

ORLANDO-PORT CANAVERAL CORRIDOR: INDEPENDENT PASSENGER AND FREIGHT TRAFFIC AND REVENUE ANALYSIS FOR BEELINE MONORAIL, INC.

Services Provided: TEMS provided transportation and revenue analysis and forecasting.



Description of Project: TEMS conducted a traffic and revenue analysis for the Beeline Monorail System in the Orlando-Port Canaveral Corridor. The system connects Orlando attractions and hotels with the Orlando Airport, Kennedy Space Center, and Port Canaveral. TEMS developed a corridor database using existing Florida DOT statewide origin-destination data, and specific corridor data and statistics provided by the City of Orlando Planning Department. TEMS calibrated its *COMPASS*® forecasting model to estimate total corridor passenger traffic, induced demand, market shares and passenger and revenues for the system. The *GOODS*® model was used to estimate the role that the Beeline System can play in the drayage of containers from the Port of Cape Canaveral to Orlando rail yards. Estimates were made of both traffic volumes, market shares and revenues. Commodity type revenue yield techniques were applied to maximize revenues. The forecasts prepared gave segment, corridors, station volumes, and passenger miles. Forecasts were made for the period 2003 to 2022, the estimated project life.

Using the output of the *COMPASS*® and *GOODS*® models, TEMS prepared a detailed financial plan for the project that included proforma balance sheets, financial statements, and sources of funds.

Project Start Date

September, 1998

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