

**JACKSONVILLE TRANSPORTATION AUTHORITY  
OBJECTIVES/POLICY STATEMENT (26.1, 26.3)  
DISADVANTAGED BUSINESS ENTERPRISE**


**TO ALL JTA EMPLOYEES AND THE SERVICE COMMUNITY**

As a major provider of public transportation and whose employees have extensive daily contact with the public, the Jacksonville Transportation Authority recognizes its responsibility to the community which it serves and is committed to a policy of non-discrimination. The JTA will take all necessary and reasonable steps to assure that Disadvantaged Business Enterprises as defined by the U.S. Department of Transportation, 49 CFR Part 26 shall have a fair opportunity to participate in the JTA contracts, and we have signed an assurance of this compliance. It is also our policy and objectives to:

- (a) To ensure non-discrimination in the award and administration of DOT-assisted contracts;
- (b) To create a level playing field on which DBEs can compete fairly for DOT-assisted contracts;
- (c) To ensure that the JTA's DBE Program is narrowly tailored in accordance with applicable law;
- (d) To ensure only firms that fully meet eligibility standards of 49 CFR Part 26 are permitted to Participate as DBEs;
- (e) To help remove barriers to the participation of DBEs in DOT-assisted contracts; and
- (d) To assist the development of firms that can compete successfully in the marketplace outside the DBE Program.

Ken Middleton, Senior Manager, JTA Diversity and Equity Program Manager, has been designated as the DBE Liaison Officer. In that capacity, Mr. Middleton is responsible for implementing all aspects of the DBE Program, and to ensure participation of Disadvantaged Business Enterprises in the total procurement process. However, along with the Chief Executive Officer, Vice Presidents, Managers, and their Staff share in the responsibility for making the JTA's DBE Program a success. Implementation of the DBE Program is afforded the same priority as compliance with all other legal obligations incurred by the JTA in its financial assistance agreements with DOT.

The JTA has disseminated this policy Statement to the Board of Directors and all components of our organization. We have distributed this statement to the DBE and non-DBE communities that perform work for us on DOT-assisted and other JTA contracts through print and electronic means.

  
Nathaniel P. Ford Sr. / Chief Executive Officer

7.22.13