

**MINUTES OF THE
JACKSONVILLE TRANSPORTATION AUTHORITY
BOARD WORK SESSION
THURSDAY, MARCH 29, 2022**

The Jacksonville Transportation Authority Board of Directors held a Work Session on Thursday, March 29, 2022 in the Board Room of the Jacksonville Regional Transportation Center located at 100 LaVilla Center Drive, Jacksonville, Florida 32204.

BOARD MEMBERS PRESENT: Arezou Jolly, Debbie Buckland, Ray Driver, Abel Harding, Kevin Holzendorf, and Andre Wallace.

JTA STAFF PRESENT: Nathaniel P. Ford, Sr., Cleveland Ferguson, Greg Hayes, Rosa Beckett, Bernard Schmidt, Greer Gillis, Charles Frazier and Katie Smith.

OTHERS PRESENT: Richard Milian, General Counsel, and Carolyn Flower, InfraStrategies.

WELCOME: The Work Session was called to order by Chair Jolly at 12:37 p.m.

PUBLIC COMMENT: The Chair called for Public Comment. There were no requests by the public to comment.

SAFETY, AUDIT AND COMPLIANCE COMMITTEE: Director Harding announced that each of the Board Members have been provided with a memo as an update on Enterprise Risk Management. He added that staff is available if there are any questions.

SERVICE DELIVERY COMMITTEE: Chair Jolly, on behalf of Interim Committee Chair Director Holzendorf, stated that there was one item under the committee, Duval County Public Schools Pilot Program.

a. DCPS Pilot Program: Mr. Frazier shared an overview of the Pilot Program and the Goals for the project, which provides free rides to all middle and high school students in Duval County Monday through Friday from 6:00 am to 7:00 pm. The program will run until May 27, 2022.

Mr. Frazier recognized the marketing and outreach teams for their work and partnership with DCPS to communicate this program to students and the parents. He then provided a look at the

ridership and the districts and routes that have had the highest use.

Mr. Frazier stated that a Title VI Fare Analysis is being conducted and the results will be shared with the Board in June 2022. Staff will use this data to determine how to expand and extend the myRIDETOSCHOOL Pilot. The goal is expand to everyday for all service hours and extend through June 2, 2023. Staff will bring the item to the Board for approval at the June 21, 2022 Board Meeting.

Chair Jolly inquired about the ridership numbers. Mr. Frazier responded that the numbers provided are number of trips, not individual students. Chair Jolly stated that these numbers show the need this for this program to assist students. She stated this will have positive impact to families, as it provides relief on time and gas money for the parents.

Mr. Ford asked to clarify if the program could continue during the gap of the program end on May 27, 2022 until the Board approves the extension in June. Mr. Frazier responded that because the Title VI Analysis is already being conducted, he does not see a problem with continuing through that gap.

Chair Jolly then asked Director Wallace if he was agreeable to service as Chair of the Service Delivery Committee and relieve Director Holzendorf from the interim seat. Director Wallace agreed to serve as the Service Delivery Chair.

LONG RANGE PLANNING AND SYSTEM DEVELOPMENT COMMITTEE: Chair Jolly, on behalf of Director Buckland, stated that staff has one item to present under this committee, an update on the Mobility Optimization through Vision and Excellence (MOVE) Plan.

a. **MOVE Plan Update:** Mrs. Gillis provided an update on staff's work with the consultants on the MOVE Plan and introduced Ms. Flowers of InfraStrategies for an in-depth look at the status of the Plan.

Ms. Flowers stated that the team has done a lot of outreach in the community, and with staff, and stakeholders. The team has established the plan's foundation and completed the tasks for

understanding the context around the MOVE Plan. The next steps are to develop strategies and alternatives. This will then push to the creation of the final plan. She provided an overview of the strategic framework.

She also shared the organizations that were engaged and key message that was received – Regional collaboration, JTA's role as a transportation leader, economic stimulus, affordable housing, JTA's core services, equitable transportation, workforce development, broader marketing and simplifying the messaging. A major initiative is support for complete streets and the connection to economy, health and safety.

Director Holzendorf arrived at the work session.

Chair Jolly opened discussions around clarifying that the Plan is for mobility, not just buses and the opportunity to share that vision with the community. Transportation is about more than buses. Mr. Ford agreed with Chair Jolly and shared some further information and thoughts on mobility.

Ms. Flowers then presented the revised draft vision statement: A thriving and connected Northeast Florida powered by seamless mobility solutions for all.

Director Buckland rejoined the work session.

The Board had in-depth discussions about the proposed revised vision statement and the Board's focused direction on mobility, inclusivity, and economic development.

Ms. Flowers also provided the revised draft mission statement: To enhance Northeast Florida's economy, environment, and quality of life for all by providing safe, reliable, innovative, and sustainable mobility solutions and facilities.

Mr. Ford stated that the Board can ponder on the revised statement and share their input in the coming weeks, as this is the Authority's Five Year Plan and it needs to be the true vision of the Board.

Director Driver provided his thoughts on how to get these statements to resonate with the community. A thought is to highlight snippets on buildings and buses. The Board and staff agreed with looking at this direction.

Ms. Flowers then shared the revised draft core values: Team Excellence, Equity, Affordability, Collaboration, and Agile Innovation.

Director Harding shared his thoughts on the values and if it could be just one word for each. Director Holzendorf shared that he likes the proposed values. Chair Jolly asked if sustainability can be incorporated.

Mr. Ford stated that he would like transportation to be replaced by mobility, and also a way to express dignified choices. The Board had an in-depth discussion on additional ways to express the Authority's values to ensure the vision is understood by the community.

Ms. Flowers stated that there were no changes to JTA's goals. She then shared the next steps to get to the MOVE2027 initiatives. TransitWorks, MobilityWorks, CustomerWorks, RegionalWorks, InnovationWorks, CommunityWorks, TeamWorks. Safety and Equity are incorporated into all seven initiatives.

Chair Jolly asked for confirmation that the list of the initiatives is not in order of importance. Ms. Flowers confirmed and stated there is no specific order as all of the initiatives are important.

Ms. Flowers completed the update by providing next steps and announcing that the final report will be presented to the Board in June 2022.

Chair Jolly thanked Ms. Flowers and team for the work. Mr. Ford expressed to the Board that this Plan is still a draft and will remain so until action is taken by the Board. He encouraged the Board to provide feedback, suggestions, and thoughts on the Plan.


ROUNDTABLE: Mr. Hayes shared with the Board the status of the Federal Relief funding and some news that the government was considering rescinding funds. He wanted to assure the Board that JTA has drawn 100 percent of the funds awarded to the JTA and does not see that any

of the funds awarded to the JTA can be rescinded.

Director Wallace inquired about expiration dates on funding. Mr. Hayes responded that the only expiration is for CRISI funds, which is not until 2024; however, the JTA has drawn down all these funds.

There being no further business, the work session adjourned at 1:44 p.m.

SEAL


G. Ray Driver, Jr. Secretary
Arezou Jolly, Chair