

**MINUTES OF THE
JACKSONVILLE TRANSPORTATION AUTHORITY
BOARD WORK SESSION
TUESDAY, JULY 2, 2024**

The Jacksonville Transportation Authority Board of Directors held a Work Session Tuesday, July 2, 2024 in the Board Room of the Jacksonville Regional Transportation Center located at 100 LaVilla Center Drive, Jacksonville, Florida 32204.

BOARD MEMBERS PRESENT: Debbie Buckland, Arezou Jolly, Megan Hayward, and Patricia Sams.

JTA STAFF PRESENT: Nathaniel Ford, Cleveland Ferguson, Greer Gillis, Raj Srinath, Jeffery Smith, and Katie Smith (virtual).

OTHERS PRESENT: Richard Milian, General Counsel

I. WELCOME: Chair Buckland called the Work Session to order at 1:34 p.m. and welcomed the Board, Staff and public.

II. PUBLIC COMMENT: The Chair called for Public Comment. There were no requests to speak.

III. LONG RANGE PLANNING AND SYSTEM DEVELOPMENT COMMITTEE

a. Northwest Jacksonville FY24 Improvements: Ms. Gillis stated that she would be sharing the improvements that will be made to Northwest (NW) Jacksonville Corridor in Fiscal Year 2024, under MobilityWorks 2.0 Program. She began by sharing the upgrades that will be made to over 100 stops, which include shelters, benches, trash receptacles, bike racks, ADA updates, among other needed improvements and overview of what the presentation will cover. The goal of the project is to increase safe spaces in the area as well as enhance the customer experience. She then shared a map of the bus stop locations along Soutel Drive down to Moncrief Road.

Ms. Gillis also shared how the project corresponds with the MOVE 2027 Plan and the timeline for each phase of the improvements. She then gave a look at the bus stops of the future and the Artscape concepts at the stops. The art will be by local artists as the JTA partners with the Cultural Council, there were also public meetings to allow the community to provide feedback.

The presentation concluded by Ms. Gillis sharing that staff will go back to the NW community to provide a look at the Fiscal Year 2025 improvements beginning in October 2024.

There was also outreach to the local small businesses to provide an overview of opportunities that will be available to them with this project, as well as other projects under MobilityWorks 2.0 and the MOVE 2027 Plan move forward.

Director Hayward asked how many bus stops there are in the northwest quadrant. There was then discussion on the percentage of stops that have been completed and the percentage that remains. Chair Buckland asked about the budget for the artwork for NW Jacksonville. Ms. Gillis stated that she would get the information on the bus stops and what percentage will remain. As to the budget, the project total is \$60 million, but the exact amount for artwork has not yet been determined. She will get back to the Board once the budget is broken down for all the work that will be done.

IV. ROUNDTABLE

a. Creating Safe Spaces Action Plan: Ms. Gillis began the presentation by recognizing that the lead on this initiative is JTA's Planning and Sustainability team who are assisted by two consultants. She then provided the Board with what the creating safe spaces is: an initiative to enhance the safety and accessibility of Jacksonville's transportation system that focuses on the first and last mile connection to transit and the objectives. She shared that the action plan would be presented to the Board at the formal meeting for consideration immediately following the work session.

Ms. Gillis also provided the Board with how the action plan will align with the MOVE 2027 plan with a focus on safety and Vision Zero. She shared details of the national initiative for Vision Zero to reduce and eliminate traffic fatalities. JTA will use the Safe Systems approach which is designed with many redundancies in place to protect everyone. The Dangerous by Design for 2024 shows Jacksonville in the top 20 of the deadliest cities.

The safety analysis that is being conducted was also shared, along with the recommendation that staff will present to the Board which will include JTA's commitment to achieving zero traffic fatalities, setting specific, measurable goals and timelines and the policy framework that guides the development of the Creating the Safe Spaces Action Plan.

Ms. Gillis concluded with sharing next steps that begins with the joint task force kickoff for the JTA and the City of Jacksonville (City).

Director Jolly asked who at the City is the contact for this initiative. Ms. Gillis responded that the Planning and Development Department.

Moving Forward Campaign: Mr. Ferguson stated that he and Mr. Smith would give

the Board an overview of the Moving Forward Campaign. This initiative advances MOVE 2027 by providing enhanced service, increased access, elevated image, and an improved experience. He provided the Board with the timeline for the campaign.

Mr. Smith provided the Board with a highlight of the enhanced service that the Board approved at their May Board meeting, as well as an overview of the improving experience and how improved analytics will play a role. He shared that he, Mr. Ford and the ATU President will be meeting with Sheriff Waters and his team to discuss safety on the road and safety for the passengers.

Mr. Ferguson then concluded the presentation by sharing details of the elevated image of the JTA, the increased access to customers and JTA staff, and the improved experience that will be provided. Details of how the campaign will be shared internally and externally were also provided.

Director Jolly stated that she would like to have a future discussion with Mr. Ferguson related to IT. Mr. Ferguson shared that staff can add intellectual property to the retreat agenda.

Chair Buckland asked if the partner companies have been selected for the Brooklyn AV Lunch project. Ms. Gillis responded that Perrone Robotics will be fitting the vehicle. Mr. Ford and Ms. Gillis confirmed that the staff is targeting businesses along Riverside and the Brooklyn area to utilize the lunch Shuttle.

Ms. Gillis circled back regarding the number of Bus stops in the NW corridor, which is 640 and that all stops will be upgraded with lighting to be bus stops of the future when the project is complete.

V. ADJOURN: There being no further business, the work session adjourned at 2:17 p.m.


Debbie Buckland, Chair


Aundra Wallace, Secretary