

INTRODUCING:

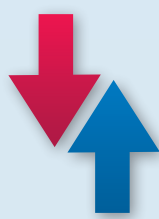


Nova2010 represents the next big innovation in Tallahassee transit. Since the StarMetro brand was born three years ago, we have successfully redeveloped services for FAMU, FSU and TCC, while introducing new service to previously unreached areas, such as SouthWood and Killlearn. In addition, we have added rider amenities like wireless internet access, smart farebox technologies and larger shelters with more comfortable benches.

With nova2010, StarMetro will reach the next stage of its evolution. By decentralizing the current route structure, nova2010 will increase shuttle frequency at StarStops, reduce route redundancies and provide greater coverage around the city - catapulting StarMetro as a viable option for regional travel.

goals the nova2010 mission objective.

- Reduce Redundancy
- Reduce Travel Time
- Reduce Carbon Footprint
- Increase On-Time Shuttle Service
- Increase Frequency (less wait between shuttles)
- Increase Opportunities for Regional Travel



boldly go direct

- Travel directly: Point A to Point B
- Simplified route/transfer structure
- 5 - 13 transfer stations (instead of one)

Nova2010 is designed to give our customers more freedom. With the addition of 4 to 12 more transfer stops, getting to your destination will be easier than ever.

boldly go fast

- 10 minutes between shuttles (available on many routes)
- Increased StarStop locations
- Increased travel on main roads



Nova2010 will increase route structure efficiency by cutting back on trips to neighborhoods and increasing StarStops on main roads. Many StarStops will have wait times as little as 10 minutes!

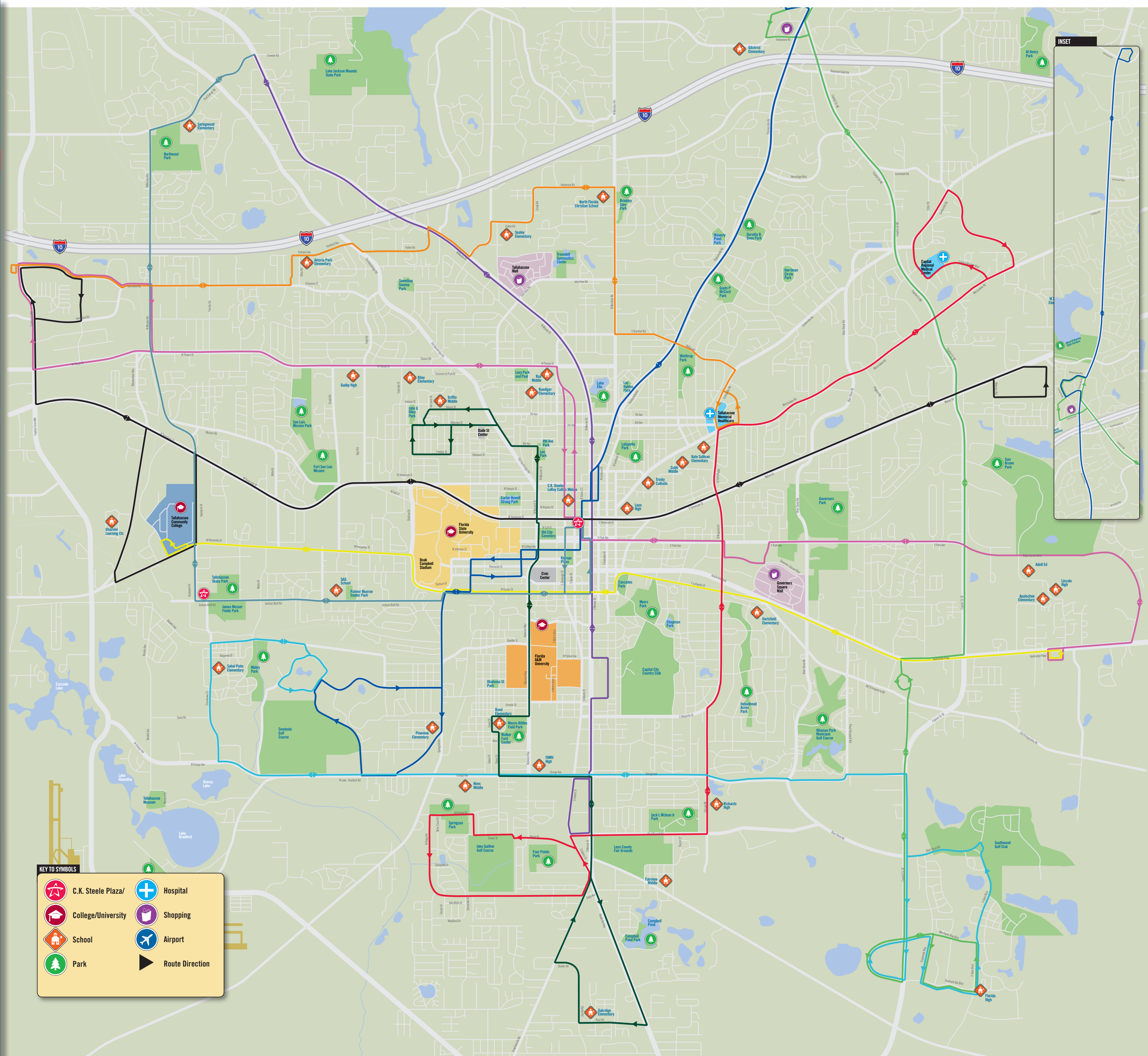
boldly go forward

- Next big step in StarMetro's evolution to a regional transit system
- Even greener system by more efficiently using resources
- Encourages healthier lifestyles

By modifying the current "hub and spoke" system, StarMetro will work toward becoming a more regionally focused route structure.

more information:

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KEY TO SYMBOLS

C.K. Steele Plaza/	Hospital
College/University	Shopping
School	Airport
Park	Route Direction