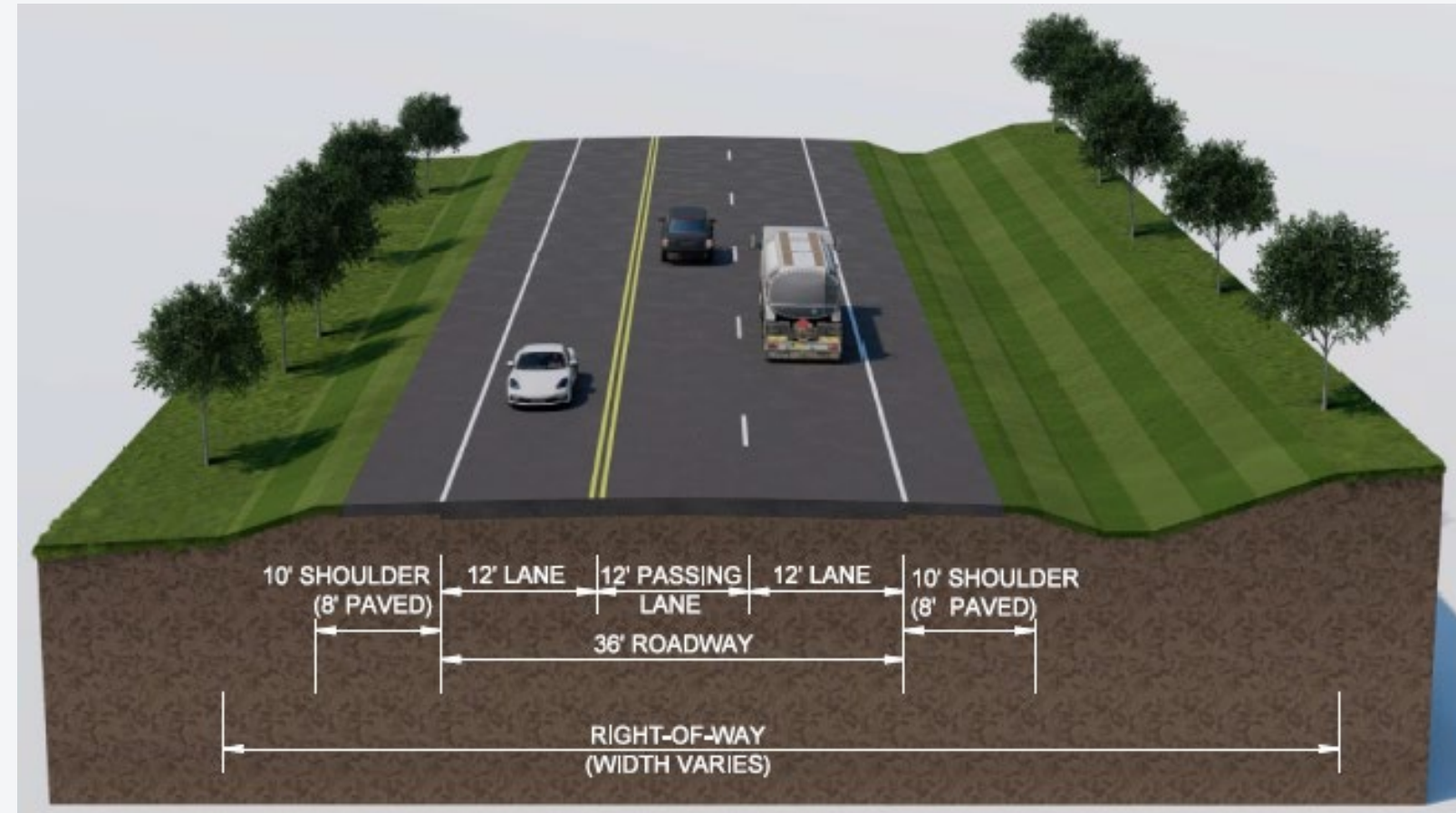
***Alternatives***





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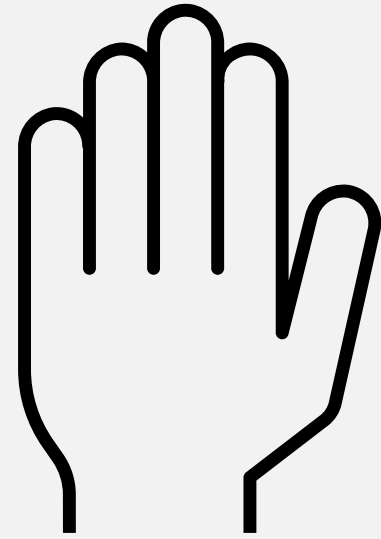
## Alternative A: Widen to Four Lane Roadway



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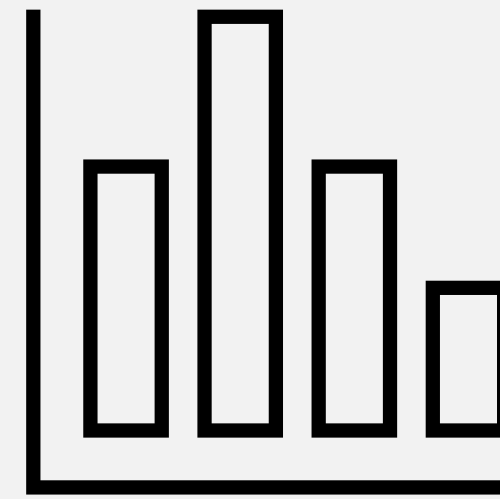
**Alternative B:**  
Install Intermittent Passing Lanes

# Traffic Volume Data



## **Sentiment:**

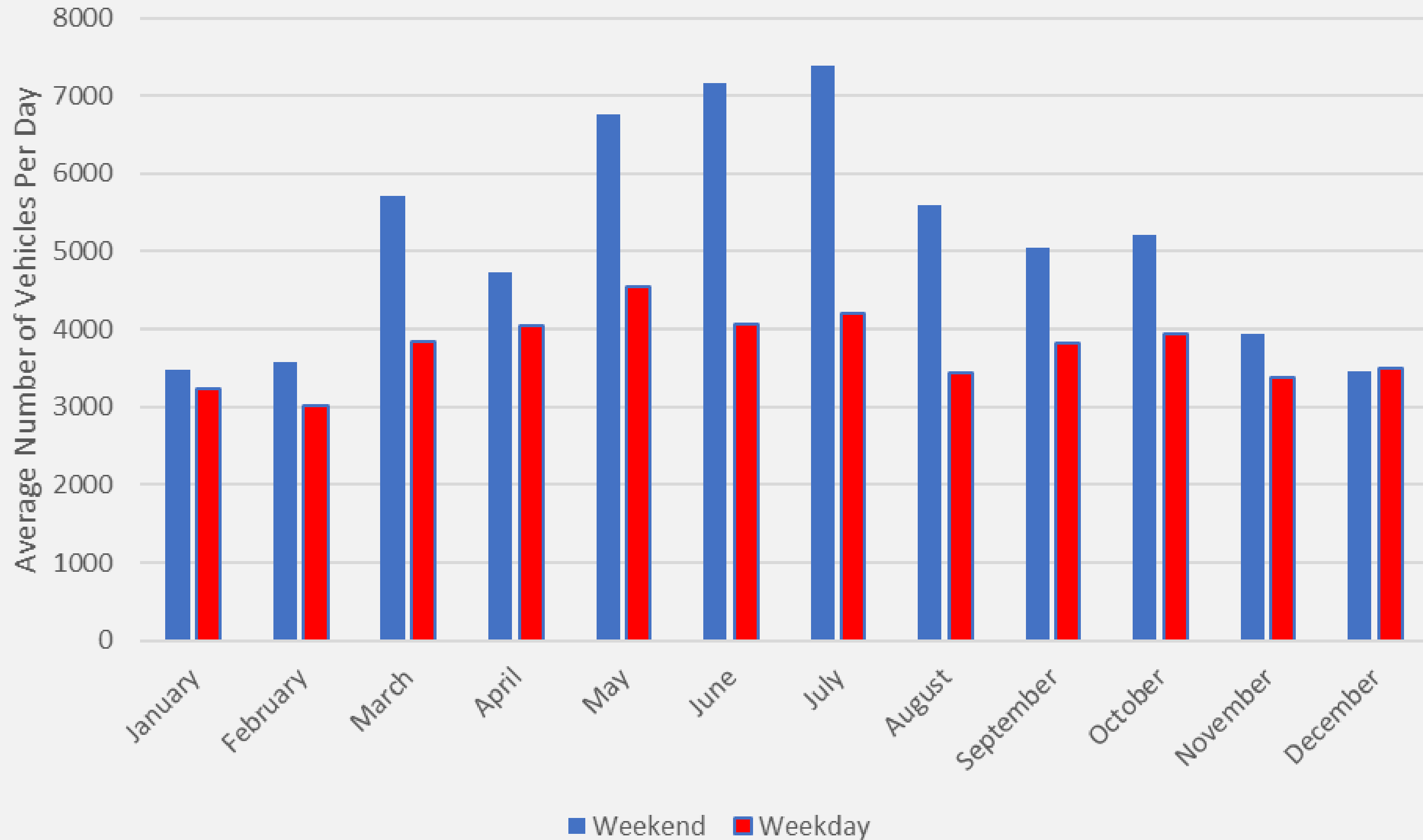
“What about all of the beach traffic?”



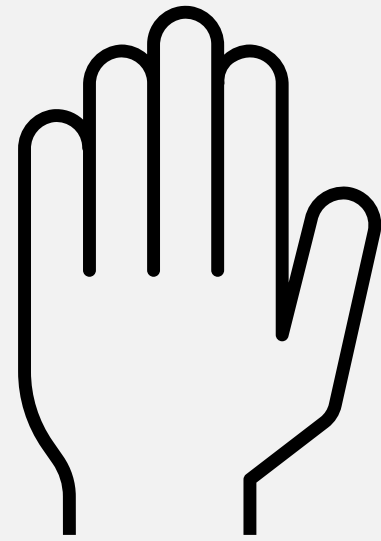
## **Data-Driven Case:**

ALDOT Automatic Traffic Recording Station, SR-167 between Hartford and Florida State Line

# SR-167 Average Daily Traffic Volume (2021)

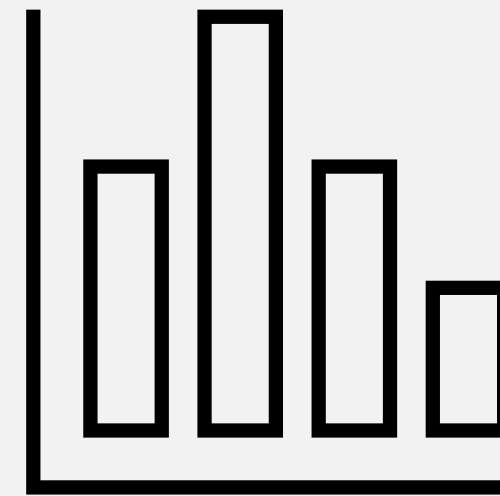


# Population Growth



## Sentiment:

“I heard that the Florida Panhandle population will grow by 1 million people in the next 10-15 years.”

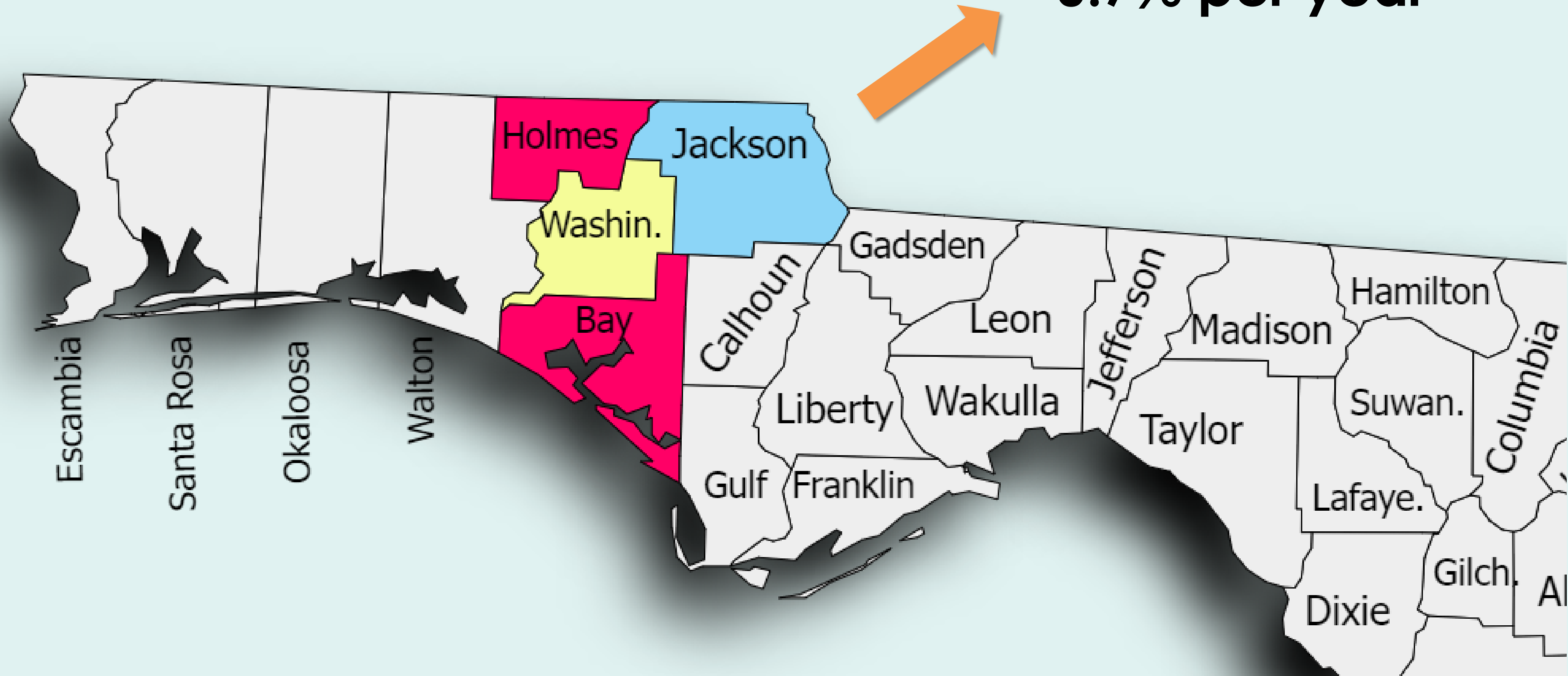


## Data-Driven Case:

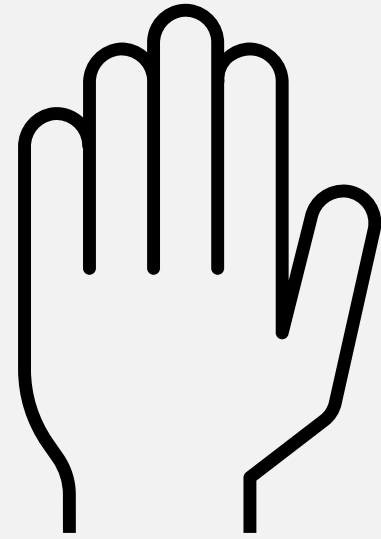
University of Florida College of Liberal Arts & Sciences Bureau of Economic and Business Research Florida Population Studies (Vol. 53, Bulletin 186, January 2020) – Projections of Florida Population by County, 2020-2045, with Estimates for 2019

# Four-County Weighted Average Annual Growth:

**0.7% per year**

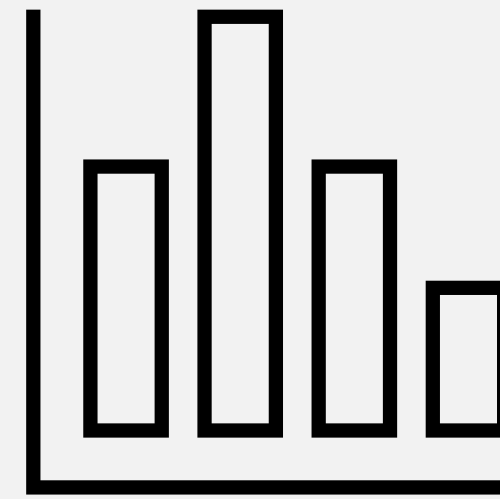


# Hurricane Evacuation



## **Sentiment:**

“Traffic is at gridlock during hurricane evacuation events.”



## **Data-Driven Case:**

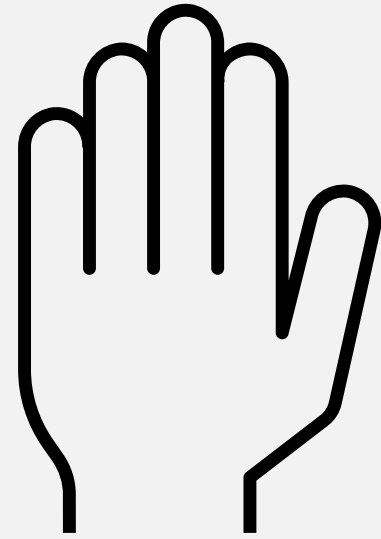
Florida Division of Emergency Management (FDEM) – Evacuation Model Technical Document



<b>Evacuation Level</b>	<b>Hurricane Category</b>	<b>Clearance Time (Hours)</b>	<b>No Build System Capacity (Vehicles Per Day)</b>	<b>Alternative A System Capacity (Vehicles Per Day)</b>
A	1	15.5	61,450	69,500
B	2	17.0	61,450	69,500
C	3	21.0	61,450	69,500
D	4	27.5	61,450	69,500
E	5	35.0	61,450	69,500

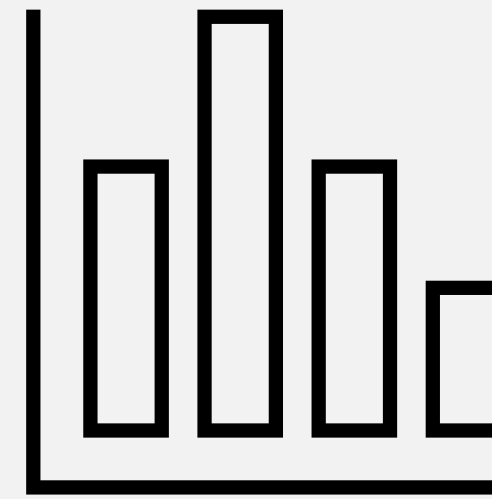


# Crash Analysis



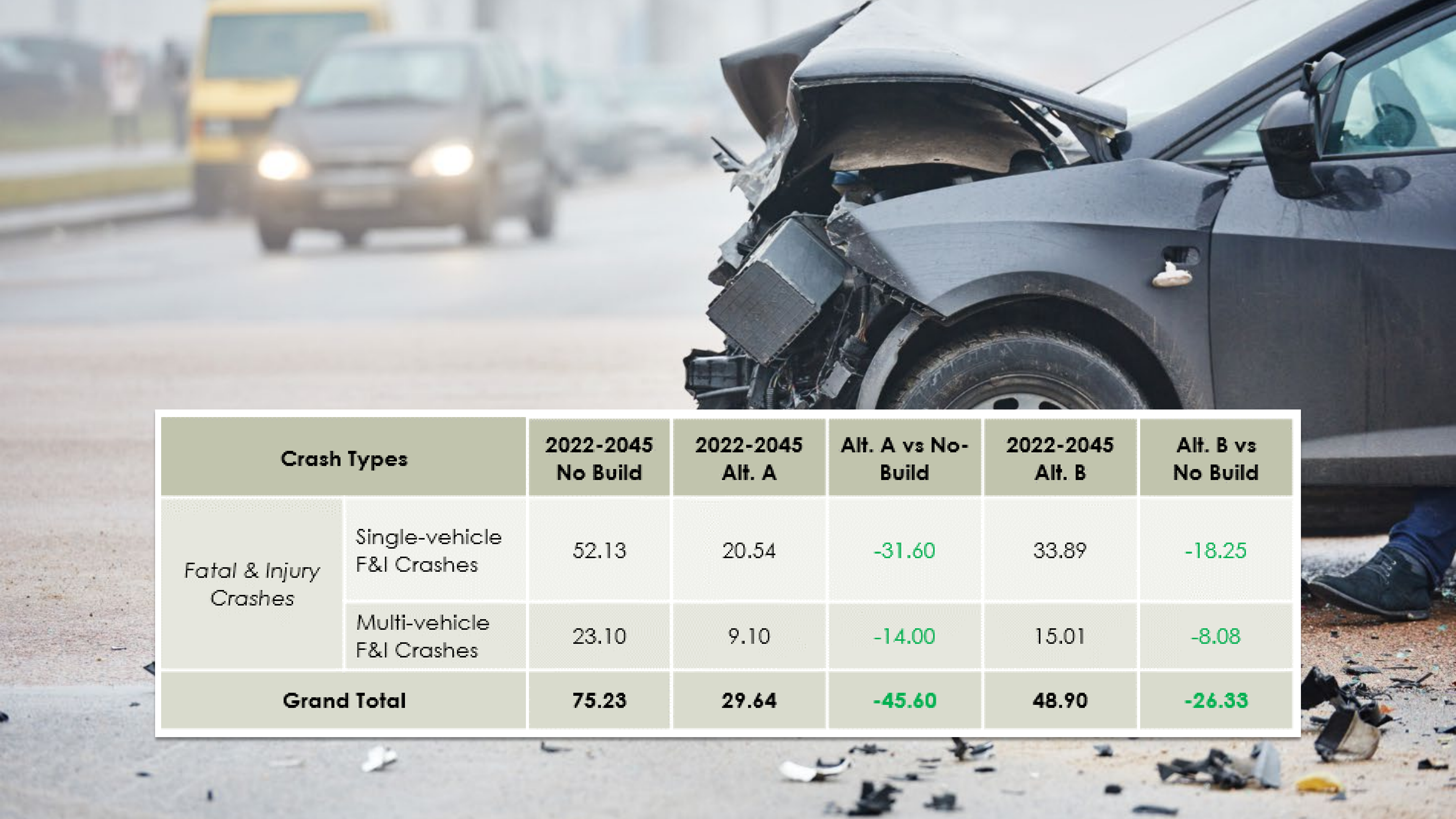
## **Sentiment:**

“A four-lane highway would be safer than the existing two-lane roadway.”



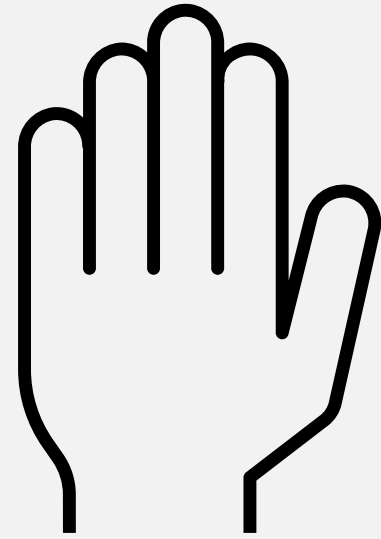
## **Data-Driven Case:**

Highway Safety Manual –  
Predictive Crash Analysis with  
Crash Modification Factors (CMF)



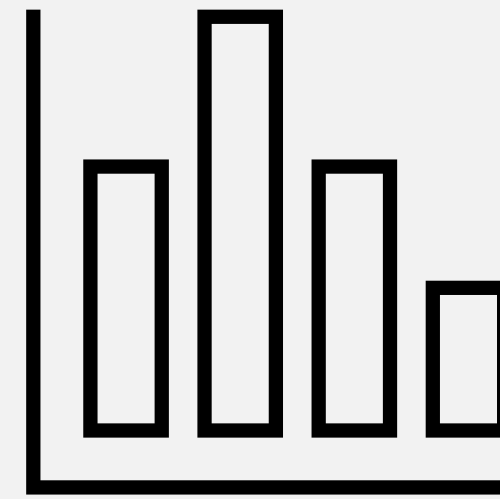
Crash Types		2022-2045 No Build	2022-2045 Alt. A	Alt. A vs No- Build	2022-2045 Alt. B	Alt. B vs No Build
Fatal & Injury Crashes	Single-vehicle F&I Crashes	52.13	20.54	-31.60	33.89	-18.25
	Multi-vehicle F&I Crashes	23.10	9.10	-14.00	15.01	-8.08
<b>Grand Total</b>		<b>75.23</b>	<b>29.64</b>	<b>-45.60</b>	<b>48.90</b>	<b>-26.33</b>

# Economic Development



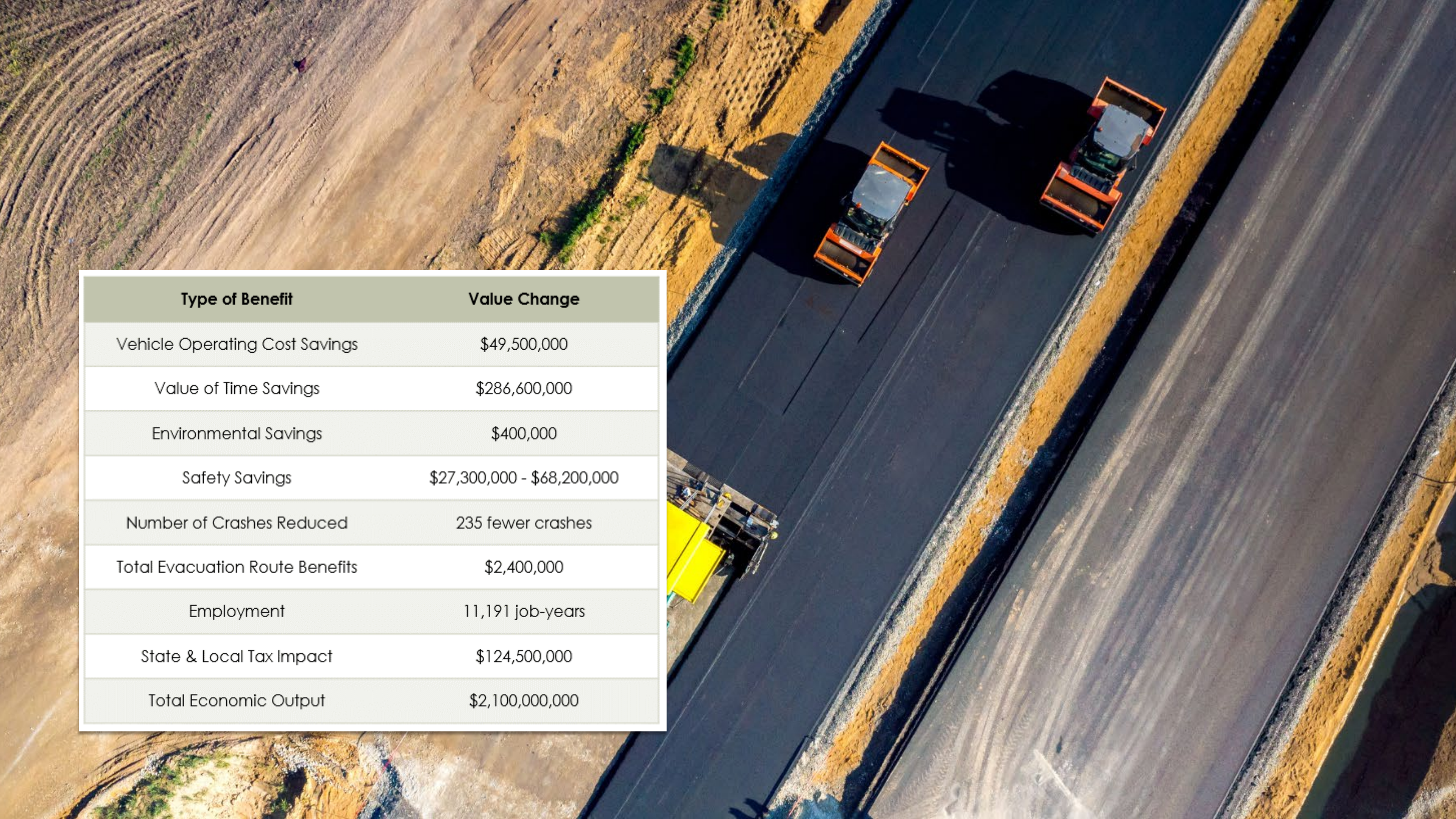
## **Sentiment:**

“We need a four-lane highway to increase economic development.”



## **Data-Driven Case:**

Alabama Transportation Institute –  
Cost-Benefit Analysis of Widening  
SR-167 (2020)




Type of Benefit	Value Change
Vehicle Operating Cost Savings	\$49,500,000
Value of Time Savings	\$286,600,000
Environmental Savings	\$400,000
Safety Savings	\$27,300,000 - \$68,200,000
Number of Crashes Reduced	235 fewer crashes
Total Evacuation Route Benefits	\$2,400,000
Employment	11,191 job-years
State & Local Tax Impact	\$124,500,000
Total Economic Output	\$2,100,000,000

**Attract Economic  
Development**

**Increase Mobility To and  
From I-10**

**Increase Hurricane  
Evacuation Capacity and  
Disaster Resiliency**

**Create Opportunities for  
Safer Passing of Slower  
Vehicles on Rolling Terrain**



**SR-167  
Purpose  
and Need**

**To what extent does each  
alternative address the purpose  
and need for improvement?**

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Key Question

Category Description	No Build Alternative	Alternative A	Alternative B
Addresses Evacuation Capacity Purpose & Need	No	Yes	Neutral
Addresses Economic Development Purpose & Need	No	Yes	No
Addresses Roadway Safety Performance Purpose & Need	No	Yes	Partial
Segment-Based Traffic Operations	LOS C	LOS A	LOS C
Opinion of Probable Cost	Low	High	Medium
Environmental Impact			
Major Structure Impacts	None	Three (Choctawhatchee River)	None



# Conclusion

- Don't misquote Field of Dreams to advance a transportation project.
- Purpose and need is critical for any transportation project to gain momentum.
- Substantiate claims with objective data early on in the project life cycle.





QUESTIONS?

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