

**MINUTES OF THE
JACKSONVILLE TRANSPORTATION AUTHORITY
RETREAT SERIES: SESSION II
AUGUST 21, 2020**

The JTA Board of Directors held a Retreat Series: Session II on August 21, 2020. Board of Directors and Staff attended virtually. The Retreat Series included updates by the Board Committee(s).

BOARD ATTENDEES: Kevin Holzendorf, Arezou Jolly, Debbie Buckland, Ray Driver, Nicole Padgett and Larry Parks, FDOT.

JTA STAFF ATTENDEES: Nathaniel P. Ford Sr., Cleveland Ferguson III, Bonnie Todd, Bernard Schmidt, Greg Hayes, Greer Gillis, Andy Rodgers, Kelli O'Leary, Katie Smith, Michael Corbitt, Khisha Dukes and Monique Thompson.

OTHER ATTENDEES: Richard Milian, General Counsel

I. WELCOME: Chairman Holzendorf called the Retreat Series: Finance to order at 12:01p.m. and welcomed the Board Members, JTA staff and guests.

PUBLIC COMMENT: Chairman Holzendorf asked for public comments. There were no public comments.

II. CEO REMARKS

a. Focus on Safety and Customer Service: Mr. Ford stated 2021 will present the 50th Anniversary of the JTA. In 1971, it was the Jacksonville Expressway Authority and they accepted the bus operations of the Coach Company. An independent special district created the JTA.

Mr. Ford stated there has been a great deal of transition related to the Fixed Route Bus Service core operation along with the road building. He stated JTA bus service in more recent years has been operating at a high level, on-time performance is over 80 percent. Ridership after the Route Optimization Initiative went up. There has been a national decline in ridership due to COVID-19 with ridership down by 50 percent from this time last year. Mr. Ford stated the JTA continues to move forward with significant investment within bus operation. He mentioned the hard work and gave accolades to Lisa Darnall, JTA's former Chief Operating Officer who was integral to all those improvements to include introducing Compressed Natural Gas (CNG) buses.

Mr. Ford stated there was a challenge of doing a national search to identify a person that would be capable of doing the job and taking the Authority to the next level. He shared his pleasure with hiring Senior Vice President and Chief Operating Officer Bonnie Todd. She joined JTA from Seattle, Washington and had some ties to the Florida area because she served as Head of Safety & Security with the Miami-Dade Transit System. She also served at the national level as Head of Rail Safety Policy for the American Public Transportation Association.

Mr. Ford stated that Ms. Todd had a family emergency and will not be joining the session, but that Mr. Ferguson will share the Service Delivery Update presentation in her absence. He stated if there are any further questions, once Ms. Todd returns, one-on-one discussions can be set-up with Board Members.

III. SERVICE DELIVERY COMMITTEE

a. Service Delivery Update: Mr. Ferguson provided the Board an overview of the Proposed Service Changes that will be implemented in October 2020. He stated the presentation will show what ridership looked like before the pandemic and the proposed changes for October 2020. Mr. Ferguson stated this required listening to the customers and the community. He stated adjustments were made to the modified Saturday schedule to accommodate the request. The service changes will include two route modifications, two route eliminations and twenty-four routes that will have some form of increased service. All increases will apply to weekday services only. There will be no proposed changes to the Saturday or Sunday service.

Mr. Ferguson stated there was a significant reduction to the recent service in March due to the start of the pandemic. Through the Customer Engagement process, some minor service adjustments were made in the May and June timeframe. Mr. Ferguson stated before the pandemic service was at 2,000 weekday revenue hours. During the emergency, revenues hours went down to 1,350. The proposal restores that to about 90 percent. This will be a significant increase in service over the existing level of service.

Mr. Ferguson stated staff has met with the Union on a daily and weekly basis through the Incident Management Team to get an understanding of what the customers were concerned about and what routes were still being productive. The goals of this service change is to meet the needs of our passengers whenever we can, contain costs to the extent possible while increasing service, while operating at a 50 percent load capacity on our buses, and maintain flexibility with a large extra board to fill in where frequency and new load standards require additional capacity.

Mr. Ferguson shared the ridership and revenue hours chart and explained the peaks and declines over the past several months.

Mr. Ferguson stated the first proposed route change is Route 85, which will no longer service Harts Road, Biscayne Boulevard and Turtle Creek Drive. Instead, it will use I-295 and I-95. The proposed change was made due to the Highlands ReditRide Zone currently covering Harts Road, which is operated by our private partner Owl Inc. This will make the route more efficient, customer focused and efficient by utilizing the Highland ReditRide Zone. The second proposed route change is Route 28, which will no longer interline with Route 26. Instead, Route 28 will travel north on State Road 13 at its southern end to make a loop to increase efficiency.

Mr. Ferguson showed the First Coast Flyer (FCF) routes (Red Line, Green Line and Blue Line) that will have additional AM trips and increased frequency throughout the day. Headways will be twenty minutes compared to current headways of thirty minutes until 7:40pm. All three BRT Routes will begin service one hour earlier.

He provided an overview of all other proposed routes that will improve from thirty minutes to fifteen minutes and that will start an hour early. He also gave an overview of the routes that would improve from one hour to thirty minutes and will start an hour early. He also stated some routes would not change. Mr. Ferguson stated the three BRT (Bus Rapid Transit) routes would increase service under the proposed changes. Headways will be twenty minutes compared to current headways of thirty minutes until 7:40 pm. All three BRT Routes will begin service one hour earlier.

Mr. Ferguson gave an overview of the proposed routes to be discontinued due to low ridership and high costs. He stated this is a process that has been taken since 2017 to look at the least efficient routes using a strategic approach to continue to provide service to customer who still need it but at the same time discontinue the routes that do not make financial sense without harming the customer.

Additionally, Mr. Ferguson shared the Title VI requirements by the Federal Transit Administration (FTA) that JTA evaluate demographics of areas losing service to determine impact. Service Planning, Transit Operations and Diversity & Equity compared the analysis to pre-COVID-19 to current service to develop the framework for the proposed October service changes. It was determined there was no high disparate impact when comparing to pre-COVID-19 service to the proposed October service.

Mr. Ferguson shared that Public Meetings, as required were held August 3-7, 2020 at the Jacksonville Regional Transportation Center (JRTC). Continuous online public comments were taken on the JTA's website. All of this were factored in to the proposed changes. This puts the Authority in line to present the proposed changes at the August 27, 2020 Board Meeting.

Chairman Holzendorf stated there may be additional questions when the Board gets ready to vote on the proposed service changes. He stated he is sure staff has done a great job communicating the proposed changes to the public as well as the City Council districts that will be affected by the changes.

Mr. Ford stated he appreciate the Board taking the time to continue to hear these briefings, in this particular case a major service change. Mr. Ford stated some services are being added back that were dropped earlier this year due to COVID-19 based on public feedback and our own analysis of the ridership level. He stated if there are any additional questions we have time to answer questions or make additional modifications before the item is presented for action by the Board.

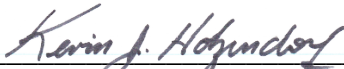
IV. ROUNDTABLE: No comments


V. ACTION ITEMS/NEXT STEPS: No comments

VI. ANNOUNCEMENTS: No comments

There being no more discussion, the Retreat Session adjourned at 1:26 p.m.

SEAL


Kevin J. Holzendorf, Chairman


Debbie Buckland, Secretary