

**MINUTES  
REGULAR BOARD MEETING  
JACKSONVILLE TRANSPORTATION AUTHORITY  
THURSDAY, JUNE 25, 2020 – 2:00 P.M.**

The regular Board meeting of the Jacksonville Transportation Authority (JTA) was held on Thursday, June 25, 2020. Board of Directors and JTA Staff attended virtually.

**BOARD MEMBERS**

Kevin J. Holzendorf, Chairman  
Arezou Jolly, Vice Chair  
G. Ray Driver, Treasurer  
Deborah Buckland, Secretary  
Isaiah Rumlin, Immediate Past Chairman  
Nicole Padgett

**JTA EXECUTIVE STAFF**

Nathaniel P. Ford Sr., Chief Executive Officer  
Cleveland Ferguson III, SVP Administration  
Bonnie Todd, SVP Transit Operations  
Greg Hayes, VP Finance & Technology  
Kelli O'Leary, VP Engagement  
Greer Gillis, VP System Development  
Bernard Schmidt, VP Automation

**BOARD MEMBERS NOT PRESENT**

Greg Evans, FDOT

**OTHERS PRESENT**

Richard Milian, General Counsel  
Katie Smith, Board Liaison  
Larry Parks, FDOT  
Jessica Shepler, AVP Public Affairs  
Chris Geraci, AVP Safety & Security  
Khisha Dukes, AVP Finance  
Andy Rodgers, AVP System Development  
Ju'Coby Pittman, Council Liaison

- A. **CALL TO ORDER** - Chairman Holzendorf called the meeting to order at 2:01 p.m.

Chairman Holzendorf provided the safety message for the month of June, "Yes, safety is my business." Every one of us is responsible for the safety of ourselves and those around us. This is true whenever we are in the workplace, during our commute or while at home. Every individual in their own first line of defense against accidents or incidents occurring around them. As we navigate through these difficult times of a pandemic and civil unrest it is imperative that we all keep the safety and security of ourselves, co-workers and families front of mind. And remember "Yes, safety is our business."

- B. **APPROVAL OF MINUTES FROM MAY 28, 2020 BOARD MEETING AND JUNE 10, 2020 BOARD WORK SESSION**

MOTION (Jolly/Buckland) Motion Approved (6-0).

- C. **COMMENTS FROM CITY COUNCIL LIAISON** – None

- D. **COMMENTS FROM THE PUBLIC**

1. **STANLEY SCOTT** – Mr. Scott stated the community he serves is happy with the progress of the JTA Board regarding the changes being made especially during the pandemic. He stated the community would like to have a meeting with JTA to discuss helping the Authority grow.

The changes that were made due to the pandemic are good but Mr. Scott stated things could be better. Mr. Scott stated the service JTA offers to the community for specialized trips is good. He stated he will reach out to the JTA Leadership regarding improvements. Mr. Scott stated he walked around the Jacksonville Regional Transportation Center (JRTC) and he likes it. He was concerned about disability issues but stated the JTA staff is working on this and should see results in the very near future.

**E. CHIEF EXECUTIVE OFFICER'S (CEO's) REPORT** – Mr. Ford stated the first Small Business Virtual Forum was held on Wednesday, May 13, 2020 led by the Diversity, Equity & Customer Advocacy and Procurement departments. Our local small and minority owned businesses were able to hear about the projects and procurements the Authority have upcoming. We were joined by Thaddaeus Hammon of the United States Small Business Association (SBA), Jenny Vipperman and Chief Lending Officer of VyStar Credit Union who provided information on their Small Business Relief Programs. The forum also featured Dr. Eleanor Ramsey, President of Mason Tillman Associates whom has been working with JTA to develop a Small Business Reserve Program. Mr. Ford stated since the forum the Authority has received excellent feedback from the small business community on the design and focus of the program. He stated the details of the program will be presented to the Board in September 2020.

Mr. Ford stated a virtual Ultimate Urban Circulator (U<sup>2</sup>C) Phase I Bay Street Innovation Corridor Pre-Solicitation Meeting was held on Thursday, June 11, 2020. The virtual forum had 170 participants from four continents. This gave the Authority an opportunity to update the industry on the progress since the U<sup>2</sup>C Industry Forum in February 2020. It also gave the industry a final opportunity to weigh in on the development of Request for Quote (RFQ) prior to its release. He stated time was spent sharing the important values of JTA as it relates to local small businesses and Disadvantaged Business Enterprise (DBE) participation in this and all projects. The RFQ for Phase I was released on June 15, 2020. The Procurement department is currently planning the Pre-Submittal meeting for June 30, 2020 to ensure all participants are familiar with the Florida laws related to this type of procurement. Mr. Ford stated the Authority would like minimize any procedural issues upfront in order for everyone to focus on this highly competitive competition and procurement.

Mr. Ford stated JTA received a Transit Oriented Development (TOD) Planning Grant targeted for the northwest section of Jacksonville. The amount of the grant is \$942,000, which was from the Federal Transit Administration (FTA) Pilot Program for TOD planning. He stated the application focused on the First Coast Flyer (FCF) Green Line in north Jacksonville. The funds

from the grant will be used to promote TOD planning along the Green Line, which is part of the FCF Bus Rapid Transit (BRT) network. This is an addition to the \$1.2 million TOD Planning Grant that was received after the Better Utilizing Investments to Leverage Development (BUILD) grant for the Bay Street Innovation Corridor (BSIC). The \$1.2 million grant will be used for stations and routes related to the U<sup>2</sup>C project. Mr. Ford stated JTA has received a little over \$2 million for TOD from the FTA. He stated the Board's policy guidance on Economic Development has included peer reviews and technical assistance from around the country. The City of Jacksonville (City) Planning Commission approved JTA's TOD amendment to the City's Comprehensive Plan. He stated the Authority is one step closer to the station area plans. The will be an incentive to public-private partnerships around transit support urbanism in Duval County. Mr. Ford stated the TOD amendment will be sent to the City's Land Use and Zoning Committee for approval and then to the State for final approval. He stated that staff will move forward with negotiating and executing the first long term transit support development at Golfair Boulevard. He stated a public meeting will be held later this month to discuss changes related to the development program. Mr. Ford stated the Board's approval would be appreciated regarding the Golfair property and work that was done and promoted over the last few years.

Mr. Ford stated the Finance Department continues to monitor and track expenses under the CARES Act as it relates to COVID-19. Three applications have been submitted thus far to the FTA. The first application in the amount \$15.2 million related to Payroll expenses was submitted on April 24, 2020 and funds was received on May 13, 2020. The second application in the amount of \$3.5 million related to Operating expenses was submitted on May 29, 2020 and FTA is currently reviewing. Mr. Ford stated part two of the Payroll expenses application in the amount of \$9.4 million was submitted on June 22, 2020 and FTA is currently reviewing. A fourth application for Capital and future operating expenses in the amount of \$14.4 million is scheduled to be submitted on June 26, 2020. After the submission on June 26, 2020, the total amount of application submission will be a total of \$42.5 million. This is the full amount available to JTA under the FTA apportionment.

Mr. Ford stated under the Local Option Gas Tax (LOGT), Greg Hayes, Chief Financial Officer (CFO) participated in a presentation to the City Council Finance Committee on June 16, 2020 regarding the LOGT along with members from the Jacksonville Civic Council and Council Auditor Office. The meeting was held by Councilman Bowman. The JTA presented the history of the LOGT when it was assigned to JTA, allowable expenditures for gas tax funds, JTA MobilityWorks Program and the revenue trends as it relates to gas tax revenues. A follow-up

meeting will be held with incoming City Council Finance Chair Matt Carlucci to discuss the LOGT in more detail.

Mr. Ford stated during today's Board meeting staff will present Fiscal Year (FY) 2021 budget for final Board approval. Typically, the process is completed in May but due to COVID-19 staff wanted to ensure Board had enough time to review the financial trends. Therefore, to comply with the Florida Statue, a letter was submitted to the Committee Chair on June 1, 2020, with an estimate of JTA's revenue and expenses. He stated with Board approval today the detailed budget will be submitted to the City.

Mr. Ford stated the System Development department has engaged Michael Baker Inc. on JTA's effort to maximize DBE firms with economic recovery and maximize utilization. Michael Baker has committed to distributing dollar for dollar match between their contract value and the DBE contract value. This equates to fifty percent of DBE firms, potentially over \$3 million in support of DBE companies. Mr. Ford expressed his appreciation for Michael Baker's support of JTA's project delivery effort. He stated the procurement has begun for the JTA MobilityWorks Alta Drive project. The Invitation to Bid (ITB) was released on June 5, 2020. A pre-construction meeting was held on June 27, 2020. Mr. Ford stated the staff looks forward to the award of the project and approval by the Board to proceed with construction in early Fall 2020.

He stated staff has been holding pop-up discussions with Transit Industry Executives and Transportation Experts from around the country to discuss post COVID-19 recovery efforts and the future of transportation. The discussions are designed for the Senior Leaders at JTA to get insight from fellow peers around the country and to help with developing post COVID-19 recovery plans and considerations for the future. These discussions will be the first phase of the JTA Strategic Planning activities. Three pop-ups occurred in June and tentatively have four scheduled discussions in July.

Mr. Ford stated Transit Operations increased ridership and demand during certain hours on fixed route service have lead the Service Planning staff to recommend the addition of new trips to six JTA routes primarily in the morning hours. This past Monday morning trips were added to the following routes: Route 1, 10, 50, and FCF Red Line. Morning and afternoon trips were added to the Route 19. Trips were also added on Route 3 in the evening. In addition, plug buses continue to be used as necessary to support higher ridership in order to keep passenger load per bus at 20 passengers or fewer. An analysis is being conducting by the Business Intelligence Group to identify when we may be out of capacity with the 20 passenger per bus goal that is in place. This information will be used to make some recommendations on how we can best service passengers

going forward and ensure social distance and passenger safety in this pandemic. Staff continues planning for the next full service change taking the information they currently have about the higher and lower productivity routes and determine what combination of routes and frequencies will best serve the needs of the riders. He stated to deal with the social distancing and impact on the current ridership levels the Skyway service will begin on July 1, 2020. Passenger protection measures will be implemented such as mandatory face mask. Messaging related to maintaining distance will be displayed. Mr. Ford stated the Skyway vehicles are much smaller and it will be a challenge. Hand sanitizer will be on the platforms and staff will be monitoring crowds.

Mr. Ford stated the Automation Division continues to work with the Mayo Clinic. He stated we are excited about the partnership with the Florida State College of Jacksonville (FSCJ). At the last Board meeting, the Board approved the expansion of the JTA Autonomous Vehicle (AV) Program for new testing and education initiatives on FSCJ campuses. The agreement was recently executed.

Mr. Ford stated Engagement was asked to present to City Council Members and attendees this past Monday in a noticed meeting to share our successes and best practices related to diversity, equity and customer advocacy. He stated the invite came from Council Member Ju'Coby Pittman. Mr. Ford thanked Council Member Pittman for giving JTA the opportunity to talk about the successes we have had in that particular area. He stated we are very proud of the work we are doing with DBE.

Mr. Ford stated Human Resources had a report of a fourth Operator who tested positive last week but they are recovering and doing well.

Mr. Ford stated on June 24, 2020, we had a very successful virtual State of the Authority with over 335 participants from around the country. He stated a link will be provided to the Board if they were unable to attend and to share with colleagues. Mr. Ford stated this was the first virtual State of the Authority but the sixth event where we were able to share with the public and stakeholders where we've been and where we are going. The first post COVID-19 Operator graduation was completed. A video was shown of activity for the past month.

Vice Chair Jolly complimented Mr. Ford and the JTA staff for the installation of the barriers on the buses for reasons other than the pandemic. She thanked the staff for doing this for safety reasons and JTA is leading by example. Chairman Holzendorf agreed with Vice Chair Jolly. He stated JTA is being strategic and not reactive with these types of strategies we are able to compliment other things that are going on. Mr. Ford thanked the Board on behalf of the staff for their guidance and decision to make the \$600k investment to protect the Operators.

**F. MONTHLY DIVISION REPORTS**

1. **TRANSIT OPERATIONS REPORT** – Ms. Todd provided the Board with the Transit Operations Monthly Report through May 2020.
2. **AUTOMATION REPORT** – Mr. Schmidt provided the Board with the Automation Monthly Report for activities through June 15, 2020.
3. **SYSTEM DEVELOPMENT** – Ms. Gillis provided the Board with an overview of the System Development Monthly Report for the reporting period through June 15, 2020.
4. **FINANCIAL REPORTS** – Mr. Hayes provided the Board with the Financial Reports for April 2020, as well as the month and year-to-date an update on the Processed Invoices Report, Agency Sponsorship and Membership Report.
5. **ADMINISTRATION REPORT** – Mr. Ferguson provided the Board with the monthly Real Estate and Economic Development Report and Procurement Expenditures.
6. **ENGAGEMENT REPORT** – Ms. O’Leary provided the Board with the monthly Engagement Report.

**G. CONSENT AGENDA (Holzendorf, Chairman)**

Chairman Holzendorf stated that the Consent Agenda, items G.1 were before the Board for approval

1. **APPROVAL OF CONTRACT AWARD FOR FILTERS (B-20-011)**

**MOTION** (Rumlin/Jolly) to concur with staff’s recommendation per the Board Memorandum for item G.1. Motion Approved (6-0).

**H. SAFETY, AUDIT AND COMPLIANCE COMMITTEE (Rumlin, Committee Chair)**

**ACTION ITEMS**

1. **APPROVAL TO AMEND RULE 000 - BYLAWS** – Mr. Ferguson presented staff’s recommendation that the Board approve the revisions to the Bylaws of the JTA to reflect JTA’s new address. The current Bylaws provide that JTA’s headquarters is located at 121 West Forsyth Street, Jacksonville, Florida 32202. JTA’s new headquarters is located at 100 LaVilla Drive Center, Jacksonville, Florida 32204. As required, a Public Hearing was held on June 24, 2020 and there were no comments from the public.

**MOTION** (Rumlin/Buckland) Approval to Amend Rule 000 – Bylaws. Motion Approved (6-0).

2. **APPROVAL TO AMEND RULE 002 – PROCUREMENT** – Mr. Ferguson presented staff’s recommendations that the Board approve the revisions to Procurement Rule 002. Safety, Audit and Compliance Committee proposed revisions to Procurement Rule 002 Section

1.7 – General Provisions on organizational conflicts of interest and updating titles due to reorganization of the Authority. As required, a Public Hearing was held on June 24, 2020 and there were no comments from the public.

**MOTION** (Rumlin/Jolly) Approval to Amend Rule 002 – Procurement. Motion Approved (6-0).

**3. APPROVAL TO AMEND FINANCIAL RESERVES POLICY** – Mr. Hayes presented staff's recommendations that the Board amend the Financial Reserves Policy, to revise language related to the Capital Projects Fund to allow usage for operating or capital needs and to create an Enterprise Fund for the disposition of ongoing revenues. The Board Financial Reserves Policy was originally approved on June 24, 2010 and most recently amended on October 1, 2018. The Fiscal Year 2021 budget will require supplementation from the CARES Act to ensure a balanced budget. Current policy restricts annual surpluses to only be utilized for future capital projects. Because a portion of funding needed to balance the Fiscal Year 2021 budget will be recognized in 2020, an amendment is necessary to expand the approved usage of annual budgetary surpluses.

**MOTION** (Buckland/Rumlin) Approval to Amend Financial Reserves Policy. Motion Approved (6-0).

**I. FINANCE AND ADMINISTRATION COMMITTEE** (Buckland, Committee Chair)

**ACTION ITEMS**

**1. RESOLUTION 2020-09: APPROVAL OF FISCAL YEAR 2021 OPERATING BUDGET** – Mr. Hayes presented staff recommendations that the Board adopt Resolution 2020-09 approving the JTA Operating Budget for FY21, and authorizing its submission to the Jacksonville City Council. He stated Florida Statute Section 349-041 requires the Authority to submit an Operating Budget to the City on or before June 1 each year. The total Operating Budget for FY21 is \$120.3 million and was reviewed in detail with the Board Finance Committee on June 10, 2020. A summary schedule is also included for each division as compared to the FY20 budget in the Board package.

Chairman Holzendorf thanked Mr. Hayes and his staff as well as Director Buckland, Chair of the Finance Committee. He stated during the Board Workshops the Board was updated on the finances and economics. Chairman Holzendorf also stated thanked staff for the strategic planning.

**MOTION** (Driver/Rumlin) to adopt Resolution 2020-09: Approval of Fiscal Year 2021 Operating Budget. Motion Approved (6-0).

**2. RESOLUTION 2020-10: APPROVAL OF FISCAL YEAR 2021 CAPITAL BUDGET** – Mr. Hayes presented staff recommendations that the Board adopt Resolution 2020-10 approving the JTA Capital Budget for FY21, and authorizing submission to the Jacksonville City Council. The Capital Budget is for funding uses and sources for capital projects. For FY21 the proposed Capital Budget is \$53.6 million. The budget was reviewed in detail with the Board Finance Committee on June 10, 2020. A summary scheduled of revenues and expenditures by division as compared to FY20 budget.

Chairman Holzendorf stated his comments are the same as for the Operating Budget. He stated the Capital Budget gives the Authority the opportunity to fulfill the obligation to the citizens of Jacksonville as well as continuing to be a top agency in the United States. Chairman Holzendorf stated he appreciates everyone that worked on the budgets.

**MOTION** (Driver/Padgett) to adopt Resolution 2020-10: Approval of Fiscal Year 2021 Capital Budget. Motion Approved (6-0).

**3. APPROVAL OF CONTRACT AWARD FOR SCHEDULING AND DISPATCH SOFTWARE – PARATRANSIT (P-19-014)** – Mr. Hayes presented staff's recommendations that the Board approve the ranked shortlist and authorize the CEO to enter into negotiations with Trapeze Software Group, Inc., the number one ranked firm for the Paratransit Scheduling and Dispatch Software. JTA uses Scheduling and Dispatch Software to schedule all Paratransit trips. The Authority schedules approximate \$350k trips per year. Additionally, several of the regional partners' use JTA's software. This scheduling system creates synergies between the transit providers, facilitates the sharing of resources, reduces the operating costs per passenger, improves the amount of services available and increases the productivity of public transportation services in the region. An estimated total contract value over five years will be \$1,252,178. As a funding provider, the Florida Department of Transportation (FDOT) has a requirement of race neutral, and there is no DBE goal established for the contract; however, DBE participation is highly encouraged.

**MOTION** (Padgett/Rumlin) Approval of Contract Award for Scheduling and Dispatch Software – Paratransit (P-19-014). Motion Approved (6-0).

**J. SERVICE DELIVERY** (Driver, Committee Chair) - None

**K. LONG RANGE PLANNING AND SYSTEM DEVELOPMENT** (Jolly, Committee Chair)

### **ACTION ITEMS**

**1. APPROVAL OF CONTRACT AWARD FOR CONSTRUCTION,**



**ENGINEERING AND INSPECTION SERVICES – FIRST COAST FLYER SOUTHWEST CORRIDOR (P-20-001)**

– Ms. Gillis presented staff's recommendation that the Board approve the ranked shortlist and authorize the CEO to execute a contract with Michael Baker International, Inc., the highest ranked proposer to provide Construction Engineering Inspection (CEI) services for the FCF Bus Rapid Transit (BRT) Southwest (SW) Corridor. The recommended contract award includes all CEI services to provide Construction Management and Oversight to construct bus stations, install custom passenger shelters and amenities, install fiber to support Transit Signal Priority and construct bus by-pass queue lanes from Orange Park Mall to Park Street to FSCJ Kent Campus and along Park Street from FSCJ Kent Campus to the JRTC at LaVilla. This project is fully funded through a Federal Grant (50 percent), FDOT match (25 percent) and JTA local match (25 percent). FDOT has a requirement of race neutral, there is no DBE goal established for the contract; however, Michael Baker International, Inc. is proposing 50 percent DBE participation for this project.

**MOTION** (Buckland/Padgett) Approval of Contract Award for Construction, Engineering and Inspection Services – FCF Southwest Corridor (P-20-001). Motion Approved (6-0).

**2. APPROVAL OF CONTRACT AWARD FOR CONSTRUCTION SERVICES – FIRST COAST FLYER SOUTHWEST CORRIDOR STATIONS (P-20-009)**

– Ms. Gillis presented staff's recommendation that the Board authorize the CEO to negotiate and execute a contract agreement with EltonAlan Inc., the lowest bidder, for a not-to-exceed amount of \$3,952,041 to provide construction services for the FCF BRT Sw Corridor Stations project. This Invitation to Bid includes construction of bus stations at 21 locations, coordination with JTA's custom passenger shelters and amenities, and installation of fiber to support Transit Signal Priority from the Orange Park Mall to Park Street to FSCJ and along Park Street from FSCJ to the JRTC at LaVilla. This project is fully funded through a Federal Grant (50 percent), FDOT Grant (25 percent) and local match (25 percent). FDOT has a requirement of race neutral, and there is not DBE goal established for the contract; however, EltonAlan, Inc. is a DBE certified firm. The contract will achieve 100 percent value toward DBE.

Vice Chair Jolly thanked Ms. Gillis and stated it was a pleasure to have her apart of the team.

**MOTION** (Jolly/Padgett) Approval of Contract Award for Construction Services – FCF Southwest Corridor Stations (P-20-009). Motion Approved (6-0).

**L. OLD BUSINESS** – None

**M. NEW BUSINESS**

**1. AUTHORIZATION TO NEGOTIATE AND EXECUTE A LONG-TERM LEASE AGREEMENT ON THE GOLFAIR BOULEVARD TRANSIT-ORIENTED DEVELOPMENT PARCEL** – Mr. Ferguson presented staff's recommendations the Board authorize the CEO, to negotiate and execute a ground lease with KIPP Jacksonville, Inc. (KIPP) for Transit Supported Urbanism (TSU) at the Golfair property. The subject property is identified by the Duval County Property Appraiser's Real Estate Numbers: 031956-0010 and 0319958-0000 comprising eight acres. On May 20, 2019, JTA announced that certain Authority properties had been identified for TSU development. On June 27, 2019, and pursuant to Administrative Rule 012, the Golfair property was declared surplus. KIPP expressed interest in the Golfair property for a charter school to support the surrounding community through educational resources and public use of the facility. The development will feature connectivity to the FCF Green Line by integrating the transit stop into its campus. KIPP presented its plan to the Long Range Planning and System Development Committee on June 10, 2020 for its consideration. The first part of the long-term lease would be 42 years with 2 20-year extensions. This would ensure the appropriate outreach with the District's City Council Member and the adjacent District's City Council Member, which was completed this week.

**MOTION** (Jolly/Driver) Authorization to Negotiate and Execute a Long-term Lease Agreement on the Golfair Boulevard Transit-Oriented Development Parcel. Motion Approved (5-1).

Director Rumlin stated he cannot support the action because of the proximity of a public school in the vicinity, A. Philip Randolph High School, and his belief that charter schools have a tendency of moving into our communities to take away students from surrounding schools. He stated in November 2019, 70 percent of the City schools in Jacksonville voted for the half cent sales tax on the ballot. Director Rumlin stated the sales tax was held up on the ballot by the same people that want to lease the Golfair property. He stated the Duval County School Board Referendum set aside \$37 million for Charter Schools.

Director Rumlin stated we all know the conditions that exist at the schools on the Northside of Jacksonville. He stated Raines was built the same year of Fletcher. If you look at Raines and then look at Fletcher, you will see two different buildings today. He stated because past School Board Members and Superintendents did not take care of the maintenance of these schools in our community. Director Rumlin stated Charter School Companies want to come in and get close to \$200 million as a result of the sales tax. He stated the hope is to have the sales tax pass in November

Director Rumlin stated the sales tax referendum could have been voted on in August but because the powers that be did not allow that to happen until after the JEA problem was resolved. He stated he thinks this is wrong, and he understands TOD and supports TOD, but feels this is one that we need to by pass on.

Chairman Holzendorf stated when the Board was presented with the proposal and given an overview, we asked them to ensure that the City Council Members were onboard and community outreach. He would like to ensure this has been done as well. Chairman Holzendorf stated he that he believes it is very important that we are Community partners and that all questions have been answered.

Director Buckland thanked Director Rumlin for his remarks. She stated she respects and understands the things he said. Director Buckland stated as for her decision as a Board Member representing the community and JTA, she has seen the success of the KIPP organization, not only in Jacksonville but nationally. She stated there was extensive discussion about community engagement and activation in the community. Director Buckland stated that is what ultimately helped her decision.

Director Rumlin stated the powers at be in the City want to close down public schools, and that over the next 2-3 years to see 80 percent of our schools be charter schools. Director Rumlin stated most of us went to public schools. He stated over 3,000 students per year transfer from the charter schools back to the public school system. Director Rumlin stated the public school system does not receive those dollars back until the next year when school starts back. He stated it recycles itself every year. Director Rumlin stated he understands there are some good charter schools and KIPP is probably a good charter school. However, he thinks the charter school is too close to A. Philip Randolph. When the charter schools put the students out they are told it was not a good fit and Director Rumlin stated there is a problem with that. He thinks it is a mistake to put a charter school within one mile of another high school. Director Rumlin stated the public school system would never do something like this. He asked, why would a charter school want to go into Gateway and do the same thing.

Vice Chair Jolly stated she appreciated the comments from Director Rumlin and Director Buckland. She stated as the Chair of the Long Range Planning and System Development Committee, they spent a lot of time looking at this. The committee had public discussions, discussed it with city leaders, and had extensive discussions with the Executive Director of KIPP. Vice Chair Jolly stated she agrees with Director Buckland that this is one charter school that has a proven record of excellence. She stated the compelling thing to her was to provide an opportunity

for students to attend an institution that has a proven record of excellence. Vice Chair Jolly stated that to her recollection, that in this geographical area where the KIPP school will be located there are a number of schools in the area that are not performing well. She stated it meant a lot to her to provide students within the area an opportunity to be able to have access to an educational environment that has a great record of excellence. She stated it does fit nicely with the Authority's transit objective.

Director Rumlin stated there are no failing high schools in Duval County. He added that he is sure everyone did their due diligence.

Chairman Holzendorf stated there was a lot of discussion at the Board Work Session and in the Committee. He wasn't sure if Mr. Ferguson was prepared to let the Board know if anyone had spoken with the City Council Members in the district.

Mr. Ferguson responded that staff has had extended conversations with the District Council Member Gaffney with extensive presentations. The District Council Member stated that he was satisfied and supportive of it, to the extent that the Board approved the action. He added that staff also spoke with the adjacent City Council Member Pittman who was equally supportive. This is the reason why this is new business to ensure all appropriate due diligence was done. Both Council Members Gaffney and Pittman were supportive and understood.

Director Rumlin stated initially all of them voted against the half cent sales tax. He stated all Council Members did not agree to the half cent sales tax until after the JEA sale failed. Only at that time did all City Council Members decided to support the half cent sales tax. Mr. Rumlin stated if JEA would have been sold we would be in the same situation that the School Board was in as it relates to the half cent sales tax for the School Board. He stated he is only one vote and only has a few months left on the Board. He has been very supportive of the Board but he cannot support this as it stands today.

**2. APPROVAL TO EXECUTE REAL ESTATE PROPERTY ACQUISITION – KINGS AVENUE** – Mr. Ferguson presented staff's recommendation that the Board authorize the CEO to execute a Purchase and Sale Agreement (PSA) with Flagler Development Company, LLC at the purchase price of \$500,000 for the release of aerial easements, use restrictions and the access permit over and across Authority property. The subject parcels are identified by the Duval County Property Appraiser's Real Estate Numbers 080084-0000, 080660-1500, 080660-1510 and 080660-1520. The Authority has identified certain real properties, including Kings Avenue, for transit supportive development. In partnership with the development community, the termination of aerial easements and release of use restrictions will allow for denser mixed-use development

for economic impact to the community and ridership for the Authority. Staff continued to negotiate under the direction of the Board. It is in line with the appraisals.

**MOTION** (Jolly/Padgett) Approval to Execute Real Estate Property Acquisition – Kings Avenue. Motion Approved (6-0).

**3. AUTHORIZATION TO ALLOCATE PROCEEDS FROM NON-FAREBOX REVENUE GENERATED AS A RESULT OF REPUBLIC NATIONAL CONVENTION -**

– Mr. Ferguson presented staff's recommendations the Board authorize the CEO to allocate all advertising revenues generated by the Republican National Convention (RNC) being partially hosted by the City to support infrastructure projects in areas of critical need. Staff will present the list of projects to the Board prior to expending the funds for approval. He stated staff recommendation came about after the advertising contractor contacted staff with the opportunity through a 60-day window if the Authority would be in the position to waive the rule of bus wraps, Skyway wraps and potential transit station wraps in addition to bus stops for commercial advertising. This would be a financial opportunity for the Authority. The non-farebox revenue gained by the Authority is anticipated to be as much as seven figures. Staff reviewed the advertising rule and determined the rule itself did not need to be waived but a limit to the amount and size of advertising across the Authority footprint. Mr. Ferguson stated in the last Board meeting it was discussed that staff needed to focus on generating more non-farebox revenue given the financial situation. He stated funds would be used to support MobilityWorks, BRT, and TSU. Mr. Ferguson stated the anticipated commercial advertising would be available to the JTA for the months of August and September. This revenue would be generated as a result of temporarily waiving the Authority's internal policy on advertising size restrictions. The focus is on commercial advertising.

Director Rumlin asked how other cities have dealt with public transportation during Democrat or Republican Convention. Mr. Ford stated staff is working through that now. He stated staff is speaking with individuals in Charlotte and reached out to the transit system in Cleveland. They have been supportive with the City hosting the conference. Mr. Ford stated considering our financial situation most recently with the COVID-19 pandemic recognizing there are some communities that are in dire need of infrastructure improvements. He stated the revenue could go to the communities identified by the staff and approved by the Board. Mr. Ford stated the operations, as it relates to services depends on what is being asked of the transportation agency in support of the convention. This has not been determined yet. There has not been a formal ask of services to be provided by the JTA. Mr. Ford stated he and Bonnie Todd have been involved in

discussions along with Chris Geraci, AVP of Safety & Security. He stated final plans have not been formalized. Mr. Ford stated that as it stands JTA will run its normal service but to expect to have request for additional services. He stated he thinks the Chairman of the Board is planning to appoint someone to help with the decision making.

Chairman Holzendorf stated we need to ensure that we have unanticipated revenues to be able to use those to be transformative in order to help and assist our citizens for them to have a better quality of life. He stated even more along TODs, walkability of the city and ensure that equity is disbursed throughout the city. Chairman Holzendorf stated he is glad this is one of those opportunities and hope there will be more opportunities for us to identify additional revenue resources for us to utilize. Mr. Ford stated staff has more recommendations but wanted to refine those recommendations for areas of need that could benefit from these unexpected revenues as a result of the convention.

**MOTION** (Driver/Buckland) Authorization to Allocate Proceeds from Non-Farebox Revenue Generated as a result of Republic National Convention. Motion Approved (6-0).

Chairman Holzendorf appointed Vice Chair Ari Jolly to the JTA Executive Steering Committee for the RNC, which will be held August 24, 2020 thru August 27, 2020. This will help to provide oversight to the internal working group preparing for RNC. Vice Chair Jolly will report out to the Board.

Chairman Holzendorf stated the Board generally does not meet in July: however, considering current challenges please watch for communications from Katie in the event the Board will need to meet.

Director Rumlin stated he has some concerns that Mr. Ford is on the Host Committee for the RNC. He stated JTA is a public transportation industry and needs to be non-partisan. Director Rumlin stated he has seen some backlash in the community with Mr. Ford being on the Host Committee. He stated he would like Mr. Ford to reconsider being on the committee, but it would have to be up to Mr. Ford. Chairman Holzendorf stated that when he saw that he also had a conversation with Mr. Ford in regards to the Host Committee. He wished it was not called the Host Committee because it would have alleviated a lot of concern due to this being political as to why Mr. Ford would be on the committee. Chairman Holzendorf stated he understands Director Rumlin's concerns but this will be one of the largest conventions in Jacksonville and transportation will be critical. He stated this is not in support of anything other than JTA moving people and it is important for us to be a part of the conversation, to make sure we move people the right way and

effectively. Chairman Holzendorf stated he understands why the CEO would be a part of the planning when it comes to moving people around the city.

Director Rumlin stated when you are on a Host Committee it usually involves raising money for something - this could be partisan. Public transportation is supposed to be non-partisan.

Vice Chair Jolly stated she agrees we are a transportation authority. She stated we accept riders the way they come. Vice Chair Jolly stated we are here to provide transportation. She agrees the JTA role has to be non-partisan. Part of the challenge that Director Rumlin spoke to is education. She stated she wished it was not called the Host Committee because it raises certain thoughts in people's mind in what that involves. Vice Chair Jolly stated it does not involve Mr. Ford or JTA, he is not part of fund raising, no political photo ops, no endorsement of the JTA or anyone. This is a reflection of the importance of critical infrastructure and mission that JTA provides to the City. She stated within those three days JTA could be moving a large group of riders and have an obligation to do that in a safe, respectful and efficient way. Vice Chair Jolly stated she cannot think of anyone better than Mr. Ford to help ensure that happens. She says because of his over 40 years of experience in the transit industry, he has managed logistics through a Super Bowl, World Series, 9/11, and COVID-19 pandemic as well as multiple hurricanes. Vice Chair Jolly stated our CEO understands how to manage the implications, opportunities and challenges at the heart of significant events. She stated when the Super Bowl was here the committee had five years to plan. Since the announcement of the RNC coming to Jacksonville, there were only 60-80 days to plan. Staff is already getting transportation requests that could impact basic services during that period of time. She feels Mr. Ford can advise as to what JTA can, cannot do, and more importantly what JTA should and should not do. Also, ensure current and perspective ridership is taken care of. And the people around the table understand what JTA's challenges, scope, and mission is.

Director Rumlin stated he understands, but in the black community when you are at that level, you are seen as someone who is much respected. And Mr. Ford is respected but this might diminish his respectability in the community. He stated you do not know the backlash we are hearing.

Director Driver stated he hears Director Rumlin's concerns. He stated Vice Chair Jolly's remarks were much in line with his thoughts. He stated the RNC coming to town right now is unfortunate for several reasons, primarily COVID-19 and social unrest all over the country including in our community. Director Driver stated as a public transportation authority, we have to provide transportation. As Vice Chair Jolly stated, we are fortunate to have Mr. Ford sitting in

the CEO chair. Director Driver stated he would be disappointed if he was not involved in the planning stages of a major event regardless if it was the RNC, DNC, Super Bowl or any other major event that can disrupt our normal public transportation pattern. He is fully supportive of Mr. Ford being in the position and would do anything he could do to make it easy on him and JTA as possible.

There being no further business, the meeting adjourned at 3:48 p.m.

SEAL

  
Debbie Buckland, Secretary

  
Kevin J. Holzendorf, Chairman